ID 1020/3 (10-70)

AGL 1

PROJECT APPRAISAL REPORT (PAR)

PD-AAC-517

1. PROJECT NO.	2. PAR FOR PERIOD	3. COUNTRY	4. P
064	7/1/74 TO 6/30/75	Worldwide	

5. PROJECT TITLE

6. PROJECT DURATION: Began FY 73 Ends FY Cont.	7. DATE LATEST AMOR	8. DATE LATEST PIP	9. DATE PRIOR PAR
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10. U.S. FUNDING	a. Cumulative Obligation Thru Prior FY: $379,000	b. Current FY Estimated Budget: $ 296,000	c. Estimated Budget to completion After Current FY: $

11. KEY ACTION AGENTS (Contractor, Participating Agency or Voluntary Agency)

a. NAME	b. CONTRACT, PASA OR GOL NO.
U.S. Department of Agriculture	RSSA 3-74

I. NEW ACTIONS PROPOSED AND REQUESTED AS A RESULT OF THIS EVALUATION

A. ACTION (X) AA	AID/W	Other	B. LIST OF ACTIONS	C. PROPOSED ACTION COMPLETION DATE
X	X		1. Continue regular dispatch of agricultural information materials to USAID's and simultaneously conduct a review on relevance of material to changing AID priorities.	Nov. 1975
	X		2. Develop strategies for reaching more LDC users, i.e. expand mailing lists to include Ministries of Agriculture, Extension Directors and others.	Oct. 1975
X	X		3. Plan for one or more newsletters; identify audiences and determine scope, format and frequency.	Aug. 1975
X			4. Devise ways of both advertising informational services available to developing countries (through newsletters in #3 above?) and developing a broader base of LDC users.	Oct. 1975
X	X		5. Increase capability for response to writing and editorial needs of AID.	Aug. 1975
X	X		6. Consider broadening Sabbatical/Study Leave Program and explore alternate funding of expenses.	Oct. 1975
X	X		7. Finally, set up an inter-agency committee with AID and USDA representatives to make an in-depth survey of the RSSA services, in particular the points cited above.	Aug. 1975

Not capable - as per discussions at Evaluation.

D. PLANNING REPORT REVISED OR NEW: ☐ AMOR ☐ PIP ☐ PROJECT ☐ PIP/P

PROJECT MANAGER (TYPED)	E. INITIALS AND DATE	OFFICE	F. INITIALS AND DATE
Ruth W. Lancetti	TRL - 6/5/75	Leon Rosser/Delbert Myren	6/5/75

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AID 1020-2011-72)

PROJECT DESIGN SUMMARY
LOGICAL FRAMEWORK

Life of Project:
From FY 73 to FY Continuing
Total U.S. Funding $975,000
Date Prepared: May 1975

Project Title & Number: "Agricultural Information and Related Services," RSSA No. 3-74

NARRATIVE SUMMARY	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION	IMPORTANT ASSUMPTIONS
Program or Sector Goal: The broader objective to which this project contributes: Increase agricultural productivity and improve living standards in the LDC's.	Measures of Goal Achievement: Improved methodology is adopted by farm families.	There is a measurable increase in agricultural productivity, as observed by government and AID technicians, resulting in improved diets and higher incomes.	Assumptions for achieving goal targets: Government policies are conducive to the targets and delivery systems directed to rural families are in place.
Project Purpose: Provide agriculturalists in the LDC's with information necessary in (1) performing their assignments and (2) keeping abreast of developments in agriculture and in their areas of specialization. Also keep the American public aware of AID's aims and activities.	Conditions that will indicate purpose has been achieved: End of project status. As long as the U.S. has a technical assistance program in the developing countries, there will be need for these technical information services.	USAID, LDC officials and others receive information, training aids and publications expeditiously. These materials are well-suited to the planned purpose. New manuscripts are developed in response to field needs and given widespread distribution.	Assumptions for achieving purpose: Channels remain open to facilitate information transfer from and to developed and developing countries and within the developing countries themselves.
Outputs: Backstopping USAID's, PASA and contract teams, LDC officials and technicians in the area of technical information including replies to technical inquiries. Responding to U.S. inquiries concerning the AID program. Writing, editing and publishing original manuscripts and newsletters for LDC training, education and information programs.	Magnitude of Outputs: Prompt, complete and accurate responses to AID technical inquiries and U.S. requests. Compilation of bi-weekly packets to the USAID's and PASA teams. Issuance of reports and updating of AID/USDA report listings. Maintenance and development of AID/USDA Reference Center.	These services are in continual demand. Periodic packets of agricultural materials are sent to USAID's. Requests for information and publications are running at an average of 2100 per year. About 20 publications have been written, revised, or reprinted, and a slide set produced.	Assumptions for achieving outputs: An adequate staff is in place carrying forward the multi-faceted aspects of the technical information program and taking on special assignments.
Inputs: Adequate professional and clerical staff and editorial and printing facilities exist.	Implementation Target (Type and Quantity) Present staff consists of approximately 5 professionals and 3 secretaries. In view of increasing demand on these ongoing services, it is planned to enlarge staff.	The services are acclaimed by users worldwide both in written testimonials and in briefing and de-briefing sessions. Often expressed is the idea that these services constitute the one constant link with AID/Washington.	Assumptions for providing inputs: Liaison has been established with USDA and AID program offices, the National Agricultural Library, land-grant universities, FAO and other U.S. institutions; and a working knowledge enabling utilization of multi-faceted computerized information systems has been developed.

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STANDARD KEY QUESTIONS

A. Project Inputs

1. YES. Key inputs are being supplied according to plan by the USDA.

2. NO. The supply of inputs is no longer adequate. AID foresees deeper involvement by USDA in AID's technical information planning, production and distribution activities. Hence, more staff should be available.

3. The performance of the action agent against the plan was outstanding. USDA has displayed a high degree of cooperation with AID in maintaining a flow of appropriate technical information and responding to USAID, AID/W and LDC requests promptly and effectively.

B. Transformation of Inputs Into Outputs

4. YES. The management hypothesis that the totality of the resources applied to the project will be sufficient to produce the predetermined outputs by the specified target dates is still valid, on the assumption that USDA increases staff availability to meet increased demands on the services.

5. YES. The project design and methodology are still the most appropriate, provided there is a built-in flexibility to accommodate shifting AID priorities. Thus, some changes may be made but the overall thrust will remain the same.

C. Project Outputs

6. See attached matrix for output indicators, their planned targets, and the actual performance achieved for each during the period under review.

   a. YES. USDA performance was directly on planned target.

   b. YES. The attached matrix reflects the changes that are necessary to meet the demand for increased services.

   c. YES. USDA's reports provide all data necessary for close monitoring and analysis on a continuing basis.

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D. Project Purpose

7. The statement of purpose remains the same as in the attached matrix.

   a. YES. The purpose has remained the same over the many years these services have been available.

   b. YES. The statement of purpose remains consistent with the RSSA.

8. Conditions for achieving the purpose are the same as those shown in the attached matrix.

9. YES. Critical assumptions for achieving purpose are still valid.

10. YES. The development hypothesis for achievement of project purpose is still valid.

    YES. The RSSA rationale remains sound.

E. Program Goal

11. YES. The programming goal and the key problem area remain constant to that shown in the matrix and original PROP.

12. YES. The achievement of project purpose continues to have high priority in contributing to the program goal. It is of the utmost importance that current and accurate agricultural information be provided to USAID and LDC users and others interested in the AID program in a prompt and expeditious manner.

13. YES. The assumptions for achieving goal and measures of goal achievement are still valid.

    YES. The assumptions for achieving goal and measures of goal achievement are reflected in the attached matrix.

14. The area of agricultural information is of great importance to all AID projects and related projects of other governmental and international agencies.

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RESULTS AND ACCOMPLISHMENTS

This RSSA with USDA has two scopes of work -- one for the Economic Research Service (ERS) and the other for the Extension Service (ES). Together these offices represent a technical information source and response capability for the USAIDs, LDC institutions, cooperators in international development and the general public.

The result is a flow of agricultural information required by technicians overseas to increase their on-job effectiveness and to keep them abreast with the latest developments in their professional fields. Target audiences are Ministries of Agriculture, Libraries, Experiment and Extension Stations, Universities, other Institutions, Voluntary Agencies, Peace Corps Volunteers, Missionaries and private individuals in the developing countries, the U.S., and other developed countries.

Inquirers in the U.S. and other developed countries generally are those working in international agriculture or individuals desiring information on AID's agriculture program.

In this Fiscal Year, ERS has answered more than 1,200 requests for technical information and AID-developed or AID-related materials; and ES handled over 900 for a combined total of 2,100 inquiries serviced under the RSSA. These requests came from about 70 countries. In responding staffers performed literature searches at USDA program offices and reference centers and utilized the information systems of the National Agricultural Library, the Cooperative State Research Service, State Extension Services and Universities, as warranted.

In the area of information development, ERS completed a slide set on AID's centrally funded agricultural program, with an accompanying narrative brochure; revised the "Summary of Ongoing Research and Technical Assistance Projects in Agriculture"; published "USDA and the Low-Income Nations, 1974"; and reprinted "The Marketing Challenge" and "Improving Marketing Systems in Developing Nations." Dr. Paul Miller has completed the manuscript for the "Multilingual Compendium of Plant Diseases" and it is to be published by the American Phytopathological Society under an agreement that will insure maximum utilization of this highly important work. ES has ten original manuscripts in process and expects to complete six this Fiscal Year. Revised publications include the Methods Series -- "Educational Campaigns," "Educational Tours," "Farm and Home Visits," "Seeing is Believing," "Showing How," and "Helping Hands." Among the five publications reprinted are "Agricultural Extension Training" and "Visuals for Villagers." Demand for all these publications has been exceptionally high.

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Significant publications and periodicals have been sent periodically to the USAIDs and AID/W Bureaus. ES dispatched these in bi-weekly packets which included a covering memorandum describing each of the five or six publications and suggesting possible uses. Two issues of the Extension International Exchange were dispatched with a third issue projected for this Fiscal Year and one issue of Home Economics Extension went out. These newsletters were sent to 550 agricultural leaders in the developing countries.

The collection of the AID/USDA Reference Center maintained by ERS was publicized at a briefing given at a TA/AGR staff meeting and an ERS memorandum summarizing the presentation circulated to other AID/W Offices and Bureaus.

ES initiated the Sabbatical Study Leave Project through which university professors serve in LDCs on a non-salaried basis. So far over 60 well-qualified individuals have responded and their resumes have been sent to USAIDs, FAO and Peace Corps Representatives. One seminar on Reaching the Rural Poor was sponsored by ES with Dr. Joseph Di Franco of FAO presiding.

Responding to an AID request, ERS placed under contract in January two highly qualified librarians who are assisting in the development of AID's Bibliographic Control and Document Delivery System.

ISSUES RAISED AT APRIL 24th REVIEW

A Type "B" Review was held for the RSSA on April 24 and it elicited expressions of general satisfaction on performance under present terms of reference. In attendence were representatives from AA/TA, other TA Offices, Regional Bureaus and the PASA Office, and from the Department of Agriculture, representatives from ERS and ES.

The more significant issues raised concerned desirability of expanding and increasing services to conform to shifting priorities of AID. Moreover, the question arose whether all target audiences were aware of services already existing under the RSSA. In view of staff limitations overseas, there were requests that the USAID's be assisted in their efforts to achieve maximum impact in the dissemination of technical information. The group also wanted to know about the Sabbtical/Study Leave Program and how it might meet present-day needs. Concern was expressed on origins of requests -- domestic and developed countries vis-a-vis USAID and developing countries. It was pointed out, however, that the former type would have to be answered by AID, if not handled under the RSSA. In fact, many such requests are received initially by AID's Office of Public Affairs and referred to the Technical Information Specialist.

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LIST OF PARTICIPANTS AT APRIL 24th REVIEW

M. Belcher	AA/TA
Leon Kesser	TA/AGR
Michael Galli	TA/AGR
Ryland Holmes	TA/PPU
Charles Molfetto	TA/PPU
W. T. Harris	NESA/TECH
Lloyd Clyburn	AFR/CWR
Everett Headrick	AFR/ESA
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