

AID 1020-25 (7-68)		SECURITY CLASSIFICATION		001 PROJECT NUMBER	
PROJECT APPRAISAL REPORT (PAR) (U-446) See M.O. 1026.1		Unclassified		386-51-580-332.6	
002 PAR	MO.	DAY	YR.	003 U.S. OBLIGATION SPAN	004 PROJECT TITLE
AS OF:	1	2	3	FY 6	Thru FY A
005 COOPERATING COUNTRY - REGION - AID/W OFFICE					Family Ping - Communications
NESA/SA					

006 FUNDING TABLE

AID DOLLAR FINANCING-OBLIGATIONS (\$000)	TOTAL	CON-TRACT (NON-ADD)	PERSONNEL SERVICES			PARTICIPANTS		COMMODITIES		OTHER COSTS	
			AID	PASA	CON-TRACT	DIR. PASA	CON-TRACT	DIR. PASA	CON-TRACT	DIR. PASA	CON-TRACT
CUMULATIVE NET THRU ACTUAL YEAR (FY 1969)	307	53	31	-	53	2	-	221	-	-	-
PROPOSED OPERATIONAL YEAR (FY 1970)	116	-	32	-	-	4	-	80	-	-	-

CCC VALUE OF P.L. 480 COMMODITIES (\$000) → Thru Actual Year : Operational Year Program :

007 IMPLEMENTING AGENCY TABLE

If contractors or participating agencies are employed, enter the name and contract or PASA number of each in appropriate spaces below; in the case of voluntary agencies, enter name and registration number from M.O. 1551.1, Attachment A. Enter the appropriate descriptive code in columns b and c, using the coding guide provided below.

TYPE CODE b	TYPE CODE c	a. IMPLEMENTING AGENCY	TYPE CODE		d. CONTRACT/ PASA/ VOLAG NO.	e. LEAVE BLANK FOR AID/W USE
			b.	c.		
1. U.S. CONTRACTOR	0. PARTICIPATING AGENCY					
2. LOCAL CONTRACTOR	1. UNIVERSITY					
3. THIRD COUNTRY CONTRACTOR	2. NON-PROFIT INSTITUTION					
4. PARTICIPATING AGENCY	3. ARCHITECTURAL & ENGINEERING					
5. VOLUNTARY AGENCY	4. CONSTRUCTION					
6. OTHER:	5. OTHER COMMERCIAL					
	6. INDIVIDUAL					
	7. OTHER:					

PART I - PROJECT IMPACT

I-A. GENERAL NARRATIVE STATEMENT ON PROJECT EFFECTIVENESS, SIGNIFICANCE & EFFICIENCY.

This summary narrative should begin with a brief (one or two paragraph) statement of the principal events in the history of the project since the last PAR. Following this should come a concise narrative statement which evaluates the overall efficiency, effectiveness and significance of the project from the standpoint of:

- (1) overall performance and effectiveness of project implementation in achieving stated project targets;
- (2) the contribution to achievement of sector and goal plans;
- (3) anticipated results compared to costs, i.e., efficiency in resource utilization;
- (4) the continued relevance, importance and significance of the project to country development and/or the furtherance of U.S. objectives.

Include in the above outline, as necessary and appropriate, significant remedial actions undertaken or planned. The narrative can best be done after the rest of PART I is completed. It should integrate the partial analyses in I-B and I-C into an overall balanced appraisal of the project's impact. The narrative can refer to other sections of the PAR which are pertinent. If the evaluation in the previous PAR has not significantly changed, or if the project is too new to have achieved significant results, this Part should so state.

008 NARRATIVE FOR PART I-A (Continue on form AID 1020-25 I as necessary):

BEST AVAILABLE COPY

A/ Continuing project; requirements to be determined.

MISSION DIRECTOR APPROVAL →	SIGNATURE	DATE 9/11/70
-----------------------------	-----------	--------------

Unclassified
SECURITY CLASSIFICATION

Unclassified

332.6 Family Plng-Communications

PART I-B - PROJECT EFFECTIVENESS

009

I-B-1 - OUTPUT REPORT AND FORECAST - (See detailed instructions)

1. CODE NO. AID/W USE ONLY	2. This section is designed to record progress toward the achievement of each project output target which was scheduled in the PIP, Part II. Where progress toward a target is significantly greater or less than scheduled, describe reason(s) beneath the target.	ACTUAL AND PLANNED OUTPUTS (ALL DATA CUMULATIVE)				6. PROJECTED TOTAL FOR PROJECT LIFE
		3 ACTUAL CUM. TO DATE	4. AS OF PRIOR Dec. 1968 1969		5 PLANNED BY NEXT PERIOD Dec. 31	
			a. PLANNED	b. ACTUAL		
	<p>A. <u>Direct Mail System</u></p> <p>Provide technical advisory assistance and equipment to the Department of Family Planning to help develop a system for mailing family planning communications to over 1 million addresses by the end of 1970 and 2.5 million by the end of 1972.</p>	450,000	300,000	225,000	550,000	2.5 million
	<p>B. <u>Tape Recorders</u></p> <p>Provide 84 portable tape recorders to the Central Department of Family Planning and the Family Planning Cells of 36 principal All India Radio stations for expanded radio coverage of the FP program.</p> <p>(A revision of equipment specifications by the AIR necessitated modification in the PIO/C. Re-ordering took place in February 1970.)</p>	None	None	None	84	84
	<p>C. <u>Motion Picture Support</u></p> <p>Provide 2 motion picture camera units to the Central Department of Family Planning to enable increased motion picture and newsreel coverage of the family planning program.</p> <p>(Although 95% of equipment was received by the end of July 1969 arrangements are only now being made for its proper and effective utilization.)</p>	2	2	2	2	2

BEST AVAILABLE COPY

Unclassified

PART I-C - Continued

C.2 - GENERAL QUESTIONS

These questions concern developments since the prior PAR. For each question place "Y" for Yes, "N" for No, or "NA" for Not Applicable in the right hand column. For each question where "Y" is entered, explain briefly in the space below the table.	MARK IN THIS COL.
013 Have there been any significant, unusual or unanticipated results not covered so far in this PAR?	Y
014 Have means, conditions or activities other than project measures had a substantial effect on project output or accomplishments?	N
015 Have any problems arisen as the result of advice or action or major contributions to the project by another donor?	N
016 If the answer to 014 or 015 is yes, or for any other reason, is the project now less necessary, unnecessary or subject to modification or earlier termination?	N
017 Have any important lessons, positive or negative, emerged which might have broad applicability?	
018 Has this project revealed any requirement for research or new technical aids on which AID/W should take the initiative?	N
019 Do any aspects of the project lend themselves to publicity in newspapers, magazines, television or films in the United States?	Y
020 Has there been a lack of effective cooperating country media coverage? (Make sure AID/W has copies of existing coverage.)	N
021 <u>NARRATIVE FOR PART I-C.2</u> Identify each explanatory note by the number of the entry to which it pertains. (Continue on form AID 1020-25 I as necessary):	
013: The present quarters of the Mass Mailing Unit is to be vacated before June 1970. This move has inhibited installation of large size Swedish presses. Until the move is completed, the tempo of progress will be slow.	
019: This appears to be the first direct mail facility for disseminating family planning information to various categories of the population.	

PART II - IMPLEMENTATION REPORT

II-A - STATUS OF SCHEDULE

022 A-1 - INDIVIDUAL ACTIONS (See detailed instructions M.O. 1026.1). This is a listing of major actions or steps which were scheduled for physical start or continuing implementation in the reporting period as reflected in the Project Implementation Plan, Part I.

(a)		(b) STATUS - PLACE AN "X" IN ONE COLUMN		
		(1) BEHIND SCHEDULE	(2) ON SCHEDULE	(3) AHEAD OF SCHEDULE
PIP ITEM NO.	MAJOR ACTIONS OR STEPS; CAUSES AND RESULTS OF DELAYS; REMEDIAL STEPS			
	<u>A. Direct Mail System:</u>			
	1. <u>USAID Action</u>			
	(a) Assign technicians		a	
	(Two Indian technicians have been requested.)			
	(b) Ship additional equipment and supplies	x		
	(PIO/C will be transmitted to AID/W as soon as the specifications are developed.)			
	2. <u>GOI Action</u>			
	a) Assign permanent quarters for the mailing system project	x		
	b) Sanction and hire 120 staff members	x		
	(about 40 have not yet joined although jobs have been sanctioned, advertised and recruited.)			
	c) Complete installation of equipment	x		
	(delayed because of the impending move to another building)			
	d) Sanction budget for operation		x	
	<u>B. Tape Recorders</u>			
	USAID support limited to commodity procurement. (Commodities have been re-ordered (see page 2, para B), but not received.)	x		
	<u>C. Motion Picture Support</u>			
	USAID assistance is limited to supply of two motion picture cameras, accessories and sound recording supplies. Commodities received; personnel is going through familiarization and assignment; end-use will be for newsreels and documentaries for family planning program.	x		

Unclassified

PART II - Continued

023

II-A.2 - OVERALL TIMELINESS

In general, project implementation is (place an "X" in one block):

(a) On schedule	
(b) Ahead of schedule	
(c) Behind schedule	X
(1) AID/W Program Approval	
(2) Implementing Agency (Contractor/Participating Agency/Voluntary Agency)	
(3) Technicians	
(4) Participants	
(5) Commodities (non-FFF)	X
(6) Cooperating Country	X
(7) Commodities (FFF)	
(8) Other (specify):	

BLOCK (c): If marked, place an "X" in any of the blocks one thru eight that apply. This is limited to key aspects of implementation, e.g., timely delivery of commodities, return of participants to assume their project responsibilities, cooperating country funding, arrival of technicians.

II-B - RESOURCE INPUTS

This section appraises the effectiveness of U.S. resource inputs. There follow illustrative lists of factors, grouped under Implementing Agency, Participant Training and Commodities, that might influence the effectiveness of each of these types of project resources. In the blocks after only those factors which significantly affect project accomplishments, write the letter P if effect is positive or satisfactory, or the letter N if effect is negative or less than satisfactory.

1. FACTORS-IMPLEMENTING AGENCY (Contract/Participating Agency/Voluntary Agency)

024 IF NO IMPLEMENTING AGENCY IN THIS PROJECT. PLACE AN "X" IN THIS BLOCK:	032 Quality, comprehensiveness and candor of required reports
025 Adequacy of technical knowledge	033 Promptness of required reports
026 Understanding of project purposes	034 Adherence to work schedule
027 Project planning and management	035 Working relations with Americans
028 Ability to adapt technical knowledge to local situation	036 Working relations with cooperating country nationals
029 Effective use of participant training element	037 Adaptation to local working and living environment
030 Ability to train and utilize local staff	038 Home office backstopping and substantive interest
031 Adherence to AID administrative and other requirements	039 Timely recruiting of qualified technicians
	040 Other (describe):

2. FACTORS-PARTICIPANT TRAINING

041 IF NO PARTICIPANT ELEMENT IN PROJECT. PLACE AN "X" IN THIS BLOCK:	TRAINING UTILIZATION AND FOLLOW UP
PREDEPARTURE	052 Appropriateness of original selection
042 English language ability	053 Relevance of training for present project purposes
043 Availability of host country funding	054 Appropriateness of post-training placement
044 Host country operational considerations (e.g., selection procedures)	055 Utility of training regardless of changes in project
045 Technical/professional qualifications	056 Ability to get meritorious ideas accepted by supervisors
046 Quality of technical orientation	057 Adequacy of performance
047 Quality of general orientation	058 Continuance on project
048 Participants' collaboration in planning content of program	059 Availability of necessary facilities and equipment
049 Collaboration by participants' supervisors in planning training	060 Mission or contractor follow-up activity
050 Participants' availability for training	061 Other (describe):
051 Other (describe):	

BEST AVAILABLE COPY

SECURITY CLASSIFICATION

Unclassified

PROJECT NUMBER

332.6 Family Plng - Communications

PART II-B - Continued

3. FACTORS-COMMODITIES

PLACE AN "X" IN APPROPRIATE BLOCK:	062 FFF	063 NON-FFF	064 NO COMMODITY ELEMENT	072 Control measures against damage and deterioration in shipment.	
065 Timeliness of AID/W program approval (i.e., PIO/C, Transfer Authorization).				073 Control measures against deterioration in storage.	P
066 Quality of commodities, adherence to specifications, marking.				074 Readiness and availability of facilities.	
067 Timeliness in procurement or reconditioning.			N	075 Appropriateness of use of commodities.	P
068 Timeliness of shipment to port of entry.				076 Maintenance and spares support.	P
069 Adequacy of port and inland storage facilities.				077 Adequacy of property records, accounting and controls.	P
070 Timeliness of shipment from port to site.				078 Other (Describe):	
071 Control measures against loss and theft.					

Indicate in a concise narrative statement (under the heading a. Overall Implementation Performance, below) your summary appraisal of the status of project implementation, covering both significant achievements and problem areas. This should include any comments about the adequacy of provision of direct hire technicians as well as an overall appraisal of the comments provided under the three headings (b, c & d) which follow. For projects which include a dollar input for generation of local currency to meet local cost requirements, indicate the status of that input (see Detailed Instructions).

Discuss separately (under separate headings b, c & d) the status of Implementing Agency Actions, Participants and Commodities. Where above listed factors are causing significant problems (marked N), describe briefly in the appropriate narrative section: (1) the cause and source of the problem, (2) the consequences of not correcting it, and (3) what corrective action has been taken, called for, or planned by the Mission. Identify each factor discussed by its number.

079 NARRATIVE FOR PART II-B: (After narrative section a. Overall Implementation Performance, below, follow, on form AID 1020-25 as needed, with the following narrative section headings: b. Implementing Agency, c. Participants, d. Commodities. List all narrative section headings in order. For any headings which are not applicable, mark them as such and follow immediately below with the next narrative section heading.)

a. Overall Implementation Performance.

Mailing System: The Mailing System has progressed satisfactorily toward goals during the period covered by this PAR. A number of large mailings (some 20 to date) have been sent out; at least twice that number of printings have been completed. Some 450,000 names have been listed, coded, embossed on plates and filed; the build up of lists and plates continues at a steady rate. Most of the positions have been filled. However, the position of Chief Editor and two other key positions remain vacant. The single major problem affecting the operation of this unit is the proposed move to a new building. Until this is completed, heavy wiring to permit use of large presses for production output is not possible.

Motion Picture Support: Clearance of commodities from port in India has been slow. The agreement between the Ministry of Information and Broadcasting (films division) and the Department of Family Planning has not yet been concluded. (This is partly due to the untimely death of the Chief of the Mass Media Section.) However, as of the time of preparation of this PAR, there is a move to set up a separate Film Unit for the Department of Family Planning to meet its own needs for short films, newsreels and documentaries. While details of such an arrangement are yet to be worked out, the proposal appears to be sound in that it will obviate the need to depend solely on the Film Division for all family planning motion picture coverage. The Film Division caters to all Departmentsoof the GOI and is always heavily committed.

BEST AVAILABLE COPY

Unclassified

SECURITY CLASSIFICATION

PAR CONTINUATION SHEET

This sheet is to be used for any Narrative Sections for which sufficient space has not been provided on the form. Identify each narrative by its Part and Section Designation.

079 Narrative for Part II-B (Contd.)Tape Recorder/Radio Support

The tape recorders ordered by USAID have not yet arrived. Meanwhile the GOI has made considerable progress in the programming of Family Planning Cells. Not all cells have the sanctioned staffing of three persons, due partly to the fact that the tape recorders have not been delivered. While there are as yet only 22 of the 36 principal AIR stations which have Family Planning cells, indications are that by the end of calendar year 1970 all will be so staffed. An intensive expansion of the AIR network, just announced as a Fourth Plan goal, will undoubtedly boost the number of FP cells, contemplated in the near future. The broadcast time of the present cells' family planning programs has been boosted from 6000 programs in 1967-68 to 16,000 in 1969-70 and a target of 24,000 (equivalent of 3000 hours) in 1970-71.

- b. Implementing Agency: NA
- c. Participants: Training for up to five mailing system participants in research methodology and research studies; editing and printing reproduction; art direction and mailing distribution is expected to proceed with signing of the GOI of a pending ProAg. Two GOI nominations are in hand.
- d. Commodities: Difficulty in the U.S. of meeting specifications for tape recorders initially delayed procurement. A revision of specifications, made in February by All India Radio, has still further delayed them.

Unclassified

PART III - ROLE OF THE COOPERATING COUNTRY

The following list of illustrative items are to be considered by the evaluator. In the block after only those items which significantly affect project effectiveness, write the letter P if the effect of the item is positive or satisfactory, or the letter N if the effect of the item is negative or less than satisfactory.

SPECIFIC OPERATIONAL FACTORS:	MS	TR	MP
080 Coordination and cooperation within and between ministries.	P	P	N
081 Coordination and cooperation of LDC gov't. with public and private institutions and private enterprise.	-	-	-
082 Availability of reliable data for project planning, control and evaluation.	P	P	N
083 Competence and/or continuity in executive leadership of project.	N	P	P
084 Host country project funding.	P	-	-
085 Legislative changes relevant to project purposes.	-	-	-
086 Existence and adequacy of a project-related LDC organization.	P	P	P
087 Resolution of procedural and bureaucratic problems.	P	P	P
088 Availability of LDC physical resource inputs and/or supporting services and facilities.	P	P	P
089 Maintenance of facilities and equipment.	P	-	-
090 Resolution of tribal, class or caste problems.	-	-	-
091 Receptivity to change and innovation.	-	-	-
092 Political conditions specific to project.	-	-	-
093 Capacity to transform ideas into actions, i.e., ability to implement project plans.	P	-	-
094 Intent and/or capacity to sustain and expand the impact of the project after U.S. inputs are terminated.	P	P	P
095 Extent of LDC efforts to widen the dissemination of project benefits and services.	P	-	-
096 Utilization of trained manpower (e.g., participants, counterpart technicians) in project operations.	-	-	-
097 Enforcement of relevant procedures (e.g., newly established tax collection and audit system).	-	-	-
098 Other:	-	-	-
HOST COUNTRY COUNTERPART TECHNICIAN FACTORS:			
099 Level of technical education and/or technical experience.	P	P	P
100 Planning and management skills.	P	P	P
101 Amount of technician man years available.	-	-	-
102 Continuity of staff.	-	-	-
103 Willingness to work in rural areas.	-	-	-
104 Pay and allowances.	-	-	-
105 Other:	-	-	-

In the space below for narrative provide a succinct discussion and overall appraisal of the quality of country performance related to this project, particularly over the past year. Consider important trends and prospects. See Detailed Instructions for an illustrative list of considerations to be covered.

For only those items marked N include brief statements covering the nature of the problem, its impact on the achievement of project targets (i.e., its importance) and the nature and cost of corrective action taken or planned. Identify each explanatory note.

106 NARRATIVE FOR PART III (Continue on form AID 1020-25 I):

One of the most serious problems facing the Indian family planning program today is the lack of a long term communications strategy. The death of the Assistant Commissioner (Media) in October of 1969 has further delayed this important task. It also left the USAID-assisted projects without an effective coordinator until March 1970 when the new Media Officer came on board. USAID provided a topflight short term consultant to evaluate the GOI's present communications programs and to recommend ways of improving them. While most of his recommendations were endorsed by the Minister in charge of family planning, little, if any, has been done to date to implement them. USAID and Ford have offered to collaborate in any way possible in this important area. The GOI is fully aware of the need for a long term strategy. The prognosis appears favorable.

PART IV - PROGRAMMING IMPLICATIONS

IV-A - EFFECT ON PURPOSE AND DESIGN

Indicate in a brief narrative whether the Mission experience to date with this project and/or changing country circumstances call for some adjustment in project purposes or design, and why, and the approximate cost implications. Cover any of the following considerations or others that may be relevant. (See Detailed Instructions for additional illustrative considerations.) Relevant experience or country situations that were described earlier can simply be referenced. The spelling out of specific changes should be left to the appropriate programming documents, but a brief indication of the type of change contemplated should be given here to clarify the need for change.

For example, changes might be indicated if they would:

1. better achieve program/project purposes;
2. address more critical or higher priority purposes within a goal plan;
3. produce desired results at less cost;
4. give more assurance of lasting institutional development upon U.S. withdrawal.

107 NARRATIVE FOR PART IV-A (Continue on form AID 1020-25 I):

No change indicated at this time.

IV-B - PROPOSED ACTION

108 This project should be (Place an "X" in appropriate block(s)):

1. Continued as presently scheduled in PIP.	
2. Continued with minor changes in the PIP, made at Mission level (not requiring submission of an amended PIP to AID/W).	
3. Continued with significant changes in the PIP (but not sufficient to require a revised PROP). A formally revised PIP will follow.	
4. Extended beyond its present schedule to (Date): Mo. ___ Day ___ Yr. ___. Explain in narrative, PROP will follow.	
5. Substantively revised. PROP will follow.	
6. Evaluated in depth to determine its effectiveness, future scope, and duration.	
7. Discontinued earlier than presently scheduled. Date recommended for termination: Mo. ___ Day ___ Yr. ___	
8. Other. Explain in narrative.	

109 NARRATIVE FOR PART IV-B: Note: PROP and PIP not prepared.

This is a continuing activity, and USAID stands ready to respond to GOI requests for increased collaboration in this important field.

BEST AVAILABLE COPY