OTHER FUNDS AND PROGRAMMES

UNITED NATIONS FUND FOR POPULATION ACTIVITIES

PROPOSED PROJECTS AND PROGRAMMES

Recommendation by the Executive Director

Assistance to the Government of Pakistan

Comprehensive population programme

Estimated UNFPA contribution: $30,000,000

 Estimated value of the Government's contribution: $50,000,000

Duration: Five years

Estimated starting date: January 1981

Executing Agencies:

United Nations Department of Technical Co-operation for Development (UNTCD)
International Labour Organization (ILO)
United Nations Educational, Scientific, and Cultural Organization (UNESCO)
World Health Organization (WHO)
United Nations Children's Fund (UNICEF)
Asia and Pacific Programme for Development Training and Communication Planning (UNDP/DTCP)
UNFPA
International Planned Parenthood Federation (IPPF)
Program for the Introduction and Adaptation of Contraceptive Technology (PIACT)

Government Co-operating Agency:

Population Division of the Ministry of Planning and Development
I. Summary

1. UNFPA proposes assisting the comprehensive population programme in Pakistan, a priority country for UNFPA assistance, in the amount of $30,000,000 over five years (1981-1985). The assistance proposed is based on the findings and recommendations of a 1979 needs assessment mission and subsequent project formulation missions. It represents an extension of support to the Government's population programme given under the First and Second Country Agreements between the Government and UNFPA signed in 1970 and 1974 respectively. While UNFPA assistance to Pakistan in previous years concentrated mainly on family planning activities, the assistance now proposed would support a broad-based, multisectoral approach to population matters. The proposed programme includes projects in the areas of basic data collection and analysis; population dynamics and planning; maternal and child health and family planning; information, education, and communication; and special programmes. UNFPA assistance would provide international experts and consultants; training, including fellowships and study tours within the country and abroad; some local salaries and other expenses; expendable and non-expendable equipment; vehicles; teaching materials; and supplies.

II. Background

2. Pakistan covers a total area of 796,095 square kilometres. The country is divided into four provinces - the Punjab, the North-West Frontier (NWFP), Sind, and Baluchistan - and the federally administered Tribal Areas. The population, estimated at close to 87 million in 1980, is growing at an annual rate (1975-1980) estimated by the United Nations at 2.8 per cent. Average density is about 108 persons per square kilometre, but density varies widely. Density per square kilometre of presently available agricultural land is approximately 260 persons, indicating relatively high pressure on land resources given the current level of agricultural technology in the country.

3. The average crude birth rate between 1975-1980, as estimated by the United Nations, was 43.1 per thousand, while the gross reproduction rate was 3.12. There are well over three million births annually. Marital fertility, as indicated by the 1975 Pakistan Fertility Survey, averages 6.3 children per couple. With about 45 per cent of the population below age 15, over 45 per cent of all women in the reproductive years 15-49, and an average age at marriage of under 18, the potential for a continuing high rate of population growth is great.

4. The average crude death rate between 1975-1980 was 15 per thousand. Infant mortality is estimated at between 105 and 115 per thousand live births. It is caused mainly by infectious and parasitic diseases related to poor sanitation and malnutrition. Maternal mortality is between 6 and 8 per thousand live births. Life expectancy at birth (1975-1980) averages 50.8 years, according to United Nations estimates. While the mortality rate has fallen in recent years, there is still a need to lower it further, especially for infants. As mortality rates fall, the rate of natural increase in population will rise unless fertility is reduced.

5. Internal migration is a significant factor in Pakistan's population dynamics. The proportion of the population living in urban areas has increased rapidly and now stands at about 30 per cent. The Government continues to face problems caused by uneven population distribution and rapid urban growth.

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6. About 30 per cent of the total population is literate, but for women generally this rate is only 15 per cent and for rural women it is under 5 per cent.

7. The per capita gross national product is estimated by the World Bank at $230 for 1978. The economy is critically dependent on the country's agricultural base.

8. In 1955, with its first Five-Year Development Plan, the Government began to support family planning activities carried out under voluntary auspices. An initial population programme begun in 1960 under the Second Five-Year Development Plan, set out to provide family planning services to 1.2 million couples during the Plan period. The programme was administered within the framework of existing health services and was clinic-based. With the Third Five-Year Plan, beginning in 1965, a nationwide family planning programme was launched. To facilitate programme operations and to allow financial and administrative autonomy a three-tier, semi-autonomous organization at the federal, provincial and district level was created. Services were made available through family planning clinics while the programme emphasized utilization of IUDs and an expanded distribution system for conventional contraceptives.

9. By the time the Fourth Five-Year Plan was formulated, it was felt that the previous approaches had had a minimal impact in the field, and a new concept, the Continuous Motivation System (CMS), was developed which replaced dais (traditional midwives) with trained field motivators organized into teams of one man and one woman. These teams were to visit all fertile couples in the country in order to motivate them to accept and continue to use contraceptives, and provide information and supplies. Large-scale implementation of this programme began only in 1973. At this time, the programme was also expanded in other ways. For example, a mass campaign to distribute contraceptives was launched, family planning clinics were redesignated family welfare clinics and some MCH care was added to their services. Front-line workers in various development areas (agriculture, co-operatives, health, education, etc.) received orientation in the population planning programme, teachers were trained as teacher trainers, and instruction materials produced. Training in family planning concepts along with some training in demography was introduced into the curricula of medical colleges, and a new system was devised to collect data on the programme.

10. Between 1975 and 1980 the population programme operated on the basis of annual plans. In 1976, in order to tighten administrative control, the programme was federalized, bringing provincial population officers and programme operations directly under Government control. In 1977, motivator teams were split, with female staff serving in family welfare clinics under the district population officer and put in charge of clinical aspects while male motivators were placed under the district population officer and made responsible for motivation activities and supplies. Following the change of government in mid-1977, all of the programme's field activities were suspended; some clinical activities continued at a low level.

11. Until recently, the population programme has suffered from a lack of sustained commitment and from a succession of shifts in direction and implementation. Despite its long period of operation and the large expenditure on it, the programme has had little demographic impact as measured by lowered fertility. The Pakistan Fertility Survey (1975) indicated that only about 6 per cent of women of childbearing age were practicing contraception in a continuous manner. Nonetheless, the programme/...
was successful in creating some awareness of family planning. The Contraceptive Prevalence Survey carried out in 1977 in Punjab and in the North-West Frontier Province showed that 81 per cent of women surveyed knew of one or more methods of family planning, and family planning was no longer a taboo subject for discussion.

12. The Fifth Five-Year Development Plan (1978-1983) calls for implementing socio-economic programmes which include provision of family planning services to reduce fertility. The Plan proposes to "induce a greater desire to limit family size through rapid economic growth, improvement in the conditions of the poorer segment of society, modernization of rural areas, large expansion in the coverage provided by health and education services, and positive measures to increase female employment...". The Plan sets a target of reducing the population growth rate from the Government estimated 2.9 per cent to 2.7 per cent by 1982-1983 and to reduce differentials in morbidity and mortality in the underdeveloped and tribal regions by introducing a basic health services programme, to lower the rate of urban population growth, and to discourage immigration and emigration. The Government also started funding two new demographic research organizations: the Population Section within the Pakistan Institute of Development and the Demographic Policies Research Centre within the Population Planning Division.

13. On the basis of recommendations made by a World Bank mission in 1978 and the UNFPA needs assessment mission in 1979, as well as internal Government reviews of the programme, the Government in December 1979 initiated a reorganization and reactivation of the population programme. The Population Division was placed under the Ministry of Planning and Development; an adviser to the President for Population Planning, with ministerial rank, was appointed; and the establishment of a national Population Council was initiated at the federal level, as well as similar bodies at the provincial level, with broad representation from sectoral ministries and departments, non-governmental organizations and institutions, and local government representatives.

14. UNFPA assistance to Pakistan began with the First Agreement in August 1970, under which UNFPA committed $1,760,000 to assist the national family planning programme in the following areas: contraceptives, medicines and equipment; consultants and advisors; training, fellowships and study tours; research and evaluation; clinical and basic medical research; postpartum programme activities and maternity-centred family planning services; transport; and salary supplements for field workers.

15. The Second Country Agreement between the Government and UNFPA, signed in July 1974, committed UNFPA to provide assistance in the amount of up to $15,000,000 over five years. Assistance was provided for the Pakistan Fertility Survey, undertaken within the framework of the World Fertility Survey; for training and publication activities at the Demographic Policies Research Centre; and for seminars, workshops, and other group training in the area of research and evaluation related to population planning. UNFPA funds also made possible study tours for officials involved in policymaking, planning and management. The bulk of the funds went to projects designed to strengthen the country's maternal and child health and family planning services through training and salary support for various MCH/FP personnel. UNFPA assistance also supported expansion of the country's postpartum care programme and provided support for local costs of twelve regional training institutes for health personnel as well as for medicines and contraceptives. Total UNFPA assistance to Pakistan through 1980 amounts to approximately $14.5 million.
16. More recent UNFPA assistance has been based on the recommendations of the 1979 needs assessment mission and has been allocated to several projects which would be continued and, in some cases, expanded under the new programme. Activities include: the population and housing census and supporting activities; studies in population, labour force, and internal migration and formulation of the Fifth Population Plan; health manpower development, involving hakeems (traditional medical practitioners) in family planning activities, and training in endoscopy, surgical contraception and reproductive health; and workers' education.

17. Other international support for family planning activities has come from the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF). WHO support for research and institution-strengthening between 1972 and 1980 amounted to about $892,500. In 1979 and 1980, WHO supported research on the safety and effectiveness of currently utilized oral and injectable contraceptives and intrauterine devices and for the development of new and improved methods of male fertility regulation. UNICEF has an ongoing programme to provide assistance for the development of national MCH services which directly or indirectly support family planning programmes through such activities as training for nurses, midwives, traditional midwives, local leaders, and paramedics; provision of contraceptives, etc.

18. With the exception of assistance from the Government of Norway, bilateral assistance to Pakistan in the population field had dropped to a negligible level by the end of 1979. The Norwegian Agency for International Development provided approximately $4.6 million in assistance for the period 1975-1980 to the family welfare clinic component of the national population programme. In 1979, the Government of the Federal Republic of Germany made available about $56,000 for a feasibility study for the construction of a condom factory. Assistance in earlier years had come from the Governments of Australia, the United Kingdom of Great Britain and Northern Ireland, and the United States of America. The largest donor had been the United States Agency for International Development (U.S. AID), which provided support from 1965 through 1977 in the amount of approximately $33,202,000. The major activities supported by U.S. AID were: a) the Population Division's efforts to test various approaches to household contraceptive distribution; b) provision of family planning services through non-governmental organizations; and c) pilot activities in integrating health and family planning services delivery.

19. Pakistan is currently receiving assistance from non-governmental organizations including the Association for Voluntary Sterilization, International Project; the International Planned Parenthood Federation, through its national affiliate, the Family Planning Association of Pakistan; the Pathfinder Fund, with grants in support of household distribution of contraceptives. Support has also come from Family Planning International Assistance; the International Statistical Institute/World Fertility Survey; the Planned Parenthood Federation of Canada, the Program for the Introduction and Adaptation of Contraceptive Technology; the Rockefeller Foundation; and World Education.

20. UNFPA fielded a needs assessment mission to Pakistan in 1979 to review the population programme and make recommendations for future external population assistance. A summary of the recommendations follows: a) further support for population data collection, in particular for the 1981 census and census communication activities; continuation of the population growth survey and establishment of a workable system ...
of vital registration; b) support for institutes such as universities undertaking population research; establishment of a Task Force to develop mechanisms for planning, co-ordinating, disseminating and utilizing the results of population and related development research; streamlining the organization and improving the management of research programmes carried out within the Population Division; c) a comprehensive review of MCH/FP service delivery with a view to strengthening organizational capacity to provide quality service; expansion of sterilization facilities in all district and tehsil (sub-district)-level hospitals; consolidation and expansion of existing health and family welfare clinics; expanded utilization of hakeems and dais; examination of long-term availability of contraceptives and of the feasibility of various contraceptive distribution programmes, including social marketing/commercial distribution; d) introduction of formal and non-formal population education through strengthening of education institutions, reviewing population content and curricula, and improving training materials and aids; particular attention to education of girls and women; e) increased support to enlisting local leaders and other local personnel (e.g., dais and shopkeepers) in an effort to involve communities more directly in population/family planning activities; support to non-governmental organizations and youth councils to increase their involvement in population activities.

21. An important feature of the various recommendations of the mission was special attention to strengthening of over-all policy, institutional and organizational structure. In particular, the mission cited the Government's decision to integrate family planning with family welfare services as requiring careful planning and a number of urgent administrative and programmatic measures. Between 1979 and 1981, some significant policy and institutional changes were implemented and the basis of the population programme has been founded upon a multisectoral approach integrated with over-all development activity.

22. The findings of the needs assessment were discussed at an informal meeting of donors and the recommendations were well received.

III. The programme

23. The proposed UNFPA programme of assistance to Pakistan, comprising both continued and new activities, for which a total of $30,000,000 over a five-year period being proposed, was formulated by the Government and UNFPA on the basis of the Government's latest Population Plan, the findings of the needs assessment mission, and subsequent project formulation missions. The Government's contribution to the programme would be approximately $10,000,000 annually, as indicated in the Population Plan. The programme would provide assistance in the following areas:

Basic data collection and analysis

24. UNFPA proposes allocating approximately $1 million in assistance for one project in this category:

25. Assistance to the population and housing census. In 1979, UNFPA began providing assistance for activities associated with the census to be carried out in 1981. This assistance would be continued under the new programme. The project is designed to help the Government strengthen national capability for collecting, processing and
analyzing population data and to make available reliable data on the demographic, social, and economic characteristics of the population. Preparatory activities such as training, preparation of cartographic materials and plans, making sample designs, carrying out a pilot census, etc., have all proceeded satisfactorily. Assistance under the new programme would focus on a) establishing a small printing facility in the Census Organization and upgrading the printing capability of the printing and reproduction unit in the Statistics Division; b) streamlining the data processing unit in the Statistics Division; and c) increasing the capability of local personnel in the Census Organization in such functional areas as data collection, cartography, data processing, sampling techniques, and demographic, social and economic analysis. UNFPA assistance would provide technical advisers, support for training and fellowships inside Pakistan and abroad, equipment, vehicles, and other supplies. The Government would contribute about $8,560,000. The United Nations Department of Technical Co-operation for Development (UNTCD) would continue to act as the Executing Agency.

Population dynamics and planning

26. UNFPA proposes allocating a total of $1,200,000 for three projects in this category:

27. Assistance with population planning. UNFPA began providing assistance for the formulation of the Fifth Population Plan (1981-1983) in 1980 and proposes to continue doing so through 1981 in the amount of $100,000. The project's objective is to bring together policymakers and planners in workshops in which they can formulate guidelines for, and project activities in, all areas of the population programme. Activities in 1981 would continue to be carried out under the direction of the Adviser to the President for Population Planning and the Population Division of the Ministry of Planning and Development. UNFPA assistance would supply technical consultants; support for workshops, meetings, and study tours; travel expenses; and the costs of printing and of computer analysis time. The project would continue to be directly executed by the Government.

28. Studies in population, labour force and internal migration. This is an ongoing project which UNFPA proposes continuing to support under the new programme, with an allocation of $100,000 through 1982. The over-all objective is to facilitate the integration of population variables into a comprehensive development planning strategy by generating data on a) labour force participation, with emphasis on determinants of participation by age and sex; b) internal migration, both its causes and consequences, with emphasis on the rural urban dimensions of the problem; and c) the influence of the labour market on fertility behaviour through its effects on the socio-economic environment of the family. The first phase of the project has been completed, and support under the new programme would be for a post-enumeration quality check survey, analysis of data gathered, and workshops and seminars for the dissemination of research findings. UNFPA assistance would provide technical consultants; salary support for administrative and research staff; funds to cover the survey, computer time, and printing costs; training, workshops and seminars; and expendable and non-expendable equipment. Project activities would be supervised by the Pakistan Institute for Development Economics and Technical Advisory Committee made up of representatives of several governmental departments. The International Labour Organisation (ILO) would continue to be the Executing Agency.
29. Supporting programme-oriented research. UNFPA proposes allocating about $1,000,000 to support development of research manpower and to undertake programme-oriented research, both objectives of the 1981-1983 Population Plan. The research envisioned would be in the areas of biomedical and socio-medical concerns, human behaviour and motivation, and migration and other social and economic factors influencing fertility. Among activities supported would be the establishment of a Research/Development Centre that would co-ordinate research and training efforts. UNFPA assistance would support technical assistance, training and fellowships, some costs of studies and surveys, and printing and reporting. The Government contribution would be approximately $1,600,000. It is expected that the Government would directly execute this project.

Maternal and child health and family planning

30. UNFPA proposes assistance totalling $22,800,000 for five projects in this category:

31. Development of family welfare centres. In the past, most of the activities undertaken under the Government's Population Planning Programme were uni-purpose and vertical in direction. This project, to which the Government gives high priority, is designed to change that pattern. It calls for introducing family welfare centres, which are viewed as a mechanism for improving the quality of MCH and family planning services by providing a link to various development activities and by encouraging the community to supply inputs and support and to participate in the centres' activities. The centres would provide a community-based, multi-purpose unit for the distribution of contraceptives and for the diagnosis and treatment of maternal and child health problems. They would also serve as sites for the training of traditional birth attendants and community volunteers for MCH and family planning extension services. Over the five years of project operation, a total of 1,250 centres would be established, each staffed by a female family welfare worker, a male family welfare assistant, a female family welfare assistant and an attendant. Since the centres are designed to encourage the participation of rural people in all of their activities, the end result of their establishment, it is hoped, would be increased demand for the services offered. Before full-scale launching of the project, so as to gain a deeper understanding of how the centres should function to attain these ends, a limited number of experimental centres would be set up across the country. Initially UNFPA proposes assistance of $2,000,000 to support the project on a pilot basis, with $8,000,000 held in reserve for future expansion if the activities prove successful. UNFPA support would provide technical assistance for training, salary support for staff, equipment and supplies. The Government would contribute $1,400,000 to the project, and local communities would contribute $10,500,000. The project would probably be directly executed by the Government with institutional external technical backstopping.

32. Family health manpower development. This project began in 1978 with UNFPA assistance of $2,362,600. The objective was to strengthen the population programme through training of trainers and service personnel. Particular emphasis was placed on improving curricula and training methodology, student selection, field supervision, and evaluation of training programmes. Some 114 people received eighteen months of training at regional training institutes to prepare them as family welfare workers, 110 family welfare visitors received midwifery training in
five-month courses held at six regional training institutes, and instructors at regional institutes attended a two-month orientation course in midwifery training, methodology and techniques. Also completed were an evaluation study of motivated clients, a survey of the teaching of population subjects in the medical colleges of Pakistan, a training course for village motivators, and a five-day course for nurses of Karachi hospitals. The Government and UNFPA consider these results quite satisfactory, and UNFPA now proposes allocating an additional $4,000,000 for further activities. These would include retraining existing cadres of personnel (professionals, middle-level personnel, and community workers). Specific targets include organizing two-day orientation courses for 600 professionals, six-week courses for supervisors (32 courses in all, each with 20 participants), six-week retraining courses for 1,440 lady health visitors, and twelve-week retraining courses in midwifery for 640 family welfare visitors. The project would continue to be implemented by the Population Division under the Ministry of Planning and Development. UNFPA assistance would provide technical advisers, salaries of local personnel, training (workshops, seminars, study tours, fellowships), both expendable and non-expendable equipment, vehicles, and supplies. The Government's contribution would be $2,330,000. UNFPA would continue to execute the project jointly with the United Nations Children's Fund (UNICEF).

33. Reproductive health (contraceptive surgery). This project, for which UNFPA proposes allocating $4,000,000, is designed to reduce the present unacceptable maternal and infant mortality rates by providing facilities and trained personnel for the management of unwanted fertility for those requesting such services. The means of attaining this objective are several: providing service outlets in hospitals where there are trained doctors available to perform contraceptive surgery; equipping and strengthening training and service centres located in hospitals attached to medical schools; and equipping and strengthening teaching hospitals in obstetric/gynaecological extension services. One component of this project - providing endoscopy, surgical contraception, and reproductive health education - began in 1980 with UNFPA funds of $42,850; since then almost 70 ob/gyn specialists have received training. Nurses have been trained to support and complement the work of physicians, thus developing a team approach to reproductive health care. Personnel and technical expertise have been provided in curriculum development, procurement of equipment and educational materials, training and techniques. UNFPA now proposes allocating further support amounting to $500,000 to expand the training programme; this figure includes some previously approved funds now rephased for 1981. The remainder of the $4,000,000 proposed for this project would be divided among a total care service sub-project in Lady Dufferin Hospital, Karachi; another sub-project calling for reproductive health outreach through satellite clinics in rural areas to be managed by Sheikh Zayed Hospital, Larkana; and a third sub-project for surgical contraception through a non-governmental organization, the Family Planning Association of Pakistan. An advisory committee, consisting of representatives of the medical profession (obstetrics, gynaecology, paediatrics, nutrition, and public health), of health departments, and of the Population Division of the Ministry of Planning and Development, would ensure high standards and practices. UNFPA assistance would provide technical expertise, salary support to administrative staff, training and meetings, expendable and non-expendable equipment, vehicles, supplies, and renovation and other expenses. The Government contribution would be $1,350,000. UNFPA would serve as Executing Agency in collaboration with UNICEF, WHO, and other appropriate technical backstopping institutions.
34. Involving hakeems in family planning services. In rural areas, hakeems enjoy a position of respect as community-level healers and to some extent as local leaders. They also provide an important contact point for both village and religious leaders. Since 1978, UNFPA has been supporting a project to involve these traditional healers in family planning activities. With this support, 1,029 hakeems received general contraceptive training in four-day courses, an instruction manual was printed and distributed, and hakeems began to distribute contraceptives and refer women for both IUD insertion and sterilization. The project progressed satisfactorily and interest in participation in the project has become more widespread. An additional $600,000 is now requested to continue the project by training more hakeems and also some tabibas (female hakeems) and by ensuring better record-keeping by those involved and an improved supply of contraceptives. This assistance would provide consultants, salary support, publication and printing costs, organization of seminars, equipment and supplies. The project would be directly executed by the Government.

35. Strengthening contraceptive distribution. In 1980, pending Governing Council approval, UNFPA allocated a total of $2,600,000 in new and phased funds, to assist the Government in assessing and strengthening management and logistical capabilities in contraceptive distribution and determination of contraceptive needs for future years, as well as for commodity support. UNFPA proposes additional assistance in this area amounting to $1,600,000, to support the following activities: a study to determine ways of strengthening programme monitoring and to examine service statistics to indicate the main trends in contraceptive acceptance; a contraceptive use prevalence survey to examine future contraceptive demand; exploration of and investigation of all forms of contraceptive distribution including social marketing. The project would be executed by UNFPA in collaboration with UNICEF, the Program for the Introduction and Adaptation of Contraceptive Technology (PIACT), the International Planned Parenthood Federation (IPPF) and others.

Information, education and communication

36. UNFPA proposes allocating a total of $4,000,000 for one ongoing project, and several new projects, under this category.

37. Population education for workers. This project began in 1978. The long-term objective has been to moderate population growth by mobilizing target institutions in the organized sector to actively support and participate in a sustained programme of population education for workers. The project was designed to provide orientation and training for trade union leaders and officials, employers/managers, trade union education organizers and educators, labour welfare officers and personnel managers from industry, and worker-motivators in industrial establishments. Trade unions were to be encouraged to organize their own worker-education departments so as to institutionalize population education for workers and their families, and population education was to be integrated into the training courses of the National Institute for Labour Administration Training and the Industrial Relations Institute. The project has generally proceeded satisfactorily. UNFPA proposes to provide additional $200,000 to support continuation of activities. UNFPA assistance would, as in the past, provide technical expertise, local salary support, fellowships and training in-country and abroad, teaching materials, supplies, and equipment. The International Labour Organisation (ILO) would continue to be the Executing Agency, with the Ministry of Labour and Manpower as the Government implementing agency.

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38. UNFPA proposes allocating the remaining $3.8 million among the following new projects in this area.

39. Formal population education. The Government has requested assistance with a project to introduce population education into the schools. Project objectives would be to: a) give students an appreciation of the implications of rapid population growth for economic and social development; b) develop students' ability to make rational and responsible decisions about population matters and parenthood; c) give to teachers a leadership role in creating awareness of and ability to deal with population questions; and d) develop understanding of the relationship between demographic variables and economic and social factors and of the Government's population policies among educational administrators, planners, supervisors and educators. Activities would include: a) establishing fully staffed co-ordination units in appropriate institutions at the federal and provincial levels to oversee implementation; b) analysing the curricula and textbooks used at various levels (school, college, teacher training institutions); c) developing prototype instructional units, teachers' guides, audio-visual materials, and training packages and distributing them to teachers and various other educational personnel; d) orienting teachers and selected educational planners, supervisors, administrators and other key personnel to the need for population education; and e) initiating and promoting population education programmes in selected universities and colleges. UNFPA assistance would provide technical expertise; training and study tours; support for production of materials, guides, and visual aids; equipment and support for printing. The Executing Agency would be the United Nations Educational, Scientific and Cultural Organization (UNESCO).

40. Non-formal education. The over-all objective of this project would be to strengthen the non-formal education component within the Population Division, within the non-formal education sector of the Ministry of Education, and within the provincial departments of education. Under the project, suitable teaching materials would be developed for different target groups; teachers would be mobilized to provide non-formal education on a voluntary basis; newspapers, television and books would be used to sensitize youth and children to population issues; population education would be incorporated into the practical work of the polytechnical schools and vocational institutes; parents would be involved in education programmes; volunteers of the Farm Guide Movement would receive orientation in population education; and general practitioners would be encouraged to provide non-formal population education. UNFPA assistance would provide technical expertise, training, teaching materials, equipment, and supplies. The Executing Agency would be UNESCO.

41. Population education for rural areas through universities. This project is designed to work through two universities that train agricultural specialists: the University of Agriculture, Tanjoran, and the Department of Agriculture of the University of Peshawar. The objective would be to develop understanding of and rational attitudes towards population issues and behaviour among graduates of the two institutions, who would then transmit what they have learned to the rural people with whom they work. Project activities would include: developing curriculum content and teaching materials, providing orientation and training to faculty, and identifying ways to extend population education to target groups in rural areas. UNFPA assistance would provide training, equipment, and supplies and assist with production of teaching materials and payment of local salaries. The Executing Agency would be UNESCO.
42. Population information and communication project. UNFPA proposes to support the Government's plan for putting into effect a nationwide systematic and co-ordinated information and communication strategy to back up the population programme. The strategy calls for initial emphasis on interpersonal communications followed by the use of communications media. Project activities, to be carried out in several steps, would include: a) strengthening the institutional capability of the Production and Publications Unit and the Communications and Publicity Directorate of the Population Division, Ministry of Planning and Development; b) providing training to staff of these agencies; c) building public support through the use of communication fieldworkers; d) following up interpersonal communication activities with the use of mass media; and e) transmitting experience built up by communication experts within the Population Division to other organizations and agencies and strengthening those already involved in communication activities by supplying technical assistance and materials. UNFPA assistance would provide technical advisers, workshops to devise work plans, training, help with the design and production of materials, audio-visual equipment, and supplies. The project would be executed by the Asia and Pacific Programme for Development Training and Communication Planning (UNDP/DTCP).

Special programmes

43. The needs assessment mission recommended that support be provided to non-governmental organizations working in the area of population. UNFPA proposes to allocate $1,000,000 to several projects, presently being formulated, to assist innovative and experimental projects designed by non-governmental organizations and community groups to increase demand for family planning, to provide family planning services and population education and awareness.

44. The proposed UNFPA contribution for the five-year period, subject to availability of funds, is as follows:

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<th>Programme area</th>
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<tr>
<td>Basic data collection and analysis</td>
<td>1,000,000</td>
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<td>Population dynamics and planning</td>
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<td>Information, education and communication</td>
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<td>Special programmes</td>
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<td><strong>Total</strong></td>
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45. The status of programme and project development, as of February 1981, is as follows:

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<tr>
<td><strong>Total</strong></td>
<td><strong>30,000,000</strong></td>
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IV. Recommendation

46. The Executive Director recommends that the Governing Council:

(a) Approve the five-year comprehensive population programme for Pakistan in the amount of $30,000,000; and

(b) Authorize the Executive Director to allocate the funds and to make the appropriate arrangements with the Government of Pakistan and with the Executing Agencies.