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THE WORLD BANK

Washington, D.C.

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The World Bank

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Washington DC 20433

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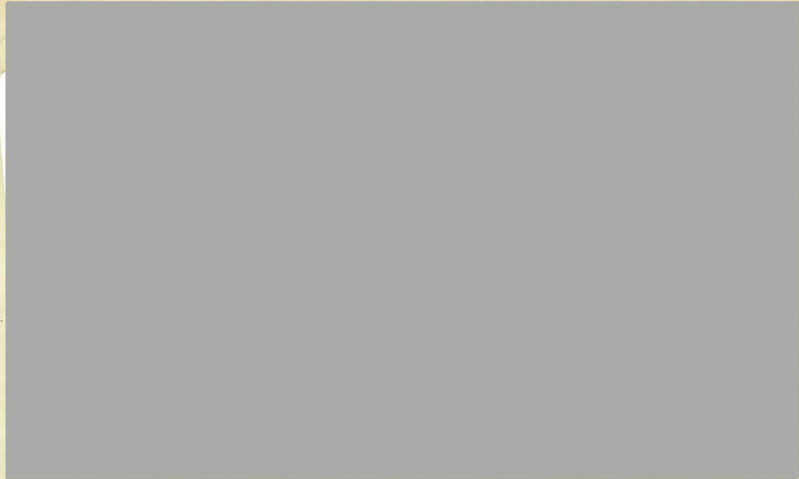
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PUBLIC DISCLOSURE AUTHORIZED

UNESCO

K. Kanagaratnam

PNP FRONT OFFICE



 **Archives**
R1987-114 Other #: 14 4061B
Liaison with International and other Organizations - United Nations Educational, Scientific and Cultural Organization [UNESCO] - Correspondence - Volume 1



1047062

**DECLASSIFIED
WITH RESTRICTIONS**
WBG Archives

Staff Changes at the United Nations

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has announced the following changes in staff. Mr. Dragojub Najman has been appointed Acting Assistant Director-General for Co-operation for Development and External Relations. His deputy is Mr. John Kabore. Under Mr. Najman, Miss G. McKitterick has been appointed

Director of the Coordination of Funding Sources Division, entrusted with relations, inter alia, with the World Bank.

8/13/75

ALEX
204461

SEPTEMBER 19, 1978
7 3641

① ~~K~~ Hal
② ~~HWA~~ H
③ KANG FOR
FILE

UNESCO

PARIS, FRANCE

FOR GRAHAM, DIRECTOR, POPULATION DIVISION, CONCERNING
SEMINAR ON PLANNING AND ASSESSMENT OF POPULATION PROGRAMMES,
PARIS, SEPTEMBER 25 TO 29. REGRETFULLY MUST INFORM YOU THAT
WORLD BANK UNABLE BE REPRESENTED DUE HEAVY COMMITMENTS OF
STAFF. GRATEFUL RECEIVE REPORT OF PROCEEDINGS WHEN AVAILABLE.
REGARDS, GURNEY, INTBAFRAD

Received in PUP
Date SEP 19 1978

:mcd

Mahmud Gurney

cc: Mr. Kang ✓

International Relations

June 22, 1978

Mr. J. H. Lee
United Nations Educational, Scientific and
Cultural Organization
Regional Office for Science and Technology
for Southeast Asia
JL. Thamrin 14
Tromolpos 273/JKT
Jakarta, Indonesia

Dear Mr. Lee:

Just a short note to thank you for your letter of June 15 in which you kindly informed me of your inter-agency transfer to ILO in Bangkok as a Population Adviser for Asia. I wish you all the best in your new assignment. If I visit Bangkok, I will surely look you up. If you happen to visit Washington, please telephone me at 477-5836.

Sincerely yours,

I. H. Kang
Population Projects Department



UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION
REGIONAL OFFICE FOR SCIENCE AND TECHNOLOGY FOR SOUTHEAST ASIA

REF : **DECLASSIFIED**

JL. THAMRIN 14
TROMOLPOS 273/JKT
JAKARTA, INDONESIA

PERSONAL

MAY 11 2023

15 June, 1978

WBG ARCHIVES

Dear Mr. Kang,

I would like to inform you that upon completion of my current Unesco assignment in Jakarta in mid-July this year, I shall take up an ILO post in Bangkok. The inter-agency transfer is scheduled to take effect on 1st August. In mid-April, ILO offered me its post of Population Adviser for Asia and after pondering for a while, I decided to accept the offer. I hope you would understand my motives.

My present Unesco appointment was scheduled to expire on 14 October. However, I have not taken my annual leave during the past two-year period. This enables me to leave Jakarta in mid-July on a brief two-week home leave.

While I am excited at the prospect of working in Bangkok, I shall, of course, miss my Indonesian friends. If you are in Bangkok at any time during my assignment, please drop in to see us. I am most grateful for your kind support and cooperation and I believe that I can call on your assistance whenever needed.

With kindest regards,

Sincerely Yours,


J. H. Lee

Mr. Il Hi Kang
Population Projects Department
The World Bank
1818 H Street, N.W.
Washington, D.C. 20433
U.S.A.



united nations educational,
scientific and cultural organization

7, place de Fontenoy, 75700 Paris

With the compliments of

⇒ / S P O / P O P

[Handwritten signature in blue ink]
[Handwritten signature in green ink]



organisatⁿ des nations unies
pour l'éducation, la science et la culture

7, place de Fontenoy, 75700 Paris

Avec les compliments de

U N E S C O

UNITED NATIONS FUND FOR POPULATION ACTIVITIES APPOINTMENT

1. Title of post: Regional Adviser in Population Education and Integrated Rural Development (P.4/P.5)
2. Location UNEDBAS, Beirut, Lebanon
3. Background:

Population activities at the Unesco Regional Office for Education in the Arab Countries have been expanded gradually since 1972, when a Regional Adviser in Population Dynamics and Educational Planning was appointed. A number of training courses, research projects and other activities were carried out emphasizing the inter-relationships between population dynamics, education and overall development. Special attention was given to creating awareness of the importance of population phenomena to educational planning and development, particularly in terms of the needs of the Arab countries. To this effect population aspects have been closely related to educational planning in general, considering them essential factors influencing and being influenced by educational development.

Within the context of new integrated development strategies envisaged during the fourth Conference of Ministers of Education and those Responsible for Economic Planning in the Arab States (Abu-Dhabi, November 1977), rural development is considered one of the top priorities. In order to promote it in the Arab rural areas and meet the needs resulting from rapid rural urban migration, Unesco, with the support of UNFPA, is strengthening the Regional Sectoral Programme in the field of population analysis and population education in this domain.

4. Functions:

Under the authority of the Director of the Regional Office, in liaison with the Population Education Section at Unesco Headquarters and in close collaboration with the other Regional Office staff members and the Unesco Regional Population Communication Unit, the incumbent will be responsible for:

- a) technical advice and services, on request, to Member States and organizations in Member States on population education for integrated rural development including assistance in identification of projects and training of counterpart personnel.
- b) assistance to Member States, on request, in organizing training courses on curriculum development for educational personnel including teachers, supervisors, administrators and planners in the concept and methods of population education for the rural sector.
- c) assistance to Member States and organizations in Member States, on request, in developing and conducting studies and research related to population aspects of rural development and population education in this area.
- d) Collection and analysis of existing curriculum materials in population education as well as development of new materials for rural development.
- e) Surveys and other studies relating to population education and preparation of such materials for dissemination.

- f) Cooperation with other regional organizations of the UN system and Arab intergovernmental and regional organizations (ASFEC, ALECSO/ARLO, etc) concerned with population programmes, rural development and related activities.
- g) Other assignments given by the Director of the Regional Office

5. Qualifications:

- a) University degree in education or one of the social sciences with excellent knowledge of demography (or vice versa) and considerable experience in curriculum planning and rural development.
- b) working experience in the domain of population and education for rural development.
- c) broad and practical experience of the region.

6. Language qualifications:

Excellent knowledge of English or French. Working knowledge of Arabic is required.

- 7. Duration: One year starting as soon as possible after expiry of closing date for receipt of applications

8. Salary and allowances (P.4/P.5)

Net of national income tax - 25% payable in the currency of the duty station and the rest in a currency of the staff member's choice.

	P.4	P.5
Net base salary per annum: the equivalent of	\$ 21,756	26,299
(\$20,209/\$24,298 if without dependants).		

Post adjustment (cost of living, subject to change without notice), as of February 1978 the local equivalent of plus	\$ 5,742	6,864
(\$5,334/\$6,342 if without dependants).		

Assignment allowance: the local equivalent of	\$ 2,000	2,400
(\$1,600/\$1,900 if without dependants).		

Family allowances: each dependent child	\$450
(if there is no dependent spouse, this indemnity is not payable for the first dependent child).	

Travel is provided for the staff member and his family (spouse and recognized dependants). In addition, UNESCO contributes towards the cost of installation at the duty station and to the education of dependent children. On separation from UNESCO, a repatriation grant is paid.

CLOSING DATE: Applications should reach UNESCO, 7 Place de Fontenoy 75700 Paris, France, no later than 10 July 1978. They should be addressed to the Bureau of Personnel to which all ensuing correspondence concerning this post should be sent. Candidates applying for this vacancy should forward a curriculum vitae filled out in the working language required for the post.

U N E S C O

UNITED NATIONS FUND FOR POPULATION ACTIVITIES

1. Title of post: Regional Adviser in Population Dynamics and Educational Planning (P.5)
2. Location: UNEDBAS, Beirut, Lebanon
3. Background: In November 1967, at its 77th session, the Executive of Unesco endorsed the broad perspectives put forward by the Director-General for the following ten years in regard to Unesco's action, as part of the coordinated United Nations Programme, in the field of population.

In November 1968, at its fifteenth session, the General Conference of Unesco reviewed the above resolution of the Executive Board, and an earlier resolution of the Conference at its fourteenth session, together with the relevant resolutions and recommendations of the General Assembly of the United Nations and the Economic and Social Council, and resolution XVIII of the International Conference on Human Rights (Teheran, 1968). On this basis, and within the overall activities of the United Nations system, the General Conference approved a coordinated programme in the fields of Unesco's competence.

4. Functions:

Under the authority of the Director of the Regional Office, in liaison with the Population Education Section at Unesco Headquarters and in close cooperation with the other staff members of the Regional Office, the expert will concentrate on providing assistance to the Member States in the identification, conceptualization and execution of national projects focusing on the Population components of educational strategies and innovations in these countries. To backstop these activities, studies on the population-education interrelationship in the Arab Countries should be carried out, taking into account their socio-economic basis and emphasizing the educational needs of various population groups (of young migrants coming to towns, rural youth, school-age population for various levels).

The adviser will in particular:

- a) collect, systematize and analyse information on government policies, national projects and quantitative data in the field of education and population dynamics available at the various institutes, projects and agencies in Arab Countries;
- b) on the basis of this information, undertake studies based on the methodological framework outlined in the document mentioned above as well as in the studies, reports, and working papers prepared by the Population Section of the Regional Office. A major emphasis should be put on microstudies on the demographic constraints to the attainment of educational and human resource development goals in individual Arab countries;

.../...

- c) provide technical advice and services, on request, to Member States and organizations in Member States in the domain of Population Dynamics and Educational Planning. Such services would include assistance in projects' identification and preparation as well as in their execution;
- d) prepare the demographic and educational statistics collected in such a form that they can be used as an input into computerized micro-studies on the relations between education and population dynamics to be undertaken at Unesco Headquarters;
- e) lecture in the field of population dynamics and educational planning at the Regional Office in Beirut and in national courses and seminars;
- f) submit a report on the major findings and suggestions for future strategies in this area for Unesco.

5. Qualifications:

- a) University degree in development, economics or sociology/demography with specialization in human resource planning;
- b) broad practical experience in the demographic aspects of educational planning and experience in lecturing on these subjects;
- c) knowledge of educational trends and problems in developing countries.

6. Language qualifications: Very good working knowledge of English and/or French; knowledge of Arabic is desirable.

7. Duration: One year in the first instance, starting as soon as possible after expiry of deadline for receipt of applications.

8. Salary and allowances (P.5)

Net of national income tax - 25% payable in the currency of the duty station and the rest in a currency of the staff member's choice.

Net base salary per annum: the equivalent of \$ 26,299
(\$24,298 if without dependants).

Post adjustment (cost of living, subject to change without notice), as of February 1978 the local equivalent of plus \$ 6,864
(\$6,342 if without dependants).

Assignment allowance: the local equivalent of \$ 2,400
(\$1,900 if without dependants).

Family allowances: each dependent child \$ 450
(if there is no dependent spouse, this indemnity is not payable for the first dependent child).

.... /

Travel is provided for the staff member and his family (spouse and recognized dependants). In addition, UNESCO contributes towards the cost of installation at the duty station and to the education of dependant children. On separation from UNESCO, a repatriation grant is paid.

CLOSING DATE:

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TELEX
27602

MARCH 30, 1978
7 5436

UNESCO

PARIS, FRANCE

FOR GRAHAM

REURTELEX OF MARCH 30. ALEX SHAW HOPES TO VISIT PARIS AROUND
MAY NINE. HE WILL CONFIRM HIS ETA BEFORE HIS DEPARTURE FROM
BANGLADESH. REGARDS, KANG, INTBAFRAD

POP: Unesco

cc: Mr. A. Shaw

IHKang:cmk

I. H. Kang

Population Projects

Received in PNP

RECEIVED

Date MAR 30 1978

INCOMING TELEX

1978 MAR 30 AM 11:57

COMMUNICATIONS DIVISION

1b

DRK

cc: HK

INTBAFRAD

WASH

10269 FOR KANAGARATNAM

DIST. - POPULATION PROJECTS

REURLET 21 MARCH MIDMAY SUITABLE THANKS REGARDS (GRAHAM UNESCO)

NNNN

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UNESCO 204461F

(Tx.No.) Paris

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BIBOPEO HIM

March 21, 1978

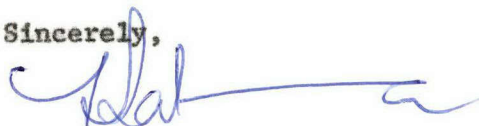
Mr. A. B. Graham
Director, Population Division
United Nations Educational, Scientific
and Cultural Organization
7, Place de Fontenoy
75700 Paris

Dear Alex,

Thank you for your letter of March 1, 1978 in which you asked whether we could spare Mr. Radel for one week to hold consultations in developing your population communication program for the 1980s.

After Mr. Kang, of my office, talked to you and Mr. Mathur on March 21, we carefully reviewed Mr. Radel's availability either in May or June. Unfortunately, he will be tied up with two major operational missions work including two field missions, and it will be very difficult to spare him without impairing our operations. However, if you wish, we could arrange to have Mr. Alex Shaw visit you on his way back from his field mission to Bangladesh sometime in mid-May. If this is agreeable to you, please cable your reply so that we may inform him about the visit before his departure to Bangladesh at the end of March. In this connection, we are pleased to tell you that we will bear any additional costs involved.

Sincerely,



K. Kanagaratnam
Director
Population Projects Department

IHKang:cmk



united nations educational, scientific and cultural organization
 organisation des nations unies pour l'éducation, la science et la culture

7, place de Fontenoy, 75700 Paris

téléphone : 566-57.57
 câbles : Unesco Paris
 télex : 27602 Paris

référence : SS/POP/O.2"79/80"

L 1 MARS 1978

Dear Dr. Kanagaratnam,

Thank you for your letter of February 2, 1978.

We await a copy of the report prepared by Mr. Sweeney's Task Force and would be very happy to let you have our views on it.

The report will be useful to us especially at a time when we are engaged in developing the Unesco population communication programme for the 1980s. In this connection we will also like to hold consultations with Mr. David Radel, your population communication expert in his personal capacity and I will be grateful for your indicating when Mr. Radel could visit us in Paris, though our preference would be the month of May, for one week of consultation. We will be pleased to defray the necessary expenses. Upon hearing from you we will make the formal arrangements.

Yours sincerely,

Kanagaratnam
 A. B. Graham,
 Director,
 Population Division.

Received in Paris
 Date MAR 8 1978

LATEST MONTH OF JUNE

2 ~ 3 DAYS

Dr. K. Kanagaratnam, *ON HIS WAY BACK TO WASH FROM PARIS*
 Director,
 Population Projects Department,
 WORLD BANK,
 Washington DC.,
 U. S. A.

MR. MATHAR

UNESCO

X 5887
 MRS. ABRAMSON

KBM/mt

INCOMING MAIL UNIT

1 ON 3:48

- ① KK. WANTS DR TO FOCUS ON OPERATIONAL WORK.
- ② TO DISCUSS WITH HIM AND THEN TO DR.
- ③ AFTER THE DISCUSSIONS, A FORMAL RESPONSE TO AS TO TELEPHONE AS

Kang

discuss with me

8 MAR 78
3/1/78

HWH TALKED TO DR

RECEIVED
 1978 MAR -7 PM 3:48
 INCOMING MAIL UNIT
 (3) WIKEN THE DIRECTOR...
 (3) TO DIRECTOR...
 KK MKK
 DK TO ROOM 1000

KBM\mf

U. S. V.

Messieurs DC
 MOBTD BANK
 Bobljetton Brofeste Department
 Director
 Dr. K. KANAGASABANAM

WIKEN THE DIRECTOR
 + 288
 WIKEN THE DIRECTOR

543002

WIKEN THE DIRECTOR

Bobljetton Brofeste
 Director
 V. B. GANESH

Yours sincerely,

to my arrangements
 necessary expenses. Upon reading from you we will make the
 one week of consultation. We will be pleased to receive the
 Paris' through our preference would be the month of May, for
 reference for your indicating when Mr. Kader could visit us in
 communication expert in the personal capacity and I will be
 to hold consultations with Mr. David Kader, your Bobljetton
 Programme for the 1980s. In this connection we will also like
 we are engaged in developing the UNESCO Bobljetton communication
 The report will be useful to us especially at a time when

items on it.
 Thank you and would be very happy to let you have our
 We await a copy of the report prepared by Mr. Ganesha,

Thank you for your letter of February 5, 1978.

Dear Dr. Kanagasabanam,

Reference : 22/P0P/O.S.112/80

telex : 31005 Paris
 cables : Unesco Paris
 telephone : 200-2121

7, place de Fontenoy, 75007 Paris



organisation des nations unies pour l'éducation, la science et la culture
 united nations educational, scientific and cultural organization

Received in Paris
 MAR 8 1978

Division Files

February 21, 1978

I.Z. Husain, POP

UNESCO: Telephone Conversation with Mr. Kanwar Mathur (Feb. 17, 1978)

1. Mr. Mathur informed me that UNESCO is preparing a communication plan for 1980-85 for submission to UNFPA for its support. He is consulting all possible agencies and experts involved in a communication program to: (a) obtain technical comments on the outline of the plan; and (b) take into account what other agencies' future plans are in communication to avoid overlap.

2. He said he would like to get Mr. Radel whom he thought could assist in both the functions described above. I told him that the Bank's planning process is different than that of specialized agencies like UNESCO. Our lending program is country by country and what the project in a country will consist of is country-specific and cannot be determined now. Further, I informed him of Mr. Radel's heavy schedule.

3. I requested him to send us in writing specific assistance he needed from us and we will then see how best we can meet the requirements. He has agreed to do so.

cleared with and cc: ✓ Dr. Kanagaratnam
cc: Mr. Messenger (o/r)
Mr. Jones (o/r)
Mr. Radel (o/r)
Mrs. Domingo

UNESCO:POP
IZHusain:sr

cc: D.K.

B
I think this is
what Shaw was
asking about J

July 15, 1977

Mr. A.B. Graham
Director
Population Division
United Nations Educational,
Scientific and Cultural Organization
7, Place de Fontenoy
75700 Paris

Dear Mr. Graham:

In Dr. Kanagaratnam's absence I am responding to your letter of July 4. From your letter it would appear that the summer months are as hectic in UNESCO as they are in the Bank. Dr. Kanagaratnam does not plan to return to Washington until August 1 and I shall be away until mid-August. We are pleased that you feel you will be able to come to Washington to discuss the matters mentioned in Dr. Kanagaratnam's letter of June 3. However, August does not look like a good time for such a meeting. I suggest that we tentatively plan on meeting later in the year and that perhaps Dr. Kanagaratnam can get in touch with you on his return in August and arrange a specific date.

I hope that I will also have a pleasure of seeing you again when you visit Washington.

With best personal regards.

Sincerely yours,

Harold W. Messenger
Chief, Operations Division,
Population Projects Department

cc: Dr. Kanagaratnam (o/r)
Mrs. Domingo
Files
UNESCO:POP
HWMessenger:sr



united nations educational, scientific and cultural organization
organisation des nations unies pour l'éducation, la science et la culture

7, place de Fontenoy, 75700 Paris

téléphone : 566-57.57
câbles : Unesco Paris
téléc : 27 602 Paris

référence : SS/2/3.3

Received in 1977

Date JUL 7 - 1977

4 July, 1977

*HW 11 - to see
Training and to convene
would suggest taking care*

Dear KK,

I'm sorry not to have replied earlier to your letter of 3 June, but the people most directly concerned have all been away. Indeed, in some cases they still are but I feel I must send this interim reply without further delay.

First let me say that the reaction to your letter was of course one of considerable pleasure, as well as of agreement with the various points you suggest for discussion.

The problem of timing remains. In principle, we might arrange the visit for say Friday 26 August, which would accord with a New York mission I have to undertake, and which also seems - as far as I can tell at this stage - to be possible for the other people involved.

How does this look to you? By the time I get your reaction to this I should be in a position to write an official and more definitive reply to your most agreeable invitation.

Yours sincerely,

*Walter and Substantive
Alex*

A.B. Graham
Director,
Population Division.

Mr. K. Kanagaratnam
Director
Population Projects Department
IBRD
1818 H Street,
N.W. Washington., D.C. 20433,
USA.

1977-11-07
11-11-77
11-11-77

July 7, 1977

Mr. J. Schweighofer
Chief Technical Adviser
College of Technical Teacher Training
and Educational Research, Babol
P.O. Box 166
Babol
Iran

Dear Mr. Schweighofer:

I am glad my response to your initial letter reached you promptly and that you found the Waterston articles, and the references to other sources, of interest.

Your letter of May 25 asks about our relations with Unesco and other relevant agencies. In general, the Bank tries to be sensitive to the development of good working relationships with all U.N. agencies active in fields in which the Bank is also active, and in some cases (e.g. FAO, WHO, Unesco, and UNIDO) the Bank now has formal working agreements covering certain well-defined areas of common activity. This Department has such a Memorandum of Understanding only with WHO; however, we have worked fairly closely with Unesco, UNICEF, and of course with the U.N. Fund for Population Activities. I enclose a copy of a recent letter to Unesco which reflects our hope that we can increase our collaboration with your agency in the future.

Your October 1976 letter to the Editor of Unesco's Field Newsletter was very interesting. I would certainly agree with your basic point that the recruitment of long-term advisors on the basis of distinguished academic credentials is often totally inappropriate. I would also agree that there are many cases where long-term advisors will be needed, and that every effort must be made to get the right kind of individuals -- something easier said than done. I would not be quite as negative as you on the use of short-term consultants, since there has been an undoubted growth in the capacity of the professional cadres in many countries to plan and implement programs in many fields since the worldwide technical assistance effort began about thirty years ago. The great difficulty is to build into the administrative systems of the TA agencies the degrees of sensitivity and realism needed to decide what type of assistance will be most effective in individual cases. This is obviously a complex mixture of policy and administration that admits of no easy solutions. I shall certainly be interested in your further thoughts

Mr. J. Schweighofer

- 2 -

July 7, 1977

on this issue when and if we have the pleasure of meeting. You may be sure that if I do find myself in Paris, I shall try to look you up and arrange a meeting.

Sincerely yours,

George B. Baldwin
Deputy Director
Population Projects Department

Enclosure

cc: Dept. Files (Unesco) *(w/mrc)*

GBBaldwin/jim

C
O
P
Y

June 3, 1977

Mr. A. B. Graham
Director, Population Division
UNESCO
7 Place de Fontenoy
Paris 75700, France

Dear Alex:

I wish to thank you for the warm reception accorded Harold Messenger during his brief visit to UNESCO Headquarters on May 6, 1977. He told me of his interesting discussions with you and your colleagues, Messrs. Mathur, Rodriguez and Berelson.

As you know, population education and information and communications activities are becoming increasingly important aspects of Bank-financed population projects. Also, we are beginning to include in Bank education projects certain population education activities (which we call "components"). These project and component activities are occurring in an increasing number of countries as the Bank's population activities expand. In this context it is important, I think, that we in the Bank keep in close touch with you in UNESCO to ensure that we take advantage of your experience and ongoing activities in population activities in countries in which we may have projects or components, and that our joint activities in countries are mutually supportive and not in any way in conflict.

Your comments, reported by Harold Messenger, about the need to place increased emphasis on the sociological aspects of communications work seems to me to be completely correct. I can also see the need for increased research into better communications design as espoused by Mr. Mathur. The kinds of population education activities explained by Mr. Rodriguez and Mr. Berelson would seem to be very much in line with the population activities that we are trying to promote in projects and components.

It would be extremely useful, I think, if we had an opportunity to meet and to discuss our respective ongoing and planned population education activities. We could also discuss the comparative advantages of various types of population education approaches in various developing countries. I would be grateful if you and Mr. Rodriguez would

find an opportunity to visit Washington in the near future for such discussions. It would also be useful if someone from your staff experienced in educational planning and dynamics were available to attend the meeting as well.

Please let me know if there is anything further that I can do to expedite such a meeting.

Thank you once again for your kind cooperation.

With best personal regards.

Sincerely,



K. Kanagaratnam
Director
Population Projects Department

UNESCO/PNP

cc: Mrs. Domingo
Dept. Files

HMessenger/rb



مؤسسه تربیت دبیر فنی و تحقیقات آموزش صنعتی - بابل

College of Technical Teacher Training

and Educational Research, Babol

(A Ministry of Education Project in

Co-operation with UNDP and UNESCO)

h



c/o UNDP, P.O. Box 1555,
Tehran.

Tel. 49281/9 (Tehran)

Cable: UNDEVPRO TEHRAN

Your ref: our ref:

P.O. Box 166, Babol, Iran
Tel. 0241-4501 (Babol).

صندوق پستی ۱۶۶ - بابل - ایران
تلفن: ۰۲۴۱-۴۵۰۱

25 May 1977

Received in PNP

Date JUN 8 1977

Mr. George B. Baldwin,
Deputy Director,
Population Projects Department,
The World Bank,
1818 H Street,
N.W., Washington, D.C.20433
U.S.A.

Dear Mr. Baldwin,

Thank you so much for your prompt and generous response!

How eager I am to exchange experiences with you, and I will certainly get in touch with you if and when we come to the United States where we are invited by some good friends I have known since 1949 (Wiesbaden, Germany). They have visited us here in Darya Kenar, 4 km. west of Babolsar where you found the bottle message from Russia. Pity we were not with you then, my wife who is of Franco-Polish origin would have been glad to decipher the Kyrillic letters. Yes, you had stayed in the Casino Hotel in Babolsar.

I have studied the Waterston articles: they do confirm my own experiences. I understand, of course, that he is pondering on the relations of planning to development in more general terms. What is striking us as educators though, is the great length of time one needs to transfer knowledge and skills, after having laboriously discovered the level on which to build, to an extent that they become an integrated part of the counterpart or student.

You referred to this complex matter in your Iran book by stating that "each project requires almost impossible amounts of time, energy, and patience in the face of high risks of failure."

Mr. Waterston points only once to this problem when he says, in Sector Programming, that one has to plan for 20 years or more when dealing with education and manpower.

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I think one cannot emphasize enough the need for patient and time consuming technical assistance. One must consider these deliberations in the light of UNDPs "New Diminsions" - policy (coinciding with the Programme's financial crisis ...) which proposes increased government execution of projects and more short-term consultancies. Where would this lead to? Please, see my letter to the Editor of the Unesco News Fieldletter* to give you a hint about what I think of short-term consultancies.

I have written to the Rockefeller Foundation, and I will try to get your Papua New Guinea report at the end of the year.

I have found in "Dialogue" your and Mr. McNamara's articles on family planning: thus, the World Bank is justifiably concentrating on world problem number ONE: how to fight the excessive population growth.

After having read your passionately written book how well do I understand that you have embarked upon this challenging enterprise: family planning in its widest sense.

However, how can we conceive a short cut to the family planning procedure when we know about the high correlation between the level of education, particularly of women, and birth rates? I am very eager to learn more about the Bank's intentions and whether you do already or plan to collaborate in this respect with Unesco and with other relevant agencies.

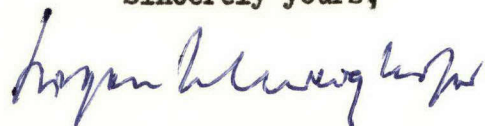
Unesco has asked me to stay here one month longer so that I will be leaving the country at the beginning of August only.

And whenever you (and your wife, of course) find your way to Paris, do not hesitate to call us:

c/o M. Albert Falquet (my father-in-law)
23, av. Rapp
75007 Paris - Tel. 7051684

Unesco
7, place de Fontenoy
75007 Paris - Tel. 5771610

Sincerely yours,




J. Schweighofer
Chief Technical Adviser

x I attach my letter and not the somewhat shortened version which was published in the Fieldletter.

cc. of Hum
Hr.

Sorry, but this is a real 'field' photocopy ...


26.10.77

11 October 1976

Editor,
Field Newsletter, UN/UNEP,
Unesco,
Paris.

Dear Sir,

I am very grateful that field staff is being informed through No.2, 1976, of your Field Newsletter on "new aspects of the technical contribution expected from specialists and on the changing methods of international co-operation".

The editorial must be read together with Mr. Elliot's sober and realistic letter in the same issue.

My first reaction was: Quo vadis, Unesco?

I understand that not only financial considerations are at stake: it is certainly salutary to re-think from time to time the entire spectrum of factors which determine the Agencies' main objective on how to optimize ways and means of technical assistance to countries in need, the latter not being exclusively developing countries.

A dangerous trend seems to be ahead of us:

Two erroneous premises appear to dictate the reasoning of UNDP and Unesco,

1. as if "top level university degrees", and
2. as if increasingly "short-term consultancies" were superior to the existing medium-term advisers teams.

Both premises are derived from the false belief that the presentation of technical recommendations alone will ensure their implementation on the national side. Reality shows a different picture: What an illusion, on the whole, measured against experiences in the field!

I could cite several examples of top level university advisers: when assessing the execution of their field assignments, whether as experts or as consultants, the outcome was in all cases not only ineffective but even sometimes disastrous.

Top level university degrees never give any assurance of excellence of field-assignments.

As to short-term consultancies: has a survey ever been attempted to assess their efficacy?

How is the situation in reality?

Short-term consultants arrive at the duty station, and can hardly become familiar with a complex situation (everything looks so simple at the beginning, only black and white), and are then forced, too soon, to write a long report for the secretariat (sic) (drafting, re-drafting, stenciling, duplicating takes a long time); experience shows that these reports are never taken up by nationals unless the presence of UN-advisers makes their implementation eventually possible. And even with the presence of UN-advisers such reports are generally shelved and forgotten because of their irrelevance to the actual situation.

The crux of the matter is implementation. For implementation one needs three things: patience, patience and again patience! And patience means time!

The adviser must not just come with a bunch of knowledgable facts which should be transplanted from one country to another, he has to solve two fundamental tasks: after having made a survey of the specific context in which he is going to work,

1. he must patiently try to win the confidence of his counterparts, and to convince them that only joint efforts will enable them to work bot to the advantage of a project and their institution,

The prescribed new scheme, apparently conceived without prior consultation with field experts, would first of all effect negatively assisted countries but also the agencies themselves.

2. He must be a living example of all those virtues which are the basis for any kind of efficient work, such as reliability, punctuality, intellectual honesty, precision, endurance; and he must of course also attempt to gradually widen the professional scope of counterparts.

✓ According to my experience the greater impact on counterparts stems more from the unconscious receptivity of virtues than from the transfer of knowledge, and the latter can only become really effective if the former has taken place.

Thus if long-term advisers remain the most reasonable solution for technical assistance, what is to be done to improve the recruitment of advisers?

I would recommend:

- higher level posts for programme officers and recruitment officers;
- previous screening through national authorities of the advisers' country of origin;
- greater stress put on practical experience than on, say, the number of publications a candidate may present; pragmatic advisers are needed, not introvert theoreticians who can neither have a real contact with nationals nor fit into a team of international advisers.

Again, this idea of top-level university advisers and short-term consultancies seems to be a mockery and an irresponsible window-dressing which might take, under the expected scheme, disproportionate dimensions; it pre-supposes the superstitious belief that "knowledge is power", that a report with appealing recommendations, might by itself already have the desired effects. How far this is from reality!

The prescribed new scheme, apparently conceived without prior consultation with field experts, would first of all effect negatively assisted countries but also the agencies themselves.

Project objectives require patient implementation and periodical adjustments through a joint effort of nationals and advisers before one can justifiably affirm that such or such innovative ideas have taken root in the country concerned.

Only four kinds of consultants appear to be desirable:

1. the internationally reputed scholar who could design a broad concept for a wider range of fields, for instance, in education and manpower;
2. the scientist in a rather narrow field of specialization, not readily available for a longer period of time;
3. the consultant whose post would, after a few months, be converted into an adviser's post;
4. retired advisers having collected field experience over many years would be especially useful as consultants in project preparation.

From this it can be derived that consultants should be an exception and not the rule, as anticipated!

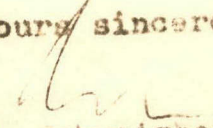
My experience warns against a generalization of short-term consultancies.

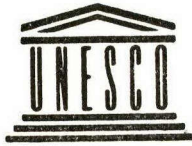
I appeal to all those colleagues who had similar adverse experience with top-level university advisers and short-term consultants to share their observations with me in order to avoid a trend under which everybody would suffer, but above all the countries in need of advice.

I would have no objection if you published this response to your editorial in order to invite colleagues with field experience to comment on it.

Attached is a copy of my letter to Mr. Elliott for your information.

Yours sincerely,


J. Schweighofer



united nations educational, scientific and cultural organization
 organisation des nations unies pour l'éducation, la science et la culture
REGIONAL OFFICE FOR EDUCATION IN AFRICA
BUREAU RÉGIONAL POUR L'ÉDUCATION EN AFRIQUE

*Carte -
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12, Av. Roume - Dakar

République du Sénégal

boite postale : 3311
 téléphone : 237-72/73
 câbles : Unesco-Dakar
 télex : 410 Unesco S. G.

Kang
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référence

BRE DA/ 78/POP/ 99

21 June 1978

Sirs,

The Population Section of the Unesco Regional Office for Education in Africa is undertaking the preparation and publication of a selective and annotated bibliography entitled "Population - Education - Development in Africa South of the Sahara". I enclose herewith a copy of the first volume, "Population".

Volumes II and III, dealing respectively with "Education" and "Development" will be published by the end of this year or early 1979. Also, an addendum to Volume I, including the most recent publications as well as some older but important titles, will come out in December 1978. In this bibliography, the studies, papers or books selected are to refer to the field of interest of this work as expressed above, i.e. education and development in their relations with population. As for Volume I, its contents are listed in its table of contents.

Thus, I would be thankful if you would send me titles - preferably annotated - you consider useful to our work and which we will include in this bibliography, at the following address :

Unesco - BRE DA
 P.O.Box 3311
 Dakar, Senegal

Sincerely yours,

Georges

Georges S. Zouain
 Regional Adviser
 in Population Dynamics
 and Educational Planning

*No response -
 there are none -*

I, B. R. D.,
 1818 H, Street
 N. W., Washington D. C.,
 U. S. A.

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in Population Dynamics
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Group of Experts

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P.O. Box 2311
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appear at the following address :

You consider useful to our work and which will include in this edition -
I would be grateful if you would send me a copy of the following address :

table of contents.

relations with population. As for volume 1, its contents are listed in its
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will be published by the end of the year or early in the next year. I
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of the series. I enclose herewith a copy of the first volume, "Population
and Development - Education - Development in Africa South
is undertaken and a selection of material for the population section of the
Africa and Education Office for Education in Africa.

list

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DATE 23 JUN 1978

15' av. Bonaparte - Paris



BUREAU REGIONAL POUR L'EDUCATION EN AMERIQUE
REGIONAL OFFICE FOR EDUCATION IN AMERICA
organization des Nations Unies pour l'Education, la Science et la Culture
United Nations Educational, Scientific and Cultural Organization



UNESCO REGIONAL OFFICE FOR EDUCATION IN AFRICA
P. O. Box 3311 - Dakar - Senegal.

POPULATION - EDUCATION - DEVELOPMENT
IN AFRICA SOUTH OF THE SAHARA;

A SELECTIVE ANNOTATED BIBLIOGRAPHY.

VOLUME ONE : POPULATION.

Prepared and compiled by : The Population Section.
March, 1978.

Dr. Kanagaratnam

June 15, 1977

Mr. R. Rodriguez
Population Education Unit
UNESCO
7 Place de Fontenay
75-700 Paris
France

Dear Mr. Rodriguez:

In continuation of our discussions in Paris last month, I attach as promised a summary of proposed projects in Asia in the period FY 1978-80. With the exception of Thailand, all of these projects have same way to go before details are finalized and, therefore, the project descriptions are tentative at best. I hope you find the summary useful.

With kind regards.

Yours sincerely,

Harold W. Messenger
Chief, Operations Division
Population Projects Department

Attachments:

cc: Mr. A. Graham
UNESCO, Paris

cc: Dr. Kanagaratnam
Mr. Baldwin
Mr. Keng
Mr. Jones
Mrs. Domingo
Files

MISC:PNP
HMJones:sr

POPULATION PROJECTS PLANNED IN ASIA, FY 1978-80

Country	Brief Description of Project	Brief Description of Pop. Education or IEC Component	Status
<u>FY 78</u>			
<u>Thailand</u>	The project aims to assist the Government to reduce the rate of population growth from 2.5% in FY77 to 2.1% in FY81. The project includes construction and equipping of more than 550 peripheral health units which will serve as family planning service points; construction and equipping of training institutions; provision of vehicles and audio-visual equipment; contraceptive supplies; technical assistance; support of evaluation and research studies; salary support; and provision for unforeseen innovative activities.	Support development of additional materials on family planning, population and nutrition topics for use in interpersonal communication and mass media; provide needed production and utilization equipment; and strengthen IEC staff at headquarters and in the field; provide direct assistance to three units of the Ministry of Health concerned with various aspects of IEC.	Board presentation scheduled October 1977.
<u>India II</u>	Proposed project likely to include support for IEC, training, service delivery, construction and equipment for health centers, research and evaluation activities. Twenty districts in four to seven States would be selected for inclusion in the project. Awaiting notification of Government's new population policy.	Unidentified	Appraisal tentatively scheduled November 1977.

Country	Brief Description of Project	Brief Description of Pop. Education or IEC Component	Status
<u>FY 79</u>			
<u>Malaysia II</u>	<p>The project is proposed to be a multi-sectoral involvement in family planning with substantial participation in population-related MCH, nutrition and community-based women's participation in population and developmental activities. The project aims at assisting the Government to reduce the crude birth-rate from 31 per thousand in 1975 to 28 per 1,000 by the end of 1980 through recruitment of one million acceptors during 1976-80. Its action strategy emphasizes intensification of urban pop/fp services and expansion of integrated rural pop/fp activities through: construction and equipping of additional clinics, training and specialized service centers, storage and audiovisual production centers, strengthening of the data analysis and management information system, expansion of multi-media, IEC activities, supplementing population-integrated family development and applied food and nutrition programs, and providing technical assistance for evaluation data analysis and IEC development activities.</p>	<p>Proposes to support strengthening of the audiovisual production centers through expansion of physical facilities and provision of production and utilization equipments, designing and development of IEC materials on population, MCH, nutrition and women's development for multi-media use; assist in the IEC staff-development and technical assistance for the IEC units under the NFPB, MOH, and FFPA.</p>	<p>Preliminary project identification/preparation is expected in mid-July 1977.</p>

Country	Brief Description of Project	Brief Description of Pop. Education or IEC Component	Status
<u>FY 79</u>			
<u>Philippines II</u>	Second proposed project aims to support Government's plan to improve the efficiency and effectiveness of existing national family planning program using community resources and involvement at the village level. Project likely to include support for training, communications, and infrastructure requirements as well as provision of equipment and vehicles.	Support for a Continuing Education Center for the Institute of Public Health, University of the Philippines to expand its post-graduate public health education program for health professionals in the fields of family planning, community medicine and public health; support for an Information and Communication Center for the Department of Health to design and produce health/nutrition/family planning educational materials and programs for use at regional, provincial and local levels.	Preparation mission scheduled July 1977.
<u>FY 80</u>			
<u>Bangladesh II</u>	Not Available	Unidentified	Preparation mission scheduled Sept. 1
<u>Pakistan</u>	Not Available	Unidentified	Preparation mission scheduled Sept.-October 1977.

May 25, 1977

Harold W. Messenger

Meeting at UNESCO - May 6, 1977

1. On Friday afternoon, May 6, I met with Mr. Alec Graham, Chief of UNESCO's Population Division, Mr. K. B. Mathur, a Population Communications Specialist, and Mr. Rodriguez and Mr. David Berelson of UNESCO's Population Education Unit. My discussions with Mr. Graham centered principally upon the broad definition that UNESCO had of population communications. As he explained it, population communications consist not only of various media and materials for communicating information concerning population, but also with sociological aspects of understanding the needs and preferences of the target populations. Mr. Mathur was principally concerned with the undertaking of studies that would permit communications programs to be better designed. He emphasized that without a proper understanding of the characteristics of the target population it is not feasible either to design an effective communications program or to measure results. Mr. Rodriguez and Mr. Berelson cited the Second Indonesia Project as the only example they knew of active cooperation between the Bank's Population Department and UNESCO's population education unit. Mr. Rodriguez felt that there should be more cooperation between the two units. I indicated that we would send them information on our projects in Asia, which were of particular interest to him, and that we would send him two copies of the Report of the External Advisory Panel on Population. Mr. Rodriguez said that he had few opportunities to come to the States, but he would welcome an invitation for UNESCO to send two people to the Bank to discuss the possibilities for cooperation between the institutions in the field of population. He felt that two people from UNESCO would be appropriate - one to talk about the content of educational programs and the other to be an educational planning and dynamics expert. I indicated that I thought we could arrange for an official invitation to be sent from the Bank to him. An invitation would apparently facilitate his being able to get funds for the trip.

2. Tunisia was mentioned as a country where cooperation could take place soon. UNESCO has been assisting the integration of population education in about 50 schools in Tunisia. The program is not being extended because of a lack of additional funds. Mr. Rodriguez thought that it might be possible to extend the existing program to an additional 200 schools and to provide materials for further population education under a second Bank loan. I agreed that there was a possibility that we could include population education in a second Bank project, if one materializes. I indicated that I would ask Messrs. Shaw and Williams to stop by Paris on their next mission to Tunisia in order to discuss the matter more fully with Mr. Rodriguez.

cc: Dr. Kanagaratnam; Mr. Jones; Miss Husain; Mr. Shaw; Mr. Williams;
Mrs. Domingo.

HWMessenger/rb

June 3, 1977

Mr. A. B. Graham
Director, Population Division
UNESCO
7 Place de Fontenoy
Paris 75700, France

Dear Alex:

I wish to thank you for the warm reception accorded Harold Messenger during his brief visit to UNESCO Headquarters on May 6, 1977. He told me of his interesting discussions with you and your colleagues, Messrs. Mathur, Rodriguez and Berelson.

As you know, population education and information and communications activities are becoming increasingly important aspects of Bank-financed population projects. Also, we are beginning to include in Bank education projects certain population education activities (which we call "components"). These project and component activities are occurring in an increasing number of countries as the Bank's population activities expand. In this context it is important, I think, that we in the Bank keep in close touch with you in UNESCO to ensure that we take advantage of your experience and ongoing activities in population activities in countries in which we may have projects or components, and that our joint activities in countries are mutually supportive and not in any way in conflict.

Your comments, reported by Harold Messenger, about the need to place increased emphasis on the sociological aspects of communications work seems to me to be completely correct. I can also see the need for increased research into better communications design as espoused by Mr. Mathur. The kinds of population education activities explained by Mr. Rodriguez and Mr. Berelson would seem to be very much in line with the population activities that we are trying to promote in projects and components.

It would be extremely useful, I think, if we had an opportunity to meet and to discuss our respective ongoing and planned population education activities. We could also discuss the comparative advantages of various types of population education approaches in various developing countries. I would be grateful if you and Mr. Rodriguez would

find an opportunity to visit Washington in the near future for such discussions. It would also be useful if someone from your staff experienced in educational planning and dynamics were available to attend the meeting as well.

Please let me know if there is anything further that I can do to expedite such a meeting.

Thank you once again for your kind cooperation.

With best personal regards.

Sincerely,



K. Kanagaratnam
Director

Population Projects Department

UNESCO/PNP

cc: Mrs. Domingo
Dept. Files

HWmessenger/rb

Department Files

May 25, 1977

Harold W. Messenger

Meeting at UNESCO - May 6, 1977

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cc: Dr. Kanagaratnam; ✓ Mr. Jones; Miss Husain; Mr. Shaw; Mr. Williams; Mrs. Domingo.

HWMessenger/rb

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UNESCO

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Dr. Kanagaratnam

OFFICE MEMORANDUM

file

TO: Mr. Alexander Shaw, PNP *slam*

FROM: Harold W. Messenger, Chief - Oper. Div., PNP

SUBJECT: Supplementary Terms of Reference (see TOR dated Sept. 23, 1976) *h*

DATE: September 23, 1976

1. En route to India you will stop over at UNESCO Paris for one working day to discuss the development of population education in non-formal education with Messrs. Graham, Director Population Department and Rodriguez, Chief Population Education, particularly in relationship to Indonesia II and Bangladesh II.

2. On your return journey you will stop over at the East/West Center in Hawaii for one day to meet with Mr. Jack Iyle, the new Director to discuss the future of the Center in relation to population work.

Cleared with and cc: Mr. Messenger
cc: Dr. Kanagaratnam
Mrs. Domingo
Division Files

AShaw:tv

JHK/file

OFFICE MEMORANDUM

TO: Mr. Alexander Shaw, PNPD DATE: July 21, 1976

FROM: Mrs. M.N. Maraviglia, ^{*MLM*} Acting Chief, Operations Div., PNPD

SUBJECT: BANGLADESH: CR 533-BD - Population Project Supervision Mission
Terms of Reference (in addition to Terms of Reference
dated July 1, 1976)

Jk

1. On your way to Bangladesh you will stop over in London to attend the multi-agency meeting of the International Audio-Visual Resource Service (IPPF/UNESCO) on August 2 and 3.

cc: ✓ Dr. Kanagaratnam
Mr. Baldwin
Mr. Messenger
Division/Central Files

AShaw:tv
Cr. 533-BD/PNP

UNESCO

June 8, 1976

Ms. Yvette Abrahamson
Population Division
Sector of Social Sciences
and their Applications
UNESCO
7, place de Fontenay
75700 Paris
FRANCE

Dear Yvette:

Very many thanks for the help that you gave us during our search for a communication consultant for a mission to Mexico. First of all, you confirmed my thought that Luis Baltran was the best man to approach. I got in touch with him and although his first suggestion, Carlos Cordero, was not available on the dates on which we needed him, Baltran did then provide the name of someone he thought highly of and who was available. This was Juan Ricardo Braun (ARG) and he will come to Mexico with us next week. At the same time we had been having discussions with a Paraguayan communicator, Marcial Riquelme, and he will also join the team. Neither of them is the communication designer for whom we were looking, so I will take care of that but each of them is highly experienced in his own particular sector. The names and CVs that you so helpfully sent arrived too late to be taken into consideration for this mission, but they will be invaluable in the future. (I enclose a consolidated list of all the names we gathered which may be useful to you.)

I look forward to receiving your reports on VTR. It is good to know that after some years of hesitation we are all at last going to plunge into using this technique as an integral part of communication programs. The Bank organized a couple of seminars on VTR given by the Chatuverdi/Heyn team from Berkeley. These were a great help as they showed what VTR can do and staff members were impressed by the demonstration programs the team made with the participants. (I enclose a copy of the paper they sent us.) This all took place at the same time that I obtained a copy of Paulo Freire's "Pedagogy of the Oppressed" and received Frances Berrigan's "Community Media and Development". It was VTR Week!

Ms. Yvette Abrahamson

- 2 -

June 8, 1976

It was good to see Kanwar but I was sorry to hear his news about UNFPA and IAVRS. But I am sure he has by now overcome some of the opposition and that things will not be as bad as they seemed. I hope very much that he will be able to rescue the dubbing facility. The attack on this seems to be on the grounds that foreign films cannot motivate even if dubbed and of course we all agree with this, but it seems to be forgotten that films attract crowds and thus keep the message alive and, at the same time, give the field workers at least an attractive reason for their motivation work until such time as local films are available.

I gather that UNESCO/COM is about to move to different departments and I send you my best wishes for the change and look forward to finding you all flourishing when I next get to Paris.

Sincerely,

Alexander Shaw
Population Projects Department

Cleared with and cc: Ms. Husain
Mrs. Maraviglia
cc: Mr. Messenger
Mr. Kang
Div. Files

AShaw:sb

MEXICO/FNP

Distribution: / sj

M Population Proj.
Travel Office

INCOMING CABLE

UNESCO

May 14, 1976

From: Paris

1976 MAY 14 PM 4:31

Tourism Projects Department	
Date Received:	MAY 17 1976
Replied by:	<i>[Signature]</i>
Date Action Taken:	

INTBAFRAD WASH=

12762 FOR KANG THANKYURCAB REACHING WASHINGTON EIGHTEENTH MAY

NA-491 PLEASE CONFIRM APPOINTMENT 19TH 10 AM AND HOTEL RESERVATION

CARE UNFPA NEWYORK THANKS=

MATHUR UNESCO+

Ingrid
↓
Park
Central
night of
18th

Time
?

Give message to
Mr. Sides Ext. 4945
5/17 is

Night of 18th ↓

[Signature]

Call
Nanette -
Gille's office
she will
know whom
to inform
Bi.
5/17

Distribution: / sj

M Population Proj.
Travel Office

May 14, 1976

INCOMING CABLE

1976 MAY 14 PM 4:31

From: Paris

MAY 17 1976

INTBAFRAD WASH=

12762 FOR KANG THANKYURCAB REACHING WASHINGTON EIGHTEENTH MAY
NA-491 PLEASE CONFIRM APPOINTMENT 19TH 10 AM AND HOTEL RESERVATION
CARE UNFPA NEWYORK THANKS=
MATHUR UNESCO+

*Just message to
Mr. Sides Ext. 4925*

5/17 is

NY 12 15

jk

5/17

Hotel Reservations, Travel Office

May 17, 1976

I. M. Kang, Population Projects *Handwritten*

Hotel Reservations for Mr. K. B. Mathur, UNESCO

Would you please make hotel reservations for Mr. K. B. Mathur of UNESCO at the

Park Central Hotel for the night of May 18

and phone extension 5436, Ingrid Saunders, when the reservations is confirmed. Thank you.

confirmed Sapout Plaza

*improved the files, est 4945, UNFPA
5/17 is*

is



united nations educational, scientific and cultural organization
organisation des nations unies pour l'éducation, la science et la culture

May 19

7, place de Fontenoy, 75700 Paris

nouveaux numéros :

~~téléphone : 566-57.57~~
~~câbles : Unesco Paris~~
~~télex : 27602 Paris~~

téléphone : 577-16-10
câbles : Unesco Paris
télex : 270602 Paris
204461 Paris

référence : SS/POPCOM/47I/3.3

2

30 April, 1976.

Rec'd May 7

Dear Dr. Kanagaratnam,

Upon return from home leave I am taking the first opportunity to acknowledge receipt of your letter of 16 March, 1976, and to inform that I am going through the dossiers of candidates and will send on to you in the next ten days a panel of names and addresses of population communication experts. *? I don't have*

I am likely to go on mission to Costa Rica in the week of 17th May and wonder whether you will be in Washington at that time. In case you are there during that week I might drop in to see you.

With best regards,

Yours sincerely,


(Kanwar B. Mathur)

Dr. K. Kanagaratnam,
Director,
Population & Nutrition Division,
International Bank for Reconstruction & Development,
WASHINGTON, D.C.

RECEIVED
MAY 21 1976

RECEIVED
1976 MAY -7 10 57
INCOMING MAIL UNIT

WASHINGTON, D.C.
INTERNATIONAL BANK FOR RECONSTRUCTION & DEVELOPMENT
POPULATION & NUTRITION DIVISION
DIRECTOR
DR. K. KAMARASINSKI

(KAMARASINSKI)
[Handwritten signature]
Yours sincerely,

With best regards,

In case you are there during that week I might drop in to see you.
I don't know and wonder whether you will be in Washington at that time.

I am likely to go on mission to Costa Rica in the week of
of population communication experts.
Send on to you in the next few days a bundle of names and addresses
inform that I am going through the dossiers of candidates and will
to acknowledge receipt of your letter of 18 March, 1976, and to
upon return from home leave I am taking the first opportunity

Dear Dr. Kamarasinski,

reference : 22/POPCOM/411/2*2

304401 Paris
telex : 320003 Paris
telex : 320003 Paris
cables : Unesco Paris
cables : Unesco Paris
telephone : 221-10-10
telephone : 221-10-10

non-vaux numeros :
7, place de Fontenay, 75100 Paris

[Handwritten signature]
30 April, 1976.
1/18



organisation des nations unies pour l'education, la science et la culture
united nations educational, scientific and cultural organization

[Handwritten signature]

UNESCO
PARIS

MAY 7, 1976

5431

FRANCE

TELEX

FOR MATHUR. REURCAB MAY FIVE DR. KANAGARATNAM PRESENTLY TRAVELLING
BUT HAS ASKED ME TO ADVISE YOU THAT HE WILL BE PLEASED TO SEE YOU
ON MAY 19.

KOME KANG

PNP/UNESCO

/b11

Il Hi Kang
Population Projects

cc:L. Domingo

OFFICE MEMORANDUM

TO: Dr. K. Kanagaratnam, Dir., PNP Dept.

DATE: May 12, 1976

FROM: Alexander Shaw, PNP Dept. *AS*SUBJECT: Discussions with UNESCO, Paris
Back-to-Office Report

According to the Terms of Reference, dated February 4, 1976, I visited UNESCO Headquarters, Paris, on the way to Tunisia. I spent a working evening and one and a half days in the Secretariat (March 11, 12, and 15).

1. General: There is an atmosphere of unease throughout the building. This is due to a combination of circumstances; problems connected with UNESCO's own budget, the drying up of the UNDP cash flow which has led to the cutting down of existing projects and the postponement of future ones. UNFPA funding continues but uncertainties about the future and decision delays are a handicap. Another negative factor is that the major secretariat reorganization planned last year has not yet been put into operation and everyone is uncertain, not only about their own future, but about that of their departments and divisions. Certainly, the Communication Sector will be split up with part of it going to the Social Sciences. Family Planning Communications will move to the Population Department which is already under Social Sciences while Population Education remains where it was with Education. After the long reign of the late Director they find it hard to adjust to the new one. Uncertainty is the keynote at the moment but UNESCO has weathered storms before and will no doubt recover from this rather prolonged one.
2. Population Department: During two or three meetings with Alexander Graham, the Director, we reviewed UNESCO activities and it would appear that new emphasis will be on population research. As an example Graham gave me a copy of their project request to UNFPA entitled "Comparative and Cross-Cultural Studies on the Relationship between Family Structure, Status of Women and Demographic Behavior".
3. Population Education: A meeting with Mr. Rodriguez, chief, and his new assistant, Mr. Burleson, revealed that they are happy with the way in which Population Education has developed and, feeling that the school pattern is now well established, they will concentrate on introducing population education into out-of-school education. We were agreed that this is going to be a much more complicated task and discussed the matter at some length. Any work they can achieve in this area will be of great help to all the member states and therefore to the Bank, since we are always being asked about how to approach this disorganized field (Thailand, Indonesia, Bangladesh). We reviewed areas of common interest and it was hoped that the Bank Loan for Indonesia II can help to bridge the gap between the end of their expert in Indonesia's contract and the beginning of his new contract when the Loan starts. They were happy to hear that we think highly of Dr. Mehta's work.

4. Communications in Family Planning: With Kanwar Mathur and Yvette Abrahamson I reviewed all the areas where UNESCO and the Bank are working either together or separately but in the same field. I was happy to note that the lengthy negotiations with the Indian film producer who will make films and slides as part of the UNESCO input into Indonesia I had just been completed and a final contract was ready for signature.
5. Communication Sector: Discussions were held with M. Navaux about general trends in UNESCO's communication policy and he gave me a think piece entitled UNESCO Position Paper: Communication Policies and Planning (Navaux is the strategy man of the whole Sector).
6. Evaluation of IAVRS: Ms. Lertlak had not arrived when I briefed the evaluation team at UNFPA, New York, in February. I met her in Paris and again in Jakarta (she is officially training officer of the DSCS, Bangkok), and we discussed at some length her views on the usefulness of the IAVRS project. She seemed rather bewildered and quite understandably so. IAVRS was probably seen as a threat to DSCS but that organization had just received news of a 50% cut in funds, so what is being threatened?

Cleared with and cc: Mr. Jones
cc: Mr. Messenger
Mr. Bravo, Inf. & Public Affairs
Mr. Kang
Mr. Mills
Mrs. Domingo
Div. Files

AShaw:sb

CNF/PNP

UNESCO
PARIS

MAY 7, 1976

5431

FRANCE

TELEX

FOR MATHUR. REURCAB MAY FIVE DR. KANAGARATHNAM PRESENTLY TRAVELLING
BUT HAS ASKED ME TO ADVISE YOU THAT HE WILL BE PLEASED TO SEE YOU
ON MAY 19.

KKHE KANG

PNP/UNESCO

/b11

Il Hi Kang

Population Projects

cc:L. Domingo

INCOMING TELEX

1976 MAY -5 PM 4:04

sj

From:Paris

Distribution:

Population Proj.

cc: Div

INBAFRAD

WASHINGTON

11740 FOR KANAGARATNAM POPDIVISION, ONWAY COSTARICA WOULD LIKE MEET
YOU 19TH MAY PLEASE CONFIRM =

MATHUR+

END+

☒

248423 WORLDBANK

UNESCO Z PARIS

UNESCO Z PARIS

Mr. Itang
↓

September 11, 1975

Mr. Kansar B. Mathur
Division of Development and
Application of Communication
UNESCO
7, Place de Fontenay
Paris 75700, FRANCE

Dear Kansar:

This is an omnibus letter in answer to yours of August 19, 1975:

1. Executive Committee of the IAVRS

This Department and I were very sorry that I was unable to be present at your Geneva meeting. At the last moment I had to go to Indonesia from Bangladesh and then had to be back here for the 6th and 8th to be briefed by David Radal on his Jamaica visit (Nutrition). Since PNPD were holding him against my delayed return (I have to go and appraise the communication elements in the project in October) there was no way in which I could get to Geneva. But I regret it very much indeed as it is clear that IAVRS has an important role to play in communication development and I would like to have joined in your discussions.

2. Indonesia BKKEM/IDA

With Chandrasekaran and Amrit Mahal, I had a meeting with Jusono, Haryono and Dipo. Since everyone was in agreement that an IAVRS intervention, based on a transfer of funds from the IDA Credit, would be very useful there were no problems on that score. However, the Indonesians asked for two things:

- a. that IAVRS should present them with the plan for the setting up of the proposed communication/innovation/prototype production unit; and
- b. that René Morrall should go to Jakarta with the draft plan, discuss it with the BKKEM and work out the budgetary implications. Apparently, IAVRS has agreed to produce such a plan and the BKKEM felt that it would be necessary for someone to spend more time working on it with them than had been possible during René's previous short visits. It was decided that everything possible should be done to terminate this stage of the work before

September 11, 1975

mid-October so that the plan would be ready for discussion by the BEKEM and the IDA project review mission which arrives in Jakarta on October 15. (I tentatively plan to be a member of the mission although I have a scheduling conflict that must be resolved.) All that would then remain would be for the Government to write a letter to us and for once I see no obstacle as there was a lot of interest and goodwill on the GOI side. All this was cabled to René by Chandrasekaran but I cannot send you a copy as it was on the last day and I left before the cable was typed. Please, could you ask IAVRS to confirm that they agree that the situation is as described and to produce the plan as soon as possible.

3. Bangladesh

- a. As the UNESCO/UNFPA project is developing I see no interagency snags. Unfortunately, Penny (UNFPA) left for leave the day that I arrived, so I could not check, but talks with all at the Ministry of Information suggested that we have no crossed lines. I was rather puzzled as to why you had dropped support for the population activities of TV and Publications - both areas where our Credit is not active - but will discuss this with Bob next time I go to Malaysia, probably in November. And speaking of Malaysia we were impressed by the work that your Guy Scandlen is doing and his beneficial influence on the information section of the NFPB.
- b. Many thanks for sending the documents to Mabud. I know that he will make full use of the contents. We hope the Government will arrange a short-term fellowship for him from the Credit perhaps early next year. Incidentally, I would find it very useful if you could let me have the same set of documents that you sent Mabud.
- c. As for the IAVRS dubbing, all seems well. I myself, in Bangkok, posted the Government letter to Mary Baylis giving the names of films selected, number of copies required and asking for a quotation. (The external postal service in Dacca was temporarily suspended.)

It does not look as though I will be passing through Paris again until November. I look forward to seeing you then.

Yours sincerely,

cc: Mr. René Morrell, IAVRS
Mr. Chandrasekaran, Indonesia Res.Mission.

Alexander Shaw
Population and Nutrition Projects Department

Shaw:sb
cc: Mr. Messenger
Miss Husain
Mr. Jones
cc: Mr. Kang
Div. Files
Mr. Berg

DOCUMENT OF
INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT

Handwritten initials: *Ho. KK / HUK*, *RBTB*, *cc: HWM*, *AB*

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MAY 11 2023

WBG ARCHIVES

Handwritten initials: *de*

SecM75-613

FROM: The Secretary

August 20, 1975

UNITED NATIONS ECONOMIC AND SOCIAL COUNCIL

Attached for information is a report on the fifty-ninth session of the United Nations Economic and Social Council, recently concluded in Geneva. It was prepared by the Bank's delegation.

Distribution:

Executive Directors and Alternates
President
Senior Vice President, Operations
Executive Vice President and Vice President, IFC
President's Council
Directors and Department Heads, Bank and IFC

UNITED NATIONS ECONOMIC AND SOCIAL COUNCIL

Fifty-ninth Session

Geneva, July 2 - August 1, 1975

I. Introduction

1. The Economic and Social Council (ECOSOC) had nineteen substantive items on the agenda of its 59th Session, the most significant of which was the item dealing with the Second Special Session of the General Assembly devoted to development and international economic cooperation. The ECOSOC was meeting just two months before the opening of the Special Session in New York and there remained much preparatory work to be done to ensure that the Special Session was given every chance of success. Not surprisingly, therefore, the preparations for the Special Session became the preoccupying interest of every delegation, and the Council's President, Ambassador Akhund of Pakistan, urged the delegation leaders and heads of specialized agencies to address themselves to this question in the General Debate which launched the 59th Session.

2. While the President's urging was heeded by almost all speakers, the national delegations had already decided that substantive discussion of the preparations for the Special Session should be, to all intents and purposes, removed from the official agenda and consigned to the informal processes of contact group meetings and corridor consultations, separate in both time and place from the formal proceedings of the ECOSOC. The Group of "77", for the purposes of consultation with the other smaller groups or single states (the OECD countries, the Socialist States of Eastern Europe, and China) had streamlined themselves into a regionally representative sub-group of "27". Thus, throughout the four weeks of the 59th Session, intensive consultations took place amongst the various groups, and amongst sub-divisions of these, all aimed at arriving at agreement on concrete proposals to be placed before the Special Session.

3. At the end of the month, however, the President of the Council, in his closing address,^{1/} was moved to say that it was "regrettable that we conclude our meetings without having been able to agree on specific recommendations of a substantive nature for the consideration of the Special Session, or define more precisely the common ground among states." In his view, at least, neither the general debate nor the informal consultations had advanced the preparations as hoped for.

4. Meanwhile, in the plenary meeting of the ECOSOC and in the two sessional committees, the Economic Committee and the Coordination Committee, the regular work of the Council proceeded in an atmosphere of unusual calm and lack of drama, the nineteen substantive and four procedural agenda items being completed one and a half days before the scheduled closing of the session.

^{1/} A copy of the address is in the Executive Directors' Library.

II. The General Debate

5. As indicated above, the subject of preparations for the Special Session dominated the general debate. The developing countries expressed their determined support for the proposals they had outlined in the "77's" position paper (an earlier version of Conference Room Paper 1, Add. 1^{1/}) but also stressed their willingness to negotiate on all of the proposals. The developed countries, for their part, said that they too, in the spirit of interdependence and cooperation, were wholly willing to negotiate, and that the list of proposals presented by the "77" formed a useful basis for further discussion. The United States warned, however, that "it is too late in the day to accept that any single state, or any bloc of states, can arrogate to themselves all wisdom and all power in the ordering of our economic system." The United Kingdom added that it trusted that at the Special Session "it will not be felt necessary to confront the developed countries with demands for action, perhaps associated with timetables which those presenting them must realize to be unrealistic and unacceptable as well as now being unnecessary We can and we will negotiate. We cannot and will not be forced into positions which we do not believe we can honestly accept." The representative of Egypt urged that international trade and the transfer of real resources for development and industrialization be the focal points of the Special Session, and a number of delegations of both developed and developing states echoed his view that the Special Session would do best to concentrate on a strictly limited number of concrete proposals and not try to cover the whole field of international economic cooperation and development.

6. Several delegations addressed themselves to the mid-term review and appraisal of the International Development Strategy and all expressed themselves less than satisfied with the achievements to date, citing in particular the failure of agricultural production in the developing countries to reach the target of 4% increase per annum, and the apparent lack of commitment on the part of developed countries to reach the goal of .7% of GNP in official development assistance. The delegate from Japan pointed out that the serious economic difficulties currently faced by the developed countries were severely hampering their ability to provide higher levels of assistance. Several countries, together with the World Bank and the IMF, referred to the progress being made to ease some of the resource transfer problems. The Bank's representative spoke of the proposed Third Window, the forthcoming Fifth Replenishment of IDA and the increased lending program of the Bank. The delegate of the Federal Republic of Germany stated that his country particularly favored the idea of triangular arrangements, wherein the developed countries, together with those developing countries which were capable of doing so, would jointly assist other poorer countries.

7. The delegate of India noted that 70% - 80% of global trade was conducted by the leading industrialized nations of the OECD, and this mostly among themselves, and that 95% of the flow of private capital to developing countries originated in the OECD countries. These facts, he felt, would provide the starting point for the reappraisal of the International Development Strategy and the "77's" approach to the Special Session. All agreed

1/ Copies of the Conference Room Papers are in the Executive Directors' Library.

that the creation of a stable and more equitable international trading order was the prerequisite of economic growth for the developing countries, and several delegations acknowledged the efforts of UNCTAD and UNIDO in opening up new areas for cooperation in the field of trade, as well as the positive prospects of the multilateral trade negotiations within the GATT. The Secretary-General of UNCTAD noted that several major new initiatives being worked on in UNCTAD should make a positive contribution to the growth of all economies.

8. The world food situation was commented upon by many delegations. All speakers agreed that the present global food situation was very serious and that a massive coordinated effort was needed to ensure that food production was not outpaced by population growth in the next decade. A few countries expressed their disappointment at the results of the first session of the World Food Council and cited political disagreements as undermining the Council's ability to reach any substantive agreements for action. The need for extensive infusions of technical agricultural assistance and research in the developing countries was stressed by several delegations, and Brazil recommended that a world fertilizer policy be worked out based on supply and demand in order to better regulate prices. Brazil, India and Thailand suggested that the goal for agricultural development in rural areas should be directed towards complete integration of educational training, health care, and the introduction of better farming methods, all aimed at eventual self-sufficiency at the local level. Delegations from the developing countries urged generous global support for the International Fund for Agricultural Development.

9. On the subject of natural resources, many developing country delegations stressed the need for wise and careful exploitation and a greater share for the developing host countries in the decision-making process related to the exploitation of those resources, as well as adequate compensation for the exploitation.

10. When the general debate closed, the plenary of the Council and the two sessional committees turned their attention to the following items.

III. Mid-term Review and Appraisal of the International Development Strategy

11. The main discussion of this item took place in the plenary in the course of the general debate (see paragraph 6 above). Under the agenda item the Economic Committee considered general specific proposals. The first concerned the identification of the least developed among the developing countries. The Committee for Development Planning had recommended that Bangladesh, the Central African Republic, the People's Democratic Republic of Yemen and The Gambia be added to the list. The Economic Committee recommended approval of these additions by the General Assembly.

12. The Economic Committee heard the report of the President of the Board of Governors of the Special Fund, Ambassador Algard of Norway. (The Special Fund had been established in recognition of the special difficulties facing the developing countries affected by economic crises and natural disaster, to enable them to carry out specific high-priority programs.) Although the seriousness of the situation and the duty of the international community to act were generally recognized, said the President, opinion was still divided on the form that action should take. The Fund was faced with the familiar difficulty that groups of potential donors had tended to delay announcing their pledges until other groups had done so. The President had approached the OECD, OPEC, the EEC and Comecon. Encouraging responses had been made by a number of OECD delegations. The matter was also being considered in the EEC. There had been no response from Comecon. The President said that a positive response by a number of small industrialized countries would break the vicious circle of delay in pledging. The Fund is already operative in one respect, having taken over the monitoring function formerly carried out by the Special Representative of the Secretary-General for the Emergency Programme.

IV. Seventh Special Session of the General Assembly

13. Although it fell to the Economic Committee to consider formally the agenda item covering preparations for the Seventh Special Session of the General Assembly devoted to development and international economic cooperation, the main discussion of this item was undertaken earlier within the context of the general debate.

14. The President of the ECOSOC, Ambassador Akhund of Pakistan, sounded a realistic note when, in his opening address, he suggested that the three aims of the Special Session should be: (i) to define the elements and areas in which concrete negotiations may be undertaken; (ii) to agree on the principles which will govern these negotiations; (iii) to decide on the forum in which the negotiations will be conducted. This pragmatic, modest approach commanded firm support amongst the many who believed that the Special Session itself would provide neither the time, the atmosphere nor in all likelihood the necessary minimum meeting of minds to make it capable of being an instrument for specific and immediate reform and restructuring of the international economic order. The "77" had in the meantime been hammering out a list of agenda items for discussion at the Special Session, and there was general agreement that the list itself presented no problems if some omissions: international food needs and measures to be taken on behalf of the very poorest of the developing countries were suggested by Western Europe and the United States as suitable additional agenda items.

15. Since informal consultations were under way between the various groups of developed and developing countries on the substance of the issues, the discussion in the Economic Committee was confined almost exclusively to matters of procedure and the formulation of an agenda. It was decided by resolution that the Special Session Preparatory Committee should hold a third session from 18 to 22 August in New York with a view to finalizing the process of preparations for the Special Session, in particular by submitting to the Special Session "proposals that would serve as a basis for negotiation

and decisions at the Special Session." The resolution also recommended that the Session "adopt, on a priority basis, concrete and positive decisions" on all issues mentioned in the second operative paragraph, which lists these issues as being essentially "trade, international monetary reform and transfer of real resources for financing development, science and technology, food and agriculture, and restructuring of the economic and social sectors of the UN system."

16. The question left unanswered was whether between now and the end of the third session of the Preparatory Committee, some real headway could be made towards agreement for action in at least some of these sectors, or whether by default it would be left to the meeting of the Non-Aligned in Lima in the days immediately following the Preparatory Committee, and therefore immediately preceding the opening of the Special Session, to take the matter into its own hands and devise an alternative strategy for the conduct of the Special Session. There was plenty of evidence to suggest that the "77" were themselves divided on the approach to the Special Session, but the majority seemed to incline to Ambassador Akhund's view that, if a fiasco was to be avoided, the Session should not seek instant accommodation of specific recommendations, but rather should set the stage for continuing negotiations. As Ambassador Akhund observed in his closing presidential address, there are continuing differences over the nature of the present world economic crisis and the remedies to be adopted, but the statements in the general debate revealed "a growing, if gradual, convergence of belief that things cannot be put right without major change." It is therefore considered all the more regrettable that the "77" were having such difficulty in agreeing amongst themselves on what precisely they wanted to negotiate.

17. In the meantime it was agreed that the following five Conference Room Papers^{1/} will be placed before the third session of the Special Session's Preparatory Committee:

- i) Position Paper of the "77". (CRP.1, Add. 1);
- ii) U.S. delegation's identification of five problem areas for discussion (international commodity trade, international food needs, transfer of financial resources, problems of poorer developing countries, structural changes in the UN system) (CRP. 5);
- iii) German Democratic Republic's four socialist principles (CRP. 6);
- iv) Report of the Hague Symposium (May 22-24, 1975) introduced by the Netherlands delegation (CRP. 9);
- v) U.S. delegation's statement on World Food Problems (CRP. 11).

18. On the specific issue of restructuring the UN system, it was agreed by the ECOSOC that the Special Session should establish an intergovernmental committee to deal with the subject. It seemed clear that the Report of the Group of Experts would not be the only proposals before this Committee. The

^{1/} Available in the Executive Directors' Library.

Experts' Report has come in for quite a lot of criticism from the "77", most especially the recommendation on decision-making processes, and the ECOSOC decision to establish the intergovernmental committee deliberately omits all mention of the Report. It merely calls on the Special Session "to initiate the process for the restructuring of the UN system in the economic and social fields and establish an intergovernmental committee to deal with these issues."

V. Natural Resources

19. The report of the Committee on National Resources on its fourth session held in Tokyo in March, 1975, was considered. The report contained four draft resolutions. The first requests the UN to coordinate and strengthen the research and dissemination of information with regard to projections of supply, demand, consumption and reserves of natural resources, particularly in the medium-term and to give serious attention to the development of alternative sources of energy, including geothermal and solar energy. The second underlines the need to study international river basin development (with particular reference to natural resources shared by two or more states). The third emphasizes the need to prepare a comprehensive plan of action for and coordination of programs within the UN system in the field of natural resources development, and the fourth deals with permanent sovereignty over natural resources. The first three were adopted without a vote but the fourth resolution on sovereignty over natural resources, which reaffirms the application of the principle of nationalization and the entitlement of a host state to determine the amount of compensation, the mode of payment and settlement of disputes in accordance with its national legislation, was contested, but was carried by a majority vote, with many of the delegations from OECD countries voting against or abstaining.

VI. Industrial Development Cooperation

20. The Second General Conference of UNIDO, which met in Lima in March 1975, recommended that UNIDO be converted into a specialized agency and requested the Secretary-General of the UN, in consultation with the Executive Director of UNIDO, to submit draft statutes to the forthcoming Special Session through ECOSOC. (A report prepared by the Bank's representative at the Conference was distributed to the Executive Director on April 7, 1975 - SecM75-230.) The Industrial Development Board (IDB), in April 1975, requested the Executive Director to report to the Special Session, through ECOSOC, on measures taken or contemplated with a view to implementing the Lima Declaration.

21. The Economic Committee had before it the report of the Lima Conference, the report of UNIDO's Executive Director, and the text of a draft constitution of the proposed specialized agency. Dr. Abdel Rahman Khane, Executive Director of UNIDO, reported to the Economic Committee that steps had already been taken to streamline the Organization's structure to make it more responsive to the needs of developing countries, to which specific end the Lima Conference had also recommended the setting up of an Industrial Development Fund.

22. Most delegations were not yet in a position to comment on the draft statutes. Article 11 introduces weighted voting, on which participation by some western countries is conditioned. The United States, while repeating the reservation expressed at Lima regarding the conversion of UNIDO into a specialized agency, proposed that an intergovernmental committee be set up to negotiate a constitution for the new agency, based on the draft text and the views expressed by governments. The opinion of the specialized agencies directly concerned would also be valuable. The committee would report to the General Assembly at its 30th session. The United States said that no hasty action should be taken and that governments should be given time to reach genuine agreement. Some socialist states, led by the Soviet Union, were of the view that the possibilities of improving the authority and efficiency of UNIDO in its present form were far from exhausted, and wondered whether converting it into a specialized agency would enable it to continue achieving its assigned objectives. The Executive Director replied that the draft constitution would be examined in detail by a working group or committee, in which he hoped the UNIDO secretariat and other interested UN organs and agencies would participate, as suggested by the US.

VII. Impact of Transnational Corporations on the Development Process and on International Relations

23. The Commission on Transnational Corporations was set up by ECOSOC resolution in December 1974. Earlier, the Council had established an Information and Research Centre on Transnational Corporations to provide support to it on matters related to transnational corporations and to develop a comprehensive information system on such corporations. A preliminary work programme for the Centre included the following:

- preliminary work on formulating a code of conduct;
- establishment of a comprehensive information system;
- research on the political, economic and social effects of the operations and practices of transnationals;
- organization and coordination, at the request of governments, of technical cooperation programs concerning transnationals;
- work leading towards a definition of transnationals.

24. The ECOSOC was told that the Centre was functioning but that no Director had been appointed. It therefore requested the Secretary-General to appoint the Director as soon as possible, and to establish joint liaison and support units in each of the UN regional economic commissions.

25. This will remain a troublesome matter for some time. Many countries, especially those amongst the socialist group, insist that the Commission and the Centre have been established for the sole purpose of demonstrating and counteracting the damaging impact of transnationals on developing countries. The industrialized countries insist that they also concern themselves with the positive impact of transnationals.

VIII. Operational Activities for Development

26. Under this agenda item, the Co-ordination Committee considered a number of reports, the principal being the report of the 19th and 20th sessions of the UNDP Governing Council. It was a relatively smooth ride for the UNDP, but not without a few criticisms. An argument broke out over the new Revolving Fund for Natural Resources Exploration. There was some doubt whether the ad hoc working group on the Fund had or had not agreed that the suggested level of contributions to the Fund be increased from \$7 million to \$100 million to allow the Fund to undertake feasibility studies as a follow-up of its exploration. The adopted report mentioned only \$7 million. The matter was the subject of informal consultations for some days until the UN Legal Affairs Office ruled that the accuracy of the working group's report could not be raised in the ECOSOC since the report had been adopted by the group and by the Governing Council. Eventually the ECOSOC called on the Governing Council to reconsider at its next session the level of contributions to the Fund, to allow it to undertake feasibility studies as well as exploration.

27. The Eastern European group opposed any suggestion that norms might be set up for increasing contributions to the UNDP, and it also called for a halt to UNDP assistance to Chile and South Korea. The group also complained that 3 or 4 Western countries were providing most of the experts and equipment and getting most of the sub-contracts under UNDP financing; the socialist states were not getting their fair share, and in the opinion of Algeria, neither were the developing countries.

28. The Latin Americans, led by Brazil and Colombia, deplored the Governing Council's decision to freeze or even reduce UNDP assistance to LDCs after they had reached a certain level of per capita GNP. They did not see why 75% of the resources should be devoted to those countries with a per capita income of \$350 or less. Romania, too, felt that all LDCs should benefit from UNDP activities.

29. The discussion of the report of the Executive Board of UNICEF led to a resolution requesting the Secretary-General of the UN, in cooperation with the UN system and interested non-governmental organizations, to submit to the 31st General Assembly plans for preparing, financing and supporting an international year of the child (preferably 1979). Most Western States and the Soviet Union were unhappy about this, feeling that the eventual expenditure could be better applied to existing programs, but they did not oppose the consensus.

30. ECOSOC recommended that the General Assembly authorize the UN Fund for Population Activities to convene a pledging conference in 1976. The Council further decided that the Intergovernmental Committee of the World Food Programme should be reconstituted as the Committee on Food Aid Policies and Programmes and, in addition to discharging its former functions, should help evolve and coordinate short-term and longer-term food aid policies recommended by the World Food Conference.

IX. International Cooperation and Coordination within
the UN system

31. Of interest to the World Bank among the items considered by the Co-ordination Committee was the discussion and resolution on Rural Development introduced by the Netherlands, Denmark, Indonesia and Norway. The purpose of the resolution was threefold: to associate the UN with the world conference on agrarian reform and rural development which the FAO Council has decided in principle to call in the second half of 1978; to invite other interested agencies to take an active part in the conference; and to ask the ACC to continue its preparation of a joint inter-agency program on rural development. The resolution requests the UN Secretary-General to cooperate actively with the Director-General of the FAO in the preparations for the conference, and similarly invites the interested agencies to participate actively. It also "invites the ACC to continue joint inter-agency planning relating to rural development aimed at the creation of a joint inter-agency program and to include a progress report in its next annual report to the Council." During the discussion a number of delegates welcomed the information that the World Bank's survey of the system's activities in the field of rural development was already under way.

32. Also under this agenda item, a resolution was adopted calling upon the competent bodies of the UN and the specialized agencies to collaborate with the ILO in readiness for their participation in the Tripartite World Conference on the Problems of Employment, Income Distribution, Social Progress and the International Division of Labour, scheduled for June 1976 in Geneva.

X. Food Problems

33. Following a discussion of the World Food Council's report on its first session, the ECOSOC adopted without a vote a resolution covering follow-up action to be taken in a number of fields. The resolution expressed concern that the food aid target for 1975/76 of ten million tons of food grains, accepted as the minimum target by the World Food Conference, had not yet been attained, and appealed to all countries to contribute to its attainment and to provide adequate quantities of other food commodities. The resolution also urged the early establishment of the International Fund for Agricultural Development and recommended that the body set up to work out the details of the establishment and the operation of the Fund "should take into account the special agricultural and food production problems and the particular situation of all the developing countries, especially of the least developed among them." Finally, the resolution recommended that the General Assembly provide all necessary administrative and budgetary resources to support a "small secretariat of high professional competence with an equitable geographical balance" for the World Food Council.

34. The delegate of the Netherlands raised the issue of the World Food Conference's recommendation for a review of institutional arrangements in the field of nutrition, and asked the sponsoring agencies of the PAG to comment. The FAO, replying on behalf of the sponsoring agencies, said that the ACC would

take up the matter in its October session and that, once it had the necessary material, the ECOSOC would be able to carry out a review. The delegate of Ethiopia called on the World Bank and the regional development banks to step up their financial assistance for the development of agricultural production, and the delegate of Indonesia urged that the reclamation of unexploited land in the developing countries be given priority in the programs of work of the CGFPI and the World Food Council.

35. The general discussion was held in an atmosphere vastly improved over that of the first session of the World Food Council in Rome. This was largely due to a good opening statement from Dr. John Hannah, Executive Director of the World Food Council, and to Guinea's declaration that that statement had helped to dispel some of the misunderstandings that had so aggravated the proceedings in Rome.

36. It was agreed that the World Food Council would hold its second session on March 8-12, 1976, in Geneva.

XI. Marine Questions

37. The ECOSOC had adopted in 1973 a resolution expressing awareness of the need for an integrated approach to the problems involved in uses of the sea and the importance of an integrated information base for the proper management of ocean resources and uses. It also recognized that coastal areas in many countries, particularly the developing countries, represented one of their most valuable possessions and that the proper management and development of these areas constituted an important factor in their national development planning. The Council therefore requested the Secretary-General to provide on a regular basis an updated study on the uses of the sea, including a summary of existing arrangements in the UN system for making available, particularly to developing countries, information on advances in technology and the transfer of such technology to them. It further requested the Secretary-General "to undertake a comprehensive interdisciplinary study to identify and review the problems of coastal area development, particularly in developing countries, and to submit proposals for such development to the Council at its 59th session."

38. Having duly considered the Secretary-General's study, the ECOSOC passed a resolution which, inter alia, requests the specialized agencies and other appropriate UN institutions to contribute to further studies by the Secretary-General on marine questions, and requests the Secretary-General, in cooperation with the UN system, to continue the process of identification of various regions or sub-regions specially amenable to coastal area management and development, and to draw up comprehensive plans of action for such an approach. The USSR, in explaining the abstention of the socialist group in the vote on this resolution, said that meaningful coastal area development, taking into account all interests, would also have to take into account the final results of the Law of the Sea Conference which had not yet completed its work. The resolution was therefore premature.

XIII. Implementation of the Declaration on the Granting of Independence to Colonial Countries and Peoples by the Specialized Agencies and the International Institutions Associated with the United Nations

39. At the request of the General Assembly, repeated most recently in resolution 3300 (XXIX) of December 1974, the ECOSOC considered the steps being taken by the agencies and organizations in the UN system to implement the Assembly's 1960 Declaration on the granting of independence to colonial countries and peoples. The Co-ordination Committee had before it the Secretary-General's latest report on this matter which transmits information supplied by a number of UN agencies (including the World Bank) on what they are doing to aid refugees from colonial territories, assist the peoples of these territories and their liberation movements, discontinue support for the Government of South Africa and the "illegal" regime in Southern Rhodesia, and ensure the representation of the liberation movements when matters pertaining to their territories are dealt with. The Committee also had before it the 1974/75 report of the ACC which, in the relevant paragraphs, noted that "the IMF and the World Bank are in contact with some of the transitional governments of the former Portuguese territories in order to assess current economic conditions and possible future needs."

40. Following a statement by the Chairman of the Special Committee of 24 on Decolonization, Ambassador Salim A. Salim of Tanzania, a general debate took place in the course of which several delegations sharply criticized the World Bank and the IMF. The Soviet delegate charged the two institutions with being slow to react to the relevant General Assembly and ECOSOC resolutions concerning assistance to liberation movements. The Bank and Fund responses to these resolutions were variously described as "unacceptable" (Bulgaria), "inadequate" (German Democratic Republic) and "deplorably non-committal" (Uganda), and both institutions were urged to assist the liberation movements in Rhodesia and Namibia. When the discussion was resumed the following day the representative of the World Bank made a statement (attached as Annex A).

41. The Committee passed to ECOSOC a resolution which, inter alia, requested the specialized agencies "to render or continue to render, as a matter of urgency, all possible moral and material assistance to the colonial peoples in Africa struggling for their liberation from colonial rule" and to consult with the Organization of African Unity (OAU) on how this could best be done, and urged the agencies to extend all moral and material assistance to the newly independent and emerging States. It also calls upon agencies which have not yet done so to make arrangements without delay enabling representatives of the national liberation movements recognized by the OAU to participate fully as observers in their proceedings relating to the countries concerned, including provision for the payment of travel and other related expenses. The resolution further invites all governments to intensify their efforts in the specialized agencies to ensure full and effective implementation of the Declaration and other relevant UN resolutions and urges the executive heads of the agencies to submit to their respective governing bodies, as a matter of priority and with the active cooperation of the OAU, concrete proposals for full implementation. References to liberation movements were presumed to apply in particular to those of Namibia and Zimbabwe.

XIII. Miscellaneous Items

42. Other items discussed in the ECOSOC included international environment cooperation, economic assistance to Zambia, assistance in cases of natural disaster, and International Women's Year. Sir Robert Jackson, Coordinator of United Nations Economic Assistance to Zambia, spoke warmly of the World Bank's and the IMF's assistance to Zambia over the past year. A number of developing countries sought to introduce into a resolution a proposal to create a UN Voluntary Disaster Fund to provide emergency assistance and to finance technical cooperation activities. In the face of strong opposition from the developed countries to the creation of yet another fund, the proposal was dropped. In the course of a discussion on International Women's Year, the delegation of China referred in the usual critical tones to the failure of the Bank and IMF to implement General Assembly Resolution 2758 regarding the expulsion of the Republic of China from the UN and the specialized agencies.

43. In the discussion of the calendar of conferences, it was decided that the UN Water Conference would be convened in Argentina from 7 to 18 March, 1977.

International Relations Department
August 18, 1975

ANNEX A

Statement by the Representative of the World Bank
in the Economic and Social Council
Geneva, Tuesday, July 29, 1975

Mr. Chairman,

I would like to make a brief statement on draft resolution E/AC.24/L.521 on the implementation of the Declaration on the granting of independence to colonial territories and peoples by the specialized agencies.

Yesterday, during consideration of this item, several distinguished delegates referred to the World Bank's reply to the Secretary-General's letter of February 6, 1975. This reply, dated February 18, 1975, is reproduced on page 10 of General Assembly document A/10080. I should like to expand a little on that reply since it is relevant to a number of the operative paragraphs in the resolution now before this Committee. First, I would like to draw the Committee's attention to paragraph 50 of Part I of the Annual Report of the Administrative Committee on Co-ordination for 1974-75 in which it is noted that the World Bank had been in contact with the transitional governments of a number of the former Portuguese territories in order to assess current economic conditions and possible future needs.

To be more precise, a World Bank staff member participated, along with other agency representatives, in a UNDP mission to Guinea-Bissau in January and February of this year. In April, a high-level mission from Cape Verde visited the headquarters of the Bank in Washington. In the same month a World Bank staff member visited Mozambique. All of these meetings focussed on the question of membership in the World Bank and of the possible role of the World Bank and of the International Development Association in the economic and social development of these newly independent territories, should they wish to take up membership. So far no membership applications have been received.

I emphasize this membership question, Mr. Chairman, because I sense that therein lies the source of occasional misunderstandings concerning the capacity of the World Bank to undertake certain functions, including some listed in this resolution before us.

I believe that it is well enough known in this Committee, at least amongst delegations of States who are members of the World Bank, that the Bank is barred by its Articles of Agreement from financing projects in States that are not members of the World Bank. However, in the hope and expectation that newly independent States will seek membership in our institutions, we have always been willing to enter, on request, into early discussions with potential members. That is precisely what we have been doing in the case of the former Portuguese territories.

It is possible that the record of the World Bank's activities in Africa may serve as an encouragement to them. We have invested the equivalent of over \$ 4,700 million in over 500 development projects in Africa, and in the fiscal year just ended our commitments in Africa totalled \$ 1,481 million of which \$511 million was in 50-year credits from the International Development Association. The African States listed as least developed countries have been the object of our particular attention. We would therefore like to assure this Committee, as indeed we have assured the territories concerned as well as the Organization of African Unity, that, as in the past, so today: any newly independent developing country that decides to take up membership in the Bank will find that the Bank will exert every effort to make that membership of real benefit to its economic and social development.

Finally, Mr. Chairman, permit me to observe that each specialized agency has a specific function or range of functions to perform within our system. Some agencies are empowered to do what others are not, and vice versa. Some agencies have the capacity to respond to urgent calls for emergency assistance. Others, like the World Bank, are primarily designed to apply their funds and their expertise to the longer terms aspects of economic and social development. But, in our view, the actions of the UN system taken as a whole can have the desired impact on economic and social development so long as each agency seeks in its operations to complement the operations of the others. This, we believe, is what co-ordination is all about. The World Bank, functioning as it is empowered to do, is determined to make its maximum contribution to this global effort.

Cr. 533-BD/PNP

July 8, 1975

Mr. Kanwar Mathur
Communications
UNESCO
7 Place de Fontenoy
Paris 75700, FRANCE

Dear Kanwar,

I was happy to have the chance to meet you, even though very briefly, in Paris last Friday. At least we had a chance of discussing various matters of interest to UNESCO as well as to us. I hope that there will be another longer occasion soon.

In the meantime I would be grateful if you could do something which will help both Bob Blake and ourselves. Could you ask the Communications Clearing House to send to Mr. M. A. Mabud a comprehensive set of publications on communications and at the same time put his name on their mailing list. It would also be useful if you could add any papers specifically concerned with communications in family planning. He will be one of the organizers of the study groups set up by the Planning Commission to consider (a) the information activities (b) evaluation and research activities of the Population Control and Family Planning Division of the MOH. Mabud is one of the ablest people concerned with the GOB/IDA project and is also involved in your UNFPA project. He is well worth keeping informed. His address is:

Health and Family Planning Section
Planning Commission
Secretariat Building
Dacca, Bangladesh

Best wishes.

Yours sincerely,

Alexander Shaw
Population and Nutrition Projects Department

Cleared with and cc: Mr. Messenger
cc: Miss Husain
Div. Files

533-BD/PNP
AShaw:sb

Dept. Files

May 30, 1975

Ms. Yvette Abrahamson
Division of Development and
Application of Communication
United Nations Educational, Scientific
and Cultural Organization
7, Place de Fontenoy
75700 Paris

Dear Yvette:

I am hurrying to acknowledge receipt of the report of the Seminar on Population Problems for Representatives of Mass Media held in Bangladesh through UNESCO/UNFPA Assistance. It is very kind of you to keep us informed of the developments in the field of communication in Bangladesh.

Needless to mention that it was a great pleasure meeting you again in Paris during my last visit.

Alex has left for Malaysia for a short mission. I am going to join him. This is my last day in the office, therefore this is a short note. Please convey my regards to Kanwar.

With best regards.

Sincerely yours,

Ishrat Z. Husain
Population and Nutrition Projects Department

cc: Mr. Messenger, PNP Dept.
Mr. Shaw, PNP Dept.
Division Files

IZHusain/om
UNESCO/PNP

Inclusion to incoming letter can be found in Div. Files



united nations educational, scientific and cultural organization
organisation des nations unies pour l'éducation, la science et la culture

7, place de Fontenoy, 75700 Paris

téléphone : 866-57.57
câbles : Unesco Paris
téléc : 27 602 Paris

référence : FDC/DAC/471/2.9/1.056/136




23 MAY 1975

Dear Ishrat and dear Alex,

... We have just received the enclosed report of the Seminar on Population Problems for Representatives of Mass Media, organised with Unesco/Unfpa Assistance in Cox's Bazar, Bangladesh, in February 1975, which, I thought would interest you.

The submission for the UNFPA nine-months project is with UNFPA, New York, having been sent officially. We await their decision, and will, of course, keep you informed of developments..

Best regards,



Yvette Abrahamson,
Division of Development and
Application of Communication

Ms. Ishrat Hussein
Mr. Alexander Shaw
Population Division,
International Bank for Reconstruction
and Development
1818 N. Street B.W.,
WASHINGTON D.C. 20433
U.S.A.--

S. Ramagatham /
om. Baldwin

UNESCO

[Handwritten mark]

KLIJCHNIKOV
UNESCO
PARIS

APRIL 30, 1975

LT
5856

FRANCE

NEITHER IDA NOR UNFPA HAVE ANY OBJECTION TO YOUR ASSESSMENT
CANDIDATES FOR POST OF COMMUNICATIONS ADVISER TO MINISTRY
INFORMATION GOVERNMENT OF INDONESIA STOP REGARDS

HAROLD MESSENGER
INTBAFRAD

HJones/df

cc: Miss Farmer
Division Files ✓

G. B. Baldwin

Population and Nutrition Projects

300-IND/PNP

UNESCO
PARIS

FEBRUARY 21, 1975

TELEX

(5431)

FRANCE

FOR MATHUR. ALEX SHAW ON MISSION IN ZAIRE AND WILL NOT RETURN TO
WASHINGTON UNTIL MARCH 10. BANK MAY NOT PARTICIPATE. REGARDS

KANAGARATHNAM



K. Kanagaratnam

Population & Nutrition Projects

cc: H.W.Messenger o/r
A.Shaw o/r

EK:bi
U.Chl.Conf.

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UNESCO Z PARIS

INCOMING TELEX

RECEIVED

February 21, 1975

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COMMUNICATIONS SECTION

INTBAFRAD

WASHINGTON =

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4463 FOR ALEXANDER SHAW

mar 5-6

ARE YOU ATTENDING BOGUE CHICAGO MEETING MARCH 5/6 =

MATHUR UNESCO+

END+

*2 Messengers
Shaw of/*

*B/c reply in my home
For Mathur Alex Shaw
on Mission in Zaie and
will not return to Washington
until 3 March 10 Stop
Bank may not stop
parapale stop
regards*

248423A IBRD UR

UNESCO Z PARIS

February 5, 1975

Mr. G. Bartels
Commission des Communautés Europeennes
200, rue de la Loi
1040 Bruxelles, BELGIUM

My dear Confrere,

Thank you so much for your letter of January 23. My itinerary has undergone some modifications since I last wrote and is now as follows:

February 14-16	- Dakar, Senegal (UNESCO)
" 16-28	- Kinshasa, Zaire - International, P.O. Box 9353 Kinshasa 1.
March 2-8	- Tunis, Tunisia - Africa Hotel, 50 ave. Habib Dourquiba Tunis.
# 8-10	- Brussels - Hotel Amigo.

Therefore, it would be more convenient if I could visit your office on Monday, March 10 on returning from Zaire. If this is inconvenient, perhaps you could let me know by writing to me at one of the stops listed. However, I sincerely hope that we shall be able to meet on that date and the change does not put you to any inconvenience.

Yours sincerely,

John Burfield
Architect
Population and Nutrition Projects Department

Cleared with and cc: Mrs. Maraviglia
cc: Div. Files

JBurfield:sb
ZAIRE/PNP

DAMIAN
DIRECTOR
UNESCO
DAKAR

February 5, 1975

LT (5491)

SENEGAL

JOHN BURFIELD AND ALEXANDER SHAW TRAVELLING TO KINSHASA VIA DAKAR WOULD
BE HAPPY TO VISIT YOUR OFFICE ON FEBRUARY FOURTEENTH STOP BURFIELD TO
TALK WITH YOUR EDUCATIONAL FACILITIES SECTION AND SHAW TO SEE YOUR
POPULATION EDUCATION AND DEMOGRAPHIC OFFICERS STOP THEY WILL CALL AT
UNESCO OFFICE MORNING FOURTEENTH STOP GRATEFUL YOUR COOPERATION REGARDS

KANAGARATNAM
INTBAFRAD


K. Kanagaratnam

Population and ~~Env~~ Nutrition Projects

AShaw:sb

Cleared with and cc: Mrs. Maraviglia
cc: Mr. Schott
Mr. Burfield
Mr. Jones
Mr. Kang
Div. Files

ZAIRE/PNP

248423A IBRD UR

UNESCO PARIS

INCOMING TELETYPE

dk

From: Paris

Jan. 3, 1975

To discuss

1975 JAN -3 1AM 7:51

Distribution:

Population Projects ✓
Mr. Sandberg

INTBAFRAD NY =

87 FOR ALEXANDER SHAW INTERNATIONAL ¹⁹⁷⁵ AUDIOVISUAL RESOURCE SERVICE
ADVISORY PANEL MEETING IN IPPE LONDON TWENTY TO TWENTYTHIRD JANUARY
STOP REQUEST YOUR PRESENCE STOP HARYONO SUYONO BKKEN JAKARTA ALSO
INVITED STOP OPPORTUNITY DISCUSS ALSO IAVRS INVOLVEMENT IN BANK
INDONESIA PROJECT FOLLOWING YOUR DISCUSSIONS WITH MORRELL IN
BANGKOK STOP PLEASE CONFIRM PARTICIPATION =

*A. Shaw
will
attend
+ UNESCO*

MATHUR UNESCO +

END +

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UNESCO 24461F (Telex Nr

From: Paris

INCOMING TELEX

RECEIVED

~~248423A~~

cc Division /
Mr Shaw

OCT 22 2 49 PM 1974

Distribution:

INTBAFRAD WASH =

COMMUNICATIONS
SECTION

Population Projects

25225 FOR ALEX SHAW POPULATION DIVISION

WILL BE IN WASHINGTON 24/25 OCTOBER HOTEL DUPONT PLAZA WILL CALL

YOU FOR APPOINTMENT =

ABRAHAMSON UNESCO +

JS

OFFICE MEMORANDUM

Dr. Karim Charimar
Lina
Do you want copy?
- keep doc.

TO: Division Files

DATE: September 19, 1974

FROM: Alexander Shaw *AS*UNESCOSUBJECT: BANGLADESH and General - Visit to UNESCO, Paris
August 30, 1974

The terms of reference said that I should meet with the UNESCO Communication Division to discuss in what manner their Regional Family Planning Communication Office in Kuala Lumpur could be useful to the Bangladesh Project. This was a result of a letter from that Office offering their help. During the visit other matters were discussed and the results are noted in this report.

1. Regional Office, Kuala Lumpur

At present there is a staff of two people - Robert Blake and Nurul Islam Khan. Later there will be a third. Therefore it is not possible for the office to send any staff member to a particular country for more than a brief visit. They could, if funds were provided, recruit a consultant for work that required a stay of more than two weeks. The office is not yet geared to undertake training programs in Kuala Lumpur.

But they can organize training through fellowships and for this purpose UNESCO has a Block Allocation and a Fellowship Fund. They could also provide advisory services providing this work could be carried out during brief visits. They should also be able to provide information about all the communication work being done in the region.

Under a UNFPA supported expansion program the Office will undertake the production of prototype AVA materials, develop innovative approaches to communications, organize training and research programs, develop and evaluate self-instructional modules and develop Folk Media productions.

2. Bangladesh

At the time of my visit Nurul Islam was on his way back to Ann Arbor where he will stay until January at which point he will join UNESCO. On his way back he stopped over in Dacca to discuss with the Ministry of Information plans for using the unallocated UNFPA funds. It was not, at that point, known what the results of his talks were.

There are two seminars which might be useful to Bangladesh and the project:

- a. There will be one on Folk Media in New Delhi from October 7 - 14. Bangladesh will be represented probably by Professor Karim Charimar. Our report envisages a review of the Folk Media potential at a later date and whoever goes to the New Delhi meeting might be a useful advisor;

September 19, 1974

- b. Depending on the dates of the PPO's training scheme and their study tours it is possible that another meeting on Rural Communications, to be held at the E/w Center in December, might give them an international overview of the subject if they were to attend as observers for a day or two on their way to the U.S.A.
3. I.A.V.R.S. I attach a copy of the new brochure about the International Audio Visual Resource Service which is an IPPF/UNESCO/UNFPA venture. If this develops as planned it could be a most important source of AVA population materials from all over the world. These could be used as prototype materials or as a program resource or for training purposes.
4. Communication Research Three regional compilations are being made and I will keep track of their progress. One for the Arab countries at the American University, Cairo, the second for west Africa by Prof. Okediji at Ibadan University and the third for Asia at the Institute of Mass Communications, Quezon City.

cc: Dr. Kanagaratnam ✓
Mr. Baldwin
Mr. Zaidan
Miss Husain

AShaw: sb

BANGLADESH/GENERAL



IAVRS
International planned
parenthood federation

Dorland House
18-20 Lower Regent Street
LONDON SW1Y 4PW,
United Kingdom

Telephone 01-839-2911
Telegrams IPEPEE LONDON SW1



Le Service International des ressources audio-visuelles a été créé pour identifier et satisfaire la demande du matériel audio-visuel pour la formation en planning familial, population et autres activités apparentées, en particulier dans les pays en voie de développement. Financé par le Fond des Nations Unies pour les Activités de Population, c'est une activité conjointe de l'Unesco et de la Fédération Internationale de Planification Familiale.

Services audio-visuels des bibliothèques

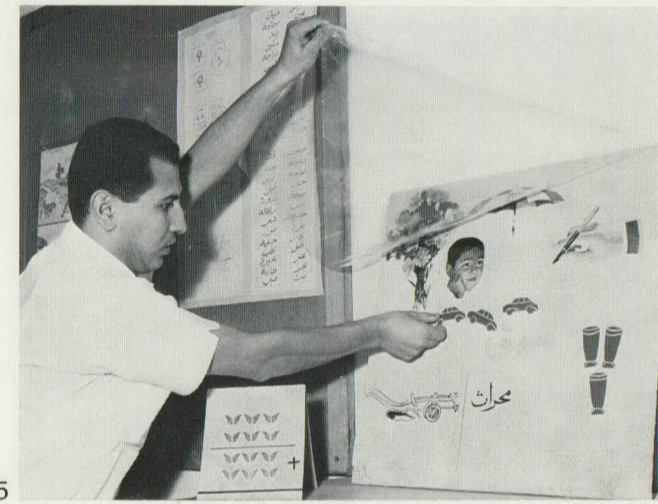
- Collection centrale des références de matériel AV y compris prototypes pour adaptation.
- Large éventail des moyens de diffusion pour la formation dans le domaine de la communication sur le planning familial. Multilingue.
- Circulation par le moyen de catalogues — spécialisés en divers moyens de diffusion et en sujets pour différents publics — d'informations précises sur le matériel.
- Service d'orientation et de consultation sur la sélection, l'application et l'efficacité des matériels.
- Conseil et assistance pour l'installation et le fonctionnement des bibliothèques AV.

Facilités techniques en matière de Communication et de Formation

- Services de consultation : identification des moyens requis, aide dans la sélection de l'équipement et l'installation appropriés.
- Formation en moyens audio-visuels de Communication, opérations techniques et techniques de production.
- Facilités pour la reproduction, traduction et adaptation du matériel AV.
- Edition des publications techniques.
- Assistance technique pour l'utilisation de l'équipement audio-visuel.
- Assistance technique pour la production et l'exploitation du matériel AV.
- Assistance en vue de l'obtention d'équipement audio-visuel.

Achat et distribution

L'IAVRS offre un service international d'achat et de distribution de l'équipement et des matériaux audio-visuels qui peut s'avérer particulièrement utile par le truchement des achats en gros.



Printed in France by Imprimerie Union, Paris.



1. La visiteuse du planning familial explique par le moyen d'un modèle en plastique l'utilisation du stérilet.
A family planning fieldworker uses a plastic model to explain the use of an intra-uterine device.
La visitadora de planificación familiar utiliza un modelo plástico para explicar el uso del dispositivo intrauterino.
2. Programmes d'alphabétisation fonctionnelle par la radio : façon de faire connaître le planning familial.
Radio programmes in functional literacy - a means of family planning communication.
Programas radiofónicos de alfabetismo práctico - un medio para dar a conocer la planificación familiar.
3. Une bonne affiche est une forme déterminante de communication.
A good poster is a highly motivating form of communication.
Los carteles con motivos atractivos son una forma de comunicación sumamente valiosa.
4. La communication orale s'empare de l'imagination et stimule les idées.
Oral communication - captures the imagination and stimulates thought processes.
Comunicación verbal - capta la imaginación y estimula el pensamiento.
5. Le flanellographe simple, souple, efficace et peu coûteux.
A flannelgraph - simple, flexible, effective and inexpensive.
Flanelógrafo - simple, flexible, eficaz y de bajo costo.



The International Audio Visual Resource Service has been established to identify and meet demands for audio visual materials for training in family planning, population and related activities with particular emphasis on developing countries. Financed by the United Nations Fund for Population Activities, it is a joint undertaking by Unesco and the International Planned Parenthood Federation.

Audio-Visual Library Services

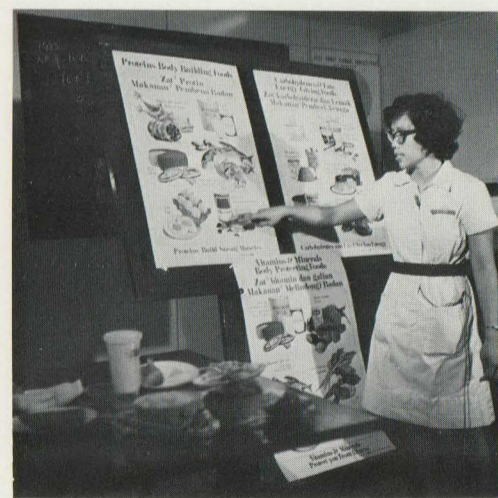
- Central reference collection of AV materials including prototypes for adaptation.
- Wide range of media for training in the field of family planning communication. Multi-lingual.
- Circulation of precise information about materials through specialized catalogues on various media and subjects for various audiences.
- Advisory and consultancy services on materials selection, application, and effectiveness.
- Advice and assistance on AV library installation and operation.

Technical Facilities in Communications and Training

- Advisory consultancy services : identification of media requirements, assistance in determining relevant equipment and operational installations.
- Training in communication media, technical operations, production techniques.
- Reproduction, translation and adaptation facilities for all audio-visual materials.
- Production of technical publications.
- Technical assistance in the utilization of audio-visual equipment.
- Technical assistance in the production and exploitation of audio-visual materials.
- Assistance in the procurement of audio-visual equipment.

Purchase and Distribution

The IAVRS offers an international purchase and distribution service for both audio-visual aids and equipment. This may be particularly useful where assistance is obtained through bulk buying.



6. La panoplie des moyens audio-visuels multiples englobe divers accessoires. C'est une nouvelle tendance de l'éducation et de la formation.
Multi-media kits combine several audio-visual aids in one programmed package - a new trend in education and training.
Los juegos de medios múltiples contienen varios accesorios audiovisuales - nueva tendencia en educación y entrenamiento.
7. Les moyens audio-visuels mettent l'information à la disposition de tous, même ceux privés d'éducation scolaire.
Audio visual aids communicate to all people, including those who may have been deprived of formal education.
Los accesorios audiovisuales transmiten la información a todos, incluso a quienes se han visto privados de educación escolar.
8. Dans un Centre de Formation, des experts discutent l'utilisation et l'efficacité du matériel audio-visuel.
Experts at a training centre discuss the use and effectiveness of audio-visual materials.
Los expertos en un centro de entrenamiento discuten sobre el uso y la eficacia de los materiales audiovisuales.
9. Les principes nutritifs présentés par des affiches simples, pour publics de différentes langues.
Fundamental nutrition presented in simple visuals for a multi-lingual audience.
La alimentación básica fundamental presentada en carteles simples para un público plurilingüe.

El Servicio Internacional de Recursos Audiovisuales, se ha establecido con el fin de identificar y satisfacer la demanda de materiales audiovisuales para el entrenamiento en planificación familiar, población y otras actividades afines, especialmente en los países en desarrollo. Está financiado por el Fondo de las Naciones Unidas para las Actividades de Población y es una empresa conjunta de la Unesco y la Federación Internacional de Planificación Familiar.

Servicio de Biblioteca Audiovisual

- Colección central de referencias de materiales AV, incluso prototipos para adaptación.
- Gran variedad de medios de difusión para el entrenamiento de la comunicación en la planificación familiar. Plurilingüe.
- Circulación de información precisa de materiales por medio de catálogos especializados en varios medios de difusión y temas para diversos públicos.
- Servicio de asesoramiento y consulta para la selección, aplicación y eficacia de los materiales.
- Guía y ayuda para la instalación y operación de bibliotecas AV.

Facilidades Técnicas en Comunicaciones y Entrenamiento

- Servicio de asesoramiento y consulta : identificación de los medios que se requieren, ayuda para seleccionar el equipo conveniente y las instalaciones.
- Entrenamiento en medios de comunicación, operaciones técnicas y técnicas de producción.
- Facilidades para reproducir, traducir y adaptar los materiales audiovisuales.
- Preparación de publicaciones técnicas.
- Ayuda técnica en el uso del equipo audiovisual.
- Ayuda técnica en la producción y aplicación de los materiales audiovisuales.
- Ayuda en la obtención del equipo audiovisual.

Compra y Distribución

El IAVRS proporciona un servicio internacional de compra y distribución de medios audiovisuales y equipo, lo cual es de especial utilidad cuando se obtiene esta ayuda para compras al por mayor.



10. Des affichettes illustrées - un moyen d'information simple et facile à transporter.
Flashcards - a simple and portable means of communication.
Cartones ilustrados - un medio simple y portátil de comunicación.
11. Des marionnettes. Le folklore, un moyen traditionnel peut être adapté comme véhicule de communication pour le planning familial.
Puppets - a traditional medium of communication. Folk media provide a vehicle for family planning communication.
Marionetas - un método tradicional de comunicación. El folklore nativo proporciona un medio para comunicar la planificación familiar.
12. L'enregistrement sonore transmet l'impact de l'expression orale.
The tape recorder transmits the impact of the spoken word.
La grabadora transmite el impacto de la palabra hablada.
13. Une partie de la formation des personnes chargées de transmettre l'information est la connaissance de base de la technique audio-visuelle.
As part of their training, communicators require a basic knowledge of audio-visual technology.
Como parte de su entrenamiento, las personas encargadas de transmitir información, necesitan conocimiento básico de la técnica audiovisual.
14. Le tournage filmé des services d'une clinique mobile.
Filming mobile clinic services on location.
Filmando los servicios de una clínica móvil.
15. Brochures - un message à la fois simple et individuel.
Leaflets - a simple message for the individual.
Folletos - un mensaje simple, individual.

Service international des ressources audio-visuelles

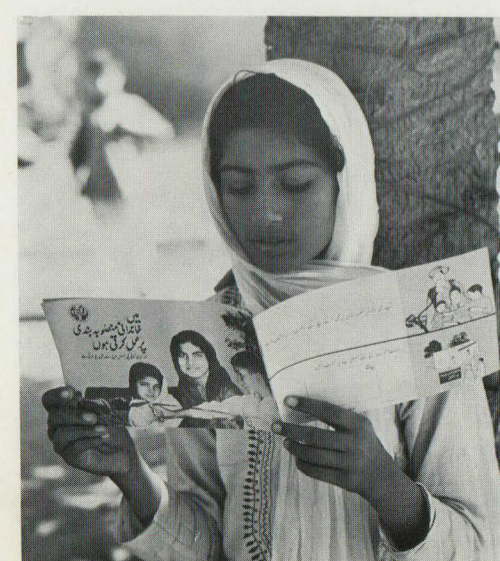
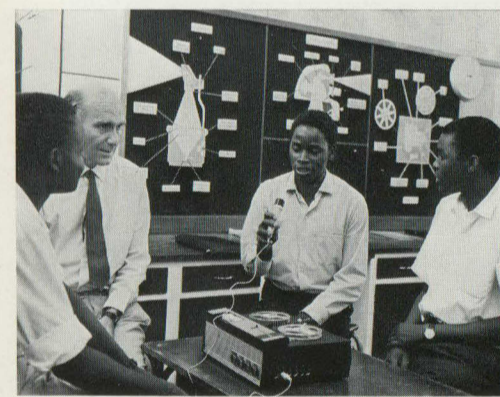
Une nouvelle organisation d'aide pour l'utilisation et le développement du matériel audio-visuel destiné à la formation

International audio-visual resource service

A new support organization for the use and development of audio visual training materials

Servicio internacional de recursos audiovisuales

Una nueva organización de ayuda para el uso y la producción de materiales audiovisuales para entrenamiento



~~STH/bi~~
K5

Cr. 300-IND

September 3, 1974

Mr. Rafael Salas
Executive Director
United Nations Fund for
Population Activities
United Nations
485 Lexington Avenue
New York, N.Y. 10017

Indonesia: GOI/UNESCO Agreement

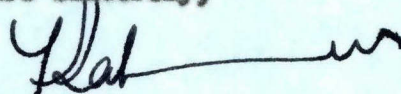
Dear Rafael:

In terms of section 4.02 (b) of the Joint Financing Agreement for the Joint IDA/UNFPA population project in Indonesia, I attach a copy of a draft GOI/UNESCO Agreement. In terms of the Agreement UNESCO will provide assistance for consultant services, fellowship administration, and the production of an educational media package.

The IDA has no objection to the draft, and I would be grateful to hear that you concur also.

With kind regards.

Yours sincerely,



K. Kanagaratnam
Director

Population and Nutrition Projects Department

Attachment

HJones/dlf

Cleared with and cc: Mr. Friedlander, Legal & Mrs. Harris, Controller's
cc: Mr. Baldwin, PNP
Mr. Gordon, Jakarta
Mr. Bumgarner, East Asia and Pacific
Mr. Lerdau, Assistant Director Projects - Asia
Mr. Jones, PNP
Division Files

300-IND/PNP

UNESCO

Ref.: Your ESM/STE/III.1

March 26, 1974

Dr. Emay Hookham
Department of Educational Curricula,
Structures and Methods (ESM)
United Nations Educational, Scientific and
Cultural Organization
B.P. 3.07 Paris
France

Dear Dr. Hookham:

Thanks for your March 11 letter. Please know we share your concern about the need for trained people -- and, relatedly, needed investment in training -- before national nutrition projects can become effective.

In nutrition, as in other Bank sectors, we have been approaching this problem via specific country projects. In all of our discussions with countries to date, we have encouraged inclusion of a strong training component in possible Bank nutrition projects. The training would take different forms in different countries -- depending on the current level of sophistication, current facilities, and so on -- but, in principle, training is a recognized need in nearly every country we deal with.

I appreciate your invitation for me to stop by Unesco to meet with you and members of the Unesco Secretariat. At the moment, however, nothing is on the schedule that takes me to or near Paris.

Sincerely,

Alsn Berg
Deputy Director for Nutrition
Population and Nutrition Projects Department

cc: Mr. Chatenay, Intl. Relations
Mrs. Domingo, PNP

ABerg:cj
Nutrition Education (Training)

MATHUR
UNESCO
PARIS

JANUARY 18, 1974

TELEX

FRANCE

*Letter in
"Active Cons."
IHK.*

THANKS YOURLET JANUARY 9 PRIMO WE ARE INTERESTED IN POSSIBILITIES OF
ASSOCIATING MR. SHAW WITH US AT HIS EARLIEST AVAILABLE TIME PROBABLY
AROUND APRIL ONE IF THIS TIMING IS ACCEPTABLE BOTH TO YOU AND HIM STOP
GRATEFUL YOUR AIRMAILING HIS C.V. TO ENABLE FURTHER DISCUSSION WITHIN
SECUNDO OUR TENTATIVE
BANK STOP THINKING IS TO OFFER FIXED TERM APPOINTMENT OF ABOUT TWO YEARS
AND THIS NEEDS FULLER EXAMINATION BY OUR PERSONNEL DEPARTMENT STOP THEREFORE
WE DO NOT REPEAT NOT PROPOSE TO CONTACT HIM UNTIL WE SETTLE ANY ISSUES
INTERNALLY WHICH WE EXPECT AFTER RECEIVING C.V. ^{FROM YOU} /BY MID FEBRUARY REGARDS

KANAGARATNAM

IHK/is

cleared in substance with and cc:
Mrs. Carter/Mrs. Stone

K. Kanagaratnam, Director

Population and Nutrition Projects Dept.

File UNESCO

DECLASSIFIED

MAY 11 2023

WBG ARCHIVES

JANUARY 3, 1974

MATHUR
UNESCO
PARIS

EE TELEX

FRANCE

WE WOULD LIKE TO CONSIDER MR ALEXANDER SHAW FOR EITHER LONG TERM
CONSULTANT OR STAFF POSITION AS COMMUNICATION SPECIALIST ON COMPLETION
OF HIS CURRENT UNESCO ASSIGNMENT STOP GRATEFUL YOUR SENDING CONFIDENTIAL
EVALUATION OF MR SHAW STOP PLEASE KEEP OUR INQUIRY CONFIDENTIAL AT THIS
STAGE SEASONS GREETINGS

KANAGARATNAM

IHK/1s

Cleared with and cc: Mrs. F. Stone, ~~XXXX~~
Personnel


K. Kanagaratnam, Director

Population & Nutrition Projects Dept.

File UNESCO

GRAHAM
UNESCO
PARIS

OCTOBER 2, 1973

TELEX

FRANCE

Z Aidan now in Kenya on mission plans to stop Paris Wednesday October 10
stop he would like to meet you and Mathur morning and Chouard in afternoon
to discuss population projects in Philippines and Indonesia stop grateful
your cable confirmation directly to INTBAPRAD Nairobi copied to this
office regards

KANAGARATNAM

IHK/ia

cc: Mr. Zaidan

K. Kanagaratnam, Director

Population & Nutrition Projects Dept.

Mrs. Shirley Boskey, International Relations

September 26, 1973


K. Kanagaratnam, Director, PNPD

"The Role of UNESCO in Family Planning", letter from Mr. Naesselund, Director, Department of Free Flow of Information and Development of Communication, UNESCO, dated August 13, 1973

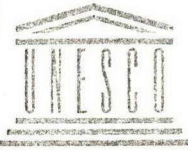
I have reviewed the UNESCO document and find it a useful compendium of their philosophy and of the actions they have taken in the past. I have no specific comments to communicate to them, though I and some of my associates feel there are differences in approach which are best discussed in specific country situations.

cc: Messrs. Baldwin/Zaidan
Miss Husain/Mrs. Domingo with cc: inc.

KK/ls

ROUTING SLIP		DATE	August 29, 1973
NAME		ROOM NO.	
1. Mr. Ballantine			
2. Dr. Kanagaratnam		N-538	
TO HANDLE		NOTE AND FILE	
APPROPRIATE DISPOSITION		NOTE AND RETURN	
APPROVAL		PREPARE REPLY	
COMMENT		PER OUR CONVERSATION	
FULL REPORT		RECOMMENDATION	
INFORMATION		SIGNATURE	
INITIAL		SEND ON	
REMARKS			
AUG 29 1973			
<p>Do you have any comments on the attached document "Role of Unesco in Family Planning Communication" which should be passed on to Unesco?</p> <p><i>Us 2582</i></p>			
FROM		 Shirley Boskey	

224



united nations educational, scientific and cultural organization
organisation des nations unies pour l'éducation, la science et la culture

7, place de Fontenoy, 75700 Paris

téléphone : 566-57.57
câbles : Unesco Paris
téléc : 27 602 Paris

référence : FDC/DAC/471/1/860

August 13, 1973

Dear Sir,

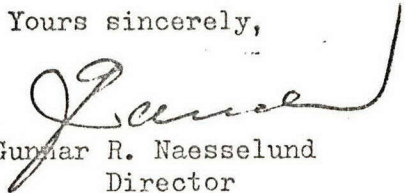
It is my pleasure to send you herewith a document prepared by the Department of Free Flow of Information and Development of Communication on The Role of Unesco in Family Planning Communication.

While clarifying the perspectives and potential of communication in support of population and family planning activities, the paper examines the role of Unesco and gives a resumé of the Organization's experience in this field during 1971-72. It also contains the recommendations of the experts' meeting convened during 1972.

I should be grateful to have your comments on the document and to know of areas in which we could collaborate with

With my thanks for your co-operation.

Yours sincerely,


Gunnar R. Naesselund
Director

Department of Free Flow of Information
and Development of Communication

Director General
World Bank
1818 H. Str. N.W.
Washington D.C. 20433
U.S.A.

Rec'd in IRD/
8/24/73

THE ROLE OF UNESCO IN FAMILY PLANNING COMMUNICATION

CONTENTS

1. Communication, Family Planning and Development
2. The Role of Unesco
3. The Experience of 1971-72
4. Conclusion

ANNEX - Recommendations of Expert Meetings held
during 1972

I. FAMILY PLANNING AND DEVELOPMENT

Communication is an expression of human society; it is a fundamental characteristic of human beings that they communicate with each other. In its absence there can be no learning, no transfer of experience, no enquiry, no dialogue or debate. This argument has a number of implications for development. It is acknowledged, largely as a result of past neglect, that communication strategies have to be included in any development-oriented activity (that is, an activity which seeks to change human or social behaviour, usually in a concentrated period of time). In recent years many different initiatives have been seen, ranging from the concept of communication planning and the training of professional communicators, to the creation of communication support services at both project and national or international levels.

The application of communication techniques to the treatment of highly diverse problems shows many correspondences of theme and approach. It is likely that, if methodologies are developed for the educational applications of media, the reinforcement of literacy programmes, the promotion of family planning, health and welfare campaigns, the prevention of drug abuse, the broad outlines of these methodologies, will be similar and mutually supportive. They are using the same tools, often in the same environment and with the same audiences.

Consequently, a number of general principles have emerged. These principles were originally developed by the sociologist, the communication research worker, the communication planner; they are now being gradually extended to the media practitioner. Among positions which are now gaining general credibility are the interdependence of media, the necessary linkages between mass and interpersonal communication, the need for integrated planning at the levels of both production and of utilization, the reconciliation of media strategies with country capabilities, traditions and practices.

Perhaps most important of all is an accord that the evolution of communication strategies requires a degree of co-ordinated planning and phasing which is equal to, and runs parallel with, the planning of development in general - in a sequence which begins with the identification of needs, the pinpointing of resources and the study of audiences, and proceeds from the results of this analysis to a detailed plan of operations which is capable of modification after systematic evaluation and feedback.

It is however in the nature of development that as different targets and objectives assume priority, new agencies and programmes are created which emphasize one aspect of the development problem at the expense of others, setting up patterns of financing and programme planning with which co-ordinated approaches may often be difficult to reconcile. This has been experienced periodically in agricultural and rural development, literacy, health and welfare, family planning, drug abuse control. Yet essentially, the same elements are involved in family planning communication as figure in other applied communication fields - the need to devise programmes which are equally relevant at national, sub-national and local community levels, the importance of treating sub-groups within communities as distinct entities with distinctive problems, the need to orient media practitioners towards development objectives and vice versa, and an over-riding need to integrate various development endeavours. For any application of communication techniques, especially when mass media are involved, forms of co-ordination are demanded which are far more than physical; different specialisms have their own priorities, their own frames of reference, and successful co-ordination depends upon a learning process, a growth of understanding between many groups at the psychological level. Communication can help to telescope change but it cannot do so in a single, grandiloquent gesture. Resistances have to be identified, explored and countered, hostile elements overcome, interest engaged and re-engaged. Successful communication is based upon an amalgam of analysis, understanding, sympathetic planning and technical proficiency.

It was predictable that, during the first years of international interest in population control, a special emphasis would be placed upon family planning communication. However, this first period, one of hectic activity not always sustained by adequate infrastructures, is now at an end, and in these pages, a description is offered of the kinds of assistance which Unesco may be expected to give to a family planning communication programme seen in the context of other development communication programmes - linked with, and benefiting from, other experiences, agencies, areas of expertise. The problem is too large to be treated by a single agency. An accumulation of resources is required, which includes not only international or bilateral interests, but also those national resources which have been developed painfully in both the developed and the developing countries, which have often reached a substantial level of competence but which are all too often neglected in global strategies.

The Unesco programme rests upon four main assumptions, namely:

1. the integration of family planning communication with other aspects of development communication;
2. the maximisation and optimum use of resources, including expertise, institutions, agencies, projects and programmes in all communication sectors;
3. a flexible and adaptable perspective of communication, (which emphasises, inter alia, inter-relationships between mass and inter-personal media, the adaptation of communication programmes to cater for local audiences and specific groups, and responsiveness to evaluation and research findings).
4. an approach to communication as a continuum, not in isolated project terms.

The emphasis upon integration is by no means confined to the communication sphere; it is increasingly stressed in all development programmes, where the interests and disciplines of separate Ministries, separate agencies, have in the past sometimes created a pattern of confusion. There is little point in stressing population control if it is not linked to agricultural improvement, economic development, health and social welfare. There is a demonstrable unity in all of these activities, but the villager is unlikely to have the sophistication to perceive it without help. In his terms, economic development means that he will have the capacity to feed more children, not to restrict family size.

Communication media are too expensive to be underemployed, and local resources will need to be used more frequently, outside the characteristic framework of new projects under international sponsorship. Today, there are many institutions in existence, at national and sub-national levels, which might, with a little additional assistance, expertise, encouragement or re-orientation, attempt what would normally assume a separate, newly-established structure.

The more a country's own resources are involved in generating messages, the less alien will those messages appear. Even more important is the need for communication to reflect local variables - even within the smallest community there are likely to be exceptional groups. This involves in turn a properly conceived relationship between mass and interpersonal media, seen not so much as a sequence, but as a series of interconnecting loops. The success of the overall communication programme is bound to depend, to a large extent, upon the degree of mutual understanding between different specialists. Just as an extension worker cannot exploit the motivational impetus of a broadcast programme without knowing what the programme is trying to attempt, so the media producer cannot create meaningful programmes without a personalized knowledge of his audiences.

Finally, development is cyclic, not organized into phased and limited periods. Communication has to be sustained; it has to adapt and modify to take account of new circumstances. It has to recognise the changes it has itself created, and infrastructures build up during a project's lifetime must survive, to continue the work which has been started, and improve upon it. Programmes which are not directed towards such re-generation are futile.

There are general principles, which are taken as a priori assumptions in the discussion which follows. It is within their context that a set of functions, and a programme, is proposed for Unesco.

II. THE ROLE OF UNESCO.

The role of Unesco in the field of family planning communication should not, at root, differ substantially from its role as an international agency in other communication fields. Traditionally, international organizations have been assigned tasks which arise from a peculiar status which they enjoy. First, because they do not share the image of bilateral organizations (which can often appear to be arguing a partisan, even commercial point of view), they are in a position to act as co-ordinators, bringing together disparate activities with common strands. Second, because their activities are global, they have an unusual capacity for synthesis, assembling the results of different experiences found in a variety of contexts and producing from them more generalised principles and approaches. Third, they are often in a unique position to act as innovators, trying out new approaches experimentally (not always with success, but then innovation by definition implies a risk factor).

It is as well for any organization to be aware of both its strengths and weaknesses. The weaknesses of Unesco are the mirror image of its strengths; because of their apparent neutrality and detachment international organizations may at times be considered conservative and over-theoretical. But it is precisely their stability which allows them to act in politically difficult situations, in ways which others, less formally administered and less institutionalized, could not attempt.

In this position, Unesco has several possible functions in family planning communication. In carrying them out, however, it must be ready to pool resources (including its own resources in sectors outside of family planning) and maintain dialogue with Member States which is now fundamental to progress in the family planning field. Today population policies are becoming more and more Government policies, and have to be given Government priorities.

The principal roles open to Unesco, therefore (always contingent upon the provision of extra-budgetary resources), are:

1. The encouragement of co-ordination and the optimisation of resources
by:
 - showing links between ongoing communication programmes;
 - identifying and reinforcing existing institutions in the field, particularly in training and research;
 - maintaining a dialogue between its own sectors, other agencies, bilateral and private institutions, and setting-up co-operative programmes.
2. The testing and development of new communication approaches
by:
 - applying approaches suggested by research, with the co-operation of Member States; assisting Member States to develop their own communication models for development.
3. The exchange and evaluation of information and research
by:
 - mounting workshops and seminars in which such information is exchanged at a personal level, and then given maximum distribution to authoritative channels;
 - using its network of documentation and resource centres to improve information flow and exchange;
 - assisting in the development of clearing houses for materials, and relating these to parallel developments in other fields.
4. Training and research activities
by:
 - setting up training programmes in co-operation with existing institutions, for both practitioners and specialists, and with particular reference to the training of trainers;
 - emphasising the relationship of training and research activities to demonstrated manpower needs, and to practical development programmes;

- devising models for research which can be conducted elsewhere, and instituting whatever seminal research is needed to answer operational needs.

Operationally, these functions involve action at three separate levels - the international, regional or continental, and national or sub-national. So far action has been mainly at the international level but with multinational reviews nearing completion and guidelines set, the present need at the international level is to continue with tasks of information abstraction, synthesis and sharing, supplemented from time to time with specific gatherings of specialists, convened to investigate particular problems, with the whole traffic directed and co-ordinated by a small, nuclear secretariat. Of equal importance is the need to present findings, especially research findings, in a form in which they can be understood and applied by operational workers who do not have a research background or a ready understanding of language of research.

A parallel aspect of international activity lies in the creation of support materials, in response to a general demand, and in their circulation and distribution. On the one hand, there is a dearth of specific training or research materials in the family planning communication field; on the other hand, what exists is frequently not widely used because the capacity for information and distribution is lacking. Such materials, whether they be films, audio-visual materials, insert materials for local programming or manuals and handbooks, can often be economically produced only at the international level; similarly, the overall framework for collection, cataloguing and distribution can only be devised outside national boundaries. Once the broad patterns are set (as a result of the articulation, at the international level, of a large number of local requirements), further progress depends upon the creation of specific local patterns of use.

However, the main burden of activity should by now be at the regional and sub-regional levels. At this stage, the position of regional family planning communication offices and advisers is critical - these can operate as mobile strike forces, supplemented by additional expertise when necessary, but maintaining a position of critical buoyancy between the country programmes and institutions of their region and the co-ordinating agencies and secretariats. The functions of a regional adviser and his officers are numerous, and cannot be ranked (since their role is to respond, as flexibly as possible, to changing situations within individual countries), but they include:

- assisting in the development of country programmes for family planning and development communication.
 - offering operational and planning advice to communication resource units, media institutions and services, training and research institutions at national and sub-national levels,
- schools also?*

- keeping information flowing in the region, by whatever means are available (providing newsletter and abstract services, communicating the experience of one institution or service to others in the region, putting institutions and agencies with kindred interests in touch);
- mounting training programmes, seminars, workshops, etc., at both regional level and country levels, by creating special programmes in regional institutions, contributing to existing programmes, developing mobile training units and touring teams,
- participating in inter-disciplinary missions, to review development programmes which cut across different sectors and interests,
- maintaining personal contact with a whole network of institutions, agencies and personalities.

The keynote in this description of functions is flexibility: the regional adviser acts as an intermediary between a Headquarters Secretariat, and individual Member States, institutions and projects. His role inevitably changes as programmes develop; initially, he sets out to become a focal point of contact within his region, not simply responding to requests for assistance but identifying areas of need in advance. Once a general perspective is obtained, however, work at the national and community levels demands his most concentrated attention - through the creation of integrated programmes of development communication which faithfully and realistically reflect local conditions.

These twin perspectives in Unesco's role - the first describing themes, activities and objectives, the second indicating geographical and organizational levels - can be finally summarised in tabular form.

<u>International</u>	<u>Regional</u>	<u>National</u>
Information exchange and sharing	Training Seminars & workshops	Development of national and sub-national action programmes including services, institutions, training and research activities.
Information collection and abstraction	Research	
Production of general materials	Technical advice and mobile support teams.	
Specialist advice and support for regional and national activities.		

III. THE EXPERIENCE OF 1971-72

The philosophy and programme orientation described in the previous pages were not arrived at theoretically. They have been tested empirically by field personnel, debated and extended by a number of specialist meetings.

Expert Meetings

The pattern for 1971-72 was preparatory; the emphasis was upon establishing needs and priority areas, and on developing common understandings and principles which might be proved further in material terms. To this end, a series of five expert meetings was held in Malaysia, the Philippines, Hawaii, London and New Delhi, dedicated to the problems (successively) of the use of mass media in family planning and development programmes, research priorities, specialist training, and the use of folk media (on their own and in association with mass media campaigns). A final meeting brought together experts from a variety of fields to consider the needs of national family planning communication programmes, and to discuss the mechanics of international agency co-operation, specifically as between Unesco and WHO.

Country Programmes

It is estimated that during the period 1973-78 assistance will be made available to family planning communication programmes in 25 Member States and nearly 400 communicators from Member States trained. Projects are already in operation in the Philippines, Iran and the Arab Republic of Egypt, and personnel from India, Sri Lanka, the Arab Republic of Egypt, Iran, Thailand, Malaysia, the Philippines, El Salvador and Sierra Leone have been trained or are undergoing training.

Regional Advisers

In the South-East Asian region, Unesco's Regional Communication Adviser (Family Planning) has been active since 1970. Beginning in 1972 an interim Regional Communication Adviser (Family Planning) has been active in Africa, and similar experts are being posted to Latin America and the Arab States.

The functions of the Regional Communication Adviser (Family Planning) for Asia have been much discussed earlier in this paper. He has been involved in the elaboration and presentation of programmes at the national level, has participated in a number of project identification and inspection missions, and has been engaged in a variety of workshops, seminars and training programmes. It is in the context of training, however, that a principal example of co-ordination can be found.

The Communication sector of Unesco, as a whole, has recently adopted a principle of de-centralisation. This involves the placing of regional advisers in critical locations and projects, and the encouragement of "centres of communication development" - selected national institutions (such as universities, media services, training centres), which have the apparent potential to become focal points of communication growth, initially at the national level, but subsequently with some regional overspill. Wherever possible, resources are being concentrated upon these centres, to allow for their accelerated development, and in particular to promote integrated approaches to communication planning, across entire countries and communities rather than through specific media, channels, agencies or administrative sectors. It is a logical extension of this principle that communication techniques as applied to particular problem areas should also be consolidated within such institutions. It is not only a question of the transferability of techniques to a number of different audiences and problems; in a field where resources and expertise are scarce, more can be achieved more quickly by pooling initiatives wherever possible. Unesco strategy, accordingly, is to post its regional communication advisers (family planning) wherever it sees the centres of communication development.

A particular example of this approach comes from Malaysia where in Kuala Lumpur the National Broadcasting Training Centre is already assisted by Unesco, under its Regular Programme, and by UNDP. The centre also houses the office of the Regional Broadcasting Adviser for Asia, and is therefore accessible to the family planning communication programme for two purposes: as a base for the preparation and administration of roving courses, and as a location for special regional courses. In 1973, the two regional communication advisers (in broadcasting and in family planning communication) are expected to pool resources to mount a series of seminars and workshops in Malaysia and several other Asian countries.

Additionally, the National Broadcasting Training Centre has been contracted to run a series of workshops for communication and broadcasting personnel on behalf of the Press Foundation of Asia (who, with UNFPA assistance, are maintaining an officer in Malaysia to plan this aspect of their programme). Again, resources are being pooled, to make of these seminars a more complete experience.

Communication Materials

An extension of training programmes has highlighted the shortage of suitable materials, and recently the production of a series of three films and associated slide series on various aspects of family planning communication has been undertaken. These training films deal with the utilisation of mass media and extension services, the use of folk media in communication programmes and the production of audio-visual aids employing indigenous materials. Accompanying these films is a further series of four manuals on family planning communication dealing with mass media, folk media, training and research. These materials will be made available as a training package during 1973 and will be used particularly by those associated with Unesco programmes.

Clearing House Service

Unesco has initiated, in collaboration with the International Planned Parenthood Federation, the establishment of a Clearing House Service for resource materials. The International Audio-visual Resource Service in support of family planning and of population activities is to be organized on a regional basis and in association with the facilities already provided through such organizations as ECAFE, CEDO, the East-West Centre, the Carolina Population Centre, the IPPF, WHO and UNICEF, which are all represented on a Collaborative Group constituted specifically for the purpose. The Service will be able to provide information and also prototypes of available communication materials to national programmes and interested persons and institutions. It is hoped to have the Service in full operation with at least one regional centre created during 1973 in order to cater for the needs of World Population Year. The Service will be closely linked with other regional advisory and training services (e.g. the Malaysian complex).

The biennium has therefore been one of conscious preparation - the commissioning of needed materials, the building and testing of new infrastructures, the collection of information, the assembling of experts with common experiences to consult on practical programmes. Deliberately, there has been no attempt to anticipate the fully operational phase, until the requisite information and tools are available.

IV. CONCLUSION

General areas of activity and main priorities have been isolated in this paper; specific programme proposals have been made independently to the United Nations Fund for Population Activity.

The foundation of these proposals, however, lies in the recommendations of the various expert meetings already cited, which were convened in order to pinpoint deficiencies in planning, programming, support services and materials provision. The main recommendations are given in the final Annex to this paper. Over the next few years they will be practically implemented.

RECOMMENDATIONS OF EXPERT MEETINGS HELD DURING 1972

- A) PROPOSALS AND RECOMMENDATIONS OF THE EXPERTS MEETING ON THE USE OF BROADCASTING AND ASSOCIATE MEDIA FOR INTEGRATED FAMILY PLANNING & DEVELOPMENTAL MESSAGES.

PROPOSALS FOR PRACTICAL ACTIONIntegration of Family Planning and Development

The experts meeting emphasised that family planning is not an isolated activity, but that it must be seen in the light of the overall development programme of each country. In this way, a family planning policy can be devised to make optimum use of existing services and extension facilities, drawing upon existing channels for its promotion.

Media approaches to family planning should similarly be seen in the context of development communication as a whole. Even though a media strategy is primarily concerned with the promotion of family planning, it is essential that the relationship of family planning to other developmental programmes should be brought out, with population control related concretely to health, nutrition, education, welfare and economic development. Rather than simply urging modern contraceptive methods, family planning communication can be more forceful and persuasive, and can make more economical use of media resources, when they reinforce a range of development goals.

A systematic approach to the use of communication media should be adopted whenever feasible. Strategies need to reconcile the availability, potential and popularity of particular media, programmes already in operation, the availability of resources for development communication in terms of finance and personnel. They should make maximum use of existing communication infrastructures, and in some countries, where large geographical areas have to be covered, particular attention should be paid to the establishment of localised programmes, demanding an element of decentralised media planning. Attention should be given to the inclusion of traditional folk media where appropriate, related to the general media strategy. Approaches designed to enrich life styles within the context of national development must also reflect the social and cultural setting of particular countries, taking full account of traditional goals and values.

It is vital that media strategies should be realistic, taking account of the ability of particular regions to deliver family planning and development services, concentrating attention on areas where follow-up is immediately possible. Unless modern contraceptive supplies are readily available, the impact of the media will be lost and future programmes will lack credibility.

Production and Utilisation

In the preparation and production of materials for family planning and development communication, every effort should be made to ensure sound professional standards. These materials should make use of the expertise of professional writers, artists and producers, so that they can compare with the standards of general programming. Due emphasis should be given to the local cultural setting, and programmes should be set against existing media output, so as to harmonise with accepted viewing and listening patterns and styles. Family planning communication needs to make full use of production and distribution resources already available avoiding a duplication of existing facilities and drawing extensively upon the talents of existing local personnel, including those of the private sector.

The utilisation of materials should be a prime consideration. Permanent links should be set up between utilisation and production personnel, so that producers are aware of activities in the field and of the impact of programmes. Field workers and local leaders who are involved in the utilisation process should be kept informed of the stages and themes of the media campaign, regular meetings and seminars involving both media and utilisation personnel are required. Personnel active in the field can channel the opinions and reactions of local audiences, and provide useful guides to programme content for media producers.

The role of the media in acting as a communication channel for extension and development workers should not be neglected, and this should be regarded as a two-way communication. All development workers, government and municipal workers need to be informed about media approaches which touch upon their area of activity. Conversely, media producers should be informed of local activities being carried out by development workers, as this can be a valuable source of programme material. Where relevant, attention should be paid to the setting up of groups for viewing and listening. It is particularly important that specialist, professional and curricular groups are catered for in the overall media strategy, and that programmes with these audiences clearly in mind are available. Programmes for these groups will be more sharply defined, and in such cases the planning of follow-up activities is important.

Built into the media strategy should be adequate resources for the pre-testing, piloting and validation of materials. Before any mass production or distribution is undertaken, all materials, including posters, displays, radio and television programmes etc. should have thorough testing using groups comparable with those likely to be encountered in the target audience. Once the media strategy has been clarified, care has to be taken to ensure that the distribution machinery for materials is adequate, and that communication channels are readily available so as to obtain maximum exposure. Every media campaign should have adequate feedback and evaluation procedures, which can be carried out as a systematic and continuous process, so that failures can be quickly modified while the campaign is in progress. It is desirable that media personnel should have some knowledge of these procedures, and that information is given to them in such a way as to make it easily interpreted in programme terms.

Training

The meeting stressed the need for training and orientation programmes. In the first place, well-defined training programmes should be set up for media personnel, family planning and other developmental workers, bearing in mind the wide range of functions which these groups carry out. Through seminars, courses and practical exercises, an awareness of mutual problems and approaches can be built up, and co-ordination channels strengthened. Media personnel must appreciate the role of the extension worker and vice versa. Such training programmes should include leaders and other influential personnel.

It is also desirable that a greater variety of training materials should be produced and made available to both professional and local groups, paying close attention to the character and demands of the group undergoing training. Materials should include handbooks, films and audio-visual materials, which should pay adequate attention to social and cultural factors. It is also important that training schemes contain elements of methodology, particularly in the areas concerned with the compilation of material and evaluation and utilisation procedures. For media personnel, training schemes should include field orientation, so that they can develop better frames of reference for the production of materials.

Research

There was a call for more extensive research in the area of family planning and development communication, particularly into the types of programming which are most effective in inducing attitudinal and behavioural change. Particular emphasis should be placed upon research, which should be built into the media strategy and which can lead over a relatively short term to the practical improvement and modification of current programmes. Results of research should be presented to influence groups at the policy making level in a readily comprehensible form, so that action programmes can be initiated. Family planning, population and development studies should be included in the curricula of schools and other educational institutions, and research into these areas should form part of the academic programme of universities, higher educational institutions and communication institutions. This research should be linked to specific development programmes being undertaken in particular countries.

Particular areas into which research is necessary include the effectiveness of mass and other communication media, the transferability of media approaches from country to country, the design of media and communication systems, communication flow and the economics and management of family planning and development communication. It was suggested that the results of such research should be distributed more widely, and presented in such a form that their significance is easily understood in other contexts. Research studies are also needed on local and cultural factors which may effect the content, style and format of media programmes and their value in particular settings. Such research might also examine the kind of initiatives which are likely to lead to a modification of life

styles and to the accelerated acceptance of changed values and goals since family planning and development programmes are often concerned with the enrichment of opportunities and the promotion of alternative ways of life. More comparative research is needed, which can analyse the reasons for the effectiveness of particular communication strategies, rather than merely assessing the results of specific media campaigns. In this way, communication models may become transferable and guidelines derived for other countries and other circumstances.

At all times, research findings should be presented in such a way as to be intelligible to media producers and to development workers, so that they may be more easily incorporated into their communication plans. It was also suggested that more effective channels for the exchange of information and material should be set up, and that clearing houses for information and for materials should be envisaged. Further efforts should be made to encourage a dialogue between workers in different branches of the media and development sectors, so that expertise, information ideas and experience can be exchanged. In this context, regional and international exchanges based on practical, working seminars are valuable and should be promoted where relevant.

Based on the recommendations of the Meeting, therefore, a number of areas and opportunities for practical action stand out. In summary, the principal needs were defined as:

- a) the integration of family planning with other developmental activities in the perspective of an overall Development Plan;
- b) the integration of family planning communication programmes with other areas of development communication;
- c) a systematic approach to the use of communication media, bearing in mind the strengths and weaknesses of particular media, the availability of resources for development communication, and the potential and constraints of existing communication infrastructures;
- d) the design of realistic media strategies which keep pace with the provision of medical services and the progress of the overall development programmes;
- e) the development of comprehensive utilisation and distribution services, which must provide for adequate liaison with the production network;
- f) the full utilisation of existing communication networks and extension services;
- g) the maintenance of sound professional standards in development communication with the same competence as general media productions;
- h) an emphasis on cultural relevance and local content in media presentations;
- i) the inclusion of traditional and folk media in the overall communication strategy;

- j) the use of communication media to maintain links with development and extension workers;
- k) the inclusion in media approaches of information obtained from field and extension workers, which reflects the attitudes of target audiences;
- l) clearly defined programming for special groups and minority audiences, and provision for group listening for specialist, professional and curricular groups;
- m) properly designed training and orientation programmes for communication family planning and development personnel, to provide an exchange of expertise and to develop an awareness of common activities, aims and problems;
- n) field orientation programmes for media personnel;
- o) a need for training materials in the form of handbooks, films and audio-visual materials, always taking account of the character and demands of the users;
- p) the design of media strategies which have been adequately pre-tested, piloted and validated, and the maintenance of adequate distribution channels;
- q) the inclusion of feedback and systematic evaluation procedures in the design of media strategies, especially those which are continuous and can modify current programmes;
- r) research into family planning and development communication, especially action research;
- s) comparative research which will lead to the establishment of guidelines for communication strategies;
- t) the establishment of a central exchange facility for communication research programmes and materials;
- u) the importance of a continuing dialogue between extension and development workers and media personnel at both regional and international levels;
- v) research studies into development communication as part of the programme of universities, higher education institutions and communication institutions; and
- w) the inclusion of family planning, population education and development studies in the academic programmes of schools, universities and other educational institutions.

B) RECOMMENDATIONS OF EXPERTS MEETING TO DEVELOP MODELS OF TRAINING PROGRAMMES FOR COMMUNICATORS AT VARIOUS LEVELS

The Experts meeting developed models for training programmes for family planning communicators at various levels. While doing so the meeting made the following recommendations.

1. Unesco's contribution in family planning communication training should be emphasised to regional training centres.
 - a. Consideration should be given to assembling training talent at regions instead of bringing participants to the talent.
 - b. Training team concept should be explored, to be assembled at region and brought to participants upon demand.
2. Regional training requires facilities. Unesco should explore the feasibility of expansion of existing mass communication centres (e.g. CIESPAL, AMIC, etc.) into family planning communication training centres. In addition, augmentation of present Family Planning centres to have a strong component in communication should be explored.
3. Unesco should identify training talent in family planning communication. ECAFE prepared a directory of family planning personnel in 1970. If communication personnel in training could be identified from that directory, the task for Asia would be simplified. However, no such directories are available for other parts of the world.
4. Unesco should sponsor experimental programmes in the utilization of research results in communication. A great deal of research lies fallow because of sparse attempts to put research into practical action.
5. A feasibility study should be conducted of existing institutions in family planning for the purpose of upgrading staff in the area of family planning communication.
6. Unesco should initiate action to explore in depth the relation of communication to other aspects of family planning programmes. Should family planning communication be a separate training endeavor, or should it be an addendum to ongoing programmes, or what combinations seem most feasible.
7. Unesco should consider the possibility of accreditation for training programmes with an eye toward upgrading communication training.
8. Unesco should sponsor research and evaluation in family planning communication. This includes research into the training process itself.

c) CONCLUSIONS AND RECOMMENDATIONS OF THE EXPERTS' MEETING ON RESEARCH IN FAMILY PLANNING COMMUNICATION.

Among the more important conclusions and recommendations arrived at by the Conference for consideration by governments, funding agencies, research organizations and individual researchers, were the following:

1. That while a considerable amount of family planning communication research has been done and continues to be done, there is need to keep the following practical objectives of such activity in mind:
 - (a) To assist ongoing programmes.
 - (b) To build new techniques to assist the flow of knowledge and of information as well as to improve the aspects of persuasive communication for family planning.
 - (c) To help improve programmes already launched, so as to avoid any continued wastage of scarce resources.
 - (d) To gain more fundamental and basic knowledge of cultures within which family planning programmes are to be launched, so as to take into account existing value systems, beliefs, needs, etc. which may be affected by the ingredients inherent in any efforts at social change.
 - (e) To build and test indigenous models and communication theories that may be more relevant to such cultures than those developed outside of given societies.
2. That the quantity of research done is not always an indication of its status or degree of utilization, and that it may often be necessary before new research projects are funded or undertaken, to have as complete a knowledge as possible of the present state of the art and of resources and manpower.
3. That to facilitate such flow of information among researchers and among decision-makers, urgent steps should be taken to set up or to strengthen information storage and retrieval systems, especially for the developing countries where publication channels are limited and therefore much of the written material exists only in unpublished, "fugitive" form.
4. That such information flow through documentation and other resource centres becomes especially important if research is to be undertaken on methods for adapting materials developed in one cultural setting to other settings so as to minimize wastage of effort due to unnecessary duplication and the retracing of steps that have already been successfully taken by others.

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5. That along with the development of information storage and retrieval bases, efforts should be made to build regular and effective dissemination channels for research information to reach researchers, administrators and practitioners. For the latter two categories, such information should be provided in synthesized, simplified and stylistically more readable and intelligible form.
6. The steps to be taken to provide linkers and linker organizations to facilitate research utilization.
7. That, if needed research is to be done, especially in those countries where it is at present inadequate (in quantity as well as quality) steps should be urgently undertaken to build a corps of communication researchers, both specialists and ancillary personnel.
8. That, in addition, communication training programmes should be instituted for family planning personnel at all levels from decision-makers to field workers, in which some exposure is provided to communication techniques, to fundamentals of the why and how to communication research, so that they may have an appreciation of their own role as "feedback" channels for data and other information needed by research specialists.
9. That joint meetings should be held at regular intervals between researchers and high-level administrators to exchange information and experiences so that further research activity may be harnessed to serve the practical needs of family planning programme objectives and targets.
10. That such periodic meetings may also be held at the inter-disciplinary and inter-departmental levels, since communication, by its very nature, cannot fit into water-tight compartments in so far as disciplines or departments or voluntary organizations or media units are concerned; that it must, however, be kept in mind by communication researchers themselves, that their role in any such co-ordinated efforts should be mainly advisory and confined to their speciality, so as to avoid unnecessary conflicts; on the other hand, there should develop an appreciation of the role of the communication researcher in tasks which are often of a co-operative and interlinked kind, within overall developmental goals.
11. That where possible, practitioners and administrators should join (even if briefly) teams involved in studying the communication aspects of family planning programmes, so that the experiences and knowledge of such personnel may be utilized by the researcher, especially in gaining greater insights into the practical problems and cultural characteristics which he must take into account in developing research techniques, models and theories.

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12. That while research may continue to serve the present programmes and programme personnel in the achievement of goals and targets, occasional pilot projects may be initiated to test innovative communication techniques which research may suggest, but for which the evidence may not yet be convincing. Such encouragement given to researchers should serve both as incentives for researchers and as challenges to practitioners and administrators sufficiently involved in and committed to the importancy and urgency of family planning.

13. That research is particularly necessary to test new ideas in the field of population education, where communication technology is speedily being accepted both within the school systems and outside the formal structure; such testing, and especially pre-testing, is also needed within the broader communication networks carrying population and family planning messages to vast audiences, thanks to the developments in communication technology.

14. That family planning communication research should be designed and conducted so as to provide a scientific, theoretical and empirical basis for family planning communication strategies. Such strategies could be an important improvement over the non-strategy of "the more, the better" in regard to producing large numbers of communication messages in hopes they may affect someone's behaviour. Much more effective are specific strategies in family planning communication that call for design of a message for a particular sub-audience, transmitted via certain channels, in order to bring about a given change in behaviour. Research can give a basis for such specific strategies.

15. That the scope of family planning communication should be broadened to include interpersonal as well as mass media communication, and the interface of the two. In some countries in the past, family planning communication has been taken to mean only that via mass media channels.

16. That the approaches, strategies and organization of family planning communication may need to depart from those previously borrowed from agricultural development, public health, and other fields, where beliefs generally may be less centrally held and less sensitive in nature. Communication research should seek to provide appropriate approaches, strategies, and organization for family planning communication.

17. Considering that family planning programmes are of relatively recent establishment and therefore lack long experience; that they impinge on a central and sensitive area of human life and may therefore cause intense reactions; that they are frequently added on to existing programmes in the field of social welfare and development whose approaches and methodology may not always be appropriate to family planning; and further, considering the urgency of the population problem, there may be a greater likelihood of incorrect assumptions

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and practices in family planning programmes than in other fields, and, more importantly, a higher risk of serious consequences therefrom; the conference therefore recommends that research be carried out to establish effective and, if necessary, innovative systems for rapid and accurate feedback of communications from clients and others at local levels upwards to administrators, in order to rectify errors swiftly.

18. Cost effectiveness and cost-benefit studies are important long-range tasks. Nationally or internationally co-ordinated research should be started to enable improvement of the state of the art that will be available in five or ten years. An intensive effort should be made to obtaining and collating data on comparative monetary costs and expenditures required for alternative means that seem to be capable of attaining a particular kind of outcome.

19. That research be undertaken and development efforts directed to the application of modern communication technologies to family planning, including audio-visual media (films, film-strips, radio, television, videotapes, audio-cassettes) and various forms of programmed instruction. Experimentation is needed to develop fruitful applications and effectiveness of these technologies in delivering family planning communications to vast audiences, especially in the lower socio-economic sectors that heretofore have not been reached as effectively as is necessary.

20. That research be undertaken on methods for adapting materials developed in one cultural or linguistic setting, whenever possible, for use in new settings, so as to minimize wastage of effort due to unnecessary duplication and retracing of steps that have already been successfully taken by others.

21. The nine priority research areas on family planning communications, recognized by the meeting of experts, be immediately considered for developing appropriate projects and the appropriate levels indicated and subsequently steps be undertaken for early implementation of these research areas.

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RECOMMENDATIONS AND CONCLUSIONS OF THE EXPERTS'
MEETING ON INTEGRATED USE OF FOLK MEDIA AND
MASS MEDIA IN FAMILY PLANNING COMMUNICATION
PROGRAMMES

The experts suggested that use of traditional media for family planning could have a secondary purpose in addition to their use in development projects, including family planning to contribute to cultural development in general. Unfortunately, in some countries the folk artist has long suffered from lack of social prestige and there has been little evidence of development of the state of folk arts. Concern for use of his talents in connection with family planning and development could lead to a welcome change of attitude and to upgrading of the status of both the artist and the art form. Much depends, however, on the social acceptability of the purpose for which they are used, on whether the new programmes now foreseen can satisfy the aesthetic requirements of the old forms; or whether the attempts are pointless in view of possible preference in a given society for modern media. It will be important that care is taken to fulfil both the informational and emotional requirements of traditional forms.

Once the social purpose for using the folk media has been established and accepted in the community, responsibility for continued use should be left with the community itself, external agencies playing a supportive and not a directive role. Cultural development will depend upon the artist's conviction that his talents and his medium are respected and on the freedom allowed to him in a manner most acceptable to his audience.

The appeal of folk media is emotional, moral, aesthetic and intellectual, and their purpose is not so much to inform but to inspire. Therefore, these folk media, if used sensitively, can provide motivation to social change and increase receptivity to new ideas. This role is bound to lead to a qualitative improvement in media and enrich cultural heritage.

Considering the immensity of the population problem and the need for sustained information, education and communication activities to support population activities, it was suggested that a fresh look at these was vital. Although the mass media had been mobilised to a considerable extent, and would henceforth be further extended, they cannot by themselves provide all that is needed to involve the institutions closer to the grassroots level. It was accordingly considered that the time had come for the potential of the folk media to be exploited.

A communication strategy ensuring co-ordinated use of both these media would result in creation of a climate for acceptance and better realization of the concept of family planning and of the services, as well as that of other kinds of activity in the field of population.

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Noting the fact that communication programmes had so far concentrated on the utilisation of the field workers of health and agriculture programmes for extension of the family planning message, it was emphasized that while this practice should indeed be continued and fostered, the folk media should be used as their extended channels for family planning and other development programmes. This would provide the needed innovative approach and result in the direct involvement of the trusted folk media and the folk performers in the family planning movement.

The following RECOMMENDATIONS were made by the experts' group:

1. Encouragement and assistance be provided to government and institutions for the preparation of an inventory of folk media forms which can be utilised in family planning communication programmes in accordance with the following criteria for selection:
 - (a) Concern for the plasticity of the medium, or the capacity of a particular form to be loaded with specific innovative messages; and examination of the religious or social functions attributed to the medium.
 - (b) It should be determined whether the medium has an ego or individuality (in which case positive identification of audience with actor can be the agent of change), or whether it is entirely non-individual in order to assess the appropriateness of a form for a particular message.
 - (c) It should be noted whether a particular medium, or any of these traditions and functions, could be used by, or extended to, mass media presentation, or whether this is desirable in relation to both a medium and the message.
 - (d) Are the required resources, talent, materials, texts, available for extensive utilisation of the medium?
 - (e) Does the selected medium have entertainment value and/or artistic appeal?
 - (f) Is it unique enough to provide a valuable communication channel? In this connection, one would avoid unproductive competition between traditional and mass media.
 - (g) Is the form of the proposed media flexible enough to incorporate a sufficiently broad range of content materials such as family planning and other developmental messages?

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- (h) Is the medium sufficiently versatile to reach varied audiences?
- (i) Is the selected medium relevant to the intended audiences?

2. Specific studies be developed on the relative impact of traditional and modern mass media in an effort to acquire some reliable measurements for future guidance.
3. Efforts should be made at international and national levels to support the traditional media as carriers of effective messages of family planning and social change.
4. Governments adopting a family planning programme should, whenever appropriate, be informed of the ways and means of receiving international or other assistance with a view to establishing folk media institutions for use over the whole range of development projects, including family planning.
5. The folk artists and other craftsmen should be supported and encouraged in maintaining the original form and character of their art and given recognition in the form of awards and incentives. Similarly, such awards and incentives to mass media practitioners using folk arts may also be initiated.
6. In order to systematise the exploitation of the folk media on the lines incorporated in this report, encouragement and resources should be provided to set up an appropriate organisation at national level. Such an organisation should be charged with the responsibility of carrying out the various functions described in the report and should also be represented on any co-ordinating agency for utilisation of various media in family planning communication programmes.
7. In order to ensure co-ordinated use of the mass media and the folk media, orientation of the mass media production personnel on traditions and conventions of folk media and that of folk performers on needs and requirements of mass media should be undertaken.
8. International organisations should provide technical and financial assistance and support for research along the identification, integration and extension of folk forms for family planning and other social development programmes.
9. The necessary machinery for the implementation of training programmes should be set up, and efforts should be made to locate training centres in rural areas.
10. A mechanism should be provided to ensure proper follow-through of the training programme.

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11. An inventory should be made of training materials which are available at national and local levels. In this connection, the UNESCO/IPPF Clearing House of Communication Materials in support of Population/Family Planning Activities should play an active part.
12. Co-ordination between the folk and mass media for family planning should be ensured either through existing organisations or, if necessary, by setting up new organisations for the purpose.
13. Evaluation of the quality and impact of the use of folk media should be ensured since quantitative evaluation may in itself be inadequate.
14. Demonstration projects on the use of folk media in family planning be launched to gain more experience, and models for the integration of mass media and folk media developed and implemented. In addition to any response that individual countries may themselves make to these recommendations, Unesco should seek to initiate at least one integrated programme employing both folk and mass media along the lines of the model described in this report.
15. Special assistance programmes should be developed for involving youth and women's organisations, labour unions, rural co-operatives and community development organisations in the use of folk media for family planning motivational and educational purposes.
16. Steps should be taken as a vital element of family planning communication programmes for incorporating folk themes and folk forms in the curricula of schools and educational programmes of extension workers in changing values towards large families.
17. Steps should be taken to organise regional workshops on the incorporation of folk media in communication strategies, initially at regional levels so as to sensitise national governments to the potentialities and possibilities of such strategies.
18. Assistance should be provided at national level for the promotion of the use of folk media in family planning communication programmes and, where necessary, arrangements made for the training of national personnel in the integrated use of folk and mass media.
19. In order to ensure widespread use of the folk media in family planning communication programmes, the collaboration of such institutions as the International Music Council, the International Folk Music Council and the International Theatre Institute should be developed and the necessary resources provided.

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20. Decision makers should be orientated in the use of folk media for population activities and wherever necessary short and long-term fellowships for study in countries or places where these media are being utilised should be provided. Similarly, exchange programmes for artists developed to make them aware of the ways in which the folk media are being utilised in various countries.
 21. Adequate resources should be made available for the production of training materials for use in the training centres.
 22. Resources for the development and implementation of projects on the lines suggested in this report should be ensured by UNFPA/UNESCO.
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A N N E X I I

RECOMMENDATIONS OF THE UNESCO/WHO INTER-REGIONAL CONSULTATION ON COMMUNICATION AND EDUCATION IN FAMILY PLANNING, December 1972

The following were suggested areas requiring joint UNESCO/WHO collaboration:

1. Assistance to countries for purposes of programme planning and development of communication and education components of family planning activities should be ensured on a collaborative basis by UNESCO/WHO in their respective areas of competence.
2. Preparation of guidelines of training courses in family planning communication and education.
3. Upgrading of existing training centres in health education, institutes of mass communication, and others required for undertaking training and research in family planning communication and education.
4. Stimulation and support of studies and research projects in various aspects of communication and education in family planning.
5. Dissemination of research findings to programme planners, administrators, various field workers, and specialized workers in mass communication, health education and others.
6. Inclusion of folk media as an indispensable part of family planning communication and education strategies, through integrated use of folk media through mass media, and use of folk media in extension education work.
7. Assistance in the development and promotion of programmes designed to strengthen family life education, population education and related aspects in the educational system, health education aspects of health and educational systems, etc. Such assistance should include:
 - (a) seminars for leading workers in various disciplines;
 - (b) development of curricula;
 - (c) development of educational materials;
 - (d) training and orientation of educational and health personnel; and
 - (e) research and evaluation.
8. Assistance in reaching out-of-school youth with family life and population education concepts and information.

9. Assistance in detailed reviews of the present policies, plans and procedures of education/communication programmes in the different countries as they relate to priorities, involvement of communicators and educators in planning of programmes concerned with family planning, manpower development, resource allocation, programme selection, procurement, design, pre-testing, production, storage, distribution, utilization and evaluation of different educational and teaching materials, including materials disseminated through the mass media.
10. Assistance in development of programmes for parents and other adults, training of teachers and youth leaders, and in education and communication programmes to support these activities.
11. Promotion of studies on the economics of family planning communication and education programmes, deployment of resources between various components of such programmes and development of guidelines for management and evaluation of such programmes.
12. Assistance with communication and media hardware to supplement the meagre mass media resources in various developing countries and to increase the out-reach of conventional mass media.
13. Assistance with programmes to reach illiterate adults to provide proper orientation towards family planning and responsible parenthood.
14. Improving the quality of training and providing the assistance needed to develop systems of training evaluation and feed-back.
15. Exchanging information and experience among the participating countries about education/communications programmes through a regional clearing-house.
16. Reviewing current training programmes and facilities for personnel engaged in the production, utilization and evaluation of materials disseminated through different media, including audio-visual aids.
17. Preparation of tentative country plans aimed at strengthening educational and communication programmes for family health.
18. Development of criteria for accreditation of regional training centres where national personnel could undergo training.
19. Promotion of itinerant family planning communication and education training teams for various regions.
20. Promotion of research teams to help initiate research programmes and development of corps of researchers at regional/national levels.
21. Study of the problems connected with the development and dissemination of family planning content in satellite communication programmes.

CONCLUSION

There is an urgent need for the implementation of the strategies and recommendations proposed by the Consultation with respect to the recognized needs in the communication and education components of national programmes concerned with family planning. While developing assistance programmes at national levels and regional and inter-regional activities within areas of their respective competence, Unesco and WHO should specifically consult and collaborate in the several priority areas. Thus in communication and health education projects in support of family planning, Unesco and WHO should respectively ensure the collaboration of the other agency, preferably in two ways: firstly by a specific mention of consultation with the other agency in the development of project proposals, and mentioning these facts in the projects so developed, and secondly, by making specific provision in the proposed project budget for the participation of and/or provision of consultant services and other relevant assistance by the other agency. It is recognized that while developing projects at national, regional, and inter-regional levels there may be areas of apparent overlap of activities of the two organizations. Such areas of overlap cannot always be avoided since these would largely be indicative of the importance and inter-relationship of the education and communication components. However, the efforts of the two organizations should be to minimize any wastage of resources due to such an eventuality. Unesco and WHO should accordingly make provision in their respective projects and relevant plans of operation to provide firstly for collaboration of their respective field officers with the relevant national authorities and personnel and secondly for making available resources at the disposal of one agency for the use of the other agency's assisted projects in the same country. Frequent consultation and joint visits by the representatives of the two agencies should, moreover, be undertaken for continuing collaboration, programme planning, development and evaluation at field, regional, and headquarters levels.



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File Title Liaison with International and other Organizations - United Nations Educational, Scientific and Cultural Organization [UNESCO] - Correspondence - Volume 1		Barcode No. 1047062		
Document Date 24 August, 1973	Document Type Letter			
Correspondents / Participants From: M. Van Gent To: Roger Barnes				
Subject / Title UNESCO consultants insurance				
Exception(s) Personal Information				
Additional Comments		The item(s) identified above has/have been removed in accordance with The World Bank Policy on Access to Information or other disclosure policies of the World Bank Group.		
		<table border="1"><tr><td>Withdrawn by Ann May</td><td>Date May 12, 2023</td></tr></table>	Withdrawn by Ann May	Date May 12, 2023
Withdrawn by Ann May	Date May 12, 2023			

July 23, 1973

Mr. O.J. Sikes, III
Special Programmes Section,
Division of Curricula and
Structures of Education, ESM
UNESCO
B.P. 3.07
Paris, France

Dear Mr. Sikes:

Thank you very much for your letter of July 13, 1973, addressed to Mr. Zaidan. He is currently away on an extended overseas mission, and is not expected to return to Washington until mid-August. I will call your request to his attention upon his return, however, I would like to inform you that it will be quite some time before the Bangladesh Appraisal Report will be ready.

Sincerely yours,

I. H. Kang
Population and Nutrition Projects Department

cc: Mr. G. Zaidan, PNP

IHKang/es

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JULY 10, 1973

LT

ZAIDAN POPDIV INTBAFRAD

WASHINGTONDC

UNESCO

*cc: Gz
JHK*

WILL MEET YOU 0900 TWENTYEIGHT JULY AT ERAWAN HOTEL

BLAKE 509

COL LT 0900 509

jk

UNESCO PARIS

Dr Ke garoban

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COMMUNICATIONS SECTION

Distribution:

Personnel

~~UNFPA~~
UNELCO

Dr

INTBAFRAD WASHINGTON

9427 FOR VON GENT REFERENCE RECENT CORRESPONDENCE RE YOUR BANGLADESH MISSION WE AGREE SEND ROBERT BLAKE AS MISSION MEMBER ON REGULAR DUTY AT UNESCO EXPENSE SUBJECT REGIONAL OFFICE CONVENIENCE;

JIMENEZ UNESCO "

ENVOI UN FIN

PERSONNEL DEPARTMENT
PERSONNEL STAFF SEC.
1973 MAY 10 PM 2:31

INTBAFRAD WSH

UNESCO PARIS

BUCKNELL UNIVERSITY
Lewisburg, Pennsylvania 17837

jk

THE PRESIDENT'S ROOM

URFSCO

The President, Trustees and Faculty
of Bucknell University

take pleasure in announcing that the
honorary degree of Doctor of Humanities
will be conferred upon JOHN E. FOBES at
the Annual Commencement on Sunday

June 3, 1973

073000Y-5 AM 9:09

BUCKNELL UNIVERSITY

LEWISBURG, PENNSYLVANIA 17837

OFFICE OF THE PRESIDENT



Mr. K. Kanagaratnam
Director
Population Projects Department
International Bank for Reconstruction
and Development
1818 H Street, N.W.
Washington, D.C. 20433

INTBAFRAD WSH

I+N C O M I N G T E L E X

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UNESCO Z PARIS

May 15, 1973

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Population Projects

9867 FOR ZAIDAN

GRATEFUL INDICATE DATES ARRIVAL DEPARTURE WASHINGTON SHANMUGAM ;

UNESCO PERSONNEL Z

END "

⊕

INTBAFRAD WSH

UNESCO Z PARIS

880-MA

May 8, 1973

UNESCO

Dr. K. V. Ranganathan
Bappenas Building
Taman Suropati 2
P. O. Box 324/DKT
Djakarta, Indonesia

No. 327

Re: Population Project

Dear Ranga:

It was nice talking to you the other day. I am writing this letter to briefly recapitulate some points that should be on your list for discussions with the Government. The following actions were to be taken by the Government up to April 30 on which we have not heard so far: (a) Appointment of a Deputy Director of the NFPB who would also act as Project Administrator (section 3.02 of the loan agreement); (b) Preparation of plan of action 1973-75 (section 4.04). It had to be prepared by March 31; and (c) Establishment of a Project Construction Unit through the appointment of a Project Architect (section 4.05).

You may like to find out the status of the matters on which the action is to be taken by June 30, 1973: (a) Appointment of management firm and research advisers (section 3.02); (b) Timetable for the completion of inservice training of paramedical staff (section 4.08); and (c) Establishment of a Population Studies and Research Center at the University of Malaya (section 3.08).

We would also very much like your brief comments on the existing status of the program.

I am enclosing herewith a copy of the note from Mr. Blake for your reference.

Have a nice trip and with best regards.

Sincerely,

Ishrat
Population and Nutrition Projects Department

Enclosure:

Cleared with & cc: Dr. Kanagaratnam
cc: Messrs: Baldwin, Zaidan, Kang, PNPB, Dr. Kim, PNPB,
Mr. Jentgen, Asia, Central Files and Div. Files

IZHusain:om

(Finalized after Miss Husain's departure for Dacca, Bangladesh.)

U N E S C O

REPORT on a Mission to

MALAYSIA : 26 - 29 March 1973

by : Robert R. Blake,
Regional Communication Adviser (Family Planning)

Unesco Regional Office for Education in Asia,
Bangkok.

I. Press Foundation of Asia Seminar

The primary purpose of this mission was to participate in the Press Foundation of Asia Seminar for broadcasters which was being held from 25 March through 1 April 1973. The purpose of the seminar was to interpret population problems to broadcasting people so that they might interpret population news more intelligently. I was asked to make a presentation on 27 March, and with Pran Chopra of the PFA to co-chair a discussion session on 28 March.

The seminar is made up of ten regional broadcasting people - two of them from Thailand. The group seemed quite excited about the seminar and arrangements seemed to be excellent. Sessions were being held at the National Broadcast Training Center, just behind the Merlin Hotel. The subject matter of the session for which I was primarily responsible was a review of simple demographic principles (birth rates, death rates, fertility rates, growth rates, etc) and what these numbers meant in terms of psychological, social and economic problems.

II. Our Prospective Move to Kuala Lumpur

While I was in Kuala Lumpur, UNDP received the attached letter from the Government of Malaysia, which is a response to Unesco's suggestion that the Regional Communication Adviser (Family Planning) move to K.L. I later talked with Mr. Campbell, the Resident Representative about the ambiguity of the letter and it was agreed that his office would ask the National Broadcast Training Center to inform the Economic Planning Unit about whether office space for our group

would still be available. Norman McBain talked with Balakrishnan, Director of the NBTC about space, and Balakrishnan replied that space would be available. UNDP, however, wants to get some kind of authoritative written assurance about accommodations.

If NBTC now finds it impossible to provide accommodations for our unit, and if Balakrishnan finds it impossible to give written assurance about space availability, I wonder if it would be possible for us to rent some space in K.L. I estimate that the cost of space, telephones, janitor service, etc. might cost as much as \$ 5,000 annually. Space is not available at UNDP or at the National Family Planning Board.

III. Plan of Operations for the Malaysian Communication Project

Prior to leaving for K.L. I took the opportunity to review the communications proposal for the Malaysian project. Fortunately, the World Bank report on Malaysia had just arrived so I was able to attempt to try to put the various pieces of the project together. The UNFPA approved \$ 399,530 for the communications element, leaving aside assistance to the Public Health Institute, (\$92,660) which is now being handled by WHO. I'm not sure how this happened, as our files indicate that Unesco had been selected to monitor that particular piece of UNFPA assistance.

The Federation of Family Planning Associations will also receive assistance from UNFPA (\$92,465) of which about \$30,000 is for improving their I.E. & C capacity.

The World Bank has agreed to supply 66 Main Health Centers with projection equipment (including 16mm projectors) and will further supply sub-Health centers with an A/V "kit" which includes an overhead projector and a sound/filmstrip projector. The World Bank is also financing the cost of 11 A/V. vans to be supplied to NFPB Regional Information Officers. World Bank support for communications totals \$497,000.

The history behind the development of the World Bank and the UNFPA projects is partially responsible for the confusion which now reigns in the National Family Planning Board, the Ministry of Health, the local UNDP Office and the various executing agencies. The World Bank Project was developed by a series of missions which visited Malaysia beginning in November 1971. Almost immediately following the World Bank mission was a UNFPA mission - also looking for projects to improve the performance of the family planning programme. It is hardly surprising that there was overlap between

proposals from these two missions.

Subsequently, there were a number of meetings between the UNFPA and World Bank groups to sort out who was going to do what in Malaysia. As a result of these meetings, project proposals were divided, re-drafted to fit into particular institutional moulds, and were further re-drafted into separate agreements with the Government of Malaysia.

It is not surprising, that the technical aspects of the project are now, it seems to me, in poor shape. The UNFPA/World Bank project is going to provide communications assistance for family planning purposes to four different agencies: NFPB, Ministry of Health, Public Health Institute and the FPPA. Portions of the assistance going to FPPA, the Ministry of Health and NFPB clearly overlap. NFPB assistance, which I am mainly involved with, is mainly for experts, and the setting up of a photo-lab, a print shop and an art shop within NFPB. It would add nine local employees to NFPB staff, provide five short-term fellowships, some printing supplies and some graphic supplies. Only \$ 32,000 is available for radio, television, film and Art work contracting. Another \$ 7,000 is available for contracting survey evaluations.

I fear that the NFPB is going to end up with two expensive consultants, nine more local personnel, a large photo-lab and print shop, but with little money for local productions.

I seriously doubt that the GOM will provide the kinds of local funding necessary to keep a production operation at NFPB busy. I'm not sure what kind of budget the Information Division of NFPB had during 1972, but it was reported that they had only enough money to pay salaries for existing personnel. There is little evidence that anything was produced in 1972, except for some excellent radio shows, and the regular news bulletin. When I talked with NFPB officials about this problem they insisted that there would be US\$ 60,000 for production activities in 1973. - but that is a trifling amount for a large production facility.

Since the World Bank is going to supply large amounts of A/V equipment for Rural Health Centers some agency is going to have to supply the software. The National Family Planning Board will not be able to do this, unless existing UNFPA support is changed considerably.

I had two long sessions with NFPB officials on these points. Their present position is that job printing is expensive in Kuala Lumpur and that NFPB will eventually save money if they set up their own printing operation. They very much want the \$ 30,000 roving exhibition truck because it, apparently, is a part of a larger exhibition which tours the country. They say there is no longer any need for the outboard motor units (\$30,000). They want only one expert, rather than two.

Their attitudes are largely influenced by general disillusionment and discouragement with events at NFPB. A new Deputy Director is to be appointed, a Physician from the Ministry of Health, and this new man is already resented by the "old hands" at NFPB. There is also much confusion over whether the Ministry of Health or the NFPB will have overall responsibility for the World Bank/UNFPA assistance. There are sharp disagreements within the NFPB because Division Chiefs were apparently not consulted, or named as project directors of components within the UNFPA-funded programme. This unhappiness is evidenced by the resignation of the NFPB Training Director - and a virtual boycott on any work on developing NFPB plans of operations.

The UNFPA agreement calls on the GOM to submit work plans within a six month period. Work Plans are due by 24 July 1973.

The Director of NFPB has called a meeting of his senior staff people on 2 April to discuss those elements of the World Bank/UNFPA project which require clarification. I was told that he would then take these matters up with the Economic Planning Unit. After these meetings, the situation may ease to a point where solid progress is possible.

In my final meeting with NFPB I made it quite clear that I was willing to accept any decisions made by them as to equipment lists, etc. The NFPB said that they would seriously consider ways in which UNFPA funds might be re-programmed to provide for local costs. They also indicated that they would use my draft Planops as a model for beginning their own version of an operational plan.

These matters have been discussed with UNDP staff in Kuala Lumpur and they will be contacting EPU in an attempt to get completed planops from NFPB. They will also alert the World Bank and UNFPA about possible difficulties in the project.

People contacted:

Mr. Norman McBain,
Regional Broadcast Training Advisor,
Unesco

Mr. Jack Glattbach,
Press Foundation of Asia

Mr. Balakrishnan,
Director
National Broadcast Training Center,
Kuala Lumpur

Mr. Pran Chopra,
Press Foundation of Asia

Mr. Joe Foster,
UNDP

Mr. Hashim b. Yunus,
Head, Information Division,
NFPB

Miss C. Davis,
Assistant Resident Representative
UNDP

Mrs. Butcher,
Executive Director,
Planned Parenthood Association,
Malaysia

Mr. Alexander F. Campbell,
Resident Representative
UNDP

Robert R. Blake,
Regional Communication Adviser(FP)

Unesco Regional Office for
Education in Asia,

Bangkok, 30 March 1973

SR/hi

ROUTING SLIP	Date May 3, 1973
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NAME	ROOM NO.
Mr. <u>M. L. Hoffman</u>	D 1123

JK
I had seen I have
told you that if
the reply to be
latest letter

To Handle	Note and File
Appropriate Disposition	Note and Return
Approval	Prepare Reply
Comment	Per Our Conversation
Full Report	Recommendation
Information	Signature
Initial	Send On

REMARKS Further to our conversation, I am sending attached copies of the latest exchange of cables between the Bank and UNESCO re Mr. Blake's appointment for our Bangladesh Mission. You will see from these cables that the disagreement about the liability prevented us from using Mr. Blake for this mission.

KMG
hasn't straighten us out &
want to be briefed out take it up
with Forbes. This is
absurd.

From K. Kanagaratnam *JK* *msf*

UNESCO

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9720 FOR VANGENT

YRCAB 30 APRIL RE BLAKE REGRET THAT IBRD NOT READY ACCEPT LOAN

CONDITION APPLIED BY UNESCO TO INTERAGENCY ARRANGEMENTS AS UNESCO

CANNOT ASSUME RESPONSIBILITY FOR BLAKE WHILE ON LOAN PLEASE

REFER OURCABS 5899 AND 6513 STOP REPLY YRLET APRIL 9 FOLLOWS;

BARNES DIRECTOR UNESCO PERSONNEL "

ENVOI DEUX FIN

INTBAFRAD WSH

UNESCO Z PARIS

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(Pg & Nub)



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File Title Liaison with International and other Organizations - United Nations Educational, Scientific and Cultural Organization [UNESCO] - Correspondence - Volume 1		Barcode No. 1047062		
Document Date 27 April, 1973	Document Type Outgoing Wire			
Correspondents / Participants To: UNESCO, Paris From: Van Gent				
Subject / Title Bank's liability for consultants				
Exception(s) Personal Information				
Additional Comments		The item(s) identified above has/have been removed in accordance with The World Bank Policy on Access to Information or other disclosure policies of the World Bank Group.		
		<table border="1"><tr><td>Withdrawn by Sherrine M. Thompson</td><td>Date May 18, 2023</td></tr></table>	Withdrawn by Sherrine M. Thompson	Date May 18, 2023
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UNESCO Z PARIS

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(Pog & Naka)



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Withdrawn by Sherrine M. Thompson	Date May 18, 2023			

JKK

unesco

MR ROBERT BLAKE
UNESCO
~~XXXXXXXXXXXXXXX~~
BANGKOK

APRIL 27, 1973

LT

THAILAND

REURLET MARCH THIRTY UNESCO PARIS IS INSISTING ON UNLIMITED INSURANCE
LIABILITY FOR ITS CONSULTANT WHICH IS NOT ACCEPTABLE TO THE BANK MAX STOP
BANK HAS INQUIRED UNESCO ON EXACT LIABILITY AND UNESCO REPLY IS AWAITED STOP
TO ~~BE~~ FORMALIZE YOUR ASSIGNMENT WE HAVE TO GET UNESCO AGREEMENT BY MAY ONE
STOP OTHERWISE IT WILL BE TOO LATE FOR YOUR PARTICIPATION IN BANGLADESH
MISSION STOP WE ARE EXTREMELY ANXIOUS FOR YOUR PARTICIPATION STOP WILL CABLE
YOU ABOUT MAY ONE THE POSITION REGARDS

HUSAIN
INTRAFAD

IZHusain:om

K. Kanagaratnam
Population & Nutrition Projects

Cleared with & cc: Dr. Kanagaratnam and
Mr. van Gent
cc: Mr. Zaidan
Mr. Jones
Mr. Kang

ROUTING SLIP	Date April 23, 1973
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NAME	ROOM NO.
Messrs. Hoffman and Baum	

	To Handle	Note and File
	Appropriate Disposition	Note and Return
	Approval	Prepare Reply
	Comment	Per Our Conversation
	Full Report	Recommendation
	Information	Signature
	Initial	Send On

REMARKS

Section 3. WHO - and Section 4. SEARO - WHO, are interesting sidelights on our relations and presents another facet.

From **K. Kanagaratnam**

DR. K. Kanagaratnam

April 19, 1973.

cc: Messrs. Hoffman
Baum
Baldwin

Report on visits to Unesco Paris, WHO Geneva,
Searo New Delhi, IPPF London, Unesco and
Ecafe Bangkok by K.V. Ranganathan

1. UNESCO Paris

Visited with Unesco headquarters at Paris on April 2, 1973. I was unable to meet Alex Graham since he was on leave on the day of my visit.

Met with Mr. O.J. Sykes who is project officer for Indonesia on population education. Handed over a copy of the latest plan of operation for the population education component. Mr. Sykes promised to send Unesco reactions to the population education component to the NFPCB as early as possible. Regarding the recruitment of Mr. T.S. Metha as population education advisor for Indonesia, Unesco is awaiting formal acceptance of candidature from GOI which was not received till date. However, Unesco needs funds in advance for recruitment of the advisor for which cables have been sent to IBRD Washington as well as chairman of NFPCB Jakarta.

There is reorganization of the population education unit in Unesco Paris and the new man in charge of the population education (chief of special program section) in the department of educational structure and methods is Mr. Rodrigues. However, Mr. Sykes is the person who as project officer for Indonesia deals directly with the IDA/UNFPA financed project.

I also discussed with Mr. Sykes about Jayasurya's letter to Mrs. Nafiz Sadiq and explained that the IBRD has no reservation in accepting Unesco as the agency for giving technical assistance to the population education component.

I also met with Mr. Mathur who is in charge of family planning communications in the Unesco. I handed over a copy of the plan of operation for the communications component which he has promised to study and give Unesco's reactions at the earliest. I was surprised to learn from Mr. Mathur that the Unesco was not even aware that they had been requested to give technical assistance for the information communications component of the project. Mr. Mathur assured me that the Unesco will be only too happy to be of assistance to the Indonesian project and expressed satisfaction and enthusiasm to work with Geoffrey Salkeld in this regard.

Both Mr. Sykes as well as Mr. Mathur were very critical about the problems encountered in the release of funds for Unesco sponsored projects from UNFPA and resented the appraisal of their projects by consultants appointed by the UNFPA from outside the UN system. They wanted assurance from the Bank that for our project component we will respect the views of Unesco and not evaluate their performance through outside consultants and advisors. I assured them that the Unesco is the technical assistance agency to the NFPCB and the Bank will always respect and give weight to their advice and suggestions.

2. IPPF London (April 3, 1973)

Met with Mr. Don Lubin and some of the staff members of the IPPF and discussed the role of the IPPF in the Indonesian family planning program. Mr. Lubin assured me that the IPPF will be only too happy to work with the Bank, supplementing such activities as may be mutually agreed upon. Apart from this general discussion there was no reference to specific project components of the IDA/UNFPA assisted project in Indonesia.

3. W.H.O. Geneva (April 4 and 5)

Visited the WHO headquarters in Geneva and met with Dr. Mahlar, Dr. Zahra, Dr. Engstorm, Dr. Mrs. Martikainen, Dr. Bengoa, Dr. Alexander Kessler, Dr. Belsy, Dr. Petrosian, Mrs. Standley and Mrs. Dora Tiglaos.

During discussions the following points were highlighted:

(1) WHO is totally dissatisfied that UNFPA is stalling in financing the ten WHO projects for Indonesia outside the IDA/UNFPA assisted project. They were particularly concerned about the funding of the health education manpower project where there is likely to be serious consequences if there is further delay in the release of funds. Dr. Martikainen was particularly unhappy and discussed possibilities of IDA credit for financing the health education manpower project on a long term basis as a part of our second credit to Indonesia. I see a lot of merit in this and I feel this will be an excellent area for meeting the long term needs for health education manpower in the Indonesian National family planning program as well as for developing a good working relationship with WHO from our point of view. I will take this up as a possibility when we consider the second credit for Indonesia.

(2) Dr. Bengoa suggested that the Bank should concentrate its nutrition efforts in financing storage facilities in countries which he feels is very much needed and a nutrition program can be built around it in addition to being the most likely area where credit will be accepted by countries since no grants are available for such infrastructure activities in nutrition.

(3) WHO research program is building up as a multi sectoral program and there is a big portfolio of research to be undertaken on a multi country approach to contraceptive technology and also in areas such as malnutrition in women and its influence on side effects due to contraception etc.

(4) During discussions with Dr. Mahlar and Dr. Zahra, it was repeatedly stressed that the Bank approach to WHO in mutual collaboration is very superficial and there should be much more involvement of the WHO in the pre-planning and planning stages of IDA assisted projects in countries. At this point I discussed the possibility of the second Indonesian project and invited informal suggestions on how the WHO could work with us in project preparation. Dr. Zahra was very happy with Dr. Kanagaratnam's idea of sending two or three consultants to Indonesia to

work with the Resident Mission and the Government in preparing the outline for the second project. However, both Dr. Mahlar and Dr. Zahra stressed that it will be a good gesture on the part of the IBRD to informally consult the WHO in the appointment of consultants to work on such a mission, especially in the area of public health. I informed them that Dr. Kanagaratnam will be open to further discussions on this subject when he visits Geneva for the World Health Assembly in May 1973. The discussions with Dr. Mahlar were practically a one sided lecture from Dr. Mahlar to me on the need for the Bank to have a broader approach to population, linking it with social welfare programs, instead of vertical approach to build up national family planning programs. To me this looks like a philosophic discussion with very little practical application in project development. Dr. Mahlar as well as Dr. Zahra are very much appreciative of Dr. Kanagaratnam sending me to Geneva to talk to them and expressed the hope that such professional consultations between the Bank and the WHO will go along way in developing good working relationship between the Bank and the WHO. Dr. Zahra in particular stressed the need for such discussions on a continuing basis, for mutual consultation in project development.

(5) Dr. Martikainen wants to meet Dr. Kanagaratnam for discussing possibilities of long term financing of some of the health education projects.

(6) Dr. Mrs. Tiglao is very much interested in joining the population nutrition projects department as health education or training specialist. Dr. Tiglao was my colleague in the faculty of the School of Public Health in the University of North Carolina and in my opinion is very competent as a trainer and health educator. In addition she has a very serene temperament and personality which will be an asset to the population & nutrition projects department. Informally, the WHO (Mrs. Martikainen) very strongly recommends her candidature. I have no reservation in commending her for any possible position in the population & nutrition projects department.

(7) Mrs. Martikainen and Dr. Zahra have written to Dr. Ramakrishna of Searo to be in Bangladesh at the same time as the Bank mission in May 1973 to liaise with the mission and particularly Bob Blake since they feel that Blake is not likely to pay enough attention to community education. This is because there is acute disappointment in WHO about the last UNFPA mission to Bangladesh. I discussed this further with Dr. Ramakrishna in Searo as well as Bob Blake in Unesco Bangkok. Dr. Ramakrishna has decided not to go to Bangladesh during the mission visit and Bob Blake is planning to write to Ramakrishna for his suggestions on community education component. I am glad of this outcome since I feel, after discussions with Bob Blake and Dr. Ramakrishna, that there is little value in Dr. Ramakrishna visiting Bangladesh at the same time as the Bank mission.

4. Visit to SEARO, New Delhi (April 9 & 10)

I could not meet J. Ratcliffe since he was away in Bangladesh during the time of my visit. However, I paid courtesy calls on Mr. Gill Martin as well as Mr. Alisbah. I also kept Mr. Alisbah informed of my discussions with WHO.

At the WHO, I met with Dr. Jungalwalla, Dr. Barns, Dr. Ramakrishna,

the Assistant Director Coordinating the family planning program Dr. Koka and the Assistant Director in charge of Indonesia. Highlights of discussions in the Searo office New Delhi are:

(1) I handed over a copy of the hospital post partum component plan of operation to Dr. Barns. He indicated that the WHO will be in agreement if the plan is prepared in consultation with Dr. Huntingford and Dr. Nugent in Jakarta. He has promised to send his reactions to the plan of operation to the WHO country Representative Dr. Nugent at the earliest.

(2) Dr. Jungalwalla indicated that the WHO has no problem in signing the agreement or exchange letters with the NFPCB as long as the Ministry of Health is in agreement and its interests are not in conflict.

(3) Dr. Jungalwalla was very appreciative of our approach to the second project to Indonesia and supported the idea of developing the second project with the help of consultants located in the Resident Mission and working with the NFPCB in developing such project. He promised full support for the second project as and when such support is requested.

(4) Dr. Jungalwalla informed me that he met with Dr. Huntingford, Dr. Nugent, Dr. Jakka and Dr. Soewardjono in Jakarta during his recent visit and a mutually agreed upon arrangement has been worked out by which Dr. Huntingford will be the advisor for the Ministry of Health for the MCH as well as hospital post partum program, and in addition his services will also be available to the chairman of the BKKBN in his capacity as the MCH/FP advisor. He agreed with me that for the present there is no need for a second MCH/FP advisor and that there could be one advisor either as a part of the IBRD/UNFPA financed hospital post partum component or as a part of the WHO MCH/FP project to be financed by UNFPA outside our project component.

(5) Ramakrishna during his discussions with me stressed that the Bank should work much more closely with the WHO in project development and indicated that the Searo will be too happy to work with the Bank in development of such projects. He expressed satisfaction that Dr. Kanagaratnam during his last visit had the opportunity for good and frank discussions with all concerned in the Searo and felt such mutual consultations were extremely useful in developing the necessary working relationship between the IBRD and the WHO.

Both Dr. Ramakrishna as well as others in the Searo were very critical about the UNFPA in their approach and delays in financing the WHO projects and requested that the Bank should avoid these pitfalls by involving the UN specialised agencies more whole-heartedly in project development in countries. They all expressed the view that the relationship between agencies such as WHO and the IBRD should be based on mutual trust and confidence and expressed the need for more exchange of visits like mine and that of Dr. Kanagaratnam to facilitate such working relationship.

5. Visit UNESCO Bangkok (April 12)

(1) Discussions with Robert Blake (Communications advisor with UNESCO).

- (a) Bob Blake was not aware that UNESCO is to give technical assistance for the communication-information component of the project. I explained to him the project component and promised to request the NFPCB to send him a copy of the plan of operation for this component prepared by them. Bob Blake had no hesitation in accepting to be of assistance in any way that the UNESCO is requested to do so, He said he will visit Indonesia as early as possible for discussing the project component with Geoffrey Salkeld and the NFPCB in order to identify possible area of assistance by the UNESCO, like development of action oriented research project in communication, Unesco assistance in fellowship administration, recruitment of needed long term and short term advisors etc. I indicated to him I will request Dr. Soewardjono to write to Unesco for his visit on my return.
- (b) Bob Blake is very much concerned about the Malaysian project on which he has already sent a note to Dr. Kanagaratnam. He is particularly concerned that there is reluctance on the part of the Malaysian in the recruitment of the Deputy Director for the NFPCB and also working relations between the NFPCB and the Ministry of Health.
- (c) On Bangladesh, Bob Blake explained to me his recommendations and role that he is expecting to play as a member of the Bank. It is my opinion that Bangladesh approach to communication is sound and balanced and Blake is doing more than his best in trying to involve and consult WHO on the community education component.
- (2) Met with Mr. Jayasurya on population education. I explained to Mr. Jayasurya that the Bank very much welcomes Unesco technical assistance to GOI in the development of the population education component. Both of us agreed that the past altercations and misunderstandings between Bank officials and the Unesco not be over emphasized and be based on the mutual understanding that we should help the NFPCB in the implementation of the population education component in the best interest of the Indonesian NFPCB program. Dr. Jayasurya has prepared a detailed list of his reactions to the latest plan of operation for the population education component which he is forwarding to Unesco, Paris. I am appending with this letter copies of his note which were given to me on a strictly confidential basis. Dr. Jayasurya indicated that the detailed plan of operation for the population education component for the next five years could be finalized after the arrival of Mr. Metha as population education advisor in Jakarta.

6. Visit ECAFE Bangkok (April 11)

Met with Mr. Aromin, Dr. Hashimi, Mr. Amritmahal, Dr. Sook Bang, Dr. Mahopatra, Mr. Batia, Mr. Hunter Chang and others. The discussions in Ecafe were general and I explained the Indonesian program and the IBRD/UNFPA project inputs for the program.

Mr. Amritmahal is definitely interested in coming to Indonesia as training advisor but till date he has not got the clearance from Mr. Frisen who is currently away in Tokyo for the Ecafe meeting. Mr. Amritmahal promised to inform Mr. Frisen of his decision to come to Indonesia as training advisor as soon as Mr. Frisen returned to Bangkok by the end of this

month. In the meanwhile he indicated that he will be able to come to Indonesia as training advisor by the first week of August 1973. During the discussions with Mr. Amritmahal I felt that he is having problems to communicating his decision to leave the Ecafe to Mr. Frisen because of his sense of loyalty to Mr. Frisen. However, I suggested that he should make up his mind since we should not keep the Indonesian government guessing about his availability. At this point I am confident that Mr. Amritmahal will finally make up his mind to approach Mr. Frisen for his clearance by the end of this month.

I contacted Dr. Wray for exploring his availability to come to Indonesia for three months to work with the Resident Staff in developing the second population project. Dr. Wray is not available during this period due to prior commitments.

On my return to Indonesia I have met with Prof. Hafid and other officials of the NFPCB in the absence of Dr. Soewardjono who is away in West and Central Java and is likely to come back only by the end of next week. The following points need urgent action from our side :

(1) The NFPCB has already submitted all the plans of operations to the government since this is a requirement for the budget release for implementing the project components during the year 1973/74. In view of this the NFPCB very urgently requires Bank approval of the following plans of operations which have been submitted to IDA through me.

- (a) population education component
- (b) hospital post partum component
- (c) field post partum component
- (d) communication component
- (e) field worker program
- (f) research and evaluation component

(2) Mr. Hugo Hogenbaum and Mr. John Ross of Population Council are finalizing the agreement with the Population Council for technical assistance to the research and evaluation component.

(3) There are many problems for consultants like Dr. Melton and Dr. Sullivan in obtaining Resident Visas and they may request Bank assistance in this regard.

(4) The transport and equipment of the management consultant firms are yet to be cleared at the Customs.

(5) NFPCB is very eagerly waiting for payments to the appointed architect and the management consultants based on the withdrawal application which reached the Bank on March 27, 1973. I request this may be expedited since the NFPCB is deeply concerned about the delay in this regard.

I will give Dr. Kanagaratnam a more detailed report of the activities here after I discuss with Dr. Soewardjono who is expected to be back in Jakarta by about the middle of next week.

Mr. Gordon
Mr. Sandberg

Dr. Kanagaratnam
Mr. G. Zaidan

Mr. de Silva

30.5/3418/73

2 April 1973

To : Mr. C.J. Sikes
ESM/CUR/SP
Unesco, Paris

From : J.E. Jayasuriya
Regional Adviser on Population Education
Unesco, Bangkok

Indonesia

- ...
1. I am sending herewith for your information a copy of the Plan of Operation prepared by the government in accordance with the directions from the World Bank. It had been sent by Dr. Jusuf, the Head of the Implementation Unit for the project. I cannot make out how some of the amounts shown on page 94 were derived from the amounts given on page 78 to 93, and I am writing to Dr. Jusuf asking her for an explanatory statement.
 2. The most unsatisfactory feature is the sub-contracting, nearly one third of the total input to be sub-contracted. To whom and for what is not clear. The idea had begun with trying to fit things into the strait jacket of the World Bank budget, but it seems to have been found attractive, as the amount has been increased from \$163,000 mentioned in the World Bank budget to the present amount of \$293,502. Please see items 11 and 12 on page 79 which indicate a sub-contract to 4 persons for \$6,000 and another to 7 persons for \$3,750. These are for 1973/74. I have not looked at the rest of it. In my opinion, if this is the kind of exercise the World Bank approves, Unesco has to re-do it before the project can be executed.
 3. It will be appreciated if the curriculum vitae of the candidates whose names were sent up to Indonesia are copied to make our records complete.
 4. I shall thank you for news of the meeting with Dr. Renganathan.
 5. When is Prof. Mehta likely to take up duties?

J.E. Jayasuriya

JEJ/do

30.5/3502/73

10 April 1973

To : Mr. O.J. Sikes
ESM/CUR/SP
Unesco, Paris

From : J.E. Jayasuriya
Regional Adviser on Population Education
Unesco, Bangkok

Indonesia

Thank you for your cable no: 7031 of 6 April. You will already have received my letter 30.5/3418/73 of 2 April in which I made some comments regarding the Plan of Operation. So much of it needs clarification before it can be understood, and this clarification can be provided only by the project staff. I doubt if it can be obtained by correspondence with them. A few further comments are given below.

During my mission to Indonesia in October, a substantial part of the 1973-74 Plan of Operation was drawn up in consultation with Dr. Kandou and Dr. Jusuf (vide my Mission Report of 27 October, and my letter of 22 November; also the 1973-74 Plan sent as an annexure to my letter). The two grades in which Population Education was to be introduced ~~was~~ ^{are} grades 8 and 11. According to the Work Plan on page 8 (please note that the references are to the one year Plan of Operation and not to the five year plan which the Indonesian officials had prepared in January), the modality to be followed was as follows:

In-school

Two Workshops (20 persons for 14 days) to prepare instructional materials for grades 8 and 11.

Task Force (10 persons for 7 days) to review and edit them.

...2/

Training Seminar (24 persons for 7 days) for teachers participating in field testing.

Field trials.

Task Force (10 persons for 7 days) to evaluate feedback from field trials of instructional materials and to revise them in the light of the feedback.

Workshop (20 persons for 14 days) to prepare teacher's guides to accompany the revised instructional materials.

In-service training for teachers in selected schools to teach Population Education using teacher's guides and revised instructional materials.

Field trials of teacher's guides and revised instructional materials.

Task Force (10 persons for 7 days) to evaluate adequacy of teacher's guides in the light of the feedback from field trials and to revise the guides.

Out-of-school

Task Force (10 persons for 7 days) to plan and execute pilot project for the out-of-school programme (instructional materials were already available for try out from a project financed by World Education).

Training Seminar (24 persons for 7 days) for teaching personnel.

I think this kind of arrangement (much employed in the Indonesian context) was substantially sound. Please note that the sequencing on pages 10 to 11 was all in error and I had pointed this out to the project staff.

In the Plan of Operation now submitted, it seems to me that no logical development is discernible. Item 5 (page 15) appears to be an unnecessary exercise, as it has been carried out in the pre project phase (vide page 9 of 1973-74 Plan of Operation para 2A). If Item 6 requires 28 persons working for 8 days, I do not see how item 7 on page 16 requires only 4 persons for 21 days. Item 11 (page 17) is an exercise to be performed by 4 persons in a period of 4 months

on a sub-contract. While item 12 (page 7) to be undertaken by 7 persons for 3 months is going on (sub-contract again) and topics are being determined, materials preparation has already been concluded. I do not see how 17 could be done before 15 and 16. On page 19 items 3 and 4 provide for workshops (21 persons for 7 days) for the purpose of evaluation. The earlier idea of much smaller groups (Task Forces) seems preferable for evaluation.

There appears to be a great deal of repetitive activity in years 1974-75 and later without much focus and according to page 9 at the end of 5 years a total of 1812 persons would have been trained for teaching Population Education for both in-school and out-of-school school programmes. In other words, only a small number of schools will be exposed to Population Education even in a single grade by the year 1978.

In so far as the budget goes, large increases are seen in the costs shown in February as compared with October. For example, according to the October plan 96 teachers were to be trained at a cost of \$11,800 (four training seminars) while according to the present plan 180 teachers are to be trained at a cost of \$41,442 (page 80).

The October budget provided for \$17,190 as salary supplementation for the project staff for the first year. The new budget does not provide for any such supplementation. There is, however, a large sub-contract component, amounting to \$293,502, nearly a third of the total UNFPA input for the 5 years. I feel that sub-contracts should be given not to persons or even to institutions run by the Ministry itself, but to other institutions specially equipped for certain tasks which the Ministry does not have the capacity to undertake. Sub-contract to individuals does not seem to me to be a satisfactory arrangement - please see items 11 and 12 on page 79, and items 11 ^{in-service} on page 83, involving \$10,250 for 18 men; or sub-contracting ^{in-service} teacher training item 13 on page 79 for \$41,442. If an institution is to provide ^{in-service} teacher training, there should be a special component in the project for developing the capacity of the institution by providing fellowships, library and equipment. I do not think it satisfactory merely to sub-contract the training. If only 1812 teachers are to be trained, a massive input appears to be utilised for it, for as far as I can see most of the sub-contracting is for training. Possibly, the cost may be near \$200,000 which is quite excessive. In the Philippines project, the cost of training per teachers was about \$5.00. The basis on which the amounts in the budget have been calculated is not made clear at any point.

Mr. O.J. Sikes, Unesco, Paris
Ref. 30.5/3502/73

page 4
10 April 1973

It seems to me that the whole Plan of Operation should be re-written, programming the activities in such a way that by the end of the five years Population Education reaches the pupils in at least one grade in every school in the country. But can this be done while the Sword of Damocles, in the form of the World Bank, hangs over the head?

J.E. Jayasuriya

JEU/po

March 16, 1973

Mr. Robert R. Blake
Regional Advisor in Mass Communication
UNESCO
P. O. Box 618
Bangkok, Thailand

Re.: Philippine Sector Review Report

Dear Bob:

Please find attached a copy of the Report of the mission which visited the Philippines in March 1972. This is a revised and updated version of the "Yellow Cover" Report which you have already received. I would like to take this opportunity to thank you for the valuable contribution which you made to the mission's findings.

We will let you know the dates of the Bangladesh mission as soon as they are finalized, and look forward to seeing you again.

With kind personal regards.

Yours sincerely,

George C. Zaidan
Population and Nutrition Projects Department

Attachment

cc: Dr. Kanagaratnam/Mr. Baldwin
Mrs. Maraviglia
Div. Files

GZaidan/rb

PHIL/PNP

UNESCO
PARIS

Handwritten signature
MARCH 14, 1973

LT

FRANCE

FOR GRAHAM AND HAESSULIND BANK NOW PLANNING SECTOR CUM APPRAISAL MISSION TO BANGLADESH TENTATIVELY SCHEDULED TO BEGIN WORK IN DACCA AROUND MIDMAY FOR A PERIOD OF ABOUT FOUR WEEKS FOLLOWED BY TWO TO THREE WEEKS OF REPORT WRITING IN WASHINGTON STOP MISSION WILL BE MULTIDISCIPLINARY INCLUDING EXPERTS IN THE FIELDS OF ADMINISTRATION COMMA TRAINING COMMA MEDICAL AND PARAMEDICAL COMMA INFORMATION EDUCATION AND COMMUNICATION COMMA EVALUATION COMMA DEMOGRAPHY AND ECONOMICS STOP WE WOULD APPRECIATE USE OF SERVICES OF ROBERT BLAKE AS A CONSULTANT FOR INFORMATION EDUCATION AND COMMUNICATION ON THIS MISSION IN VIEW OF HIS KNOWLEDGE AND EXPERIENCE IN THIS FIELD AND HIS RECENT EXPOSURE TO CONDITIONS IN BANGLADESH IN THE CONTEXT OF RECENT UNFPA MISSION STOP WE HAVE SOUNDED OUT BLAKE INFORMALLY REGARDING HIS INTEREST AND AVAILABILITY IN UNDERTAKING SUCH AN ASSIGNMENT AND WE HAVE RECEIVED POSITIVE RESPONSE STOP THIS CABLE X IS TO REQUEST UNESCO HQ TO AGREE TO HIS RELEASE STOP WILL CONFIRM EXACT DATES OF ASSIGNMENT AS SOON AS THESE ARE FINALIZED REGARDS

ZAIDAN

Handwritten signature
K. Kanagaratnam
Population and Nutrition Projects

cc: Dr. Kanagaratnam/Mr. Baldwin
Mr. Kang
Mr. van Gent
Miss Husain

GZaidan/rb

BANGLADESH/PNP

UNESCO
BANGKOK

MARCH 14, 1973

LT

THAILAND

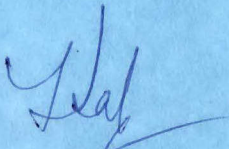
FOR BLAKE REURCAB 189 WE HAVE CABLED UNESCO HQ TODAY REQUESTING YOUR RELEASE
STOP OUR PRESENT PLANS ARE THAT ISHRAH HUSAIN WILL LEAD MISSION WHICH WILL
INCLUDE JOHN RATCLIFFE STOP JIM BALDWIN AND EYE WILL PROBABLY BE WITH MISSION
AT BEGINNING AND END STOP WE WILL CONFIRM EXACT DATES OF MISSION AS SOON AS
THESE ARE FINALIZED REGARDS

ZAIDAN

INTBAFRAD

K. Kanagaratnam

Population and Nutrition Projects


cc: Dr. Kanagaratnam/Mr. Baldwin
Mr. Kang
Mr. van Gent w. copy incoming
Miss Husain

GZaidan/rb

Bangladesh/PNF

UNESCO
PARIS

MARCH 1, 1973

LT

FRANCE

FOR HAKSULURED WE HAVE SENT FOLLOWING CABLE TO SHANMUGAM IN MANILA
ON FEBRUARY TWENTY QUOTE YOU MAY KNOW THAT BANK IS PLANNING APPRAISAL MISSION TO
THE PHILIPPINES STARTING ABOUT MARCH TWENTYFIVE STOP MISSION IS MULTIDISCIPLINARY
AND INCLUDES SPECIALISTS IN THE MEDICAL COMMA NURSING COMMA DEMOGRAPHY COMMA
EVALUATION COMMA ADMINISTRATION AND ARCHITECTURAL FIELDS STOP INFORMATION EDUCATION
AND COMMUNICATION SPECIALIST WOULD BE VERY DESIRABLE STOP AM CABLING TO ENQUIRE INTO
YOUR INTEREST AND AVAILABILITY IN JOINING APPRAISAL MISSION WHICH WOULD INVOLVE
FOUR WEEKS OF FIELD POSSIBLY FOLLOWED BY A FEW WEEKS OF REPORT WRITING IN WASHINGTON
IF NECESSARY STOP CONTENT OF THIS CABLE IS BEING CONCURRENTLY SENT TO UNESCO
HEADQUARTERS STOP GRATEFUL YOUR EARLY REACTION UNQUOTE STOP ON SAME DAY WE HAVE
CABLED GRAHAM AT UNESCO AS FOLLOWS QUOTE BANK MISSION TO APPRAISE POPULATION PROJECT
IN PHILIPPINES PLANNED TO BEGIN MARCH TWENTYFIVE STOP MISSION IS MULTIDISCIPLINARY
AND INCLUDES SPECIALISTS IN THE MEDICAL COMMA NURSING COMMA DEMOGRAPHY COMMA
EVALUATION COMMA ADMINISTRATION AND ARCHITECTURAL FIELDS STOP INFORMATION EDUCATION
AND COMMUNICATION SPECIALIST WOULD BE VERY DESIRABLE TO FOLLOW UP WORK OF ROBERT
BLAKE WHO HAD ASSISTED IN DEVELOPING IEC COMPONENT ON PREVIOUS POPULATION MISSION TO

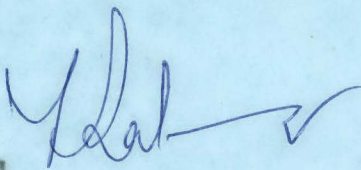
CONT. on page 2

K. Kanagaratnam

Population and Nutrition Projects

GZaidam/rb

PHIL/PNP


Cleared with and cc: Dr. Kanagaratnam
cc: Mr. van Gent
Mr. Kang
Mrs. Maraviglia

PHILIPPINES STOP IF YOU AGREE WE WOULD LIKE TO USE SERVICES OF A.V. SHANMUGAN COMIA
UNESCO COMMUNICATION ADVISOR IN MANILA AS MISSION MEMBER OF BANK APPRAISAL MISSION
STOP HIS ASSIGNMENT WOULD BE FOR FOUR WEEKS IN THE FIELD STARTING ABOUT MARCH
TWENTYFIVE AND POSSIBLY FOLLOWED BY TWO WEEKS OF REPORT WRITING IN WASHINGTON IF
NECESSARY STOP WE ARE CABLING SHANMUGAN TO ENQUIRE INTO HIS INTEREST AND AVAILABILITY
FOR SUCH AN ASSIGNMENT AND INFORMING HIM THAT WE HAVE CONCURRENTLY REQUESTED UNESCO
HEADQUARTERS FOR HIS SERVICES STOP GRATEFUL YOUR EARLY REACTION UNQUOTE STOP SINCE
THEN WE HAVE RECEIVED RESPONSE FROM SHANMUGAN INDICATING INTEREST AND AVAILABILITY
FOR BANK APPRAISAL MISSION BUT WE HAVE NOT YET RECEIVED RESPONSE FROM UNESCO
HEADQUARTERS STOP GRATEFUL YOUR EARLY REACTION SO THAT WE CAN ASK UNDP RESREP IN
MANILA TO REQUEST GOVERNMENT OF PHILIPPINES TO RELEASE SHANMUGAN FOR NECESSARY PERIOD
REGARDS

ZAIDAN

INTBAFRAD

January 31, 1973

Mr. Alex Graham
UNESCO
Place de Fontenoy
Paris VII^e, France

Dear Mr. Graham:

As Mr. Zaidan is away on an overseas mission, I am writing to you to follow-up on his letter to you dated January 16, in which he inquired about Dr. Ranganathan's visit to UNESCO on February 26. When Mr. Zaidan wrote to you, we expected Dr. Ranganathan to be here in early February and stop by in Paris on his way back to Indonesia on February 26. However, due to internal mission schedule changes Dr. Ranganathan is now expected to arrive here on March 18 and consequently plans to be in Paris on April 3. We therefore would like to change the date of his appointment with UNESCO from February 26 to April 3. We hope that this change will not inconvenience you and look forward to having your confirmation regarding suitability of this new date.

Sincerely yours,



I. H. Kang

Population and Nutrition Projects Department

cc: Dr. Kanagaratnam ✓
Dr. Ranganathan
Mr. Jones
Mr. Zaidan

IHK/is

300-IND

ROUTING SLIP	Date December 29, 1971
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NAME	ROOM NO.
<u>Mr. Kanagaratnam</u>	D-905
<i>Lina to see</i>	
<i>for info. & index.</i>	
<i>ok</i>	

<input type="checkbox"/> To Handle	<input type="checkbox"/> Note and File
<input type="checkbox"/> Appropriate Disposition	<input type="checkbox"/> Note and Return
<input type="checkbox"/> Approval	<input type="checkbox"/> Prepare Reply
<input type="checkbox"/> Comment	<input type="checkbox"/> Per Our Conversation
<input type="checkbox"/> Full Report	<input type="checkbox"/> Recommendation
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REMARKS

ok

From **A. Maillard**

OFFICE MEMORANDUM

TO: Mr. Bruce M. Cheek

DATE: December 28, 1971

FROM: Andre Maillard *AM*SUBJECT: Population dynamics in Africa - A few additional remarks - *UNESCO mtg.
Dakar - Nov. 29 - Dec. 4*

1. This is an addition to my back-to-office report dated December 9th about the meeting in Dakar on Population Dynamics and Education Development. I thought that some of the points could be further elaborated on. They have to do with:

1. population density;
2. population growth;
3. rural development.

Population density and distribution

2. The notion that Africa is under-populated should not be dismissed lightly. Perhaps we write too often that African soils are poor, which seems to imply that they could not support a higher density of population. But African soils may not always be as poor as all that. Those with experience cite cases where areas which had been rated very poor suddenly turn out to be fit for an appropriate crop or cultivation technique. Even the famous geographer P. Gourou, whose pessimistic views about soil and climate in tropical countries ^{1/} seem to have left a deep imprint, later (in 1962) wrote that "it has been said too often that tropical soils are delicate to use ... it now appears that Africa does not lack cultivable land; it cultivates about 3 percent of its total area but the cultivable percentage is at least 50 percent". Many people appear to have been influenced by the fact that with growing population density, agricultural productivity often declines, and have seen this as an indication that the optimum population density has already been exceeded, but this is almost certainly an error as I will now endeavor to show.

3. An interesting study of the interrelationships between population dynamics and agricultural development was made a few years ago by Mrs. Esther Boserup in her book: *The Conditions of Agricultural Growth. The Economics of Agrarian Change under Population Pressure* (London, George Allen and Unwin Ltd., 1965). Most of the following is based on this book. It appears from Mrs. Boserup's study that population density is not a function of the level of agricultural techniques, as the Malthus school thought, but on the contrary the choice of techniques is largely a function of population density. When land is abundant and the frequency of cropping can be kept very low (around 1/20 or lower), it appears that the most efficient agricultural

^{1/} P. Gourou: *Les pays tropicaux* (Paris, 1947); English rev. ed., (London, 1954).

technique in Africa generally is the long fallow, where secondary forest (not virgin forest, not bush) is burned down (a very efficient technique!) every twenty years or so for cultivation. Mrs. Boserup shows that when population density increases to the point where the fallow period must be shortened (e.g. to 10 years) and/or new tools used, labor productivity usually declines. It will increase again only when population density becomes such that a switch to an intensive cultivation technique becomes unavoidable. In other words, although agricultural techniques are a function of population densities, labor productivity is not a straight function of these densities. From a relatively high point under conditions which permit the long fallow technique, it declines with a marginal increase in population density before it increases again with a higher level of density.

4. The implication of the foregoing would be that agricultural development would best proceed by "leaps forward". In other words, it would appear that agricultural policy in Africa should usually aim at much greater population densities in rural areas.

5. A further argument to the same effect is that greater population densities yield economies of scale, particularly in infrastructure. Mr. Chenery has long ago shown the extent to which the transition from a certain population size to a greater one brings with it an increase in product per head. ^{1/} Mr. Amin in a paper recently prepared for a Unesco meeting on population problems in Dakar ^{2/} attempted to show that under usual conditions in Africa a 3 percent rate of population growth would produce savings in transport infrastructure which clearly outweigh the (discounted) cost of additional educational facilities. I am attaching the annex of this paper.

6. One is thus led to the conclusion that governments should pursue a greater concentration of population in the areas most suitable for intensive cultivation. After these areas have been selected, the Government would endeavor to make them attractive to farmers, and especially to young farmers. These especially should be given the possibility of switching to a completely new agricultural system, with intensive cultivation techniques and a new system of land tenure, so that they can enjoy the fruits of their labor. This is only a theoretical idea. A lot of practical questions immediately arise, foremost among which probably is that of land availability. However, land will sometimes be available such as in Upper Volta after river blindness control. Furthermore, it may be useful generally to keep in mind that agricultural development perhaps should not be gradual.

^{1/} Hollis B. Chenery: "Patterns of Industrial Growth", American Economic Review, L(1960), p. 624.

^{2/} Samir Amin: "Under-populated Africa", paper submitted to the Meeting on Population Dynamics and Educational Development in Africa, Dakar, 29 November - 4 December 1971.

Population growth

7. I have little to say about the problem of excessive population growth, except that, if the foregoing is true, the problem may be less serious than that of population distribution and might be largely relieved by an adequate redistribution policy. Ideally, the regrouping of young farming couples in the most fertile areas would seem to respond to all the requirements of the situation and particularly to that of a quick increase of population density in limited areas.

Rural development

8. It would therefore clearly appear that rural development should not aim at minimizing population densities, but mainly at a population distribution that would:

- minimize urban unemployment;
- maximize the incentives for a switch to intensive agricultural techniques;
- free young farmers from the bounds of traditional society;
- minimize the costs of infrastructure (roads, schools, social services).

cc: Mr. Chaufournier
Mr. Kanagaratnam
Mr. de Vries
Mr. Jansen
Mr. de Troyer
PMWA
AMaillard:sgb

Annex - A cost-benefit analysis concerning population

Two agricultural regions A and B of 100 Km² each have different densities: 10 per Km² in A (which has a population of 1000) and 30 in B (population 3,000).

The cost of a transport infrastructure to serve the region which is to be set up in year 0, is independent of the density: 200 Km of road which will cost one billion CFA francs. The relative advantage of B over A can thus be evaluated at X = 666 million, the marginal benefit of a community B three times more populated than A.

What would be the present value of the cost of education if the population increased from 1,000 to 3,000 in 35 years (assuming the population growth to be very rapid : 3% per year)? The community, when constant at the level of 1,000 inhabitants, needs 8 classrooms at an annual cost (investment and operating costs), of the order of 20 millions. Community B would need 24 classrooms (annual cost : 60 millions). The transition from the situation of A to that of B would thus involve, in present value terms, an additional (marginal) cost which is

$$Y = \frac{(20 \times 1.03) - 20}{1 + i} + \frac{(20 \times 1.03)^2 - 20}{(1 + i)^2} + \dots + \frac{(20 \times 1.03)^{35} - 20}{(1 + i)^{35}}$$

i being the discount rate and measuring the discounted educational cost of the population for the period of 35 years.

Y decreases when i increases. For $i = 1\%$, Y is roughly 666 million; thus the cost of population growth is equal to the benefit of the higher density X. But for $i = 5\%$, the cost Y is equal to only half of the benefit X; and for $i = 10\%$, Y is no more than one-third of X.

From this model, derived from the usual costs of infrastructure and education in tropical Africa, it can be seen that the cost of the dynamics of growth is generally much less than the ("static") benefit of a higher density.

OFFICE MEMORANDUM

*Mr. Kanagaratnam**Some working papers**will follow later**herewith**12/17**UNESCO**attachments**in P. Hall**12/17**(Lina
shd
see)*

TO: Mr. Roger Chaufournier

FROM: André Maillard, through Mr. Gué

SUBJECT: Population Dynamics and Education Development

DATE: December 9, 1971

1. As requested, I attended a meeting organized in Dakar from November 29 to December 4 by the UNESCO regional office (BREDA) on the above subject. As I understood, the meeting was an expression of the UN family's increasing preoccupation about population problems and of BREDA's puzzling about the role that education could play in population policies. The attendance included representatives from about ten governments as well as from ILO, WHO, IBRD, IDEP ("Institut de Développement Economique et de Planification" of the United Nations, Dakar), and a few private organizations; educators sat together with demographers and economists. As documents summarizing the discussions and their conclusions are yet to be distributed, I will limit myself here to a few remarks which I may wish later to complement.

2. As is well known, Africans generally feel that Africa is underpopulated rather than overpopulated. They maintain this after conceding that these concepts are relative to economic resources. I pointed out that a large part of Africa's mineral resources cannot yet be exploited because they would not be competitive on world markets. Participants replied that Africa has vast stretches of unused arable land. This notion often induces Africans to overlook the economic burden of rapid population growth, which I endeavored to stress. The meeting also seemed to agree that there are huge questions of population distribution which may not have received enough attention, particularly on a regional level. However, the ethnic and political obstacles to their solution are enormous. An interesting argument was made in favor of higher population densities - which could be reached by regrouping people - on the ground that they would considerably reduce the costs of modern infrastructure (roads, schools, social services). However, such policies would presently encounter strong resistance from people in the traditional sector.

Population policies

3. In the discussions about population growth, I must report that I found the participants rather hostile towards the Bank. A European who has spent six years studying African population problems and who, as a University professor, is a proponent of family planning, told me that Mr. McNamara's statement during his visit in Dakar, comparing the cost of raising a child with that of preventing a birth, was "the single most negative development ever" for the cause of population control, because of its apparent lack of concern for the conditions which determine the behavior of African populations. Even before that conversation,

I myself had sensed, particularly among French-speaking Africans, a strong, visceral opposition to the kind of economic calculations used by what another participant called the "neo-Malthusian" school. (Reference was made to the population project in Jamaica.) The consensus of the meeting was that the African large family is an expression of the poor African's groping towards economic security and that no significant change in his behavior can be expected until he has achieved significant progress in this direction.

4. However, I hope I made some progress towards dispelling some misunderstandings. I denied, for instance, that in Mr. McNamara's view the high reproduction rate of developing countries was the cause of their underdevelopment, but I failed with rational arguments to refute the widespread belief, even among Europeans, that what they called "a well-orchestrated, world-wide campaign for birth control" was the expression of a more or less conscious fear among Western people of being increasingly outnumbered by colored people. I was referred to articles in American newspapers and periodicals to the effect that it would be impossible for the whole world to live according to American standards. On the other hand, I think I succeeded in drawing attention to the high cost for a weak economy of raising children when the reproduction rate approaches and exceeds 3 percent (it is expected within the decade to reach 3.6 to 3.8 percent in most countries), especially if these children are to be adequately educated for economic development. There was general agreement at the end of the meeting that family planning ought to be taught more widely. It was felt in particular that it should not be confined within conventional schools, which cover only that segment of the population where the birth rate is lower, but should be made an element of unconventional and adult education, particularly in rural areas. It was agreed also that family planning and sex education should, particularly in rural education, be part of a package which would include practical economics, nutrition, hygiene, etc. Only in such a framework might people be receptive to teaching about the dangers of excessive population growth.

5. More importantly, the meeting was unanimous in the conclusion that population policies can succeed only within the framework of adequate economic policies. Whether or not one agrees with the view that development policies oriented towards world markets (outward-oriented policies) are marginalizing the mass of the population while reducing its death rate and failing to provide incentives to reduce the birth rate, as was argued by one of the participants, it is clear that population policies in Africa cannot succeed by persuasion or propaganda alone; a change in economic expectations (and fears) is indispensable. This is true whether the aim is to reduce the birth rate or to modify migrations such as the rural-urban exodus.

6. It was argued in particular that only a self-centered development strategy, i.e. a strategy not dependent upon world markets, would make possible a successful population policy. Without pronouncing on such a sweeping assertion, the meeting was in agreement about the need for a rural development policy which, of course, would encompass all aspects of life. Such a policy would involve radical changes in the type of education provided in African villages, a point on which agreement was not unanimous, but much wider, particularly on the part of educators, than was expected by UNESCO.

7. However, there is only limited optimism about the possibility of slowing down the rural-urban exodus. Young rural people have all possible reasons to move to the cities:

- the hope, even after a period of unemployment, of finding a job providing several times more money than in the village;
- freedom from rigid tribal structures;
- curiosity.

Increasing rural monetary incomes through cash crops (cocoa, coffee) does not suffice, mostly because the elders pocket the money. However, the meeting generally felt that it would be worth trying to keep some of the young in the villages and to that effect to aim at making rural life more pleasant and rewarding.

8. This being accepted, and considering that conventional education is a rural-exodus factory, there was - even among educators - almost unanimous agreement that present education systems are utterly unsuited to African needs, that they perpetuate domination structures, and that education can serve development only after a complete review of goals and methods. The UNESCO people gently but persuasively pushed the meeting in that direction. I found myself in complete agreement with them. A very cogent and eloquent exposition of BREDA's present views can be found in the attached draft paper by its Director, Mr. Hennion^(*), which I found remarkable. The representative of the Ministry of Education of Senegal was the only exception; he said that education systems are what they are and should be supported as such by international institutions.

(*) "Notes pour servir à la révision des objectifs d'Addis-Abéba", which I have given to translation.

9. On the other hand, one participant argued that the city is the most powerful intellectual stimulant that could be given to young people and that more inventiveness can be found in the shanty towns than anywhere else in African countries. He argued in favor of efforts to bring that inventiveness to fruition. Unfortunately, I was unable to extract concrete suggestions from him.

10. Beyond the rural-urban problem, my own tentative conclusion would be to stress how important for the success of population policies is income distribution and economic security for all, including particularly the rural people and the dwellers of the shanty towns. I would further argue that the important thing is real incomes. When monetary income increments are absorbed by a change in consumption habits from local goods to the more prestigious imported goods, the real gain may be much more apparent than actual.

11. The meeting finally made suggestions for a program of studies and action. UNESCO will endeavor to make it as practical as possible. I may offer further comments and suggestions when I have all the papers summarizing the discussions and the program.

12. For Mr. Kanagaratnam: The UNESCO mission in Dakar would appreciate being given the benefit of whatever studies on population problems could be made available to it. I will gladly forward them.

AMaillard:hlm

cc: Mr. Ballantine (with a few working papers)
Mr. Calika
Mr. Kanagaratnam (with a few working papers) ✓
Mr. Lejeune
Mr. Cheek
Mr. de Vries
Mr. C. van Dijk

Dr. K. Kanagaratnam

December 6, 1971

H. M. Jones **H**

INDONESIA - Population Project

Discussions with UNESCO - December 1-3, 1971

I subpend draft minutes of the meeting before clearance with DSD, Area, Legal and Controllers Departments.

1. Discussions were held with Mr. Alex Graham (Chief, Population and Family Planning Education Unit) of UNESCO in Washington from 1-3 December 1971, on the population education and communication components of the Indonesian Population Project. At various times, Messrs. M. L. Hoffman and V. Riley of Development Services Department; S. Tolbert and C. R. de Silva of East Asia and Pacific Department; and K. Kanagaratnam, G. B. Baldwin and H. M. Jones of Population Projects Department, joined the discussions.
2. Mr. Hoffman reflected on the difficulties of working together in the field of population, which was a sensitive area in which one had to be guided by differing government approaches. Emphasizing the need for close collaboration, he noted that there was considerable expertise outside the UN system, and that IERD could not agree to work exclusively within it, however much it preferred to do so.
3. Mr. Graham referred to the close arrangements which UNESCO had had with IERD since 1964, and that it welcomed IERD's involvement in this field. He had come with no preconceived ideas, but said that in view of UNESCO's concern for both the subject and the country, it was anxious to assist as much as possible. Mr. Graham noted the capacity of UNESCO to assist in both the family planning communications and population education fields through its regional office in Bangkok. He envisaged the establishment of a task force of three people to be added to the regional office in 1972, to give more direct assistance in these fields to governments. UNFPA had asked UNESCO to coordinate inter-agency activities in family planning communications in the Southeast Asia region and machinery was being established for this purpose. In Indonesia, both the communications and population education components had been developed with the help of UNESCO staff.
4. The results of IERD discussions with UNFPA and WHO were outlined.
5. It was agreed that for both the communications and population education components, the Government of Indonesia would be asked to sign an agreement with UNESCO for assistance in these two fields. The agreement ensures UNESCO's participation in preparing an operational plan to implement these components. UNESCO would also be asked to make available the services of a technical adviser in population education, as well as short-term consultants, as required, for both components. UNESCO would also assist with fellowship programs and advise on equipment specifications and procurement. IERD and UNESCO would discuss the basis of such an agreement which would then be worked out in detail by UNESCO and the Government of Indonesia. The final agreement would be subject to clearance by IERD and UNFPA.

6. Funds would be disbursed in accordance with normal IDA procedures. For those items of the components which entailed direct disbursement by UNESCO, it would be possible to work out an arrangement by which the Government approved direct reimbursement.
7. As with normal UNDP-IBRD executed projects, procurement would follow IBRD guidelines. It was noted, however, that arrangements were being discussed whereby UNICEF might assist with the procurement of major items, such as transport, by negotiated contract. This procedure might also be applied to other items such as audiovisual equipment, if adequate reasons (such as standardization) were given for a departure from IBRD guidelines. Decisions would be taken when specification and quantities were complete. Unless arrangements were made to the contrary, procurement would be carried out by the project implementation unit which would be an integral part of the NFPCB.
8. Formal reporting responsibility, on those aspects of the project with which UNESCO would assist, would be to the Government of Indonesia, but UNESCO would make available all reports to, and consult with, IBRD as appropriate on project implementation. In supervising the project, IBRD would look to the Government as responsible for implementation.
9. Prior to the appointment of an adviser on population education, UNESCO would ask its regional staff in Bangkok to provide background material needed to prepare an operational plan. It would also make available, as required, similar assistance to the communications adviser provided by the project.
10. There would be no restrictions on the nationality of the technical adviser and short-term consultants which UNESCO might help to provide.
11. The communications and population education components were reviewed with the help of basic documents which had been used in the stages prior to their presentation to IBRD. Both components were recast to provide functional and financial guidelines which would allow the two advisers, with appropriate support from UNESCO, to draw up detailed operational plans based on their initial appreciation of the situation. In doing so, consideration was given to the possibility of continuing IBRD and UNFPA support, which would allow the funding of specific development proposals based on experience gained under the present project, rather than ensuring support by the block-earmarking method used in the original proposals.
12. In the communications component, certain items which appeared to be subsidies for which there was no justification, rentals and the provision for services which might properly be borne by the Government, and other minor items were omitted. It was felt that the Government of Indonesia would find it very difficult immediately to fill the posts suggested and the provision for fellowships was increased to allow for training needs in this respect.
13. To make elaborate provisions for the communications service center in the population education component, before the initial trial had been

completed and evaluated, was considered premature. Some items, such as transport, seemed extravagant, while others (subcontracts) appeared beyond the absorptive capacity of the Government of Indonesia, either to prepare or carry out.

14. It was agreed that revised annexures, covering these two components would be forwarded to UNESCO for comment.

HWJones/ef

cc: Messrs. G. Baldwin
G. Zaidan
Mrs. Domingo

INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT

INTERNATIONAL DEVELOPMENT ASSOCIATION

OFFICE MEMORANDUM

TO : Messrs. Douglas J. Fontein
Stokes H. Tolbert
Chanaka R. de Silva
Norman J. Bennett
Tenley M. Jones
Vincent J. Riley

Date: November 26, 1971

FROM : K. Managaratnam

SUBJECT : INDONESIA - Population Project
Meetings with UNFPA, UNICEF and UNESCO

*See H. Jones memo's
(3) of Dec. 6/71 for
minutes of these
mtgs. plus
those as marked
below.*

1. I confirm arrangements for the following schedule of meetings, and would be grateful if you could attend. The meetings will commence at 10:30 a.m.:

a. MONDAY, 29 NOVEMBER 1971 - In Room D-901

UNFPA with Mr. J. Keppel - Chief, Operations Staff
and others
Dr. Nafis Sadik - Program Division
UNDP - Mr. F. Woodrow - Financial Management Officer
UNEP - Mr. Obolenski

*See memo
Goodman to
Knapp Dec 15*

b. TUESDAY, 30 NOVEMBER 1971 - In Room D-956

UNICEF with Mr. Newton Bowles - Senior Program Officer
Mr. J. Richmond - Chief Procurement Officer
Mr. A. Piracha - Program Officer, Asia Desk

*See memo Goodman
to Knapp. Dec 15 and
H Jones to
Baldwin
Dec. 17
(Cochran)*

c. WEDNESDAY, 1 DECEMBER 1971 - In Room D-901

UNESCO with Mr. Alex Graham - Chief, Population and Family
Planning Education Unit

*See Goodman
memo
Dec 15*

HJJones/ef

cc: Messrs. Baldwin, Zaidan, H. Jones
Mrs. Domingo

*Lunch
+ Mr. Baldwin
Mr. H. Jones
Mr. Tolbert
Mr. Riley*

*lunch
DK
GZ*

OFFICE MEMORANDUM

TO: Files

DATE: November 23, 1971

FROM: John A. King

unesco

SUBJECT: International Committee of Experts on Training Abroad Policy, Unesco

1. Introduction: I represented the Bank as an observer at the meeting of the International Committee of Experts of Training Abroad Policy of Unesco in Paris on October 25-29. This meeting was called to make recommendations to Unesco General Conference on the policy to be followed with respect to Unesco's fellowship programs for training abroad.

2. The Experts were -

<u>Country</u>	<u>Name</u>	<u>Position</u>
Colombia	Dr. Augusto Franco ARBELAEZ	Director, Instituto Colombiano de Credito Educativo y Estudios Tecnicos en el Exterior, Bogota
France	Mr. Yves BRUNSVICK	Secretary-General, French National Commission for Unesco, Paris
India	Prof. G. R. DAMODARAN	Director, PSG College of Technology, Coimbatore
Ivory Coast	Mr. L. AMON-TANO	Director-General, Centre Ivoirien du Commerce Exterieur, Abidjan (former Minister of Education)
Japan	Mr. Otoshiro KURODA	Director-General, International Students Institute, Tokyo, (former ambassador to Paraguay, Greece, Lebanon, Jordan and Cyprus)
Netherlands	Mr. H. G. QUIK	Director-General, Netherlands Universities Foundation for International Co-operation, The Hague
Nigeria	Mrs. Stella ODESANYA	Inspector of Schools, Ministry of Education and Community Development, Lagos
Pakistan	Prof. M. Shamsul HUQ	(presently) Fellow, Woodrow Wilson International Center for Scholars, Washington (former Minister of Education)

<u>Country</u>	<u>Name</u>	<u>Position</u>
Tunisia	Mrs. Alya Chouikha BAFFOUN	Attachee de recherche, Centre d'Etudes et de Recherches Economiques et Sociales, Universite de Tunis, Tunis
Union of Soviet Socialist Republics	Mr. Vladimir F. STANIS	Rector, Universite de l'Amitie des Peuples, Universite Patrice Lumumba, Moscow
United Kingdom	Mr. H. L. ELVIN	Director, University of London Institute of Education, London
United States	Mr. Kenneth HOLLAND	President, Institute of International Education, New York

Mr. Elvin was elected chairman. There were observers from UNDP, FAO, IBRD, ILO, WHO, OAS, and a few governments.

3. The experts agreed on a number of recommendations, some substantive and some procedural, and their report will be forthcoming in due course. The principal issues discussed are summarized below.

4. UNDP Review of Training Policies and Procedures: UNDP distributed a paper on this subject (DP/CM/Field 319) prepared last summer by its consultant, William Carter, after consultations with the specialized agencies (including the Bank) and others. The paper was well received and there was general agreement that the basic framework which it proposed for the development of training in the future (set forth below) was sound.

- "a. Building greater recognition through the UNDP system of the centrality of the training aspect of the total programme.
- "b. Improving knowledge throughout the system of the activities undertaken by the Executing Agencies in the training field which may be suggestive of new approaches in other programmes.
- "c. Improving awareness of the ways whereby training needs and priorities in developing countries may be identified through dissemination and interpretation of studies being undertaken by all Agencies of specialized personnel supply and requirements, educational and manpower planning reports, studies of specialized personnel in particular sectors, etc.
- "d. Development of measures to improve the planning of the training component in specific projects so that their objectives as transmitters of knowledge and skills can be more effectively attained.

- "e. Development of measures to maximize the role of experts and 'trainers of trainers' as communicators of knowledge and skills.
- "f. Development of measures to improve the effectiveness of counterpart participation in projects.
- "g. Development of measures to improve the quality of international training (fellowships and study grants, training courses, etc.) at the national, regional and inter-regional levels, so that trainees may be fitted more effectively for leadership roles on projects or related activities in the same field."

5. Administration: There were a number of references to a standing committee on the administration of training abroad in which representatives of the UN family discussed problems; this committee existed between 1958 and 1961. There had been a meeting in 1970 with similar objectives. Most of those present agreed that it would be desirable to revive this committee on a continuing basis and UNDP was urged to take the lead in organizing this.

6. There was also some feeling that there was some overlapping in the programs for training abroad of the specialized agencies and that there was need for a coordinating body to deal with this matter.

7. The level of stipends was discussed. The consensus was that the levels set by UNDP were satisfactory for younger trainees, particularly if they knew the language of the host country and had been there before, but not for the more mature. It was also pointed out that the UNDP levels were perhaps fairer for trainees at academic institutions where living and related costs were generally less than for trainees undergoing practical training in some public or private entity or enterprise. It was urged that special consideration be given to providing higher stipends for mature individuals because a failure to do so might discourage the best individuals from taking advantage of the training opportunities.

8. The question of whether the wife or husband of the trainee should accompany him or her was discussed and there was general agreement that more should be done than at present to make this possible, when the period of training was six months or longer. Though it was recognized that this policy would reduce the total number of trainees and that in some cases (e.g. where the trainee's program kept him moving about or in the field under difficult conditions) it would be a disadvantage, there was a feeling that in most cases the trainee would get more out of his training and be more effective in applying it on his return, if his spouse shared his experiences.

9. It was also pointed out that satisfactory arrangements with respect to housing and social activities during the training were essential to success.

10. Selection: It was agreed that good selection was critical, but there were some differences as to how this could best be achieved. While it was agreed that the government had to recognize the importance of selection in the training process and that its approval of the trainees selected was essential,

there was a difference of views as to how deeply the government should be involved in the selection process itself. Perhaps a majority believed that there should be some sort of independent body charged with responsibility for selection so that selection could be based on merit and political considerations avoided. Others believed that direct government involvement was necessary to make sure that those trained overseas were properly utilized on their return.

11. It was agreed that an important element of the selection process was a clear description of the training program needed and of the likely uses to which the training would be put. Adequate preparation in language was emphasized; inadequate preparation was a continuing problem.
12. The experts stressed the importance of quality in selecting candidates and at the same time urged a democratization of selection, without resolving the potential conflict between these objectives. Two experts suggested that the identification of top candidates appeared to be more difficult than it was ten to fifteen years ago.
13. "Diploma-itis": It was agreed that trainees tended to lay too much stress on degrees. Though some of the reasons for this stress, such as the poor reputation of some non-degree courses or the formal requirements for promotion at home, were justifiable, it was felt that in many, if not most, cases the country's needs were best met through non-degree programs. It was urged that Unesco make a greater effort to convince governments of the true value of such programs. In any event, it was agreed that the question of a degree or non-degree course should be settled, if at all possible, at the time of selection. One of the experts felt strongly that the government should have a voice in this decision.
14. Duration: Related to the question of degrees was that of the duration of the training. There was a feeling that in the past there had been too many fellowships of short duration and that there was a clear case for increasing the average length of fellowships. It was agreed that three months was the minimum length and fellowships of this sort should be awarded only to mature, informed trainees who knew exactly what they wanted to find out. Special care should be taken in their selection. It was agreed, however, that in large measure the duration of the fellowship should depend on the level and purpose of the trainee and that a flexible approach to duration was desirable.
15. Post-Training: A number of comments and suggestions were made concerning the period after training and the utilization of the trainee.

- a) It was suggested that former trainees be provided with refresher courses and current documentation relating to their specialty at suitable intervals after their training.
- b) The government should make efforts to keep people on the work they had been trained for. These efforts could range from such things as employment contracts and bonding to the provision of housing and salary increases. Care should be taken that trainees were permitted by their supervisors to apply the new methods and principles they had learned.

- c) Former trainees should be used to help select prospective trainees and develop their training programs.

16. Training at Home and Training Abroad: Although the meeting had been called only to consider training abroad, it was agreed that training should be looked at as a whole; training abroad was an administrative rather than a functional distinction. All specialized agencies were urged to favor local training within a country or training on a regional basis, where this permitted savings. Some of the experts from the developing countries pointed to the need not only for instructors from the developed countries but also for administrators to organize and carry out local training.

17. Some fears were expressed that the training programs of the specialized agencies, both local and overseas, were dispersed and uncoordinated. There was a need for communication leading to integration and an overall strategy. Some features of such a strategy might be -

- a) Priority to the training of trainers.
- b) Concentration on a few sectors.
- c) Harmonization of programs and development of a national training plan through the UNDP country programming exercise. It was suggested that Unesco should help in identifying the most successful techniques and content.

18. There was a feeling that project managers and experts were recruited on the basis of their technical competence and that more attention should be paid to their training capabilities or that the technical experts should be supplemented by training specialists.

cc: Messrs. Chadenet, Baum, Ripman, Ballantine, Evans, Fuchs, Kanagaratnam, Knox, Koch, Sadove, Weiner, Engelmann, Riley, Van Wagenen, Morra

JAK:lb

Dr. Kanojoshi

INCOMING CABLE

DATE AND TIME

OF CABLE: NOVEMBER 12, 1971

2127

LOG NO.: WU / 13

TO: DEMUTH INTBAFRAD

FROM: PARIS

TEXT:

ROUTING

ACTION COPY: MR. DEMUTH

Unesco

INFORMATION
COPY:
DECODED BY:

cc Mrs. Alistair Riley Jones

UNDERSTAND NEGOTIATIONS RE INTER AGENCY PROJECT INDONESIA NEARING COMPLETION.
IN ACCORDANCE AGREEMENT IBRD/UNFPA URGE CONSULTATIONS UNESCO/IBRD EXECUTION
BEFORE CONCLUSION PROJECT AGREEMENT WITH GOVERNMENT. VIEW TIME SHORTAGE
GRATEFUL YOUR CABLED REPLY

UNESCO 23195

MISS FALARDEAU TELEPHONED DURING WEEKEND

BF

FORM No. 75
(2-60)

INTERNATIONAL BANK FOR
RECONSTRUCTION AND DEVELOPMENT

INTERNATIONAL FINANCE
CORPORATION

INTERNATIONAL DEVELOPMENT
ASSOCIATION

ROUTING SLIP

Date

Nov. 3/77

NAME

ROOM NO.

~~Mr. Hanagaratham~~ D905

To Handle

Note and File

Appropriate Disposition

Note and Return

Approval

Prepare Reply

Comment

Per Our Conversation

Full Report

Recommendation

Information

Signature

Initial

Send On

REMARKS

Seen



From

A. Maillard

November 3, 1971

UNESCO

Mr. R. Hennion
Director
Regional Office for Education in Africa
United Nations Educational, Scientific
and Cultural Organization
12, avenue Roume
Dakar, Senegal

Dear Mr. Hennion:

Thank you for your letter dated October 14 regarding the meeting on Population Dynamics and Education Development which has been postponed from end October to November 29 - December 4.

Mr. Maillard will still be available to participate in the meeting. He will arrive in Dakar on Sunday, November 28, by flight AF305. He is grateful for your offer to make arrangements for hotel accommodation. Such arrangements, however, have already been made by the Bank's Travel Office.

Mr. Maillard looks forward to receiving preparatory working documents and to a stimulating meeting.

Yours sincerely,

Bruce M. Cheek
Deputy Director
Western Africa Department

AMaillard:tp

cc: Mr. Ballantine
Mr. Kanagaratnam ✓
P M W A

CR/OK

OFFICE MEMORANDUM

TO: Messrs. Duncan S. Ballantine and Kandiah Kanagaratnam

DATE: October 12, 1971

FROM: Bruce M. Cheek

BMC

SUBJECT: UNESCO Meeting in Dakar on Population Dynamics and Education Development

Further to my memorandum dated September 16, 1971, we have been advised by the attached cable that the meeting on the above subject has been postponed from October 18-24 to November 29 to December 4th. I expect that Mr. Maillard will still be available. On your part, will the new date make it possible for you to send one of your staff to the meeting?

*"No", I hope ??
G 33*

*Called Mr Cheek's office & said 'no one'
Bi
10/18*

OCT 7 1971

INTERNATIONAL DEVELOPMENT ASSOCIATION

INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT

INTERNATIONAL FINANCE CORPORATION

INCOMING CABLE

DATE AND TIME OF CABLE: OCTOBER 7, 1971
LOG NO.: RCA TELEX/7
TO: INTBAFRAD
FROM: ABIDJAN

ROUTING	
ACTION COPY:	MR. CHEEK
INFORMATION COPY:	MR. CHAUFOURNIER
DECODED BY:	

TEXT:

423 FOR CHEEK

UNESCO MEETING AT DAKAR FORMERLY SCHEDULED FOR OCTOBER 18 TO 24 HAS NOW BEEN CHANGED TO NOVEMBER 29 TO DECEMBER 4. PLEASE ALSO INFORM EDUCATION AND POPULATION DEPARTMENTS. REGARDS

DE LA RENAUDIERE

WEST AFRICA DEPT.

- Chaufournier
- Cheek
- de Vries
- Div.
- Div. — A
- Div.
- Div.
- Div.
- Op. Files
- Res. Files
- Other

OCT 7 1971

MC

ROUTING SLIP

Date

Oct. 6/71

NAME

ROOM NO.

Mr. Kanagaratnam

~~GBB~~

File

[Handwritten mark]

To Handle

Note and File

Appropriate Disposition

Note and Return

Approval

Prepare Reply

Comment

Per Our Conversation

Full Report

Recommendation

Information

Signature

Initial

Send On

REMARKS

From

A. Gaillard

UNESCO
DAKAR

OCTOBER 6, 1971

LT

URGENT

REFERENCE YOUR LETTER AUGUST 25 TO OUR PERMANENT MISSION ABIDJAN PLEASED
INFORM YOU MR MAILLARD OF WESTERN AFRICA DEPARTMENT WILL REPRESENT IAND
AT OCTOBER 18 TO 24, MEETING ON POPULATION DYNAMICS AND EDUCATION
DEVELOPMENT STOP REGARDS

CHEEK

Bruce N. Cheek
Western Africa Department

cc: Honors Ballantine
Kamagaratnan ✓

P H V A
cc: Mr. Kochman

AMaillard:hlm

Mr. Bruce M. Cheek

September 23, 1971

K. Kanagaratnam



UNESCO Meeting in Dakar

Thank you for your memo of September 16, 1971 on the above subject.

While we are certainly interested in this field, I am afraid our staff commitments at this time prevent us from sending anyone to this Conference.

KK:bli

FORM No. 75
(2-60)

INTERNATIONAL BANK FOR
RECONSTRUCTION AND DEVELOPMENT

INTERNATIONAL FINANCE
CORPORATION

INTERNATIONAL DEVELOPMENT
ASSOCIATION

ROUTING SLIP

Date

9/20/71

NAME

Mr. Kanagaratnam

ROOM NO.

D 905

To Handle

Note and File

Appropriate Disposition

Note and Return

Approval

Prepare Reply

Comment

Per Our Conversation

Full Report

Recommendation

X

Information

Signature

Initial

Send On

REMARKS

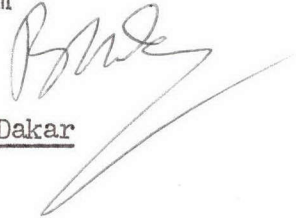
From A. Maillard

OFFICE MEMORANDUM

TO: Mr. K. Kanagaratnam

DATE: September 16, 1971

FROM: Bruce M. Cheek



SUBJECT: UNESCO Meeting in Dakar

Please find attached a copy of a letter addressed to our PMWA by UNESCO's regional office in Dakar concerning a meeting to be held in that city October 18-24 on Population Dynamics and Educational Development. I understand that the Educational Projects Department is considering sending a representative to that meeting. This department will send Mr. André Maillard. I presume your department will also be interested and would appreciate your informing me of your intentions in this regard.

cc: Mr. Calika



organisation des nations unies pour l'éducation, la science et la culture

REGIONAL OFFICE FOR EDUCATION IN AFRICA
BUREAU RÉGIONAL POUR L'ÉDUCATION EN AFRIQUE

12, avenue Roume-Dakar

boîte postale : 3311
téléphone : 257-72/73
câbles : Unesco-Dakar
téléc : 410 Unesco S. G.

Mr. Le Brun
What day is this?
Received PMWA of 17/08/1971
30 AOÛT 1971

référence : BREDA/71/749

25 août 1971

Monsieur le Représentant,

En application de la résolution 1.21 adoptée par la dernière Conférence Générale de l'UNESCO en sa seizième session, j'ai l'honneur de vous informer que le Bureau Régional pour l'Éducation en Afrique organise, du 18 au 24 octobre, une réunion restreinte d'experts africains, afin d'étudier avec eux le rôle que les systèmes éducationnels africains pourraient jouer dans une politique de population orientée vers le développement économique et social. Il s'agira notamment, d'étudier la possibilité d'introduire dans les programmes d'éducation les questions relatives à la dynamique de population.

L'objectif de cette réunion est de recueillir l'avis d'éducateurs et de spécialistes sur le programme de recherches et d'activités que le Bureau Régional pourrait être appelé à conduire ou à soutenir dans les années à venir en coopération avec les Etats Membres de la région.

Il est apparu qu'avant d'étudier l'impact que peut avoir le système éducationnel sur la dynamique de population, il convenait de dégager la problématique des rapports qui existent entre la dynamique de population et le développement des systèmes économiques, sociaux et éducationnels dans la région africaine. Aussi avons-nous préparé pour cette réunion le schéma de travail ci-joint. Vous recevrez par la suite un premier document de travail rédigé par M. Olivier Le Brun, Consultant chargé de l'organisation de cette réunion.

.../

Monsieur le Représentant de la Banque
Internationale pour la Reconstruction
et le Développement
Boîte Postale 1.850

A B I D J A N
(République de Côte d'Ivoire)

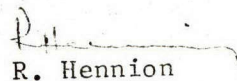
Considérant les liens de travail étroits qui unissent nos deux Organisations au sein des programmes touchant au développement de l'éducation, nous serions particulièrement heureux que vous puissiez déléguer à cette réunion l'un de vos représentants.

Le budget du séminaire ne permet pas de prendre en charge les frais de voyage et l'indemnité journalière de subsistance. J'espère vivement que cela ne constituera pas un obstacle à votre participation.

La réunion se tiendra dans les locaux du Bureau Régional de l'UNESCO pour l'Education en Afrique, 12, Avenue Roume à Dakar.

Je vous saurais gré de ma faire savoir assez rapidement s'il vous est possible d'accepter cette invitation, et de me communiquer vos réflexions sur le schéma joint à cette lettre.

Dans cette attente, je vous prie de bien vouloir agréer, Monsieur le Représentant, l'assurance de ma considération très distinguée.


R. Hennion
Directeur

MEETING ON POPULATION DYNAMICS AND EDUCATION
DEVELOPMENT

Dakar, 18 to 24 October 1971

Introductory Outline

I.- HOW DEMOGRAPHIC FACTORS AFFECT ECONOMIC AND SOCIAL DEVELOPMENT

African populations, on the whole, have the following characteristics :

1. Low national population figures.
2. Ethnic and linguistic heterogeneity.
3. Large youth populations.
4. Low occupational activity rates.
5. Low population density.
6. Low urbanization rates.
7. Considerable migration and emigration.
8. Very high birth and death rates.
9. Relatively rapid growth rates.

Some of these factors hinder, others promote development but the analysis and interpretation of their impact is not easy. The effects of factors like population growth and the process of urbanization on economic and social development are still subject to discussion.

II.- HOW THE DEMOGRAPHIC SITUATION AFFECTS EDUCATION DEVELOPMENT

The most important factors are :

- ?
- Low density rates which have, in economic, pedagogical and sociological terms, a negative effect on education.

.../

- 2 -

- Because a large percentage of the population is young educational efforts must be intensified, especially since the majority of adults are illiterate. The youthfulness of the population is, moreover, a dynamic factor of change.

- Population growth restrains the development of the rate of schooling. However population increase affects the growth of the school population at the level of admission into the education system only. In countries with a low admission and retention rates, improved schooling would have a more significant impact in this respect.

- The rural exodus generates a problem which has not yet been solved anywhere, i.e. the problem of out-of-school education for adolescents in urban areas.

III.- HOW EDUCATION DEVELOPMENT AFFECTS THE DEMOGRAPHIC SITUATION

The education system seems to affect migration patterns more than population increases.

- a) Primary education itself is not a cause of rural exodus but certainly accelerates it. yes
- b) Higher education abroad favours the "brain drain".
- c) Education only affects fertility amongst a small minority who have completed the secondary education cycle.
- d) Effects on mortality rates are probably just as slight because the school health and nutrition education programmes only reach a small portion of the community and are often poorly designed and developed, and because the female school attendance rates are still relatively low in many countries.

IV.- EDUCATION SYSTEMS MUST BE ADJUSTED TO POPULATION DYNAMICS AND STRUCTURES

This is a fruitful field of investigation for educators and educational planners, i.e.

- a) Finding new forms of supervision and financing made necessary by the demographic situation, i.e. low population density rates, rapid growth among the young age groups, the flocking of young rural school-leavers to the cities.

.../

- b) Seeking specific education systems, which take into account the present and future living conditions of the potential beneficiaries.

V.- HOW AN EDUCATION SYSTEM MAY SERVE TO IMPLEMENT A POPULATION POLICY ORIENTED TOWARDS DEVELOPMENT

By population policy we mean all the measures geared to directly influencing the population structure. Unquestionably the economic and social measures taken for other reasons affect the population dynamics much more than the measures that stem from a population policy as such.

Further development of education itself may have an effect on fertility which, considering the socio-demographic situation in Africa, may not be heightened by the introduction of formal birth-stimulation or control programmes.

The first duty to be assigned to education systems in the socio-demographic field is one of information.

Youth, and in certain cases, adults too, should be familiar with the structure and movements of the population to which they belong. There are two possible ways of attaining this goal :

- creating a new curriculum;
- incorporating information on population dynamics into basic subjects such as economics, introduction to problems of national development, etc, even in primary schools.

On the other hand the education system could, by itself, influence population structures and dynamics in

- a) Strengthening national integration, as an important factor of development, and, eventually, in preparing youth for multi-national integration made necessary by the narrowness of many national markets.
- b) Affecting migration
- As concerns the rural exodus, studies could be devoted to :
 - ✓ - integrating education in rural development projects,
 - ✓ - relating the contents and methods of education programmes to the local environment of pupils.

- Response made only*
- As concerns the brain drain, study could be given to the possibility of establishing, in African countries,
 - institutions of higher education adapted to the local realities, and
 - providing job opportunities for the outputs of higher education.

A brain drain often results in places where local research is not "decolonised".

c) Improving living conditions

- Reducing the mortality rate through the extension of dynamic health and nutrition education programmes and education for women.
- Sex and family education : the make-up of this programme could vary considerably depending on the socio-political context.

An active and diversified education system would be needed to contribute towards achieving the above goals. The mere introduction of curricula on these subjects would probably not suffice to change behaviours.

Integrated education programmes and training actions could be incorporated in the milieu itself.

Two questions are worthwhile asking :

Can educational authorities initiate such actions ?

✓ Would it be possible to set up extra-curricular education systems for the masses ?

Form No. 75
(2-60)

INTERNATIONAL BANK FOR
RECONSTRUCTION AND DEVELOPMENT

INTERNATIONAL FINANCE
CORPORATION

INTERNATIONAL DEVELOPMENT
ASSOCIATION

ROUTING SLIP

Date

September 16, 1971

NAME

ROOM NO.

~~Dr. Kanagaratnam~~

D 905

To Handle

Note and File

Appropriate Disposition

Note and Return

Approval

Prepare Reply

Comment

Per Our Conversation

Full Report

Recommendation

XX Information

Signature

Initial

Send On

REMARKS

Seen. ✓



From

L. Peter Chatenay

Mr. Richard H. Dearth

September 15, 1971

L. Peter Chatenay

Bank/Unesco Links in Mass Communications Development

1. Unexpectedly, Mr. Goodship of the Unesco Department of Mass Communications and Mr. Hancock, a Unesco field officer in Malaysia working on a regional broadcasting project, visited my office on Thursday, September 9, after having spent some time with the Education Projects Department. They were in Washington on their way to Jamaica to assist in setting up a planning exercise involving the future of the whole communications sector, in the light of economic, social and educational development.
2. Their purpose in my office was to raise the question of liaison between Unesco Mass Communications Department and the Bank. As they point out in the brief (attached) which I asked them to prepare, the only link at the operational level between Mr. Ballantine's Department and Mr. van Fleet's in Unesco does not cover the many non-educational aspects of mass communications. The point made by Mr. Goodship and Mr. Hancock is that the country programming exercises will bring such aspects to light more and more so that a broader operational link or a supplementary link will surely be needed at some point between Unesco and the Bank.
3. I arranged for Mr. Goodship and Mr. Hancock to meet with Mr. Vasudevan and then saw them a second time. We concluded that they should first consider whether new arrangements should be initiated on the Unesco side before formal changes were suggested in the liaison arrangements now operating with the Bank to cover the overall field of mass communications development.

Att.

cc: Messrs. Chadenet, Ballantine and Vasudevan

LPC:mmd

R. C. [unclear]
R. C. [unclear]
[unclear]

Note from Mr. Goodship (UNESCO)

INTRODUCTORY NOTE

Throughout the following paragraphs, where communications media are described, particular reference is made to broadcasting. In fact, although work with broadcasting (radio and television) occupies the larger proportion of the time of the Department of Mass Communication, other media are very important - books, film, audio-visual media - and have to be taken into account in any communication planning exercise, especially so as to show ways in which they interrelate with each other, systematically. The focus on policy determination, and media development, should also not obscure the communications research programme which is an essential part of the Department's work, and on which future practical developments in communication depend.

This concern with an overall pattern is reflected in the Department's organization, into divisions of Planning, Development of media, and Applications of media.

NOTES ON COMMUNICATIONS DEVELOPMENT

1. UNESCO (particularly through its Department of Mass Communication) is developing the principle of integrated communications planning, upon a country basis, upon request, so as to:
 - (i) allow for the most efficient and cost-effective development of communication structures, to allow for development and educational objectives;
 - (ii) link up, on common user lines, a number of communications-based projects, which may otherwise develop in isolation.
2. Initially, this approach (which has been highlighted by the country programming exercise) is through a number of detailed feasibility studies, carried out with a communications focus, and including contributions from broadcasting and other media specialists, communications engineers, communications research specialists, economists and educational technologists.
3. This approach should be of interest to IBRD, considering the Bank's involvement in communication media, especially broadcasting projects from two standpoints - that of telecommunications, and that of educational/instructional television.
4. In the past, the relationship of IBRD to the technical and specialized agencies in these fields has been clearly defined; there has been a relationship to ITU on telecommunications engineering, and to the Education sector of UNESCO in the area of instructional television and educational technology.

5. Recent programming exercises in UNESCO and UNDP have, however, spotlighted some difficulties in coordination and substantive planning.
6. Activities such as educational television, which demand the use of a number of communications media, special technical resources and transmission and distribution outlets depend for their success upon the existence, in any country, of a complete and logical communications policy. In other words, the various Ministries and sectoral interests involved - Education, Information and Broadcasting, Telecommunications etc. - need to be in agreement on objectives, the means of attaining them, and the resources required. In fact, such an accord of interests is rarely secured; individual sectors tend to look at specific problems, or parts of problems (e.g., the creation of a microwave network, or the development of an ITV production centre) without any detailed consideration of the whole system.
7. Consequently, in Turkey recently, a UNESCO mission set up by the Department of Mass Communication in UNESCO to consider the overall development of radio and television found itself in the country at the same time as an IBRD financed team, which was looking, inter alia, at a project concerned with instructional television - yet without any prior consultation between the two missions, or any coordination of the separate planning exercises.
8. In Malaysia, a recent request for assistance in the creation of an educational media service has been closely bound up with the plans for broadcasting training facilities in the country as a whole, and the progress of the project further depends upon guarantees as to satisfactory transmission facilities for educational radio and television programmes. In Jamaica, a project now proposed which concerns ITV, is dependent for its success upon the resolution of a number of problems concerned with production and distribution - all of which in turn are related to the growth of broadcasting as a whole, in the country.
9. In such areas, the Bank has a clear relationship to the Education sector of UNESCO, but has no such relationship with the Communication sector.
10. In many ways, this is a reflection of a similar difficulty in the internal organization of UNESCO, where ITV (in school) is generally within the purview of the Education Sector, but where more general communications matters, and out of school educational television, are within the brief of the Communications sector.
11. Some attempt to face this difficulty has been made recently by the Department of Mass Communication in UNESCO, in proposing the planning mission already quoted, and also in setting up, for 1972, an international meeting on communications planning and research in Asia.

12. One such mission - to evaluate the planning of communications resources and broadcasting networks in the contexts of education, social and economic development - has already been undertaken in Turkey. Similar exercises are foreseen in Jamaica, Ceylon, Malaysia, Singapore and Taiwan (and in several of these countries, IBRD has a present or potential interest in communications activities).

13. The intention of these missions is to undertake the planning of communications strategies, at the country level, with the same kind of depth and focus as is presently applied to educational planning. The communications bias means, however, that such studies will be genuinely intersectorial: as between different divisions and departments of UNESCO, and also as between agencies (e.g., UNESCO and ITU).

14. The Department of Mass Communications, within UNESCO, is currently engaged in restructuring its resources, so as to create suitable mechanisms to undertake such planning missions.

15. A further concern of the Department is to create, in a limited number of key countries in each continent, institutions which can serve as a focal point for communications planning at the national level (usually based upon successful existing institutions), and also as bases for regional training and planning operations. The first of these is in Malaysia, related to broadcasting, where a national and regional broadcasting institute is being developed, to act as a support for broadcasting media development first in Malaysia itself, and subsequently for the Asian region. A number of experts are already in post in Malaysia: others are being recruited. The broadcasting training centre will, for example, not only serve as a base for broadcasting training in general, but will also host the new educational media service, and support a consultant for the use of mass media in family planning promotion. This is a practical beginning which will be developed further in the next biennium.

16. Similar developments are foreseen in Africa and Latin America. The details of this approach - and their practical implications - are now being outlined in a paper which will be transmitted to the agencies, and to the financing organizations, including IBRD, later in 1971.

17. In the meantime, it is clear that such activities touch upon a number of projects and preparatory exercises already being undertaken by IBRD - both sectorally, and intersectorially. Consequently, it is proposed that:

- (i) IBRD might, on occasions, contribute a member (possibly and economist) to selected communications planning missions, particularly where these affect countries where Bank negotiations are foreseen or in progress;
- (ii) IBRD might profitably enter into a dialogue with the Communications sector of UNESCO, and especially with the Department of Mass Communication;

- (iii) IBRD might consider the implications of such work in terms of its own activities and organization patterns, where it is relevant to ongoing projects.

Files

K. Kanagaratnam

June 1, 1971

UNESCO
p. 3

World Health Assembly - Geneva - May 1971 and Discussions UNESCO - Paris

1. As arranged, I attended the World Health Assembly on behalf of the Bank from May 4-10. The Assembly however continued until May 21. (A major objective was to establish contact with health authorities involved in population planning).
2. The 24th World Health Assembly was attended by Ministers and Directors of Health and other top health officials from 120 member countries and from international agencies and bodies in consultation status with WHO. The main purpose of the meeting was to discuss the \$34 million Budget and Programme of work prepared by the Executive Board for their consideration. This was essentially of a domestic nature and of limited external interest. Technical discussions during the Assembly covered "Mass Health Examinations as a Public Health Tool", took 2-1/2 days and some of the discussion centered on cytological examinations which are included in some national family planning programs.
3. The outgoing President of the 23rd Assembly, Dr. H. Pye, Ivory Coast, made two significant references in his address: one of the need for more recognition of the role of health in the development process and, more significant, the importance of health administrators being aware that in competing for development funds they must be increasingly aware of the cost-benefit component of their proposals; the economies per unit of operation are necessary to maximize services and compete for limited national funds.
4. The Director General, in his speech was more positive to family health (although still overly related to health in the sense that it was still viewed as a pure health function). He also made reference to the role of the environmental challenge and further need for WHO to be prepared to face this new task. Most national delegations referred to their own program and difficulties in implementing their programs; some 30 delegations spoke during the session.
5. The pandemic spread of cholera led to a somewhat bitter debate with a certain amount of accusations and counter-accusations; it is felt by some that although cholera Eltor existed in the old Dutch East Indies since 1936, for the first time Europe and Africa have become involved and the traditional health control measures have failed. The failure of Iran, the U.A.R., and Senegal to report the occurrence of the disease in the early stage helped the spread of the disease, aggravated by the poor sanitation and health services in most of Africa. Reference was made and further discussions took place later on during the Assembly on the role of WHO in the area of the environment and health. The full set of papers presented at the meeting are available in this office.
6. Opportunity was taken during the meeting for discussions with members of the following delegations:

Thailand: The Taylor-Bank's Mission Report of Feasibility of a Family Planning Project in Thailand, prepared for WHO, was reviewed. Unfortunately, the Thai program, in many ways a model, is faced with difficulties within the Government (the Directorate of Health Services does not work with the Directorate of Medical Services which controls obstetric and hospital care facilities needed for the program. In fact, there is inadequate basis for a project in Thailand unless both the Thais and the Agencies can develop a more meaningful plan. Dr. Chit, the Director of Health Services has reservations about the financing of this project by a Bank loan. This will be followed up with Area.

Indonesia: The Indonesia delegation referred to efforts being now made by the Bank to obtain data for the appraisal mission now in progress. They have now improved their liaison with the BKKBN (Family Planning Co-ordinating Board); and now they meet with BKKBN weekly. The provincial authorities have also been directed to give more support to the program. I got the feeling that there are strong cross-currents between the Health Ministry and BKKBN that must be restored to make the program work. The Ministry, somewhat encouraged by WHO advisers and visitors, tends to belittle the efforts of BKKBN which in a sense is still finding its feet.

Philippines: The Health Secretary undertook to give more support to family planning activities through the Rural Health Services than had been so in the past. Much initiative in this country's efforts had been with other groups and the support of the rural health services to the program will help rapid growth of the program in the rural areas. In the urban area, the work of voluntary groups and municipal clinics made some impact.

Jamaica: The CMO referred to the Government's recent effort to promote family life education and hopes to get more "moral" support for this from the Bank. I reviewed with him the finding of a recent Bank Supervision Mission and the lack of co-ordination in the physical aspects of the program. I pointed to the fact that the physical program was lagging and that he should get it moving faster. Their birth rate now stands at 34 per thousand, their lowest rate. An attempt to introduce routine VD testing with family planning was started especially by the medical team from the ship "Hope"; it has been given up as there were rumors that only women with VD go to family planning clinics and so give family planning clinics a bad reputation. Their function would be dealt with in the health program later. The Board was also working with the Ministry of Youth and Sports in this family life education program. He said the Government was opposed to abortion as a family planning measure though there was a campaign among some professional groups for this.

India: Discussions with the Indian delegation centered on the recent Census Results and their implications on the effect of the program. They were cautious in their presentation of these figures and did not claim that it represented the effect of the project; the population was about 17 million less than projected. A technical committee is reviewing these figures. The delegation was not in a position to discuss the Bank project. The WHO Regional Director in India role had been questioned and there was a desire for resources without technical assistance or too much external strings.

Malaysia: The plan to develop integrated Rural MCH/FP services is being worked out by the Ministry of Health and the NEPB. The Director of Planning (Dr. Ismail) was looking into this. It is expected that the Director of the Program (Dr. Ariffin) may soon give up his appointment to become full-time Vice-Chancellor of the new National University. This will create a gap for which there do not appear to be trained people to take over who are acceptable to the Government.

7. Discussions with delegations of Kenya, Iran and the U.A.R. were also held but more to establish contact than discuss specific problems.

8. Specific discussions with WHO officials centered on:

- (i) Consultations on the Indonesian project including provision of a Nursing Consultant for Indonesia (this was finalized);
- (ii) Matters likely to come up to Inter-Agency meeting in June;
- (iii) Biomedical research (with Dr. Kessler and Dr. Chaudury).
- (iv) Bellagio meeting.

These are being separately followed up.

UNESCO

9. I spent May 6, 1971 in Paris to establish contact with Mr. J. Fobes, Deputy Director General, and Mr. A. Graham, Population Section, and to discuss the present program of work and their future plans in population. Mr. Fobes felt that their role was so far limited and there were a number of sensitivities. They would like to work with our country programs where they had a role and in particular would like the social research teams working with us on some of the behavioral approaches. Their main effort was to work through their centers in Accra, Beirut, Bangkok, Manila and Santiago to promote educational content changes aimed at long-term benefit given that each year more and more young people enter the fertile-age group. They expressed disappointment with the various joint missions they had had with UN-WHO which did not provide a basis for projects. They specifically referred to the recent Ceylon and Iran missions. They are developing their capability to improve assistance in mass communications in population planning.

10. Mr. Fobes thought UNESCO would be happy to assist in locating a specialist for family life education for our Trinidad project.

cc: Messrs. Chadenet/Baum
Mr. Benuth
Mr. Franco

INTBAFRAD
PARIS

APRIL 29, 1971

TELEX

FRANCE

554

FOR KARASZ EYE WILL BE ATTENDING WORLD HEALTH ASSEMBLY IN GENEVA
NEXT WEEK BUT PROPOSE TO SPEND THURSDAY SIXTH MAY IN PARIS FOR
DISCUSSIONS WITH UNESCO STOP WOULD APPRECIATE DISCUSSIONS AT POLICY
LEVEL WITH MR. JACK FOBES DEPUTY DIRECTOR GENERAL AND AT OPERATIONAL
LEVEL WITH ALEX GRAHAM STOP GRATEFUL IF YOU CAN ARRANGE THIS AND
CONFIRM TO ME IN WASHINGTON BEFORE END OF TOMORROW OR TO INTERCONTINENTAL
GENEVA EARLY NEXT WEEK

KANAGARATNAM

K. Kanagaratnam 

Population Projects


KK:b1f
UNESCO/IBRD

FORM NO. 75
(2-60)

INTERNATIONAL BANK FOR
RECONSTRUCTION AND DEVELOPMENT

INTERNATIONAL FINANCE
CORPORATION

INTERNATIONAL DEVELOPMENT
ASSOCIATION

ROUTING SLIP		Date
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Full Report	Recommendation	
Information	Signature	
Initial	Send On	
REMARKS		
From R. Kanagaratnam 		



united nations educational, scientific and cultural organization
organisation des nations unies pour l'éducation, la science et la culture

REGIONAL OFFICE FOR EDUCATION IN ASIA
BUREAU REGIONAL POUR L' EDUCATION EN ASIE

DARAKARN BUILDING
920 SUKHUMVIT ROAD.
P. O. BOX 1425

BANGKOK, THAILAND

50.3.1/7/71
MC/FP/Asia

REF:

3 February 1971

Dear Sir/Madam,

I have pleasure in informing you that a Regional Unit of Mass Communication and Family planning has been recently established in the Unesco Regional Office for Education in Asia at Bangkok.

The Unit is a practical expression of the world-wide Unesco programme in population activities, which sprang from resolution 1.241 adopted by the Fifteenth Session of the Unesco General Conference in November 1968. The programme covers the sectors which are within the spheres of competence of Unesco: Education, Communication, and Social Sciences. In the field of Communication, a Seminar was held in Paris in June 1969 to examine the problems related to the uses of mass media in support of national family planning programmes. This was followed by a Regional Course in the production and use of mass media for family planning programmes in Asia, held in Seoul in September-October 1970.

The Regional Unit of Mass Communication and Family Planning at Bangkok is responsible for assisting governments and non-governmental organizations in the preparation and execution of specific projects in the application of mass communication to population programmes. In particular, the Unit is available to the Member States in the Region for the planning and promotion of communication approaches to the population activities seen as an integral part of the overall process of social and economic development. It is ready to assist in research, experimentation and training of personnel, as well as in the development of communication organizations and media techniques, and the provision of relevant written and audio-visual documentation.

...2/

3 February 1971

50.3.1/7/71
Page 2

We shall appreciate your contacting us whenever you feel you would like any information or advice on any problem related to mass communication for family planning and the wider aspects of social change and national development. At the same time, we shall be grateful if you can send to us any relevant information and documentation about your programmes related to communication, population, family planning, and social development. Our functions in the Region depend to a large extent on the information we are able to place at the disposal of organizations and institutions in all Member States.

I look forward to a fruitful co-operation with you, for the development of the applications of mass communication to family planning and overall social progress both in your country and in the Asian Region as a whole.

Yours sincerely,



Guy M. Roppa,
Regional Adviser on Mass Communication
and Family Planning



united nations educational, scientific and cultural organization
organisation des nations unies pour l'éducation, la science et la culture

REGIONAL OFFICE FOR EDUCATION IN ASIA
BUREAU REGIONAL POUR L' EDUCATION EN ASIE

DARAKARN BUILDING
920 SUKHUMVIT ROAD.
P. O. BOX 1425

50.3.1/7/71
MC/FP/Asia

3 February 1971 BANGKOK, THAILAND

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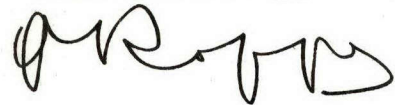
3 February 1971

50.3.1/7/71
Page 2

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Yours sincerely,



Guy M. Roppa,
Regional Adviser on Mass Communication
and Family Planning

R70-112
IDA/R70-43

June 8, 1970

FROM: The President

UNESCO

DECLASSIFIED

MAY 11 2023

WBG ARCHIVES

PROPOSED SUPPLEMENT TO
MEMORANDUM OF UNDERSTANDING
WITH RESPECT TO WORKING ARRANGEMENTS BETWEEN
THE UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND
CULTURAL ORGANIZATION AND THE INTERNATIONAL BANK
FOR RECONSTRUCTION AND DEVELOPMENT AND THE
INTERNATIONAL DEVELOPMENT ASSOCIATION

1. As the Executive Directors are aware, the cooperative program which the Bank* set up with Unesco in June 1964 provides for collaboration in the identification, preparation, appraisal and supervision of education projects and in arranging for technical assistance for project implementation. This program has been a valuable aid to the Bank in the education field. Since 1964, the professional staff in the Unesco Secretariat who are engaged exclusively in cooperative program work have increased in numbers and gained in experience. At present, they function as members of the Unesco Educational Financing Division, a separate unit within the Secretariat, the Director of which operates in close cooperation with the Director of the Bank's Education Projects Department.

2. In recent months, it has become increasingly apparent that it would be advantageous if the cooperative program were expanded to include also the preparation of sector studies and recommendations regarding country programs for the education sector, as well as certain agreed services and studies relevant to particular aspects of educational development. Within the Unesco Secretariat, the Division of Educational Planning and Administration (EPAD) and the Department of School and Higher Education (EDS) are in a position to offer valuable services to the cooperative program in these fields.

3. In discussions which I had with the Director-General of Unesco earlier this year an agreement in principle was reached on a proposed expansion of the cooperative program, and the Bank staff have subsequently completed detailed negotiations with their counterparts at Unesco. The proposed arrangements are embodied in a "Supplement to the Memorandum of Understanding with respect to Working Arrangements between the United Nations Educational, Scientific and Cultural Organization and the International Bank for Reconstruction and Development and the International Development Association", under which EPAD and EDS would together provide annually to the cooperative program such man-years of professional services as Unesco and the Bank may from time to time

* Except as otherwise required by the context, all references herein to the Bank shall be deemed to include both the Bank and IDA.

Distribution:

Executive Directors and Alternates
President
President's Council
Executive Vice President, IFC
Vice President, IFC
Department Heads, Bank and IFC

agree. As an administrative device to permit these services to be provided, new cooperative program posts would be created within the Unesco Secretariat. For an initial period of two years commencing July 1, 1970, six man-years of services are to be provided and six new posts are accordingly to be created, three in EPAD and three in EDS. These additions would involve annual expenditures of approximately \$160,000 when the program is in full operation; under the existing agreement with Unesco, the Bank would bear 75% of the costs. Because of time required for recruitment, expenses for FY 1971 are estimated at \$91,000 and provision has been made in the Bank's FY 1971 budget for 75% of this amount.

4. Attached is the draft of a proposed report from the Executive Directors of the Bank and IDA to the respective Boards of Governors, recommending the approval of the supplemental agreement with Unesco and adoption of draft resolutions to that effect. The draft report describes the purpose and background of the supplemental agreement. The text of the supplemental agreement is attached as Annex A to the draft report and the text of the proposed resolutions to be adopted by the Boards of Governors is attached as Annexes B and C.

5. It will be noted that the proposed supplemental agreement, by its terms, is likewise subject to the approval of the appropriate intergovernmental body of Unesco. The agreement is on the agenda of the Unesco Executive Board at its current session (May 4-June 19, 1970). If the Executive Directors approve, and subject to the approval of the Unesco Executive Board, I propose that the cooperation between the Bank and Unesco, along the lines of the supplemental agreement, be initiated as of July 1, 1970, on an informal and interim basis and pending the requisite approvals by the Boards of Governors.

6. I believe that the conclusion of the proposed supplemental agreement with Unesco would be in the interests of the Bank. Accordingly I recommend that:

- (a) the Secretary dispatch the attached letter, report and proposed resolutions to all members for the consideration of the Boards of Governors;
- (b) a vote of the Boards of Governors be taken without meeting on the proposed resolutions and the requirement that no Governor vote on the resolutions until seven days after their dispatch be waived;
- (c) the Secretary canvass the votes and report thereon to the Executive Directors;
- (d) the effective date of the resolution be the last day allowed for voting; and
- (e) the Secretary take such further action as he deems necessary or appropriate to carry out the purposes of this vote.

7. In the absence of objection (which should be notified to the Secretary or Deputy Secretary by the close of business on June 15, 1970) this report will be deemed approved, to be so recorded in the minutes of subsequent meetings of the Executive Directors of the Bank and IDA.

Robert S. McNamara

(Letter of Transmittal)

(DRAFT)

(TO ALL MEMBERS)

AIRMAIL REGISTERED

June , 1970

Gentlemen:

I have been directed by the Executive Directors of the Bank and the Association to send you the attached report dated June , 1970 submitted by the Executive Directors to the Boards of Governors regarding a proposed supplement to the Memorandum of Understanding with respect to working arrangements between the United Nations Educational, Scientific and Cultural Organization and the International Bank for Reconstruction and Development and the International Development Association (Annex A), together with two resolutions (Annexes B and C) appended to the said reports.

It will be appreciated if you will transmit the reports and draft resolutions to the Governor of the Bank and the Association representing your country with the request that he vote on the resolutions. No particular form of vote is required so long as the Bank receives a clear indication as to whether or not the Governor approves the resolutions.

The Executive Directors have waived the requirement that Governors shall not vote on the resolutions until seven days after their despatch. Votes must be received at the seat of the Bank on or before July , 1970, unless the Executive Directors shall have extended the period of voting. Votes not received by the terminal date shall be void.

Yours truly,

M. M. Mendels
Secretary

INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT
INTERNATIONAL DEVELOPMENT ASSOCIATION

(DRAFT)

June , 1970

Report of the Executive Directors to the Boards of Governors

Supplement to Memorandum of Understanding with respect to
Working Arrangements between the United Nations Educational,
Scientific and Cultural Organisation (Unesco) and the
International Bank for Reconstruction and Development (Bank)
and the International Development Association (IDA)

1. Within the framework of its economic development objectives and policies, the Bank* has been expanding its lending for suitable education projects within its less developed member countries. This lending has been directed to attaining both quantitative and qualitative ends (i.e. expansion in school facilities as well as necessary reforms in education systems). Under a "Memorandum of Understanding" entered into in June 1964 and amended in 1967, the Bank and Unesco agreed to cooperate in (a) assisting member countries in the identification and preparation of education projects, (b) appraising such projects, (c) supervision of such projects, and (d) technical assistance in implementation of projects. Among these activities, Unesco has played a prominent role in project identification and in assisting governments in project preparation. It has also helped the Bank in the discharge of its project appraisal and supervision responsibilities. Some governments have asked for Unesco technical assistance in implementation of the Bank-assisted projects.
2. Under the "Memorandum of Understanding", an identifiable unit (the Educational Financing Division), with specialized personnel of high caliber, has been established within the Unesco Secretariat, which devotes itself exclusively to the work of the cooperative program. The authorized limit of this unit's professional staff has been increased from 12 in 1964 to 29 at present. In the Bank's view, the existence of such an identifiable unit has been an important element in the proper functioning of the cooperative program. At the same time, administrative difficulties have hindered the temporary assignment of other Unesco Secretariat personnel for work under the cooperative program and the contribution of Unesco outside of the Educational Financing Division has, therefore, not been as substantial as either Unesco or the Bank would have wished.
3. The original scope of the "Memorandum of Understanding", involving cooperation in the fields of identification, preparation, appraisal and supervision of education projects and in arranging for technical assistance for project implementation, has for the most part proved sound. However, in view

* Except as otherwise required by the context, all references herein to the Bank shall be deemed to include both the Bank and IDA.

of the growing interest of the Bank in supporting educational policies more suitable to the development needs of its less developed member countries, it is now highly desirable to expand the field of cooperation with Unesco to include (a) the preparation of sector studies and recommendations for country programs for the education sector, and (b) certain agreed services and studies relevant to particular aspects of educational development. The Unesco Division of Educational Planning and Administration is in a position to provide valuable up-to-date information on the education sector of our member countries. The Unesco Department of School and Higher Education can offer specialized knowledge and experience regarding qualitative aspects of education in greater depth than would normally be available from other sources.

4. It appears desirable both to Unesco and the Bank to expand the scope of the "Memorandum of Understanding" to provide for the Division of Educational Planning and Administration and the Department of School and Higher Education to furnish services to the cooperative program on a regular basis. To this end, the attached "Supplement to the Memorandum of Understanding with respect to Working Arrangements between the United Nations Educational, Scientific and Cultural Organization and the International Bank for Reconstruction and Development and the International Development Association" has been negotiated (Annex A). The Executive Directors believe that the amendments contemplated will make the work of the Bank in the field of education more effective and productive.

5. The "Supplement to the Memorandum of Understanding" requires the approval of the Boards of Governors of the Bank and of IDA, pursuant to Article V, Section 2(b)(v) of the Articles of Agreement of the Bank and Article VI, Section 2(c)(v) of the Articles of Agreement of IDA, under which formal arrangements to cooperate with other international organizations must be approved by the Boards of Governors. It is also subject to the approval of the appropriate intergovernmental organ of Unesco.

Recommendation

6. The Executive Directors recommend that the "Supplement to the Memorandum of Understanding with respect to Working Arrangements between the United Nations Educational, Scientific and Cultural Organization and the International Bank for Reconstruction and Development and the International Development Association" be approved by the Boards of Governors, and that

- (a) the Board of Governors of the Bank adopt by vote without meeting the draft resolution attached as Annex B to this report; and
- (b) the Board of Governors of IDA adopt by vote without meeting the draft resolution attached as Annex C to this report.

SUPPLEMENT

TO

MEMORANDUM OF UNDERSTANDING
WITH RESPECT TO WORKING ARRANGEMENTS BETWEEN
THE UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND
CULTURAL ORGANIZATION AND THE INTERNATIONAL BANK
FOR RECONSTRUCTION AND DEVELOPMENT AND THE INTER-
NATIONAL DEVELOPMENT ASSOCIATION

WHEREAS a Memorandum of Understanding with Respect to Working Arrangements between the United Nations Educational, Scientific and Cultural Organization and the International Bank for Reconstruction and Development and the International Development Association, was signed by Unesco on June 5, 1964 and by the Bank and the Association on June 15, 1964, and was amended by an exchange of letters dated June 27, 1967 and July 7, 1967, respectively; and

WHEREAS both Unesco and the Bank* desire to include in the Co-operative Programme provided for in said Memorandum, as amended, the services of Unesco experts outside the Educational Financing Division (EFD) and to expand the scope of the Programme;

NOW THEREFORE the Memorandum, as amended, is hereby supplemented as follows:

* All references to the Bank in this Supplement shall be taken to include both the Bank and the International Development Association.

1. Extension of Co-operative Programme

In addition to the activities provided for in said Memorandum of Understanding, as amended, the Co-operative Programme shall include, as may be agreed between Unesco and the Bank from time to time: (a) the preparation of sector studies and of recommendations for country programmes for the education sector; and (b) other services and studies relevant to particular aspects of educational development.

2. Additional Personnel

Unesco will provide, through its Educational Planning and Administration Division (EPAD) and its Department of School and Higher Education (EDS), for agreed activities in the Co-operative Programme, such man-years of professional services per year as shall be agreed from time to time by Unesco and the Bank. Accordingly, there shall be established in EPAD and EDS a corresponding number of Co-operative Programme posts at such levels and for such periods as shall be agreed from time to time by Unesco and the Bank. For an initial period of two years, commencing July 1, 1970 there shall be six such posts at P/5 level, three in EPAD and three in EDS.

3. Agreement on Activities

(a) All services to be performed under the Co-operative Programme by staff members of EDS and EPAD will be agreed in advance by Unesco and the Bank. They may be proposed by either Unesco or the Bank. Such agreement will normally be reached and subsequently reviewed during periodic review meetings of the programme. In reaching agreement the activity will be defined with respect to the country involved, the

type of activity, the numbers and types of personnel required, their terms of reference and the timing and schedule of the activity. An estimate of the total man-months (or weeks) required will be made and travel and other supporting services (when necessary) will be indicated.

(b) Activities will normally be such as to require a substantial allocation of time (not less than one man-month). To ensure prompt completion and a high standard of performance, it is expected that staff members will be assigned to the activity on a full time and continuous basis to the fullest extent possible. Unesco will notify the Bank of any significant change in this expectation or in the forecast schedule for the activity.

4. Selection and Assignment of Personnel

(a) Appointment of Staff to fill the Co-operative Programme posts established in EDS and EPAD will be made by the Director-General of Unesco.

(b) To provide the agreed man-years of service to the Co-operative Programme by EDS and EPAD each of those units, following consultation with the Bank, will designate a panel of an agreed upon number of staff members of the unit for Co-operative Programme activities. Assignment of these staff members to agreed programme activities will thereafter be made by the Director of the unit. Occupants of the Co-operative Programme posts may or may not be designated as members of the panel. When necessary to accomplish an agreed activity within the Co-operative Programme, Unesco may propose other personnel in EDS or EPAD not on the panels and with the agreement of the Bank assign them to the activity.

(c) Nothing in this agreement is intended to preclude services by

Unesco personnel outside EFD, EPAD, and EDS, as contemplated in the Memorandum.

5. Accounting for Services

Any services, including identifiable supervisory services, provided by the staff of EPAD or EDS for the Co-operative Programme will be chargeable against the man-years of service agreed from time to time under paragraph 2 above.

6. Communications

Communications concerned with normal operations of the Co-operative Programme will be through the Director of the Educational Financing Division.

Except as otherwise provided herein, this Supplement and the activities provided for herein shall be governed by the said Memorandum of Understanding, as amended, and related administrative arrangements.

Director-General
United Nations Educational,
Scientific and Cultural
Organization

President
International Bank for Recon-
struction and Development and
International Development
Association

Date _____

Date _____

INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT

(DRAFT)

RESOLUTION NO. _____

Supplement to the Memorandum of Understanding with Respect to Working Arrangements Between the United Nations Educational, Scientific and Cultural Organization (Unesco) and the International Bank for Reconstruction and Development and the International Development Association

RESOLVED:

THAT the Supplement to the Memorandum of Understanding with Respect to Working Arrangements Between the United Nations Educational, Scientific and Cultural Organization (Unesco) and the Bank and the International Development Association attached as Annex A to the Report of the Executive Directors to the Boards of Governors dated _____, 1970, are hereby approved.

INTERNATIONAL DEVELOPMENT ASSOCIATION

(DRAFT)

RESOLUTION NO.

Supplement to the Memorandum of Understanding
with Respect to Working Arrangements Between
the United Nations Educational, Scientific and
Cultural Organization (Unesco) and the International
Bank for Reconstruction and Development and the
International Development Association

RESOLVED:

THAT the Supplement to the Memorandum of Understanding with
Respect to Working Arrangements Between the United Nations Educational,
Scientific and Cultural Organization (Unesco) and the International
Bank for Reconstruction and Development and the Association attached
as Annex A to the Report of the Executive Directors to the Boards of
Governors dated _____, 1970, are hereby approved.

MEMORANDUM OF UNDERSTANDING WITH RESPECT TO WORKING ARRANGEMENTS
BETWEEN THE UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL
ORGANIZATION AND THE INTERNATIONAL BANK FOR RECONSTRUCTION AND
DEVELOPMENT AND THE INTERNATIONAL DEVELOPMENT ASSOCIATION

- as amended (1) -

Unesco and the Bank⁽⁺⁾ have for several years been co-operating on an ad hoc basis on matters of common concern. Now that the Bank is entering into the field of financing educational projects, most of which are expected to be of types falling within Unesco's field of responsibility, this co-operation will have to be intensified and it appears desirable to both Unesco and the Bank that working arrangements be agreed upon setting forth the principles to govern such co-operation.

These working arrangements, as agreed upon by the Director-General of Unesco and the President of the Bank subject to the approvals specified in paragraph 7 hereof, are as follows:

1. The Co-operative Programme

Unesco and the Bank will co-operate together in the following fields:

- (a) Assisting countries of common membership in the identification and preparation of educational projects of types which fall within Unesco's field of responsibility and which, in the framework of its economic development objectives and general policies, the Bank is willing to consider for financing.
- (b) Appraising projects of the foregoing types.
- (c) Providing end-use supervision of the execution and operation of Bank-financed projects of the foregoing types.

(1) This Memorandum of Understanding was initially signed on 5 June 1964 and 15 June 1964; and was amended by an exchange of letters dated 27 June 1967 and 7 July 1967. The amendments are reflected in the substitution of the words "Educational Financing Division" for "Educational Financing Unit" throughout the Memorandum, in the addition of the words "until December 31, 1966" between the words "will" and "be" in the phrase "will be shared equally by Unesco and the Bank" in sub-paragraph (a) of paragraph 4, and in the addition of sub-paragraph (1) to paragraph 4.

(+) All references in this Memorandum to the Bank shall be taken to include both the Bank and the International Development Association.

- (d) Arranging for technical assistance required for the implementation of Bank-financed projects.

Assistance to member governments in educational planning is recognized as an important foundation for investment programmes in the long term and this activity, being a part of Unesco's own programme, will continue to be the sole responsibility of Unesco.

2. Allocation of Functions within the Co-operative Programme

(a) Assistance to Governments in the Identification and Preparation of Projects

It is agreed that, as between the two organizations, Unesco has primary responsibility for this function. Unesco's programme of work in this connexion, in so far as it forms part of the co-operative programme, will be agreed with the Bank. Upon the request of Unesco, and assuming personnel resources permit, the Bank will be prepared to attach a staff member to serve as an adviser to a Unesco mission engaged in this work.

economic
From time to time, the Bank sends general survey and other types of missions to its member countries whose functions may include identification of promising projects in various sectors. Upon request of the Bank, Unesco will provide, as part of the co-operative programme, staff members or consultants to serve as advisers to such Bank missions.

School design and construction fall within Unesco's field of responsibility. The Bank also has competence to assist member countries in planning and other work connected with the physical facilities involved in educational projects. To the extent that Unesco provides assistance in this field in agreement with the Bank, the work of the Unesco staff members or consultants involved shall be considered as part of the co-operative programme.

(b) Appraisal of Projects

The Bank will be responsible for the appraisal of projects, upon the basis of which its financing decisions are made. However, at the request of the Bank, Unesco will provide staff members or consultants to serve as educational experts on Bank appraisal missions. The work of such experts will be part of the co-operative programme.

(c) End-Use Supervision

The Bank will be responsible for the disbursement of funds and for the end-use supervision of the construction of physical facilities, the purchase of equipment and the maintenance of both

facilities and equipment in connexion with Bank-financed projects, and to this end will be responsible for such review as may be appropriate of the specifications, bids and awards of contracts, for examination of all documents relating to disbursements, and for whatever inspections of the project are necessary in this connexion. Unesco will, in cases agreed with the Bank, assume responsibility as part of the co-operative programme, to ascertain, both through field inspections and through review of periodic reports, and to advise the Bank whether the educational objectives of the project are being achieved and whether the obligations undertaken by the borrower in this connexion are being fulfilled. The results of Unesco's end-use work on the educational aspects of projects financed by the Bank will be made available to the Bank and, in the event that representations to the borrower should be necessary on educational matters, Unesco and the Bank will consult together on how they might best be made.

(d) Technical Assistance in Project Implementation

In cases agreed with the Bank, Unesco will provide or arrange for and will exercise appropriate supervision over technical assistance required for the direct implementation of a Bank-financed project.

3. Personnel

It is agreed that the co-operative programme requires a unit of specialized personnel of high calibre within the Unesco Secretariat which can devote itself exclusively and continuously to this work. The Director-General of Unesco will, therefore, establish such a unit (hereafter referred to for purposes of this Memorandum as "Educational Financing Division") as an identifiable group within the Unesco Secretariat. Unesco and the Bank will agree from time to time on the appropriate size of the Educational Financing Division and on the types and classifications of positions to be included within the Division, and the Director-General of Unesco will consult with the Bank on the appointment of staff to the Division. The Division, although it will be devoted exclusively to work in connexion with the co-operative programme, will be an integral part of the Unesco Secretariat and will operate under the exclusive authority of the Director-General of Unesco.

Both Unesco and the Bank agree that it is desirable to use Unesco regular staff members, to the greatest practicable extent, for work under the co-operative programme. However, it is recognized that, from time to time, and particularly in the early stages of the programme, it will be necessary to employ outside consultants. It will also be necessary and desirable, from time to time, to use Unesco staff members outside the

Educational Financing Division for purposes of the co-operative programme. In cases where Unesco intends to appoint an outside consultant to serve as educational adviser to a Bank mission, it will consult the Bank as to the person proposed to be appointed.

4. Financial Arrangements

- (a) Subject to the qualifications set forth below, the costs of Unesco in connexion with agreed work under the programme, including salary, allowances and other benefits and travel costs of the Educational Financing Division, of outside consultants, and of other Unesco staff members assigned to such work will, until 31 December, 1966, be shared equally by Unesco and the Bank up to a ceiling figure to be fixed from time to time by agreement between the two organizations.
- (b) The travel and subsistence expenses of Unesco staff members and consultants while serving as members of Bank appraisal, general survey or other missions, will be borne or provided for by the Bank.
- (c) Unesco will pay for invisible overhead costs (including space) and for identifiable indirect costs (except as provided in sub-paragraphs (d) and (e)) involved in its participation in the co-operative programme.
- (d) The Bank will bear the cost of documentation, reproduction and translation undertaken by Unesco in agreement with the Bank.
- (e) The cost of technical assistance directly required for the implementation of Bank-financed projects, including an amount for Unesco's estimated administrative costs in arranging for such technical assistance in cases agreed with the Bank, will be paid for out of the proceeds of the financing or will be otherwise met by the Bank. The amount for estimated administrative costs will be 12 per cent. of the direct cost of such technical assistance except where technical assistance is provided under contract between Unesco and some outside entity, in which event the amount will be fixed by agreement between Unesco and the Bank.
- (f) For the calendar years 1965 and 1966, the agreed ceiling figure for purposes of sub-paragraph (a) above, to be shared equally by the two organizations, will be \$600,000 for 1965 and \$700,000 for 1966. If Unesco's costs should exceed this amount, the Bank will reimburse Unesco for the excess, provided that Unesco will not incur or commit itself to incur costs in excess of \$750,000 in 1965 or \$900,000 in 1966 without the prior approval of the Bank.

- (g) For the calendar year 1964, Unesco's contribution under its existing budget cannot exceed \$75,000. Accordingly, the agreed ceiling for 1964 for purposes of sub-paragraph (a) above will be \$150,000. Unesco's costs in excess of this amount will be reimbursed by the Bank, provided that Unesco will not incur or commit itself to incur costs in excess of \$300,000 during 1964 without the prior approval of the Bank.
- (h) The Bank and Unesco will agree on the procedures for payment of funds from the Bank to Unesco, and for accounting to the Bank by Unesco, in connexion with the co-operative programme.
- (i) Beginning with the calendar year 1967, the costs of Unesco for agreed work under the programme as defined in sub-paragraph (a) will be shared in the proportion of 25% by Unesco and 75% by the Bank, subject to the qualifications set forth in sub-paragraphs (b), (c), (d) and (e). The cost-sharing ceiling figure for each Unesco biennium will be fixed from time to time by agreement between the two organizations.

5. Relations with other Agencies

It is expected that most of the projects in the educational sector which are likely to be considered for Bank financing will fall within Unesco's field of responsibility. There may be cases, however, where, because of the type of project involved or because of special circumstances, it would be appropriate and desirable for the Bank to look to some other international agency, such as ILO or FAO, or to some national agency, public or private, to perform some or all of the functions which Unesco would ordinarily perform under these Working Arrangements. It is agreed that in all such cases the Bank will consult Unesco on the action it proposes to take. It is also agreed that the Bank will not subject Unesco's advice on educational matters within its competence and covered by the co-operative programme to review by any outside agency.

6. Modification and Termination

These Working Arrangements may be modified or supplemented at any time by mutual agreement between the two organizations. Each organization may, after reasonable notice, terminate the arrangements, provided that, if they are terminated by the Bank, the Bank will reimburse Unesco for the financial consequences of cancelling personnel commitments entered into for purposes of the co-operative programme. Continuation of Unesco's responsibility under these arrangements beyond 31 December 1964 is subject to the decisions of the General Conference.

7. Effectuation of the Arrangements

The Working Arrangements set out in the Memorandum of Understanding will become effective when approved by the Executive Board of Unesco and the Boards of Governors of the Bank and IDA and signed by the Director-General of

Unesco and the President of the Bank and of IDA. It is contemplated that the necessary approvals will authorize payment by the Bank to Unesco retroactively to 1 March 1964, of expenses incurred for purposes of the co-operative programme which would have been eligible for payment if these Working Arrangements had been effective on that date.

George D. Woods
President
International Bank for Reconstruction
and Development and International
Development Association.

René Maheu
Director-General
United Nations Educational,
Scientific and Cultural
Organization.

Date: 15 June 1964

Date. 5 June 1964



January 18, 1971

Mr. Manuel Jimenez
Director, Relations with Member States and
International Organizations and Programmes
United Nations Educational, Scientific and
Cultural Organization
Place de Fontenoy
Paris 7e
France

Dear Manuel:

Thank you for your letter of December 23, commenting on arrangements for cooperation between the Bank and Unesco on our economic, sector and special missions. We expect to be sending you an updated schedule in the near future, and are glad to have your renewed confirmation of Unesco's interest in participating in appropriate Bank missions.

It seems to me somewhat difficult to make general comments about the number of specialists in education or any other sector which might be required for our missions, since the circumstances vary so much from case to case.

We agree that Unesco's contribution to Bank missions might be more constructive if you had specific terms of reference at an earlier stage in mission preparation. We are in the process of reviewing the internal arrangements pertaining to our mission schedule. In the course of time this may permit an earlier exchange of information.

I am drawing my colleagues' attention to your concern with family planning, particularly in its educational aspects, and with educational statistics. Educational statistics and the educational aspects of family planning are not likely to be subjects of concern in our country economic missions. They might at some stage arise in connection with sector or special missions, though we are more likely to become involved with them in technical assistance associated with specific investments.

We agree that the appropriate channel for the submission of individual requests for assistance from Unesco on Bank missions is the Cooperative Program.

Sincerely yours,



Richard H. Demuth
Director

Development Services Department

2.6
AEE/RHD:lp
66


Cleared and cc: Messrs. Ballantine, Lerdau

cc: Messrs. Kenagaratnam, Hawkins, Levy,
with copy of incoming.

MR. D.S. Ballantine

January 8, 1971

K. Kanagaratnam


UNESCO Letter of December 23, 1970

1. Attached is a copy of a letter from UNESCO on Economic, Sector and Special Missions.

2. I am concerned with the second paragraph on page 2: -

"As you know, we are concerned with family planning, particularly with the educational aspects of the problem, and it might be possible for us to participate in some of the missions you have foreseen on this subject."

3. Mr. Matheson, who works on population in UNESCO, spoke to me in Paris recently about extending their contact with us in this area but he was not too specific as to how this should be done. One way, he thought, was through their participation in some Bank educational missions and to use to build in programs of family life education (sex education) for schools. I have reservations to such a piece-meal approach because the development of family life education must be taken in the context of the total population policy; it is often a more controversial aspect even in countries with population programs and should be synchronized with the general climate of this work.

4. Mr. Matheson said that he would get UNESCO to follow up on this matter. I do not think that this letter and particular reference to family planning constitutes a follow-up he had in mind; should there be a fuller follow-up we should then get together and discuss this in more detail. I have a feeling that the place of family life education in the context of total population policy must be determined by the strategy of the country concerned and that its timing should be at a certain suitable stage of the general development of population programs; most important, it should not precede certain other activities such as program development, general public information programs etc., necessary for a general climate of support for population activities.

Attachment

KK:bli

ROUTING SLIP	Date <i>Jan 6, 1971</i>
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NAME	ROOM NO.
Mr. Harold King <i>ELH.</i>	<i>D446</i>
<i>Mr. Lerdaun</i>	

	To Handle	Note and File
	Appropriate Disposition	Note and Return
	Approval	Prepare Reply
	Comment	Per Our Conversation
	Full Report	Recommendation
<input checked="" type="checkbox"/>	Information	Signature
	Initial	Send On

REMARKS

Perhaps this should be brought to the attention of Pop. Projects Dept?

ELH.

From **ENRIQUE LERDAU;** *EL*

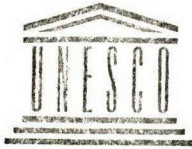
ROUTING SLIP	Date January 5, 1971
---------------------	-----------------------------

NAME	ROOM NO.
✓ Mr. Chenery	A1221
✓ Mr. Lerdaу	A1139
Mr. Ballantine	D 729
Mr. Elmendorf	D1134

To Handle	Note and File
Appropriate Disposition	Note and Return
Approval	Prepare Reply
Comment	Per Our Conversation
Full Report	Recommendation
x Information	Signature
Initial	Send On

REMARKS

From / Richard H. Demuth /



united nations educational, scientific and cultural organization
organisation des nations unies pour l'éducation, la science et la culture

place de Fontenoy, 75 Paris-7^e

téléphone : 566-57.57
câbles : Unesco Paris
téléc : 27 602 Paris

référence : BMS/RIO/289

23 December 1970

Copied for Mr Ballantyne
18

Dear Mr. Demuth,

IBRD - Economic, Sector and Special Missions

I would like to refer again, though belatedly, to your letter of 14 August to the Director-General in connection with your economic, sector and special missions. May the session of our General Conference, in which we were until recently submerged, be accepted by you with my apologies as the reason for commenting so late on some of the questions raised by your letter.

As you well know, our Director-General is greatly interested in participating in your missions whenever you consider that our presence is required or when, from our own point of view, we feel that it might be useful to do so.

May I now make some comments with regard to our actual participation in your missions. In the first place we feel that one single educator participating in a mission of twelve or more specialists most of whom are economists, might not always be sufficient. It might well vary from case to case and we should like to see sufficient flexibility to allow for more than one education specialist, should the particular country situation so demand. There is a very wide field of specialization

./..

Mr. Richard H. DEMUTH
Director
Development Services Department
International Bank for Reconstruction
and Development
1818 H Street, N.W.
Washington, D.C. 20433
(U.S.A.)

which could be relevant: financing, buildings, curriculum or educational statistics, for example. There are, of course, a growing number of countries where we have a comprehensive PIM report, or information from other sources, on the educational system, but not sufficient to cover the countries included in your lists. Also the existing reports will require up-dating as time goes on. Also we feel that our contribution would be more constructive if the specific terms of reference were defined in each case, at an early stage so as to give us enough time to match the man for the job. Unless the education component of your mission can be competently and sufficiently manned, we should not participate in them.

In the second place I would like to refer to two special fields outside the analysis of educational systems. As you know, we are concerned with family planning, particularly with the educational aspects of the problem, and it might be possible for us to participate in some of the missions you have foreseen on this subject. Similarly the missions you have scheduled for statistics might include the services of a specialist in educational statistics. This would be relevant in view of the high proportion of government revenue spent on education, and it would have the added advantage of co-ordinating with your efforts the work of our regular education missions, and vice-versa.

Finally, we hope that it will be possible to systematize the information on missions both at the planning stage and upon their completion. We would like to see more contact through the IBRD/UNESCO Co-operative Programme before arriving at the stage represented by your compendium, and a rapid sharing of the missions' results. Our respective Heads have expressed their willingness to join with the countries themselves and UNDP in country programming, and this cannot be done efficiently, avoiding duplication of effort, without systematic and rapid exchange of information.

With regard to assistance for specific missions, I note that you will approach us as and when the need for such assistance arises and I suggest that this be done through the channel of the Co-operative Programme.

I know you will accept these comments in the constructive spirit in which they are meant.

With kind regards,

Manuel Jiménez
Director

Relations with Member States and
International Organizations and Programmes

DECLASSIFIED

R70-112
IDA/R70-43

FROM: The President

MAY 11 2023

June 8, 1970

WBG ARCHIVES

PROPOSED SUPPLEMENT TO
MEMORANDUM OF UNDERSTANDING
WITH RESPECT TO WORKING ARRANGEMENTS BETWEEN
THE UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND
CULTURAL ORGANIZATION AND THE INTERNATIONAL BANK
FOR RECONSTRUCTION AND DEVELOPMENT AND THE
INTERNATIONAL DEVELOPMENT ASSOCIATION

1. As the Executive Directors are aware, the cooperative program which the Bank* set up with Unesco in June 1964 provides for collaboration in the identification, preparation, appraisal and supervision of education projects and in arranging for technical assistance for project implementation. This program has been a valuable aid to the Bank in the education field. Since 1964, the professional staff in the Unesco Secretariat who are engaged exclusively in cooperative program work have increased in numbers and gained in experience. At present, they function as members of the Unesco Educational Financing Division, a separate unit within the Secretariat, the Director of which operates in close cooperation with the Director of the Bank's Education Projects Department.
2. In recent months, it has become increasingly apparent that it would be advantageous if the cooperative program were expanded to include also the preparation of sector studies and recommendations regarding country programs for the education sector, as well as certain agreed services and studies relevant to particular aspects of educational development. Within the Unesco Secretariat, the Division of Educational Planning and Administration (EPAD) and the Department of School and Higher Education (EDS) are in a position to offer valuable services to the cooperative program in these fields.
3. In discussions which I had with the Director-General of Unesco earlier this year an agreement in principle was reached on a proposed expansion of the cooperative program, and the Bank staff have subsequently completed detailed negotiations with their counterparts at Unesco. The proposed arrangements are embodied in a "Supplement to the Memorandum of Understanding with respect to Working Arrangements between the United Nations Educational, Scientific and Cultural Organization and the International Bank for Reconstruction and Development and the International Development Association", under which EPAD and EDS would together provide annually to the cooperative program such man-years of professional services as Unesco and the Bank may from time to time

* Except as otherwise required by the context, all references herein to the Bank shall be deemed to include both the Bank and IDA.

Distribution:

Executive Directors and Alternates
President
President's Council
Executive Vice President, IFC
Vice President, IFC
Department Heads, Bank and IFC

agree. As an administrative device to permit these services to be provided, new cooperative program posts would be created within the Unesco Secretariat. For an initial period of two years commencing July 1, 1970, six man-years of services are to be provided and six new posts are accordingly to be created, three in EPAD and three in EDS. These additions would involve annual expenditures of approximately \$160,000 when the program is in full operation; under the existing agreement with Unesco, the Bank would bear 75% of the costs. Because of time required for recruitment, expenses for FY 1971 are estimated at \$91,000 and provision has been made in the Bank's FY 1971 budget for 75% of this amount.

4. Attached is the draft of a proposed report from the Executive Directors of the Bank and IDA to the respective Boards of Governors, recommending the approval of the supplemental agreement with Unesco and adoption of draft resolutions to that effect. The draft report describes the purpose and background of the supplemental agreement. The text of the supplemental agreement is attached as Annex A to the draft report and the text of the proposed resolutions to be adopted by the Boards of Governors is attached as Annexes B and C.

5. It will be noted that the proposed supplemental agreement, by its terms, is likewise subject to the approval of the appropriate intergovernmental body of Unesco. The agreement is on the agenda of the Unesco Executive Board at its current session (May 4-June 19, 1970). If the Executive Directors approve, and subject to the approval of the Unesco Executive Board, I propose that the cooperation between the Bank and Unesco, along the lines of the supplemental agreement, be initiated as of July 1, 1970, on an informal and interim basis and pending the requisite approvals by the Boards of Governors.

6. I believe that the conclusion of the proposed supplemental agreement with Unesco would be in the interests of the Bank. Accordingly I recommend that:

- (a) the Secretary dispatch the attached letter, report and proposed resolutions to all members for the consideration of the Boards of Governors;
- (b) a vote of the Boards of Governors be taken without meeting on the proposed resolutions and the requirement that no Governor vote on the resolutions until seven days after their dispatch be waived;
- (c) the Secretary canvass the votes and report thereon to the Executive Directors;
- (d) the effective date of the resolution be the last day allowed for voting; and
- (e) the Secretary take such further action as he deems necessary or appropriate to carry out the purposes of this vote.

7. In the absence of objection (which should be notified to the Secretary or Deputy Secretary by the close of business on June 15, 1970) this report will be deemed approved, to be so recorded in the minutes of subsequent meetings of the Executive Directors of the Bank and IDA.

Robert S. McNamara

(Letter of Transmittal)

(DRAFT)

(TO ALL MEMBERS)

AIRMAIL REGISTERED

June , 1970

Gentlemen:

I have been directed by the Executive Directors of the Bank and the Association to send you the attached report dated June , 1970 submitted by the Executive Directors to the Boards of Governors regarding a proposed supplement to the Memorandum of Understanding with respect to working arrangements between the United Nations Educational, Scientific and Cultural Organization and the International Bank for Reconstruction and Development and the International Development Association (Annex A), together with two resolutions (Annexes B and C) appended to the said reports.

It will be appreciated if you will transmit the reports and draft resolutions to the Governor of the Bank and the Association representing your country with the request that he vote on the resolutions. No particular form of vote is required so long as the Bank receives a clear indication as to whether or not the Governor approves the resolutions.

The Executive Directors have waived the requirement that Governors shall not vote on the resolutions until seven days after their despatch. Votes must be received at the seat of the Bank on or before July , 1970, unless the Executive Directors shall have extended the period of voting. Votes not received by the terminal date shall be void.

Yours truly,

M. M. Mendels
Secretary

INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT
INTERNATIONAL DEVELOPMENT ASSOCIATION

(DRAFT)

June , 1970

Report of the Executive Directors to the Boards of Governors

Supplement to Memorandum of Understanding with respect to Working Arrangements between the United Nations Educational, Scientific and Cultural Organisation (Unesco) and the International Bank for Reconstruction and Development (Bank) and the International Development Association (IDA)

1. Within the framework of its economic development objectives and policies, the Bank* has been expanding its lending for suitable education projects within its less developed member countries. This lending has been directed to attaining both quantitative and qualitative ends (i.e. expansion in school facilities as well as necessary reforms in education systems). Under a "Memorandum of Understanding" entered into in June 1964 and amended in 1967, the Bank and Unesco agreed to cooperate in (a) assisting member countries in the identification and preparation of education projects, (b) appraising such projects, (c) supervision of such projects, and (d) technical assistance in implementation of projects. Among these activities, Unesco has played a prominent role in project identification and in assisting governments in project preparation. It has also helped the Bank in the discharge of its project appraisal and supervision responsibilities. Some governments have asked for Unesco technical assistance in implementation of the Bank-assisted projects.
2. Under the "Memorandum of Understanding", an identifiable unit (the Educational Financing Division), with specialized personnel of high caliber, has been established within the Unesco Secretariat, which devotes itself exclusively to the work of the cooperative program. The authorized limit of this unit's professional staff has been increased from 12 in 1964 to 29 at present. In the Bank's view, the existence of such an identifiable unit has been an important element in the proper functioning of the cooperative program. At the same time, administrative difficulties have hindered the temporary assignment of other Unesco Secretariat personnel for work under the cooperative program and the contribution of Unesco outside of the Educational Financing Division has, therefore, not been as substantial as either Unesco or the Bank would have wished.
3. The original scope of the "Memorandum of Understanding", involving cooperation in the fields of identification, preparation, appraisal and supervision of education projects and in arranging for technical assistance for project implementation, has for the most part proved sound. However, in view

* Except as otherwise required by the context, all references herein to the Bank shall be deemed to include both the Bank and IDA.

of the growing interest of the Bank in supporting educational policies more suitable to the development needs of its less developed member countries, it is now highly desirable to expand the field of cooperation with Unesco to include (a) the preparation of sector studies and recommendations for country programs for the education sector, and (b) certain agreed services and studies relevant to particular aspects of educational development. The Unesco Division of Educational Planning and Administration is in a position to provide valuable up-to-date information on the education sector of our member countries. The Unesco Department of School and Higher Education can offer specialized knowledge and experience regarding qualitative aspects of education in greater depth than would normally be available from other sources.

4. It appears desirable both to Unesco and the Bank to expand the scope of the "Memorandum of Understanding" to provide for the Division of Educational Planning and Administration and the Department of School and Higher Education to furnish services to the cooperative program on a regular basis. To this end, the attached "Supplement to the Memorandum of Understanding with respect to Working Arrangements between the United Nations Educational, Scientific and Cultural Organization and the International Bank for Reconstruction and Development and the International Development Association" has been negotiated (Annex A). The Executive Directors believe that the amendments contemplated will make the work of the Bank in the field of education more effective and productive.

5. The "Supplement to the Memorandum of Understanding" requires the approval of the Boards of Governors of the Bank and of IDA, pursuant to Article V, Section 2(b)(v) of the Articles of Agreement of the Bank and Article VI, Section 2(c)(v) of the Articles of Agreement of IDA, under which formal arrangements to cooperate with other international organizations must be approved by the Boards of Governors. It is also subject to the approval of the appropriate intergovernmental organ of Unesco.

Recommendation

6. The Executive Directors recommend that the "Supplement to the Memorandum of Understanding with respect to Working Arrangements between the United Nations Educational, Scientific and Cultural Organization and the International Bank for Reconstruction and Development and the International Development Association" be approved by the Boards of Governors, and that

- (a) the Board of Governors of the Bank adopt by vote without meeting the draft resolution attached as Annex B to this report; and
- (b) the Board of Governors of IDA adopt by vote without meeting the draft resolution attached as Annex C to this report.

SUPPLEMENT

TO

MEMORANDUM OF UNDERSTANDING
WITH RESPECT TO WORKING ARRANGEMENTS BETWEEN
THE UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND
CULTURAL ORGANIZATION AND THE INTERNATIONAL BANK
FOR RECONSTRUCTION AND DEVELOPMENT AND THE INTER-
NATIONAL DEVELOPMENT ASSOCIATION

WHEREAS a Memorandum of Understanding with Respect to Working Arrangements between the United Nations Educational, Scientific and Cultural Organization and the International Bank for Reconstruction and Development and the International Development Association, was signed by Unesco on June 5, 1964 and by the Bank and the Association on June 15, 1964, and was amended by an exchange of letters dated June 27, 1967 and July 7, 1967, respectively; and

WHEREAS both Unesco and the Bank* desire to include in the Co-operative Programme provided for in said Memorandum, as amended, the services of Unesco experts outside the Educational Financing Division (EFD) and to expand the scope of the Programme;

NOW THEREFORE the Memorandum, as amended, is hereby supplemented as follows:

* All references to the Bank in this Supplement shall be taken to include both the Bank and the International Development Association.

1. Extension of Co-operative Programme

In addition to the activities provided for in said Memorandum of Understanding, as amended, the Co-operative Programme shall include, as may be agreed between Unesco and the Bank from time to time: (a) the preparation of sector studies and of recommendations for country programmes for the education sector; and (b) other services and studies relevant to particular aspects of educational development.

2. Additional Personnel

Unesco will provide, through its Educational Planning and Administration Division (EPAD) and its Department of School and Higher Education (EDS), for agreed activities in the Co-operative Programme, such man-years of professional services per year as shall be agreed from time to time by Unesco and the Bank. Accordingly, there shall be established in EPAD and EDS a corresponding number of Co-operative Programme posts at such levels and for such periods as shall be agreed from time to time by Unesco and the Bank. For an initial period of two years, commencing July 1, 1970 there shall be six such posts at P/5 level, three in EPAD and three in EDS.

3. Agreement on Activities

(a) All services to be performed under the Co-operative Programme by staff members of EDS and EPAD will be agreed in advance by Unesco and the Bank. They may be proposed by either Unesco or the Bank. Such agreement will normally be reached and subsequently reviewed during periodic review meetings of the programme. In reaching agreement the activity will be defined with respect to the country involved, the

type of activity, the numbers and types of personnel required, their terms of reference and the timing and schedule of the activity. An estimate of the total man-months (or weeks) required will be made and travel and other supporting services (when necessary) will be indicated.

(b) Activities will normally be such as to require a substantial allocation of time (not less than one man-month). To ensure prompt completion and a high standard of performance, it is expected that staff members will be assigned to the activity on a full time and continuous basis to the fullest extent possible. Unesco will notify the Bank of any significant change in this expectation or in the forecast schedule for the activity.

4. Selection and Assignment of Personnel

(a) Appointment of Staff to fill the Co-operative Programme posts established in EDS and EPAD will be made by the Director-General of Unesco.

(b) To provide the agreed man-years of service to the Co-operative Programme by EDS and EPAD each of those units, following consultation with the Bank, will designate a panel of an agreed upon number of staff members of the unit for Co-operative Programme activities. Assignment of these staff members to agreed programme activities will thereafter be made by the Director of the unit. Occupants of the Co-operative Programme posts may or may not be designated as members of the panel. When necessary to accomplish an agreed activity within the Co-operative Programme, Unesco may propose other personnel in EDS or EPAD not on the panels and with the agreement of the Bank assign them to the activity.

(c) Nothing in this agreement is intended to preclude services by

Unesco personnel outside EFD, EPAD, and EDS, as contemplated in the Memorandum.

5. Accounting for Services

Any services, including identifiable supervisory services, provided by the staff of EPAD or EDS for the Co-operative Programme will be chargeable against the man-years of service agreed from time to time under paragraph 2 above.

6. Communications

Communications concerned with normal operations of the Co-operative Programme will be through the Director of the Educational Financing Division.

Except as otherwise provided herein, this Supplement and the activities provided for herein shall be governed by the said Memorandum of Understanding, as amended, and related administrative arrangements.

Director-General
United Nations Educational,
Scientific and Cultural
Organization

President
International Bank for Recon-
struction and Development and
International Development
Association

Date _____

Date _____

INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT

(DRAFT)

RESOLUTION NO. _____

Supplement to the Memorandum of Understanding with Respect to Working Arrangements Between the United Nations Educational, Scientific and Cultural Organization (Unesco) and the International Bank for Reconstruction and Development and the International Development Association

RESOLVED:

THAT the Supplement to the Memorandum of Understanding with Respect to Working Arrangements Between the United Nations Educational, Scientific and Cultural Organization (Unesco) and the Bank and the International Development Association attached as Annex A to the Report of the Executive Directors to the Boards of Governors dated _____, 1970, are hereby approved.

INTERNATIONAL DEVELOPMENT ASSOCIATION

(DRAFT)

RESOLUTION NO. _____

Supplement to the Memorandum of Understanding
with Respect to Working Arrangements Between
the United Nations Educational, Scientific and
Cultural Organization (Unesco) and the International
Bank for Reconstruction and Development and the
International Development Association

RESOLVED:

THAT the Supplement to the Memorandum of Understanding with
Respect to Working Arrangements Between the United Nations Educational,
Scientific and Cultural Organization (Unesco) and the International
Bank for Reconstruction and Development and the Association attached
as Annex A to the Report of the Executive Directors to the Boards of
Governors dated _____, 1970, are hereby approved.

FILES

October 13, 1969

Fritz Steuber (*Paris*)

UNESCO - Activities in Population and Family Planning

1. UNESCO's interest in the population problem and in family planning is very recent; the Organization was authorized to initiate a program in this field by the 15th session of the General Conference (November 1968). The attached annex describes briefly the projected activities during the budget biennium 1969/70. At present there are only two professional staff working on the subject, both attached to the Department of School and Higher Education. For the time being, no funds have been allocated for population and family planning activities from UNESCO's ordinary budget. It is hoped that extra-budgetary contributions will come forward, mainly from the U.N. Population Fund and from bilateral donors. I understand that the Swedish International Development Authority intends to make available around \$100,000.
2. Attached is a copy of the final report of a seminar on mass media and national family planning programmes held at UNESCO headquarters in June 1969. This, to my knowledge, was the first seminar organized by UNESCO on the subject. The General Conference resolution No. 1241, authorizing UNESCO to enter into the field of population and family planning, is reproduced on pages 1 and 2 of the document.

cc: Messrs. Demuth
Kanagaratnam ✓
Hawkins
Karasz/Wishart

FS/mar

Barbara
open a UNESCO file
29/10

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Handwritten notes:
K. S. ...
M. S. ...
M. S. ...

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MSK/MSK
MSK/MSK
MSK/MSK

cc: Messrs. DeWitt

being reproduced on pages 1 and 2 of the document.
authorizing UNESCO to enter into the field of population and family planning
UNESCO on the subject. The General Conference Resolution No. 1571
in 1968. This, to my knowledge, was the first formal organization of
and national family planning programmes under UNESCO leadership.
5. Attached is a copy of the first report of a seminar on mass media

ment authority intends to make available about \$100,000.
directly from the United Nations Development
Programme will come primarily from the U.N. Population Fund and from
from UNESCO, a secondary source. It is noted that extra-budgetary contri-
butions have been allocated for population and family planning activities
the Department of Economic and Social Affairs. For the time being, no
only two professional staff working on the subject, both attached to
activities during the period 1968-70. At present there are
(November 1968). The attached annex describes briefly the projected
programme in this field by the 12th session of the General Conference
in 1971. The organization was authorized to initiate a
1. UNESCO's interest in the population program and in family planning

UNESCO - Activities in Population and Family Planning

File number (6000)

FILED

October 12, 1969

UNESCO ACTIVITIES IN POPULATION AND FAMILY PLANNING

In accordance with resolution 1.241, Unesco will undertake the activities elaborated below in the field of population and family planning, with due emphasis on their socio-cultural implications, and in close co-operation with ILO, WHO, FAO, Unicef and United Nations through the Inter-Agency Working Group, and with other appropriate international governmental and non-governmental organizations, e.g. IPPF, IUSSP. The purpose of these activities will be to promote better understanding of the responsibilities which population growth imposes on individuals, nations and humanity as a whole, in the context of respect for human rights, individual ethical conviction, the need for development and for international co-operation, and with due regard to the diversity of national situations.

(a) Advice to other organizations. Within its competence, Unesco will render advisory services to other international, governmental and non-governmental organizations in their work concerning population and family planning.

(b) Assistance to Member States. Unesco may provide assistance to Member States, upon request, from any voluntary contributions in the form of either cash or expert services, or of equipment and supplies, which it may receive from Member States or appropriate international organizations, for undertaking activities within the field of Unesco's competence and, in particular, for helping Member States in the development of teaching materials, curricula, teacher training, adult education, women's education and community education.

The modality of such assistance may run as follows: upon request from a Member State, Unesco will send an exploratory mission to study the possibility of projects in family life education. (Chile, India, Malaysia, Pakistan, Tunisia and the UAR have already asked for such mission.) Upon receipt of the findings of the exploratory mission, Unesco will assist the government to carry out the project within the funds or services available for this purpose. Consultants and/or experts may be made available to Member States for the revision of curricula, the development of relevant

educational materials and the training and retraining of personnel for these programmes. Knowledge about family patterns and practices, with particular reference to population problems, will be introduced into, and integrated and co-ordinated with, the course-content of the curricula at all educational levels.

In support of these activities Unesco will organize in 1969, in co-operation with the Danish Government, a three-month course on the training of personnel in family life education. (Technical Assistance - Danish restricted contribution \$60.000). This may be followed by another training course in 1970 to be organized in Denmark.

(c) Programme orientation. Some of Unesco's own programme will be oriented to prepare the Secretariat for the effective discharging of this task. This applies in particular to the following:

- studies on the different aspects of population and family planning with a view to establishing an intellectual basis for understanding the complexity of family planning in the context of different cultures;
- ways and means for the establishment and operation of efficient mass communication programmes for the promotion of understanding of family planning;
- provisions to the public and Member States of relevant information and documentation concerning the educational, scientific and cultural aspects of population and family planning, by appropriate services;
- the possibility of including an educational pilot project on family planning in the Organization's experimental literacy programme.

Since Unesco's activities in the field of population and family planning are mainly educational in nature, they will be co-ordinated by the Department of School and Higher Education.

On the basis of experience gained, a long-term programme in this field may be prepared and submitted to the General Conference at its sixteenth session in 1970.

UNITED NATIONS EDUCATIONAL,
SCIENTIFIC AND CULTURAL ORGANIZATION

SEMINAR ON MASS MEDIA AND NATIONAL FAMILY PLANNING PROGRAMMES

Unesco, Paris, 23-28 June 1969

FINAL REPORT

INTRODUCTION

1. The seminar on mass media and national family planning programmes was held at Unesco Headquarters from 23 to 28 June 1969.

The meeting elected the following officers:

Chairman:	Mr. John K. Friesen (Canada)
Vice-Chairmen:	Mrs. Frances Dennis (International Planned Parenthood Federation)
	Mr. Carp Pyo Hong (Korea)
	Dr. Fernando Tamayo (Colombia)
Rapporteur:	Mr. Christopher Kolade (Nigeria)

The meeting was organized within the terms of resolution 1.241 adopted by the General Conference of Unesco at its fifteenth session in November 1968.

2. The following extracts from the resolution define Unesco's competence and methods of action in the field of population and family planning.

"The General Conference...

Conscious of the need for including instruction on population questions in school courses, of expanding the opportunities for training of teachers and communication personnel in this field, of including family planning in all relevant curricula, and of developing technical manuals on the application of communication methods in family planning programmes, stressing the necessity that all these forms of instruction should lay special emphasis on the socio-cultural implications of these activities,

Noting with satisfaction that, in 1969-1970, assistance will be given to Member States, at their request, under the Programme of Participation in Member States' Activities, in planning and conducting their activities in the fields of population and family planning and, in particular, to Member States in Asia with respect to the planning and use of mass media for national population and family planning programmes,

1. Declares that the purpose of Unesco's activities in the field of population should be to promote a better understanding of the serious responsibilities which population growth imposes on individuals, nations and the whole international community, in the context of respect for human rights, the people's ethical convictions, the needs of Member States for development, and the promotion of international co-operation,
2. Considers, therefore, that Unesco should act with due regard to the diversity of national situations and thus avoid any tendency to adopt uniform policies and procedures in regard to population policy and family planning,

3. Invites the Director-General:

- (a) to further co-operation with other international governmental or non-governmental organizations by offering the services of Unesco within the fields of population and family planning, with special emphasis on the socio-cultural implications thereof,
- (b) to avoid any overlapping activities with other United Nations bodies,

4. Authorizes the Director-General to receive from Member States and the appropriate international organizations all possible voluntary aid in the form of specific financial contributions and the services of experts in Unesco's areas of work,

5. Invites the Director-General to continue his endeavour to render all possible assistance by Unesco to Member States in the fields of population and family planning which come within its competence,

6. Instructs the Director-General to prepare the Secretariat to meet in a co-ordinated manner the urgent demands from Member States within the fields of population and family planning:

(a) within Education:

- (i) by helping in the development of teaching materials, curricula, teacher training, adult education, women's education, community education, etc.;
- (ii) by studying the possibilities of including an educational pilot project on family planning in the experimental literacy programme;

(b) within Social Sciences by carrying out studies on the different aspects of population and family planning, so as to establish the intellectual base for understanding the complexity of family planning in the context of various cultures;

(c) within Communication:

- (i) by studying ways for the establishment and operation of efficient programmes within the fields of population and family planning;
- (ii) by providing relevant information and documentation."

3. The purpose of the seminar was to allow an exchange of information, experience and views between specialists that would prepare the Secretariat to meet demands from Member States for assistance in using the mass media in support of national family planning programmes. The specialists were invited by the Director-General in their personal capacity and not as representatives of their governments or of the organizations for which they worked. They were invited to engage in free and informal discussions on the basis of their personal knowledge and experience.

4. In opening the meeting, the Deputy Director-General of Unesco, Dr. Malcolm Adiseshiah, drew attention to the size and urgency of the world population problem and the inadequacy of existing resources to provide solutions.

Unesco's concern at the present meeting was to find answers to four main questions:

- (i) What kind of correlation can be established between the type and form of media, the content of the message, and the various audiences to which family planning messages must be addressed?
- (ii) What kind of communication infrastructure is necessary, since it is clear that efforts in the family planning field must be integrated at school and adult levels with other programmes in education, health and rural development?
- (iii) What is the relationship of mass communication and interpersonal communication and how may one serve the other?

- (iv) What research and feedback are necessary to ensure effectiveness of mass media in the intimate field of family planning?
5. The meeting decided to organize its discussions in the following order:
- A. Major problems with respect to education, motivation, etc. faced by those organizing family planning campaigns.
 - B. The potential rôle (and limitations) of the mass media in creating understanding of and participation in family planning campaigns.
 - C. Major obstacles to the use of the mass media.
 - D. Problems of organization of mass communication operations.
 - E. Research and feedback.
 - F. Assistance to governments and co-ordination of international activities.

The general content of these discussion and the consensus of views arrived at are reflected in the following report:

A. SOME MAJOR PROBLEMS IN FAMILY PLANNING CAMPAIGNS

1. It is important to correct the narrow concept of family planning as restricted to limiting the birth rate for personal, economic or health reasons. Family planning is vital to national and world development and should therefore be of concern to governments, educators, economists, medical personnel and voluntary agencies. Similarly, individuals should see that limiting the size of the family is part of a wider concept of family planning which aims at improving physical and spiritual well-being.
2. There can be no national programme unless there exists an agreed population and family planning policy.
3. The need for a national, government-sponsored population and family planning policy. National development plans should incorporate family planning as an element which is vital and indispensable to effectiveness and success of such plans.
4. The need for co-operation and co-ordination among all the agencies concerned with family planning. It is important that the agencies responsible for family planning exercise this responsibility in close collaboration with other governmental departments, the mass media, public institutions, voluntary agencies, professional and other groups of interested people. The best chance of success lies in the co-ordination of all these interests and efforts.
5. The need for adequate and accurate information on family planning. The golden rule is that the couple must make a free decision as to the size and spacing of their family, and the methods to be used in achieving that goal. To do this successfully, they must have the right information about the need for family planning, and about the variety of methods which are recommended and available.
6. The significance of the attitudes of people to family planning. The idea of family planning often encounters resistance which may manifest itself in the form of active opposition. People's attitudes need to be studied and understood. Resistant attitudes may result from any one of a number of causes:

the delicate and intimate nature of the subject makes discussion difficult and unpopular;

the traditional place of children and child-bearing in many societies makes the idea of limiting the number of children difficult to accept;

the fear of the effects of high rates of infant mortality in developing countries;

opposition for religious reasons to either the use of certain contraceptive devices or to the idea of family planning;

suspicion of the motives of sponsors of family planning campaigns;

the existence of inaccurate information and adverse rumours about the use and effects of contraceptives.

7. The place of education in breaking down the barriers and promoting acceptance of the family planning idea. Education relating to population and family planning issues should be included at all levels of education. It is important to introduce the subject at the school level, in addition to communication addressed to people at other levels.
8. The need to study the specific needs of a country or a society and to devise family planning programmes to meet those needs. Attitudes vary, not only from one society to another, but also among groups or strata within the same society. Such differences need to be clearly understood, and each attitude deserves a planned response and treatment on the part of family planning specialists.
9. The significance of training for persons who will be responsible for giving information and advice on family planning. Often, it is difficult to find people with suitable qualifications and skills, and it may be necessary to seek technical assistance in starting a worthwhile family planning project. Beyond this, however, training schemes must be devised which will correct local deficiencies as rapidly as possible.
10. The need to maintain efficient infrastructure of services (health, education, etc.) which can contribute to family planning campaigns, and make their resources easily accessible to potential users. Important consideration should therefore be given to the possibility and desirability of training in family planning for other professional and auxiliary health personnel in order to extend family planning services on as widespread a basis as possible.
11. The need to improve family planning techniques and contraceptive devices. Present techniques are still far from adequate and require a great deal more research and development. This may be responsible for people's reluctance to accept them and to continue with their use.
12. The need for continuing research and evaluation of family planning activities. A great deal of information is still not clearly known concerning people's attitudes, and the proper rôle of the mass media and other methods of spreading knowledge about family planning. Hand in hand with the training of family planning personnel and communicators should go the systematic provision of feedback to determine the success of family planning campaigns, and effect necessary changes in method and practice. The service of social scientists will be very relevant and effective in this regard.
13. The need to correct the impression that family planning education is directed only to women. This is a matter in which both men and women have distinct and complementary rôles to play, and suitable methods of approach should be devised specifically for informing and motivating the male members of the population.
14. The problem of the relationship between knowledge and practice. The mere fact that knowledge about family planning has been passed on does not assure the adoption and practice of the principles and methods suggested. There is a need to study ways of ensuring a closer relationship between knowledge and continuing action.
15. The significance of the emotional, as distinct from the rational, factor in attitudes to family planning. Because of the intimate personal nature of the subject, the emotional factor is often stronger and more influential than the rational. It is important to recognize this, and to provide for the situations and problems which may arise from it.

B. THE POTENTIAL ROLE OF MASS MEDIA

16. The meeting moved on to consider the potential rôle of mass media in promoting family planning; the content of the material to be produced for mass distribution, and the relation of mass communication efforts to other methods of promoting family planning activities.

17. The rôle of various means of mass communication in creating understanding of family planning activities at their various stages

Mass Communication usually implies an attempt to reach and motivate the individual as a member of a group. "Mass media" should not be limited to radio, television, press and films. They should also embrace the resources of local song and dance, puppet shows, story tellers and other means of communication at the local community level. In addition they must be deployed so as to reach the various publics which make up the public at large.

18. Family planning education and motivation are largely matters of communication. Since family planning is usually a national goal, it is relevant to think in terms of nation-wide mass communication, in addition to individual, personal communication.

19. Mass media (radio and television in particular) have certain attributes and advantages which give them a special ability to promote mass communication involving information and education. These media have established their importance, and they have become accepted in many places as the best, if not the only, sources of public information.

20. For these reasons, there is no doubt that the mass media have a vital rôle to play in promoting family planning. However, it is important that this rôle should be defined, and that the objectives of mass communication in family planning campaigns should be clearly stated.

21. If a family planning project is to be successful, it is essential that the people should be made aware of the need for family planning, and given all the information about its principles and practice. They should have the opportunity to evaluate the information and services offered, and to try out the methods suggested. After such trial will come the adoption of family planning methods, and their continuation as a habitual practice. While the mass media would be useful and perhaps indispensable in creating and maintaining an awareness and giving information, their effectiveness in the other areas mentioned may be less obviously evident. Nevertheless experience in countries such as Korea, shows that they can continue to be useful in correcting certain misconceptions which may arise, and in continually reassuring people of the safety and the legitimacy of the family planning measures which they have adopted.

22. What are the issues involved in the production and distribution of materials addressed to specific audiences?

23. The meeting recognized the fact that the use of mass media must be selective and well planned on the basis of the following considerations:

24. Target audiences: It is necessary to provide for different interests and distinct attitudes in using mass communication methods to support family planning. Approaches will have to be made at different times and in different ways to specific groups of people:

- (a) Leaders in political, religious and cultural spheres. Their attention should be drawn to the significance of population problems and family planning in solving many of the problems of national and social development.
- (b) Medical and paramedical personnel, for whom mass communication should provide the technical information which they need in order to perform their functions efficiently and to understand the health implications of present population growth.
- (c) Teachers, adult education workers, etc. This group will need specific information about population problems and the measures being taken to solve them in various parts of the world.
- (d) Men must be made aware of their special responsibility in ensuring the success of family planning. Through the mass media, men can be effectively informed about the disadvantages of uncontrolled fertility.
- (e) Women, for whom a special approach is needed not only to encourage trial and adoption of family planning devices, but also to promote the continued use of these devices.

(f) All target audiences should have the potential for further action through organized groups.

25. Content of material: Material should be prepared in the best professional tradition of the appropriate mass medium. Experts in the preparation of such material should therefore be involved at an early stage in family planning efforts. It is also important to remember that most of the material for the general public should be simple, direct and designed for repetition. The content should draw as much as possible on ideas and expressions of the people themselves, i.e. programmes should be "field based".

26. Methods of use: How will the mass media be used; how frequently should a message be repeated; and for how long should we plan to use mass media in support of family planning programmes? It is advisable to make long-term plans concerning the use of mass media. Family planning programmes themselves are planned to run for many years in order that meaningful results may be achieved. It is essential that the contribution of mass communication should be available to family planning personnel over the entire duration of their programmes. In this connexion it was stressed that the direct relevance of family planning to the nation and the individual should be clearly demonstrated, specifically as far as economic benefits are concerned.

27. What should be the relationship of mass communication efforts to personal communication?

The meeting recognized the efficiency and even superiority of the mass media in creating an awareness and conveying information and knowledge about family planning to the public at large. However, family planning programmes are designed to motivate individual couples to take specific action to plan their families.

28. It is important that the family planning devices offered should be adopted and used continuously after adoption. This result can only be achieved through personal communication which establishes trust and confidence in the minds of the users of contraceptive devices. The efforts of the mass media should therefore be followed up as rapidly as possible by the personal presence and services of field workers in family planning. The mass media can also continue to guide and support the efforts of such field workers.

29. Communication implies the availability of services and supplies

Family planning field workers must be able to supply the services the use of which the mass media are helping to promote. Such services are not limited to contraceptive devices alone, but also include personal advice and follow-up facilities provided at family planning clinics, etc. All these services must be available and accessible if the mass communication efforts are to succeed. If mass media promise the availability of services and supplies which are in fact not accessible their effect may rather be negative than constructive.

30. What can be done and what cannot be done through the mass media?

In view of some of the traditional, religious and social considerations which operate in people's lives, resistant attitudes to the family planning idea may sometimes be a major obstacle to family planning programmes. These attitudes have to be changed, and they may need to be changed in a short time if success is to be achieved reasonably early. The mass media are likely to be more effective in changing attitudes of leaders of the community and general public opinion. They also aid in sustaining and reinforcing these attitudes and opinions. The meeting recognizes the fact that the mass media used in isolation cannot achieve these changes. While they may help in initiating a favourable atmosphere where there is no resistance, and strongly reinforce latent trends and desires, the mass media should not be expected to remove traditional prejudices. Here the intervention of interpersonal communication is essential.

31. In order that the mass media may be truly effective and successful in those tasks which they can perform, it is important that mass communication personnel should be involved as early as possible in the production of suitable material for distribution. Family planning specialists themselves should pay attention to the requirements of mass communication and there should be continuous research, evaluation and feedback. This combination and co-ordination of efforts will help to ensure that the materials produced and distributed are able to hit the desired targets.

C. MAJOR OBSTACLES TO THE USE OF MASS MEDIA

32. While recognizing the special advantages of television, films and other media, the meeting felt that radio supersedes other mass media in its ability to reach large numbers of people in vast areas of the world. Indeed, for many people in remote parts of developing countries, radio is the only means of communication with the outside world. It is therefore desirable to exploit radio communication, both nationally and locally, in promoting family planning. It should be noted, however, that TV presents a great potential in this field and could be used more effectively as facilities are made available.

33. Governments fail to appreciate the importance of the mass media as a vital element in national development. Most national development plans pay little or no attention to the meaningful use of the mass media. As a result, the great possibilities of mass communication are ignored and steps are sometimes taken which actively hinder the growth of the mass media. By imposing high rates of import duty on radio sets as part of the national financial policy, governments make it difficult for the majority of the population to own radio receivers. By failing to develop local industries for the manufacture or assembling of radio receivers, governments slow down the growth of this vital means of establishing contact with the majority of its people.

34. Unless governments give a lead by declaring a definite commitment to family planning as a national policy, it becomes difficult to mobilize and exploit the mass media comprehensively in support of family planning programmes.

35. In order to determine how much can really be done through radio, family planning specialists need to know which kind of programmes reach what audiences and what part of the population is served by radio receivers. Although there are indications that the rate of growth has been very rapid in the last decade, there is a need to bring national statistics up to date in order to give an accurate picture.

36. The lack of alternative means of reaching those audiences which are not reached by radio is a major problem. Even with reductions in the cost of radio receivers, available evidence indicates that there are large areas where the people have no access to radio receivers. Urgent attention needs to be given to the devising of other ways to convey family planning information effectively to such areas.

37. Continuing efforts need to be made to make distribution methods more effective over the large areas which have to be covered. This is particularly true in respect of films and filmstrips, but may also apply to messages transmitted by radio.

38. It is important to remember that the radio may not be adequate for conveying the entire message in family planning. It is necessary to formulate a comprehensive plan in which radio is combined with other media of communication, including written material, in an integrated approach. It is also important to plan on the basis of both national and local broadcasting.

39. The quality of material produced for television, radio and films is often poor for a number of reasons:

- (a) shortage of funds limits the capacity to employ professional producers and to use the best material;
- (b) mass media personnel often produce the same kind of programmes which were done in the past when radio listenership was limited to the educated and the well-to-do;
- (c) there are certain types of information which are not suitable for mass communication by radio;
- (d) there has not been enough research to determine how much information about family planning may usefully be given through mass communication.

D. PROBLEMS OF ORGANIZATION

40. A communication infrastructure is required which provides both for the production and dissemination of messages and for effective reception. Mass communication efforts and family planning campaigns would be more effective if the family planning programme was seen as an integral element of broader development projects and objectives.

41. The organization of effective mass communication operations in support of family planning

It is essential to remember that the mass media are being called upon to perform certain specific tasks in support of family planning. It is important that leaders and key officials should be reached early with the kind of information which will encourage them to take positive attitudes to a national family planning programme. It is also essential that both the organizers and the users of family planning facilities should have ready access to the information services. These requirements indicate a necessity for organizing the participation of the mass media in a deliberate manner.

42. Briefly, it is essential that objectives should be established, and that these objectives should be related to available resources. In preparing plans for family planning programmes, experts in mass communication should be involved at an early stage. The material should be thoroughly tested, and provision made for continuing study of the effects of the mass communication operations.

43. To what extent should mass communication operations for family planning be integrated within broader programmes designed to promote economic and social development?

Family planning cannot be thought of as a subject which can be treated in isolation. It is closely related to, and has important implications for, the fields of health, agricultural and economic development, education and social services.

44. There is an obvious connexion between population problems and problems of food production; family planning practices may have definite effects on the physical and mental health of the couples concerned. A successful family planning programme (or the lack of it) will certainly affect the rate at which the government of a country needs to provide schools and other social facilities for its population. Therefore, there is no doubt that mass communication projects concerning family planning need to be considered in conjunction with projects in many other fields of public activity. At the same time, there was doubt about the desirability of integrating family planning completely into other projects.

45. Some arguments for close co-ordination

It is advisable to think of integration in terms of co-operation or co-ordination. A co-ordinated mass communication programme may create suitable conditions for collaboration between government departments, and also between the government, non-governmental and voluntary organizations, thus relieving family planning campaigns of burdensome administrative responsibilities. Co-ordination enables family planning to be included in all existing educational and development schemes, and this is advantageous, especially at the initial stage when the idea of family planning is being introduced to the public at large. Field workers in one area (e.g. agricultural extension) can more easily participate in family planning publicity under a co-ordinated system. In developing countries where resources are inadequate, co-ordination promotes a more effective use of meagre resources. For example, doctors in many countries must, for a long time to come, continue to integrate family planning within their numerous other (and equally important) responsibilities.

46. Some arguments for separate mass communication services for family planning

In spite of some obvious advantages, there is a distinct possibility that a co-ordinated service may fail under certain circumstances. For example, there is the danger that family planning may become an insignificant item in the co-ordinated programme of a government whose thin resources are constantly being stretched to cater for essential services, all of which make important, but rival, claims. A separate identity which includes a mass media unit, promotes the development of a dynamic programme, particularly in the later stages of a family planning project when the provision of services and follow-up advice to users must have the undivided attention of family planning workers. The Indian experience shows that a separate, dynamic approach may be best in

a situation where population problems demand urgent priority attention, and where the climate of public opinion would make such an approach acceptable. Separate identity and initiative are thought to be vital at the administrative level (both Federal and State), but not at the level of serving the individual client.

47. Should both systems be used in combination with each other?

No doubt there are situations in which this is desirable. It may be possible to establish separate mass communication programmes for family planning with a framework of co-operation with other projects whenever necessary. There is a great deal to be said for a system which allows family planning workers to make this their first goal, but also to take an interest in other services at later stages of their work. The Ghana model (developed at a conference convened by AID in 1968 in Bangkok) provides for distinct family planning services which can seek and obtain co-operation from other public and government institutions for specific family planning campaigns.

48. Having considered all these alternatives, the meeting is of the view that different situations will call for different approaches to this problem. It is therefore important that family planning workers should make a careful study of the conditions within which they have to operate, and then adopt the system of mass communication operations which will most effectively promote their family planning programmes.

49. At what stages, and with what regularity, should mass media be used?

The mass media have a useful rôle to play at every stage of the family planning programme. This rôle varies in accordance with the specific task to be performed, and the objectives and target audiences of the mass communication effort must be clearly identified at every stage.

50. It must be stressed, however, that family planning requires the involvement of large sections of the population from the start, and mass communication is particularly useful in creating this initial climate and in the enlistment of public support for declared government policies in support of family planning.

51. Ensuring effective distribution, reception and feedback

The problems of distribution, reception and feedback are vital to the effective use of the mass media in support of family planning programmes. Films and filmstrips in particular can be directed at limited or large audiences, but may fail altogether unless adequate distribution and utilization facilities are built into the plans at an early stage. The meeting suggests the inclusion of a mass communications adviser in all family planning programmes to study the requirements of the particular situation and devise plans to make the project effective.

52. Training

One of the best ways of ensuring effectiveness in family planning mass communication programmes is through training, and the meeting reached a number of conclusions on this subject. It is necessary to distinguish between two main types of training which are required:

- (a) the training of family planning workers through the mass media; and
- (b) the training of family planning workers and mass media personnel in the use of the mass media to aid family planning projects.

53. Although family planning activities in a country may be initiated with foreign technical aid, the scheme must rapidly involve the nationals of that country who will be best suited for the massive field work which is necessary. Training in family planning has to be provided therefore for leaders, educators, health and social workers, professors and students in medical and paramedical institutions and mass communication personnel themselves.

54. For the best results, most of this training should be carried out within the trainees' country, or in a country where conditions are similar to those in the trainees' own country. While it is important to realize that there are limitations to the use of the mass media for family planning training, it is equally true that these media have been successfully used in many countries for the

in-service training of doctors, teachers and other professionals. They have also proved valuable in the guidance and training of field workers. All such possibilities should therefore be recognized and exploited.

55. It is necessary to devise suitable training for those who will be called upon to create family planning messages for the mass media, and also for those who will be users of these messages in the field. An example was given from Korea where special seminars on family planning were held for journalists, magazine editors and broadcasting personnel.

56. In addition to this, however, and recognizing the need for mass communication professionals, field work in family planning would be greatly improved if workers at different levels received training in the operation of communication equipment, e.g. tape recorders, film and slide projectors. Programme leaders also need training in the techniques of dealing with press and radio interviewers. Moreover, family planning workers should be trained to look at educational materials objectively so that they can use them effectively, taking into consideration research data and tested experience.

57. On the whole, the meeting feels that training for the mass media should precede training through the mass media, and that a study of existing training resources in all countries should be made by international agencies, so that the expertise so urgently needed in the communication field may be supplied more quickly by planned co-operative efforts. There is, however, a need for mass media experts in family planning to be involved in all national programmes.

E. RESEARCH AND FEEDBACK

58. Since the mass media are "blind", usually remote from their public, their effectiveness in promoting a delicate and intimate subject like family planning, requires that they are constantly assessed and improved through research and feedback. On-going research and assessment are indispensable to the success of mass communication efforts in family planning. Existing methods of research include the comparative and non-comparative systems, the fact-finding audience research activities, and designs for pre-testing and assessing the materials intended for distribution by means of the mass media.

59. In spite of the fact that the significance of research in family planning is universally acknowledged, its actual importance and impact on action has been comparatively small. It is therefore desirable to bear in mind certain considerations which may affect research projects:

- (a) Human beings constitute the central and the most important element of family planning efforts. All research projects should above all focus on human behaviour and psychology.
- (b) Basic problems of social scientific research affect the prospects of success in this field. One of these is the fact that emotional considerations may often supersede rational ones, and suitable allowances have to be made for this reality.
- (c) The objectives of the family planning programme must be clearly defined. Hence all research efforts should be related to the stated objectives, and those responsible for programmes should be directly associated in the formulation of research projects.
- (d) Existing literature and recorded experience should be carefully studied where they are relevant to a planned research project. This will save time and effort which would otherwise be spent in going over areas which have already been covered in other schemes, e.g. market research projects which have been done for commercial purposes.
- (e) To make existing findings more readily available it is suggested that those agencies directly concerned with the gathering and dissemination of information examine in what manner some digest or synthesis may regularly be produced and disseminated.
- (f) Where existing research literature is not relevant to new situations, efforts should be made to acquire basic knowledge of local conditions before full-scale research schemes are launched. Answers should be found to questions concerning the kinds of media available, the audience for each of these media, normal channels of local communication,

factors which influence decisions regarding the size of families, and the language in which particular audiences may most effectively be addressed. In this regard, it would be unwise to base research projects on information which may be valid only for other situations.

- (g) Adequate attention should be given to the pre-testing of material which will be used.
- (h) Continuous evaluation of current research programmes should be made. Research may be limited to sample evaluation at clinics and other group meetings. Even such limited evaluation will provide useful information regarding the effectiveness of communication programmes.
- (i) The necessity to train national research personnel, sociologists and interviewers should be recognized.
- (j) A major limitation of mass communication research programmes is the lack of useful information about similar programmes being undertaken in different places. Social scientists should exchange information and experience with one another before finalizing the publication of the results of their research.
- (k) Leaders and decision-makers in family planning campaigns should be encouraged to include communication research in their plans from the start of their programmes. They should participate in outlining the problems of such research, and be constantly furnished with carefully presented oral and written syntheses of available research information.

60. Feedback

It is important to see feedback in two forms: that which goes to the social scientists in respect of their research programmes, and that which producers of mass media materials and administrators of family planning, health and development campaigns need so that their on-going efforts may be continuously and immediately adjusted to audience responses. Scientific research is an accepted method of obtaining feedback. At the same time, the rôle of the mass media themselves as channels of feedback should not be ignored. As revealed by experience in the use of radio for agricultural projects, the mass media can be very effective in conveying the direct aspirations of the public to administrators and media personnel.

61. Communicators are constantly seeking to obtain a comprehensive picture of the effects of the integrated use of all communication media in promoting family planning programmes. It would be profitable to investigate the possibility of making such a comprehensive assessment with existing research methods and systems.

62. Studies carried out in various countries (e.g. Korea, Pakistan, France) have revealed useful information and contributed to knowledge about the results which may be expected. For example, it is known that personal contacts are the most successful means of persuading women to attend family planning clinics. It is also known that greater intimacy is established through magazines and other printed matter than through other kinds of mass media. However, there is still a great deal to be learnt. It is not known, for example, how far the success of personal communication is dependent upon supporting action by the media of mass communication.

63. The meeting feels that there is great need for further action and study at an international level. It therefore calls upon Unesco, in collaboration with interested international organizations, to convene a seminar on the subject of how social science research, with particular reference to mass communication, may be integrated into support for family planning programmes.

F. ASSISTANCE TO GOVERNMENTS AND CO-ORDINATION OF INTERNATIONAL ACTIVITIES

64. Reports on past, current and future activities were given by officers of the United Nations, the United Nations Development Programme, Unesco, the bilateral agencies of Sweden and the United States (SIDA and AID), as well as the International Planned Parenthood Federation and the Population Council. Reference was also made to efforts of the OECD and the Ford Foundation. These reports and the ensuing discussion provided factual information on services currently offered, procedures for requesting and granting of assistance and the provision of material.

65. Among issues of special concern which would merit further exploration, the following were mentioned in particular:

- (a) The need for clearinghouse services, at international and national levels, of written and visual materials which might be used by national agencies besides those who produced them and within regions. Since there seemed to be no central source for such information and difficulty in obtaining relevant materials, further study by all concerned was urged to explore more efficient co-operation.
- (b) The need for an inventory and testing of communication materials so as to identify those suitable for wide use and to lead to suggestions for improving production.
- (c) The need to facilitate the international circulation of films and other audio-visual materials through the application of Unesco agreements for the importation of educational, scientific and cultural materials to family planning information materials.
- (d) The need for co-operation in the recruitment of experts who are not only conversant with the total range of the communications process and its potential application to family planning, but who also have the requisite characteristics of personality and background to enable them to be effective.
- (e) The need to provide fellowships and training, primarily with the country or region in which the trainees are working, and the importance of making family planning a component of both nationally and internationally-sponsored training programmes in the field of mass media and other related subjects.
- (f) The value of convening regional meetings on the theme discussed by the meeting at Unesco Headquarters in order to stimulate awareness in the regions concerned.
- (g) The need to assure that both multilateral and bilateral programmes are built into government policy and commitments.

66. CONCLUSION

Participants at the meeting have appreciated the opportunity for a free exchange of views and experiences between the organizers of family planning and specialists in mass communication services, and also between voluntary agencies and national and international organizations. This meeting has brought many problems into open discussion, and has also suggested ways of tackling these problems. However, it is realized that the suggestions made at this meeting are only a beginning of the very important task which faces all those concerned with the application of mass communication to family planning at national and international levels.

ANNEX/ANNEXE/ANEXO I

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INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT

August 19, 1968

Office of the President

Mr. Rene Maheu, Director-General
United Nations Educational, Scientific
and Cultural Organization
Place de Fontenoy
Paris 7^e, France

Dear Mr. Maheu:

We have now had an opportunity to consider the various thoughtful suggestions put forward in your letter of July 19 and I should like to give you our reactions.

Referring first to the points you raise as general considerations, I have the following comments.

I am essentially in agreement with your statement that "the decision to accord assistance should be based only on the assessed needs and priorities of a recipient country." Thus, for a country for which assistance to primary education has a clear priority, we would be willing to consider it. The Bank's assessment of needs and priorities for economic development would, as in the case of other projects, be based on the technical, economic and financial criteria which govern all our lending.

At the same time, the circumstances which have inclined the Bank to avoid the area of primary education in the past are, in my judgment, likely also in the future to limit the number of cases in which primary education has a priority claim for Bank assistance. We are all aware of the strong political pressures which impel many governments to expand primary enrollments and thus overcommit their resources at the expense of other levels and types of education or training whose economic benefits would be more immediate and direct. We know, too, that over-rapid expansion may seriously undermine the quality of teaching and learning, increase drop-outs and thus reduce the educational benefits derived from the investment. I am sure you will agree also with President Nyerere's comment in his statement, Education for Self Reliance, that primary curriculums are too often geared only to preparation for a higher academic level and do not serve the needs of the masses for whom further education is not possible. Finally, since primary school construction is, or should be, often a matter of simple facilities and local self-help, it generates a relatively low demand for foreign exchange. For these reasons, the case for Bank/IDA assistance in financing a rapid expansion of traditional primary school systems would generally not be strong.

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On the other hand, there is a case for well-conceived projects which point the way toward more efficient and economic use of resources for primary education -- experimental projects employing instructional television or other modern educational technology, innovations in primary curriculums and teacher training, or modern types of school construction. Mexico's successful organization for prefabricated school building offers an example of how Bank lending might usefully be applied. In summary, we would regard as suitable for Bank Group financing experimental projects in primary education which promised improvements in economy, efficiency and the relevance of instruction to the real needs of the community.

To a large extent this innovative approach is what we have been using at the secondary level. The strategy agreed between Unesco and the Bank has been to assist quantitative expansion where justified and to use lending operations to encourage needed reforms in curriculums, teaching methods, teacher training and particularly the diversification and practical orientation of instruction at the upper level of secondary education. We have also, as you know, stressed economies in building methods. This strategy has, we think, made a successful beginning. The impetus thus given to modernization and efficiency should in the long run be of greater benefit than the financial assistance itself and we expect therefore in future to give greater emphasis to accelerating these changes.

In higher education, I agree that greater emphasis should be given to those scientific, technical and professional fields which contribute directly to economic development and that in many cases such assistance could appropriately be provided within the framework of general universities. In some regions post-university institutions combining training and research might deserve support. The Los Banos Rice Institute is a good example. In other regions, notably Africa, we feel that at present the predominant emphasis should be on strong undergraduate programs and, to the extent possible, their staffing by Africans. The Bank will continue, of course, to encourage and assist post-secondary technical education below the university degree level since sub-professional manpower remains a critical shortage.

With respect to the "object of assistance," I note that you make three specific suggestions for financing: (a) the initial investment for basic equipment and supplies for the school network as a whole; (b) an initial stock of textbooks and supplies for schools in a particular project; and (c) facilities for local production of textbooks and other teaching materials. I agree that the lack of relatively small amounts for these items often greatly reduces the benefit from much larger expenditures on buildings and teachers. I suggest, therefore, that we consider specific cases of these kinds in the light of guidelines to be worked out between our respective staffs.

As I have indicated above, the Bank is interested in assisting the development of modern teaching technology at various levels. We agree that before major investments are made in "hardware" there must be a good deal of preliminary work on "software" -- syllabus development, programming, related teaching materials, training of key personnel, etc. I agree that in appropriate cases the financing of technical assistance for these purposes could be included within the scope of Bank/IDA financing.

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It has also become clear that giving greater emphasis at various levels to innovation and reform will require larger inputs of technical assistance. We hope to intensify our cooperation with multilateral, bilateral and private agencies which are engaged in providing technical assistance for this purpose, but we also expect that the Bank Group will have to increase the amounts allocated for technical assistance in its own financing if more rapid progress is to be made.

Finally, among the general points you raise, I agree that the period of time between identification of a promising project and its ultimate financing is often far too long. I am attempting to speed up our work in every way consistent with quality and I welcome your assurance that the Unesco Secretariat will continue to do the same. The specific measures to improve procedures being discussed between our staffs, some of which have already been implemented, should be helpful in this regard.

Turning to the specific situations referred to, I share fully your view of the priority of education and training in Africa. As you know, that region has figured prominently in Bank/IDA lending activities for education thus far. Of the 21 educational loans and credits totaling \$162 million approved by the Bank Group up to July 1, 1968, 12 loans and credits totaling nearly \$100 million -- about 60% in both number and volume -- have been for Africa. Nevertheless, the need for a large expansion of educational financing in that continent is urgent and we will therefore be particularly interested in the recommendations of the recent Nairobi Conference.

In Indonesia, where we are establishing a strong resident mission, we expect to give attention to education as well as other sectors and hope to have the benefit of Unesco's views regarding priorities and worthy projects.

Regarding the preservation of monuments I would prefer to defer comment since this is a question primarily related to tourism into which the Bank is just beginning to feel its way.

Finally, regarding the Experimental World Literacy Program under which Unesco and UNDP are conducting a number of pilot projects in work-oriented adult literacy training, I question whether the Bank now should finance literacy programs per se. However, I would not exclude projects designed to improve the productivity of a selected working force in which literacy was an essential factor; such projects should, I believe, be examined in their entirety and judged on the basis of their contribution to productivity.

May I thank you again for your letter. I very much welcome your remarks and I hope we may continue from time to time to exchange views on various aspects of the Bank/Unesco Cooperative Program.

Sincerely,

(signed)

Robert S. McNamara