

JOINT AID NTIS TECHNICAL INFORMATION NETWORK PROJECT
SUMMARY OF PROGRESS
JULY 1973 - MAY 1974

INTRODUCTION

A Participating Agency Service Agreement (PASA) between TA/OST and the National Technical Information Service (NTIS) was initiated during FY 1972 for the general purpose of determining ways of improving the capabilities of developing countries to make effective technological choices by expanding their access to U. S. scientific and technical information. The effort has focused on the information products and services which are based on over 730,000 reports of U. S. Government-funded research in the NTIS collection.

The first phase of this experimental program, which operated from October 1971 through June 1973, was concerned largely with determining the interest in this type of information within the developing countries. The primary effort during this phase involved the publication of a quarterly journal called Application of Modern Technologies to International Development (AMTID). The publication contains abstracts of reports in the NTIS collection which may be of particular interest in the LDCs. The complete reports are offered for sale at the same prices that they are sold for in the U. S.

EVALUATION OF PHASE I

The response to phase one of the program was evaluated on the basis of several types of input: (1) unsolicited input from recipients of AMTID; (2) sales of reports generated by AMTID; (3) a questionnaire survey of recipients of AMTID; and (4) visits to three of the project countries (Ecuador, Korea, and Peru) by NTIS Director William T. Knox.

The unsolicited comments concerning AMTID were without exception favorable. The number of documents purchased was considerably less than that projected by TA/OST in the original PROP. Sales data reflect a rise from an average of about 12 documents per month for the quarter Apr-Jun '72, to an average of about 78 per month for the quarter Apr-Jun '73.

The questionnaire was mailed in March 1973 to recipients of AMTID, and a return of about 30% was realized. The data gathered in this manner included the following points:

- Although 32% of the respondents indicated that they had ordered from the publication, 78% indicated that they intended to order in the future.
- 98% felt that AMTID contained abstracts of reports of interest to their organization.
- 51% indicated that it was difficult to obtain foreign exchange to purchase reports.

BEST AVAILABLE DOCUMENT

- 80% felt that the fact that AMTID is in English did not discourage its use, and 83% indicated that the fact that the reports announced in AMTID are in English did not discourage them from ordering.

Mr. Knox's visits to Ecuador, Korea, and Peru were undertaken in an effort to assess the impact of the program in these countries, and to get a feeling for technical information needs and transfer problems in LDCs. Some of the findings include:

- The AID/NTIS bulletin was almost unknown to those who would find them most immediately useful.
- There was great interest, approaching enthusiasm, for utilization of NTIS products and services. This interest encompassed a willingness to promote NTIS products and services locally.
- There was a wide variation in the different mechanisms for utilizing scientific and technical information, and in the readiness and capabilities of each nation's technical and industrial organization to utilize such information to promote economic and social development.
- There is an opportunity to strengthen the technical information services in these nations by providing training and consulting services.

THE PHASE II PROGRAM

From all of the preceding it was determined that the following additional effort was necessary:

- To identify more precisely potential end users of U. S. technical information in LDCs--both in the public and, especially, in the private sectors.
- To convince potential users of the possible value of the information to them.
- To make the information more easily available.

The project's second phase includes some components which were ongoing in the first phase and are being modified in the light of experience and some entirely new components designed to explore more effective approaches to information transfer and its utilization in LDCs.

The second phase will reflect shifting project emphasis to increase utilization, including:

- Adding new categories of information to AMTID.
- Involving LDC intermediaries to promote the transfer and utilization of NTIS products and services.

- Stimulating increased awareness of NTIS products and services, including data base search services, by Chambers of Commerce and Industry and other LDC private institutions.
- Encouraging establishment by LDCs of deposit accounts at NTIS to facilitate their acquisition of reports.
- Establishing a pilot information network linkage with scientific and technical information services (or national documentation centers) in 10 LDCs and to begin experimental efforts through NTIS to strengthen these LDC institutions.

AMTID

During Phase I the subject coverage of AMTID included only three broad subject areas in accordance with the original PROP. These subject areas were chemistry, materials, and various engineering fields. The subject coverage has been expanded during Phase II, with emphasis on areas of particular interest in developing countries. Attachment 1 is a typical contents page from a Phase AMTID; Attachment 2 is a contents page from a Phase II AMTID.

Also, the AMTID mailing list was refined in an effort to eliminate recipients who had no interest in the publication, and to make sure that copies were going to the proper office or individual within an organization. This was done by asking recipients to return a form with a correct address if they were interested in continuing to receive AMTID. Additional addresses are included on the mailing list as they become available.

DOCUMENT SALES

Document sales since submission of the Phase I report have been as follows: April-June '73 - 227; July-September '73 - 348; October-December '73 - 279; January-March '73 - 363. Attachment 3 gives document sales by country. Attachment 4 gives an idea of the typical subject matter range of documents sold.

LINKAGES WITH LDC ORGANIZATIONS

Objectives of Phase II include efforts to:

1. Facilitate the transfer of relevant U. S. scientific and technical information to LDCs.
2. Establish linkages between NTIS and LDC scientific and technical information services.
3. Strengthen local technical information activities.

To accomplish these objectives, NTIS is establishing agreements with existing organizations in ten developing countries. These organizations will market NTIS products and services in their own countries. The provisions of the agreements are given in Attachment 5.

Thus far, agreements have been reached with:

1. Paes de Barros, a private consulting firm in Sao Paulo, Brazil.
2. Fondo Colombiano de Investigaciones Cientificas, in Bogota.
3. Centro de Desarrollo Industrial del Ecuador, in Guayaquil.
4. Korea Scientific and Technological Information Center, in Seoul.
4. Thai National Documentation Center, in Bangkok.

Discussions are under way with:

1. Centro de Informacao Tecnologica, in Rio de Janerio, Brazil.
2. Council of Scientific and Industrial Research, New Delhi, India.
3. Pakistan National Scientific and Technical Document Centre, in Karachi.
4. Federal Institute of Industrial Research, in Lagos, Nigeria.
5. Development Academy of the Philippines, in Manila.

All prospective agents were contacted first by letter and then by visits by NTIS personnel.

Mrs. Eloise Collins, Chief of the Office of Interagency Agreements, visited a number of organizations in the Bangkok, Thailand, area while she was there on personal business. Her report is included as Attachment 6.

On February 1, 1974, Mr. Knox embarked on a series of visits to the Philippines, Indonesia, Thailand, India, Pakistan, Tanzania, and Nigeria. Reports of these visits are included as Attachments 7 through 12.

Finally, Mr Terrance L. Lindemann visited organizations on Colombia, Ecuador, and Brazil in late May 1974. Reports of these visits will be issued separately.

Attachments

David B. Shonyo

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DOCUMENT SALES GENERATED BY AMTID THROUGH MARCH 1974

Afghanistan-----	0
Bolivia-----	2
Brazil-----	530
Chile-----	15
Colombia-----	33
Costa Rica-----	6
Dominican Republic-	4
Ecuador-----	5
El Salvador-----	5
Ethiopia-----	11
Ghana-----	0
Guatemala-----	2
Honduras-----	17
India-----	522
Indonesia-----	76
Jordan-----	1
Kenya-----	7
Korea-----	0
Laos-----	0
Liberia-----	0
Mexico-----	260
Morocco-----	8
Nepal-----	22
Nicaragua-----	42
Nigeria-----	101
Pakistan-----	14
Panama-----	12
Paraguay-----	1
Peru-----	41
Philippines-----	70
Somali Republic--	0
Tanzania-----	30
Thailand-----	117
Tunisia-----	9
Turkey-----	2
Uganda-----	0
Uruguay-----	8
Venezuela-----	126
Vietnam-----	0
Zaire Republic---	0

DOCUMENTS ANNOUNCED IN AMTID AND SHIPPED
TO DEVELOPING COUNTRIES DURING FEBRUARY AND MARCH 1974

BRAZIL

AD-479 391	Properties of the Rare Earth Metals and Compounds.	\$ 6.00
AD-756 750	Electrodeposition: A Bibliography. -----	6.75
AD-756 800	Electroplating: A Bibliography. -----	6.00
AD-758 904	Hydraulic Engineering Methods for Water Resources Development, Volume I. Requirements and General Procedures. -----	6.00
AD-758 904	(Same title) -----	6.00
AD-758 905	Hydraulic Engineering Methods for Water Resources Development, Volume II. Hydrologic Data Manage- ment. -----	3.00
AD-758 905	(Same title) -----	3.00
AD-758 906	Hydrologic Engineering Methods for Water Resources Development. Volume X. Principles of Ground-Water Hydrology. -----	6.00
PB-208 550	Field Operations and Enforcement Manual for Air Pollution Control. Volume 1: Organization and Basic Procedures. -----	6.75
PB-213 769	Mosquito Control. Some Perspectives for Developing Countries. -----	3.75
PB-219 708	Report on Food Grain Drying, Storage, Handling, and Transportation. -----	3.50
PB-219 712	A Literature Review and Research Recommendations on Cassava. -----	9.25
PB-219 721	Development of a Simple Storage Unit and Storage Method Applicable for Humid Areas in Developing Countries. -----	3.25
PB-219 723	Agricultural Equipment Development Research for Tropical Rice Cultivation. -----	5.00

EL SALVADOR

AD-756 199	Notes on Proving Rings and Frames for Soil Testing Equipment. -----	3.00
AD-756 351	Soil Mechanics Design. Stability of Slopes and Foundations. -----	3.00
AD-759 199	Stress Analysis Manual. -----	12.50

GUATEMALA

PB-179 321	Handbook for Building Homes of Earth. -----	\$ 6.00
PB-188 918	Earth for Homes. -----	6.00

INDIA

AD-703 117	Fluerics. State of the Art. -----	6.00
AD-712 585	The Corrosion of Metals in Marine Environments. -	3.00
AD-732 741	Composite Materials. -----	3.00
AD-733 744	Temperature-induced Dimensional Changes in Hardened Concrete. -----	3.00
AD-733 874	Evaluation of Foamed Plastics for Use as Structural Supporting Layers in Pavements and Foundations. -----	3.00
AD-734 598	Gallium Arsenide. -----	5.00
AD-739 981	Shape, Surface Texture, and Coatings of Aggregates. -----	3.00
AD-740 111	Hydrogen Stress Cracking in High- Strength Steels.	3.00
AD-740 111	(Same title) -----	3.00
AD-740 547	Computer Oriented Analysis of Shell Structures.	25.25
AD-742 207	Fabrication of Novel Composites. Part I. Reactive Hot-Pressing of Gamma-Al ₂ O ₃ With Synthetic Fluorine Mica. -----	3.00
AD-743 800	Fluerics. A Bibliography. -----	3.00
AD-744 596	Composite Materials. -----	3.00
AD-744 804	A Glossary of Coastal Engineering Terms. -----	3.00
AD-744 922	Buoyant Concrete for Ocean Construction and Flotation. -----	3.00
AD-746 214	Bibliography on Fibers and Composite Materials-- 1969-1972. -----	8.50
AD-746 761	Engineering Data on New Aerospace Structural Materials. -----	3.00
AD-747 245	Behavior of Materials in a Subsurface Ocean Environment. -----	3.00

AD-748 582	Flexural Strength of Ferro-Cement Panels. -----	\$ 3.00
AD-750 259	Foundations for Small Seafloor Installations. ---	3.00
AD-750 451	Shore Protection, Planning, and Design. -----	6.00
AD-750 743	Geometric Concepts for Computer Graphics. -----	3.00
AD-751 228	Qualitative Values in Environmental Planning: A Study of Resource Use in Urbanizing Watersheds. -	3.00
AD-752 132	Wastewater Management by Disposal on Land. -----	3.00
AD-753 926	Automation of Wastewater Treatment Systems. -----	3.00
AD-754 326	Conference Proceedings on Liquefied Natural Gas Importation and Terminal Safety. -----	3.00
AD-756 185	Investigation of Cement-Replacement Materials. Report 14. Use of Large Amounts of Pozzolans in Lean Mass Concrete. -----	3.00
AD-756 214	Plastics Fabrication by Ultraviolet, Infrared, Induction, Dielectric and Microwave Radiation Methods. -----	11.00
AD-756 214	(Same title) -----	11.00
AD-756 214	(Same title) -----	11.00
AD-756 299	Investigation of Cement-Replacement Materials. Report 10. Use of Large Amounts of Pozzolans in Lean Mass Concrete. -----	3.00
AD-756 384	Fibrous Concrete--Construction Material for the Seventies. -----	6.75
AD-759 199	Stress Analysis Manual. -----	12.50
AD-761 077	Pamphlet on Use of Fibrous Concrete. -----	3.00
AD-762 552	Lime-Cement Combination Stabilization. -----	3.00
AD-838 460	Niobium Tin. -----	6.00
AD-840 585	Structural Plastics Applications Handbook. -----	6.00
BNL-14764	The Preparation, Properties, and Potential Applications of Concrete-Polymer Materials. -----	3.00
BNL-16578	Review of Properties of Polymer Impregnated Concrete. -----	3.00

BNL-50218	Concrete-Polymer Materials. -----	\$ 3.00
BNL-50328	Concrete-Polymer Materials. Fourth Topical Report.	3.00
COM-72-10238	Port and Harbor Development System. Phase I-- Design Guidelines. -----	3.00
COM-72-10309	Performance Concept in Buildings. Volume 1: Invited Papers. -----	9.00
COM-72-10999	Simple Methods of Calculating Dispersion from Urban Area Sources. -----	3.00
COM-72-10999	(Same title) -----	3.00
COM-72-11287	Annotated Bibliography on Weather Modification 1960-1969. -----	6.00
COM-72-50675	Design Loads for Inserts Embedded in Concrete. --	.35
COM-72-50763	The Science of Ceramic Machining and Surface Finishing. -----	3.00
COM-73-10136	Design Strategy in a Coastal Environment. Potential Improvements in Civil Engineering Design Techniques for Coastal Zone Projects. ----	3.00
COM-73-10270	A Review of the Literature on Anchor Blocks and Laterally Loaded Piles. -----	3.00
COM-73-10270	(Same title) -----	3.00
COM-73-10400	Proceedings: Fifth National Sea Grant Conference.	3.00
COM-73-10400	(Same title) -----	3.00
COM-73-10778	The Surge of Sea Law. -----	3.00
COM-73-10778	(Same title) -----	3.00
COM-73-10855	Evaluation of the Column Connections Used in a Precast Concrete Modular Housing System. -----	3.75
COM-73-10855	(Same title) -----	3.75
CONF-711210	Proceedings of the Symposium on Air Pollution, Turbulence, and Diffusion. -----	6.00
NAS-NS-3018 (Rev)	Radiochemistry of Manganese. Revised Edition. --	3.00
NAS-NS-3025	The Radiochemistry of the Rare Gases. -----	3.00
N72-10404	Bonding and Joining Technology. A Compilation. -	1.00

N72-16333	Fasteners and Fastening Techniques. A Compilation. -----	\$ 1.00
N72-21932	Theory of Fiber Reinforced Materials. -----	9.00
N72-23467	Transducer Applications. A Compilation. -----	1.00
N72-23582	A Fundamental Review of the Friction and Wear Behavior of Ceramics. -----	3.50
N72-23918	Design Considerations for Fiber Composite Structures. -----	3.00
N72-25421	Measurement Technology. -----	1.00
N72-26034	Considerations with Respect to the Design of Solar Photovoltaic Power Systems for Terrestrial Applications. -----	3.00
N72-33061	Photovoltaic Solar Array Technology Required for Three Wide Scale Generating Systems for Terrestrial Applications: Rooftop, Solar Farm, and Satellite.	3.00
ORO-2945-10	Preparation of Wood-Plastic Combinations Using Gamma Radiation to Induce Polymerization. -----	3.00
PB-188 918	Earth for Homes. -----	6.00
PB-188 921	Bamboo as a Building Material. -----	6.00
PB-188 925	Physiological Objectives in Hot Weather Housing.	6.00
PB-188 928	Palms--Their Use in Building. -----	6.00
PB-195 226	The Economics of Fish Protein Concentrate. -----	3.00
PB-195 226	(Same title) -----	3.00
PB-196 380	A Manual of Electrostatic Filter Technology. Part I--Fundamentals. -----	6.00
PB-196 381	A Manual of Electrostatic Filter Technology. Part II--Application Areas. -----	6.00
PB-199 376	Concrete-Polymer Materials for Highway Applications. -----	3.00
PB-201 590	A.I.D. Economic Data Book. Near East and South Asia. -----	3.00
PB-204 815	A Critical Review of Currently Available Hydro- logic Models for Analysis of Urban Stormwater Runoff. -----	3.00

PB-205 804	Electrophoretic and Electrochemical Water Purification Systems. -----	\$ 3.00
PB-206 068	Solar Distillation Using Multiple-Effect Humidification. -----	3.00
PB-206 121	Modeling of Hydrologic Processes and Water Salvage Procedures in Semiarid Regions. -----	3.00
PB-206 145	Feasibility of Treating Wastewater by Distillation.	1.00
PB-206 326	Engineering for Resolution of the Energy-Environment Dilemma. -----	4.50
PB-206 451	Distillation Digest. Volumes 3 and 4. -----	3.00
PB-206 549	A Manual on Water Desalination. Volume I. Technology. -----	6.00
PB-206 550	A Manual on Water Desalination. Volume II. Economics. -----	3.00
PB-206 698	Refrigeration-Cooling Systems for Rural Communities in Developing Countries. -----	3.00
PB-207 030	Evaluation of Concrete and Related Materials for Desalination Plants. -----	3.00
PB-207 223	Feasibility of Utility Tunnels in Urban Areas. --	3.00
PB-207 491	Village Technology Handbook. -----	6.00
PB-207 510	A Guide for Reducing Pollution Through Urban Planning. -----	3.00
PB-208 669	Recycling and Ecosystem Response to Water Manipulation. -----	5.45
PB-209 480	Technical and Economic Factors Associated with Fly Ash Utilization. -----	3.00
PB-210 305	Literature Survey in the Field of Fiber-Reinforced Plastic Composites, August 1970-July 1971. -----	3.00
PB-210 359	Conservation and Better Utilization of Electric Power by Means of Thermal Energy Storage and Solar Heating. -----	6.75
PB-211 118	Proceedings of the 2nd Annual Symposium on Reduction of Costs in Hand-Operated Glass Plants.	3.00
PB-211 628	Training Manual for Fertilizer Plant Operators. -	3.00

PB-211 628	(Same title) -----	\$ 3.00
PB-211 528	(Same title) -----	3.00
PB-212 272	A Method of Demineralization Using Strongly Basic Ion Exchange Resins. -----	3.00
PB-212 359	State of the Art of Textile Waste Treatment. ----	2.50
PB-212 369	Preliminary Investigational Requirements-- Petrochemical and Refinery Waste Treatment Facilities. -----	1.50
PB-212 580	Urban Runoff. -----	3.00
PB-212 816	Control of Surging in Low-Pressure Pipelines. ---	3.00
PB-212 904	Static and Earthquake Analysis of Three- Dimensional Frame and Shear Wall Buildings. -----	3.00
PB-212 931	Salinity Above Water Table as Affected by Rainfall and Irrigation. -----	3.00
PB-213 008	Field Operations and Enforcement Manual for Air Pollution Control. Volume 1: Organization and Basic Procedures. -----	6.75
PB-213 008	(Same title) -----	6.75
PB-213 009	Field Operations and Enforcement Manual for Air Pollution Control. Volume 2: Control Technology and General Source Inspection. -----	9.00
PB-213 009	(Same title) -----	9.00
PB-213 010	Field Operations and Enforcement Manual for Air Pollution Control. Volume 3: Inspection Procedures for Specific Industries. -----	10.60
PB-213 010	(Same title) -----	10.60
PB-213 010	(Same title) -----	10.60
PB-213 013	Computer Modeling of Transportation-Generated Air Pollution. A State-of-the-Art Survey. -----	5.45
PB-213 021	Noise Pollution. -----	3.00
PB-213 023	A Universal Solar Kitchen. -----	3.00
PB-213 0231	(Same title) -----	3.00
PB-213 037	Symposium on Energy, Resources, and the Environ- ment. Volume I. Session on International Issues. -----	6.75

PB-213 038	Symposium on Energy, Resources, and the Environment. Volume II. Session on Ethics and Environmental Aspects of the Demand and Use of Energy.--	\$ 6.75
PB-213 039	Symposium on Energy, Resources, and the Environment. Volume III. Session on Options for the Future. -----	6.75
PB-213 123	Modeling Transportation Systems: An Overview. --	3.00
PB-213 179	Optimization of Water Resources Development. ----	3.00
PB-213 179	(Same title) -----	3.00
PB-213 180	Assessment of Turbidity, Color, and Odor in Water.	3.00
PB-213 119	Guidelines for Erosion and Sediment Control Planning and Implementation. -----	1.95
PB-213 230	The Application of Geochemical, Botanical, Geophysical, and Remote Sensing Mineral Prospecting Techniques to Tropical Areas. -----	3.00
PB-213 297	State of the Art for Controlling NO _x Emissions, Part I. Utility Boilers. -----	5.45
PB-213 472	Recommended Standards for Sanitary Landfill Design, Construction, and Evaluation. -----	3.00
PB-213 594	Development of a Scientific Basis for the Manufacture of Low-Cost Protein Foods and Beverages from Fresh Coconuts. -----	3.00
PB-213 819	Status of Advanced Waste Treatment. -----	4.85
PB-213 819	(Same title) -----	4.85
PB-213 884	Handbook for Analytical Quality Control in Water and Wastewater Laboratories. -----	5.45
PB-213 980	Planning of Optimal Urban Water Supply Systems. -	3.00
PB-214 045	Incentives for Recycling and Reuse of Plastics. -	9.00
PB-214 045	(Same title) -----	9.00
PB-214 111	Physical-Chemical Processes. -----	3.00
PB-214 111	(Same title) -----	3.00
PB-214 122	Electromagnetic Pulse Sounding for Surveying Underground Water. -----	4.85

PB-214 550	Design Manual for Upgrading Existing Wastewater Treatemnt Plants. -----	\$ 1.45
PB-214 551	Process Design Manual for Suspended Solids Removal.	1.45
PB-214 552	Process Design Manual for Carbon Absorption. ----	1.45
PB-214 553	Process Design Manual for Phosphorus Removal. ---	1.45
PB-215 218	A Multiplier for Computing the Value of Shellfish.	3.25
PB-215 617	Analysis of Foundation With Widely Spaced Batter Files. -----	3.00
PB-215 617	(Same title) -----	3.00
PB-215 748	Capital-Labor Ratios, Capital-Output Ratios, and Rates of Profit in Indian Industry. -----	3.00
PB-216 286	Steady and Unsteady Flow of Fresh Water in Saline Aquifiers. -----	3.00
PB-216 423	Geothermal Energy. -----	3.00
PB-222 081	Telecommunications Research in the United States and Selected Foreign Countries: A Preliminary Survey. Volume 1. Summary. -----	4.50
PB-222 082	Telecommunications Research in the United States and Selected Foreign Countries: A Preliminary Survey. Volume 2. Individual Contribution. ----	6.75
PB-222 082	(Same title) -----	6.75
PB-222 326	Systems Building Conference Proceedings. -----	9.00
PB-224 002	Planning Nutritional Programs: A Suggested Approach. Volume I--Summary of the Methodology. -----	3.00
PB-224 749	Mosquito Control. Some Perspectives for Developing Countries. -----	3.75
PB-224 749	(Same title) -----	3.75
PB-225 129	Research Management and Technical Entrepreneurship. A U.S. Role in Improving Skills in Developing Countries. -----	4.50
<u>INDONESIA</u>		
AD-751 902	Mountaineering Equipment Evaluation. -----	.95

AD-755 255	Some Recent Developments in Aggregate Production, Planning, and Scheduling: An Abbreviated Bibliography. -----	\$ 3.00
AD-755 523	An Introduction to Technological Forecasting. ---	3.00
AD-755 523	(Same title) -----	.95
COM-71-50018-023	Basic Data on the Economy of Indonesia. -----	.15
COM-71-50018-023	(Same title) -----	.15
COM-71-50018-067	Foreign Trade Regulations of Indonesia. -----	.15
COM-71-50018-067	(Same title) -----	.15
COM-71-50175-054	Market Profiles for the Far East. -----	.15
COM-72-10812	Population Dynamics of World Fisheries. -----	6.00
COM-73-10178	Research Diver's Manual. -----	6.00
N71-31516	Management Techniques. A Compilation. -----	1.00
PB-211 639	Fertilizer Distribution in Indonesia. -----	.95
PB-211 882	A Review of Certain Aspects of the Forestry Program and Organization in Indonesia. -----	.95
PB-212 632	Industrial Development and Feasibility Study: Pulp and Paper Manufacturing in South Vietnam. Book I.	.95
PB-212 632	(Same title) Book II. -----	.95
PB-214 335	Information Retrieval. -----	1.25
PB-214 335	(Same title) -----	1.25
PB-214 335	(Same title) -----	1.25
PB-217 293	A Report on the LIPI-NAS Workshop on Natural Resources. Volume I. Overall Findings and Recommendations. -----	.95
PB-217 118	Workshop on Industrial and Technological Research. Volume I, Overall Findings and Recommendations. -	.95
PB-218 724	Workshop on Industrial and Technological Research. Volume II, Plenary Sessions and Working Groups. -	.95
PB-218 692	Summary of Mining and Petroleum Laws of the World. 2. East Asia and the Pacific. -----	3.00

MEXICO

AD-754 968	Civilizing Science and Disciplining its Management.	\$3.75
COM-71-01099	Venture Capital: A Guidebook for New Enterprises.	3.00
COM-72-11043	The Evolution and Utilization of Marine Mineral Resources. -----	3.00
COM-73-11198	The Latin American Approach to the Law of the Sea.	4.75
N71-31516	Management Techniques--A Compilation. -----	3.00
PB-196 380	A Manual of Electrostatic Precipitator Technology. Part I--Fundamentals. -----	6.00
PB-204 053	Potential Technological Advances and Their Impact on Anticipated Water Requirements. -----	3.00
PB-209 022	Maintenance, Calibration, and Operation of Isokinetic Source-Sampling Equipment. -----	3.00
PB-213 016	Wet Scrubber Systems Study. Volume I. Scrubber Handbook. -----	13.50
PB-213 016	(Same title) -----	13.50
PB-213 016	(Same title) -----	13.50
PB-213 017	Wet Scrubber Systems Study. Volume II. Final Report and Bibliography. -----	6.00
PB-213 480	Systems Building Conference Proceedings. -----	9.00
TT-72-50055	Mass Cultivation of Invertebrates. -----	4.75

NICARAGUA

AD-758 904	Hydrologic Engineering Methods for Water Resources Development. Volume 1. Requirements and General Procedures. -----	6.00
AD-758 905	(Same title) Volume 2. Hydrologic Data Management. -----	3.00
AD-758 906	(Same title) Volume 10. Principles of Ground-Water Hydrology. -----	6.00
AD-762 109	(Same title) Volume 11. Water Quality Determinations. -----	3.00

THAILAND

AD-741 829	Handbook of Small-Group Methods of Instruction. - \$	3.00
AD-742 403	Program Cost Analysis in Educational Planning. --	3.00
AD-747 040	Training, Evacuation, and Student Achievement Measurement: A Review of the Literature. -----	3.00
AD-757 184	Management: The Planning Process. -----	3.00
AD-757 185	Management: The Organizing Process. -----	3.00
AD-757 186	Management: The Controlling Process. -----	3.00
AD-757 187	Management: Decision Making. -----	3.00
AD-757 188	Management: Communicating. -----	3.00
COM-73-10767	Technology Assessment and Forecast. -----	3.00
N72-21968	A Guide to the Literature on Application of Com- munication Satellites to Educational Development.	3.00
PB-213 297	State of the Art for Controlling NO _x Emissions, Part I. Utility Boilers. -----	5.45
PB-214 613	Primer on Telecommunications in Education. -----	6.00
TT-70-53082/1	Indian Educational Material. Vol. 6, No. 1. ----	3.75
TT-70-53082/2	Indian Educational Material. Vol. 6, No. 2. ----	3.00
TT-70-53082/3	Indian Educational Material. Vol. 6, No. 3. ----	3.00
TT-70-53082/4	Indian Educational Material. Vol. 6, No. 4. ----	3.00

TURKEY

AD-758 904	Hydrologic Engineering Methods for Water Resources Development. Volume 1. Requirements and General Procedures. -----	6.00
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URUGUAY

AD-758 906	Hydrologic Engineering Methods for Water Resources Development. Volume 1. Requirements and General Procedures. -----	6.00
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VENEZUELA

AD-743 101	A Literature Survey of Ocean Pollution. -----	5.45
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COM-71-50018-058	Basic Data on the Economy of Venezuela. -----	\$.30
COM-71-50018-058	(Same title) -----	.30
N72-33482	Summary of Nondestructive Testing Theory and Practice. -----	3.00
PB-206 372	Regional Economic Development. The Role of Water.	9.00
PB-206 491	Forecasting Water Demands. -----	6.00
PB-208 669	Recycling and Ecosystem Response to Water Manipulation. -----	5.45
PB-209 942	Desalting. -----	5.45
PB-210 355	Water Use and Management Aspects of Steam Electric Power Generation. -----	4.85
PB-210 356	Economic Value of Water: Concepts and Empirical Estimates. -----	9.00
PB-210 357	Economic Value of Water in a Systems Context. ---	6.00
PB-210 359	Conservation and Better Utilization of Electric Power by Means of Thermal Energy Storage and Solar Heating. -----	6.75
PB-213 855	Determination of the Cement Content of Hardened Concrete by Selective Solution. -----	3.00

Total Documents: 249

BEST AVAILABLE DOCUMENT

LETTER OF AGREEMENT

BETWEEN

NATIONAL TECHNICAL INFORMATION SERVICE
UNITED STATES DEPARTMENT OF COMMERCE
5285 PORT ROYAL ROAD
SPRINGFIELD, VIRGINIA 22151
U. S. A.

AND

KOREA SCIENTIFIC & TECHNOLOGICAL INFORMATION CENTER
I. P. O. Box 1229
SEOUL, KOREA

FOR THE

PROMOTION, DEMONSTRATION AND SALE OF
NTIS PRODUCTS AND SERVICES

BY AUTHORITY GRANTED UNDER
THE TERMS OF NTIS ENABLING LEGISLATION,
15 U. S. CODE 1151-1157.

Att. #5

This document constitutes an agreement between the Korea Scientific & Technological Information Center (hereinafter referred to as KORSTIC) and the National Technical Information Service (hereinafter referred to as NTIS) for the promotion, demonstration and sale of NTIS products and services.

1. NTIS Responsibilities

- A. NTIS will furnish KORSTIC with a list and price schedule of products and services to be offered for sale under this agreement.
- B. NTIS will provide sets of the GRA Annual Indexes to KORSTIC to serve as a reference base for reports in the NTIS inventory. In addition, five combination SSIE/NTISearches will be offered KORSTIC on a free basis to familiarize users with the service.
- C. NTIS will provide marketing assistance to KORSTIC.. The assistance will take three forms:
 - (1) Orientation concerning the products and services to be offered will be provided. This will include training in the various marketing techniques employed in the United States information industry. This training and orientation will take place in the United States. Travel and subsistence expenses associated with this training program will be the responsibility of KORSTIC.
 - (2) NTIS will provide follow-up training and review of the KORSTIC marketing programs in Korea, as needed.
 - (3) NTIS will offer assistance and guidance with respect to seminars, exhibits, congresses, and similar events designed to promote awareness and use of NTIS products and services.
- D. NTIS will provide copies of an abstracts bulletin to KORSTIC on a quarterly basis listing NTIS documents selected as having special potential for KORSTIC in Korea.

2. KORSTIC Responsibilities

- A. Develop and implement a marketing plan, including initial and periodic review by NTIS marketing staff.
- B. Provide NTIS with current and projected interests of the market served by KORSTIC.
- C. Charge customers according to the NTIS price schedule and act as forwarding and receiving agent for customer orders.

3. Order Transmittal

Orders for documents and services may be transmitted to NTIS via air-mail, surface carriers, or by cable. Orders submitted by airmail and surface carrier will be on a form designed by KORSTIC and approved by NTIS. Cable orders will contain all information designated in the regular order form, to include KORSTIC's complete mailing address. The NTIS Telex number is 89-9405. Orders transmitted by mail should be sent to the following address:

National Technical Information Service
United States Department of Commerce
Attention: D. Shonyo
5285 Port Royal Road
Springfield, Virginia 22151
U. S. A.

4. Shipment of Orders

Normally orders for documents for which there is shelf stock will be shipped to KORSTIC within ten days of receipt at NTIS. Out-of-print documents may require a longer delivery period, but notification to KORSTIC of any such delay will be automatic.

5. Pricing and Discount Arrangements

- A. The NTIS will offer the products and services covered by this agreement to KORSTIC at a twenty-five percent discount off list price. Documents and services may be purchased at the prices listed on the price schedule provided by the NTIS and in the catalogs supplied.
- B. KORSTIC will honor the NTIS list price as a minimum selling price for these products and services. However, KORSTIC may offer these products and services at a higher selling price. Materials will be ordered by KORSTIC at the full list price. The NTIS will develop, maintain records and provide monthly accounting to KORSTIC on sales of NTIS products and services to customers in Korea. This accounting will be in the form of a monthly statement for which the twenty-five percent discount will be computed on orders received during that month. A credit in the amount of the twenty-five percent computed discount will then be made to the KORSTIC account.

6. Deposit Account Responsibilities

- A. Deposit Account number 81509 has been established by the NTIS for KORSTIC's use in ordering. It will be the responsibility

of KORSTIC to assign a minimum of \$2,000.00 in United States currency to its deposit account upon execution of this agreement. Upon receipt and approval of the KORSTIC promotion plan, credits of \$1,000.00 will also be entered in the KORSTIC account by NTIS. These credits are provided to assist KORSTIC in developing in-country marketing programs and must be matched by KORSTIC on a two-to-one basis (\$2,000.00 or equivalent on the part of KORSTIC and \$1,000.00 on the part of NTIS). The United States credit of \$1,000.00 will be in force for one year from date of agreement. The method of payment of the United States credit will be in the form of one-to-one credits for orders placed by KORSTIC until the credit is exhausted.

B. KORSTIC will specify its account number when initiating transactions with the NTIS.

7. Time Period and Termination of Agreement

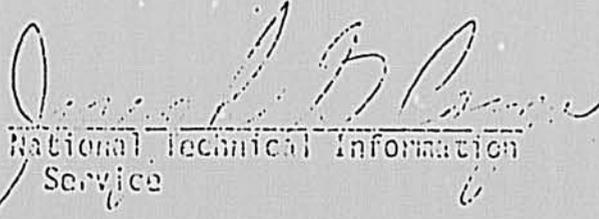
This agreement will become effective January 1, 1974, and will continue on an experimental basis until June 30, 1976. At the end of two years, the effectiveness of the program will be evaluated.

8. Liaison Personnel and Organization Addresses

The representatives named will serve in a liaison capacity to facilitate communication and operations between the participating organizations:

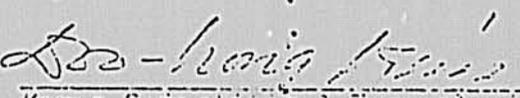
Mrs. Eloise T. Collins
Office of Interagency Agreements
National Technical Information
Service
United States Department of Commerce
5285 Port Royal Road
Springfield, Virginia 22151
U. S. A.

Mr. Doo-Hong Kim
Director General
Korea Scientific & Technological
Information Center
I. P. O. Box 1229
Seoul, Korea


National Technical Information
Service

March 1, 1974

Date


Korea Scientific & Technological
Information Center

March 15, 1974

Date

January 3, 1974

950.31

Prospective Sales Agents in Thailand

William T. Knox

Attached are individual reports resulting from interviews with five prospective sales agents in Thailand for the promotion and sale of the NTIS products and services. The discussions touched on the following:

1. An outline of the NTIS mission.
2. The AID-sponsored journal program.
3. The growing need for overseas agents to promote and sell NTIS products and services in order to provide a more effective technology transfer program.
4. Their proposed marketing programs and anticipated sales volumes.
5. Appraisal of the physical surroundings and personal observations.

I enjoyed this opportunity to represent NTIS in Thailand and hope this report will contribute to the development of the overseas sales agent program.

ELOISE T. COLLINS
Office of Interagency Agreements

Attachments

cc:

Mr. Coyne
Mr. Wilcox
Mr. Shonyo
950.00 RF

ETC: EFr:1/03/74

ATT #6(1)

Miss Plearnpit Praeapanich
Praepittaya
716-718 Wang Burapa
Bangkok, Thailand

Miss Praeapanich is the manager of the International Division of Praepittaya, a limited partnership bookstore located in the Chinese community of Bangkok. This organization occupies a large shop and sells domestic and foreign publications, as well as stationery, cards and other related merchandise. The bookstore employs approximately 30 people and is quite large in comparison to most shops doing business in the area. It appeared to be well stocked and was servicing several customers as I passed through.

Miss Praeapanich impressed me as a young (approximately 25 to 30 years of age), alert businesswoman with a great deal of poise and business acumen. I met with her for approximately 45 minutes and felt that she was reasonably interested in the possibility of becoming an agent for the distribution of NTIS products and services. Unfortunately, she was not familiar with the NTIS/AID publications nor with any other NTIS products.

After questioning her as to how she would go about selling NTIS documents and services, she offered the following plan. She would first test the market with some introductory materials furnished her for mailing by NTIS. She would also request a brief introductory summary, which she would translate into the Thai language, and send the entire packet with an additional personal message written by her to her mail list of approximately 100 users consisting primarily of librarians. She later talked about doing business with a few research and industrial people but decided that personal contacts with these potential clients would be a better approach than the mailing.

Miss Praeapanich would make no estimate concerning the possible sales volume which might result from an agent agreement with her organization. She was not particularly interested in the AID program but was very much intrigued by the idea of a connection with the U. S. Department of Commerce.

No mention was made of commission or revenue by either Miss Praeapanich or me. I probably eliminated any reference to financial arrangements by stating that additional negotiations would follow if my report were to generate a favorable response.

Miss Praeapanich suggested that, if NTIS so desires, she would furnish us with a mailing list and we could pursue the marketing effort.

Mr. Suk Soongsawang
D. K. Book House
240 Siam Square Soi 2
Bangkok, Thailand

The D. K. Book House is an organization consisting of two three-story shops that are located in a very prominent shopping center called Siam Square in Bangkok. The store appeared to be fully stocked, and there were a few customers doing business as I walked through. This shop differs from Praepittaya, Ltd., in that the only items sold are books. Mr. Soongsawang made a point of telling me that his stock is very extensive and even includes some "White Russian" literature.

Mr. Soongsawang appeared to be a reserved Thai businessman. He listened politely and very attentively to my explanation of NTIS and the purpose of my visit, and he expressed an immediate interest in being considered as an agent for NTIS. I asked what marketing plan he would devise for stimulating sales of NTIS material; he responded with the following:

1. NTIS would furnish sample material to be sold.
2. A display would be arranged and placed in the storefront to attract customers.
3. Mr. Soongsawang suggested that he might print a catalog of his own describing and listing selected NTIS publications and services for distribution to people in the city/government libraries. This mailing list would consist of approximately 150 names.
4. Mr. Soongsawang suggested that he might produce a mail list for "up-country" distribution, also; he gave no estimate of numbers for this mailing.

Mr. Soongsawang had not heard of the NTIS/AID program and did not appear interested; however, he was very attentive to the fact that the U. S. Department of Commerce is involved. He commented, after browsing through the NTIS/AID journal for a few minutes, that the documents appear to be highly specialized and probably would not result in high sales volume.

There was no discussion of financial arrangements or of any suggested test period before commencing a sales program. During the conversation, I indicated that further negotiation would be necessary if he were favored after consideration of my report.

Dr. Taeb Nilanithi
Governor
Applied Scientific Research
Corporation of Thailand
196 Paholyothin Road, Bangken
Bangkok, Thailand

The Applied Scientific Research Corporation of Thailand is located approximately ten to twelve miles outside of Bangkok. It is a large complex of approximately three to four buildings surrounded by well-kept grounds.

My original NTIS appointment listing cited Dr. Cheosakul, the Research-Director General, as the contact for this organization. Dr. Cheosakul retired recently, and the post is vacant at the moment. An interview was arranged with Dr. Nilanithi, the Governor of the organization.

Dr. Nilanithi was not familiar with the NTIS/AID program, as apparently was Dr. Cheosakul. Dr. Nilanithi's head librarian indicated she has received several copies of the NTIS/AID journal and was very familiar with its contents. The librarian indicated that there have been a few requests for documents from the publication by corporation research scientists. She seemed reluctant to discuss any details after making this statement. She did say that the documents were very expensive and that this is a user deterrent, since these people have limited budgets for such expenditures.

Dr. Nilanithi mentioned several times that the Research-Director General post is vacant and he would undertake the job of evaluating the proposed program based on our discussion and his study of the sample materials presented to him. An invitation was extended to him to write to the NTIS Director proposing a marketing plan and a possible indication of sales volume after he has had time for overall consideration.

Dr. Nilanithi appeared only mildly interested in the cooperative marketing plan, but I think this was mainly due to his not being familiar with the NTIS/AID journal and related programs.

Dr. Nilanithi supplied the two attached brochures, which describe the "ASRCT Story."

Dr. Hea-Wei Lee, Head Librarian
Asian Institute of Technology
KM 41, Paholyothin Road
Pratumthani, Thailand

The Asian Institute of Technology is located approximately 35 to 40 miles from Bangkok. It is on a 14- to 16-acre tract with six to eight large buildings housing the classrooms and research laboratories. There are students from 22 Asian countries attending the Institute; instructors from 15 countries compose the present faculty.

Dr. Lee was very familiar with the NTIS/AID program and was equally well acquainted with NTIS, having used its services on many occasions. He cited a recent order of an NTISearch for one of the research scientists and, if it had been delivered in a more timely fashion, some of the material listed would have been very helpful to the project. However, the NTISearch arrived approximately two weeks after completion of the project.

Dr. Lee was extremely interested in the agent aspect for handling the sales of NTIS products and services. He stated that for the last two years he has been an "NTIS booster" and, because of the Institute's unique position of serving all Asian countries, NTIS would receive extensive exposure. Attached are some brochures and copies of newsletters which could be used for advertising the NTIS mission.

As Head Librarian, Dr. Lee reports directly to the president of the Institute. He stated that he would discuss a cooperative marketing proposal with him as soon as possible. If the president should favor the idea, a sales program will be developed and forwarded to you.

During our conversation, Dr. Lee mentioned that he has used Battelle resources. He also spoke of a long-range plan whereby a NASA satellite would be utilized to tie directly into data banks at several United States universities.

Dr. Navanit Intrama
Development Document Center
National Institute of Development
Administration
Klong Chan, Bangkok
Bangkok 24, Thailand

The National Institute of Development Administration is located in the opposite direction from the Applied Science Corporation and the Asian Institute, about 12 to 15 miles outside of Bangkok. The organization is housed in a large building covering approximately three-quarters of an acre. The library facility is very modern with a number of international publications on display.

Dr. Intrama is the Head Librarian of this Thai Government organization. Her duties are varied, but one major one seems to be the selection and publication of various teaching materials for the multi-level school system, including the university. Some of the teachers do not have time for selection or they simply show no interest, so it falls within the purview of Dr. Intrama to perform these duties.

Dr. Intrama was familiar with the NTIS/AID journal but commented that probably only a small segment of the Thai community--namely, the scholars--would be interested in documents published under the NTIS/AID program.

She did warm up somewhat when I suggested she consider the role of sales agent. The National Institute of Development Administration publishes a bulletin, which could be utilized as a means of advertising the NTIS products and services. A copy is included with this report.

An invitation was extended to Dr. Intrama to present additional plans or suggestions to you after she has had time to consider the subject fully.



L. B. Moore
U.S. DEPARTMENT OF COMMERCE
National Technical Information Service
Washington, D.C. 20230

OFFICE OF THE DIRECTOR

February 22, 1974

Subject: Agreement with Development Academy of the Philippines

File

Discussions were held in Manila on February 8 with a group representing the Development Academy of the Philippines, led by Dr. Onofre Corpuz, President of DAP. Other major participants were Dr. Jose Benitez, Research Director, and Dr. William Torres, Fellow in Information Sciences.

DAP agreed to become the exclusive NTIS agent for the Philippines, effective immediately, and subject only to clarification of its ability to advance a \$2,000 deposit. This was felt to be a minor problem and easily overcome. Signed copies of the standard NTIS agreement under the current AID contract were left with Dr. Corpuz for his signature as soon as this point is resolved.

DAP is an unusual institution, headed by an unusually able man. It was founded in May 1973 as a joint project of the Central Bank, the Social Security System, the National Economic Development Authority, the Development Bank, the Government Service Insurance System, and the Philippine National Bank. It has "juridical status" and its 11-man Board of Trustees are the most responsibly placed men in the Philippine "establishment". It appears to have great leverage on all other organizations in the Philippine government and also in the private sector. By virtue of significant achievements so far, and also because of default by other organizations, DAP now occupies a strong, central position in promoting Philippine managerial, industrial, agricultural, and social development.

The DAP operating units are three: Research, Training, and Special Services. NTIS will be collaborating with the Research Department, headed by Dr. Jose Conrado Benitez. Its project in this area is called "Research Information Resource Library". The aim of the project is to service the information needs of national development agencies and activities, in both private and public sectors. DAP

Att # 7(1)

is serving, in the absence of other initiatives, as the national focus for information policy formulation. Its Center for Development of Information, created in June 1973, has been "overwhelmed" by requests from public and private organizations asking for guidance in the information field.

There are perhaps 500-1000 trained "information" personnel in the Philippines, mostly trained locally, but trained abroad at the Ph.D. level. Salaries at the top are adequate, but less so at lower levels. About 130 information science graduates are produced annually.

The only scientific and technical publications are books produced by the university presses, and occasional abstracting and indexing bulletins. Since English is a national language (all school instruction is in English) NTIS products will not need translation, even for technician use.

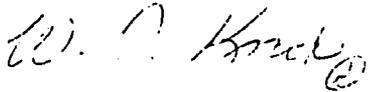
DAP understands its role as a catalyst, and is not trying to build a large operating capability. Still, it sees the importance of a centrally coordinated national information system and intends to be the coordinator. It expects to get good cooperation from scientific and technical professional societies and industry organizations, such as the Chamber of Commerce. Since university staffs rarely give technological consulting services, DAP provides those services through its Productivity and Development Center. Multinational corporations operating in the Philippines, have, however, operating with DAP, established the Multinational Foundation, which provides company experts and executives as consultants to organizations in the provinces.

There are some 150 large and medium computers, mostly in the greater Manila area. DAP is training many people in computer applications. It intends to use a sub-set of the NTIS Bibliographic File tape as a local search resource. Messrs. Benitez and Torres were also interested in NTIS computer products of all kinds.

Specific agreements by NTIS were that:

1. One copy of all NTIS promotional material would be sent to DAP.
2. DAP will be the exclusive NTIS agent in the Philippines for the duration of the experiment.
3. NTIS will give on-the-job training to two DAP professionals as soon as DAP is ready to send them. The persons will be one marketing man and one information systems man. A two-week training period was recommended.

The DAP staff is in complete agreement with the NTIS complete cost recovery philosophy. DAP already makes a profit on its training and consulting services, and plows the profit back into research projects.



William T. Knox
Director

cc: John Fry

February 12, 1974

MEMORANDUM FOR THE RECORD

SUBJECT: NTIS Arrangement with LIPI/PDIN

Discussions were held in Jakarta on 11 and 12 February with Miss Achmad of LIPI and Mr. Hernandono of PDIN regarding the establishment of PDIN as the NTIS sales agent in Indonesia. The NTIS proposal posed two major problems for PDIN and was unacceptable as presented. PDIN will consider making a counter-proposal.

The two problems were PDIN's primary concern about rationalizing and coordinating the Indonesian scientific information network (not in promoting the broadest possible dissemination of reports, etc.), and PDIN's lack of authority for transmitting funds outside Indonesia. My personal opinion is that PDIN, even in the absence of the above restrictions, would be a poor marketing agent for NTIS products, since it is library-oriented and librarian-dominated.

On the other hand, there appears to be no better candidate, and the Indonesian situation makes it unlikely that there will be a better candidate in the next year or two. This was also the judgment of the AID program officer, Mr. Bollinger.

Indonesia began its economic development only in 1966 and formalized its first 5-year development plan in 1968. It,

therefore, is at a very early stage of development, considerably behind the Philippines, Malaysia, and Singapore. When the Dutch left, there were only 46 Indonesian college graduates, so there is a dearth of trained leaders. Out of a working-age population of 40-45 million, there are 18 million unemployed or grossly underemployed. The official government policy is to bring in technology if it is not capital-intensive, in order to create more jobs. There is an inadequately trained and paid civil service, leading to widespread corruption within the government (this was a major factor in last month's student rioting).

The government sector dominates the Indonesian technological scene. There are some 70-100 "research" institutes, all supported by the central government directly or through its several ministries - such as in agriculture and nuclear energy. The state also owns the oil industry and most of the construction industry. Only small to medium-sized firms are in the private sector, and few of them are interested in technology. Indonesia had no Chamber of Commerce until 1974.

The result is that the major market for NTIS products and services are university libraries, the government research institutes, and government ministries in technological fields. LIPI/PDIN, as a government agency, does not feel comfortable promoting sale of

NTIS products to other government agencies. It would much prefer to prevent duplicate ordering of NTIS material by different institutions, so that only one copy is purchased.

My tentative conclusion is to omit Indonesia from further consideration in the 3-year experimental program. This may be modified after receipt of PDIN's counter-proposal, but it appears unlikely. The possible alternative of using a private bookdealer as the NTIS agent was ruled out by PDIN's assignment as the national coordinator for scientific and technical information, the almost-exclusively government agency market, and the inability of the only private bookdealer of suitable size to operate independently of the Indonesian government.

It appears possible that the Philippine agent - DAP - might be given Indonesia as a market territory, along with Malaysia and Singapore. DAP expressed an interest in this during our discussion in Manila, but I suggested that it was too early to consider it. Depending on DAP's progress in 1974, this possibility should be reconsidered.

William T. Knox
Director, NTIS



Mr. Shoups
U.S. DEPARTMENT OF COMMERCE
National Technical Information Service
Washington, D.C. 20230

OFFICE OF THE DIRECTOR

Date: March 6, 1974

Reply to
Attn of:

Subject: NTIS Agreement with INSDOC (India)

To: File

From February 18 through February 21, discussions were held in New Delhi to try to locate an agent willing to undertake the promotion and sale of NTIS products and services in India. It now appears likely that INSDOC (Indian National Scientific Documentation Center) will become the agent. Mr. S. Parthasarathy, INSDOC's Director, plans to write me shortly, after he has completed his study of the draft agreement.

In my discussions with Dr. Nayudamma, Secretary of India's Council for Scientific and Industrial Research (CSIR) and Dr. Ramachandran, Secretary of the Department of Science and Technology in the Ministry of Industrial Development, as well as in my discussions with Mr. Parthasarathy and Mr. Chadha, head of CSIR's Publications and Information Directorate, I repeatedly stressed the need for aggressive promotion by the NTIS agent, and urged that INSDOC be given full support in changing from a "passive" documentation center into an "information broker".

Dr. Nayudamma was sure that the NTIS/INSDOC arrangement would work well. He saw four advantages for INSDOC:

- lowered prices for its own purchases from NTIS,
- opportunity for training 2-3 INSDOC people on-the-job in NTIS,
- opportunity for INSDOC to further its central role vis-a-vis the Indian S&T community, and
- opportunity to gain dollar income for INSDOC via NTIS marketing of selected CSIR publications.

Inasmuch as Dr. Nayudamma is the executive head of a complex of organizations comprising some 30,000 professional researchers and engineers, which comprises a large percentage (60+%) of the

Att # 7 (1)

total research and development enterprise in India, his support counts heavily.

Dr. Ramachandran's Department of Science and Technology is more like a combination of OMB and OST, and his view was that INSDOC was the correct Indian entity for NTIS dealings at this time. However, his department is developing a new national scientific and technical information network (in the planning stage) and he felt that the NTIS agent in some 3-5 years time might be another entity. He was strongly supportive of the NTIS/AID initiative. He was personally familiar with NTIS, having used its products in his prior research career, but was not aware of the expansion of NTIS into areas other than technical reports.

Dr. Williams, Science Attache in New Delhi, was instrumental in arranging these high level contacts, and without them, I would have questions about INSDOC as a suitable NTIS agent. The AID/NTIS program was also discussed with Howard Houston, U. S. Minister, Stephen Duncan-Peters, Commercial Counsellor, and Richard Herr, AID Program Officer. Strong support for it was shown.

Based on my discussions, it appears that commercial bookdealers in India are mainly interested in textbook and novel sales. They operate on consignment and with 40% discount, and add another 50% markup. Occasional use is made of handbills and advertising in professional periodicals. Their market is almost exclusively libraries. INSDOC guessed that some 600-800 institutional libraries would be interested in NTIS products.

INSDOC's basic and overriding interest is to provide fast service to Indian clients, so like all libraries, it tries to build a large collection. I interested INSDOC in buying both the NTIS Bibliographic File (or perhaps a subset) and a SCIM subscription as a means of providing fast service in India. INSDOC's copying service charges full cost to requesters.

The size of the required NTIS deposit account was a barrier to INSDOC, but Dr. Nayudamma indicated it was not a real problem. INSDOC will be willing (as now) to act as a central ordering and distribution agent for periodicals for Indian scientific institutions, although the Indian State Trading

Corp. has also recently begun to offer this service to libraries. INSDOC apparently exercises no discretion as to the relative worth of products requested by its clients, and requiring foreign exchange; they order each month to the limit of available exchange and then turn back subsequent requests.

There appear to be plenty of trained information professionals in India. Some 35-40 universities have offered this specialization for 20-30 years. The 1000+ graduates yearly get adequate compensation and easily find jobs. Many continue to do information research or teaching. Facilities for modern information handling are, however, generally lagging. A 370/135 has just become available for INSDOC use--most of their working output is on manual cards and paper sheets.

It appears important to me, and I so said, that the CSIR's Publications and Information Directorate be teamed with INSDOC for NTIS promotion. The directorate is the publishing and sales arm for CSIR's own publications, and therefore has certain promotional activities already in place. For example, it has a sales office in the CSIR complex. It also exhibits 3-4 times annually at regional book fairs. It also is cooperating with the Ministry of Information and Broadcasting in its planning for 3 sales emporia. INSDOC's marketing plan should be examined carefully for evidence of the expected teamwork.

Quite separately from the NTIS/AID project, Dr. Williams had me talk with Dr. Kidwai, Chairman of the Union Personnel Service Commission, the top-ranking agency for recruiting professionals for the Indian Government. Dr. Kidwai's interests were in developing and maintaining a computerized personnel roster, including Indian nationals living abroad. Eighty-three percent of government demands for recruits have, for the past few years, been for scientifically trained people. A number of useful views were exchanged.

W. T. Knox @

William T. Knox
Director

Enclosure
INSDOC Brochure

cc: John Fry, Dave Shonyo, E. Collins
SF, DF, RF
WTKnox:rmc:3/6/74



Mr. Shoney

U.S. DEPARTMENT OF COMMERCE
National Technical Information Service
Washington, D.C. 20230

OFFICE OF THE DIRECTOR

Date March 18, 1974

Reply to
Attn of

Subject: NTIS Agent(s) in Pakistan

To: File

The opportunities for NTIS to have a single, clear-cut agent's agreement in Pakistan appear less than in other countries visited so far. The difficulty lies in both a state of unreadiness on the part of PANSDOC, and the interest of a private salesman in establishing a "sales-representative" relation with NTIS. Although no clear answer is apparent, a signed draft agreement was left with PANSDOC's parent organizations, the Pakistan Science Foundation, and Mr. Israil Qureshi was given oral permission to act immediately as an agent on 10% commission, as an experiment. It was strongly suggested to Mr. Qureshi that a pooling of his sales efforts with the resources and facilities of PANSDOC would be well worth developing. I will also write PSF suggesting the same.

The AID mission had arranged excellent contacts with the key Pakistani government people in Islamabad, and Mr. Diehl in Karachi developed the private sales agent contacts. I had a two-hour discussion with Dr. Hashmi, Chairman of the newly created Pakistan Science Foundation. PSF is to be the top government agency concerned with all fields of science and technology. In contrast to the U.S. NSF, the PSF has the charter to develop and maintain a national network for scientific and technical information (this is actually the first function listed for PSF in its legislative charter).

It is proposed to make PANSDOC the nucleus for the new network, to be called PASTIC. PANSDOC will be moved to Islamabad within the next six months, and eventually (1-2 years) it will be housed in a new National Science Building. All national science bodies will be quartered there also. A six-man USAID/PAK team is being established to help PASTIC develop. The local USAID people recommended that we contact NSF, who is charged with finding the three U.S. participants. A visit to the U.S. is planned for April, 1974.

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Dr. Hashmi was most interested in drawing on the resources of NTIS, and showed a keen grasp of the essentiality of good promotion. He recently saw the AID/NTIS quarterly for the first time, and selected 50 reports to be ordered. He discussed the credentials of the full-time staff needed to make a success of the experiment, and appeared willing to sign the NTIS agreement after a little further study. PSF has the authority to draw directly on foreign exchange, and Dr. Hashmi believed there would also be no problem with establishing a deposit account.

Discussions were also held with Mr. Ahmad, Deputy Advisor for Technology in the Ministry of Science and Technology (a recent counterpart of the U. S. OST), Dr. Hussain, Assistant Advisor for Science, and with Dr. Turashi, Member for Science of the Council of Scientific and Industrial Research (CSIR). They also showed great interest in the NTIS agreement, and supported PASTIC as the correct agent. NTIS computer products and microfiche were of especial interest as a way of speeding information delivery within Pakistan.

The last discussion with government people was with Dr. Siddiqui, Chairman of both the National Science Council and the CSIR, and with Mr. Haleem, the acting director of PANSDOC (while Dr. Mohajir is on leave helping Iran to establish a documentation center). Once again, PASTIC was recommended as the NTIS agent. And once again I stressed the importance of a separate, full-time staff for the NTIS program. It appeared that they were willing to leave all decisions to Dr. Hashmi, although since Siddiqui is also a member of the PSF Board, he said he would urge Dr. Hashmi in this direction.

Dr. Hashmi stressed the importance of agriculture and food processing to Pakistan. Intermediate-sized plants may be more economic than huge plants due to high cost of internal transportation.

Travel expenses for the 1-2 Pakistanis who will come to NTIS for on-the-job training will be borne by NSF under their

scientist-exchange program; and Mr. Matthias, AID official in Islamabad, indicated willingness to pay for subsistence within the U.S.

All things considered, I believe NTIS must conclude the agent's agreement with PASTIC, but there are residual concerns. Mr. Haleem, PANSDOC Director and the only apparent operating executive for PASTIC, is trained as a librarian, and probably lacks the necessary interests and skills in promotion. Also, PANSDOC's shift from Karachi to Islamabad, with the concurrent problems of coordinating with the new National Science Building construction, will surely delay normal operations and possibly postpone a serious start on special NTIS promotion. The 2½ years left in the AID/NTIS contract may not be sufficient to see a marked change in NTIS sales and usage.

Discussions were also held with Mr. Afshan, sales manager for Pak-American Bookdealers, with Mr. Israil Qureshi, formerly with Pak-American and now an independent commission agent for MacMillan. Mr. Afshan at first demurred at the low (25%) discount, but later agreed to it on condition NTIS items were postpaid. Mr. Qureshi was not willing to undertake a broad agent's role, nor does he have the capabilities--he operates out of his home. Neither one was willing, nor probably able, to establish an NTIS deposit account because of very strict foreign exchange controls. It was my impression that both men knew the Pakistan library market, but that Mr. Qureshi alone knew the industrial market for NTIS products.

After many years of promotion, McGraw-Hill sales in Pakistan amounted to \$150,000 in 1973, mostly textbooks. Both men estimated that NTIS sales of paper copy would be about \$5,000-10,000 during the first year of promotion. Afshan was reluctant to estimate more than about \$10-15,000 even after several years; Qureshi, however, felt there would be considerable growth potential in industrial plants.

Mr. James, Library of Congress officer for S.E. Asian acquisitions, recommended the Mirza Book Agency in Lahore as a possible NTIS agent, and this was independently mentioned by

Mr. Khan, President of the West Pakistan Institute for Management. Both men were distrustful of Pak American's willingness to stay with a slow-growing program. The Mirza agency is the Pakistan agent for U.N. publications. Lahore was closed to my visit due to the Moslem Summit conference. All agreed that Pakistan is not now an intellectual society, so private bookdealers are small.

Mr. Khan was glad to learn of NTIS' products of interest to administrators, and offered to cooperate with the NTIS agent, and to use NTIS products in the institute's management courses. He preferred utilizing a private bookdealer, but felt that PASTIC was probably the best choice, in view of increased nationalization of Pakistani business and the lack of aggressiveness by private booksellers.

Briefings on the AID/NTIS project were given to Mr. Stevens, vice consul and Mr. Allen, commercial officer. Both offered to help where possible.



William T. Knox
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cc: John Fry, Dave Shonyo, E. Collins
SF, DF, RF
WTKnox:rmc:3/18/74



Date: March 14, 1974

Re: to
ATTN: 1

Subj: NTIS Agent in Tanzania

To: File

The situation in Tanzania for utilization of NTIS products and services is not promising. It is a very poor country, dependant on imports for many ordinary items, and lacking an effective civil service or civil infrastructure. While there, a serious flour shortage developed, and sugar is almost depleted.

In a meeting with Mr. Mulokozi, General Manager, National Development Corporation, I explained NTIS' role, and told him and demonstrated to him some of the principal products. Mr. Mulokozi agreed that NDC would be an appropriate agent, but mentioned the Science Research Council as an alternative. He was especially interested in the possible "fit" of the NTIS proposal with his own plans to establish a National Data Center. I made it clear that NTIS reports were mostly analyses, studies, and reports of research.

He was also insistent on getting clear whether NTIS expected use charges. I was explicit that anyone could utilize an NTIS report in the National Data Center free of further charge. However, I told him that NTIS would expect royalties if the data center provided complete photo copies to its clients.

Mr. Harold Lucius, Economic Officer of the U.S. Embassy, arranged my visit with Mr. Mulokozi, and urged Mr. Mulokozi to call on him for specific data relative to U.S. product prices, deliveries, etc.--which Mr. Mulokozi said were often needed to "plug into" the various planning studies carried out by NDC.

I left a draft agreement with Mr. Mulokozi for his further consideration. Mr. Lucius kindly agreed to follow up in two weeks on NTIS' behalf.

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WTXnox:rmc:3/14/74



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U.S. DEPARTMENT OF COMMERCE
National Technical Information Service
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OFFICE OF THE DIRECTOR

Date: March 14, 1974

Reply to
Att: of

Subject: NTIS Agent in Nigeria et al

File

Nigeria appears to be ready for and interested in utilization of NTIS products and services, but it is not clear how NTIS should operate within Nigeria. Or whether the NTIS dealership should embrace several West African countries. By June 1 things should be much clearer.

Through the arrangements help of Mr. Poullin, USAID, discussions were held with Dr. I. A. Akinrele, Director of Research, Federal Institute of Industrial Research, and Mr. Bode Ladejobi, Chief Executive of a private journal publishing house in the pharmaceutical field. Another discussion was with Mr. George Hays, commercial attache, U. S. Embassy.

Considerable interest in the NTIS proposal for a Nigerian agencyship was shown by both Akinrele and Ladejobi. There seemed to be a division of interest; Akinrele more interested in reports and searches, and Ladejobi in periodical subscriptions. But my attempt to develop two agencyships along those lines were rebuffed. Neither man was familiar with the NTIS product line, and both were obviously more tied into specialized audiences than into the total spectrum of audiences interested in NTIS products. Akinrele probably has good ties into Nigerian industry; Ladejobi into the pharmaceutical supply houses, medical institutes, and health care services.

The government of Nigeria has no plans to create a national scientific and technical information system, although Akinrele said his institute was charged to create such a system for industrially oriented information, to serve public and private sectors. He does not plan to move on this until 1975 or later.

Akinrele was especially interested in external funding for his market development expenses. I gave him no encouragement from either USAID or NTIS, but suggested that he contact USAID-Lagos

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if he wished. He seemed to understand the requirements for market development within the 2½ years left in the experimental contract, saying that he would plan to put one senior and one junior professional on the job.

Akinrele feels that his institute should have a sub-set of the NTIS fiche collection for both its own use and for other uses in Nigeria, but he is not willing to invest money to serve other users, nor does he have money for buying fiche readers. Again he stressed that the 25% discount NTIS offers would not suffice to cover his development expenses; he could not see much market for NTIS reports. According to him, there were only a few quality control labs in Nigerian firms; all industrial research and development is done externally except for his institute.

Akinrele was especially concerned about handling of technical enquiries; I think he (or his staff) believed that NTIS offered search services of the published literature. I explained the limits of NTISearch, and stressed the manual use of the NTIS Annual Cumulative Indexes which would be provided to him.

A copy of the draft agreement was left with him for further study, including a discussion with his governing board. My impression is that his response will be positive, provided he can raise, externally, money for the various items mentioned above. But I believe his main interest is that of a typical research director, not caring about any particular source of technical information, but concerned to get the "best" information. This impression was supported by my Embassy discussion. I expect to hear from Akinrele by May 15.

Like Akinrele, Ladejobi was also worried about recovering his market development expenses, which he estimated at \$15,000/yr. But I was impressed with his approach and obvious sales orientation. He wants exclusive agency rights, not only in Nigeria, but in the neighboring countries of Togo, Dahomey, and Ghana, which I assured him he could have if he became the

NTIS agent. Ladejobi guessed he could sell several hundred subscriptions to the WEA series, primarily to the U.S. and European residents in West Africa, who comprise 75% of the present market for professional books and journals. He was only partially satisfied with receiving one copy of all NTIS promotional material; he wanted hundreds of copies. But I pointed out that the expensive graphics were paid by NTIS; his reprint costs would be relatively low.

Ladejobi also received a copy of the draft NTIS agreement for further study. He promised a reply by April 15, perhaps in the nature of a counter proposal.

In my discussion with Mr. Hays, a third party was mentioned as the potential NTIS agent--Mr. T. A. Okudolo, Director-General of the Okudolo group of companies. Among his operations are two bookstores and an advertising agency. He has plenty of capital, and is interested in expansion. Mr. Okudolo plans to visit the U. S. in May to discuss collaboration with several publishers. Mr. Hays agreed to suggest to Mr. Okudolo that he visit NTIS during that period.

As a marketing lead, the recently created Nigerian Centre for Management Development was mentioned as a potential large customer for NTIS.



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