

**AIRGRAM**

**DEPARTMENT OF STATE**

391 0346 (3)

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CLASSIFICATION

A.I.D. Reference Center

For each address check one

ACTION INFO

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TO - **AID/W TOAID A- 542**

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FROM -

**USAID/ Islamabad**

SUBJECT -

**Non-Capital Project Paper (PROP)**

REFERENCE -

(A) TOAID A-195  
(B) TOAID A-718 dated 9/17/69 (PPP) local currency airgram

Country: PAKISTAN, Project No: 391-11-690-346

Submission Date: October, 1970, Original X, Revision No.       

Project Title: LOW-COST TEXTBOOK PUBLISHING

U. S. Obligation Span: FY 1971 - 1972 (Phase I)

Physical Implementation Span: FY 1971 - 1973

**Gross Life of Project Financial Requirements:**

U. S. Dollars-----	\$ 235,000
U. S.-Owned Local Currency-----	\$ 100,000*
Cooperating country cash contribution-----	\$ 100,000**
Other Donors-----	--
<b>TOTAL:</b>	<b>\$ 335,000</b>

\* \$1.00 = Rs. 4.10: Following an evaluation of the reprint phase of this project, an additional and final grant of 7.86 million US-owned rupees will be requested for subsidizing the translation phase of the project through FY 1975 as Phase II (See pages 3, 7, 8 and 10).

\*\* During the FY 1971-72 reprint program, the cooperating country will provide \$100,000 in exchange for U. S.-owned equivalent in local currency.

PAGE 1 OF 10

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EMD:ARLanza/  
JM Loudis:mam

OFFICE

EMD

PHONE NO.

311

DATE

11/3/1970

APPROVED BY:

*[Signature]*

**AID AND OTHER CLEARANCES**

AD/DP:DGMathiasen *[Signature]*

PRO:KWilliams/MWard *[Signature]*

AD/M:MLKellogg *[Signature]*

AD/C:TRBlacka *[Signature]*

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**I. SUMMARY:**

Pakistan's desire to get greater returns from its investment in education is being inhibited in part by a lack of the modern instructional materials required by students and teachers.

The limited availability of standard textbooks has created serious problems for the GOP education system. Furthermore, the book shortage has tended to impede the efforts of US-trained professionals on the faculties of agricultural, medical, engineering and technical colleges, and to undermine the effectiveness of institution-building efforts inherent in several AID projects.

The paucity of modern texts and technical references is due partly to the lack of incentives to indigenous authors and partly to government constraints on importing foreign publications. In addition, the GOP has no definite plans either for producing or importing up-to-date reference books at low prices and in quantities appropriate to the need.

To strengthen education and textbook planning, the GOP is seeking USAID assistance to reprint in Pakistan current U.S. textbooks, references and other publications appropriate for their science and technology curricula. Government textbook and library development units within the existing educational planning organization must also be strengthened. As a condition for providing such assistance, the Mission has made it clear that certain changes are to be made in GOP policies. The GOP will need to evaluate and revise its present import and foreign exchange policies covering foreign publications and U.S. copyright and royalty payments. This will require more cooperative interaction between the GOP and private sector publishers and more commercial involvement among independent Pakistani and U.S. publishers.

It also will require proof that Pakistani and U.S. publishers can produce quality textbooks in Pakistan.

To demonstrate this capability, the Mission proposes to mount a pilot reprint project that will show, immediately and convincingly, that the nation's book production/procurement problem can be solved through use of Pakistani resources, initiative and competitiveness. Concomitant with the demonstration, project consultants, with Mission cooperation, will assist the GOP to evaluate, plan and implement changes in the import and foreign exchange policies. New policies should make it easier for the Pakistan Printing Corporation (PPC) and private publishers to reprint and translate U.S. science and technology texts in Pakistan.

During the life of the reprint program, USAID proposes to utilize \$235,000 for U.S. contractor services and to provide an initial grant of Rs. 430,000 of U.S.-owned rupees to match the Government of Pakistan's provision of \$200,000. The rupee grant will be used to repay Pakistani publishers for the dollars they expend for U.S. copyrights and royalties.

The GOP allocation actually is part of the total foreign exchange budget that the GOP annually makes available to Pakistani publishers for importing printed materials. Since Pakistan publishers expended approximately \$2.93 millions in foreign exchange in FY 1970, the GOP will not be required to increase their existing budget but merely change line-items to permit Pakistani publishers to expend up to \$100,000 for copy-rights and royalties instead of for imports.

According to our best estimate, the proposed rupee subsidy will enable Pakistani publishers to acquire rights for reprinting at least fifty U.S. titles in quantities approximating 5,000 copies & per title and to sell them at substantially reduced prices.

During the FY 1971-1973 reprint program, USAID and project consultants will measure publisher performance and student receptivity. Pursuant to satisfactory evaluation, the US contractor will be authorized to activate the second phase of the project.

Early in FY 1972, a translation program will be phased in with the existing reprint program.

As presently envisioned, both programs will continue through FY 1973. In FY 1973 the reprint program will terminate. The U.S. contractor will then administer only the translation program using short-term consultants and resident Pakistani staff members assigned to the existing Franklin Book organization in Dacca and Lahore. The translation program will terminate in FY 1975.

Implementation of the translation part of this project is predicated on the availability of a substantial amount of local currency to help subsidize editing, translation and production costs.

Accordingly, the Mission proposes to make available to the Government of Pakistan a final grant of Rs. 7.3 millions to cover the three year cost of the translation program.

Conditions precedent will require GOP agreement for the U.S. contractor to administer the program, to receive compensation commensurate with services rendered and to supervise and approve expenditures for editing, translating and publishing approved texts.

Under this agreement, the GOP will be required to make available to Pakistani publishers sufficient foreign exchange to cover U.S. copyright and royalty expenses.

During the three year life of the translation program, local publishers are expected to reproduce approximately one hundred secondary college and university-level science and technology titles in quantities estimated at 5,000 copies per title.

The reprint and translation project has three goals:

- 1) to assist private sector and/or Government of Pakistan publishers to acquire U.S. copyrights;
- 2) to reprint selected publications for use in approved on-going and terminated Mission institution-building projects; and

- 3) to translate and publish U. S. texts for Urdu and Bengali speaking teachers, educators, scientists, agriculturists and technologists who will introduce and multiply the use of indigenous languages throughout both lower and higher levels of education.

To achieve these goals, the USAID contractor will assist Pakistani publishers and/or the GOP to negotiate U. S. copyright agreements. The contractor will supervise the GOP use of U. S.-owned rupee funds to be granted to local publishers in partial payment for the dollars they expend for U. S. royalties. The AID contractor, acting as intermediary between U. S. and Pakistani publishers and the GOP will be responsible for negotiating price, and quantity and for maintaining quality of editions.

As a longer range goal, project funded consultants will assist the GOP and/or the Provincial Governments to mitigate current import and foreign exchange restrictions. Textbooks and library development units within the existing educational planning organization are to be strengthened.

These units will set textbook standards and formulate policy and implementation methods to improve textbook and library development programs. Overall, this project will increase the immediate supply of quality low-cost textbooks for universities and other AID-sponsored educational projects. It will assist the GOP to identify, adopt, adapt and/or translate the books best suited to Pakistan. It will strengthen the present educational system by introducing current U. S. textbooks, references and other publications in science and technology, and help ameliorate current GOP import and foreign exchange controls that are inhibiting the competitive development of Pakistan's publishing industry.

## II. PROJECT SETTING AND ENVIRONMENT:

Because of its problems with foreign exchange, Pakistan imposes rigid controls on imports. The policy under which textbooks are imported requires granting of a general license which permits only single-order imports upto Rs. 50,000. This situation produces many ill effects:

- 1) textbooks are limited in numbers and students do not have the benefit of texts prescribed for courses in which they are enrolled;
- 2) university, college and departmental libraries cannot order sufficient quantities of texts or supplementary references to meet the total requirements; and

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- 3) Since students have no access to foreign exchange, they can only purchase publications available from the local market. Some, from Russia, are low-cost but of poor quality with many mistakes in English. Other publications are Pakistani, based upon good foreign books, but containing substantive errors and misprints.

Students International Editions have partially satisfied needs but they must be imported. Therefore, these editions, though low-priced, are still out of reach for many students and for advanced courses with small enrollment - importation of a Student's International Edition is not commercially feasible. As a result, engineering, technology and medical books are available only in high priced clothbound editions that are out of reach for all but a few.

This poses limitations on U. S. trained professionals who have returned to Pakistan to teach in agriculture, medical, engineering and in technical colleges and universities. Additionally, it threatens the effectiveness and maturing of several AID-sponsored institution-building projects.

The advances in quality and growth that Pakistan hopes to achieve in its educational system will require drastic changes in official attitudes on books. Financing and organization of both public and private-sector book preparation, production and distribution must be reviewed and revised. The GOP Ministry of Education has continued to express interest in an "India type" book program that provides for U. S. textbooks to be reprinted and sold inexpensively to students. Though this project suggests nothing as large or elaborate as the Indian book program, it will promote continuing commercial relationships among U. S. and Pakistani publishers and will assist the GOP to formulate new education, library development and import policies that are more commensurate to the needs of teachers and students of agriculture, science and technology.

### III. STRATEGY:

In 1963, the Central Government established the Pakistan Printing Corporation (PPC). The GOP intent was for the PPC to set textbook standards and to produce limited quantities of prototype texts. The prototypes then were to be reproduced in quantity by private publishers. While the GOP insisted that no nationalization of the book industry was intended, private sector publishers viewed the role of the PPC as a threat to survival. After several conferences, the GOP agreed that both the PPC and private sector would be permitted to procure copyrights and reproduce appropriate texts.

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The agreement is reflected in the National Education Policy of March 1970. This Policy calls for better and low-cost textbooks and supplementary reading materials for students. It permits private publishers to publish class 9-12 texts with prior approval of Provincial Textbook Boards. It also allows private publishers to compete with each other and with the PPC to publish B.Sc. and M.Sc.-level texts.

Since a very high proportion of U.S. science and technology books are prescribed in Pakistan's college/university curricula, the Mission's strategy is to assist private publishers and the PPC to strengthen the education system by introducing low-cost U.S. publications, references and texts in institutions of higher learning. The immediate plan is to establish dialogue among U.S. and Pakistani publishers and to initiate a demonstrative reprint program for East and West Pakistan. Within this framework, the U.S. contractor, acting as liaison between the GOP, educational planners and Pakistani educational institutions will assist in identifying titles, negotiating U.S. copyrights and approving GOP use of U.S.-owned rupees that will be granted to individual Pakistani publishers as partial repayment for dollars they expend for U.S. royalties.

Long range strategy includes:

- 1) developing more cooperative involvement between GOP agencies and private sector and the PPC so as to induce the GOP to provide annual budgetary support (foreign exchange) for acquiring US copyrights and for meeting royalty costs on a planned basis; and
- 2) establishing textbook and library development units within existing GOP and/or provincial planning organizations that will advise the GOP and private sector publishers on projected textbook needs and on plans for pricing, titles quality and quantity of new reprints and translations.

To implement these objectives, the US AID contractor first will assist the GOP to evaluate a variety of tested low-cost publishing and/or consumer procurement schemes. These include the English Language Book Society Plan, plans for direct subsidization of college and university libraries, government financing of book coupon schemes (for students and book sellers) and the feasibility of government-supported book depositories on a provincial basis. Based on their findings the US contractor will further assist the GOP and/or Provincial Education/Manpower Planning Division to plan for textbook and library development on a continuing basis. The planners must be concerned with (1) analyzing per pupil textbook costs according to alternate means of purchase and distribution (including rental and fee system); (2) developing 5 to 10 year publishing schedules in keeping with enrollment projections and library development projections; (3) devising funding methods to accommodate paper and graphic commodities needed to support the publishing schedules; (4) planning for training programs for editors, managers, publishers, financial and distribution specialists; and (5) assisting in the development of proposals to provide textbooks and self-instructional materials for all youth including the indigent and the illiterate.

In keeping with these objectives, the GOP Minister of Education has requested Franklin Book Programs Incorporated to submit specific reprint and translation proposals. These proposals (attached) are currently under review by the MOE and the Mission. As will be noted, both proposals are related because similar implementing actions are required for both programs i. e. identifying approved texts for reprint/translation; negotiating copyright/translation rights; negotiating royalty/translation fees.  
\*(which include AID assistance)

While these actions overlap both programs, the Mission proposes to mount only the reprint program during FY 1971.

The strategy first, is to demonstrate the efficacy of reprinting low cost texts for meeting more widespread needs and then to follow-up with the translation program after the reprint demonstration has paved the way for changing GOP textbook planning and foreign exchange policies.

Therefore, implementation of the translation program will be contingent upon a successful demonstration by U. S. /Pakistani publishers that quality reprints can be produced and that GOP policies are changed in accordance with project objectives.

If these conditions are met, the translation part of the project will be activated late in FY 1972 and continued through FY 1975.

The first proposal involves an initial rupee subsidy to stimulate the publishing of low-cost reprints in Pakistan until such time that GOP import and foreign exchange restrictions are mitigated. This will stimulate closer cooperation between US-Pakistan publishers and afford time for GOP Education Planners and private sector publishers to analyze and meet fiscal requirements necessary for textbook and library development over the Fourth Five-Year Plan.

The second proposal involves a much larger rupee subsidy to translate and publish large quantities of U. S. texts in indigenous languages. This will assist the GOP to reduce language barriers and introduce Urdu as the language of education in West Pakistan and Bengali in East Pakistan by 1974 in line with GOP Education Policy. Such assistance will be directed towards developing, translating and publishing Urdu and Bengali texts for Pakistani teachers, educators, scientists, agriculturists and technologists who will introduce and multiply the use of official languages throughout both lower and higher levels of education.

#### IV. PLANNED TARGETS AND GOALS:

The purpose of this project is to improve the quality of Pakistan education and to demonstrate how GOP and private sector publishers can cooperatively plan and implement the production/translation of low-cost U. S. textbooks for students of science and technology.

In the process, the project will help establish continuing commercial relationships between Pakistani and U.S. publishers. It will make it easier for Pakistani publishers to acquire U.S. copyrights and to obtain foreign exchange for U.S. royalties based upon precedent established by this project.

During FY 1971 and FY 1972, the emphasis shall be on reprinting science and technology texts required for use in Mission-sponsored (on-going or terminated) projects in East and West Pakistan. These include: Summer Science Institutes, Commercial Institutes, East and West Pakistan Agricultural and Engineering Universities, and for projects related to the development of technical and vocational skills.

Following the FY 1971-72 demonstration, we expect the GOP to recognize the value of commercial relationships established between Pakistani and U.S. publishers as well as the foreign currency advantages of a low-cost indigenous reprint program over more costly import schemes.

During FY 1971, the reprint program will be evaluated extensively. Contingent upon an acceptable demonstration that the Government of Pakistan and Pakistani publishers are achieving program objectives, the Mission will continue to subsidize the reprint program through to termination in FY 1973 and provide additional rupee funds to subsidize the phase-in of the translation program in FY 1972.

From FY 1972 through project termination in FY 1975, the U.S. contractor will administer the translation program using short-term consultants and resident staff members of the Franklin Book organization in Dacca and Lahore.

Under an agreement to be negotiated with the GOP, the U.S. contractor with Mission supervision, will be responsible for approving the disbursement of rupee funds under this program.

By project termination in FY 1975, the GOP will be expected to have revised its foreign currency controls and to have increased the conversion allowance for Pakistani publishers to pay for copyrights and royalties so that publishers can help cope with the reprint and translation needs of Pakistan's expanding education system.

By FY 1975, responsible GOP and Provincial Planning Divisions will undertake on a regular basis GOP textbook and library development planning as described in Section III - "Strategy."

**V. COURSE OF ACTION:**

During the second quarter of FY 1971, U.S. publication specialists, funded under FY 1970 technical support, will undertake a survey of GOP/private sector publishing capabilities and will explore GOP receptivity to a variety of low-cost publishing and/or consumer procurement schemes. These include: The English Language Book Society Plan, plans for direct GOP subsidization of college and university libraries, government financing of book coupon schemes for students and book-sellers and the feasibility of government-supported book depositories.

Following their report, the USAID is recommending AID/W contract with Franklin Book Programs, Inc. for the services (during the life of the project) of two full-time resident advisors, one each for East and West Pakistan, and for the services of four short-term (3 mm each) experts selected from major publishing houses in the United States. During the third and fourth quarters of FY 1971, the Resident Advisors, assisted by two short-term consultants will focus on the problem of negotiating reprint rights for USAID-supported education, agriculture, engineering, technology and vocational projects, and on ways and means to assist the Central and Provincial governments in implementing long range plans for textbook and library development.

During FY 1971, a total of eight participants, four each from East and West Pakistan, shall be sent to the United States to study book publishing and procurement schemes of Federal, State and municipal education agencies. They will further analyze and evaluate ways and means to make low-cost publishing/procurement schemes a continuing function of textbook and library development planners beyond project termination.

During FY 1972, the Resident Advisors and two short-term experts will continue to administer the reprint program. Additionally, they will initiate negotiations to undertake translation of certain U.S. texts and develop recommendations on long range policy changes to the Government.

By the end of FY 1972, the reprint program will have been evaluated and the FY 1972-75 translation program mounted. Upon completion of this project in FY 1975, stated goals should be achieved and U.S. assistance terminated.

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NONCAPITAL PROJECT FUNDING (OBLIGATION IN \$000)

TABLE I PROJ. TITLE: LOW-COST BOOKS

PROP DATE: October, 1970

Original: X

Revision No:

Project No: 391-11-690-346

(IN \$000)

Fiscal Year	AP	L/G	Total	Cont.	Personnel Serv.			Participants		Commodities		Other Costs	
					AID	PASA	CONT	US	CONT	U.S.	CONT	U.S.	CONT
1971-1973								Ag.	Ag.	Ag.	Ag.		
Prior through Act. F1													
Oper. FY 1970	TC	G											
Budg. FY 1971	TC	G	135	135			163	20		2			
B + 1 FY 1972	TC	G	50	50			50	-		-			
B + 2 FY 1973	TC	G											
B + 3 F. Y.													
All Subs.													
Total Life			235	235			213	20		2			

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TO - ISLAMABAD AID TO A- 14

FROM - AID/W

SUBJECT - PROP Approval: Low-Cost Textbook Publishing #391-11-690-346

REFERENCE - TOAID A-542

1. The subject PROP is approved with the stipulation that implementation of Phase II to be undertaken only following a joint Mission/AID/W review of progress of Phase I and upon agreement that prospects for success justify continuation of the activity.
2. It is assumed that the Project Agreement will clearly identify and involve those GOP and private sector organizations and/or individuals responsible for implementation of this activity and that it will provide assurances of their active support during the life of the project as well as indications of what steps may be required to secure continuing Pakistani support following project termination.
3. The PROP did not contain the analysis of profitability of reprinting or translating U.S. titles in Pakistan on which the judgements about program size and duration are based. Experience under Phase I will clarify the situation in this regard substantially, by determining demand and distribution factors which can only be estimated at this time. We assume that the subsidy of reprints will be managed in such a way as to encourage continued publication of reprints following the end of that phase of the project. Over the next year the Mission and Franklin should gather data on the economics of the project's approach to book production, and the demand for U.S. textbooks both in translated and reprinted versions. This will be particularly relevant to the implementation of the translation phase which will presumably involve higher costs than the reprint phase. The development of Pakistani policy and practice on the language of higher education, also not addressed in the PROP, is clearly relevant here.

PAGE 1 OF 2

DRAFTED BY HBuckley:mlr	OFFICE NESA/SA	PHONE NO. 99142	DATE 2/1/71	APPROVED BY: AA/NESA, Curtis Ferrer
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AND OTHER CLEARANCES  
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 NESA/SA, CHRees

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4. The PROP proposes, page 2 para 6, that the contractor "assist the GOP to evaluate, plan, and implement changes in the import and foreign exchange policies." While the contractor may, in concert with the USAID, develop alternative foreign exchange strategies and in its capacity as advisor to the GOP, discuss their proposals with the GOP, it should be clearly understood by the GOP that the contractor is not authorized to speak for the Government of the United States, a role reserved only for the official representatives of our government.

5. PROP Approval attached.

JOHNSON



Department of State

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PAGE 01 ISLAMA 01794 021656Z

ACTION: AID-45

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FROM WHEELER

SUB: PROP APPROVAL - LOW-COST TEXTBOOK PUBLISHING PROJECT  
NO 391-11-690-346

REF: (A) TOAID A-542, (B) AIDTO A-14

1. OUR CONSIDERED VIEW IS PROJECT SHOULD BE APPROVED WITHOUT CONDITION SPECIFIED REF. (B) IF IT IS TO HAVE READY ACCERTANCE AND CHANCE FOR SUCCESS. IT WAS NEVER OUR INTENTION TO DELAY IMPLEMENTATION OF TRANSLATION PHASE A FULL YEAR AND DO NOT BELIEVE IT ADVISABLE TO DO SO.
2. TIMING ESSENTIAL CONCERN AS REPRINTS CAN BE ON MARKET IN 4-5 MONTHS WHILE TRANSLATIONS LIKELY TAKE TWO YEARS. CONSULTANTS ADVISE THAT PROCESSING AND PRICING IS VERY DIFFERENT FOR EACH PHASE, E.G. REPRINT RIGHTS WILL BE EXPENSIVE BUT TRANSLATION RIGHTS INEXPENSIVE, REPRINTS CAN BE PHOTO-OFFSET QUICKLY WHILE TRANSLATIONS MUST BE WORKED FROM A MANUSCRIPT INTO LETTERPRESS - A MUCH SLOWER PROCESS. THOUGH SOME PUBLISHERS WILL HANDLE BOTH REPRINTS AND TRANSLATIONS, IT IS LIKELY THAT DIFFERENT PRINTERS WILL BE REQUIRED FOR ENGLISH AND LOCAL LANGUAGES.
3. DISCUSSION WITH REES SUGGESTS NEED FOR FURTHER CLARIFICATION THIS PROJECT AS BEING DIFFERENT FROM INDIA BOOK PROGRAM IN MANY WAYS INCLUDING FACT THAT NO PRODUCTION COSTS ARE SUBSIDIZED AND RUPEE SUPPORT IS MINIMAL.
4. WE PLAN ONLY RS 480,000 FOR REPRINT PHASE WHICH IS NOT

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# Department of State **TELEGRAM**

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PAGE 02 ISLAMA 01794 021656Z

PRODUCTION SUBSIDY BUT SOLELY LOCAL CURRENCY REIMBURSEMENT FOR PUBLISHERS DOLLAR COSTS FOR C0648&#5J. ALL PUBLISHING, REPRINTING AND DISTRIBUTION COSTS ARE THE PUBLISHERS RESPONSIBILITY. IN VIEW PUBLISHER ASSUMPTION ALL RISKS WE ARE CONFIDENT OPERATION MUST BE COMMERCIALY FEASIBLE OR PUBLISHER WILL NOT SEEK REPRINT RIGHTS. BELIEVE THIS ARRANGEMENT WILL BUILD SKILL AND CONFIDENCE IN PUBLISHING SECTOR AND LEAD TO CONTINUED PUBLICATION FOLLOWING PROJECT TERMINATION.

5. TRANSLATION PROPOSAL ALSO REQUIRES PUBLISHER ASSUME MAJOR PUBLICATION, DISTRIBUTION, MARKETING RISKS. TRANSLATION RIGHTS ARE TO BE RUPEE REIMBURSED ON PATTERN OF REPRINT RIGHTS. TRANSLATION COSTS WILL BE COVERED BY PROJECT RUPEES SO URDU AND BENGALI MANUSCRIPTS ARE PROVIDED WITHOUT RUPEE COST TO PUBLISHERS. TRANSLATION PHASE CONSTITUTES THE MAJOR PART OF OUR PROJECT FUNDING (RS. 7.8 MILLION) AND IS OF GREATEST INTEREST TO BOTH U.S. AND PAKISTANI PUBLISHERS AND TO GOP OFFICIALS WHO ARE NOW FACED WITH AN ACCELERATED MOVE TO OFFICIAL LANGUAGES AS THE MEDIUM OF INSTRUCTION PARTICULARLY IN EAST PAKISTAN .

6. SURVEY TEAM DESCRIBED IN PROP, PAGE 9, HAS COMPLETED STUDY AND IS PREPARING FINAL REPORT WHICH CONFIRMS MISSION VIEW THAT AS SOON AS POSSIBLE AFTER LAUNCHING OF REPRINTS, WE MUST BEGIN TRANSLATION ACTIVITY. THIS WILL NOT INVOLVE ADDITIONAL CONTRACT STAFFING OR DOLLAR COSTS IN FY 71-72. CONSULTANTS HAVE ALREADY COMPILED A BASIC LIST OF MORE THAN 100 SCIENTIFIC AND TECHNICAL TITLES FOR REPRINT AND/OR TRANSLATION FROM PUBLISHERS, PROFESSORS, AND SYLLABI. INTERVIEWS PLUS ENROLLMENT STATISTICS ASSURE EDITION SIZES COMMERCIALY FEASIBLE. PRICES WILL BE APPROXIMATELY 20 PERCENT LESS THAN IMPORTED JAPAN REPRINTS AND 60-70 PERCENT LESS THAN BOOKS IMPORTED FROM THE U.S. LOCAL PRODUCTION CAPACITY AND DISTRIBUTION EQUAL TO THE TASK, ALTHOUGH PRINTING QUALITY WILL NEED ATTENTION.

7. AS REF (B) RECOMMENDS, WE PLAN EVALUATION OF REPRINT ACTIVITY AT APPROPRIATE TIME IN FY 1972. IN VIEW OF DIFFERENCE IN BOOKS SELECTED, PREPARATION, PRODUCTION, MARKETING OF TRANSLATIONS, WE SEE NEED FOR QUITE SEPARATE EVALUATION OF THE TRANSLATION ACTIVITY.

8. AGREE WITH AID/W COMMENT REF (B) PARAS4. PROP STATEMENT MIGHT BETTER READ THAT THE CONTRACTOR "WILL PROVIDE THROUGH USAID THE INFORMATION AND GUIDANCE NECESSARY TO ASSIST THE GOP TO EVALUATE,

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Department of State

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PAGE 03 ISLAMA 01794 021656Z

PLAN AND IMPLEMENT CHANGES IN BOOK IMPORT AND FOREIGN EXCHANGE POLICIES."

9. SUMMARY: PROJECT GROUNDWORK HAS BEEN CAREFULLY PREPARED. CONSULTANTS ARE CURRENTLY ADDING NEW INSIGHTS INTO PROBLEMS AND POSSIBILITIES. ON CONSULTANT ADVICE AND MISSION PREFERENCE, WE WISH TO PROCEED WITH TRANSLATION PHASE EARLY FY 1972, AS STATED IN PROP, PAGE 3. THIS WILL INVOLVE NO ADDITIONAL DOLLAR FUNDING OR STAFFING FY 71-72 BUT WE MUST HAVE SUFFICIENT RUPEES TO ALLOW FOR REIMBURSEMENT TRANSLATION RIGHTS AND ASSIGNMENT OF TRANSLATORS. STATUS OF BOTH PHASES WILL BE EVALUATED IN FY 1973. REQUEST REMOVAL LIMITING CONDITION INCLUDED IN PROP APPROVAL.

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Proj 3910 346  
PN-

PROJECT AUTHORIZATION

1. PROJECT NUMBER 391-11-690-346	3. COUNTRY PAKISTAN	4. A
2. PROJECT TITLE LOW-COST TEXTBOOK PUBLISHING		5. AUTHORIZATION DATE 1/29/71
		6. PROP DATED 11/3/1970

7. LIFE OF PROJECT

a. Number of Years of Funding: 2  
Starting FY 1971; Terminal FY 1972

b. Estimated Duration of Physical Work  
After Last Year of Funding (in Months): 6

8. FUNDING BY FISCAL YEAR (in U.S. \$ or \$ equivalent)	DOLLARS (000)		P.L. 480 CCC + FREIGHT	LOCAL CURRENCY Exchange Rate: \$1 =			
	GRANT	LOAN		U.S. OWNED		HOST COUNTRY	
				GRANT	LOAN	JOINTLY PROGRAMMED	OTHER
Prior through Actual FY 1970							
Operational FY 1971	185						
Budget FY 1972	50						
B + 1 FY							
B + 2 FY							
B + 3 FY							
All Subsequent FY's							
<b>TOTAL</b>	<b>235</b>						

9. DESCRIBE SPECIAL FUNDING CONDITIONS OR RECOMMENDATIONS FOR IMPLEMENTATION, AND LIST KINDS AND QUANTITIES OF ANY P.L. 480 COMMODITIES

10. CONDITIONS OF APPROVAL OF PROJECT

This PROP is approved on the condition that, following the Phase I, reprint production phase, AID/W join with the USAID in a review of progress to date, and participate in the decision on whether to proceed with the Phase II translation program.

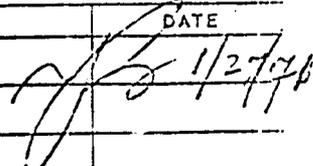
The present approval authorizes funding for the two-year, Phase I, element.

(Use continuation sheet if necessary)

11. Approved in substance for the life of the project as described in the PROP, subject to the conditions cited in Block 10 above, and the availability of funds. Detailed planning with cooperating country and drafting of implementation documents is authorized.

This authorization is contingent upon timely completion of the self-help and other conditions listed in the PROP or attached thereto.

This authorization will be reviewed at such time as the objectives, scope and nature of the project and/or the magnitude and scheduling of any inputs or outputs deviate so significantly from the project as originally authorized as to warrant submission of a new or revised PROP.

AID APPROVAL		CLEARANCES		DATE
 SIGNATURE AA-NESA, D. G. MacDonald TITLE		NESA/PR, R. Birnberg		 1/27/71 DATE
		JAN 29 1971 DATE		