

UNITED NATIONS DEVELOPMENT PROGRAMME

Project of the Governments of ASEAN Countries
(Brunei Darussalam, Indonesia, Malaysia
Philippines and Thailand)

PROJECT DOCUMENT

Title: Sharing and Strengthening Development Support
Communication Resources in ASEAN Countries

Number: RAS/85/012/A/01/12 Duration: Two years

Primary Function: Direct Support

Sector: Agriculture, forestry and fisheries (04)

Sub-sector: Agricultural Development Support Services
(041)

Implementing Agency: ASEAN Committee on Food, Agriculture and
Forestry (COFAF)

Executing Agency: Food and Agriculture Organization of the
United Nations (FAO)

Estimated starting date: 1 July 1986

Government Inputs: US \$ 1,518,000 (in kind)


UNDP Inputs: US \$ 610,000

Signed:

From Vannamethu

on behalf of the Governments
of ASEAN Countries

Date: 14 JUL 1986


on behalf of the Executing Agency

Date: 24 JUL 1986


on behalf of the United Nations
Development Programme

Date: 24 JUL 1986

PART I: LEGAL CONTEXT

This Project Document shall be the instrument referred to in Article I, paragraph one of the assistance agreement between the Governments of the Philippines and Singapore and the United Nations Development Programme signed by the parties on 21 July 1977 and 11 March 1975, respectively.

This Project Document shall be the instrument (therein referred to as a Plan of Operation) envisaged in Article I, paragraph two, of the agreement *among the governments* of Indonesia, Malaysia and Thailand and the United Nations Development Programme concerning assistance under the special fund sector of the United Nations Development Programme, signed by the parties on 7 October 1960, 25 July 1961 and 4 June 1960, respectively.

PART II

A. Development Objective

To help promote socio-economic growth with equity, by enhancing the effectiveness of agricultural and rural development programmes of ASEAN members, through inter-country cooperation in sharing and strengthening of development support communication resources.

B. Immediate Objectives

1. To provide ASEAN countries with an up-to-date report on the status of development support communication, its strengths, constraints and future needs and thereby provide the basis for broadened technical cooperation, on an intercountry basis, in sharing these resources to meeting the identified needs.

2. To strengthen national training programmes in development support communications, for ASEAN trainers, through inter-country activities, including technical workshop/seminar, development of prototype material and exchange of personnel;

3. On the basis of experience gained during the two years of the project, to draw up a working document on the feasibility of institutionalizing a regional network for DSC in the region for consideration and adoption by ASEAN.

C. Special Considerations

In addition to the Bali Declaration, of 1975 ASEAN countries have reiterated, at various international fora, their policy of according priority to rural development, with special emphasis on reaching the poorest sectors.

ASEAN countries underscored this policy framework in their endorsement of the Declaration of Principles by the World Conference on Agrarian Reform and Rural Development (WCARRD) in 1979.

Among other things, this Declaration asserts: "Past development efforts and programmes have largely failed to reach and adequately benefit the rural areas and have in many cases contributed to urban-rural imbalance within the rural sector ... Governments should (therefore) introduce positive bias in favour of rural development and provide incentives for increased investment and production in rural areas ...

Understanding and awareness of the problems and opportunities of rural

development among people at all levels and improving the interaction between development personnel and the masses, through an efficient communications system, are prerequisites for the success of rural development strategy" ...

Such systems help women and rural youth "to participate and contribute on an equal basis with men in the social, economic and political processes of rural development and share fully in improved conditions of rural life".

D. Background and Supporting Information

The year 1984 saw membership of the Association of South East Asian Nations (ASEAN) expand to six. After it gained independence on 1 January 1984, Brunei joined Indonesia, Malaysia, Thailand, Philippines and Singapore as the sixth member of ASEAN.

Combined population of ASEAN today is estimated at 278.5 million. But there is wide diversity in population size. It ranges from 209 thousand-plus in Brunei to 159.4 million in Indonesia. Total land area exceeds 3.5 million square kilometers.

Sharp diversities characterize ASEAN member countries. This diversity appears in area, population size, natural resource endowment as well as in structure and performance of their economies. Well over 29% of the labor force in urbanized Singapore, for example, works in manufacturing. The comparative figure for Brunei is less than 1%. In the Philippines, half the workforce is engaged in agriculture and fisheries.

Development of infrastructure, such as transport, communication, power generation in the six countries, as well as size and structures of domestic markets, monetary and financial institutions exhibit similar diversities.

Demographic Estimates for ASEAN */

Country	Mid-1983 population (thousand)	Average annual growth rate(%)	Infant mortality rate	Density (persons per km ²)	Life expect- ancy	Population projected 2000 (thousand)
Brunei	.2	4.23	13	36	66	.341
Indonesia	159.4	1.75	106	84	49	204.4
Malaysia	14.7	2.23	40	45	64	20.3
Philippines	52.0	2.47	50	174	62	74.8
Singapore	2.5	1.20	11	4,306	71	2.9
Thailand	49.5	2.05	50	96	61	66.1

*/ Population Division, ESCAP

Variations in standards of living, and significance of the agricultural sector, produce substantial differences in economic structures and outlook. Indonesia and Malaysia export oil, while the Philippines, Thailand, and Singapore depend heavily on imported fuel for their domestic energy requirements. Singapore with its population of just 2.5 million and per capita GNP of US\$4,460 is an industrialized city state. Four ASEAN countries, with populations ranging from 14 million in Malaysia to

159 million in Indonesia, rely heavily on their agricultural sectors. They have per capita GNPs ranging from US\$420 in Indonesia to \$1,660 in Malaysia.

ASEAN is an area of considerable potential. In the 1970s, ASEAN countries turned in growth rates averaging 8 percent annually. These rates were surpassed only by East Asia. The 10 percent growth rates Singapore and Indonesia set, in 1980, were unparalleled anywhere in East Asia.

Despite these achievements, most ASEAN countries face the classic problems developing countries are confronted with: Sluggish or stagnant growth of low incomes; substantial pools of illiteracy coexisting paradoxically with large numbers pools of unemployed graduates; unsatisfactory health conditions; low levels of savings and capital formation that have been sapped by the world economic recession and rapid population growth.

Over the past decade, agricultural growth accelerated in East and Southeast Asia relative to low-income South Asia. Nonetheless, in ASEAN countries, agriculture faces increasingly adverse man-land ratios. Farms that are overly dependent on monsoon rainfall patterns are increasingly fragmented. Improved land use, technological change, irrigation, multiple-cropping, as well as agrarian and social reforms can increase yields, per unit of harvested land. These are critical for support of both increasing populations and emerging industrial programmes.

Much of ASEAN agriculture's past growth has been narrowly based on the food grain sector. A number of countries therefore feel their agricultural policies require adjustment. Policies aimed at attaining "self-sufficiency" in food or rice are being weighed carefully against alternative strategies favoring agricultural trade based on comparative advantage. Malaysia, for example, has already indicated such shifts in the most recent re-evaluation of its national economic plan. There is changing emphasis in the direction of diversification and increased development of post-harvest and off-farm income-generating activities. In future, multiple cropping, based on improved cropping patterns, will be essential to accelerated agricultural growth.

Employment creation, as a means of spreading gains in productivity and income among low-income groups, is emerging as a major consideration in the ASEAN countries.

At the same time, ASEAN countries stress the need for continued research and technological advances to improve cropping patterns in uplands, poorly-drained and flood-prone fields and semiarid areas where large sections of their population live. Developing sustainable patterns of forestry resource use, through greater people's participation, as well as improving productivity of small-holders in livestock and fisheries, are calling for increased support.

Organization and participation of farmers are critical elements in the success of agrarian reform and rural development programmes. Such

participation is also essential in cooperatives as well as management of physical inputs like irrigation schemes, many of which have not reached their full potential.

To sustain agricultural growth, ASEAN will require on-going support for agricultural research and for the means to translate research results into improved productivity. Education, effective extension work, and institutional support, through farmers associations and governmental agencies, are important. Past experience has demonstrated that small-scale private farms in Asia can be remarkably productive and responsive to market opportunities. Greatly improved agricultural productivity, trade and employment will be of paramount importance in reducing rural poverty.

It is against this backdrop that the priority most ASEAN countries accord to alleviating poverty is better appreciated. The more populous and agro-based countries find that the hard core of poverty is found in their rural areas. ASEAN countries thus seek approaches to enhance the effectiveness of their rural development programmes.

ASEAN countries have, therefore, committed a substantial portion of the national development resources to agriculture and rural development. They are designing development programmes to ensure growth with equity, laying stress on specially disadvantaged groups, e.g. small farmers, landless labourers and sharecroppers, artisanal fishermen, rural women and youth, etc.

In this task, one of the tools ASEAN countries have started to use, with increasing intensity, is development support communication or DSC.

Briefly stated, DSC is the planned and systematic use of communication for development. It is, therefore, a facilitative mechanism to achieve the goals of agriculture and rural development. The Joint United Nations Information Committee provides a more detailed explanation in its statement to the UN Administrative Committee on Co-ordination: DSC is "basically, the use of communication concepts and techniques to help provide the motivation and training without which some aspects of development in the poorer countries will be harder to achieve".

Recent experience in ASEAN and elsewhere shows communication is a pervasive factor in development. When designed with built-in communication components, projects are more closely attuned to the human dimension and better able to achieve intended objectives. In training, DSC can bring communication media to bear on the problems of transferring ideas and knowledge to people isolated by geographical circumstances and low literacy levels. There is growing recognition that it is now time for DSC concepts to be more systematically applied in development.

ASEAN recognizes that through strengthening of their DSC capabilities, information and communication can be organized and coordinated more effectively. Strong DSC capabilities mean the ability to package and disseminate appropriate measures and technologies and facilitate the delivery of social services.

The target clientele of agriculture and rural development are not only numerous but often restive due to rising aspirations; they require special facilities to initiate their meaningful participation in social programmes and their active sharing of gains from development. DSC is a useful instrument to consolidate the direction and impact of agriculture and rural development strategies.

In the ASEAN countries, there now exists a very rich cumulative experience in the development and implementation of national DSC programmes and activities. Each country has developed unique methods of utilizing small group and mass communication techniques to inform and teach relatively inaccessible farm audiences and to overcome the lack of field extension workers.

This lode of developmental experience can be profitably tapped among ASEAN member countries through consultative meetings, sharing of communication practitioners and materials, sharing of training resources, and adaptation of monitoring and evaluation methods.

In October 1979, the UNDP Asia and Pacific Programme for Development Training and Communication Planning (DTCP) and the FAO Regional Office for Asia and the Pacific jointly sponsored a consultative exercise that has helped generate subsequent inter-country activities in the DSC field. Four Asian countries--Bangladesh, Indonesia, the Philippines, and Sri Lanka-- sent high-level officials to Bangkok for a consultation on technical cooperation in agricultural extension training among their countries. During this meeting, the participants identified the strengths and weaknesses of their own extension training programmes matched these up among their countries, and drew up a mutual-assistance plan involving training courses, internships, expert assistance, information materials exchanges, and study tours. DSC and related fields figured prominently among the substantive areas for technical cooperation among the four countries.

The above-mentioned technical cooperation plans saw Indonesia sponsoring two inter-country workshop/seminars. And shortly thereafter a number of ASEAN countries, met in the Philippines in 1982 to assess their own DSC needs and study ways of intercountry collaboration to meet those needs. The regional workshop on "Development Support Communication for Rural Development" drew 35 participants and 15 observers. The workshop had before it the report of a survey of 22 government agencies, research institutes and agricultural universities, in four of the largest ASEAN countries. It revealed the following perception of institutional DSC needs:

Findings of Country Survey on DSC Needs ^{*/}

Service	Indonesia	Malaysia	Thailand	Philippines	Total
Pre-service short courses	12	19	13	13	57
In-service short courses	19	33	25	26	103
Degree programmes	8	25	20	24	77
Internship	3	19	17	19	58
Consultancy	11	10	14	7	42

^{*/} Development Support Communication for Rural Development, 1982.

Giving allowances for variations, among countries, the survey shows all four ASEAN countries give top ranking to in-service short courses. Indonesia ranks pre-service short courses second and internship, third; her figures however reflect the overall ranking. On the other hand, Thailand also follows the overall general ranking except that she sees more need for consultancies than for pre-service short courses. The Philippines reflects the overall ranking.

The workshop provides baseline data from which ASEAN countries can broaden technical cooperation, on an intercountry basis, as called for in the Bali Declaration of ASEAN Concord. Briefly, the main conclusions of this workshop were:

(1) There was a unanimous concern to look at the rural poor as the ultimate beneficiary of DSC programmes.

(2) There is an acute lack of trained manpower in the Region to plan, develop and implement effective DSC programmes for rural development.

(3) There is very little linkage, or none at all, among existing DSC and other information public relations offices of agricultural development institutions. As a result, DSC programmes are less effective than expected or desired.

(4) DSC equipment and facilities were perceived to be quite adequate in most countries. Concern was expressed about their underutilization.

(5) There is a strongly felt need for academic degree training; short-term training; regional collaboration through personnel exchange, setting up of DSC professional associations and DSC advisory services.

(6) Specific priority needs for rural poor-oriented DSC requirements as reflected in the country survey and indicated by the participants are: Regional training course on organizing, administering and managing DSC programmes for rural development; Regional and in-country follow-up workshops, awareness seminars and consultative meetings among DSC proponent; government policymakers and development administrators.

(7) Administrators and information officers perceived the most important problems to be non-availability of professional communicators, insufficient financing, and lack of adequately trained staff.

(8) A majority of the administrators and information officers prefer that graduate level training of information professionals should be in development communication theory and research and management of information systems; undergraduate training, according to them, should compose the major areas in technical writing and editing and audiovisual education technology.

Concern for strengthening communication structures is reflected in follow-up work by individual ASEAN countries.

Thailand organized a DSC seminar in Bangkok in December 1982. It considered agricultural communication in Thailand in the light of international experiences. Aside from considering intersectoral DSC needs in Thailand, the role of international assistance was also examined.

Malaysia, for its part, organized a DSC seminar at its agricultural university at Serdang in December 1983. Among other things, Malaysia specialists noted that "information availability as well as activities, tend to gravitate towards upper and middle levels of agencies and not necessarily to lower levels". It found little coordination and stressed the need to assess more precisely needs for training in communication and improving research in evaluation and monitoring of DSC activities.

Significantly, both national workshops stressed that "there is a need to exchange views and experiences among agencies in the ASEAN Region on DSC" - which is what this project document addresses itself to.

E. Outputs

Outputs Relating to Immediate Objective No. 1

A survey of development agencies handling DSC operations, in ASEAN member countries, will be conducted within the second to third month of the project's operation, to update 1982 data. The survey will utilize facilities available in the Council of Directors of Agricultural Extension (CADEX) in the participating countries and focus, among others, on the following: Institutional needs for DSC, inventory of existing DSC materials for information, motivation and training; formal and non-formal training; extension; research utilization; production of DSC materials; recommendations for action, both on country and ASEAN level.

The report will also seek to consolidate estimates of trained manpower requirements, up to 1990. On the basis of interviews conducted, in the course of the survey, the report will also present to CADEX refined specific recommendations for inter-country collaboration, in the light of scheduled project activities. The report will provide the baseline for this project.

Outputs Relating to Immediate Objective No. 2

(a) This programme meeting will bring together directors or deputy directors of agricultural extension as well as senior officers who will be responsible for individual country's participation in this project. It will finalize this project's intercountry workplan, in the light of survey findings. Furthermore, this meeting will finalize national

commitments, in terms of personnel assigned to the project as well as country, inputs, including national training courses, to be conducted, utilizing materials, methodologies and expertise that will be shared in the course of the project.

(b) This technical workshop will bring together 18 DSC trainers. It will share experiences on strengths and weaknesses of in-service or short-terms DSC training courses. Both print and audio-visual material will be examined and guidelines drawn up for their adaptation, testing and use in other countries. Designs for improved training courses, at national level, will be prepared utilizing the intercountry experience shared.

(c) Three-week fellowships will be provided to 12 trainers to enable them to observe DSC units in agricultural and other development agencies of ASEAN. At the conclusion of this study tour, the fellows will draw up a report on short and medium-term measures that can be incorporated into national-level DSC programmes. They will also submit recommendations to broaden technical cooperation, between ASEAN countries.

(d) This technical workshop will provide further training to 15 specialists handling preparation of DSC materials for national communication programmes. Case-studies of innovative approaches and low-cost methods of production will be examined.

(e) This technical workshop will convene 10 representatives of academic institutions or units, in ASEAN countries, providing degree training in DSC. This workshop will focus on measures to reassess trained manpower requirements of ASEAN countries and consider steps to meet

identified needs. A comprehensive report on findings recommendation will go forward to education ministries and relevant academic institutions, in the ASEAN countries.

(f) Participating ASEAN countries will adapt, incorporate and use in their on-going DSC training programmes scheduled for the next 12 months materials, methodologies and insights gained, from the intercountry activities in items b, c and d. A report specifically identifying the components adapted, and found useful. This will be also reviewed in the evaluation exercise scheduled for the 23rd month of this project.

(g) Ten trainers, currently assigned to extension services in ASEAN countries will convene, in this fourth technical workshop, to evaluate mechanics for monitoring and evaluating efficiency of their DSC systems. Shared experience could be used as the basis for developing a prototype model.

(h) This workshop would enable the ASEAN, at the 22nd month of the project, to convene an workshop to examine intercountry experience on improving management DSC programmes for rural development. Inputs from the previous ASEAN-wide workshops, as well as national level training programmes would be available. Specific recommendations for improving national level communication planning, based on experience gained the intercountry sharing, will be drawn up.

Outputs in Relation to Objective No. 3

Validation and critical review of the project outputs and documents will be conducted. This review, in which CADEX directors will be

invited to participate, can thereafter draw up a report that would identify, on the basis of the project's findings, specific areas programmes of common interest that ASEAN could profitably focus on. It would also produce a working document for consideration by COFAF and the Association's Standing Committee, on the feasibility of institutionalizing a regional network for DSC in the Region that would carry on the work into the early 1990s.

The activities through which the outputs are to be produced are described in the next section.

F. ACTIVITIES

<u>Preparatory Arrangements</u>	<u>Date and Duration</u>
1. Recruitment and orientation of project team	Month 1
2. Organization and consultation visit to participating ASEAN institutions	Months 2 & 3
<u>Inventory of ASEAN DSC Situation</u>	
3. Design of survey instrument, conduct of survey, analysis and report preparation	Months 4 to 5
4. Circulation of report on survey findings and recommendations to participating ASEAN institutions	Month 6
5. Programme meeting of CADEX members on survey findings and finalization of ASEAN collaborative plans and strategies for the next 16 months.	Month 8
Short-term fellowships DSC trainers to observe DSC programmes in other ASEAN countries (1st batch)	Month 11

Implementation of Plans and Strategies

- | | |
|---|----------|
| 6. Technical workshop on short-term and in-service training programmes, in DSC, within agricultural and other development agencies & ASEAN | Month 11 |
| 7. Mid-term review for project | Month 12 |
| 8. Short-term fellowships DSC trainers to observe DSC programmes in other ASEAN countries (2nd batch) | Month 14 |
| 9. Technical workshop on preparation and exchange of printed and audio-visual material for incorporation into on-going national training programmes of participating institutions in the second year of the project | Month 15 |
| 10. Technical workshop on meeting ASEAN requirements for training, at graduate level, in management of information networks and development communications theory and research | Month 17 |
| 11. Conduct of national-level DSC workshops, in participating countries utilizing techniques, materials and experience gained in intercountry exchanges | Month 18 |
| 12. Technical workshop on comparison existing models for monitoring and evaluating efficiency of DSC components in extension systems | Month 19 |
| 13. Technical workshop on information management and planning, utilizing inputs generated by the four previous ASEAN-wide, as well as national level workshops | Month 22 |

Review and Evaluation

- | | |
|--|----------|
| 14. Validation and review of project outputs/
documentation and recommendations | Month 23 |
| 15. Preparation and completion of terminal report for
the project | Month 24 |

G. Inputs

Directors of the agricultural extension agencies in the ASEAN, who constitute CADEX, will oversee the policy and ensure that this project is implemented on schedule.

To carry out day-to-day operation of this project, each CADEX member will constitute from their senior staff a working group or national team of at least three persons, preferably with the following disciplines: information planning; training and research. These working groups will cooperate and work with each other and in close coordination with the UNDP/FAO senior communications specialist, in activities related to the project.

PROJECT BUDGET COVERING ASEAN CONTRIBUTION BY COUNTRIES

(in US dollars)

Country: Indonesia

PROJECT PERSONNEL	Total		1985	1986
	m/m	US\$		
<u>Technical Staff</u>				
DSC Planners (2)	48	60,000	30,000	30,000
DSC Trainers (2)	48	60,000	30,000	30,000
Associate Researchers (2)	48	60,000	30,000	30,000
Sub-total	144	180,000	90,000	90,000
<u>Administration Staff</u>				
Administrative Officer	24	20,000	10,000	10,000
Administrative Clerk	24	18,000	9,000	9,000
Secretary/Typist (2)	24	28,000	14,000	14,000
Driver	24	12,000	6,000	6,000
Sub-total	96	78,000	39,000	39,000
<u>Official Travel</u>		10,000	5,000	5,000
Component Total		268,000	134,000	134,000
TRAINING		40,000	20,000	20,000
Component Total		40,000	20,000	20,000
EQUIPMENT AND BUILDINGS		200,000	100,000	100,000
Component Total		200,000	100,000	100,000
MISCELLANEOUS		50,000	25,000	25,000
Component Total		50,000	25,000	25,000
GRAND TOTAL		558,000	279,000	279,000

PROJECT BUDGET COVERING ASEAN CONTRIBUTION BY COUNTRIES

(in US dollars)

Country: Malaysia

PROJECT PERSONNEL	Total		1985	1986
	m/m	US\$		
<u>Technical Staff</u>				
DSC Planner	24	30,000	15,000	15,000
DSC Trainer	24	30,000	15,000	15,000
Associate Researcher	24	30,000	15,000	15,000
Sub-total	72	90,000	45,000	45,000
<u>Administrative Staff</u>				
Administrative Officer	24	24,000	12,000	12,000
Administrative Clerk	24	22,000	11,000	11,000
Secretary/Typist	24	18,000	9,000	9,000
Driver	24	14,000	7,000	7,000
Sub-total	96	78,000	39,000	39,000
<u>Official Travel</u>		10,000	5,000	5,000
Component Total		178,000	89,000	89,000
TRAINING		20,000	10,000	10,000
Component Total		20,000	10,000	10,000
EQUIPMENT AND BUILDINGS		160,000	80,000	80,000
Component Total		160,000	80,000	80,000
MISCELLANEOUS		10,000	5,000	5,000
Component Total		10,000	5,000	5,000
GRAND TOTAL		368,000	184,000	184,000

PROJECT BUDGET COVERING ASEAN CONTRIBUTION BY COUNTRIES

(in US dollars)

Country: Philippines

PROJECT PERSONNEL	Total		1985	1986
	m/m	US \$		
<u>Technical Staff</u>				
DSC Planner	24	24,000	12,000	12,000
DSC Trainer	24	24,000	12,000	12,000
Associate Researcher	24	24,000	12,000	12,000
Sub-total	72	72,000	36,000	36,000
<u>Administrative Staff</u>				
Administrative Officer	24	18,000	9,000	9,000
Administrative Clerk	24	14,000	7,000	7,000
Secretary/Typist	24	12,000	6,000	6,000
Sub-total	72	44,000	22,000	22,000
<u>Official Travel</u>		8,000	4,000	4,000
Component Total		124,000	62,000	62,000
<u>TRAINING</u>				
		16,000	8,000	8,000
Component Total		16,000	8,000	8,000
<u>EQUIPMENT AND BUILDINGS</u>				
		70,000	35,000	35,000
Component Total		70,000	35,000	35,000
<u>MISCELLANEOUS</u>				
		10,000	5,000	5,000
Component Total		10,000	5,000	5,000
<u>GRAND TOTAL</u>		210,000	105,000	105,000

PROJECT BUDGET COVERING ASEAN CONTRIBUTION BY COUNTRIES

(in US dollars)

Country: Thailand

PROJECT PERSONNEL	Total		1985	1986
	m/m	US \$		
<u>Technical Staff</u>				
DSC Planner	24	16,000	8,000	8,000
DSC Trainers (5)	120	46,000	23,000	23,000
Associate Researcher	24	14,000	7,000	7,000
Sub-total	168	76,000	38,000	38,000
<u>Administrative Staff</u>				
Administrative Officer	24	14,000	7,000	7,000
Administrative Clerk	24	12,000	6,000	6,000
Secretary/Typist	24	10,000	5,000	5,000
Driver	24	8,000	4,000	4,000
Sub-total	96	44,000	22,000	22,000
<u>Official Travel</u>		12,000	6,000	6,000
Component Total		132,000	66,000	66,000
<u>TRAINING</u>		30,000	15,000	15,000
Component Total		30,000	15,000	15,000
<u>EQUIPMENT AND BUILDINGS</u>		84,000	42,000	42,000
Component Total		84,000	42,000	42,000
<u>MISCELLANEOUS</u>		16,000	8,000	8,000
Component Total		16,000	8,000	8,000
GRAND TOTAL		262,000	131,000	131,000

PROJECT BUDGET COVERING ASEAN CONTRIBUTION BY COUNTRIES

(in US dollars)

Country: Singapore

<u>Technical Staff</u>	<u>Total</u>		<u>1985</u>	<u>1986</u>
	m/m	US \$		
Liaison Officer *	24	60,000	30,000	30,000

* Singapore has no DSC unit. The Liaison Officer will coordinate and participate, if necessary, in all regional DSC activities. The Liaison Officer is Mr. Koay Sim Huat, Senior Agriculture Officer, Directorate, Primary Production Department, 8th Storey, National Development Building, Singapore 0106

Telex: RS 28851 PPD

Cable: AGRIVET

PROJECT BUDGET COVERING ASEAN CONTRIBUTION BY COUNTRIES

(in US dollars)

Country: Brunei

	<u>Total</u>		<u>1985</u>	<u>1986</u>
<u>Technical Staff</u>	<u>m/m</u>	<u>US \$</u>		
Liaison Officer*	24	60,000	30,000	30,000

* Brunei has no DSC unit. The Liaison Officer will coordinate and participate, if necessary, in all regional DSC activities.

UNDP Inputs

An internationally recruited specialist on communication planning and management and six part-time national consultants, to be drawn where possible from ASEAN, will be provided to assist in planning and implementing this project. In addition, technical backstopping will be provided by Information Division in FAO Rome and the Development Support Communication Officer in FAO Bangkok.

International Staff

Senior Communication Adviser (24 m/m): He/she will be a professional communications specialist, knowledgeable in the design, organization administration and management of DSC programmes for rural development. He/she will have the responsibility, as chief executive officer, for the project and will work in close collaboration with ASEAN agencies and act as leader for the team of consultants. He/she would serve in the project for 24 months. Duty station will be Jakarta. He/she will be responsible for coordinating UNDP/FAO inputs in the execution of all project activities, as specified in Part II.

National Consultants

Communication Survey Consultant: A consultant will be provided for three months to update the 1982 survey on the status of DSC in ASEAN. The consultant will design the survey instrument in the light of planning requirements specified by ASEAN. After conduct of the survey and analysis of the results, the consultant will submit both findings and recommendations for action.

Training Consultant: A two month consultancy on in-service training on DSC will be provided. The consultant would be experienced in the design, conduct and evaluation of short training courses for DSC, including preparation of both print and audio-visual material for such course. He/she will assist in the design, organization and conduct of the technical workshop on short-term training programmes and will oversee preparation of the workshop recommendations. The consultant will also assist national teams to improve the design of their training programmes.

Academic Degree Training

A two-month consultancy will be provided for the preparation and conduct of the technical workshop to reinforce current ASEAN academic degree programmes. The consultant will be a professional experienced or currently engaged in the teaching or administration of training courses, at tertiary levels, for DSC communication and research. He/she should be knowledgeable in curriculum design, theory and research with practical field work experience. The consultant will assist in workshop preparations, including supervision of preparation of background papers and preparation of the workshop report to incorporate assessment of trained manpower needs for the period 1986-1990 as well as recommendations for action, by individual countries and ASEAN.

Evaluation Consultancy

The consultant will be a specialist in the design and implementation of monitoring and evaluation systems. For a two-month period,

he/she will assist in organizing and conduct of the technical workshop to assist trainers in DSC to strengthen evaluation and monitoring mechanisms, for use in extension systems of line agencies of ASEAN countries. A prototype model, based on innovative methods developed by individual agencies will be developed during the workshop.

Communication Planning Consultancy

A two-month consultancy will be provided for the final workshop to compare communication planning and management systems operative in ASEAN countries. The consultant will assist the workshop to identify through case studies, effective measures to establish or strengthen linkages between DSC units of development agencies within a country. He/she will also draw up guidelines to serve communication managers in administer DSC programmes.

Regional DSC Network Consultancy

A two month consultancy will be provided to draft a working paper on the feasibility of ASEAN establishing a formal intercountry network to link national institutions involved in the planning, training in or implementation of DSC. The consultant will be a communication planner, with broad experiences and knowledgeable about ASEAN institutional structures.

Subcontract

A subcontract will be given to Development Training and Communication Planning (DTCP), Bangkok, to provide backstopping services in connection with the organization and execution of envisaged seminars, advice on ASEAN training activities and other substantive expertise.

Administrative Support Personnel

A bilingual administrative assistant/secretary will be hired at United Nations local scales of compensation. He/she will carry out administrative work, including office management, typing reports and daily correspondence, filing, etc. under the direct supervision of the FAO senior communication specialist in Jakarta.

Training Provisions

Twelve fellowships for three weeks will be funded. The fellows will visit ASEAN countries, to observe DSC programmes and on the basis of their observations will (a) incorporate useful ideas into their national training programmes; and (b) draw up recommendations for exchange if justified, to reinforce technical cooperation between ASEAN countries in DSC.

Grant for National Training Courses

To reinforce on-going national efforts in DSC training, a grant of \$13,000 for each participating country will be provided. This will be used primarily to support pre-training activities as well as to supplement the holding of three nationally-funded training workshops in DSC to enable participating countries to improve current training courses by incorporating materials, techniques and recommendations reached at the ASEAN level workshops.

H. Preparation of Workplan

A detailed workplan for the implementation of this project will be prepared by the Senior Communication Specialist, in consultation with leaders of the various national teams. This will be done at the start of the project and brought forward periodically taking into consideration the findings of the updated survey. The workplans will be attached as an annex and considered part of this project document.

I. Preparation of the Framework for Effective Participation of National and International Staff

Activities necessary to produce the indicated outputs and achieve the project's immediate objectives will be carried out jointly by the national and international staff assigned to it. The respective roles of the national and international staff will be determined by their leaders, by mutual discussions and agreement, at the beginning of the project, and set out in a Framework for Effective Participation of National and International Staff in the project. The framework, which will be attached to the project document as an annex, will be reviewed from time to time. Respective roles of the national and international staff shall be in accordance with the established concept and specific purposes of technical cooperation.

J. Development Support Communication

The whole project deals with this subject matter.

K. Institutional Framework

ASEAN implements and monitors projects in the field of food and agriculture through a specialized committee, located within its secretariat in Jakarta, namely: The Committee on Food, Agriculture and Forestry. Within COFAF, the Council of Agricultural Directors of Extension or CADEX has responsibility for projects dealing with DSC.

CADEX will therefore serve as the ASEAN implementing agency for this project. To this end, CADEX will be responsible for organizing the project team and for designating, from each member country, responsible and qualified national staff who would work closely and collaborate with the project team. As lead country Indonesia would provide office facilities at the Agency for Agricultural Education, Training and Extension at the Ministry of Agriculture in Jakarta as well as supplementary clerical and administrative support.

L. Prior Obligations and Pre-requisites

None

M. Future UNDP Assistance

It is foreseen that UNDP assistance may be required for a second phase of this project which would seek to formally establish and institutionalize a network for DSC of national institutions within ASEAN.

N. Schedules of Monitoring, Evaluation and Reports

1. Mid-term Review

The project will be subject to periodic review in accordance with the policies and procedures established by UNDP for monitoring project and programme implementation. A mid-term review will be scheduled on the 12th month of the project.

2. Evaluation

The project will be subject to evaluation, in accordance with the policies and procedures established for this purpose by UNDP. The terms of reference and timing of the evaluation will be decided by consultation between UNDP and the Executing Agency concerned.

An evaluation should take place not later than the 23rd month of operation to examine the results achieved and determine the need for continuing UNDP assistance, if any.

3. Progress and Terminal Reports

Eight weeks after taking up his assignment, the Senior Communications Specialist will prepare a preliminary report and work plan for submission to ASEAN, the Executing Agency and UNDP.

The Communications Specialist and executing agency personnel will also prepare six-monthly project progress reports in accordance with normal UNDP procedures. On completion of the project, a terminal report will be prepared by the Executing Agency.

PROJECT BUDGET COVERING ASEAN CONTRIBUTION

(In US \$)

Countries : ASEAN

Project No. :

Project Title : Sharing and Strengthening
Development Support
Communication Resources in
ASEAN Countries

See pages 19 to 20 D

Annex APROJECT BUDGET COVERING UNDP CONTRIBUTION
(in US Dollars)

Country : Governments of Brunei Darussalam, Indonesia, Malaysia, Philippines, Singapore and Thailand
 Project Number : RAS/85/012/A/01/12
 Project Title : Sharing and Strengthening Development Support Communication
 Resources in ASEAN Countries

	TOTAL		1986		1987		1988	
	p/m	\$	p/m	\$	p/m	\$	p/m	\$
10. PROJECT PERSONNEL								
11 Experts								
11-01 Senior Communication Officer	24.0	185,000	6.0	46,250	12.0	92,500	6.0	46,250
11-02 Research Associates	3.0	9,000	1.0	3,000	2.0	6,000	0.0	0
11-50 Consultants	13.0	52,000	4.0	16,000	6.0	24,000	3.0	12,000
11-99 Sub-Total	40.0	246,000	11.0	65,250	20.0	122,500	9.0	58,250
13 Administrative Support								
13-01 -Lead Country	0.0	6,000		1,500		3,000		1,500
-Member Countries	0.0	22,000		5,500		11,000		5,500
13-02 Administrative Support Staff	36.0	38,000	9.0	9,500	18.0	19,000	9.0	9,500
13-99 Sub-Total	36.0	66,000	9.0	16,500	18.0	33,000	9.0	16,500
15 Official Travel		39,000		9,750		19,500		9,750
19 Component Total		351,000		91,500		175,000		84,500
20. SUB-CONTRACTS								
21 DTCP, Bangkok		20,000		5,000		10,000		5,000
28 Adjustments against Prior Year(s)		0		0		0		0
29 Component Total		20,000		5,000		10,000		5,000
30. TRAINING								
32 Group Training		90,000		15,000		50,000		25,000
33 In-Service Training		121,000		33,500		54,000		33,500
38 Adjustments against Prior Year(s)		0						
39 Component Total		211,000		48,500		104,000		58,500
40. EQUIPMENT								
42 Non-Expendable Equipment		5,000		3,000		1,000		1,000
48 Adjustments against Prior Year(s)		0						
49 Component Total		5,000		3,000		1,000		1,000
50. MISCELLANEOUS								
53 Sundry		23,000		6,000		12,000		5,000
58 Adjustments against Prior Year(s)		0						
59 Component Total		23,000		6,000		12,000		5,000
999. UNDP Total Contribution		610,000		154,000		302,000		154,000

Annex BTerms of Reference of the
Senior Communication Adviser

The Senior Communication adviser will, in close consultation with CADEX, serve as the chief executive officer of the project. As such, he/she will:

1. Act as the leader for the team of consultants.
2. Prepare a detailed project workplan and oversee the timely execution of each stage of the plan.
3. Be responsible for the quality and timely provision of UNDP/FAO inputs.
4. Be responsible for the preparations of project reports, including identification of project follow-up requirements.
5. Perform other tasks related to the successful execution of the project.

Qualifications Required for the
Senior Communication Adviser

1. Ten years professional experience of a progressively responsible nature in planning and administering development communication programmes at country or regional levels.
2. University degree in communication, preferably at the graduate level.
3. Special training in at least one type of audio-visual medium.
4. Ability to plan, implement and coordinate country and regional projects under heavy pressure.
5. Knowledge of, and experience with, the procedures of FAO, UNDP and other technical and financial agencies.
6. Ability to establish and maintain good working relationships with people of different nationalities and socio-cultural backgrounds.
7. Proficiency in English (spoken and written)
8. Working knowledge of one or more of the ASEAN languages (desirable).

Annex CTerms of Reference of the Communication
Survey Consultant

In close consultation with CADEX and the Senior Communication Adviser, the consultant will:

1. Design the survey instrument in the light of planning requirements specified by ASEAN.
2. Supervise the conduct of the survey and analysis of the results.
3. Write the survey report including findings and recommendations for future action.
4. Perform other tasks related to the successful execution of the consultancy.

Qualifications Required for the
Communication Survey Consultant

1. Academic degree in communication research at the graduate level.
2. Extensive experience in conducting communication research and surveys particularly on development communication.

Annex DTerms of Reference of the
Training Consultant

In close consultation with CADEX and the Senior Communication Adviser, the consultant will:

1. Design, organize and conduct the technical workshop on short term training programmes.
2. Write the workshop report including findings and recommendations for future action.
3. Assist national teams, whenever possible, to improve the design of their training programmes.
4. Perform other tasks related to the successful execution of the consultancy.

Qualifications Required for the
Training Consultant

1. Academic degree in instructional media preferably at the graduate level.
2. Extensive experience in designing, conducting and evaluating communication media training courses.

Annex ETerms of Reference of the
Academic Degree Training Consultant

In close consultation with CADEX and the Senior Communication Adviser, the consultant will:

1. Assist organize the technical workshop to reinforce current ASEAN academic degree training programmes. This includes supervision of the preparation of the background papers.
2. To write the workshop report to include an assessment of trained manpower needs for the period 1986-1990 and recommendations for future action.
3. To perform other tasks related to the successful execution of the consultancy.

Qualifications Required for the
Academic Degree Training Consultant

1. Degree in communication or the social sciences at the graduate level.
2. Extensive experience in the teaching or administration of development communication training courses at the university level.

Annex FTerms of Reference of the
Evaluation Consultant

In close consultation with CADEX and the Senior Communication Adviser, the consultant will:

1. Assist organize and conduct the technical workshop to assist trainers in DSC to strengthen evaluation and monitoring mechanisms for use in extension systems for line agencies of ASEAN countries.
2. Write the workshop report including findings and recommendations for future action.

Qualifications Required of the
Evaluation Consultant

1. Academic degree in communication at the graduate level.
2. Extensive experience in the design and implementation of monitoring and evaluation systems.

Annex GTerms of Reference of the
Communication Planning Consultant

In close consultation with CADEX and the Senior Communication Adviser, the consultant will:

1. Assist organize a workshop to compare communication management and planning systems operative in ASEAN countries. This includes assisting the workshop participants to identify through case studies, effective measures to establish or strengthen linkages between DSC units of development agencies within a country.
2. To write the workshop report including findings and recommendations for future action.
3. To perform other tasks related to the successful execution of the consultancy.

Qualifications Required of the
Communication Planning Consultant

1. Academic degree in communication at the graduate level.
2. Extensive experience in planning and implementing development communication programmes and campaigns.

Annex HTerms of Reference of the
Regional DSC Network Consultant

In close consultation with CADEX and the Senior Communication Adviser, the consultant will:

1. Draft a working paper on the feasibility of ASEAN establish a formal intercountry network to link national institutions involved in the planning, training or implementation of DSC.
2. To perform other tasks related to the successful execution of the consultancy.

Qualifications Required of the
Regional DSC Network Consultant

1. Academic degree in communication at the graduate level.
2. Extensive experience in planning communication programmes and networks.
3. Broad knowledge of ASEAN institutional structures.