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S U P P O R T

PROGRAMME IMPLEMENTATION

**IMPLEMENTATION OF DECISIONS ADOPTED BY THE
GOVERNING COUNCIL AT PREVIOUS SESSIONS**

Measures to promote better understanding
of the role and activities of UNDP and of
the resource needs of the Programme

Note by the Administrator

Summary

The Administrator provides in this paper, as requested by the Governing Council in decision 83/5, section III.C, a progress report on his exploration and implementation of the action proposals approved in that decision, designed to enhance the identity and image of UNDP and to extend the flow of information to key audiences about the role, activities, achievements and resource needs of the Programme.

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I. INTRODUCTION

1. During its deliberations on measures to mobilize increased resources for UNDP on an increasingly predictable, continuous and assured basis, the Governing Council at its thirtieth session discussed "measures to promote better understanding of the role and activities and resource needs of the Programme". This subject had been on the agenda of the Intersessional Committee of the Whole (ICW) of the Governing Council, for which the Administrator had provided a paper under the same title (DP/1983/ICW/7). The paper dealt with UNDP's problems of "image" and "identity"; existing external information efforts; and various action proposals to promote better understanding of UNDP, subject to available resources.

2. The Governing Council in decision 83/5, section III.C, "recognize[d] the need for strengthening of the efforts of the Administrator and his staff, Governments of both recipient and donor countries, and co-operating agencies within the United Nations system to disseminate selective and timely information about the United Nations Development Programme and its programmes, projects and achievements" (operative paragraph 1). The Council also "agree[d] that the Administrator should explore and implement the action proposals made in his note on measures to promote a better understanding of the role and activities and the resource needs of the Programme (DP/1983/ICW/7) and report thereon to the Governing Council" (operative paragraph 2).

3. The present paper constitutes the Administrator's progress report in relation to the decision cited above and the action proposals contained in paragraphs 58-94 of DP/1983/ICW/7. This progress report essentially covers the year 1983 in respect of efforts to enhance understanding of the role and activities and resource needs of the Programme that were already under way before the Council adopted decision 83/5, together with further work carried out thereafter in 1983 and planned for 1984.

4. For ease of reference, this paper will follow the sequence of DP/1983/ICW/7 from its chapter VI (paragraph 58 et seq.) as closely as possible.

II. MEASURES TO IMPROVE UNDERSTANDING OF UNDP

5. The inherent problems of explaining UNDP's complex roles and its difficult-to-communicate identity (as discussed in DP/1983/ICW/7) have, of course, persisted in the short period since the ICW discussion thereof. Nevertheless, the Administrator is pleased to report some significant progress within the range of his action proposals which the Council endorsed in decision 83/5, and the severe limitations of authorized information resources.

A. Closer to individual countries

6. One of the most significant advances has been in bringing UNDP's identity closer to individual country settings, both in donor and developing countries, so that national concerns, involvement and audience interests can be better reflected in the content of information materials about UNDP.

7. As detailed below, specific publications about UNDP have been launched in 10 (soon to be 13) donor countries and, through resident representatives, in a number of developing countries. In two developing countries, special video-tape programmes on UNDP/Government co-operation have been produced: in one case for use in briefings; and in the second for national television use and promotion of Technical Co-operation among Developing Countries (TCDC) abroad.

8. Other close-in actions include the preparation of a wall map and portable exhibit that are country-adaptable; an experimental features service in one donor country; information support that is tailored to resource mobilization efforts in individual countries; and the production of achievement reports on over 570 projects to reflect operational development results at country levels, including bilateral co-financing. In donor countries there has also been increased face-to-face and group dialogue on UNDP by visiting UNDP staff, with executive branch officials, parliamentarians, representatives of the media and non-governmental organizations (NGOs), both to identify more definitively the particular information requirements of each country and to provide responses more attuned to those requirements.

9. This listing of closer, country-tailored efforts is not meant as any claim that there is some sudden prospect of mathematically increased understanding and burgeoning support for UNDP across the range of countries concerned. But it does reflect the policy trend and strategy for UNDP information work proposed in DP/1983/ICW/7, and is an encouragement to national partners further to help identify information needs and outputs, venues and outlets, and formats and methods that will help to achieve the improved image and identity which the Governing Council has recognized is needed.

1. Donor-country tailored publications about UNDP

10. One of the most significant advances has been in the steadily increasing initiatives of NGOs, with ready encouragement and support from donor Governments, in compiling booklets about their country's participation in UNDP, in the country's language and addressing identified criticisms or deficiencies in knowledge about the Programme specifically within the country.

11. The first such country-tailored booklet, published in 1982 by the Danish United Nations Association, is understood to have contributed significantly to wider Danish understanding of the roles, activities, and resource needs of the Programme, including in parliament. Since then, and with gathering momentum as others could see an actual example of such a booklet, equivalent country publications have been set in motion, as follows:

<u>Published 1982</u>	<u>Published 1983</u>	<u>Planned for 1984</u>	<u>Under discussion</u>
Denmark	Netherlands Sweden United Kingdom	Belgium Finland France Federal Republic of Germany Italy Norway	Australia Japan New Zealand

12. In each instance, the booklet has been launched with special public and in some instances parliamentary meetings, and wherever possible with a senior officer of UNDP present. These occasions have themselves enabled very useful exposure of the Programme in national media and among parliamentarians, even before distribution of the booklets.

13. The importance of these information-support efforts cannot be over-emphasized, and the Administrator wishes to express deep appreciation to all those in the respective non-governmental centres and organizations for their contributions towards greater understanding of the Programme, as also to the Governments that have lent their support. In each country where such a booklet has been published, two major obstacles confronting UNDP's own information efforts have been overcome in one single action: the fact that UNDP's limited budget resources do not permit translations of "global" information materials into all donor-country languages; and the obvious difficulty in addressing particular national information needs (or information about each donor country's participation in UNDP) in such global materials. It is hoped that similar booklets in other donor countries may be undertaken in the months ahead.

2. Other donor-country tailored information efforts

14. An additional new information instrument with useful country referents will be published during 1984, in the form of a special brochure unfolding into a wall map of the world according to the equal-area projection of Dr. Arno Peters, which shows the true size of the developing world. The map has surrounding information about UNDP, one section of which will be tailored to each co-sponsoring country's participation in UNDP. Each "country version" is being co-sponsored and distributed by a national NGO active in development education.

15. Work is also under way to develop a portable exhibit about UNDP which will also provide modular space for summary information about Programme participation by the country in which it is being displayed.

16. As a fresh attempt to determine whether donor country media might accept prepared stories about UNDP activities if prepared in the country and its national language, a trial feature service was launched in 1983 in the Federal Republic of Germany with its United Nations Association. The service goes every month to selected media and NGOs, as well as to officials and parliamentarians concerned with development issues.

3. Resource mobilization planning and servicing

17. The establishment of a specific unit in the Office of the Administrator, charged exclusively with assisting him and his colleagues in financial resource mobilization, has already provided a more focused and detailed framework for such efforts, and for the requisite information-support, on a country-by-country basis. The Resource Mobilization Unit, guided by an Advisory Committee chaired by the Administrator, enables detailed forward

planning of visits to capitals, the compilation and maintenance of all relevant data on participating countries' development co-operation policies and trends, and the provision of accurate briefs to the Administrator and other senior officials for their consultations in capitals or at UNDP headquarters with national officials and parliamentarians.

18. The Unit is now maintaining country financial profiles of all States participating in UNDP. The Unit has also compiled and issued to all Governments a compendium of some 440 projects in need of co-financing in the amount of almost \$500 million in 70 developing countries and territories and including 11 regional projects. Welcome responses have already come from a number of Governments to date.

4. Roles of UNDP resident representatives

19. As was noted in DP/1983/ICW/7, resident representatives and their staffs have important potential for active external information reaching local donor country embassies, aid missions and other internationally influential visitors, as well as on their official missions that traverse donor countries. In the course of 1983 the Administrator and his associates emphasised these roles to resident representatives, who have in many cases exerted themselves to assist despite their heavy operational workload.

20. The Administrator addressed a specific request to resident representatives to review the status of "country booklets" issued by their offices, describing the work of UNDP and the United Nations development system as a whole in development co-operation with the Government concerned. In 1983 there was a significant increase in the publication of or plans for new or up-dated booklets of this kind. In some instances additional copies were procured for selective distribution from New York and Geneva to key donor audiences. Some of these publications have been planned as part of resource mobilization efforts for the country, for first use at least developed country (LDC) round-tables or in promoting third-party cost-sharing.

21. Efforts have continued to schedule meetings with parliamentarians, participation in development seminars and media interviews for resident representatives and other UNDP staff who are already traversing donor countries on mission. However, because staff to plan and backstop it are not available, it has not been possible to launch the systematic and larger-scale programming of the volume of speakers, briefers and resource persons which the particular information value of UNDP field staff would fully justify. The advance planning and operation of such a global "speakers service" cannot be done on a part-time basis without serious risk of error and consequent adverse reaction among intended hosts. The Administrator is continuing his efforts to overcome staff constraints of this kind.

22. A special handbook being drafted by the Division of Information (DOI), with practical advice for resident representatives on their external information roles, will be reviewed in 1984 with the United Nations Department of Public Information as part of the work of a new UNDP/DPI task force described in paragraph 62 below.

5. Support for LDC round-tables

23. In the growing UNDP effort to help organize donor round-tables for LDCs, DOI mounted special information-support programmes for round-tables held by five countries of the Asia-Pacific region in 1983. English and French language background briefs on development needs and plans of each country were widely distributed before, and TV, radio and press interviews and coverage were arranged during the round-tables. For one of the countries, follow-up work in 1984 includes the organization of a group journalist mission, and another of NGOs from the Nordic countries, as well as UNDP-produced video coverage in the country for use when one of its senior ministers visits Europe later in 1984. The Division hopes to provide similar support to further LDC round-tables scheduled for 1984, particularly in Africa.

6. Project achievement reports

24. An especially notable result in 1983 of intensified work by resident representatives and their staffs, and thereafter by DOI, has been a major increase in the project achievement data base available for all resource mobilization and information purposes. The Administrator requested resident representatives to make a special selection of recently completed or ongoing projects having easily describable outputs or achievements, in order to expand the Programme's data base on the development impact of its activities.

25. From this one special request, DOI had by the end of 1983 processed into "achievement sheets" a total of no less than 570 such individual project reports. A sample of two such reports is in annex III to this paper. The reports have been processed by DOI from data supplied by resident representatives (and regional bureaux and Division for Global and Interregional Projects (DGIP) for intercountry projects) into a basic format comprising the development context and need, the nature of the project designed to respond to the need, and the achievements recorded to date. Each project is coded for any bilateral or other co-financing involved, and for specific fields of activity and special development "themes". The existence of each achievement report is now noted on the Programme and Project Management System (PPMS).

26. The basic format of the achievement sheet is designed to provide a multi-purpose resource for numerous special re-writing treatments, while at the same time serving as a ready-made, quickly readable information material itself. Apart from numerous individual-sheet uses throughout 1983, this greatly strengthened project output data base is drawn upon for the following:

(a) Individual and aggregated data on project achievements were provided in a special new section of the annual report of the Administrator for 1982 (DP/1983/6/Add.2, "Project Results, Programme Accomplishments"). As this new section of the annual report was very well received by the Governing Council, the Administrator intends to continue incorporating it in future annual reports;

(b) The same essential treatment of project achievements was published by DPI in a special, 16-page, illustrated centre-section of the September 1983 issue of the UN Chronicle;

(c) Several edited project achievement reports are published in each issue of the DOI Development in Action quarterly news digest from UNDP, intended mainly for executive and legislative branches of Governments and for development-oriented NGOs and media.

27. The data base provides a major ongoing reservoir of material for visiting officials, articles, speeches, donor country booklets and UNDP publications throughout the year. Expanded use of the achievement reports in 1984 will include the production of a special kit folder with different selections from the reports according to sector, or region, or other special subject focus, for wide distribution at development seminars and symposia on given themes. A special printed digest of achievements will also be mailed on a personalized basis to parliamentarians and other key recipients throughout the world.

28. At the end of 1983, sets of the processed achievement reports were distributed in special reference binders to UNDP offices world-wide, United Nations Information Centres in donor countries, and to participating and executing agency headquarters.

29. Resident representatives are sending achievement reports on additional projects for 1983 to DOI; these will, in turn, be processed for multiple forward uses, while selectively being brought into immediate use as necessary.

30. The Administrator believes that these operational output reports, when combined with the various forms of impact information through intensified evaluation by the new Central Evaluation Office, should go far to meet the need for such information expressed by various sources.

B. Expanded international information materials

31. In DP/1983/ICW/7, the Administrator reported that, subject to availability of resources, the Division of Information would publish a number of new materials in 1983. Annex I lists and gives statistics on 1983 direct production by the Division. The progress record to date is as follows:

(a) To provide economical briefing materials on UNDP for large-scale use at conferences, seminars and by mailings, the first two editions of a new brochure series under the rubric "UNDP at a Glance" were published in 1983: the first being an overview; the second on UNDP and hunger. Further editions of this series planned for publication in 1984 - again subject to resources - include brochures dealing with the financing of UNDP; the Programme's co-ordination and development service roles; UNDP and fisheries; and UNDP and drought and desertification;

(b) A major new booklet about UNDP's global and interregional programmes, "Unfinished Business", was published as planned in 1983;

(c) In collaboration with the respective regional bureaux, DOI plans to publish two regional booklets in 1984: "UNDP and Africa", and "UNDP and the Arab World". Briefing papers on UNDP and Latin America, and UNDP and the Caribbean are already in circulation. A round-up piece on UNDP in Asia prepared by DOI for a major regional yearbook will be reprinted as an addition to the regional series; and a publication on UNDP and the Pacific is under consideration;

(d) In 1984, a special booklet on the UNDP/International Labour Organisation (ILO) interregional Special Public Works Programme will be published both for general external information and to help promote co-financing for that programme;

(e) A slide-sound briefing programme, an information kit and the first brochure on the United Nations Financing System for Science and Technology for Development (UNFSSTD), produced in DOI, were issued in 1983. The brochure was published in seven languages;

(f) In 1983, DOI was also called upon to devote special effort for the launching from India in October of the new UNDP-co-ordinated campaign (with World Health Organization (WHO) and UNICEF) against preventable disablement. The campaign is known as IMPACT. A substantial information kit for media and NGOs was produced, and world-wide arrangements for publicity on the launching date were also made;

(g) The Division will publish a brochure on the United Nations Revolving Fund for Natural Resources Exploration (UNRFNRE) in 1984;

(h) In addition to its modular country-specific editions described in paragraph 14 above, the brochure with the Peters Projection Map will be published in 1984 for general international distribution;

(i) Also planned for 1984, as part of the continuing series of DOI "Development Issue Papers for the 1980s", are a new paper on communications and two updated papers: on least developed countries and on debt.

1. Evaluation studies

32. With the advent of the Central Evaluation Office, the translation, publication and distribution of UNDP evaluation studies will require more work in DOI. During 1983, evaluation studies were published in two, three and sometimes four languages: on industrial research and service institutes; trade promotion; educational innovation and reform; and primary health care. Two more studies are being prepared for publication during 1984.

33. Each publication is carefully treated for its information value. Thus, the study on primary health care (PHC), issued in four languages, involved extensive editing by DOI; preparation of an educational photo centre-spread covering the eight essential elements in PHC; simultaneous issuance of a Programme Advisory Note (for the first time in four languages); and release of a major feature story highlighting the background and results of this study.

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2. Films

34. A major film on the Himalayan ecosystem, and community efforts to restore and preserve it, was released under the title "The Fragile Mountain" as a result of DOI co-sponsorship and attraction of other sponsors for production. The film is now in wide use within Nepal in a Nepali version, in European language versions, on American television, and in numerous educational settings. UNDP/DOI also co-sponsored production of films (some still in progress) on the Mahaweli Ganga rural development programme in Sri Lanka ("The Fountain of Paradise"); on the world food situation ("Bon Appetit"); and a series of documentaries on India ("Wheels of Fire"). DOI also assisted in production of TV spots on rural electrification in Samoa for first use in Australia and New Zealand and for world distribution through a TV syndicate, and a film on India for Spanish TV. A film on civil aviation is referred to in paragraph 57 below. The far more staff-intensive work on a new basic film wholly about UNDP was postponed from 1983 due to insufficiency of staff resources.

3. Reportage missions and facilities

35. During 1983, the programme of encouraging and assisting visits by journalists, broadcasters, photographers and NGO leaders to developing countries, to make their own observations and reportage, was well sustained, with an average of five articles resulting from each mission. A total of 45 individual missions was arranged for news media representatives from Australia, Belgium, Canada, Denmark, Finland, France, Federal Republic of Germany, India, Indonesia, Kenya, Malaysia, Nepal, Netherlands, New Zealand, Senegal, Spain, Sweden, Switzerland, Trinidad and Tobago, the United Kingdom, and the United States. In addition, two group tours totalling another 34 media professionals and NGO representatives from Nordic countries were arranged or assisted. DOI maintained training and reportage agreements with six news and features services: Centre for Science and Environment (India); DepthNews Indonesia; Gemini News Service; InterPress Third World Service; Interlink (North America); and Press Foundation of Asia. Resident representatives also continued to receive and brief journalists from many countries visiting developing countries on their own arrangements. Some resident representatives were able to make extensive programmes for project visits by selected resident journalists, a practice which is actively encouraged, always in consultation with the Government concerned.

C. Marshalling argumentation about UNDP

36. In DP/1983/ICW/7 (paragraphs 35-37 and 69-71), the Administrator suggested the need to strengthen the research base of at least three arguments or rationales for a stronger UNDP. In the short period since the Council approved these and other action proposals, only limited exploratory progress has been possible, especially since key relevant staff resources have been heavily engaged on substantive (related) work to respond to other Council decisions. The status of progress in this area is as follows:

(a) Regarding the need for new, authentic material on the function of technical co-operation in the actual experience of developing countries, the priority effort since the Council's thirtieth session has been to carry out
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the special study on changing requirements in technical co-operation for reporting to the thirty-first session. The Administrator is also exploring the possibility of convening a substantive international conference on technical co-operation (as referred to in paragraph 73 of DP/1983/ICW/7);

(b) The resources have not yet been found to research and assemble case histories of the role of UNDP in helping to invigorate the trading capacities of developing countries, and thus to generate a more dynamic world economy, including donor country economies;

(c) Work has begun on obtaining from resident representatives specific "process" reports describing how UNDP-supported projects have attracted bilateral and other multilateral co-financing. This data, together with improved quantitative reporting on co-financing, should form a solid resource base for this argumentation;

(d) In 1984, resident representatives will be asked to provide case studies of difficulties encountered when separate sectoral projects have not been provided with multi-sectoral reinforcement, and of how such cohesive reinforcement has been successfully assured. Resident representatives have already been asked especially to report on examples of projects which encountered difficulties of whatever significant kind, and to describe the process whereby these difficulties were identified, appropriate adjustments were made, and the project then enabled to resume a fruitful course.

37. The Administrator emphasizes that with UNDP's tight line-staff situation, with extremely limited staff or consultancy resources for in-depth research, and with new workload in evaluation from decision 83/5, progress in this research as well is bound to be slow. The Administrator therefore invites, and would very much welcome, offers of research resources, in cash or in kind, from or through Governments that share (as the ICW discussion indicated) his conviction that this work is urgently needed to strengthen the "image", support and understanding of the Programme.

D. Measures to build up UNDP's constituency

38. Reference has already been made, in the foregoing, to active exploration of the possibility of convening a conference on technical co-operation which would involve development planners and co-ordinators and thus also strengthen this "natural" constituency for UNDP. The Administrator will advance exploration in 1984 of feasible means of UNDP taking leadership to enhance regular communication and consultation among professionals in these fields.

39. It was also suggested that more intensive, country-specific work in resource mobilization and information would progressively yield expanded mailing lists of persons and institutions who could form larger constituencies for UNDP and technical co-operation in each participating country. In 1982, useful progress was made in this respect as is detailed later in section III.

40. The UNDP Development Study Programme has also continued to make an important contribution to strengthening UNDP's constituency. In 1983, the Study Programme expanded its activities and organized both lectures at headquarters and seminars away from headquarters at the invitation of

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Governments. A total of four lectures dealt with the "The (US) Congressional Perspective of Development", "Development at the Grassroots Level", "Human Resources and Development", and a presentation of the report of the Istanbul round-table which was organized jointly with the North-South round-table of the Society for International Development. The lectures were attended by a large number of NGOs, the business community and academia. As regards seminars, the Istanbul round-table brought together some 40 leading financial, development experts, bankers and international policy makers to discuss aspects of world financial, monetary and human resources development. This round-table resulted in an important final document, "Statement from Istanbul". Another round-table was held jointly with the Development Policy Forum of the German Foundation for Development (DSE) of the Federal Republic of Germany on the subject of "technical co-operation in the development process - human resources building", with participation by a number of UNDP resident representatives, UNDP headquarters staff, representatives of donor and recipient Governments and NGOs. A third seminar was organized jointly with UNA/USA of Pittsburgh (United States) and was devoted to "partnerships for development".

41. In 1984, through the special information handbook due to go to resident representatives after consultation with DPI, they will be asked to intensify efforts to enlist the continuous and active support of appropriate non-governmental organizations in raising the profile of the Programme in developing countries.

1. Information provided to Governments (executive)

42. The decisive step forward in information flows to executive branches achieved during 1983, and continuing in 1984, has been the assembly and dissemination of project achievement data described in section II A above. Executive officials of Government most directly concerned with providing information to support contributions for and policy concerning UNDP can now quickly tap a very large reservoir of concrete information about the impact of the Programme in over 90 developing countries, in every field and sector, and where needed illustrating UNDP's catalytic and servicing roles vis-à-vis bilateral co-operation as well. DOI will continue and intensify these flows, within available staff resources.

43. In a further step, taken by the Bureau for Programme Policy and Evaluation, Governments have begun to receive an experimental quarterly Data Report containing a wide range of statistical and other current information about the Programme. In conjunction with the second such Data Report issued, Governments were asked to complete a questionnaire as to the Report's utility and desired frequency, the responses to which will guide the further evolution of this new information-flow.

44. In the course of its work, the Resource Mobilization Unit has also been consulting with executive officials in or from capital cities on their information needs to date from UNDP, and the results of these consultations are also being taken into account.

45. In a 1983 issue of the quarterly news digest Development in Action, DOI included a comprehensive order form which informed recipients about new and current information materials that are available and made it easy to request them. Some 2,000 responses were received, and the form will be repeated in 1984.

46. While it is as yet too early to make a detailed assessment, the Administrator believes that more donor Governments are responding to his suggestion in DP/1983/ICW/7 (paragraph 80) that they may wish to secure their own periodic impressions of UNDP's work in developing countries, subject to the consent of their Governments.

47. Notwithstanding the several forms of considerably enhanced flows of information to executive branches, and of consultation on their needs, the Administrator invites Governments' further suggestions or comments on these first measures since the adoption of decision 83/5.

2. Information provided to Governments (legislative)

48. Requested and mailing-list distribution of the quarterly news digest Development in Action, which is also intended for parliamentarians, has been expanded by some 15 per cent during 1983 to 17,250. In the near future its mailing lists will be expanded by over a thousand more names and addresses of parliamentarians throughout the world.

49. The growing number of booklets about UNDP tailored for individual donor countries, in each case with intensive distribution to parliamentarians, has opened up another undoubtedly powerful channel of information to legislatures.

50. Visits to, and/or New York briefings of, members of key parliamentary committees by the Administrator and other senior UNDP officials continued to grow during 1983. The Administrator is most grateful to Permanent Missions whose staffs have clearly responded to his appeal for help in this important form of information-flow to legislative branches, not least in the increased number of briefings at UNDP that they have arranged for parliamentarians as well as for delegates to the General Assembly.

51. Equally, resident representatives have reported on numbers of instances where donor country parliamentary groups visiting developing countries have included UNDP offices and, where possible, UNDP-supported projects in their schedules. The Administrator believes, however, that still more could be done in this vital form of information to legislators about the Programme, and reiterates his invitation to Governments to try to ensure the inclusion of UNDP on such itineraries at the outset of their planning, since it remains difficult for the parliamentary groups to incorporate such visits at short notice once the journey has begun. Such advance arrangements can be made, of course, either directly between the Government's Embassy and the resident representative and Government in a developing country, or by prior advice and request to UNDP at New York or Geneva.

52. Further work regarding contact with parliamentarians during 1983 included presentations to fora sponsored by Parliamentarians for World Order, and the Global Committee for Parliamentarians for Population and Development, two associations of parliamentarians world-wide already having special commitment to international development co-operation. UNDP also collaborated with the Council of Europe on its 1984 conference on North-South Co-operation.

3. Promotional roles of Governments themselves

53. Although again there has naturally been limited time since the adoption of decision 83/5, the Administrator is appreciative of the growing number of known instances where Governments, both donor and net recipient, have clearly responded to his suggestions in DP/1983/ICW/7 (paragraphs 84-89) concerning promotional efforts they may wish to make themselves. Reference to such efforts by donor Governments has already been made in several contexts in this paper, and the Administrator keenly looks forward to all such further support.

54. An important question was raised in the ICW and the Governing Council as to how Governments of developing countries could make their own views of the value and importance of UNDP in their development plans and programmes more clearly known to donor Governments. The single most notable instance of this was, of course, the inclusion of a reference to the importance of strengthening UNDP's resources in the Communiqué of the Heads of State and Government of the Non-Aligned Countries at New Delhi in March 1983. The Administrator is aware of a number of other instances where Governments of developing countries have responded to this point, not only in United Nations fora but through bilateral diplomatic representations as well. If seen as the most authentic expression of the multilateral partnership of equals that is the essence of UNDP, such communication on a strong and sustained basis can only be of benefit to the Programme and its future financial and policy support.

55. As regards use by government information services of UNDP's information materials in their own publications and other media, the Administrator invites development information services of donor and net recipient Governments to consider making use of the newly expanded project achievement data base described in section II A above. The achievement sheets offer succinct material for stories about the work of UNDP, requiring minimal editorial work and readily available from United Nations Information Centres in donor capitals and from resident representatives in developing country capitals.

4. Participating and executing agencies

56. Since reference to mutual acknowledgement of UNDP/agency roles was made in DP/1983/ICW/7, this general subject has been discussed in the Joint United Nations Information Committee (JUNIC) of the Administrative Committee on Co-ordination (ACC), where all concerned agreed on such acknowledgement.

57. The UNDP Division of Information has continued to enjoy many ongoing forms of fruitful collaboration with the divisions of information of participating and executing agencies, both bilaterally and through the JUNIC co-ordinating machinery. Reportage missions by media professionals, as described above, have continued often to be jointly supported with other

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United Nations agencies. Joint seed funding of independent film and television productions has also continued, one latest example of which is a forthcoming Canadian film on the role of civil aviation in development, jointly supported and arranged by the information divisions of ICAO and UNDP, with the help of airlines of several developing countries.

58. Exploration with agency partners will also commence on possibilities for selective joint local publicity about UNDP-financed project procurement, especially in donor countries, as a vehicle for conveying substantive knowledge about the Programme to donor audiences in terms close to their communities' economies.

5. Committee on Information of the United Nations General Assembly

59. In the period since DP/1983/ICW/7 was issued, there have been a number of important and valuable developments in the deliberations of the Committee on Information. In the report of its 1983 meeting, as endorsed by the General Assembly and annexed to its resolution 38/82, the Committee on Information made several recommendations for strengthened information support of operational activities and the development efforts of the developing countries. Excerpts from the recommendations are contained in annex II to this report.

60. The Administrator welcomes these appeals for enhanced attention to economic and social information and to support of the operational activities of the United Nations system, and offers UNDP's fullest collaboration within available resources.

61. The Administrator has also noted with gratification the Committee's continued support for the maintenance and strengthening of Development Forum newspaper and of the Non-Governmental Liaison Services, two activities of JUNIC that are of great service to UNDP and are strongly backed by the Programme.

6. United Nations Department of Public Information (DPI)

62. In the period since DP/1983/ICW/7, collaboration between UNDP and DPI, as also urged by the Committee on Information, has continued to receive high priority. The joint UNDP/DPI Task Force reporting directly to the Administrator and the Under-Secretary-General for Public Information has been meeting on a regular and frequent basis, actively reviewing all elements of collaboration at both country and headquarters levels as well as dealing with ad hoc questions.

63. A detailed survey of information staff-time and other expenditures by resident representatives and their offices was carried out by the UNDP Bureau for Finance and Administration (BFA) during 1983. The assembled data will also provide valuable bases for the discussions of the Task Force.

64. DPI has continued to provide most helpful support to UNDP as detailed in DP/1983/ICW/7 (paragraphs 49-51). During 1983, several United Nations Information Centres in donor countries provided strong and effective information-support and other services for visiting senior UNDP officials, and
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the standing facilitation of UNDP liaison staff in Tokyo and Washington D.C. by the respective UNICs continued to be of great benefit to the Programme. Among examples of DPI support in developing countries, one Information Centre Director arranged for a new regular national television programme on the work of the United Nations system with UNDP in prominence, and others continued to feature UNDP-supported development activities in their periodical newsletters. DPI Radio and Visual Services produced a film on TOKTEN, the UNDP-initiated special programme for "reverse brain drain" use of developing country expatriates' skills in projects in their own country; and the earlier DPI film on TCDC won an award in Czechoslovakia. The UN Chronicle's featuring of UNDP project achievements has already been noted.

65. UNDP is continuing its close routine collaboration with the DPI Division of Economic and Social Information (DESI), its natural daily contact point in the Department, and in 1984 is additionally working with DESI to support its information efforts on the initiatives of the Secretary-General over the economic and environmental situation in Africa.

III. UNDP INFORMATION RESOURCES

66. The UNDP Division of Information continued to operate under severe staff and other resource constraints. It was strained to the utmost by the major new operations involved in 1983: processing, writing and looseleaf assembling the hundreds of new project achievement reports and preparing sets for over 360 users; supporting the intensified resource mobilization system; carrying out the many other new or expanded activities earlier reported, while sustaining standard operations through the year. As this paper records, however, a number of initiatives - even within the conservative list of actions proposed subject to available resources, which the Governing Council approved in decision 83/5 - inevitably proved impossible to carry out.

67. In 1983, the Division acquired equipment and trained two existing staff members for computerized typesetting. It was the first United Nations office in New York to do so, several others having followed suit since. English, French and Spanish text for publications is electronically transferred to the typesetter from word processors (two are so far installed), electronically "marked" for type faces/sizes and margins, formatted for page-size previewing on a screen, and reproduced for final layout before being sent for printing. The newly installed system eliminates much back-and-forth between staff and external typesetters. It has also enabled four UNDP periodicals - Development in Action newsletter, TCDC News, Decade Watch newsletter (for International Drinking Water Supply And Sanitation Decade (IDWSSD)) and UNDP News (staff publication) - and several one-time publications to be typeset internally. This first ever typesetting of TCDC News enabled it to be reformatted into a magazine-style look and yet maintain the same amount of content in fewer pages, thus saving on paper and printing costs.

68. DOI was the first non-financial office to begin extensive use of the United Nations dedicated computer line for electronic mail between New York and Geneva. This rapid and extremely low-cost system, which can carry anything from short messages to long texts for editing/adaptation/comment, has reduced cable and phone costs between the New York and Geneva information offices of UNDP.

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69. The overall computerized mailing list expanded from 18,000 to 22,000 addresses over the past year. The special list for the International Drinking Water Supply and Sanitation Decade reached 13,500 addresses. By late 1983, work was completed enabling additions/changes/deletions of addresses to be entered directly on the computer at New York for the first time, as well as at Geneva.

70. The Administrator urges, however, that there should be no illusions as to how far the present operational workload of the Division, even with these and further planned technological innovations, can be expanded. In terms of line staff capacity, the Division was further reduced in 1983 and early 1984 as the reductions in its established posts (1 Professional, 3 General Service) initiated in 1982 took their full effect.

71. The Administrator remains concerned that this workload/staff equation is not sound, and that a very considerable potential for improved information-effect upon UNDP's identity and image may not be realised while the Programme's core information capacity is at present levels. In particular, it will be recalled that in DP/1983/ICW/7 (paragraph 27) it was pointed out that UNDP requires by its nature an unusually high investment in "explanation" and personalized communication of itself; and this kind of information effort is by definition staff-intensive, especially for the multi-country responsibilities of the Information Section at Geneva. In keeping with the present policies of containing the growth of administrative expenditure, no recommendations for increased staffing are being made.

72. The Administrator meanwhile repeats his appreciation, in these difficult circumstances, of the special contributions of a Junior Professional Officer (JPO) post by each of the Governments of Italy and Sweden. The Administrator would very much appreciate further contributions of JPO posts by donor Governments to the Division of Information at New York and at Geneva, or contributions of any other appropriate kind.

IV. CONCLUSION

73. The Administrator believes that satisfactory progress in general, and significant advances in certain elements of the information-support strategy approved by the Council have been made in implementing a number of the action proposals also approved by Council at its thirtieth session. The chief feature of this progress, as reflected in the foregoing report, has been that of bringing information about UNDP closer to country levels with improved data on the impact of the Programme in the development efforts of the developing countries. These, and several other elements of good progress, have involved the combined efforts of the UNDP secretariat and other elements of the system, of Governments, and of Non-Governmental Organizations across the world, an endeavour which augurs well for the further implementation of the action proposals.

74. There are, however, in the view of the Administrator, no grounds for complacency. In the constant multiplication of media and increase in the volume and complexity of content of information flows alone, meeting the challenge of enhancing UNDP's identity and extending its communication of itself will remain an uphill struggle, indeed with some characteristics of seeking to ascend on an escalator going downwards.

Annex I

1983 MATERIALS PRODUCTION

1. The Division of Information researches, writes, edits, translates, designs, typesets, prints and distributes several kinds of publications each year. Some are regular periodicals appearing every two to four months; others are part of continuing publications series, and still others are one-time outputs relating to major programme components, activities, special funds, and events.
2. In 1983, this output amounted to 660,200 copies of published material in Arabic, English, French and Spanish and 32,000 copies in other languages (compared with 605,000 and 28,000, respectively, in 1982). Of this total 1983 output, 29 per cent (195,350 copies) was partially financed from sources outside of the Division's regular budget.
3. The breakdown, by publication and by language, is shown in the table on page 2.
4. Individual items ranged from 2 pages for one feature, to 120 pages for one of the evaluation studies; the total page units published reaches many millions each year.
5. In addition, the Division produced many other information outputs in limited copies for smaller distribution: these include, for example, speeches, the Administrator's Annual Report, captioned photo-sheets for direct reproduction by newspapers, slide-sound material, etc.
6. Finally, information staff at New York and Geneva contributed ideas, content and/or financial support for multiple outputs produced by others outside of UNDP: for example, radio programmes, film productions, magazine/newspaper articles, NGO development education kits, briefing papers, research studies, and country booklets.

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Publications produced by
UNDP Division of Information in 1983

<u>Publication</u>	<u>No. of Issues</u>	<u>No. of copies per language</u>				
		<u>Arabic</u>	<u>English</u>	<u>French</u>	<u>Spanish</u>	<u>Other</u>
<u>Newsletters:</u>						
Development in Action	3	4 800	36 800	11 500	6 750	-
TCDC News <u>a/</u>	3	7 500	47 500	15 000	13 600	-
UNDP News (staff news)	6	-	78 900	-	-	-
Decade Watch <u>a/</u>	5	4 250	33 000	10 000	5 500	-
<u>Mini version of Annual Report</u>						
"The Long Hard Climb"	1	5 000	50 000	20 000	5 000	-
<u>Series</u>						
"UNDP at a Glance"	2	10 000	120 000	40 000	10 000	30 000
Evaluation Studies	5	4 000	41 000	15 200	9 400	-
<u>Booklets/brochures:</u>						
"Unfinished Business" (DGIP) <u>a/</u>	1	3 000	15 000	6 000	6 000	-
"The Vital Difference" (UNFSSTD) <u>a/</u>	1	1 000	9 000	3 500	2 500	2 000
"UNDP and the Arab World"	1	2 400	2 700	1 200	-	-
<u>Kits:</u>						
"Impact" <u>a/</u>	1	1 000	8 000	2 000	<u>b/</u>	-
"FSSTD" <u>a/</u>	1	2 000	-	-	-	-
<u>Features/fact sheets</u>	578	5 500	67 600	11 700	5 400	-
		50 450	409 500	136 100	64 150	32 000

1983 Total, all languages - 660 200
1982 Total, all languages - 633 150

a/ Costs partially met from outside of Division's budget.

b/ For 1984 production.

Annex II

Excerpts from 1983 recommendations of the
United Nations General Assembly's Committee on Information

"4. An appeal should be addressed to the international media to obtain their support for the efforts of the international community towards global development and, in particular, for the efforts of the developing countries for their own economic, social and cultural progress.

"5. An appeal should be addressed to the whole United Nations system to co-operate in a concerted manner, through its information services, in promoting the development activities of the United Nations and, in particular, the improvement of the conditions of the lives of the people of the developing countries....

"32. While the co-operation between the Department of Public Information and the United Nations Development Programme in the field should be promoted to the maximum extent, it is also important to bear in mind the intrinsic functions of United Nations information centres as distinct from those of the United Nations development activities. The United Nations information centres should redouble their efforts to publicize the activities and achievements of operational activities for development, including those of the Programme, taking into account the priorities determined by the General Assembly.

"33. In countries where the size, population, the state of media and non-governmental and other organizations, or the role being played by their Governments in United Nations affairs warrant it, separate United Nations information centres should be established, as and when resources become available. In other cases, the resident representatives or resident co-ordinators of the United Nations Development Programme may be entrusted with being acting directors of United Nations information centres, provided that they are periodically briefed and evaluated by the Department of Public Information with regard to their information tasks and provided that appropriate local staff and equipment can be allocated to them within available resources....

"35. The Department of Public Information should focus on, and give wider coverage to, the economic, social and development activities throughout the United Nations system aimed at achieving a more comprehensive image of activities and potentials of the United Nations system, taking into account the priorities set by the General Assembly. The United Nations information centres, among others, should play an important role in this regard. The Department of Public Information should encourage the organization of round-table discussions between chief editors for press, radio and television services of different countries....

"53. The Department of Public Information and the United Nations Development Programme, as important elements of the United Nations information and development activities, should be requested to co-operate more closely with each other, both at Headquarters and in the field, in order to concentrate their resources, avoid duplication and effectively foster the process of development...."

**UNITED NATIONS
DEVELOPMENT PROGRAMME****PROGRAMME DES NATIONS UNIES
POUR LE DEVELOPPEMENT**UNITED REPUBLIC OF**TANZANIA: Labour-Intensive Special Public Works Programmes**

Tanzania has mobilized more than \$9 million for labour intensive Special Public Works Programmes, which are providing rural areas with irrigation facilities, roads, water supply, trees, and houses. They have created one million days of work for unemployed or underemployed men and women since 1979.

Background and objectives

The United Republic of Tanzania, a country of 19 million people located on the East coast of Africa, is among those named by the United Nations as "least developed".

The Government gives high priority to the creation of both jobs and socio-economic infrastructures in rural areas, where 90 per cent of the people live. It has therefore decided to organize labour-intensive Special Public Works Programmes (SPWPs), utilizing unemployed and underemployed men and women for the creation of productive infrastructures in rural areas. For assistance in setting up these programmes and mobilizing the necessary capital for their implementation, it has turned to the United Nations Development Programme (UNDP) and the International Labour Organisation (ILO), which have assisted such programmes in a number of other developing countries.

A technical assistance project to assist the Government in planning, preparing, implementing and evaluating SPWPs was set up in 1979. Tanzania was then invited to request the necessary capital assistance at a SPWP meeting of donors, governments, UNDP and ILO held annually at ILO Headquarters in Geneva.

Results to date

Tanzania's appeal resulted in the mobilization of \$9,090,000 in capital grants for eight SPWPs from donors including Denmark, the Netherlands, the Federal Republic of Germany and the OPEC Fund. These Programmes are being carried out in four regions - Arusha, Dodoma, Rukwa and Ruvuma - and consist of three projects for irrigation, two for road construction, and one each for water supply, afforestation and house construction. By late 1982 their status was as follows:

Irrigation

Technical designs and specifications for all three projects had been prepared. About 280,000 cubic metres of earth had been moved, three kilometres of canal lined, and a number of structures such as head regulators, syphons, bridges and flumes constructed. A component of one project, completed in August 1982, was irrigating 170 acres of land. The flood control component of another project, completed in March 1982, eliminated the recurrence of flood over an area of about 4,000 acres.

Road construction

Improvements had been made to 800 kilometres of roads. The work involved site clearance, forming and shaping road surfaces, gravelling of selected sections, excavation for drainage, the building of a number of new bridges and culverts, and repairs to existing structures.

Water supply

Major work had been done on the construction of intake structures and water storage tanks. Trenches had been excavated and the main pipes laid for the supply of safe water to seven villages.

Afforestation

A survey had been carried out of 509 acres, clearing and bush burning over 676 acres, pitting of 902 acres and planting of 815 acres.

Housing

On a self-help basis, residents of 28 villages had completed the construction of 623 houses. Another 300 were under construction.

The projects are all being implemented through labour-intensive methods, using mainly simple hand tools. They have already generated one million days of work -- 950,000 for unskilled labourers and 50,000 for skilled workers.

Financing (1979 - 1985)

Cost to UNDP:	\$1,196,438
Cost to Government:	\$ 677,000

January 1983
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**UNITED NATIONS
DEVELOPMENT PROGRAMME**



**PROGRAMME DES NATIONS UNIES
POUR LE DEVELOPPEMENT**

BURMA : Increase in National Production of Paddy Rice

Technical assistance from UNDP, FAO and IAEA has helped Burma achieve an increase in the rate of rice production 3.5 times higher than that of population growth. Cultivation of High Yielding Varieties has brought farmers \$573.9 million in extra income over a six-year period.

Background and objectives

Paddy rice is the staple food in Burma, a country in south central Asia which has a population of more than 33 million, growing at the rate of 2.3 per cent a year. Traditionally, Burma has also been a rice exporting country.

In 1972, however, a Government projection of paddy rice production and consumption indicated that if the stagnating production trends of the previous five years continued, Burma would have to become a net rice importer in the 1980s to meet the needs of its growing population. To prevent this from happening, the Government initiated a sustained and multifaceted effort to increase paddy rice production which involved:

- * strengthening the Agriculture Research Institute (ARI);
- * more focus on inducing mutations of local paddy rice varieties by means of atomic radiation, deemed necessary due to the fact that foreign strains of High Yielding Varieties (HYV) developed by the International Rice Research Institute (IRRI) had been rejected by local farmers because they differed in taste from local rice varieties;
- * improving agricultural extension service;
- * mobilizing the newly formed countrywide network of "Asi-ayone"^{1/} farmers' organizations to introduce new rice varieties developed by the ARI, as well as growing techniques tested in farmers fields;
- * increasing farmers' outputs by supplying them with more seeds, fertilizer, etc.

UNDP supported these efforts with two projects which began in 1974. One, with the UN Food and Agriculture Organization (FAO), aimed to strengthen the ARI; the second, in co-operation with the International Atomic Energy Agency (IAEA), involved genetic improvement through use of induced mutations. In addition to technical assistance for increased production of rice, Burma's main crop, these two projects also assisted production of jute, sugarcane, groundnuts, cotton, pulses, maize and wheat.

Other collaborating institutes were IRRI, the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), the International Institute of Tropical Agriculture (IITA), and the International Maize and Wheat Improvement Centre (CIMMYT).

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^{1/} "Asi-ayone" is the Burmese word for "grouping for strength".

Results to date

Initially, the projects carried out an extensive testing and breeding programme from which HYVs of paddy rice suitable for cultivation in Burma and acceptable to Burmese taste and quality standard were selected. Several HYVs were released and became so widely grown that, by 1981, a full 45 per cent of the total land under paddy rice cultivation was planted with HYVs.

As shown by the following table, increases were substantial both in yields and in farmers' incomes.

Agricultural year	Paddy Production (thousand tons)	Increase in total paddy production over previous year (thousand tons)	Yield per acre (in baskets per acre)	Increase in yield per acre over previous year (in baskets per acre)	Value to the farmer (in millions of US Dollars)
1975/76	9,062	-	35.38	+ 1.42	441.3
1976/77	9,172	+ 110	36.80	+ 1.29	446.6
1977/78	9,313	+ 141	37.73	+ 0.93	453.5
1978/79	10,362	+1,049	40.75	+ 3.02	504.6
1979/80	10,283	- 79	45.62	+ 4.87	500.7
1980/81	13,107	+2,824	53.80	+ 8.18	638.3
1981/82	13,923	+ 816	57.06	+ 3.26	678.0

Thus, between 1975/76 and 1981/82, total yearly paddy rice production jumped by 4.9 million tons, and farmers' incomes by \$236.7 million. During the entire six-year period, introduction of the HYVs brought farmers an extra \$573.9 million, which had significant impact on domestic economic growth and social well-being, as these revenues accrued to the poorest sector of the population. It has been estimated that over five million men, women and children are benefitting from the growing of HYV paddy rice.

The important objective of preventing Burma from becoming a rice importing country during the 1980s has also been accomplished. The growth rate for paddy rice production, which has averaged over 8 per cent a year for the past five years, is now 3.5 times higher than the 2.3 per cent rate of population growth.

Financing (1974 - 1980)

Cost to UNDP: \$1.87 million

Cost to Government: \$33 million (\$3 million for ARI, \$30 million to support farmers growing HYVs.)
