

70AAB-59-131

5980005-20

ENTERED
9/15/77

PROJECT EVALUATION SUMMARY
(Submit to HQ/DAV after each project evaluation)

1. Mission or AID/W Office Name
LA Regional
2. Project Number
5980005

3. Project Title
Regional Technical Aids Center (RTAC)

4. Key project dates (fiscal years)
a. Project Agreement Signed 1957
b. Final Obligation 1977
c. Final input delivered --
5. Total U.S. funds life of project
\$ 17,700,000

6. Evaluation number as listed in Eval. Schedule Summary
7. Period covered by this evaluation
FROM: 1957 TO: August, 1977
8. Date of this Evaluation Review
September, 1977
month/day/year

9. Action Decisions Reached at Evaluation Review, including items needing further study (Note--This list does not constitute an action request to AID/W. Use telegrams, airgram, SPARS, etc., for action)
PROJECT TERMINATED
10. Officer or Unit responsible for follow-up
LA/DR/EST
11. Date action be complete
N.A.

12. Signatures:
Project Officer
Signature
Mission or AID/W Office D
Typed name
Date

13. SUMMARY - Summarize in about 200 words the current project situation, mentioning progress in relation to design; prospects of achieving purpose, major problems encountered, etc. : RTAC has completed its task and was closed in August, 1977. The project had one of the longest lifespans in A.I.D.--twenty years. Its purpose varied slightly, but centered on the dissemination of technical publications to Latin America. This task included translation, publications, and delivery of print media, establishment of university bookstores, preparation and distribution of audiovisual materials, and establishment of "filmotecas". As the only A.I.D. personnel in Mexico, RTAC, staff also handled arrangements for training of third country personnel in Mexican technical institutes.) The project achieved its purpose and is considered an example of a low cost, high success program.

14. EVALUATION METHODOLOGY - Describe the methods used for this evaluation, i.e. was it a regular or special evaluation? was it in accordance with the Evaluation Plan in the PP with respect to timing, study design, scope, methodology and issues? What kinds of data were used and how were they collected and analyzed? Identify agencies and key individuals participating and contributing.

This evaluation summary is based on a reading of the RTAC files in LA/DR/EST and discussions with the retiring DH Project Manager. The most important and recent information is found in the 1974 audit, 1975 PARS (draft copy), 1977 Audit, and 1977 Program Termination Report. The 1977 reports are attached.

15. Documents to be revised to reflect decisions noted page 1 (other side:) N.A.

Project Paper (PP) Logical Framework CPI Network Financial

PIO/T PIO/C PIO/P Project Agreement Other

This evaluation brought out ideas for a new project -- a Project Identification Document (PID) will follow.

16. Evaluation findings about EXTERNAL FACTORS - Identify and discuss major changes in project setting which have an impact on the project. Examine continuing validity of assumptions.

The re-direction of A.I.D. goals to focus directly on the rural poor influenced the decision to phase-out RTAC, since a direct main impact on the rural poor could not be specifically demonstrated.

Other more recent changes with effects on RTAC included the loss of transportation rebates given by the Mexican Government and the devaluation of the Mexican peso, both of which caused losses on contracts by Mexican publishers. These events occurred within months of the termination of the RTAC program. Thus they had no major, long term effects on the success of the program. RTAC did attempt to ease the financial situation of the Mexican publishers by assuming the transportation costs for published materials.

17. Evaluation findings about GOAL/SUBGOAL - For the reader's convenience, quote approved sector or other goal (and subgoal, where relevant) to which the project contributes. Then describe status by citing evidence available to date from specified indicators and by mentioning progress of other projects (whether in U.S.) which contribute to same goal. Discuss causes--can progress toward goal be attributed to project, why shortfalls?

GOAL

"Project objectives have been to (1) accelerate the transfer of technology to countries of Spanish-speaking America in key development areas such as agriculture, health, education, and community development; (2) strengthen Latin American technical publishing and audiovisual industries, in themselves important agents in technology transfer and human resources development. Program elements have included (a) sponsorship of books, pamphlets, and innovative audiovisual materials in Spanish in collaboration with private enterprise; (b) systematic distribution of the foregoing to educational, institutional and governmental organizations of Latin American countries; (c) supporting non-profit bookstores in Latin America universities, and technical institutes; (d) establishing audiovisual centers at national institutions; and () managing third country training in Mexico."

Status--RTAC was terminated in August, 1977. Progress toward goal--RTAC has accomplished each of the above objectives to some degree. (See 18. below) Indeed, RTAC's very success contributed to the decision to phase-out the program.

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Continued from page 3

Two other "accomplishments" are noted:

- 1) presentation of a Unit Citation Award to RTAC in 1975.
- 2) Strong support for RTAC by USAID Missions throughout Latin America after announcement of the 1974 proposal to phase-out RTAC.

18. Evaluation findings about PURPOSE - Quote the approved project purpose. Cite progress toward each End-of-Project Status (EOPS) condition. When can achievement be expected? Discuss causes of progress or shortfalls.

Outputs -

"RTAC has helped to expand technical publishing and audiovisual aids production in Latin America. It has assisted in the creation of 130 bookstores, . . . 18 in-country audiovisual centers. It has sponsored almost 2,000 technical book titles, 2,500 pamphlets, and over 1,000 educational films." (1975 PARS, p. 1)

1. Transfer of technology accomplished through distribution of technical materials as above.
2. Strengthening of publishing industries accomplished through expansion of Mexican and Argentine publishing efforts.

19. Evaluation findings about OUTPUTS and INPUTS - Note any particular success or difficulties. Comment on significant management experiences of host contractor and donor organizations. Describe any necessary changes in schedule or in type and quantity of resources or outputs needed to achieve purpose.

Management experiences -- The RTAC project has directly contributed to the expansion of the Latin American publishing industry and the creation of materials distribution networks through the establishment of university bookstores and national film libraries.

20. Evaluation findings about UNPLANNED EFFECTS - Has project had any unexpected results or impact, such as changes in social structure, environment, technical or economic situation? Are these effects advantageous or not? Do they require any change in plans?

None known.

21. CHANGES in DESIGN or EXECUTION - Explain the rationale for any proposed modification in project design or execution which now appear advisable as a result of the preceding findings (items 16 to 20 above) and which were reflected in one or more of the action decisions listed on page 1 or noted in Item 15 on page 2.

22. LESSONS LEARNED - What advice can you give a colleague about development strategy, e.g., how to tackle a similar development problem or to manage a similar project in another country? What can be suggested for follow-on in this country? Should you have any suggestions about evaluation methodology?

23. SPECIAL COMMENTS or REMARKS (For AID/W projects, assess likelihood that results of project will be utilized in LDC's).