

UNITED STATES AID MISSION to BOLIVIA
c/o American Embassy
La Paz, Bolivia

USAID - BOLIVIA
APO MIAMI 3312

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Casilla 673
La Paz, Bolivia

July 2, 1990
ARD-B-103

Mr. Carlos Calvo
President
Confederación de Empresarios Privados
de Bolivia
Casilla Postal No. 20439
La Paz

Dear Mr. Calvo:

Ref.: Grant No. 511-0592-G-00-9428
Narcotics Awareness Project
Amendment No. 4

Pursuant to the authority contained in the Foreign Assistance Act of 1961, as amended, the Agency of International Development (AID) hereby amends its Grant dated August 19, 1986, to the Confederación de Empresarios Privados de Bolivia (CEPB), as amended, to make changes and substitutions in Attachments 1, A and B.

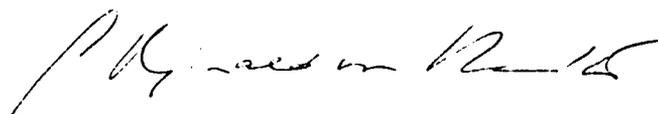
Attachment 1, "Schedule," of the Grant is amended as follows:

- (1) Attachment A "Amendment No. 3, Revised Program Description" of the Grant is deleted in its entirety and is replaced by the "Amendment No. 4, Revised Program Description" attached hereto.
- (2) Section D "Financial Plan" remains in effect except that the Attachment B "Amendment No. 3, Revised Cost Estimates and Financial Plan" is deleted in its entirety and the attached "Amendment No. 4, Revised Cost Estimates and Financial Plan" is substituted therefor.

 Except as amended above, all other terms and conditions of the Agreement, as amended, remain in full force and effect.

Please sign the original and seven copies of this letter to acknowledge your receipt and acceptance of this Grant Amendment and return the original and six copies to me.

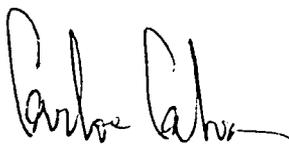
Sincerely yours,



G. Reginald van Raalte
Director

ACKNOWLEDGED:

BY:

TITLE:  President, Confederación de Empresarios Privados de Bolivia

DATE: _____



ATTACHMENTS:

- A. REVISED PROJECT DESCRIPTION
- B. REVISED COST ESTIMATES AND FINANCIAL PLAN

Fiscal Data

<u>Appropriation</u>	:	72-1161021.5	
<u>Budget Plan Code</u>	:	LDAA-86-25511-EG13	
<u>PIO/" No.</u>	:	511-0592-3-60108.01	
<u>Project No.</u>	:	511-0592	
<u>Total Estimated Amount:</u>		1,900,000	
<u>Total Obligated Amount:</u>		1,900,000	
<u>Funding source</u>	:	USAID	
<u>Obligations</u>	:	72-1161021	
		LDAA-86-25511-EG13	
		PRO/AG 60108.01	\$250,000
		72-1171021	
		LDEA-87-25511-KG13	
		AG 059270090.01	900,000
		72-1181021	
		LDEA-88-25511-KG13	
		AG 059280051	<u>750,000</u>
			\$ 1,900,000

REVISED PROJECT DESCRIPTION

References in parenthesis refer to SEAMOS proposal of 5/15/90

I. Project Goal, Purpose and Objective

A. Goal

To strengthen the commitment of the Bolivian Government and its people to undertake legal, economic and educative measures to control illicit narcotics consumption and trafficking.

B. Purpose

To increase the human, institutional and material resources in support of controlling narcotics trafficking and consumption and promoting alternatives.

C. Objectives

1. Increase public perception of the social, political, economic, environmental and personal dangerous consequences of coca/cocaine consumption and trafficking as measured by public attitude surveys. (Sections 1 & 2)
2. Increase public knowledge of Bolivia's legal, economic and educational measures (national and international) being taken to control illicit narcotics consumption and trafficking as measured by public knowledge surveys. (Section 2)

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3. Increase the human, economic and material investment by private entrepreneurs exploring economic alternatives to narcotics production, export and consumption. (Section 3)
4. Create a minimum of seven stand-alone (independent of further CEPB support) education/information prevention programs in Bolivia as the result of CEPB intervention. (Section 4)

II. Program

The program will have four subcomponents, each of which reinforces the others and in concert contribute toward the project purpose: to increase the human institutional and material resources in support of controlling narcotics trafficking and consumption and promoting alternatives.

A. Publicity Campaign (Sections 1 & 2)

Four thematic areas of the campaign will be:

1. Danger of narcotics production to the environment.
2. Distortion of the economy.
3. Threat of violence and of corruption in the legal system.
4. Individual and social damage caused by consumption.

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There will be no fewer than 16 nor more than 36 TV spots produced and disseminated, equally divided among the four themes. As appropriate, the spots will provide recognition and support for programs with alternatives to narcotics production, export and consumption. The sound tracks from the spots will be disseminated by radio in Spanish, Aymara and Quechua.

There will be no fewer than 20 nor more than 36 video documentaries of from three to five minutes produced and disseminated, linked to the four themes. The documentaries will be accompanied by discussion guides for 3 separate target groups and will have separate sound tracks in Spanish, Aymara and Quechua directed to the general public, the campesino and youth.

The program shall acquire video and audio equipment for demonstration and review of audio visual materials.

B. Press Coverage and Releases (Section 2)

The CEPB will create news service in support of the newspaper and television media to produce weekly TV and satellite images and press releases on drug trafficking and consumption problems worldwide and in Bolivia. The service will also cover progress made by antidrug forces against trafficking and consumption,

The program shall acquire PC word processing equipment to support the news service and other subcomponets of the program.

C. Private Sector Seminars (Section 3)

The CEPB shall conduct 9 seminars with a minimum of 40 entrepreneurs in Bolivia on narcotics related problems and alternatives . A network of entrepreneurs interested in creating/supporting alternatives to narcotics production export an consumption will be identified. The CEPB will support the initiatives of the network with the other subcomponents of the program.

D. Special Projects (Section 4)

The program will work with existing organizations not presently conducting proposed prevention activities to create a minimum o seven additional self sufficient education/information programs in Bolivia. Specific interventions might include but not be limited to providing the following resources: training, materials equipment, technical assistance, publicity, and subgrants not to exceed \$20,000 each.

III. Evaluation

- A. The publicity campaign will be evaluated through pretesting and attitude/knowledge surveys with target groups in La Paz, Cochabamba and Santa Cruz. Each set of audio visual materials will be pretested for accuracy in communication, affect generated, credibility and impact. For sets with information objectives, the pretest will also measure retention. Three attitude/knowledge surveys will be conducted throughout the extended life of the project to measure the change in public attitudes in support of control of narcotics consumption and trafficking.

- B. The press coverage and releases service shall be evaluated through the second and third attitude/knowledge surveys used for the publicity campaign. Ten key facts shall be selected from material distributed exclusively by the program for polling public knowledge about them.

- C. The private sector seminars will be evaluated by the number of entrepreneurs identified who make a personal investment of resources in researching investments in alternative development. The program will maintain a record of entrepreneurs and the projects explored.

- D. The special projects will be evaluated once, the last month of the project, by the number of prevention activities having received support that are still operational.

ARD:JHarrison-Burns:bt

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ATTACHMENT B
 Amendment No. 4
 Specific Support Grant
 511-0592-G-00-9428

NARCOTICS AWARENESS PROJECT

REVISED COST ESTIMATES AND FINANCIAL PLAN

(IN US\$000s)

A I D G R A N T

<u>E L E M E N T</u>	<u>Total As Per Amend No. 2</u>	<u>Total Per Amend 3</u>	<u>Expended 5/31/90</u>	<u>This Amendment Reprogramming</u>	<u>Available Pipeline After Reprogramming</u>	<u>Revised AID Grant Budget This Amendment</u>	<u>Host Country Total As Per Amend No. 3</u>
1. <u>Technical Assistance</u>	30,000	13,957	10,077	(380)	3,500	13,577	-
2. <u>Project Management Support (PMS)</u>	326,000	387,352	336,690	(0)	50,662	387,352	73,000
3. <u>Project Activities Support</u>	1,381,000	1,372,691	971,645	(275)	380,771	1,372,416	546,000
4. <u>Price/Quantity Contingencies</u>	123,000	86,000	68,903	(17,044)	-	68,956	27,000
5. <u>Evaluation/Audits</u>	40,000	40,000	35,152	17,699	22,600	57,699	-
T O T A L S	1,900,000	1,900,000	1,442,467	-0-	457,533	1,900,000	646,000