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FINAL REPORT
SMALL INDUSTRY DEVELOPMENT NETWORK QUARTERLY NEWSLETTER

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by
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Background

In February 1974, the Georgia Institute of Technology completed the first year's work under a five-year 211(d) grant entitled "Employment Generation through Stimulation of Small-Scale Industry." During this year, linkages were established with six counterpart institutions -- two each in Africa, Asia, and South America -- and informal contacts were made with a number of other organizations in developing countries. Communications also were initiated with several hundred organizations with small industry interest in both developed and developing countries.

At this point, it was felt that a newsletter would be an excellent vehicle for maintaining and strengthening these contacts and for disseminating more widely the activities and findings resulting from the Georgia Tech 211(d) grant, as well as those of other small industry programs around the world. In May 1974, a proposal was submitted to the Agency for International Development (AID) for funding of an eight-page quarterly newsletter focusing on small industry development in the developing countries.

A one-year contract (AID/ta-C-1126) was negotiated for the July 1, 1974-June 30, 1975 period, with the work to be performed by the Industrial Development Division (since renamed the Economic Development Laboratory - EDL), Engineering Experiment Station, Georgia Institute of Technology under the oversight of AID's Office of Science and Technology (TA/OST). The contract called for an initial mailing list of approximately 200 persons which would be expanded to an estimated 500 individuals and organizations by the end of the contract year.

Demand for the newsletter grew so rapidly after the inaugural issue was published in August 1974 that the contract was amended in February 1975 to extend the newsletter activity for an additional 12 months, through June 30, 1976. Total newsletter circulation at the end of the second year was anticipated to reach 1,800 to 2,000 copies.

Accomplishments

During the two-year contract term, seven issues of "A Quarterly Newsletter to Facilitate a Small Industry Development Network" have been published; the eighth

and final issue is at the printer and will be distributed in July 1976. Each issue consisted of eight pages set up in type, and an average of five pictures were used per issue. The newsletter was sent free of charge to all who requested it.

Each newsletter generally had the following content: (1) an editorial; (2) articles on activities of Georgia Tech and one or more of its linkage institutions; (3) articles on the work of other organizations in the small industry development field; (4) brief book reviews; (5) a Publications column describing pertinent newsletters, journals, and bibliographies and giving information on how to order them; (6) excerpts from interesting correspondence; (7) calendar of pertinent conferences. Other items appearing on an occasional basis were: (1) announcements of courses offered by various institutions; (2) abbreviated case histories; (3) news items on development projects; (4) articles describing specific intermediate technologies.

All but one of Georgia Tech's counterpart institutions designated an associate editor who provided editorial input from time to time. Outside response to the general invitation to readers to send in news items and articles has been very gratifying from the beginning. A number of unsolicited articles and editorial comments were received, and many more organizations sent in descriptive brochures and newsletters from which the editor was able to compose short articles. EDL also received many informative letters, review copies of new books and reports, and announcements of conferences, meetings, seminars and courses.

To facilitate a worldwide communications network, an abbreviated list of selected organizations on the newsletter mailing list was printed and distributed to the readers at the end of the first year. A supplementary list, containing additions and changes, will be mailed in July with the eighth issue of the newsletter.

At the end of the two-year contract period, the number of names on the SIDN Newsletter mailing list stands at 1,666. The copies distributed in bulk to Georgia Tech's seven counterparts, to AID/TA/OST, and to the professional staff of the Economic Development Laboratory swell the total to 1,900. Approximately 1,100 copies are mailed to foreign countries and the remainder go to domestic readers. The need for additional copies for promotional purposes and to fill future requests for back issues has necessitated a total printing of 2,200 copies of the final issue. This is approximately four times the number printed of the first issue in August 1974.

SIDN Newsletter recipients are scattered over 105 countries, plus 42 of the United States and the District of Columbia. A breakdown by geographic region follows:

<u>Region</u>	<u>No. of Countries</u>
North America	3
Central America and Caribbean	16
South America	11
Europe	16
Africa	30
Asia and Pacific	<u>29</u>
Total	105

The newsletter was mailed individually to 79 persons at AID/Washington, to USAID Mission Directors throughout the world, and to other Mission personnel who requested it. In addition, TA/OST routinely received 35 extra copies of each issue, plus more upon request.

Evaluation and Recommendations

The SIDN Newsletter can be considered a resounding success. Not only has circulation quadrupled, attaining the goal of 1,800 to 2,000 copies by the end of the second year, but EDL has received numerous favorable comments, both written and verbal, on its appearance and content. A fair amount of the increase in subscribers has been due to the publicity the newsletter has received in various other newsletters and journals.

The response from dozens of organizations and individuals who have voluntarily sent articles, news items, informational material, published matter for review, pictures, and other items has been most gratifying. This has enabled the newsletter to broaden its scope from its initial concentration on the Georgia Tech network to include coverage of a wide variety of other organizations.

Although EDL has tried to keep mention of Georgia Tech in the newsletter to a minimum, SIDN has been an excellent public relations vehicle, making Georgia Tech and its international development activities much more widely known than before. It has promoted inquiries and visits from many institutions and agencies located in the United States and abroad, some of which may result in cooperative efforts in the future. It is hoped that other organizations described in the newsletter have experienced similar results.

EDL's International Development Data Collection has been augmented by newsletters and journals received in exchange for the SIDN Newsletter, as well as by the books and reports received gratis for review.

Because EDL feels that the newsletter has demonstrated its usefulness to a broad spectrum of readers, plans are being made to continue it past the present contract period and other funding currently is being sought. One of the alternatives under consideration is possible expansion to 16 pages with the addition of a second focus and substantive articles on appropriate technology. A proposal along this line will be submitted to the Appropriate Technology Program of the Agency for International Development.