

Final Copy 9311109 (5)
FD-110-268

AGENCY FOR INTERNATIONAL DEVELOPMENT
PROJECT IDENTIFICATION DOCUMENT FACESHEET
TO BE COMPLETED BY ORIGINATING OFFICE

1. TRANSACTION CODE
 A = ADD
 C = CHANGE
 D = DELETE

PID
2. DOCUMENT CODE 1

3. COUNTRY/ENTITY
Worldwide - Multi-country

4. DOCUMENT REVISION NUMBER 10p

5. PROJECT NUMBER (7 DIGITS) 931-1109

6. BUREAU/OFFICE
A. SYMBOL TAB B. CODE

7. PROJECT TITLE (MAXIMUM 110 CHARACTERS)
 Studies in Facilitating Learning: Com. Tech.

8. PROPOSED NEXT DOCUMENT
A. 3 2 = PRP 3 = PP B. DATE MM YY 1 2 7 6

9. ESTIMATED FY OF AUTHORIZATION/OBLIGATION
a. INITIAL FY 7 7 b. FINAL FY

10. ESTIMATED COSTS (\$000 OR EQUIVALENT, \$) = 1

FUNDING SOURCE	AMOUNT
A. AID APPROPRIATED	1,500
B. OTHER U.S.	1. <input type="checkbox"/> 2. <input type="checkbox"/>
C. HOST COUNTRY	
D. OTHER DONOR(S)	
TOTAL	1,500

11. PROPOSED BUDGET AID APPROPRIATED FUNDS (\$000)

A. APPROPRIATION	B. PRIMARY PURPOSE CODE	PRIMARY TECH. CODE		E. FIRST FY		LIFE OF PROJECT	
		C. GRANT	D. LOAN	F. GRANT	G. LOAN	H. GRANT	I. LOAN
(1)		\$1,500					
(2)							
(3)							
(4)							
		\$1,500	TOTAL				

12. SECONDARY TECHNICAL CODES (maximum six codes of three positions each)

13. SPECIAL CONCERNS CODES (MAXIMUM SIX CODES OF FOUR POSITIONS EACH)

14. SECONDARY PURPOSE CODE

15. PROJECT GOAL (MAXIMUM 240 CHARACTERS)

To develop the potential of educational and communications technology for increasing access to relevant, cost-effective learning systems.

16. PROJECT PURPOSE (MAXIMUM 480 CHARACTERS)

1. To gather data on the information and learning needs of selected developing countries in order to design effective communication strategies;

2. To train communications specialists for each of the selected countries, developing knowledge and skills necessary to plan and implement communication strategies.

17. PLANNING RESOURCE REQUIREMENTS (staff/funds)
3 man/months of EHR staff and EHR consultant input

18. ORIGINATING OFFICE CLEARANCE

Signature: Robert Schmeding
Title: Director (Acting)
Date Signed: MM DD YY 5 2 5 7 6

19. DATE DOCUMENT RECEIVED IN AID/W, OR FOR AID/W DOCUMENTS, DATE OF DISTRIBUTION
MM DD YY

PROJECTION IDENTIFICATION DOCUMENT

Country: Worldwide

Subject: Development and Application of Communications Technology

Proposal: FY 1977 grant \$1,590,000

I. Summary of Problem and Proposed Response

The underlying rationale for the work of the educational technology section of TA/EHR has been that this technology can be used for the more rapid achievement of basic AID goals: To establish learning systems that are more useful, more efficient, and more equitable in their societal access. Since its initiation, the work has expanded from school programs to encompass out of school applications; it has also changed emphases, as the state-of-the-art has developed and as Agency priorities have altered.

The work of the educational technology area centers on the uses of relevant communication technologies both in and out of school to achieve greater learning effectiveness, efficiency, and ultimately, lower cost. Increasing attention is being paid to the fuller use of the potentials of lower cost educational technologies since given the stage of development of the poorer LDCs, these may be more feasible for the foreseeable future.

In addition, more advanced educational technologies may be more appropriate for the relatively more advanced LDCs. In any event our basic goal remains unchanged - the development of an assortment of technologies to improve rural life in a variety of sectors.

Given this AID perspective, the recent U.S. initiative announced by the Secretary of State in Nairobi can give the Agency

for International Development an unparalleled opportunity to utilize the jointly planned NASA/AID Bicentennial Demonstration program which will be beamed via the ATS-6 satellite. The satellite will be moved from its present stationary orbit over Africa back to a position over the North American continent.

The ATS-6 was loaned to India for a one-year period ending in July 1976 for a pilot program of satellite transmission to rural areas of India involving programs in agriculture, health and related development programs.

During the 3-month drift period from August to November 1976 the ATS-6 will have, within the range of its coverage, Asia, the Mideast, Africa and Latin America. Extensive plans are in process for using this opportunity to bring to the countries included in this range, satellite-beamed programs demonstrating the relationship of communications and space technology to development. This demonstration will be part of a U.S. Bicentennial salute to a large number of LDC's showing how communications technologies have helped with the technical, economic and social progress of the U.S. over the past 200 years. Demonstrations of ongoing applications of educational technology in selected LDCs will also be broadcast via the ATS-6, in relation to the new U.S. initiative. Follow-on programs are being planned to implement this new initiative.

As part of the AID response to this unique opportunity, a specific part of the follow-on program is proposed for the EHR sector, involving: (1) studies and training for possible applications of communications technologies for developmental purposes (2) establishment of software development centers in Asia, Africa and Latin America; and (3) development and demonstration of the potential of communications technologies for learning as applied to existing programs in health, agriculture, and education. The EHR follow-on program will employ space technology when appropriate, but will also cover an entire range of communications technologies. Because (1) and (2) above precede (3), it is

proposed to begin the first two activities with FY '77 funds and to follow with the actual demonstrations in FY '78. Hence, this PID covers only the implementation of the studies and training phases of the EHR program in communications initiatives, including initial studies for establishment of the software centers. Actual development of the centers would be thru FY '78 funding, and under a separate PID.

The problem which is addressed is neither country-specific nor sector specific. It is both world-wide and multi-sectoral in its scope. Therefore it is not possible to relate the problem or the proposed actions to a particular DAP or sectoral goal. The expected beneficiaries are those groups not now reached by effective communication channels: primarily the isolated, low-income groups living in the rural areas of the LDCs. It is expected that planners of development projects will also benefit from these efforts both by resultant acceleration of project time-tables and possible decrease in project costs. The ultimate pay-off is increased and more efficient learning systems for broader segments of rural populations not now adequately served.

The expected products (outputs) of the activities covered by this PID will be (1) the data and information necessary for planning and developing succeeding follow-on activities (establishment of centers and mounting of demonstrations); and (2) personnel trained to plan and implement effective communications strategies in their own countries.

The resources required for the studies and training will be fairly substantial since technical and administrative inputs are required. These would include AID contractors, AID staff, both headquarters and field, and U.S. as well as third country institutions and agencies. Use of consultants is also projected. Required financial inputs are estimated at approximately \$1,590,000.

The decision to include a broad range of technologies and systems was made for three reasons: (1) important communications technologies would be ignored by focusing solely on satellites; (2) utilization of space technology is neither practical nor feasible for many of the developing countries; and (3) there is a wide range of experience and research available in the application of ground-based, lower-cost communications technologies; i.e. radio, TV, cassettes.

The product of this activity will be trained people, data and information, which will provide the basis for development of strategies and programs to improve development communications within LDC's.

II. Financial requirements and plans.

Studies and training as required in FY '77 amount to \$1,590,000, broken down as follows:

<u>Studies</u>	<u>FY 77</u>
Initial feasibility and site selection studies for Software Development Centers (\$100,000 X 3)	\$300,000
Preliminary individual country communications studies (\$25,000 X 6)	150,000
Follow-up detailed communication studies (\$100,000 X 2)	400,000
Planning for communications technology demonstrations	150,000
<u>Training</u>	
U.S. and 3rd country training - short and long-term	500,000
Seminars in LDCs (\$30,000 X 3)	<u>90,000</u>
Totals	\$1,590,000

These figures must be identified as rough estimates at this time. The studies would be carried out under U.S. financed contracts with qualified institutions. At this time, the identity of cooperating countries and survey scopes are yet unknown, and it is only possible to estimate figures covering such inputs. There could be some sharing of training costs to conform with policies in some USAID missions relating to host country participation in funding of participant training.

It is projected that U.S. assistance with studies and training will be on a cost-reimbursable basis with some countries. In all other instances, U.S. funds will be provided on a grant basis (no loans are contemplated). Because there will be cost support and cost sharing in the total project, it is believed safe to consider the rough estimates shown above as adequate, if not actual ceilings on U.S. funds required for the follow-on activities covered by this PID. By the time project planning and development reaches the PP stage, it is expected that both data and decisions will be sufficiently firm to permit reasonably accurate cost indications, including sources of funds (US and non-US).

III. Development of the Project.

Although the communications bottleneck can be cited as a universal problem among LDCs, both the nature and extent of the problem varies considerably. In some places, hardware is in place and programs (software) are weak and ineffective. In other places hardware and software are both lacking. In still others software (programs) are available and their use could be dramatically improved and extended

by more logical considerations of hardware. In most of the LDCs, communications resources are limited to urban, metropolitan areas and are unknown, if not mysteries, to rural populations.

Some of the technologies which have potential for extending communication resources do not depend on sophisticated hardware - certainly not advanced space technology. In many instances, cost-effective extension of existing resources, such as telephone and radio, can measurably improve the communication process, and, in turn, the process of rural development.

These options require detailed study and analysis to determine what is appropriate and feasible in a particular country. Further, broader knowledge about communications technologies on the part of LDC development planners is needed to increase their range of options and accelerate their capability to make wise choices among them. Hence, the first step in a follow-on program is the implementation of studies and training.

It is expected that this aspect of the proposed project will be developed as follows:

A circular airgram will be sent to all USAID field missions in June 1976, describing the proposed follow-on program. Each mission will be asked to explore interest of the host country and report to AID/W whether or not that country wishes/^{to} be considered as a participant in the studies and training program, and, if affirmative, the terms and conditions of such participation.

In August 1976, ATS-6 will start its trip from Africa to North America, and for three months, demonstrations of communications

technologies will be directed to countries in Asia, the Mideast, Africa and Latin America. It is expected that inquiries about participation in follow-on proposed activities will be stimulated by this Bicentennial salute program.

By December 1976, sufficient information should be available to allow choice and/or identification of participating countries and completion of a PP.

It is estimated that approximately 3 man-months of work will be required to gather the necessary information from field Missions, and handle inquiries about the ATS-6 program, identify/select participants, and prepare the PP. EHR staff will need to be augmented to carry out this work.

IV. Issues of a policy or programmatic nature

This proposed project is a quick response to an unexpected opportunity to deal in a direct manner with a troublesome and common problem in the development process. Its implementation will involve a search for available funds, add-on programming for field missions where FY 77 and FY 78 programs have already been described, and possibly increases in staffing which have not been anticipated. Also, unless new funds are appropriated for this special program, it may involve diversion of funds from previously planned uses under forced priority designation.

These implications will tend to generate resistance all along the line and they can become hindrances to effective program implementation. Perhaps the strongest counter-factor is the universality of the problem addressed, and the fact that most missions and many LDCs are earnestly seeking ways of transmitting information and messages more

components, requiring delivery systems that work, requiring better communications resources. Hence, if these follow-on activities achieve the expected results, their implementation becomes supportive rather than add-on. Finally, the opportunity to make the ATS-6 demonstration meaningful for future programming and not only a splashy Bicentennial one-time program, should not be overlooked.

7^u Proj

ADDENDUM

The studies contained in this project will have as one perspective the impact of communications technology upon the environment in which they operate. Since no operational project is called for under this PID in FY 77, we think a negative environmental threshold decision can be made.

The budget for this PID has been adjusted in the course of the TA/EHR program review. The latest figures represent the base program and additional options if more money becomes available:

	<u>FY 77</u>	<u>FY 78</u>
A. <u>BASE</u>		
Communication Studies	500	550
Short-Term U.S. Training	75	100
In-Country Seminars	100	150
Film	150	-
Software Central Planning	100	-
	<u>925</u> <i>225</i>	<u>800</u>
B. <u>PRIORITY III</u>		
Communication Studies	+ 75	
Short-Term Training	+ 75	
In-Country Seminars	+ 50	
Film	+ 0	
Software Center Planning	+ 0	
	<u>+ 300</u> <i>110</i>	
C. <u>PRIORITY VII</u>		
Communication Studies	+ 50	
Short-Term Training	+ 250	
In-Country Seminars	+ 0	
Film	+ 0	
Software Center Planning	+ 0	
	<u>+ 300</u>	
GRAND TOTAL	<u>1525</u> <i>1435</i>	<u>800</u>

$$\begin{array}{r} 1150 \\ 600 \\ \hline 1,750 \end{array}$$