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THE INVENTORY OF
INFORMATION, EDUCATION
AND
COMMUNICATION
(IEC)
MATERIALS
RELATED TO
POPULATION WELFARE



national institute of
population studies

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**THE INVENTORY OF
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FOREWORD

Information, Education and Communication (IEC) is one of the most important elements of a population programme. The IEC programme in Pakistan has been going on for decades now. The National Institute of Population Studies (NIPS) had undertaken a project which is made up of three components. Part I sheds light on the various stages of developing a system for the retrieval of IEC material. Part II is the inventory of IEC material categorized by various segments of IEC programme and part III deals with the content analysis of the IEC material available in the inventory. This study has also made recommendations, in order to improve upon the retrieval system, and updating of an inventory every three years.

It is hoped that this project will provide a firm base and guidelines for the future to the IEC professionals. Another study of the IEC component measuring its impact on the practice of family planning methods has also been undertaken recently by Dr. Sultan Hashmi, Resident Adviser, NIPS.

It is a tribute to the NIPS staff who worked very hard in order to gather IEC material from various departments and organizations. I hope they will continue their interest in the project and update IEC inventory every three years. I am also grateful to the authors of the study.

This study was funded by USAID. Financial support provided to NIPS is gratefully acknowledged.

M.S. Jillani
Ph.D
Executive Director

PREFACE

Pakistan Population Welfare (Family Planning, Population and Population Welfare) Programme inspired the production of IEC materials relating to Family Planning and Population Welfare for decades. The Federal, Provincial and District units of the Population Welfare programme, the Non-Governmental organisations and the private sector produced materials most of which have been lost beyond recovery.

There was a need to examine them in order to get some idea of the nature, type and pattern of efforts put in, so that a direction for the future could be chalked out. NIPS took up this project, retrieved some of the productions, carried out an assessment of the materials procured so far and prepared an inventory with categorisation, critical review and assessment of their current validity.

We are grateful to NIPS functionaries who aided in the processing of this inventory through different stages, specially Mazhar Ali, Mushtaq Ahmad, Sajjad Latif Awan, Zahir Hussain, Aysha Sheraz and Mubashir Baqai. We are also grateful to Tariq Khan, Mohammad Sabir Tabusam, Mohammad Arif and Rakshan Farooq who typed the whole manuscript on Word Processor.

**Alauddin
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Mansoor-ul-Hassan Bhatti
Akhtar Hussain Rana**

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PART I

METHODOLOGY AND OVERVIEW

CHAPTER I

BACKGROUND AND OBJECTIVES

1.1 Background

Since 1965, a substantial amount of Information, Education and Communication (IEC) materials have been produced relating to Family Planning and Population Welfare for use in the country-wide programme. These materials were produced on different occasions by the Federal, Provincial and local units of the Population Welfare Programme, other public organisations, some of the Non-Governmental Organisations (NGOs) and occasionally by publishers in the private sector. Unfortunately, most of these materials were not distributed or known to other potential users beyond the set groups of conveniently available recipients. Therefore, a definite need was being felt by the planners, donors and managers of the programme to get some idea of the types of materials produced and the pattern of efforts already made in the past by the planners, designers, producers and disseminators of the IEC materials. During the Seventh Five Year Plan, IEC component was going to be expanded and strengthened. It was, therefore, felt that the materials, already produced over the past more than two decades be collected as far as possible and an inventory prepared with categorisation, critical review and assessment of their current validity. The availability of such an inventory could hopefully help in avoiding the pitfalls of the past. It could offer a reasonable assurance of success in the choices to be made in future.

National Institute of Population Studies (NIPS) took up this project "Retrieval of IEC Material for Population Welfare and Preparation of an Inventory" in January, 1988 which was funded by USAID.

1.2 Objectives

- a. To collect and categorise the massive production on IEC materials since 1965 relating to Family Planning and Population Welfare;

- b. To prepare a complete inventory with a critical review, of the IEC materials produced in Pakistan- by sources of Organizations producing them and listing of their distribution;
- c. The collection, categorization and critical review to be accompanied by an assessment of their current validity or their applicability, with necessary modifications in near future and to provide a base for a Reference Library for IEC materials in the Population Planning Sector;
- d. To establish a library at NIPS of the population related information, education and communication materials, produced by the Federal, Provincial, District and specialised agencies of the Population Welfare Programme and Non-Governmental Organisations operating in the field of Family Planning;
- e. To establish another library of IEC materials at NGO Coordinating Council;
- f. To establish a system at NIPS for :
 - (i) Gathering and adding IEC materials produced by International agencies and by other Country Programmes from time to time, and
 - (ii) Up-dating the library on a continuing basis.

CHAPTER II

METHODOLOGY AND IMPLEMENTATION

2.1 Implementation of the Project

A consultant was identified who had the direct experience of working at the highest level of Planning, Management and Operation of the Population Planning Programme. He was appointed for the project and his office was established at NIPS.

Two Research Associates were attached to the project. Luckily, one of them, had a long experience of working in the Family Planning system at the operational level in the districts. He had also the advantage of having acquaintance with a number of senior functionaries in the Provincial set-up.

Discussions were held with Federal Government IEC functionaries and an itinerary of Country-wide contacts was drawn-which included IEC functionaries at the headquarters of the Punjab/Sind/Balochistan/NWFP Population Welfare Departments, functionaries in selected districts and in Research, Training, Publication and other specialised organisations. Simultaneously, the itinerary included contacts with NGOCC, FPAP and other old and not so old NGOs. (Annexure I).

Chief Executive NIPS wrote letters to key functionaries in the Population Welfare Programme system and the relevant NGOs for cooperation, assistance and provision of IEC materials.

The IEC chiefs in the programme at provincial headquarters, in their turn, issued letters to their District colleagues-to collect materials.

2.2 Field Visits/Operations

All the known producers of IEC materials were visited to get the available IEC materials. Some district units were visited by the consultant, some others by the Research Associate.

Efforts were made to:

- a. collect the IEC materials readily available;
- b. dig into the previous files and stores for other materials;
- c. interview the present and also previous functionaries and producers of materials, wherever available;
- d. list documentary films, T.V. spots;
- e. list family planning insertions in Feature Films and Stage Plays;
- f. list Newspaper/Journal articles on Family Welfare by columnists (as planned by IEC managers)
- g. list varieties of gift items used for this purpose.

However, initially, the receipts were not very substantial except from Family Planning Association of Pakistan (FPAP) and the Directorate of Printing and Publication.

Consultant's notes of June 12, 1988 indicated:

Everyone, in Government and Non-Governmental Organisations, is extremely polite and co-operative but nobody has got the time or energy to devote himself to digging out the past. Offices have been shifted, rooms have been changed, re-organisations have taken place and of course the functionaries have come and gone. There is hardly any continuity in locale or person.

Posters, produced in thousands, at several levels in the Government, for years at a stretch, having the briefest span of life, have perished, leaving no traces behind.

Only step by step investigation leads to some clues. Radio scripts e.g. are not available. However some officers have been persuaded to contact the Radio Pakistan stations and dig into their archives (Annexure II)

Follow-up visits were made by the consultant and the Research Associate to the producers known to have been producing substantially at present or/and in the past. Also follow-up efforts were made through letters, telephones and cables.

Director National Research Institute of Fertility Control (NRIFC) had been very cooperative in that respect. NRIFC library had preserved specimens of varied productions from all over the Country. So a considerable material was retrieved from that library with the help of a senior functionary of NRIFC who had retired from service recently.

2.3 Evaluation and Documentation of IEC Materials

IEC materials were collected from more than 60 sources of productions.

A documentation format was developed at NIPS for complete evaluation and documentation of each IEC material.

Initially a 5 pages "Specimen of Relevant Enquiries About IEC Materials" was developed and distributed to the four chiefs of IEC in provinces (Annexure III). Some modifications and improvements were made after consultation with functionaries of Population Welfare Department at Peshawar, experts of FPAP at Lahore and officers of NRIFC Karachi.

However, subsequently the format was entirely revised at NIPS and it was pre-coded for its data entry into computer. Description of contents of a document was kept open (Annexure IV).

Each and every IEC document was transcribed carefully on the final format and each document was coded. Many bracketed under the residual codes like 'other agencies in Pakistan'. Some more distinct producers were bracketed under the code "Private Sector" which includes individual, non-organisational efforts released to the market for commercial sale. However description of contents of each document remained un-coded.

The process of evaluation of IEC materials for documentation included:

- a. Determining the main purpose of production e.g. General Information, Specific Information, Initial Motivation, Answering Specific Questions, Teaching/Training, Health Education, Research and Evaluation Survey.
- b. Finding out the Main Focus of the effort. Most of the materials focus on more than one subject matter. Isolating the key focus involved in many cases, a personal discretion of the evaluator e.g. Spacing, Size of Family, Population Education, Breast Feeding, Immunization, MCH, Organisational Management, Islam and Family Planning, Women's Status, Age of Marriage, Choice of Methods, Clinical Option and Economic Implication.
- c. Determining the Target Group proved no less complicated. Excepting those productions where the target groups were defined, one had to assess and re-assess the rest of them whether they could be useful primarily for one target group or for another e.g. General public, Eligible Couples, Programme Personnel, Voluntary Workers or just Mothers/Adult Females. Dais, Para-medicals, Doctors, Hakims, Non-clinical Personnel, Researchers and Policy-Makers/Programme Executives.
- d. Finally, the evaluation process was summed up by determining the Current Validity of each item. Negatives were avoided but a substantial negative component was indicated in use of the terms "Only as a historical perspective" and "As a record of achievements and accomplishments". These categories relegate their primary relevance to the past. Positive ones included Training/Teaching Material, communication strategy and contraceptive policy/logistics.

What was beyond the capability of this research was to determine:

- a. Whether the major concentration was still required on just General Information or Initial Motivation.

- b. Whether Regional Variations (more than just of costume and language) should not have been a determining factor.
- c. Whether groups with different incomes, housing, occupations and intensities of contact with urban centres should be addressed in one uniform pattern.
- d. Whether the Style of Address in mid 1989 should be the same as it was in mid-1965.

2.4 Data and Content Entries into Computer

NIPS has adequate computer facilities. Those facilities were used for this project also. The coded categorisations, alongwith researcher's evaluations were put on into computer diskettes. Description of contents of a document was kept open (Annexure IV).

CHAPTER III

WORLD BANK'S CONCERN

Aide Memoir of the World Bank supervision Mission, February 25 - March 10, 1988 takes note of recent developments in the Population Welfare Programme, particularly its IEC Components and offers valuable suggestions for shifts in direction or emphasis e.g.:

1. Need for proper films, Slides and other such materials for the effective utilisation of Audio Visual Vans.
2. Need for continued training with the Federal IEC Directorate to provide leadership and support to the provincial and district IEC staff.
3. Regular analysis and interpretation of programme data in order to formulate and adjust strategy.
4. While the Federal level is responsible for the use of mass media, the provinces and districts stress interpersonal methods. There should be close co-ordination of the two.
5. Need for research and evaluation to provide an overall strategy, in the absence of which, a mix of unfocussed activities results.
6. Improving the capability to impart behaviorally oriented training to the non-clinical staff and field level IEC officials.
7. Recent statements at the highest levels of Government endorsing the importance of family planning resulting in a large volume of newspaper editorials.
8. Sensitivities seem to be declining.

9. Mass media messages are becoming more family planning explicit, as illustrated by the use of telops following TV spots.
10. Population Welfare Division's commitment to buying Radio and T.V. time and Newspaper space ensures prime time broadcast of Family Welfare messages and effective placement of adds.
11. Responsibility for planning newspaper ads in the regional papers being delegated to the provinces.
12. Responsibility for Radio and T.V. ads also should be delegated to the provinces and districts to ensure cultural compatibility.
13. Current shortage of films may be compensated by the interim use of cinema Slides.
14. Use of videotapes and video cassettes.
15. Radio broadcast of interviews.....with Leaders.
16. Incorporation of population themes in TV dramas.
17. The IEC plan seems to be heavily weighted to the mass media and provides very little consideration of the provincial and district programmes.
18. Partially implemented projects include:
 - a. Sponsored TV discussions/forums.
 - b. TV and Radio quiz contests.
 - c. Experimental use of Videotape cassettes.
 - d. Radio interviews with leaders and satisfied clients.

- e. Use of audio cassettes featuring humorous Skits by popular artists, to be used at RHS Centres and FWCs.
 - f. Booklets on history of Family Planning.
 - g. National Workshop for popular writers, artists and producers of radio and TV programmes.
 - h. Films in Urdu and regional languages.
 - i. Correspondence course on Population Welfare and contraceptive technology.
 - j. Bus panels.
19. Population Education concepts have been introduced into the following B.Ed. compulsory courses: "Educational Psychology", "Philosophy of History and Education" "School Organisation", "Pakistan and Islamic Studies", "Urdu Literature" and "English Language".
20. Need for Increasing the Family Welfare Content in Teaching/Learning materials.
21. Need to extend teachers' training to the 11th and 12th grades.
22. Need for experimental service delivery and demand creating activities.
23. Satisfaction at the on-going innovative projects viz.
- a. Barbers as motivators and distributors.
 - b. Mohalla Motivator groups.
 - c. Acceptors' Clubs.
 - d. Private General Practitioners' Associations.

24. Studies should be planned to find out:
- a. What types of sources and messages are most effective?
 - b. What types of sources and messages should be avoided?
 - c. What types of services do people most want?
 - d. What are impediments to their use and how can these be overcome?
25. For the Consumers themselves, there is probably a need to ensure that messages are sensitive to age, parity and differing acceptability patterns (e.g. Physiological, social, financial) of various forms of contraception.
26. Need for inputs from:
- a. Behaviourial scientists.
 - b. Social Anthropologists experienced in analysing decision making in marriage, extended family and village situations.

CHAPTER IV

DECENTRALISATION

Even a cursory look at the collected material would generate a Deja Vu effect on anyone going through the details of the recent Aide Memoir.

World Bank Mission's concern with slow decentralisation in planning and direction of IEC activities, should not create the illusion that decentralisation, validity of which nobody challenges, remains the major solution of existing problems.

Literature on the organisation of communication strategies in the past and evaluation studies e.g. Miskeen Ali Hijazi's Research report on "Comparative Effects of Population Planning Advertisements through Newspapers, Radio and Television" indicate that:

The first comprehensive publicity scheme was launched in 1965 but this was of a decentralised nature. The District Population Officers were made incharge of publicity along with motivational efforts and clinical services. The media prescribed for the publicity included audio-visual media, pamphlets, bill boards, hoardings and cinema slides.

In this scheme, the emphasis was on print media. The mass media like radio and TV were not included in the campaign... the former West Pakistan Family Planning Board decided in late 1969 to centralise publicity at Provincial level. Emphasis on films and audio-visual media was included in the campaign.

Discussing the strategy worked out in 1974, Hijazi quotes the following segment-wise approach:

Segment I Rural Illiterates

Media in order of priority

- a. Radio
- b. A.V. Vans
- c. Village Fairs/Cattle Mandis
- d. Gift Items

Segment II Urban Illiterates

Media in order of priority

- a. Radio
- b. Cinema
- c. A.V. Vans
- d. Television
- e. Gift Items

Segment III Rural Literates

Media in order of priority

- a. Radio
- b. Press
- c. Posters
- d. Bus Panels
- e. Brochures, Leaflets, Flash Cards
- f. Utility Media

Segment IV Urban Literates

Media in order of priority

- a. Radio
- b. Press
- c. Brochures, Leaflets and Booklets
- d. Posters
- e. Television
- f. Cinema
- g. Bill Boards
- h. Bus Panels
- i. Match Boxes
- j. Car-automobile Stickers
- k. Flickets

All the above media operations were managed by the Family Planning Boards of Sindh, NWFP, Punjab and Balochistan. Some were delegated to the Family Planning Boards in the districts. Documentary and Publicity films and slides were also prepared and managed by the organisations in the four provinces. Only Media Research and Evaluation were conducted by Training, Research and Evaluation Centre (TREC) which was a Federal unit. Printing and publication support was also provided by TREC, not only to the Family Planning Boards of the four provinces, but also to NGOs like the Family Planning Association of Pakistan.

CHAPTER V

LACK OF CONTINUITY

These cyclic changes in organisation and approach, themselves, may not be able to explain the validity, effectiveness or otherwise of these approaches and operational patterns.

There has been a singular lack of continuity in the IEC operations. There has been, so far, a persistent rise and fall in the fortunes of the programme and more so in the more sensitive fortunes of IEC.

Political support or permissibility for the programme has seldom lasted for more than a couple of years at a stretch. Periods of bare survival are much longer. In this process, IEC is a bigger victim. It takes more than a year from the stage of programme revival to make its presence felt again.

As the present collection of materials indicates, there have been rather long periods of communication freeze or freeze of specific media. This apparently has been caused by the withdrawal of political support and reinforced by the indecision of policy makers and, of course, through major financial cuts or delays in the release of funds by the Governments and the donor agencies.

The main periods during which IEC operations and production have flourished, before coming to a sudden halt, could be identified as follows:

- a. Mid 1965- mid 1968
- b. 1974-1976
- c. The present period which can safely be calculated since mid 1986

In terms of publicity persistence, however, even in the "Lying Low" periods, efforts were not quite negligible. "Annual Report-on the working of Pakistan's Family Planning Programme 1971-1972" recounts in its chapter on Publicity:

- a. In Punjab about 128 feature articles, poems, and short stories were written by 33 writers and journalists and published in 11 dailies, 4 weeklies, one bi-monthly and three monthly papers ...in urdu, Punjabi and English.
- b. ...A wide variety of posters carrying slogans, attractive pictures and cartoons were designed and printed...for the Provincial Family Planning Boards: Punjab 1,32,000 posters (73,500 in Urdu and 58,500 in Punjabi); NWFP 16,000 posters (8,000 in Urdu and 8,000 in Pushto) and Balochistan 4,000 posters in Urdu and 2,000 leaflets containing information regarding Oral Pills. A few prototypes of posters were prepared for Sindh Board by the artists of TREC, Lahore.
- c. ...About 38,500 calendars were printed and issued to all the programme districts... 27,500 in Urdu and Punjabi, 6,000 in Urdu and Pushto, 4,000 in Sindhi and Urdu and 1,000 in Urdu.
- d. ...The NWFP Family Planning Board sponsored Bus Panels of various sizes both in Urdu and Pushto on 115 Government Transport Service Buses for the publicity of Family Planning. These buses run from Peshawar to all the districts in NWFP...
- e. ...TREC, Lahore also developed and printed 51,000 life size posters in different colours for pasting on Bill Boards and Hoardings.
- f. ...A weekly radio feature Series was on air from the Radio Pakistan, Lahore since April, 1970 in the Commercial Service...broadcasted every Monday at 3.15 p.m... EK TE EK YARAN... in Punjabi....
- g. ...In 1971-72 a narration followed by a jingle in Pushto for 30 seconds duration for announcement in the commercial services of Radio Pakistan, Peshawar....
- h. ...TREC, Lahore has prepared a set of recorded jingles which are available to all the Provincial Family Planning Boards for Radio and TV Publicity.

i. ...Short films and spots were shown for motivational purposes from Lahore and Rawalpindi T.V. Stations. During the year, 117 T.V. spots were shown from Lahore and Rawalpindi stations and five programmes were sponsored. Two new T.V. spots have been recently completed for future publicity...TREC, Lahore has designed and produced a number of spots and slides for the T.V. at the request of the Provincial Family Planning Boards.

j. The NWFP Family Planning Board received 49 Cinema Slides (both in Urdu and Punjabi) from TREC and distributed them amongst all the districts of NWFP.

These are being shown in the Cinema houses of the Province...TREC,Lahore prepared 400 Cinema Slides...in three different types, carrying the message "BACHEY KAM KHUSHAAL GHARANA".

k. The following films were produced during the year:

- i. MOTI HO GAE MITTI
Black and white-Punjabi-14 minutes;
- ii. FASILEY
Black and white-Urdu-10 minutes;
- iii. RUB NA KARE
Black and white-Punjabi-12 minutes;
- iv. DAWAT-1-SHADI
Black and white-urdu-under production;

l. At present there are 38 prints of 8 different films, produced by Punjab Family Planning Board, which are being screened in the Cinema houses of Punjab under the compulsory Screening scheme of the Government...

The Provincial Family Planning Board at Peshawar received 10 prints of film "MUQADDAS AMANAT", "KANDIAN DA BAGH" and "EK HORE VEER" from the defunct West Pakistan Family Planning Board, Lahore. These prints were distributed among the districts and shown locally. TREC, Lahore has also produced two short movies for the Provincial Family Planning Boards for screening on T.V. and through mobile Cinema Vans in rural areas.

- m. Each programme district... has one A.V.Van unit which travels from place to place all over the district to show motivational films. Apart from this, the provincial Headquarters have three AV units to supplement...

CHAPTER VI

REPETITIVE PATTERN

It is futile to search for an evolutionary pattern in the approach and message-contents of the materials produced during the brief periods of permissibility over the last two decades and more. If anything, the pattern is more or less repetitive, always starting from the very beginning.

"Family Planning publicity through Radio Pakistan-An Appraisal, June 1972" indicates:

The result deduced from the pre-testing was that almost all the people who were interviewed did understand the message. The message they understood was -

- a. Small family is a happy family
- b. Less children, less worries

The programme could not be broad-cast for more than one year due to political unrest in the country and thereafter the un-cooperative policy of Radio Pakistan.

With the normalisation of political situation in the country... the hither - to policy of "Lying Low" was revised.

The final hurdle was how to persuade the Radio authorities as they were not prepared to broadcast anything, directly or indirectly about Family Planning in their regular programmes.

One wonders if the situation was any better in June 1988. Radio Pakistan was reported to be showing the same rigidity against the use of any explicit terminology dealing with Family Planning.

"The Communication sector of the Population Welfare Plan" produced in 1982 revealed a similar reluctance to Family Planning explicit messages:

Direct family planning and contraceptive messages will be limited to interpersonal communication supported by printed materials, but even these family planning messages will arise from and constitute an integral part of family welfare messages.

It was relatively better in periods of so-called permissibility and support, as revealed by the following documentations of response from the receptive public:

- a. "Comparative Effects of Population Planning Advertisements through Newspapers, Radio and Television. 1.1.1973 to 1.12.1974" concludes:

...71% of radio listeners listened about Family Planning on Radio...87% of those who heard about Family Planning on radio...understood the messages correctly...

The Family Planning Programme broadcast on Radio during April, May and June 1974 were known to the majority of radio listeners...

The most liked Family Planning Programmes were "Waqat Ki Yeh Majboori Hai" - "Tere Husan Toen Main Nisar Hoia" - "Tohfa Mansooba Bandi Da", "Thore Ji Hon Te Ghar Wasda", "Olad Nama", respectively...

- b. "An evaluation of Motivational Films produced by the Punjab Population Planning Board April, 1975" reports:

77% of the total respondents mentioned that they had learned the small family norm through these films and were favourably disposed to it...

The rural population inspite of their educational and social backwardness do understand the messages projected through films. In our case, quite a large number of people reported that they understood the message of small family, spacing, fewer children etc. A majority of females did not understand the message of the films due to language problems and technical flaws in the pictures and the hardware.

In this study, we found that the majority of the respondents who were exposed to family planning movies displayed a favourable attitude towards the Family Planning concept...

CHAPTER VII

RARELY EXPLICIT

Under these long-persisting constraints, the available materials indicate the futility to expect any step by step advance in directness and details of communication.

Most of the materials were produced for the purpose of 'General Information' or just 'Initial motivation'. This was true of Posters, Booklets, Radio Scripts, T.V. Scripts, publicity films, Cinema Slides and messages on give-aways.

Direct and explicit communication was available only in the material prepared for Training or Teaching purposes where the so-called culture-sensitive common man was not in danger of being hurt or polluted. Training Manuals, Charts, Models and clinical films dealt with a target group of a different category.

In periods of recurring revivals, some booklets and folders were produced with 'Specific Information' and explicit arguments about Family Planning modus-operandi. A booklet on 'Injectable Contraceptive' was produced in 1975. Another one on "Khandani Mansuba Bandi ke Tariqey" was published in 1974, and a folder called 'Mofeed Mashwarey' dealing with a choice of Family Planning methods, released in 1984. Pakistan Society for Planned Parenthood had recently released separate folders on each Contraceptive method-with questions and answers, each in a different colour-under the polite titles of "Khandan ki Behbood Kaise?" and "Haqiqat-e-Zindagi". The earlier title of "Mardana Nas-bandi" published in 1985 was properly veiled under the general title of "Khandan ki Behbood Kaise?" in 1986.

Similarly, a leaflet on Norigest was discreetly presented by Population Welfare Division in 1986 under the title of "Bachchon ki paidaish mayn munasib waqfa, Tandrust Bachey".

However, FPAP came out recently with half-a-dozen attractive folders, addressed separately to adult males and adult females, with specific information and advice under the titles:

- "Condom-mardon key liye asan tariqa";
 - "Nas Bandi-mordon Key liye Mahfooz aur Kaamyab tareen mustaqil tariqa";
 - "Khane Wali golian-be-Zarar, ba-asar aur qabil-etmad tariqa";
 - "Challa-moassar aur be-Zarar, tariqa";
 - "Teeka-asan, mahfooz aur Kaamyab tariqa";
- "Nas-Bandi-Kawateen Ke Liye mahfooz aur Kaamyab tareen tariqa";

Fortunately, the literature on Teaching and Training has been increasing regularly. They, of course, contain specific motivational modus-operandi and very explicit details about different methods in relation to reproductive physiology. Similarly there is some work published on Population Education. These are sound investments which may accelerate the benefits of the programme operations in future.

CHAPTER VIII

MACRO-MANIA

With all its variations in colour and form, a major portion of the material available indicates the persistence of a Macro approach. All the studies and surveys are country wide. All the message projections are for the entire people.

This macro-mania tenaciously persists inspite of occasional warnings. "Communication Strategies 1974-78" observed:

The Population of Pakistan is not a homogeneous mass of people. There are wide differences in terms of education, income, occupation, place of residence, social background and language. Hence there are differences in the needs, problems as well as frame of reference of different groups. Generalised messages directed at all the groups fail to have the desired impact on any group.

The Research Report on "Comparative Effects of Population Planning Advertisements 1975" took it a step further in analysing the Respondents' Background:

The number of respondents of the urban areas belonging to the different classes of the society i.e. upper class, middle class and lower class were proportionate to the general percentages of the persons of the three classes i.e. upper class 5 to 10%, middle class 15 to 20% and the lower class 60 to 70%. Similar was the position in rural areas... About 5 to 10% houses in every village were pucca houses or big hawelies...

It is the middle class, in our society, which defines "our culture" and determines the cultural constraints. It refuses to take notice of the social context of the majority of the population, which belongs to other classes. Its entire approach is monolithic and "true for all times". Neither times and circumstances change for them nor do they ever realise the irrelevance of their concepts when applied to the living conditions of a number of other population segments. What is applicable to those living in three-room houses, they think, should also be applicable to more than half of the population which lives in one-room houses, usually shared by more than single families-all procreating, maturing and dying in those very single rooms. Did the programme ever document the culture and economy of one-room dwellers who constitute an absolute majority in the country?

If the rigid, static concept of cultural conformity is to be avoided, a re-assessment of cultural components is essential and an up-to-date testing of cultural responses is needed.

IEC productions during the last 25 years have little to offer in terms of variations. With all the good intentions behind them, they indicate polite and generalised approaches dictated by the custodians of culture. There is seldom anything group-specific or period-specific about them.

The factors of change operating in our society should not be entirely ignored e.g.

- a. Exposure of the population, however limited, periodic or imperfect it might have been, to the IEC initiatives for the last 25 years;
- b. Exposure of a substantial part of the population to migrations-out migrations;
- c. Effect of these migrations upon families left behind in terms of financial change and change in family leadership. The commanding Women of Makran coast whose male masters work in Oman cannot be bracketed with women of Jhelum or Attock whose husbands are out on Army Service. Certainly they cannot be bracketed with the rural women of non-migrating areas;
- d. Strains in the household economy developed by the in-migration of Refugees, particularly in NWFP and Balochistan;
- e. Mechanisation of agriculture in rural areas and change in the pattern of agricultural employment, both male and female. This has been accelerated by gift-imports of tractors, ADBP loans for Tractors and Tubewells and hiring out of Tractor time and Tubewell water;
- f. Suzuki revolution brought in by the mass import of pick-ups which have opened up areas previously considered as isolated-rural or tribal. This has caused urbanisation of rural families-in style of living and social demands.

This spatial mobility has been further helped by the inflow of Iranian motor-cycles in Balochistan and Russian bicycles and motor-cycles in NWFP;

- g. Increasing urban contact is increasingly noticeable in the frequency of family trips to the cities inside the country and outside. Always some relations are waiting there to receive them;
- h. Growth of prestigious private schools which offer status to the students and their families in proportion to the amounts they charge-to the exclusion of students from lower income groups;
- i. Effects of growing consumerism in terms of acquisition of electrical goods, lavish celebrations by new classes of entrepreneurs dealing with arms, drugs and profiting by public loans;
- j. Recrudescence of religious nostalgia in adjoining Iran and Afghanistan;
- k. Induction of klashnikov on a mass-scale. Temptations of the owners. Insecurity of life and property which was never felt before on such a scale.

In the absence of any Baseline Survey, the measurement of changes may pose problems. However, in-depth studies, with a micro-focus, may present images of our prospective clients which might shock us into a new awareness:

These in-depth studies may include:

- a. Social, economic and attitudinal studies- particularly of the families/households living in single room houses. Broad categories of socio-economic indicators should be avoided, as they reveal little when applied to specific cases;
- b. Studies of basic reflexes that project themselves under situations of strain-Social and economic. Is it still the fatalistic contentment imbibed from tradition and environment or there are signs of by-passing those constraints for the building up of individual or family fortunes?

- c. Studies of urban and rural components should not be in mutually exclusive terms. Instead, the nature and extent of urban-rural blend should be clarified;
- d. Study of the activities relevant to the life-cycle of prospective clients. These should be documented and experimental projects of communication should be drawn to operate on a mini-scale in order to test the effectiveness of the projected approach.

Certain specific areas and groups have also to be studied and documented so that area/group-relevant messages may be projected towards them in the economic and cultural vocabulary that will not be alien to them e.g.

- a. Areas of concentrated emigration;
- b. Army recruitment areas;
- c. Industrial Labour;
- d. Slum-dwellers;
- e. Landless labourers and Daily Wage earners;
- f. Shopkeepers, Retailers, Arhties/Wholesalers.

CHAPTER IX

WHAT IS YET TO BE DONE

It would be extremely useful if further efforts are made to collect the following materials:

- i. List and details of a large number of documentary films produced by the Punjab Population Planning Board in seventies.
- ii. List and details of documentary films produced by NWFP Family Planning Board.
- iii. List of feature films, produced by private producers, particularly in Punjab, which included scenes with Family Planning messages.
- iv. Lists and details of Cinema slides produced by the four Population Boards.
- v. Scripts and lists with some specifications of T.V. and Radio Programmes produced in a prolific volume in a variety of forms by each one of the provinces.
- vi. Most of the Publications of the Government of Pakistan, Population Welfare Division of the sixties and seventies.
- vii. A major portion of FPAP publications of fifties, sixties and seventies.
- viii. Most of the District Family Planning Boards publications of sixties.
- ix. A substantial part of the treasure still left in the Library of NRIFC.

- x. Records of Posters, Bill boards, Shop signs, Neon-signs, Rock-Publicity, Village Fairs, Exhibitions, folk drama groups, singing parties and all other local efforts at Indigenous publicity.
- xi. Family Planning songs on audio-cassettes distributed during seventies.
- xii. List of commercial stage-plays with Family Planning Insertions, sponsored by the programme.
- xiii. List of Technical/Clinical films produced by TREC.
- xiv. Newspaper ads and inspired articles by columnists published in different Newspapers and Journals through the efforts of the four Provincial Boards of Family Planning in seventies.
- xv. Issues of illustrated popular journal "Milan" Published in Urdu which carried every month 'readers' questions on Family Planning and their answers - the answers provided on behalf of a popular film actress, Shabnam. It also offered "Shabnam Awards" to the best questioners.

It is imperative that collection of IEC materials and updating IEC Inventory should be a continuous process. It is therefore suggested that a nucleus should operate in NIPS' office, with some one as the project coordinator, for collection of further additions in IEC materials, securing the still missing materials and updating IEC Inventory.

NRIFC should be coordinated to ensure the continuing assistance in terms of deputing some one, for this purpose to investigate the missing materials, not only in NRIFC Library, but in the whole of Sindh.

At a later stage, the categorisation and coding plan should be drastically revised, simplified and rationalised.

CHAPTER X

SUMMARY OF FINDINGS

- 10.1 The history of material production of Population related IEC programme is a history of decentralisation and re-centralisation. Starting in 1965 with a decentralisation at the district level, it was centralised in 1969 at the Provincial level (Province of West Pakistan) and subsequently centralised at the Federal level in 1977. Currently, it is under-going a process of decentralisation - mainly to provincial level, with marginal concessions to the district units.
- 10.2 There has been a singular lack of continuity in the IEC operations. There have been long periods of communication freeze or freeze of specific media.
- 10.3 Periods of uninterrupted operations have been mainly during:
- a. Mid - 1965 to mid - 1968
 - b. 1974 to 1976
 - c. Mid - 1986 onwards.
- 10.4 The long and recurring breaks firmly ensured against the development of any systematic pattern, stage by stage. The pattern was generally repetitive, always starting from the very beginning.
- Institutional inhibitions of Radio Pakistan in 1972 and Population Welfare Division's reluctance to explicit messages in their Communication Plan in 1982 were manifestations of the recurring loss of confidence.
- 10.5 In brighter periods, the production of multi-media materials was prolific. Their utilisation and effectiveness, as perceived through evaluation reports on press, Radio, T.V. and Motivational Films, held a great promise.
- 10.6 Direct and explicit communication was never available, in any form with rare exceptions. It was always the facile, benevolent approach which was never capable of going beyond "General Information" or "Initial Motivation". Exceptions were

generally provided by the Teaching and Training literature and some material production for Population Education.

- 10.7 The habit of facile generalisations had led to a deep-rooted aversion of specificity in the choice of target groups. The same habit had inhibited the acceptance of any major changes in the conditioning and reflexes of the widely-dispersed prospective clients, over the last 25 years.
- 10.8 There appeared to be a near-total absence of any dissemination plans for the materials produced. A similar neglect was apparent in the storage and preservation of these materials.
- 10.9 Apart from the material which appears to have been lost beyond recovery, there is still plenty of it which can be and should be retrieved. It would require a lot of patience and personal contacts. That is the only way a meaningful collection can be ensured.

PLAN OF ACTION

Title: Consultant, NIPS and Research Associate

Project/Purpose: Retrieval, Categorisation and Assessment of IEC Materials Related to Population Welfare.

I Preparatory Work:

1. Project Formulation
2. Project Approval
3. Identification of Consultant and Staff
4. Intimation to Public Sector Functionaries in the Four Provinces and the NGOs Concerned

IIA Contacts with Institutions and Relevant Functionaries:

1. Population Welfare Division, Islamabad
 - Mr. Khan M. Goraya, Director General
 - Mr. A. Rashid Khan, Director Communications
 - Mr. Wali Ahmad Khan, Director Training
 - Mrs. Anwar Raza, Deputy Director (PPIC)
2. Population Welfare Division, Karachi
 - Director Stores
 - Director Clinical Training
 - Director NRIFC

- Principal Population Welfare Training Institute (PWTI)
 - Principal Regional Training Institutes (RTI)
3. Population Welfare Division, Lahore
- Mr. Zahoor Iqbal Khan, Director
 - Mrs. Jameela Naeem, Principal PWTI, Lahore
4. Other Population Welfare Training Institutes and Regional Training Institutes
- Principal PWTI, Multan
 - " RTI, "
 - " , Faisalabad
 - " , Hyderabad
 - " , Quetta
 - " , Peshawar
5. Population Welfare Department, NWFP
- Secretary/Director General
 - Director Communications
 - DPWO Peshawar
6. Population Welfare Department, Punjab
- Secretary/Director General
 - Director Communications
 - Deputy Director Communications
 - Librarian
 - Incharge of Stores
 - DDPWO (IEC), Lahore
 - " , Faisalabad
 - " , Multan

7. **Population Welfare Department, Sindh**
- Secretary/Director General
 - Director Communications
 - Deputy Director Communications
 - Librarian
 - In-charge of Stores, P.W. Department, Sindh
 - DPWO, Hyderabad
8. **Population Welfare Department, Balochistan**
- Secretary/Director General
 - Director Communications
 - DPWO Quetta
9. **Significant Contributors in the Past**
- Mirza Hamid Ali Beg, Ex-Director Publicity,
Punjab Population
Planning Board
 - Mr. Altaf Qureshi, Ex-Director
Communications, Population
Planning Division
 - Mr. Sahil, Producer of Documentary Films
 - Mr. Ijaz Mir. Producer of Documentary
Films
10. **Family Planning Association of Pakistan, Lahore**
- Begum Suraya Jabeen, Director General
 - Mr. Salim Chishty, Director General
 - Mr. Taslim Akhtar, Director Communications
 - Mr. Zahoor Ahmad Qureshi, Director Publications

- Mr. Raza-ul-Haq
Badakhashani, Editor "Sukhi Ghar"
 - Mr. Ghulam Nabi
Bhatti, Librarian
11. FPAP, Quetta
FPAP, Peshawar
FPAP, Karachi
12. Pakistan Society for Planned Parenthood, Lahore
- Mrs. Lubna A. Javaid, Project Manager
 - Dr. Riffat Rashid, Advisor
 - Mr. Ishfaque Rahman Mufti, Field Officer
13. Maternity and Child Welfare Association of Pakistan, Lahore
- Dr. Mrs. A.K. Awan
14. NGO CC, Karachi
- Mrs. Zeba Zubair
15. Pak. Medico International Society, Karachi
- Dr. Boi Khan
16. PVHNA, Karachi
- Mrs. Zeba Zubair
17. APWA, Karachi
18. Behbood Association, Rawalpindi

IIB Repeated contacts with the major producers and users of IEC materials to ensure maximum possible retrieval

IIC Purpose of Contacts:

1. To collect two sets each of readily available material;
2. To retrieve non-current material through Libraries, Storage and Records;
3. To get photocopies of materials which cannot be spared;
4. To discuss the categories of materials and their relation to specific target groups;
5. To retrieve the records of dissemination of IEC materials, wherever available;
6. To retrieve material, if any available, on pre-test, response and effectiveness;
7. To discuss and assess the effectiveness of IEC materials in the past, their relevance for the present and their validity for future utilization.

III. Preparation of the Report:

1. Compilation of all the materials available;
2. Categorisation of the IEC material - by media and source of production;
3. Assessment of the available materials - in terms of their perceived relevance and effectiveness;
4. Finalisation of the report.

INTERIM NOTE OF CONSULTANT

JUNE, 12, 1988

I had once tried my hand at the basic first draft of an Inventory to be prepared by ICOMP. The initial exercise really tried one's patience. The present exercise, however, surpasses that earlier exercise.

Everyone, in Government & in Non-Governmental organisations, is extremely polite & co-operative but nobody has got the time or energy to devote himself to digging out the past. Offices have been shifted, rooms have been changed, re-organisations have taken place and of course the functionaries have come & gone. There is hardly any continuity in locale or person.

Posters, produced in thousands, at several levels in the Government, for years at a stretch, having the briefest span of life, have perished, leaving no traces behind.

Only step by step investigation leads to some clues. Radio scripts e.g. are not available. However some officers have been persuaded to contact the Radio Pakistan stations and dig into their archives.

In the meantime, some real help is needed in the office here. At present, there is only one freshly-recruited girl trying to understand this work. She is also diverted to other works when need arises. I would need at least two more hands immediately-to help me in grappling with the material collected. I would be obliged if they are more than mere learners.

sd/-

Alauddin

June 12, 1988

SPECIMEN OF RELEVANT ENQUIRIES ABOUT IEC MATERIALS

I. Categories

1. Radio Programme

- a. Jingles
- b. Spot Announcements
- c. Features and Plays
- d. Doctors' Advice
- e. Interviews of Acceptors
- f. Women's Forum
- g. Information on Contraceptive/Service Availability

2. T.V.

- a. Spots
- b. Documentary Films
- c. Picturised Jingles
- d. Doctors' Advice
- e. Information on Contraceptive/Service Availability

3. Cinemas

- a. Slides
- b. Documentary Films
- c. Population Welfare Insertions in Feature Films

4. **Training Films and Other Training Aids**
5. **Brochures, Leaflets, Periodicals and Booklets**
6. **Posters**
7. **Bill Boards/Hoardings**
8. **Bus Panels**
9. **Press**
 - a. Display Advertisements
 - b. Special Supplements
 - c. Sponsored Articles by Columnists
10. **Utility Media**
 - a. Match Boxes
 - b. Calendars
 - c. Gift Items
 - d. Car Stickers
11. **Records of Other Motivational Methods**
 - a. Baby Shows
 - b. Stalls in Exhibitions
 - c. Campaign at Fairs and Festivals
 - d. Seminars
 - e. Stage Plays
 - f. Traditional/Folk Media

- II. To discuss with relevant persons at District, Province and National levels.
- III. To consult records in these offices (including the files of old TREC - for production, dissemination and evaluation of IEC materials).

- IV. Title, Format/Type, Language and Gist/Description of content of the material to be indicated in each case.

- V. Specific Description of Enquiries Regarding IEC Materials:
 1. **Radio Programmes**
 - a. Sponsor and Producer
 - b. Which year?
 - c. Duration
 - d. Gist of message
 - e. Any record of evaluation
 - f. Its perceived effectiveness
 - g. Its possible relevance at present or in future
 - h. Target group

 2. **T.V.**
 - a. Sponsor
 - b. Producer of script
 - c. Which year?
 - d. Duration
 - e. Target group
 - f. Message
 - g. Any record of evaluation ?
 - h. General assessment of its effectiveness
 - i. Its relevance to the present/future

3. Slides and Films

- a. Sponsor
- b. Producer
- c. Message, Information and Story
(an abstract of the film script)
- d. Duration
- e. Target group
- f. Record of dissemination and coverage
- g. Used for how long?
- h. Any evaluation of viewers' response or its effectiveness?
- i. General assessment of its effectiveness in the past and its relevance for the present/ future

4. Training Films and Other Training Aids

- a. Produced by TREC or any other agency
- b. Details of subject and purpose
- c. Records of their utilization
- d. Any evaluation of their effectiveness ?
- e. Assessment of their future use

5. Brochures, Leaflets, Periodicals and Booklets

- a. Sponsors/Producers
- b. Target readers
- c. Message/Content
- d. Period of production/dissemination
- e. Extent of dissemination through:
 - (i) Mailing system
 - (ii) Personal delivery
- f. Any evaluation of its coverage, response and effectiveness ?
- g. Its relevance for future

6. Posters

- a. Sponsor
- b. Producer
- c. Message content
- d. Picture content (colours used)
- e. Period of production
- f. Extent of dissemination
- g. Target group
- h. Any evaluation of its coverage and Readers' Response ?
- i. Its relevance for future

7. Bill Boards/Hoardings

- a. Sponsor
- b. Period
- c. Number of locations (urban/rural)
- d. Description of message, monogram or information
- e. Assessment of their effectiveness
(with which group, to what extent)?.
- f. Any suggestions about their continuation? Revival, modification or drastic change ?

8. Bus Panels

- a. Sponsor
- b. Period
- c. Number of buses covered
- d. On how many routes ?
- e. Types of messages
- f. Reminder message or just primary information
- g. Evaluation/Assessment of their coverage and effectiveness
- h. Any suggestions about their use in future

9. Press

- a. Sponsor
- b. Message contents
- c. Target group
- d. Information or detailed message projection ?
- e. Assessment coverage
- f. Assessed readers' response?
- g. Their relevance for future

10. Utility Media

- a. Sponsor
- b. Target groups
- c. Extent of coverage
- d. Assessment/Evaluation of their usefulness
- e. Assessment for future use

11. Other Motivational Methods

- a. Sponsor
- b. Period
- c. Target groups
- d. Extent of coverage
- e. Assessment of response and usefulness - for initial information, for initial motivation or for group/ community mobilisation

CODING FORMAT FOR IEC MATERIALS

ANNEXURE IV

COLUMNS	CODES														
SPONSOR															
1-2															
NGO	FPAP	NGOCC	PF	PVHNA	MCHAP	PAPP	Bahbood	EA	ABES	PM	APWA	MCHS	PRC	PMA	Private Sector
	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
	FPA Bangladesh		PNAVS	IPPF	ESCAP										
	16		17	18	19										

GOP	MPW/DIR.P&P	PWDt Pb.	PWDt Sindh	PWDt Baluchistan	PWDt NWFP	Director CLinical Training	RTI Pb.	RTI Sindh	RTI Balochistan						
	24	25	26	27	28	29	30	31	32						
RTI NWFP	PWTI Pb.	PWTI Sindh	PWTI Balochistan	PWTI NWFP	NRIFC	DWPO	DFPB	WPFPB	EPFPB	WPREC					
	33	34	35	36	37	38	39	40	41	42	43				
EPREC	DHSEP	DHSWP	HDWP	HDEP	Health Education Bureau Ministry Of Health		Army GHQ	SPFWP	Medical Social Research Project						
	44	45	46	47	48	49	50	51	52						
Population Planning Of Pakistan/TREC	ILO	UNFPA	WHO	Ministry Of Law	Labour Division	Central Govt. Poly Clinic	Acacemy For Rural Dev.Comilla								
	53	54	55	56	57	58	59	60							
Population Census Organization	DPIRC		FPB Pb.	Other Agencies In Pakistan		Other International Agencies									
	61	62	63	64	65	66	67	68	69						

MEDIA

3-4	Radio	T.V	Printed Material	Fixed Publicity	Gifts	Training Aids	Films	Video Cassettes	Audio Cassettes	Others
	01	02	03	04	05	06	07	08	09	10

FORMAT

5-6	Radio Programme	Radio Jingle	Songs	Poems	Doctor's Advice	Interview Of Acceptors	Women's Forums	Service Availability	Advice On Contraceptives	Spot Announcement	
	01	02	03	04	05	06	07	08	09	10	
	Picturised Song	Picturised Jingle	Picturised Poems	Picturised Plays	T.V. Discussions	Books	Booklets	Leaflets	Folders		
	11	12	13	14	15	16	17	18	19		
	Manuals	Proceedings Of Seminars	Charts	Posters	Periodicals	Short STories	Novels	News Paper Advertisements	Articles By Columnists		
	20	21	22	23	24	25	26	27	28		
	Special Supplements	Diaries	Telephone Directory	Exercise Books	Insignia	Puzzles In Urdu/English	Bill Boards	Slogan Boards			
	29	30	31	32	33	34	35	36			
	Service Location Boards	Bus Panels	Neonsigns	Slogans Written On Rocks	Calenders	Eid Cards	Stickers	Match Boxes	Tea Pots		
	37	38	39	40	41	42	43	44	45		
	Plastic Material	Metal Item	Curtain Cloth	Handkerchief	Table Decorator Items	Plastic Paper Cutter	Pencils/Pens				
	46	47	48	49	50	51	52				
	Vegetable Seeds	Training Films	PW Insertions In Feature Films	Film Strips	Cinema Slides	Documentary Films	Film Reels	Mounted Slides			
	53	54	55	56	57	58	59	60			
	Films Charts	Dai's Atlas	Models	Flash Cards	Text Books	Hand Books	Calligraphy	News Letter	Brochure	Stage Darama	Others
	61	62	63	64	65	66	67	68	69	70	99

YEAR7-10

SERIAL NO11-15

PWIECI 8816-23

TITLE24-93

PURPOSE

94-95 Teaching/ Training 01	General Information 02	Specific Information 03	Initial Motivation 04	Answering Specific Question 05	Research/Evaluation Survey 06	Health Education 07	Others 20
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LANGUAGE

96-97 English 01	Urdu 02	Sindhi 03	Punjabi 04	Pushto 05	Baluchi 06	Brohvi 07	Bengali 08	Gujrati 09	Other 10	Hindco 11
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COLOUR

98-99 Red 01	Black 02	White 03	Yellow 04	Green 05	Blue 06	Grey 07	Off White 08	Pink 09	Maroon 10	Golden 11	Multi Colour 12	Black & White 13	Orange 14	Chocolate 15	Other 20
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FOCUS

100-101 Islam And Family Planning 01	MCH 02	Demography/ Population 03	Nutrition 04	Education 05	Women's Status/ Welfare 06	Breast Feeding 07	Spacing 08	Family Welfare 09
Immunization 10	Population 11	Education 12	Clinical Option 13	Choice of Methods 14	Size Of Family 15	Age At Marriage 16		
Economic Implication 16	Organizational Management 17	Financial Management 18	Mass Media 19	Others 20				

CONTENTS

DURATION102-105

TARGET 106-107	General Public 01	Training Personnel 02	Eligible Couples 03	Para Medica's 04	Doctors/Hakims 05	Non-Clinical Personnel 06	Researchers 07
Policy Makers/ Programme Executives 08	Programme Personnel 09	TBAs/Dais 10	Teachers 11	Labour Leaders 12	Voluntary Workers 13	Other Govt. Institutions 14	
NGO'S 15	Mothers/Adult Females 16	Others 20					

CURRENT VALIDITY

108-110

Only As Historical Perspective 01	As A Record Of Achievement And Accomplishments 02	Yes The Problem Persists 03	Yes As A Contraceptive Policy/Logistics 04	Yes As A Communicatio Strategy 05
As A Management Perspective 06	Training & Teaching Material 07			

**SPECIMEN OF A DOCUMENT
ENTRY IN THE NEXT ISSUE OF IEC INVENTORY**

SERIAL NO: 0800

TITLE: KHANDANI MANSOoba BANDI KA TAREEQa

SPONSOR	District Family Planning Board, Larkana
MEDIA	Printed Material
FORMAT	Booklet
YEAR	1967
PURPOSE	Specific Information
LANGUAGE	Sindhi
COLOUR	Yellow
FOCUS	Choice of Methods
DURATION	-
TARGET GROUP	Eligible Couples
CURRENT VALIDITY	As a Contraceptive Policy/Logistics
CONTENTS	

SERIAL NO: 0801

TITLE: RCD POPULATION PLANNING SEMINAR

SPONSOR	Other International Agencies
MEDIA	Printed Material
FORMAT	Proceedings of Seminars
YEAR	1966
PURPOSE	Research/Evaluation/Survey
LANGUAGE	English
COLOUR	Off White
FOCUS	Demography/Population
DURATION	-
TARGET GROUP	Policy Makers/Programme Executives
CURRENT VALIDITY	As a Management Perspective
CONTENTS	

Part II

INVENTORY

INTRODUCTION

The objective of this inventory is to present a listing of Information, Education and Communication (IEC) materials relating to Population Welfare in Pakistan. The inventory has been produced under the following main headings:

ISLAM AND FAMILY PLANNING	IMMUNIZATION
MOTHER AND CHILD HEALTH/ GENERAL HEALTH	CHOICE OF METHODS
DEMOGRAPHY/POPULATION	SIZE OF FAMILY
NUTRITION	CONTRACEPTIVE KNOWLEDGE
POPULATION EDUCATION	CONTRACEPTIVE ATTITUDES
WOMEN STATUS/WELFARE	CONTRACEPTIVE PRACTICE
BREAST FEEDING	FAMILY PLANNING SERVICES
BIRTH SPACING	OTHERS
FAMILY WELFARE	

IEC materials listed in the inventory have been categorized as under:

A:-Printed Materials:

- Books/Booklets
- Periodicals

- Leaflets/Folders
- Charts/Posters
- Others

B:- Audio Visual Materials:

- Documentary Film/Film Reels
- Jingles/Songs
- Stage Dramas
- Others

Four pieces of information are shown for each document:

- 1) Sponsor
- 2) Title
- 3) Language
- 4) Year

ABBREVIATIONS

APWA	All Pakistan Women's Association
ABES	Adult Basic Education Society
AD	Assistant Director
Army GHQ	Army General Headquarters
ADPWO	Assistant District Population Welfare Officer
Bahhood	Bahhood Association
DD	Deputy Director
DFPB	District Family Planning Board
DPIRC	Demographic Policies And Implementation Research Centre
DCT	Directorate of Clinical Training
DPWO	District Population Welfare Officer
DDPWO	Deputy District Population Welfare Officer
DHSEP	Director Health Services, East Pakistan
DHSWP	Director Health Services, West Pakistan
EF	Employers' Federation Of Pakistan
EPFPB	East Pakistan Family Planning Board

ESCAP	Economic and Social Commission for Asia And Pacific
EPREC	East Pakistan Research And Evaluation Centre
FWC	Family Welfare Centre
FP	Family Planning
FPA Bangladesh	Family Planning Association of Bangladesh
FPAP	Family Planning Association of Pakistan
HEBMH	Health Education Bureau, Ministry Of Health
HDEP	Health Department, West Pakistan
HDWP	Health Department, East Pakistan
IEC	Information, Education and Communication
IPPF	International Planned Parenthood Federation
MCHS	Memorial Christian Hospital, Sialkot
MCHAP	Maternal and Child Health Association of Pakistan
MPW	Ministry Of Population Welfare
MSRP	Medical Social Research Project
MPW/D.P&P	Ministry Of Population Welfare/Directorate of Production and Printing

NRIFC	National Research Institute Of Fertility Control
NGOs	Non Governmental Organizations
NGOCC	Non Governmental Organisation Coordinating Council
Other Int.	Other Institutions
Other Pak.	Other Agencies In Pakistan
PF	Path Finder
PM	Pak. Medicos
PMA	Pakistan Medical Association
PNAVS	Pakistan National Association for Voluntary Sterilization
PWDt Pb.	Population Welfare Department, Punjab
PWDt Sindh	Population Welfare Department, Sindh
PWDt NWFP	Population Welfare Department, NWFP
PWDt Balo.	Population Welfare Department, Baluchistan
PCO	Population Census Organization
P.Sector	Private Sector
PPP/TREC	Population Planning Programme/ Training Research And Evaluation Centre

PRC	Progressive Research Council
PWTI Pb.	Population Welfare Training Institute, Punjab
PWTI Sindh	Population Welfare Training Institute, Sindh
PWTI NWFP	Population Welfare Training Institute, NWFP
PWTI Balo.	Population Welfare Training Institute, Balochistan
PVHNA	Pakistan Voluntary Health And Nutrition Association
PSPP	Pakistan Society Of Planned Parenthood
RTI Pb	Regional Training Institute, Punjab
RTI NWFP	Regional Training Institute, NWFP
RTI Sindh	Regional Training Institute, Sindh
RTI Balo	Regional Training Institute, Balochistan
SPFWP	Swedish Pakistan Family Welfare Project
WPFPB	West Pakistan Family Planning Board
WHO	World Health Organization
WPREC	West Pakistan Research And Evaluation Centre

1. ISLAM AND FAMILY PLANNING

1.1 PRINTED MATERIAL

1.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
FPAP	Islamic View Points On Family Planning	English	1967
	Islam Aur Khandani Mansuba Bandi (Islam And Family Planning)	Urdu	1981
	Islam Aur Khandani Mansuba Bandi (Islam And Family Planning) By Fahim Razi	Urdu	1966
	Islam Aur Khandani Mansuba Bandi (Quranic Concepts Of Family Planning) By S.Q. Fatmi	Urdu	1968
FPA Bangladesh	Khandani Mansuba Bandi Aur Islam (Family Planning And Islam) By Sirajul Islam	Urdu	1976
MPW/D.P&P	Zabat-i-Aulad Kay Baray Main Islami Nazria (Islamic Concept About Birth Control)	Urdu	1963
	Zabat-i-Tauleed Kay Baray Main Islami Nazria (Islamic Concept About Birth Control)	Urdu	1986
	Khandani Mansuba Bandi Aur Islam (Family Planning And Islam)	Urdu	1987
	Abadi Kee Mansuba Bandi Islam Kee Nazar Main (Population Planning According To Islamic Point Of View)	Urdu	1987
RTI NWFP	Khandani Mansuba Bandi Kee Sharai Hayssiat (Religious Status Of Family Planning)	Urdu	1986
PWDt NWFP	Qurani Ayatt (Quranic Verses) - Calligraphy	Urdu	1976

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
DFPB	Khandani Mansuba Bandi Kee Sharai Hayssiat (Religious Status Of Family Planning)	Urdu	1966
	Khandani Mansuba Bandi, Quran Aur Hadees Kee Roshni Main (Family Planning According To Quran And Hadees)	Urdu	1966
	Khandani Mansuba Bandi Jee Sharai Hayssiat (Religious Status Of Family Planning)	Sindhi	1966
	Quran Aur Hadees Kee Roshni Main Khandani Mansuba Bandi (Family Planning According To Quran And Hadees)	Urdu	1966
	Family Planning In The Light Of Islam By Dr. Anwarul Haq	English	1967
	Islam Aur Khandani Mansuba Bandi (Islam And Family Planning)	Urdu	1967
	Islam Main Khandani Tanzeem (Family Structure In Islam)	Urdu	1967
	Khandani Mansuba Bandi Kee Sharai Hayssiat (Religious Status Of Family Planning)	Urdu	1967
	Khandani Mansuba Bandi Kee Sharai Hayssiat (Religious Status Of Family Planning)	Urdu	1968
	Islam Aur Zabat-i-Aulad (Islam And Birth Control)	Urdu	1966
EPFPB	Islam And Family Planning	Bengali	1965

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PPP/TREC	Shariat-e-Islami Aur Khandani Mansuba Bandi (Islamic Laws And Family Planning) By Abu Shahab Rafiullah	Urdu	1966
DPIRC	Aik Zabtai Hayat (A Code Of Life)	Urdu	1978
	Fatwas (Pronouncements)	Urdu	1979
	Musalman Ulema Kay Fatway (Pronouncements By Muslim Scholars)	Urdu	1979

2. MOTHER AND CHILD HEALTH/GENERAL HEALTH

2.1 PRINTED MATERIAL

2.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
EPFPB	Your Children	Bengali	1967
RTI NWFP	Duniya Kay Bachon Kay Halat 1985-I (State Of World Children)	Urdu	1985
FPAP	Daikh Bhal (Supervision)	Urdu	1967
RTI NWFP	A Wider Role Of Birth Attendants	English	1984
P. Sector	Dai Is Still Favourite	English	n.d.
PWDt NWFP	Community Survey Regarding Child Survival	English	1987
MCHAP	Safe Motherhood	English	1988
MPW/D.P&P	Pakistan Reproductive Health Services Project	English	1986
ABES	Dai Nurse (TBA Nurse)	Urdu	1986
	Formullary Of Drugs For Family Welfare Centres	English	1983
RTI NWFP	Dainama (Training Manual For TBAs)	Urdu	1987
PWDt Pb.	Sehat Aur Safai Kay Char Osool (Four Principles Of Health And Cleanliness)	Urdu	n.d.
Other Int.	Level And Differentials Of Infant And Child Mortality In Pakistan	English	1982
PWDt.Pb.	Parwarish (Upbringing)	Urdu	n.d.
FPAP	Perwarish (Upbringing)	Urdu	n.d.

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWDt NWFP	Bachay Kay Li-ay Thos Ghiza (Solid Food For Child)	Urdu	n.d
DPIRC	Starting A New Clinic	English	1970
DFPB	Dard Kia Cheez Hay- Dawa Kia Hay (What Is Pain? What Is Medicine?)	Urdu	1967
IPPF	Physical Check Ups In Family Planning	English	1970
MPW/D.P&P	Family Health Manpower Development Project	English	1986
DPWO	Dais Identification Survey, District Peshawar	English	1982
HEBMH	Annual Report Of The DG Health, 1977	English	1977
EPFPB	Village Doctor	Bengali	1966
P. Sector	Pait Kay Keeray- Bachoon Kay Dushman (Stomach Worms Are Enemies Of Children)	Urdu	1986
PWTI Pb.	Personal Treatment Of Minor Ailments	English	1974
MPW/D.P&P	Bachay Kee Paidaish Kay Baray Main Tibb-e-Unani Ka Nazaria (Concepts Of Childbirth According To Greek Medicine)	Urdu	1980
	Saaf Pani Aur Achi Sehat (Pure Water And Good Health)	Urdu	1985
P. Sector	Regional Congress On Maternal And Child Health	English	1989
APWA	Primary Health Care Through People's Participation	English	1986
	Socio-Economic Conditions Related To Infant Mortality	English	1987
ABES	Hamal Say Paanch Saal Tak Bachao Aur Dekh Bhal (Prevention of Pregnancy For Five Years And Child Care)	Urdu	1987

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
P. Sector	You And Your Baby --- A Happy Pregnancy	English	--
MCHAP	Some Correlates Of Mortality	English	1987
MPW/D.P&P	Hamal Kay Dauran Hifzan-i-Sehat (Hygiene During Pregnancy)	Urdu	1980
	Beemar Bacha (Sick Child)	Urdu	1982
	Ap Aur Apki Dai (You And Your Midwife)	Urdu	1983
	Formullary Of Drugs	English	1983
	Ap Aur Ap Ka Bacha (You And Your Child)	Urdu	1984
	Pait Kay Keeray (Stomach Worms)	Urdu	1985
PWDt Pb.	Ap Aur Ap Kee Sehat (You And Your Health)	Urdu	1983
	Ap Aur Ap Kee Sehat (You And Your Health)	Urdu	1985
HEBMH	Rehnumai Sehat (Health Guide)	Urdu	1980
PPP/TREC	Diagnosis And Treatment Of Common Ailments	English	1974
	Beemar Bacha (Sick Child) By Shaheen Farooqi	Urdu	1985
	Aap Aur Aap ki Dai (You And Your Birth Attendant)	Urdu	n.d.

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
MPW/D.P&P	Reproductive Health Services Project 1987-88	English	1986
	Tanzeem Sehat-o-Samaji Behbood Karkardagi Report (Performance Report Of Department Of Health And Social Welfare)	Sindhi	1989
	Dai-nama (Training Manual For TBAs)	Urdu	1986
	Aap Aur Aap Ka Bacha (You And Your Child)	Urdu	1986
	Family Health Care Project	English	1986
	Family Health And Manpower Development Project Explained	English	1986
	Aam Imraz Kee Tashkhees Aur In ka Elaj (Diagnosis Of Common Ailments And Their Treatment)	Urdu	1986
	Bimar Bachay Kee Ghar Main Dekh Bhal (Home Care Of The Sick Child)	Urdu	1987
NRIFC	Family Formation Patterns And Health	English	1976
FPAP	Children Survey Pakistan, 1979	Urdu	1979
DFFB	Baras Kay Baras (Year By Year)	Urdu	1966
Other Int.	Health Benefits Of Family Planning	English	1975

2.1.2 PERIODICALS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
FPAP	Sukhi Ghar Monthly (Happy Home)	Urdu	1984
	Sukhi Ghar (Happy Family)	Urdu	1985
	Sukhi Ghar (Happy Home)	Urdu	1988
	Sukhi Ghar (Happy home)	Urdu	1988
DFPB	Sukhi Ghar, Monthly	Urdu	1976
	Sukhi Ghar, Monthly	Urdu	1984
	Sukhi Ghar, Monthly	Urdu	1985
	Sukhi Ghar, Monthly	Urdu	1986
	Sukhi Ghar, Monthly	Urdu	1987
PMA	Rawal Medical Journal	English	1973
FPAP	Sukhi Ghar, Monthly (Happy Home)	Urdu	1984
	Sukhi Ghar, Monthly	Urdu	1985
	Sukhi Ghar, Monthly	Urdu	1986
	Sukhi Ghar, Monthly	Urdu	1987
	Sukhi Ghar, Monthly	Urdu	1988
MCHAP	Mother And Child Vol. 22 No.1	English	1985
	Mother And Child	English	1987
	Mother And Child Part II Oct-Dec.	English	1987

2.1.3 LEAFLETS/FOLDERS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
RTI NWFP	Picture Chart Showing The Use Of ORS	Urdu	1986
	Chata Panch Sala Munsuba Baraie Zacha Bacha (Sixth Five Year Plan For Mother And Child)	Urdu	n.d.
PWDt Pb.	Zacha Bacha (Mother And Child)	Urdu	n.d.

2.1.4 POSTERS/CHARTS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWDt Balo.	Sehatmand Bachon Kee Zaroorat (Need For Healthy Children)	Urdu	n.d.
PWDt Sindh	FWC Main Maan Aur Bachay Kee Sehat Kay Li-ay Muft Mushware (Free Counselling On MCH In FWCs)	Urdu	n.d.
	FWC Mayoo Eiyar Jee Sehat Layia Mufat Illaj Aen Mashawarah (Free Counselling On MCH In FWCs)	Sindhi	n.d.
RTI NWFP	Nimkol	Urdu	1986
	Agar Bachay Ko Dast Lag Ja-ayn To Oosay Khanay Ko Zaroor Dayn (Feed Your Baby During Diarrhoea)	Urdu	1986
	Dastoon Kee Waja Say Bachay Kay Liay Pani Zaroori Hay (Water Is Necessary For Your Child During Diarrhoea)	Urdu	n.d.
	Haamla Maon Ka Baqaedgi Say Moana Karana (Pre-Natal Check Ups Are Necessary For Pregnant Women)	Urdu	1986
	Dast Anay Par Apnay Bachay Ko Nimkol Dayn (Give Nimkol To Your Baby During Diarrhoea)	Urdu	1986
	Apnay Bachay Ka Wazan Har Mah Kara-ayn (Weigh Your Child Every Month)	Urdu	1986
	Apnay Bachay Kay Wazan Ka Indraj Card Main Zaroor Kara-ayn (Register Your Child's Weight In The Card)	Urdu	1986
	Bachay Kay Li-ay Thoos Ghiza (Solid Food For Child)	Urdu	n.d.

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAG</u>	<u>YEAR</u>
	Agar Ma Ka Doodh Muyassar Ho TO Bachay Ko Doosra Na Dhen (Exclusively Breastfed Your Child)	Urdu	1986
P. Sector	Aap Kee Sehat Kay Dushman Pait Kay Keray (Worms Are Enemies Of Your Health)	Urdu	n.d.

2.1.5 OTHERS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWDt Pb.	Sukhi Gahar - Short Stories (Happy Home)	Urdu	n.d.
FPAP	Phool Say Hoti Hay Chaman Kee Zeenat-Flash Cards	Urdu	n.d.
	Sukhi Ghar -Short Stories (Happy Home)	Urdu	1974
	Tap-e-Diq Aur Bachay-Flash Cards (Children And Tuberculosis)	Urdu	1974
	Nimkol Card-Flash Cards	Urdu	1981
	Sukhi Ghar -News Letter	Urdu	1986
	Sukhi Ghar -News Letter	Urdu	1987
RTI NWFP	Rewaiti Daion Kay Li-ay Tarbiyati Course (Training Course For TBAs)-Advice On Contraceptives	Urdu	n.d.
	A Wider Role Of Birth Attendants -Article.	English	1984

2.2 AUDIO VISUAL MATERIAL

2.2.1 DOCUMENTARY FILMS/FILM REELS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWDt Pb.	Sehat Ek Nemat Hay (Health Is A Blessing)	Urdu	1975
	Ghar Kay Phool (Flowers Of Home)	Urdu	1976
RTI NWFP	Reasons For Special Care	English	n.d.
	Where Do We Start Building The Pyramid Of Health Care	English	n.d.
PWDt Balo.	Municipal Corporation Aap Hayn (You Are Municipal Corporation)	Urdu	n.d.
	The Shield Pyramid In Hospital Community	English	n.d.
RTI NWFP	What Is The Health Workers' Job?	English	n.d.
	The Skin, Hair And Nails	English	n.d.
	Child Health Card	English	n.d.
	The Round Worms Of Man, Film Strip 7	English	n.d.
	The Round Worms Of Man, Film Strip 8	English	n.d.
	The Round Worms Of Man, Film Strip 9	English	n.d.
	The Paths Of Disease	English	n.d.
PWDt Pb.	Sehat Aik Naimat (Health Is A Blessing)	Urdu	n.d.
	Jawari Kay Raz (Secrets Of Youth)	Urdu	n.d.
	Ullad Nama (Manual For Child Birth)	Urdu	n.d.
MPW/D.P&P	Sehat Ek Nemat Hay (Health Is A Blessing)	Urdu	n.d.

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
RTI NWFP	Relative Rates Of Death-Neonatal, Infant, Childhood	English	n.d.
	Natural Mortality Rate By Number Of Live Birth	English	n.d.
	Reasons For Special Care	English	n.d.
	The Digestive System	English	n.d.
	The Respiratory System	English	n.d.
	The Circulatory System	English	n.d.
	The Eyes	English	n.d.
	The Ears	English	n.d.
	The Nervous System	English	n.d.
	The Teeth	English	n.d.
	Amoebic Dysentery Chak 5-F-14	English	n.d.
	Amoebic Dysentery Chak 5-F-15	English	n.d.
	Hormonal Cycles	English	n.d.
	Bladder	English	n.d.
	The Bones And Muscles	English	n.d.
PWDt Sindh	Achee Sehat Achey Bachay (Good Health Good Children)	Urdu	n.d.
PWDt NWFP	Achi Sehat Badshahi (Health Is Wealth)	Hindco	n.d.
	The Safe Village Well	English	n.d.
FPAP	Sukhi Ghar	Urdu	1988
	Sukhi Ghar	Urdu	1986

2.2.2 JINGLES/SONGS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
RTI NWFP	Formullary Of Drugs For Family Welfare Centres	English	1983

2.2.3 OTHERS

FPAP	Sukhi Ghar -Radio Programme	Urdu	n.d.
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3. DEMOGRAPHY/POPULATION

3.1. PRINTED MATERIAL

3.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
FPAP	Housing And Population Census Of Pakistan	English	n.d.
RTI Sindh	Abadi Jo Tassawer (Concept Of Population)	Sindhi	n.d.
MPW/D.P&P	Abadi Ka Tasswer-Pahlee Kitab (Concept Of Population-Ist Book)	Urdu	1987
	Abadi Ka Tassawer-Teesri Kitab (Concept Of Population-3rd Book)	Urdu	1987
ESCAP	Population Research Leads No.12	English	1982
	Pakistan Kee Mo-ashi Aur Samaji Taraqqi Par Barhti Hui Abadi Kay Asarat (Impact Of Population Growth On Socio-Economic Development)	Urdu	1987
DFPB	Tariqay Khandani Mansuba Bandi Aur Uskay Mulak Kee Moashi Moasharati Taraqee Par Assar (Methods Of Family Planning And their Impact On Country's Socio-Economic Development)	Urdu	n.d.
	Pakistan Main Khandani Mansuba Bandi Kee Ahmiyat Aur Afadiat (Importance And Effectiveness Of Family Planning)	Urdu	1986
	Khandani Mansuba Bandi Aur Uskay Mulk Kee Mo-ashi, Moasharati Taraqee Per Asrat (The Effects Of Family Planning On Economic And Social Development)	Urdu	1967

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
MPW/D.P&P	Pakistan Contraceptive Prevalence Survey Performance Report	English	n.d.
	Population Imperatives For The 1980	English	n.d.
	Policy Bayan Barae Mansuba Bandi (F.P. Policy Statement)	Urdu	1981
	Population Imperatives For The 1980s	English	1984
	Population Welfare Programme	English	1980
	Fifth Five Years Plan Of Population Welfare For 1980-1983	English	1980
NRIFC	A Booklet For Front Line Workers	English	n.d.
PPP/TREC	Population Planning Programme	English	1977
MPW/D.P&P	Population Welfare Programme, District Performance Schedule	English	1982
	Performance Schedule National & Provincial (Six Five Years Plan)	English	1983
	NGOs In Population Welfare Programme	English	1986
	Pakistan Family Planning Council Administrative Manual	English	1968
Other Int.	Directory Of Population Periodicals Of The ESCAP, Regional Population Planning And National Development	English	1986
FPAP	Child Need Survey, Pakistan 1979	Balochi	1979
MPW/D.P&P	Abadi Ka Tasawer, Pahli Kitab (Concept Of Population, Ist Book)	Urdu	1987
	Abadi Ka Tasawer, Tessri Kitab (Concept Of Population, 3rd Book)	Urdu	1987

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
FPAP	Demographic Characteristics And Knowledge Of Family Planning	English	1974
	Pakistan Population Situation	English	1971
	Pakistan: A Profile	English	1973
PWTI Pb.	Population Control	English	1969
	Pakistan Main Abadi Ka Barhta Hua Sailab Aur Zaruryat Zindgi (Population Pressure In Pakistan And Needs Of Life)	Urdu	1988
	Perspectives Of Population Welfare Programme	English	1985
FPAP	Population Imperatives For The 1980s	English	1984
APWA	Karkardgi Report Bahbood Abadi (Performance Report F.P. Programme)	Urdu	1989
PRC	Population Crisis In Pakistan By Tarique Waseem	English	1975
	Durust Nizam Ra-aje Ho To Abadi Say Bari Nemat Koi Naheen (Population Is A Great Blessing In A Proper Socio-Economic System)	Urdu	-
ESCAP	Population Research Leads No.5	English	1977
	Population Research Leads No.14	English	1983
MPW/D.P&P	Population Welfare Planning Policy Statement	English	1982
	Glossary Of Demographic Terminologies	English	1984
	Perspectives Of Population Welfare Programme	English	1985
	Population Welfare Programme, Sixth Five Year Plan 1983-88	English	1986

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
	Non Clinical Training In Population Welfare Programme	English	1986
	Bahbud-e-Abadi Main Ghayr Sarkari Idaray (Role Of NGOs In Population Welfare)	Urdu	1987
	Pakistan Kee Maoshi-O-Samagi Taraqi Par Izafa Abadi Kay Asrat (The Effects Of Population On Socio-Economic Development)	Urdu	1987
	Bahbud-a-Abadi Kay Mansuba Ka Tanazur (Perspective Of Population Welfare Planning)	Urdu	1987
	Bahbud-a-Abadi Programme Main Ahdafi Group Adaroon Kee Shammuliat (Role Of Target Groups In Population Welfare Programme)	Urdu	1987
	Non-Governmental Organisations In Population Welfare Programme	English	1989
	Sixth Five Year Plan Counselling On Family Planning	English	n.d.
	Pakistan Main Sharae Padaish (Rate Of Population Growth In Pakistan)	Urdu	1986
PWTI Pb.	Population In Pakistan	English	1985
	Seminar On Population Planning And Development For Elected Representatives	English	1986
	Population Research Leads	English	1977
	Pakistan Population Facts And Figures	English	1977
PCO	Housing And Population Census Of Pakistan	English	1981
Other Int.	Catalogue Of ESCAP Population Publications Through 1985	English	n.d.

3.1.2 PERIODICALS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
FPAP	Tafheem-a-Abadiat (Meaning Of Demography)	Urdu	n.d.
	Birthright Vol.5 No.2-4	English	1970
	Birthright Vol.8 No.2-4	English	1973
Other Int.	Asian Pacific Population Programme News	English	1982
P. Sector	Dunya Kay Bachoon Kay Halat (State Of World Children)	Urdu	1985
MPW/D.P&P	Rahnuma Oct.-Nov. 1980	Urdu	1980

3.1.3 LEAFLETS/FOLDERS

MPW/D.P&P	Ustad Aur Moashra (Teacher And Society)	Urdu	1975
	The Effects Of Population Growth On Social Development In Pakistan	English	n.d.
PWDt Pb.	Consequences Of Crowded Pakistan	English	1986
PWTI Pb.	Bahbud-e- Abadi Programme Main Flahi Markiz Ka Kirdar (Role Of FWCs In Population Planning)	Urdu	n.d.
	The Community Concept And its Development	English	n.d.
	Population And Environment By Mrs. Riffat Nafis	English	1983

3.1.4 POSTERS/CHARTS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PVHNA	Population Growth In Our Country Is Too Rapid	English	1987
	Population Growth In Our Country Slows Down Our National Development	English	1987
DFPB	Over Population Can Bring Famine	English	1987
PWTI Pb.	Aabdi Ka Masla (Population Problem)	Urdu	n.d.

3.1.5 OTHERS

Other Int.	National Seminar On Pakistan Population Quake	English	1964
MPW/D.P&P	Journalist Workshop On Population And Development Reporting	English	1981
	A Special Supplement Of Daily Muslim On Five Billion Day	English	1987
FPAP	Pakistan's Population Quake. (NRIFC)	English	1964
	Birthright, (The National Conference FANORAMA 1969)	English	1969
PWTI Pb.	Population Family Education Workshop	English	1973
P. Sector	Role Of NGOs On Population Activities	English	1989
	Benefits Of Population Planning Explained	English	1985
PWTI Pb.	Proceedings: Eighth Seminar On Population Planning	English	1974
PWDt Sindh	Community Based Family Planning Strategy In Pakistan	English	1985

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
DPWO	Seminar Proceedings: Bahbood-e-Abadi, District Attock	Urdu	1986
NRIFC	Proceedings Of Ninth Seminar On Research In Population Planning	English	1975
Other Int.	CENTO Seminar On Integrated Rural Development	English	1975
	Ninth Seminar On Research In Population Planning	English	1975
Other Pak.	Proceedings Of 4th RCD Seminar On Family Planning	English	1969
DPWO	Five Billion Day By Dr. Iftikhar-un-Nisa, Dean Basic Applied Of AIOU	English	1987
	Sources Of Data For Current Demographic Analysis In Pakistan	English	1975
MPW/D.P&P	Journalists Workshop On Population And Development	English	1981
PPP/TREC	Population Control - Seminar At Dacca	English	1969
NRIFC	Proceedings Of Eleventh Seminar On Research In Population	English	1988
PWDt Pb.	Pakistan Main Aabadi Ka Masla (Population Problem In Pakistan)	Urdu	1987
	Regional Conference On Women In Population And Development	English	1984
MPW/D.P&P	Third Journalists Workshop On Population And Development	English	1983
	Population Welfare Programme Performance Schedule	English	n.d.
	Falahi Markaz (FWCs)	Urdu	1987
	Proposals: Family Planning In Fourth Five Year Plan 1970-75	English	1969

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
P. Sector	Population Planning-New Approach -Article	English	1985
	Perspectives Of Population Welfare Programme -Brochure	English	1985
DFPB Quetta	Abadi Ka Aalme Saal, 1974 (World Population Year, 1974) -Insignia	Urdu	1974
	World Population Year-1974 -Insignia	English	1974
MPW/D.P&P	Population Planning Programme Advice On Contraceptives	English	1977
FPAP	Employers Federation Of Pakistan Advice On Contraceptives	English	1987
	Dunya Jad Naveen Nakour (When World was New) -Poem	Punjabi	1971
P. Sector	Exploding Myths Not Numbers -Article	English	1986
	Durust Nizam Raj Ho To Abadi Say Bari Nemat Koi Naheen -Article	Urdu	1986
	Benefits Of Population Planning Explained	English	1985

4. NUTRITION

4.1 PRINTED MATERIAL

4.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PVHNA	Ham Kaya Kha-ayn? (What Should We Eat?)	Urdu	1986
MPW/P&P	Sasti Sabzi Ghar Main Ugain (Grow Cheap Vegetable In Home)	Urdu	1983
PWDt Pb.	Ham Kia Kha-ayn? (What Should We Eat?)	Urdu	1984
	Sasti Sabzee (Cheap Vegetables)	Urdu	1985
Other Int.	Dayhee Programme Barai Ghizaiyat (Rural Programme On Diet)	Urdu	1984
	Chotay Bachay Ko Din Main Panch Bar Zaroor Khila-ayn (Feed Your Baby Five Times A Day)	Urdu	1986
4.1.2 LEAFLETS/FOLDERS			
PWTI Pb.	Nutrition And Balanced Diet By Dr. Bushra Rashid	English	1983
Other Pak.	Na-kafi Ghiza Kee Paymaish (Measurement Of Insufficient Diet)	Urdu	1982

4.1.3 POSTERS/CHARTS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWDt Pb.	Hamla Aurat Kay Li-ay Zay-ada Ghiza (More Diet For Pregnant Women)	Urdu	1984
PVHNA	Our Country Has Shortage Of Food-You Can Help	English	1987
Other Int.	Chotay Bachon Kay Li-ay Thos Ghiya-ayn (Solid Diet For Infants)	Urdu	n.d.
RTI NWFP	Thos Ghiza Tayyar Kurnay Ka Tariqa Aur Amlī Mushaheda (Preparation Of Solid Diet-Method And Observation)	Urdu	1986
	Apnay Bachay Ko Sabz Pattay Wali Sabzian Roozana Zaroor Khilayn) (Give Green Vegetables To Your Child Daily)	Urdu	1986
	Apnay Bachay Ko Paydaish Kay Din Say Maan Ka Dhooth Pilayn (Breastfeed Your Child From The First Day)	Urdu	1986

4.1.4 OTHERS

P. Sector	Solid Food By Dr. Fahmida Jalil	Urdu	1986
PWDt Pb.	Na Kafi Ghiza Kee Pamaish (Measurement Of Insufficient Diet)	Urdu	1985

4.2 AUDIO VISUAL MATERIAL

4.2.1 DOCUMENTARY FILMS/FILM REELS

PWDt Balō.	Badami Halwa (Brown Sweet)	Urdu	n.d.
RTI NWFP	Feeding Your Babies	English	n.d.
PWDt Pb.	Badami Halwa (Brown Sweet)	Urdu	1974

5. POPULATION EDUCATION

5.1 PRINTED MATERIAL

5.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
MPW/D.P&P	First National Women Journalists W.P.D	English	1982
	Aurton Kay Li-ay Imtanay Hamal Ka Tariqa (Satisfactory Method Of Preventing Pregnancy For Women)	Urdu	1980
	Kitabcha Hidayat Indaraj-o-Italayay (Booklet Of Instructions For Registration And Information)	Urdu	n.d.
NRIFC	Family Planning Training Centres In West Pakistan	English	1974
FPAP	Mufeed Mushwaray (Valuable Suggestions)	Urdu	1984
P. Sector	Khandani Mansuba Bandi Kaya Hay? (What Is Family Planning?)	Urdu	n.d.
Labour Div.	Ubharta Hoowa Toofan (Rising Storm)	Urdu	1975
MPW/D.P&P	Kitabcha Barai Front Line Workers (A Booklet For Frontline Workers)	Urdu	1985
DPIRC	Anatomy And Physiology Of Reproduction	English	1970
PWTI Ph.	Orientation Course For ADs And DDs Of The PWDt Punjab And NWFP	English	1988
	Refresher Training Course For ADPWOs Of Punjab And NWFP	English	1985
	Five Years Of The PWTI, Lahore, 1982-83 And 1986-87	English	1987

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PPP/TREC	Text Book For Lady Family Planning Visitors	English	1966
	Field Instructions In Family Planning By Wajihuddin Ahmad	English	1971
	Rahnamay Tarbeyat Barai Falahee Razakar (Training Guidelines For Family Welfare Volunteer)	Urdu	1984
MPW/D.P&P	Prospective For Family Welfare Workers	English	1985
	Bahbud-e-Abadi Programme ,Mansuba Barai Falahe Markaz (Population Welfare Programme For FWC)	Urdu	1987
	Bahbud-e-Abadi Programme Aur Atibba (Population Welfare Programme And Hakeem)	Urdu	1987
	Bahbud-e-Abadi Programme Main Ghair-Tibbi Tarbeyat (Non Medical Training In Population Welfare Programme)	Urdu	1987
DCT	Check List For Family Welfare Councillors	English	1987
PVHNA	Khandani Mansuba Bandi Karkonon Kee Amla Kitab (Manual For F.P. Workers)	Urdu	1986
MPW/D.P&P	Hadayat Barai Motivators (Instructions For Motivators)	Urdu	1986
	Mufeed Mashwara (Valuable Suggestion)	Urdu	1986
FPAP	FPAP Constitution In Relation To Work Units And Workers	Urdu	1987
PVHNA	Kitab Tarbeyati Course Barai-Karkonon-a-Sahat-o-Khandani Mansuba Bandi (Manual For Health And Family Planning Workers)	Urdu	1988

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
FPAP	Aik Do Teen (One Two Three)	Urdu	n.d.
MPW/D.P&P	Aabadi Kee Taleem Kay Maqasid (Goals Of Population Education)	Urdu	n.d.
PWDt Pb.	Kitabcha Barai Rasmi Nizam-a-School (Booklet For Formal System Of School)	Urdu	1987
PPP/TREC	Ustad Aur Saqafat (Teacher And Culture)	Urdu	1986
MPW/D.P&P	Tibbi Manay Hamal Adwia Meri Nazar Main (My View Regarding Unani Contraceptive Medicine)	Urdu	1979
PWTI Pb.	Hadayat Barai Tarbeyati Course-Advisory Management Committee (Instructions For Trainers Course-Advisory Management Committee)	Urdu	1981
Other Pak.	Mansuba Mansehra (Mansehra Plan)	Urdu	1982
PWDt Pb.	Kitabcha Barai Ghayr Sarkari Tanzimayn (Booklet For Non-Governmental Organization)	Urdu	1986
MPW/D.P&P	Toarfee Nisab (Introductory Course)	Urdu	1986
PWDt Pb.	Kitabcha Barai Afsaran Mahakmijat (Booklet For Officers Of Department)	Urdu	1985
PVHNA	Community Sehat Workeron Kee Dasti Kitab (Training Manual For Community Health Workers)	Urdu	1988
MCHAP	Education As A Correlate Of Family Planning	English	1988

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
FPAP	The Effect Of Low Tone Motivational Campaigns On Knowledge And Opinion Before And After Mass Media Experiment-Impact Of Two Alternative Motivational Campaigns	English	1974
	The Dai Study	English	1969
	A Study Of Male Motivation For Family Planning	English	1980
MPW/D.P&P	Nisabi Kitab Barai Family Planning Visitors (Text Book Of Family Planning Visitors)	Urdu	1976
	Tarbeyat Dahidagan Kay Li-ay Hidayat (Instruction Manual For Trainers)	Urdu	1986
	Malumati Kitab Barai Tibb (Information On Traditional Medicine)	Urdu	1978
	Bahbud-e-Abadi Programme Main Ahdaf Group Adaroon Kee Shamuliat. (Target Group Institution's Involvement In Population Welfare Programme)	Urdu	1987
ABES	Mardon Kay Le-ay Lamha-i-Fikria (Food For Thought For Men)	Urdu	n.d.
DFPB	Khandani Mansuba Bandi Kyon? (Why Family Planning?)	Urdu	1963
PPP/TREC	Hadayat Barai Registration (Instruction For Registration)	Urdu	1973
	Hadayat Barai Senior Population Planning Officer (Instruction For Senior Population planning Officer)	Urdu	1977
	Text Book For Family Welfare Visitor	English	1974
	Nasabi Kitab Barai Family Welfare Visitor (Text Book For Family Welfare Visitor)	Urdu	1976
FPAP	Abadi Ka Marasalati Course Barai Atibba; First Book (Correspondence Course On Population For Hakeems; Ist Book)	Urdu	1988

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
MPW/D.P&P	Nasabi Kitab Barai Family Welfare Workers (Text Book For Family Welfare Workers)	Urdu	1984
	Trainers Hand Book	English	1985
	Non clinical Training In Population Welfare Programme	English	1986
	Toarufi Nasab (Introductory Syllabus)	Urdu	1986
DCT	Teaching Of Family Planning For Personnel Of Health Department	English	1986
	Manual Of Instructions For Medical And Paramedical Staff	English	1978
P.Sector	Eik Kahani (A Story)	Urdu	n.d
MPW/D.P&P	Talimi Nasab (Educational Curriculum)	Urdu	1967
Other Int.	Population Education In Social Studies	English	1984
MPW/D.P&P	Bahbud-e-Abadi Programme Main Ablagh Amma (Mass Media In Population Welfare Programme)	Urdu	1987
	Population Education In Population Welfare Programme	English	1986
	Taleem-e-Abadiyat (Population Education)	Urdu	1986
	Bahbud-e-Abadi Programme Main Shareek Subai Mahkamey (Provincial Line Departments In Population Welfare)	Urdu	1987
PWDt Pb.	Communication In Population Welfare Programme	English	1986
SPFWP	Mass Media For Family Planning	English	1969
	Jug Beetee Rahnumai Asatza, Hissa Awwal (Common Story Teachers Guide, Part Ist)	Urdu	1986

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
Other Pak.	Preparation Of Teachers Guide On Population Education By Dr. Sheikh Ali	English	1974
	Manual Of Population Education	English	1986
MPW/D.P&P	Italayat Barai Tarbeyat Dehandagan Amla Falahee Markaz (Information For Training Staff Of FWC)	Urdu	1985
	Text Book For Family Welfare Workers	Urdu	1984
	Trainers Manual For District Training Workshops	English	1987
	Dayhi Training Course (Training Course For Rural Workers)	Urdu	1987
PWTI Pb.	Training Course For Deputy District Population Welfare Officer	English	1983
	Nasab Barai Memberan Ghayr Sarkari Tanzeemain (Syllabus For Members NGOs)	Urdu	1985
PPP/TREC	Manual Of Reporting Procedure	English	1968
MPW/D.P&P	Rehnuma Barai Falahe Razakar (FWCs) (Guide For FWC's Volunteers)	Urdu	1985
	Rehnuma Tarbayyat Barai Falahe Razakar (Training Guideline For Welfare Volunteer)	Urdu	1984
	Kitabcha Barai DDPWO (Booklet For DDPWO)	Urdu	1985
Other Pak.	Training Community Health Workers	English	1983
NRIFC	Trainer's Hand Book	English	1985
MPW/D.P&P	Manual Of Instructions For Medical & Paramedical Staff	English	1978
	Hadayat Barai Targheeb Dahindhgan (Instructions For Motivators)	Urdu	1986
	Hand Book For Extension Services - Pakistan Reproductive Health Services	English	n.d.

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PPP/TREC	Hadayat Barai Senior Population Planning Officer	Urdu	1974
WFPFB	Tibbi Istalahat (Terminology In Traditional Medicine)	Urdu	1967
	Tarbeyat Dahindagan Kay Li-ay Hidayat (Instruction Manual For Trainers)	Urdu	1986
	Hidayat Barai Karkonon (Instructions For Workers)	Urdu	1970
Other Pak.	Manual For Community Health Workers	English	1974
DPWO Abbotabad	Annual Calender, 1986	Urdu	1986
Other Pak.	A Guide for Performance Evaluation	English	1981

5.1.2 PERIODICALS

P.Sector	Jamhoor, 1966 Special Issue On Family Planning	Urdu	1966
MPW/D.P&P	Abadi Nama, Mahkamana Khabrain Aur Itlaat (Newsletter For Departmental News And Information)	Urdu	n.d
Other Int.	International Family Planning Perspectives	English	1982
	International Family Planning Perspectives	English	1986
NRIFC	Pakistan Journal Of Family Planning (Quaterly)	English	1967

5.1.3 LEAFLETS/FOLDERS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PNAVS	Khandani Mansuba Bandi (Family Planning)	Urdu	n.d
PWDt NWFP	Da Faiday (The Benefits)	Pushto	n.d
NRIFC	Khandani Munsuba Bandi (Family Planning)	Urdu	1965
DPWO Sukkur	Mufeed Mashawara (Valuable Suggestion)	Sindhi	1986
PF	Khandan Kee Bahbood Kaisay? (How Population Welfare?)	Urdu	1988
	Bunayadi Maloomat Bahbood-e- Abadi, Badeen (Basic Information On Population Welfare, Badeen)	Urdu	1986
	Bunayadi Maloomat Bahbood-e- Abadi, Zilla Badeen (Basic Information On Population Welfare, Badeen)	Sindhi	1986
	Bunyadi Maloomat Population Welfare, Sukkur (Basic Information On Population Welfare, Sukkur)	Sindhi	1986
	Bunayadi Maloomat Population Welfare, Sukkur (Basic Information On Population Welfare, Sukkur)	Urdu	1986
PWDt Pb.	Objectives Of Population Welfare Programme	English	1986

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
MPW/D.P&P	Bunaydi Maloomat Bahboode Abadi, Nawabshah (Basic Information On Population Welfare, Nawab Shah)	Urdu	1985
DFPB Karachi	Fiker-i-Farda (Future Thinking)	Urdu	1966
DCT	Zehni Jhnoon Aur Ghalat Fehmion Ka Madawa (Mental Problems And Solution Of Misunderstanding)	Urdu	1966
P. Sector	The Case For Family Planning. By Mohammad Hafiz Sheikh	English	1985
DFPB	Muashee Misail Aur Khandani Mansuba Bandi (Economic Problems And Family Planning)	Urdu	1988
PWTI Pb.	Taleem-o-Targheeb (Motivational Education)	Urdu	1981
	Orientation Training Course For DDPWO/ADPWO's (Admin)	English	1987
FPAP	Policy Byan Barai Mansuba Abadi (F.P. Policy Statement)	Urdu	1981
PWDt Pb.	Population Education	English	1986
EPFPB	You Too Get To Know	Bengali	1968
5.1.4 POSTERS/CHARTS			
PVHNA	Ghalla Ziada Ogao Bachay Kum Pada Karo (Grow More Food, Produce Less Children)	Urdu	n.d.
RTI NWFP	Weighing Machine	English	1986

5.1.5 OTHERS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PPP/TREC	Advance Orientation Course For Integrated Groups Comprising Health Service -Proceedings Of Seminar	English	1975
MPW/D.P&P	Journalists Workshop Report On Population Welfare And Development -Proceedings Of Seminar	English	1981
	Working Paper On The Coordination Of Communication And Training Programmes -Proceedings Of Seminar	English	1985
	Report On Population And Family Education Workshop -Proceedings Of Seminar	English	1973
DFPB	International Conference On Population Planning -Proceedings Of Seminar	English	1973
MPW/D.P&P	Functional Analysis Of RTIs	English	1985
DCT	Report On Teaching Of Family Planning In Nursing Schools Of Pakistan	English	1981
	Report On Survey Of Teaching Family Planning In Pakistan.	English	1981
MPW/D.P&P	Behbood-e-Abadi (Population Welfare) -Flash Cards	Urdu	1983
	Bahbud-e-Abadi Hissa Awwal (Population Welfare Part I) -Flash Cards	Urdu	1983
	Bahbud -e-Abadi Hissa Doam (Population Welfare Part II) -Flash Cards	Urdu	1983

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWTJ Pb.	This Is The correct way To use The Flash cards -Flash Cards	English	1974
P.Sector	Population Planning Methods Unsuited To Local Conditions -Article	English	1988
MPW/D.P&P	China-Pakistan Training Workshop In Publicity, Technical Guidance, FWC Programme	English	1984
	Aay Watan Kay Logo (Message For Citizens) -Poem	Urdu	1986
FPAP	Duniyia See Jud Naveen Nakour (When World Was New)	Punjabi	1973

5.2 AUDIO VISUAL MATERIAL

5.2.1 DOCUMENTARY FILMS/FILM REELS

RTI NWFP	Pushing Out Knowledge	English	n.d
	Pushing In Knowledge	English	n.d
	Family Planning The Easy Way	English	n.d
	Facilitating Communication	English	n.d
	Planning Your Programme	English	n.d
PWDt Balo.	Anmol Moti (Useful Sayings)	Urdu	n.d
MPW/D.P&P	Aay Watan Kay Logo Yaih Bat Tomhayn Samjahna Hay (O Citizens, This Thing You Should Understand)	Urdu	1988
	Choice Not Chance	English	n.d
	Tamasha Meray Aagay (State Of Affairs)	Urdu	n.d

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWDt Balo.	Aik Hi Rasta (Only One Way Out)	Urdu	n.d
	Yeh Jahan Mera Hay (It Is My World)	Urdu	n.d.
PWDt Pb.	Yah Jehan Mera Hay (It Is My World)	Urdu	1975

5.2.2 JINGLES/SONGS

MPW/D.P&P	Ay Watan Kay Logo (Message For Citizen) -Song	Urdu	1986
	Aay Watan Kay Logo (Message For Citizen) -Jingle	Urdu	1986

5.2.3 STAGE DRAMA

DFPB Bahawalpur	Ghar Baar (Family)	Urdu	1966
Other Int.	Hayga Sargam Show	Urdu	1978

6. WOMEN STATUS/WELFARE

6.1 PRINTED MATERIAL

6.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
MPW/D.P&P	First National Women Journalists	English	1982
	Aurton Kay Li-ay Imtanay Hamal Ka Tariqa (Satisfactory Method Of Contraception For Women)	Urdu	1980
PWTI Sindh	Baitee Khuda Kee Rehmat Hay (Daughter Is A Gift Of God)	Urdu	n.d.

6.1.2 PERIODICALS

FPAP	Birthright Vol.3 No.2-3	English	1968
	Birthright	English	1969
	Birthright Vol.5 No.2-4	English	1970
	Birthright Vol.6 No.2-4	English	1971
	Birthright Vol.8 No.1-4	English	1973
	Aurtain Bhee Apni Hayssiat Manwanayn Mayn Kamyab Ho Gaen (Women Have Also Succeeded In Asserting Their Position) -Article	Urdu	1985
	Women Who Join Acceptors Club -Article	English	1985

6.1.3 POSTERS/CHARTS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
NGOCC	Bachoon Kee Nigahdasht Poori Qaom Ka Mushtarka Fariza Hay (Up Bringing Of Children Is The Nation's Responsibility)	Urdu	n.d.
	Baiti Khuda Kee Rehmat Hay (Daughter Is A gift Of God)	Urdu	n.d.
PWDt Sindh	Baiti Kee Shadi Munasib Umar Main Karain (Arrange Marriage Of Daughter At Appropriate Age)	Urdu	n.d.
	Baiti Kee Shadi Munasib Umer Main Kijeay (Arrange Marriage Of Daughter At Appropriate Age)	Urdu	n.d.
	Niaaneen Jee Shadi Munasib Umer Main Karyao (Arrange Marriage Of Daughter At Appropriate Age)	Sindhi	n.d
	Niaaneen Jee Shaadi Kam Umar Main Na Kara-ayn (Do Not Get Your Daughter Married In Early Age)	Sindhi	n.d.
	Niaaneen Allah Jee Rehmat Aahe (Girls Is A Gift Of God)	Sindhi	n.d
PVHNA	Beevi Ka-hay Ghee Jab, Bachay Hon Gay Tab (Child Birth With The Consent of Wife)	Urdu	1986

6.1.4 OTHERS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
MPW/D.P&P	Tarbayat Yafta Dai (Trained TBAs) -Flash Cards	Urdu	1987
	Birth Right -Calligraphy	English	1970
	Regional Conference On Women In Population And Development	English	1984
P. Sector	Mir Pur Khas Mayn Khawateen Kee Sargarmian (Women's Activities In Mirpur Khas) -Article	Urdu	1985
PWDt Sindh	Niানেen Allah Jee Rehmat Aahe (Girl Is A Gift Of God)	Sindhi	n.d

6.2 AUDIO VISUAL MATERIAL

6.2.1 DOCUMENTARY FILMS/FILM REELS

RTI NWFP	Making My Decision	English	n.d
	Here Is My Story	English	n.d
WPFPPB	Do Larkian (Two Daughters)	Urdu	1975

7. BREASTFEEDING

7.1 PRINTED MATERIAL

7.1.1 BOOK/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
WHO	Maan Ka Doodh (Mother milk)	Urdu	1981
Other Int.	Pathophysiology Of The Breast And The Role Of Prolactin	English	1983
PWDt Sindh	Mao-jo Kheer Kudratee Ghiza Ahay (Mother's Milk Is The Ideal Food For Children)	Sindhi	1986

7.1.2 POSTERS/CHARTS

RTI NWFP	Breastfeeding	Urdu	1986
	Breastfeeding	English	1986
	Chart Showing Breastfeeding	Urdu	1986
	Maan Ka Doodh Bachay Ko Dastoon Say Bachata Hay (Mother's Milk Prevents Diarrhoea In Children)	Urdu	1986
	Apnay Bachay Ko Do Sal Tak Ya Jab Tak Ho Sakay Apna Doodh Pilayn (Breastfeed Your Child For Two Years Or More if possible)	Urdu	1986

7.1.3 OTHERS

P.Sector	Maan Ka Doodhah (Breastfeeding) -Short Stories	Urdu	n.d
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7.2 AUDIO VISUAL MATERIAL

7.2.1 STAGE DRAMAS

WPPFB	Hayga Sargam Show, Maan Ka Doodh School Drama Series -Stage Drama (Drama Series For Children On Mother's Milk)	Urdu	1986
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8. BIRTH SPACING

8.1 PRINTED MATERIAL

8.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
P.Sector	Rahmat Ya Zahmat (Comfort Or Trouble)	Urdu	n.d.
MPW/D.P&P	Salma, Sughar Beewee (Salma, The good Wife)	Urdu	1983
DFPB Peshawar	Aap Kay Faraz Kee Pukar (A call of Your duty)	Urdu	1967
MSRP	Do Doston Kee Kehani (Story Of Two Friends)	Urdu	1965

8.1.2 LEAFLETS/FOLDERS

MPW/D.P&P	Bachon Kee Paidaish Mayn Munasib Waqfa, Tandrust Bachay, (Reasonable Spacing Between Children, Healthy Children)	Urdu	1986
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8.1.3 POSTERS/ CHARTS

PVHNA	Ham Nay Soocha Her Kesi Ko Bachon Mayn Waqfa Kay Baray Mayn Patta Hay (We Thought Everyone Knew Of Spacing The Children)	Urdu	1987
NGOCC	Spacing Births, Reducing Deaths	English	n.d.

8.1.4 OTHERS

NGOCC	Bachay Kee Padaish Say Kunba Mat Bar-hayn (Do Not Increase Your Family By Childbirth) - Calendar	Urdu	n.d
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8.2 AUDIO VISUAL MATERIAL

8.2.1 JINGLES/SONGS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
MPW/D.P&P	Aye Watan Kay Logo Ik Baat Tumhayn Sumjhana Hay (Message For Citizens)	Urdu	1987
	Aye Watan Kay Logo (Message For Citizens)	Urdu	1986
	Padaish Mayn Waqfay Say Hi! Bashoomar Faiday (Spacing Has Many Advantages)	Urdu	1988
	Aye Watan Kay Logo (Birth Spacing Message For Citizens)	Urdu	1986
	Do Bachoon Wala Gharana Khushhal Kaamyab Tawana (Two Children Family Is A Happy Family)	Urdu	1987

8.2.2 STAGE DRAMAS

	Do Bachoon Wale Gharana Khushhal Kaamyab Tawana (Two Children Family Is A Happy Family)	Urdu	1987
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8.2.3 OTHERS

MPW/D.P&P	Ik Tay Ik Giyara (One Plus One Eleven)	Punjabi	1986
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9. FAMILY WELFARE

9.1 PRINTED MATERIAL

9.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
DFPB	Kunba Aaj Aur Kal (Family Today And Tomorrow)	Urdu	n.d
	Kunba Jee Khushhali (Happy Family)	Sindhi	1965
	Ujale Ka Safar (Journey Of Light)	Urdu	1972
	Fiker-i-farda (Future Thinking)	Urdu	1966
	Allah Bachaye Jee Khani: Tasweeroun Jee Zabani (The Story Of Allah Bachaye Through Pictures)	Sindhi	1966
	Khandani Mansuba Bandi (Family Planning)	Urdu	1966
Army GHQ	Aap Kee Khushhali (Your Happiness)	Urdu	1967
P. Sector	Hamaray Dushman Ko Urao (Kill Our Enemy) By Shaheen Farooqui	Urdu	1985
PWTI Pb.	Zindgi Aur Maut (Life And death)	Urdu	1968
FPAP	Dukh Sukh (Happiness And Sorrow)	Urdu	1981
	Family Planning-A Component To Improve Quality Of Family Life	English	1984

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
EPFPB	Aap Kee Aulad (Your Children)	Urdu	1966
	Zindgi Ya Mot (Life Or Death)	Urdu	1968
	Salma Sughar Beewee Hay (Salma Is An Efficient wife)	Urdu	1983
MPW/D.P&P	Khushhali Jo Paigham (Message Of Happiness)	Sindhi	n.d
	Rustam Ka Gharana (Rustam's Family)	Urdu	1982
PWDt Pb.	Aaj Ka Insaan: (Present Human Being) Translation Of 'Population Today'	Urdu	1985
	Acha Shohar (Good Husband)	Urdu	1983
PWTI Pb.	Ik Nai Mour Per (At New Turning Point)	Urdu	1966
	Qaomi Khushhali (Happiness of Nation)	Sindhi	1965

9.1.2 PERIODICALS

Other Int.	Studies In Family Planning	English	1983
HEBMH	Achi Zindgi (Good Life)	Urdu	1963
FPAP	Sukhi Ghar Monthly (Happy Home)	Urdu	1986
	Sukhi Ghar Monthly	Urdu	1987
	Sukhi Ghar Monthly	Urdu	1988
	Sukhi Ghar Monthly	Urdu	n.d.
MPW/D.P&P	Sukhi Ghar Mahfil	Urdu	1983

9.1.3 LEAFLETS/FOLDERS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWTI Pb.	Paper On Interpersonal Communication	English	1976
EPFPB	Your Children	Bengali	1967
MPW/D.P&P	Kam Bachay Khushhal Gharana (Small Family,Happy Family)	Urdu	n.d.
EPFPB	I Shall Become As Is My Father	Bengali	1965
MPW/D.P&P	Khushhali Ka Paigham (Message of Happiness)	Urdu	n.d.
	Khandani Mansuba Bandi Kee Ahmeiat (Importance Of Family Planning)	Urdu	1966
DFPB Mardan	Khandani Mansuba Bandi Walay Zaroori Day (Family Planning Is Essential?)	Pushto	1967
PWDt Sindh	Khushhali Jo Pagham (Message Of Happiness)	Sindhi	1986
	Khushhali Ka Pagham (Message Of Happiness)	Urdu	1986

9.1.4 POSTERS/CHARTS

PWDt Sindh	Hanasti Muskaratee Zindagi (Happy Life)	Sindhi	n.d.
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9.1.5 OTHERS

PWDt Pb.	Jug Beeti (World Story) -Calendars	Urdu	1988
DFPB	Pat Jharr (Autumn) -Short Stories	Urdu	1967

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
	Khushhal Zindgi Ka Mutwazan Rasta Ikhtiar Kejiyay (Balanced Way Should Be Adopted For Prosperous Life) -News Paper Ads	Urdu	1974
FPAP	Do Doston Kee Kahani (Story Of Two Friends) -Flash Cards	Urdu	1967
	Mushkilat Say Nijat Ka Ak Hi Rasta (Only One Way From Getting Rid Of Problems -News Paper Ads.	Urdu	1989
PWDt NWFP	Jo Hogia So Hogia (Bygone Is Bygone) . -News Paper Ads	Urdu	1974
	Do Bachoon Wala Gharana Khushhal Kaamyab Tawana (Two Child Family Is Happy Successful And Healthy) - News Paper Ads	Urdu	1989
	Hansati Muskarati Zindgi (Happy Life)	Sindhi	n.d.
PWDt Balo.	Hon-har Bacha Qaom Ka Behtrain Sarmiah (Intelligent Child Asset To Nation) -News Paper Ads.	Urdu	1974
	Khushhali Ka Paigham (Message Of Happiness) -Folders	Urdu	1986
FPAP	Naya Ghar (New Home)	Urdu	1974
	Kunba Khush Aur Chota Rakahia (Keep Happy And Small Family) -News Paper Ads.	Urdu	1989

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
DFPB	Why Family Planning Is Necessary? -Folders	Urdu	1966
	Salma Sughar Beewee (Salma -- An Efficient Wife) -Short Stories	Urdu	1985
	Jag Beeti Part I (Life Story) -Short Stories	Urdu	1985
DPWO	Chota Kunba Khushhal Qaom (Small Family Happy Nation) -Calendars	Urdu	1985
FPA Bangladesh	Khush Hali Ka Paigham (Message For Happiness) -Folders	Urdu	1985
DFPB Faisalabad	Punjabi Poem Poem	Punjabi	1966
WEPREC	Aap Kee Khushhali Hamara Maqsad (Our Aim Is Your Prosperity) -Calendars	Urdu	1966
RTI NWFP	Aulad Nama (Children Manual) -Poems By Niaz Swati	Urdu	1970
PWDt Pb.	Zameen Ka Chand (Moon Of land) -Special Supplement	Urdu	1974
FPAP	Tiffal Kee Pukar (Voice Of The Child) -Poems	Urdu	1973
PVHNA	Tiffal Kee Pukar (Voice Of The Child)	Urdu	1973

9.2 AUDIO VISUAL MATERIAL

9.2.1 DOCUMENTARY FILMS/FILM REELS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWDt Pb.	Rang Mayn Bhang (Fly In The Ointment)	Urdu	1975
	Mera Ghar Meri Jannat (My Home Is Ideal)	Urdu	n.d.
	Salgira (Birthday)	Urdu	n.d.
PWDt Balo.	Aik Raat (One Night)	Urdu	n.d.
	Mini Gis Mini Jannat (An Ideal Home)	Balochi	1975
	Zameen Ka Chand (Moon Of Land)	Urdu	n.d.
	Muni Tari (Small Child)	Urdu	n.d.
	Rang Mayn Bhang (Fly In The Ointment)	Urdu	n.d.
	Faltoo Adami (Surplus Man)	Urdu	n.d.
	Ghar Kay Phool (Flowers Of Home)	Urdu	n.d.
WFPFB	Moti Ho Gaya Mitti (Pearl Became Dust)	Punjabi	1974
PWDt Balo.	Jawani Ka Raz (Secret Of Staying Young)	Urdu	n.d.
WFPFB	Shadi Kee Dawat (Marriage Invitation)	Urdu	1974

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
MPW/D.P&P	Falah-o-Bahbood Ka Alami Mansuba (International Project For Family Welfare) By Dr Nafees Sadiq	Urdu	1986
	Ghahney (Bangles)	Urdu	n.d.
PWDt Pb.	Khudkushi (Suicide)	Urdu	1974
	Yateem (Orphan)	Urdu	n.d.
	Aanso (Tears)	Urdu	n.d.
	Do-Behnayn (Two Sisters)	Urdu	1976
	Anokha Tofa (Special Gift)	Urdu	1976
	Zindgi (Life)	Urdu	1976
	Ghar Kay Phool (Flowers Of Home)	Urdu	n.d.
PWDt Sindh	Aulad Nama (Children Manual)	Sindhi	1974
	Khushhal Gharana (Happy home)	Sindhi	1974
PWDt Pb.	Ansoo (Tears)	Urdu	1975
	Purchanwan (Shadow)	Urdu	1975
	Kandian Da Bagh (Garden Of Thorns)	Punjabi	1977

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
	Mera Ghar Mary Jannat (My Home My Heaven)	Urdu	1974
	Salgira (Birthday)	Urdu	1975
	Falto Adami (Surplus Man)	Urdu	1975
	Arman (Desire)	Urdu	1975
	Aik Hee Rasta (The Only Way)	Urdu	1975
	Zindgi (Life)	Urdu	n.d
	Jee Khush Tay Jahan Khush (The Mind Is Happy The World Is Happy)	Punjabi	n.d
	Tamasha Maray Aagay (Fun In Front Of Me)	Urdu	1974
	Auladnama (Children Manual)	Urdu	1974
	Jee (Life)	Balochi	1968
	Kundian Ja Bagh (Garden Of Thornes)	Sindhi	n.d
PWDt Sindh	Jay Banay Dost Nashani (Friends Should Be Sincere)	Sindhi	1974
PWDt Ph.	Jee Khush Tay Jehan Khush (The Mind Is Happy, The world Is Happy)	Urdu	1975
	Waqat Kee Awaz (A Call Of Time)	Urdu	n.d.
PWDt NWFP	Zawania Raz (Secret Of Youth)	Pushto	1976

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWDt Balo.	Waqat Kee Awaz (A Call Of Time)	Urdu	1975
PWDt Sindh	Sojhari Jo Safar (Journey Of Light)	Sindhi	1974
	Sach Jee Sarha (Truth Always Comes out)	Sindhi	1975
	Jee Khush Tay Jehan Khush (One Happy Every One Happy)	Sindhi	1975
	Alladin Jo Jadoo-i-Chiragh (Alladin's Magic Lamp)	Sindhi	1975
	Faslo (Distance)	Sindhi	1975
	Sukh Jo Saneeto (Message Of Happiness)	Sindhi	1975
	Badami Hallwo (Badami Pudding)	Sindhi	1975
	Sa-hee Faslo (Correct Decision)	Sindhi	1975
	Sukh Jo So Lo (Peace: This Is Easy)	Sindhi	1976
	Sojary Jo Safar (Journey Of Light)	Sindhi	1976
	Mahman Maswari (Paying Guest)	Sindhi	1976
	Ghoofooro Jamhooro (Name Of Person)	Sindhi	1976
	Waqat Kee Pukar (Time Is Calling)	Urdu	1976
	Sukh Jo Sah (Breath Of Peace)	Sindhi	1975

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
	Sojhari Jo Safar (Journey Of Light)	Sindhi	n.d.
	Jay Banay Dost Nishani (Friends Should Be Sincere)	Sindhi	n.d.
	Khushhal Karay To (Small Family Is Happy)	Sindhi	1975
PWDt Balo.	Ganok	Balochi	1977
	Zindgee (Life)	Balochi	1977
	Mehman (Visitor)	Urdu	n.d.
	Faslay (Distance)	Urdu	n.d.
	Mini Gis Mini Jannat (An Ideal Home)	Balochi	n.d.
	Sakhi Aur Khoshali (Generous And Prosperity)	Urdu	n.d.
	Wadan Gul (Blossomed Flower)	Balochi	n.d.
	Faizo Maula Bakhsh (Name Of Person)	Balochi	n.d.
	Zawani Raz (Secret Of Youth)	Pushto	n.d.
	Jee (Life)	Brohvi	n.d.
	Chota Kunba Khushhal Gharana (Small Family Happy Family)	Urdu	1986

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
FPAP	Suhag (Marriage)	Urdu	1973
	Sukhi Ghar Monthly (Happy Home)	Urdu	1986
	Sukhi Ghar Monthly	Urdu	1988
PWDt NWFP	Waish (Distribution)	Pushto	1975
	Lar-Da-Jannat (Way To heaven)	Pushto	1975
	Pa Burfi Bapayee (To Live On Burfee)	Pushto	1976
	Wishayee Gulo (Giving Blessing To Young Girl)	Balochi	1976
	Viridan Gul (Blossom Flower)	Pushto	1976
	Pehli Tareekh (First Of The Month)	Urdu	1976
	Warza Gula (Dear You May Go)	Pushto	n.d

10. IMMUNIZATION

10.1 PRINTED MATERIAL

10.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
MPW/D.P&P	Nanney Bachey Aur Hifazati Teekay (Infants And Immunization)	Urdu	1982
PVHNA	Nanney Bachey Aur Hifazati Teekay (Infants And Immunization)	Urdu	1985

10.1.2 LEAFLETS/FOLDERS

DPIRC	Teeka (Injection)	Urdu	n.d.
PWDt Pb.	Teeka (Injection)	Urdu	n.d.

10.1.3 POSTERS/CHARTS

RIT NWFP	Immunization	English	1986
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10.2 AUDIO VISUAL MATERIAL

10.2.1 DOCUMENTARY FILMS/FILM REELS

RTI NWFP	Tuberculosis	English	n.d.
	Cholera	English	n.d.
	The Mosquito Chapter I	English	n.d.
	The Mosquito Chapter II	English	n.d.

11. CHOICE OF METHODS

11.1 PRINTED MATERIAL

11.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
DFPB	Mardana Nasbandi (Vasectomy)	Urdu	1968
NRIFC	Family Planning Methods	Bengali	1966
PPP/TREC	Challa (IUD)	Urdu	1968
DFPB	Khandani Mansuba Bandi Kay Mukhtalif Tareeqay (Different Methods Of Family Planning)	Urdu	1966
	Method Policy Statements	English	1982
DFPB Hyderabad	Aurtaun Brohan Challo (Problems Of Females Regarding IUD),	Sindhi	1966
FPAP	Tubal-ligation	English	1976
MPW/D.P&P	Method Policy Statements	English	1983
P. Sector	Paadish Mayn Qaboo (Birth Control)	Urdu	1984
PWDt Sindh	Aurtoon Parran Choto (Women's Real Home Is Husband's Home)	Sindhi	1965
DFPB	Injectable Contraceptive	English	1975

11.1.2 LEAFLETS/FOLDERS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
DFPB	Khandani Mansuba Bandi Kay Tareeqay (Methods Of Family Planning)	Urdu	1975
	Khandani Mansuba Bandi Kee Man-a-Hamal Adviyat (Contraceptives Of Family Planning)	Urdu	1966
PVHNA	Khandani Mansuba Bandi Kay Tareeqay (Family Planning Methods)	Urdu	1966
DFPB	Khandani Mansuba Bandi Ka Assan Aur Muft Tariqa (Easy And Free Method Of Family Planning)	Urdu	1966
	Khandani Mansuba Bandi Kay Mukhtalif Tareeqay (Different Methods Of Family Planning)	Urdu	1967
	Family Planning Methods	English	1966
FWC	Khaney Wali Goolion Kay Baray Mayn Hidayat (Instructions For Oral Pills)	Urdu	1969
EPFPB	Family Planning Methods	Bengali	1966
DFPB	Khandani Mansuba Bandi Ka Tariqa (Method Of Family Planning)	Urdu	1966
	Nal Bandi (Vasectomy)	Urdu	1988
	Khandani Mansuba Bandi Kay Tareeqay (Methods Of Family Planning)	Urdu	1974
NRIFC	Plastic Coil -	Balochi	1968

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
FPAP	Condom-Mardon Kay Li-ay Asan Tariqa (Condom ---A Simple Method For Men)	Urdu	1987
	Khanay Wali Goolian Bay Zarar Ba Asar Aur Kabil-i-Aatamad (Oral Pills Are Harmless, But Effective & Reliable)	Urdu	1987
	Jahag (Foam)	Sindhi	n.d.
	Khandani Mansuba Bandi Kis Tarah Aap Kee Maddad Kar Sakti Hay ? How Family Planning Can Help You ?	Urdu	1970
	Nuss Bandi (Sterilization)	Urdu	1987
MPW/D.P&P	Nal Bandi (Vasectomy)	Urdu	1987
	Laproscopy	Urdu	1987
Bahbood	Nuswani Nuss Bandi (Female Sterilization)	Urdu	1975
	Nal Bandi (Vasectomy)	Urdu	1988
	Nal Bandi Kyon ? (Why Vasectomy) ?	Urdu	1988
PNAVS	Three Modern Methods Of Tubal-ligation	English	n.d.
DFPB	Nuss/Nal Bandi (Tubal-ligation And Vasectomy)	Sindhi	1967
DHS EP	Vasectomy And Tubal-ligation	Bengali	1966
PPP/TREC	Female Sterilization or Tubal-ligation	English	n.d.

11.1.3 POSTERS/CHARTS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWDt NWFP	Aurtan La Khandani Mansuba Ja Tareeqay (Methods Of Family Planning For Women)	Sindhi	n.d.
	Mardoon Kay Le-ay Khandani Mansuba Bandi Kay Tareeqay (Methods Of Family Planning For Men)	Urdu	n.d.
	Mardan La Khandani Mansuba Bandi Ja Tareeqay (Methods Of Family Planning For Men)	Sindhi	n.d.
	FWC Mayn Khwateen Kay Le-ay Family Planning Kay Tareeqay (Methods Of Family Planning For Women In FWC)	Urdu	n.d.

11.1.4 OTHERS

PWDt Pb.	Mustaqil Tariqa Mardoon Kay Li-ay (Permanent Method For Male) -Advice On Contraceptives	Urdu	n.d.
	Khandani Mansuba Bandi Ka Tariqa (Method Of F.P.) -Advice On Contraceptives	Urdu	1967
PWDT NWFP	Khandani Mansuba Bandi Kay Muktalif Tariqay (Different Methods Of Family Planning) -Advice On Contraceptives	Urdu	n.d.

11.2 AUDIO VISUAL MATERIAL

11.2.1 DOCUMENTARY FILMS/FILM REELS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
RTI NWFP	Tubal-ligation	English	n.d
	Intra Uterine Device	English	n.d
	Oral Contraception, Oral Pill	English	n.d
	Sathi	English	n.d
	Combined Pills	English	n.d
	Diaphragm	English	n.d
	Spermicide	English	n.d
	The Pill	English	n.d
	Withdrawal	English	n.d
SPFWP	Plastic Loop	Bengali	1967

12. SIZE OF FAMILY

12.1 PRINTED MATERIAL

12.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
DPWO Gujaranwala	Kasrat-e-Aulad (Number Of Children) By Professor Afzal Hussain	Urdu	1966
PWDt Balo.	Chota Kunba- Khushhal Gharana (Small Family-Happy Life)	Urdu	1985
	Bachay Do Hi Achay (Only Two Children Are Enough)	Urdu	1985
	Chota Khandan- Zindgi Asan (Small Family Makes Life Easy)	Urdu	1986
	Bachay Do Hi Achay (Only Two Children Are Enough)	Urdu	1986
	Chotay Gharanay Kee Nemat-Rahat Hamisha (Advantage Of Small Family-Always Happiness)	Urdu	1986
	Chota Kunba- Khushhal Gharana (Small Family Makes Life Happy)	Urdu	1986
MPW/D.P&P	Client Evaluation Studies	English	1980
HEBMH	Family Planning Scheme For Pakistan 1965-1970	English	1965

12.1.2 LEAFLETS/FOLDERS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWTI NWFP	Khushhal Zavand (Happy Life)	Pushto	1966
	Why Small Family ?	English	1966
DHS EP	A Small Family Is A Happy Family	English	1966
	Small Family	English	1966
MPW/D.P&P	Thora Bar Py-ar-e-Pyar (Small Family-Love Unlimited)	Punjabi	n.d.
PWDt Pb.	Chota Kumba Zaruri Kyon ? (Why Small Family Is Necessary ?)	Urdu	1986
FPA Bangladesh	Small Family-A-Happy Life	English	1965

12.1.3 POSTERS/CHARTS

NGOCC	Ham Do Hamaray Do (We Are Two And We Should have Two)	Urdu	n.d.
	Chota Kunba-Kaamyabi Kee Janib Pehla Qadam (Small Family Is A First Step To Success)	Urdu	n.d.
	Chotay Kunbay Ko Ravaj Dijiyay (Encourage Small Family)	Urdu	n.d.
PWDt NWFP	Doa Maashomano Khayal (Idea of Two Children)	Pushto	n.d.
PWDt Pb.	Chota Khandan Zindgi Aasan (Small Family Makes Life Easy)	Urdu	n.d.
	Nando Khandan-Zindgi Aasan (Small Family Makes Life Easy)	Sindhi	n.d.
PWDt NWFP	Kam Bachay Khushhal Gharana (Small Family Is A Happy Family)	Urdu	n.d.

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PVHNA	Chota Khandan Zindgi Aasan (Small Family Is A Happy Family)	Urdu	1986
2.1.4 OTHERS			
PWDt Pb.	Bachey Do Hi Achay (Two Child Family Is Good) -Calendar	Urdu	1986
PWDt Pb.	Chota Khandan Zindgi Aasan (Small Family Makes Life Easy) -Calendar	Urdu	1987
FPA Bangladesh	Small Family-A Happy Family	English	1965
MPW/D.P&P	Do Bachoon Wala Gharana Khushha! Kaamyab Aur Tawana (Two Child Family Is Prosperous, Successful And Healthy) - News Paper Ads.	Urdu	1986
	Chottay Gharaney Kee Namat-Rahat-Sahat Aur Barkat (Advantages Of Small Family- Happiness, Health And Blessing) -News Paper Ads.	Urdu	1987
	Mushkilat Say Nijat Ka Aik Hee Rasta-Chotta Khandan (Small Family Is The Only Soluton To Get Rid Of Problems) -News Paper Ads.	Urdu	1987
	Sab Say Achi Bat-Do Bachoon Ka Saath (It Is The Best To Have Two Children) -News Paper Ads.	Urdu	1987
	Bachey Do Hi Achay (Only Two Children Are Sufficient) - News Paper Ads.	Urdu	1987

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
	Bachay Do Khushian Hazar (Two Child Family Means Happy Life) -News Paper Ads.	Urdu	1987
	Kunba Khush Aur Chota Rakhi-ay (Keep Family Small And Happy) -News Paper Ads.	Urdu	1987
	Chota Khandan Zindgi Aasan (Small Family Makes Life Easy) - News Paper Ads.	Urdu	1987
	Maan Bap Aur Do Bachay Sab Khushhal Sab Achay (Mother, Father And Two Childern A Happy Family) -News Paper Ads.	Urdu	1987
DFPB	Chota Khandan Zindgi Aasan (Small Family Makes Life Easy) -Calendar	Urdu	1988
	Bachay Do Hi Achay (Only two Child Family Is Better) -Calendar	Urdu	1986
	Chota Khandan Zindgi Aasan (Small Family Makes Life Easy) -Calendar	Urdu	1987
PWDt Sindh	Chota Khandan Zindgi Aasan (Small Family Makes Life Easy) -Calendar	Urdu	1987
PWDt NWFP	Sehatmand Aur Khushhal Aur Chotay Kunbay Ko Rewaj Deejaye (Encourage Small Prosperous And Healthy Family) -News Paper Ads.	Urdu	1974
DPWO	Chota Kunbay Ko Rewaj Deijayee (Encourages Small Family) -Sticker	Urdu	n.d.

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
	Chota Kunba Khushhal Qaom (Small Family Happy Nation)	Urdu	1985
	Aap Chota Kunba Chahtay Hayn? (Do You Want Small Family?) -Sticker	Urdu	n.d.
	Sab Say Achi Bat Do Bachoon Kay Sath (Best Thing Is To Have Only Two Children) -News Paper Ads.	Urdu	1989
	Bachay Do Kushian Hazar (Two Children Means Unlimited Happiness) -News Paper Ads.	Urdu	1989
	Bachay Do Hi Achay . (Only Two Children Are good) -News Paper Ads	Urdu	1989
	Chota Kunba Ka Matlab Sehatmand Gharana (Small Family Means Healthy Family) -News Paper Ads.	Urdu	1989
PVHNA	Do Bachoon Wala Gharana Khushhal Kaamyab Tawana (Two Child Family Means A Happy, Successful And Healthy Family) -News Paper Ads.	Urdu	1987
MPW/D.NWFP	Chota Kunba Kyon Zarrori ? (Why Is Small Family Necessary ?) -Picturised Poems	Urdu	n.d
	Chota Khandan Zindgi Aasan (Small Family Makes Life Easy) -Calendar	Urdu	1988
DFPB	Bachay Do Hee Achay (Only Two Children Are Sufficient) -Calendar	Urdu	1986

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
	Chota Khandan Zindagee Aasan (Small Family Makes Life easy) -Calendar	Urdu	1988
	Achi Ghiza, Achi Sahat Aur Chota Khandan (Good Food, Good Health And Small Family)	Urdu	1966
	Aaj Kay Daur Mayn Do Bachay (In Present Time Two Children) -Picturised Poems	Urdu	1988
	Chotay Gharanay Kee Nemat (Blessing Of A Small Family) -News Paper Ads.	Urdu	1989

12.2 AUDIO VISUAL MATERIAL

12.2.1 DOCUMENTARY FILMS/FILM REELS

RTI NWFP	Bachay Kam Khushhal Gharana (Less Children Happy Family)	Urdu	n.d.
	Chota Kunba Khushhal Gharana (Small Family Happy Family)	English	1986
PWDt Pb.	Do Behnain (Two Sisters)	Urdu	n.d.
	Anmol Motee (Precious Pearls)	Urdu	1974
	Sohna Jorra Bachian Da (Two Child Family)	Punjabi	n.d.
	Nunnhay Taray (Small Children)	Urdu	1975
	Chota Kunba Khushhal Gharana (Small Family Is A Happy Family)	English	1986
	Bachay Kam Khushhal Gharana (Small Family And Happy Life)	Urdu	1975
	Hum Do Hamaray Do (We Are Two And We Should Have Two)	Urdu	n.d.

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWDt Balo.	Jee (Life)	Brohvi	1976
	Jinjal	Brohvi	1976
	Nokim Zand	Balochi	n.d.
	Nawaikan Zind	Balochi	1968
	Gangal (Songs)	Balochi	n.d.
	Kanook	Balochi	n.d.
	Rashba Galo	Balochi	n.d.
	Koch To Sumayan	Balochi	n.d.
	Ghar Ka Phool (Flower Of Home)	Urdu	n.d.
	Falto Adami (Surplus Man)	Urdu	n.d.
	Saki Aur Khoshali (Generosity And Prosperity)	Pushto	n.d.
PWDt Pb.	Sohna Jora Bachian Da (Two Child Family)	Punjabi	n.d.
	Ik Tehni Do Phul (Two Child Family)	Punjabi	1976
	Waish (Distribution)	Pushto	n.d.
	Zawani Raz (Secret Of Youth)	Pushto	n.d.
	Wadan Gul (Blossomed Flower)	Pushto	n.d.
	Jinjal	Balochi	1977

12.2.2 JINGLES/SONGS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
MPW/D.P&P	Aaj Kay Daur Mayn Do Bachay (In Present Time Two Children) -Song	Urdu	1986
	Aaj Kay Daur Mayn Do Bachay Pal Jayain To Hayn Achay (In These Days, It Is An Achievement To Bring Up Two Children) -Jingle	Urdu	1987
	Chota Sa Gharana Har Aik Tawana (Small Family-Every One Healthy) -Picturised Jingle	Urdu	1988
	Aaj Kay Dor Mayn Do Bachay (Two Child Family In Persent Time) -Jingle	Urdu	1986
	Ay Watan Kay Logo (Message For Citizens) -Jingle	Urdu	1986
	Ay Watan Kay Logo- Ek Baat Tumhayn Samjhani Hay (Citizens; One Thing You Should Understand) -Jingle	Urdu	1987
	Chota Sa Gharana Ilam Hasil Karay (Small Family can Get Education) -Picturised Jingle	Urdu	1985
	Chota Sa Gharana Bachon Ko Bhi Pyara (Small Family Is Also Liked By Children) -Picturised Jingle	Urdu	1985
	Aaj Kay Daur Mayn Do Bachay (Importance Of Two Child Family) -Jingle	Urdu	1986

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
	Bachey Do Khushian Hazar (Two Children-A Lot Of Happiness) -Jingle	Urdu	1987
	Chota Khandan Zindgi Aasan (Small Family Makes Life Easy) -Jingle	Urdu	1987
	Bachay Do Hee Achay (Two Child Family Is The Best) -Jingle	Urdu	1987
	Kunba Khush Aur Chota Rakhia- Yahee Asool Apna Rakhia (My Principle Is To Have Small Family)	Urdu	1987
	Aaj Kay Dor Mayn (In Present Times) -Picturised Jingle	Urdu	1987
	Ay Watan Kay Logo Ek- Baat Tumhayn Samjhani Hay (Citizens One Thing You Sould Understand) -Picturised Jingle	Urdu	1987
	Bachay Do Khushian Hazar (Two Children Unlimited Happiness) -Picturised Jingle	Urdu	1987
	Aaj Kay Daur Mayn Do Bachay (Two Children In Present Times) -Song	Urdu	1987
	Chota Khandan Zindgi Aasan (Small Family Makes Happy Life) -Song	Sindhi	1987
	Bachay Do Hi Achay (Only Two Children Are Enough) -Song	Urdu	1987

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
	Kunba Khush Aur Chota Rakhia (Small Family For Happy Family) -Song	Urdu	1987
	Maan Bap Aur Do Bachay Sub Khushhal Sub Achay (Father, Mother And Two Children Means Every Body Is Happily) -Song	Urdu	1987
	Sub Say Achey Bat Do Bachon Kay Sath (Two Child Family Is The Best) -Song	Urdu	1987
	Mushkilat Say Nijat Ka Aik Hee Rasta (There Is Only One Solution To Avoid Problems) -Song	Urdu	1987
	Chotay Gharanay Kee Nemat-Rahat, Sehat, Barkat (Advantages Of Small Family-Happiness, Health & Blessing) -Song	Urdu	1987
	Mushkalat Say Najat Ka Ek Hee Raasta (The Only Solution To Avoid Problems) -Song	Urdu	n.d.
RTI NWFP	Aaj Kay Daur Mayn Do Bachay Pal Jain To Hayn Acnay (Now-a-Days If Two Children Are Brought Up, It Is An Achievement) -Picturised Jingle	Urdu	1986
FPAP	Ik Mera Puttar Ik Mary Dhee (My One Son And My One Daughter) -Poem	Punjabi	1973

12.2.3 STAGE DRAMA

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
	Maan Baap Aur Do Bachay Sub Khushhal Aur Sub Achay (Father, Mother And Two Children Means Happiness For Everybody)	Urdu	1987
	Sab Say Achi Baat Do Bachoon Ka Saath (Two Child Family Is The Best)	Urdu	1987
	Chotay Gharanay Kee Nemat-Rahat Sehat Barkat (Advantages Of Small Family-Happiness, Health & Blessing)	Urdu	1987
	Maan Bap Aur Do Bachay Sab Khushhal Sab Achay (Father, Mother And Two Children Live Happily)	Urdu	1987
	Bachey Do Hee Achay (Two Children Are The Best)	Urdu	1987
	Kunba Khush Aur Chota Rakhi-ay Yahi Asool Bas Apna Rakhi-ay (Adopt Only This Principle:Keep Family Happy And Small)	Urdu	1987
	Chota Khandan Zindgi Aasan (Small Family Means Easy Life)	Urdu	1987
	Bachay Do Khushian Hazar (Two Children Means Unlimited Happiness)	Urdu	1987
	Chotay Gharany Kee Nemat-Rahat Sehat (Advantages Of Small Family- Happiness, Blessing And Health)	Urdu	1987
	Sab Say Achi Bat Do Bachoon Ka Saath (Two Child Family Is The Best)	Urdu	1987

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
	Mushkalat Say Najat Ka Aik Hee Rasta Chota Khandan (Small Family Is The Only Solution To Avoid Problems)	Urdu	1987
	Do Bachoon Wala Gharana Khushhal Kaamyab Aur Tawana (Two Child Family Is Prosperous And Healthy)	Urdu	1987
	Do Bachoon Wala Gharana Khushhal, Kaamyab Aur Tawana (Two Child Family Is Prosperous, Successful And Healthy)	Urdu	1987
12.2.4 OTHERS			
MPW/D.P&P	Chota Sa Gharana Ilam Hasal Karian (Educational Needs Of Small Family) -Radio Programme	Urdu	1985
	Chota Sa Gharana Bachoon Ko Bhi Pyar (In Small Family, Children Get Love)	Urdu	1985

13. CONTRACEPTIVE KNOWLEDGE

13.1 PRINTED MATERIAL

13.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
FPAP	Family Planning In Pakistan	English	1969
	Khandani Mansuba Bandi Kyon? (Why Family Planning?)	Urdu	n.d.
DFPB	Khandani Mansuba Bandi Kyon (Why Family Planning ?)	Urdu	1967
DFPB Jhang	Challay Kay Barai Main Maloomat (Information About I.U.D.),	Urdu	1968
DFPB	Tajdeed-a-Nasal (Revitalization Of Human Race)	Urdu	1968
	Khandani Mansuba Bandi Ka Jawaz (Rationale Of Family Planning)	Urdu	1968
	Khawateen Kay Le-ay Challay Kay Baray Main Maloomat (Information Of I.U.D For Women)	Urdu	1968
HEBMH	Family Planning Scheme For Pakistan, 1965-70	English	1965
PPP/TREC	Facts And Figures On Population And Family Planning Programme	English	1975
FPAP	The Impact Of Motivational Campaign On Family Planning Knowledge	English	1971
MPW/D.P&P	A Study Of Male Motivation For Family Planning	English	1980
PWDt Balo.	Yahan Manay Hamal Adviyat Dastiyab Hayn (Contraceptive Medicines Are Available Here)	Urdu	1985

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PF	Khandani Mansuba Bandi Karkonon Kee Amlī Kitāb (Practical Book For Family Planning Workers)	Urdu	1987
MPW/D.P&P	Aurtan Day Lai IUD Jay Mutallaq Zaroori Gallan (Necessary Information For Women Regarding I.U.D)	Punjabi	1965
	Hadayat Barai Niswani Gollian (Instructions Regarding Pills)	Urdu	1984
PWDt Pb.	Aurtoon Day Lai IUD Jay Mutalliq Zaroori Gallan (Necessary Instructions For Women Regarding Oral Pills)	Punjabi	1965
EPFPB	Why Family Planning And How?	Bengali	1965
HD WP	Khandani Mansuba Bandi (Family Planning)	Urdu	1966
SPFWP	Family Planning And Its Relation To Economic And Social Development In Pakistan	English	1965
PPP/TREC	Annual Report On The Working Of Pakistan Family Planning Programme	English	1972
MPW/D.P&P	Niswani Gollian (Oral Pills)	Urdu	1986
	Functions, Resources And Management Of Family Welfare Centres	English	1984
	Pakistan Contraceptive Prevalence Survey	English	1986
DPIRC	Physical Check Ups In Family Planning	English	1970
DFPB Hyderabad	IUD Kay Baray Main Italayāt (Information About IUD)	Urdu	1966
Other Int.	Introduction Regarding Family Planning For Nurses And Midwives	English	1970

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PPP/TREC	Naswani Gollian-Aur Karlonon (Oral Pills And Field Workers)	Urdu	1971
DFPB	Aurtoon Jay Lai Loop Day Mutalliq Zaroori Gallan (Informations Of I.U.D For Women)	Punjabi	1966
FPAP	Demographic Characteristics And Knowledge Of Family Planning	English	1977
MPW/D.P&P	A Booklet For Frontline Workers	Urdu	1973
FPAP	The Effect Of Low Tone Motivational Campaigns On KAP	English	1974
	Impact Of Low Alternative Motivational Campaigns On KAP Of Family Planning	English	1974
	Hadayat Barai Niswani Gollian (Instruction Regarding Oral Pills)	Urdu	1984
	Norigest Teeka (Norigest Injection)	Urdu	1985
	Niswani Gollian (Oral Pills)	Urdu	1986
PM	Family Planning: Objection And Clarification	English	1965
PPP/TREC	Injectable Contraceptives	English	1983
DFPB	Khandani Mansuba Bandi Ka Tariqa (Method Of Family Planning)	Urdu	1966
	Khandani Mansuba Bandi (Family Planning)	Urdu	1966
WEPREC	Family Planning With Question Answers By Roshan Mahmud	Urdu	1964

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
DFPB	Khandani Mansuba Bandi Kyon? (Why Family Planning ?)	Urdu	1966
	Khandani Mansuba Bandi (Family Planning)	Sindhi	1966
	Hamara Mushwara And Family Planning (Our Suggestion On F.P.) By Ras Masood Khattak	Urdu	1966
MPW/D.P&P	Targheebee Jorra (Motivational Couple)	Urdu	1986
FPAP	Khandani Mansuba Bandi (Family Planning)	Urdu	1962
MPW/D.P&P	Guidelines For Contraceptive Surgery	English	1984
	Khandani Bahbud Jay Mutalliq Maloomat (Information Regarding Family Welfare)	Sindhi	1987
PWDt Pb.	Mufeed Mashwaray (Useful Advice)	Urdu	n.d
PPP/TREC	Information System Of Contraceptive Movement	English	1974
MSRP	I.U.D. Clinical Management	English	1967
	Manual Of Contraceptive Supply And Testing	English	1967
NRIFC	A Profile Of IUD Clients	English	1969
13.1.2 PERIODICALS			
Other Int.	Studies In Family Planning	English	1985
DFPB	Khandani Mansuba Bandi (Family Planning)	Urdu	1966
NRIFC	Pakistan Journal Of Family Planning	English	1969
	Pakistan Journal Of Family Planning	English	1968

13.1.3 LEAFLETS/FOLDERS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PVHNA	Why Family Planning ?	English	1967
DFPB	Zamane Jang Main Khandani Mansuba Bandi (Family Planning During War Period)	Urdu	1965
	Khandani Mansuba Bandi (Family Planning)	Sindhi	1967
	Khandani Mansuba Bandi Kee Ahmeyat (Importance Of F.P.)	Urdu	1966
FPA Bangladesh	Plastic Loop	Bengali	1966
DFPB	Khandani Mansuba Bandi Ja Eterezat Unan Ja Jewab (Family Planning Objections And Clarifications)	Sindhi	1967
	Do You Know About It ?	English	1966
WFPFB	Khawateen Kay Li-ay Challay Kay Baray Main Maloomat (Informations For Women Regarding IUD)	Urdu	1967
EPFPB	Why Family Planning?	Bengali	1965
FPA Bangladesh	Why Family Planning ?	Bengali	1965
DFPB	Khandani Mansuba Bandi (Family Planning)	Urdu	1967
	Kia Aap Ko Is Kay Baray Main Pata Hay? (Are You Aware Of This ?)	Urdu	1966
	Khandani Mansuba Bandi Kyon? (Why Family Planning?)	Urdu	1967
SPFWP	Why Family Planning? Slogan	English	1968

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
EPFPB	Different Aspects Of Family Planning	Bengali	1967
Bahbood	Khandan Kee Behbood Kasay? (How Family Welfare ?)	Urdu	1987
FPAP	IUD By Enver Adil	English	1964
	Hadayat Barai Niswani Gollian (Instruction Regarding Oral Pills)	Urdu	1969
PWDt Pb.	Khanay Wali Gollian (Oral Pills)	Urdu	n.d.
MPW/D.P&P	Khandani Mansuba Bandi Kay Mashvaray (Suggestions For Family Planning)	Urdu	n.d.
	Norigest	Urdu	n.d.
DFPB Sarghodha	Khandani Mansuba Bandi Sehat, Musarrat Aur Khushhali Ka Raz (Family Planning The Secret Of Health, Happiness And Prosperity)	Urdu	1966
NRIFC	Khandani Mansuba Bandi (Family Planning)	Urdu	1965
MPW/D.P&P	Jhag (Foam)	Urdu	1987
	Condom	Urdu	1987
	Tekka (Injection)	Urdu	1987
	Niswani Gollian (Oral Pills)	Urdu	1987
13.1.4 POSTERS/CHARTS			
PWDt Sindh	FWC Main Maan Aur Bachay Kee Sehat Kay Li-ay Muft Mashwara (FWC Provides Free Counselling For Mother And Child Health)	Urdu	n.d.
DFPB	Have You Not Heard About Family Planning Today?	Bengali	1966

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
13.1.5 OTHERS			
Other Pak.	Mardana Nus Bandi Kay Mutalliq Chand Moloomat (Some Information On Vasectomy) -Flash Cards	Urdu	n.d.
PWDt Sindh	Cha Ahay Foam? (What Is Foam?) -Advice On Contraceptive	Sindhi	n.d.
FPAP	Khandani Mansuba Bandi ? (Why Family Planning ?) -Flip Charts	Urdu	1968
DPRIC	Plastic loop -Picturised Poem	Urdu	1987
SPFWP	Family Planning -Flip Charts	Bengali	1965
PPP/TREC	Hedayat Barai Istamal Niswani Gollian (Instructions For Using Oral Pills) -Advice On Contraceptives	Urdu	1968
MPW/D.P&P	Information Of Oral Contraceptive Pill -Neon Signs	English	1974
FPAP	Khandani Mansuba Bandi Kyon ? (Why Family Planning ?) -Short Stories	Urdu	1966
NRIFC	Proceedings Of Fifth Seminar On Research In Family Planning -Proceedings Of Seminar	English	1968
	Proceedings Of Sixth Biannual Seminar On Research In Family Planning -Proceedings Of Seminar	English	1969

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
WFPFB	IUD Kay Mutalliq Maloomat (Information About IUD) -Flash Cards	Urdu	1966
	Ik Tehni Do Phul (Two Child Family)	Punjabi	1976
	Proceedings Of 4th RCD Seminar On Family Planning At Islamabad -Proceedings Of Seminar	English	1969
MPW/D.P&P	Report Of The Workshop On Contraceptive Technology Up-To-Date -Proceedings Of Seminar	English	1986
FPAP	Employers Federation Of Pakistan -Advice On Contraceptives	English	1987
PWTI Pb.	Proceedings Of Seventh Biannual Seminar On Research In Family Planning -Proceedings Of Seminar	English	1973
P. Sector	Access To Methods Of Birth Control -Special Supplement	English	1988
FPAP	Mushware Kay Li-ay (For Consultaion)	Urdu	n.d.

13.2. AUDIO VISUAL MATERIAL

13.2.1 DOCUMENTARY FILMS/FILM REELS

PWDt Pb.	Tasawwar (Concept)	Urdu	1976
RTI NWFP	The Story Of Menstruation	English	n.d.
PWDt Pb.	Sohna Jorra Bachian Da (Two Child Family)	Punjabi	n.d.
PWDt Balo.	Naik Mashwara (Useful Suggestion)	Urdu	1976

14. ATTITUDES REGARDING CONTRACEPTIVES

14.1 PRINTED MATERIAL

14.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
Other Int.	Voluntary Choice And Surgical Contraception	English	1987
	Khandani Mansuba Bandi Aap Kee Nazar Mayn (Family Planning In Your View)	Urdu	1966
DFPB	Khandani Mansuba Bandi Ek Aham Zaroorat (Family Planning Is An Important Need)	Urdu	1966
FPAP	Knowledge And Attitude Towards Family Planning	English	1965
DFPB	Bamay Ahlo Ayal (With Family)	Urdu	1966
FPAP	Acceptance And Use Of Depo Provera	English	1975
DFPB	Khandani Mansuba Bandi Kay Mutalliq Logon Kay Shakook-o-Shubahat (Fears And Doubts Of People About F.P.)	Urdu	1966
	Chand Etrazat Aur Un Kay Jawabab (Few Objections And Their Answers)	Urdu	1966
EPFPB	Why Family Planning ?	Bengali	1965
PWDt Sindh	Khandani Mansuba Bandi Cho? (Why Family Planning ?)	Sindhi	1965

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
14.1.2 LEAFLETS/FOLDERS			
DFPB Mardan	Why Family Planning?	English	1966
PF	Khandani Mansuba Bandi Walay Zaroori Deh? (Why Family Planning Is Necessary ?)	Pushto	1967
FPAP	Sirf Aik Goli-Waqfa Aik Saal (Only One Tablet-Spacing One Year)	Urdu	n.d.
14.1.3 POSTERS/CHARTS			
PVHNA	Which Method Is Best And Safe For You We Help You To Choose	English	n.d
14.1.4 OTHERS			
EPFPB	Blessing Of Family Planning	Bengali	1968
MPW/D.P&P	Challa Moassar Aur Bay Zarrar Tariqa (IUD Is An Effective And Harmless Method)	Urdu	1987
	Teeka Aasan Mahfooz Aur Kaamyab Tariqa (Injection Is An Easy, Safe And Successful Method)	Urdu	1987
DHS EP	Why Family Planning? -Folder	Bengali	1966
PWTI Pb.	The Need For Family Planning, -Folder	Bengali	1966

15. CONTRACEPTIVE PRACTICE

15.1 PRINTED MATERIAL

15.1.1 BOOKS/BOOKLETS

<u>SPONSO</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
NRIFC	Techniques Of I.U.D.	English	1966
DFPB	Acceptance And Use Of Depo Provera In Model Clinic, Lahore	English	1975
FPAP	Oral Pill Acceptability Study	English	1970
	Tubal-ligation-A Follow Up Study	English	1976
NRIFC	Technique Of IUD Insertion	English	1966
MCHAP	Khandani Mansuba Bandi Kay Mukhtalif Tareeqay (Different Methods Of Family Planning)	Urdu	1967

15.1.2 LEAFLETS/FOLDERS

DFPB	Khandani Bandi Ka Operation (Operation For Family Planning)	Urdu	1966
	Adwiat Kahandani Mansuba Bandi (Medicines for F.P.)	Urdu	1966
FPAP	The Psychological And Physical Effects Of Minilaporotomy	English	1982
	Nus Bandi Mardoon Kay Li-ay Mahfooz Aur Kaamyab Tareen Mustaqil Tariqa (Vasectomy Is Safe, Most Successful And Permanent Method)	Urdu	1987
Bahbood	Mustaqil Tareeqa, Mardana Nasbandi (Vasectomy Is A Permanent Method)	Urdu	1988

15.1.3 OTHERS

NRIFC	Oral Pill Acceptance In Karachi Clinics -Proceedings Of Seminar	English	1986
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15.2 AUDIO VISUAL MATERIAL

15.2.1 DOCUMENTARY FILMS/FILM REELS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
RTI NWFP	Ovulation Safe, Fertility Period Safe	English	n.d.
	Side-Effects	English	n.d.
	Oral Contraception Side Effects	English	n.d.
	Injectable	English	n.d.
	Summary Order Of Contraceptive Effectiveness	English	n.d.

16. FAMILY PLANNING SERVICES

16.1 PRINTED MATERIALS

16.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWDt Pb.	Addresses Of Clinics Of Lahore District	English	n.d.
PWDt Balo.	Mahkma Bahboode-e- Abadi Baluchistan (Department Of Family Welfare)	Urdu	1986
MPW/D.P&P	Kitabcha Hidayat Babat Tareeqakar Indraj Aur Itlaat Barai Khandani Mansuba Bandi (Booklet Of Instructions About Method, Registration And Information For F.P.)	Urdu	1981
	Aaj Ka Insan (Present Day Man)	Urdu	1985
	Family Welfare Centres Evaluation Survey, 1985	English	1985
	Behbood-e-Abadi Programme Main Ehdafi Adaron Kee Shamooliat (Participation Of Target Group Institutions In Population Welfare Programme)	Urdu	1985
	National Survey Of The F.W. Clinics Under Population Welfare 1988	English	n.d.
	Family Planning Sector During The Five Year Plan 1970-75	English	1970
	Bahabud-e- Abadi Programme Main Ghair Tibbi Tarbeyat. (Non Clinical Training In Population Welfare Programme)	Urdu	1987
PWDt Pb.	Falahe Markaz Kay Faraiz Munsabi (Duties Of FWCs)	Urdu	n.d.
	Kitabcha Barai Targhibe Jorra (Manual For Motivational Couples)	Urdu	1986

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
MPW/D.P&P	Pakistan Reproductive Health Services Project	English	1983
	Hand Book For Extension Services	English	n.d.
PWTI Pb.	Bahbud-a-Abadi Programme Main Memberan Advisory Management Committee (Members Advisory Committee Of Family Planning)	Urdu	1984
FPAP	Bahbud-a-Abadi Programme Main Ghair Tibbi Tarbeyat (Non Clinical Training In Population Welfare Programme)	Urdu	1987
MPW/D.P&P	Bahbud-a-Abadi Main Ghair Sarkari Adaray (Role Of NGOs In Population Welfare)	Urdu	1986
	Bahbud-a-Abadi Mayn Sobai Mahkoomoon Kee Shamuliat (Participation Of Provincial Departments In Population Welfare)	Urdu	1985
	Reproductive Health Services Project 1987-88	English	1988
	Family Welfare Centres In The Population Welfare Programme	English	1986
DCT	National Survey Of The F.W. Clinics Under Population Welfare Programme.	English	n.d
16.1.2 LEAFLETS/FOLDERS			
PWDt Pb.	Punjab Main Falahe Markaz Kay Patay (Addresses Of FWCs In Punjab)	English	n.d.
DPWO	Falahee Markaz, Zila Faisalabad (FWCs In District Faisalabad)	Urdu	1986
EA	Chand Mashwaray Aap Kee Khushhali Kay Li-ay (Some Suggestion For Your Prosperity)		

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
	Bahbood-a- Abadi Kay Falahi Marakiz (FWCs Of Population Welfare)	Urdu	1988
FPAP	Khandani Bahbood Kay Marakiz (Family Welfare Centres)	English	n.d.
PWDt Sindh	Bunyadi Maloomat Zila Nawab Shah (Basic Information About District Nawabshah)	Sindhi	1985
16.1.3 POSTERS/CHARTS			
DPWO	Islamabad Main Bahbood-e-Abadi Kay Falahe Marakiz (Population Welfare Centres In Islamabad)	Urdu	1985
	District Population Welfare Office, Lahore	Urdu	1986
PWDt Sindh	Khidmat (FWC Services)	Urdu	n.d.
16.1.4 OTHERS			
PWDt Sindh	Sindh Kay Falahe Markaz Kay Patay (Addresses Of FWCs In Sindh) -Calendar	Urdu	1985
	Sanghar Zila Kay Patay Barai Falahi Markaz (Addresses Of FWCs In District Sanghar) - Calendar	Urdu	1985
DPWO	Zillai Dafter Bahbood-e-Abadi (District Offices Of Population Welfare) - Sticker	Urdu	1974
PWDt NWFP	Bahbud-e-Abadi Kee Khidmat Arzan Nurkhon Main (Family Pianning Services At Cheap Rates) - Sticker	Urdu	1986
PWTI Pb.	Islamabad Kay Falahi Markaz Kay Patay (Addresses Of Islamabad FWCs) - Calendar	Urdu	1986

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
DPWO	Kalendars DPWO Faisalabad (Calendar DPWO Faisalabad)	Urdu	1986
DCT	Bi-Annual-Report Of Supervision - Exercise Books	English	1986
DFPB	Khandani Mansuba Bandi Kyon Aur Kasay ? (Why And How Family Planning ?)	Urdu	1966
MPW/D.P&P	Lahore Kay Falahi Markaz Kay Patay (Addresses Of FWCs In Lahore) -Bill Board	Urdu	n.d.
Other Pak.	Proceedings Of Training Workshop - Proceedings Of Seminar	English	1982
PWTI Pb.	Management Of The F.W.C. Project -Proceedings Of Seminar	English	n.d.
Other Int.	Performance Evaluation Of Trainee Atibbas - Advice On Contraceptives	English	1986
PWDt NWFP	Jehan Yeh Nishan Hay, Wahan Aap Kee Khidmet Ka Saman Hay (Where There Is This Sign There Is Facility For Your Service) - News Paper Ads	Urdu	1974

17. OTHERS

17.1 PRINTED MATERIALS

17.1.1 BOOKS/BOOKLETS

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
WFPFB	Progress Report Sept., 1968	English	1968
	Progress Report Oct. , 1968	English	1968
	Progress Report April, 1969	English	1969
Other Pak.	Filing Manual (O&M Division)	English	1981
MPW/D.P&P	Performance Report	English	1976
FPB Pb.	Progress Report, Nov. 1971	English	1971
MPW/D.P&P	NGO'S Involvement	English	n.d.
P.Sector	Silver Jubilee Celebrations --- Key Note Address	English	1986
MCHAP	Annual Report, 1986	English	1986
	Annual Report, 1988	English	1988
DFPB	Annual Report, 1969	English	1969
DFPB	DFPB, Faisalabad	Urdu	1967
FPAP	Master Fazal Din	Urdu	1977
DFPB	FPAP	Urdu	1974
	Anmol Moti (Precious Pearls)	Urdu	1974
P. Sector	Dushman Ko Khatem Karoo (Finish The Enemy) By Shaheen Farooqui	Urdu	1985
Other Int.	OMNI	English	1973

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
MPW/D.P&P	Pakistan A.D. 2001	English	1987
	Annual Report, 1986	English	1986
	Annual Report, 1987	English	1987
Other Pak.	Statistics On Higher Education In Pakistan	English	1978
	Statistics On Higher Education In Pakistan	English	1987
P. Sector	Annual Report	English	1988
MPW/D.P&P	Pakistan-A Profile	English	1973
DFPB	Achi Soch (Good Thinking)	Urdu	1987
	Yeh Zaroorai Hay (It Is Necessary)	Urdu	1987
PVHNA	Chand Ghalat Fhamion Ka Azala (Rectifying Some Misunderstandings)	Urdu	1967
MPW/D.P&P	Chata Panch Sala Mansuba (Sixth Five Year Plan)	Urdu	1985
P Sector	UNICEF News	English	1986
MPW/D.P&P	National Research Institute Of Fertility Control	English	1985
DCT	Quarterly Report Of Supervision	English	9999
FPAP	Annual Report 1974	English	1974
	Biennial Report 1977-78	English	1978
	Biennial Report 1979-80	English	1980
	Annual Report-1	English	1980
	Biennial Report 1983-1984	English	1984
	Ojale Ka Safar (Journey Of Light)	Urdu	1972

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PVHNA	Financial Management Training Workshop	English	1986
	Programme Planning And Project Designing	English	1966
OLE	Zindgi Ya Mot (Life Or Death)	Urdu	1968
	Family Planning Sector During The Five Year Plan 1970-75	English	1970
17.1.2 PERIODICALS			
EA	Industrial Relations Journal	English	1986
PWDt Pb.	Rahnuma Mahnama Oct.-Nov.,1980 (Rahnuma Oct.-Nov., 1980)	Urdu	1980
Other Pak.	Administration Journal	English	1986
FPAP	Annual Report, 1985	English	1985
EA	Industrial Relations Journal	English	1987
17.1.3 LEAFLETS/FOLDERS			
PPP/TREC	Ikisween Sadi Main (In The 21st Century)	Urdu	1974
DFPB	DFPB Mardan	Urdu	1966
	DFPB Karachi	Urdu	1966
	DFPB Gujrawala	Urdu	1967
	DFPB Lahore	Urdu	1967
PWDt Pb.	Directorate Of Communication	Urdu	n.d.
PWTI Pb. Multan	Management Of The F.W.C Project	English	n.d.
17.1.4 POSTERS/CHARTS			
RTI NWFP	Flip Charts	Urdu	1986
PWDt Sindh	Family Welfare Centre	Urdu	n.d.

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
DPWO	District Population Welfare Office, Lahore	Urdu	1986
17.1.5 OTHERS			
DFPB Karachi	Tehrik (Movement) - Poem	Urdu	1967
PVHNA	Riasti Nazmain (Folk Poems) -Poem	Punjabi	1967
DCT	Report On Community Health Workers project.	English	1984
PWDt Sindh	Eid Cards	Sindhi	n.d.
PWDt Sindh	Eid Mubarik (Eid Greetings) -Eid Cards	Urdu	1985
PWDt Pb.	Eid Mubarik (Eid Greetings) -Eid Cards	Urdu	1986
FPAP	Baba Ilum Din -Short Stories	Urdu	1976
Bahbood	Calendar 1988 -Calendar	Urdu	1988
P.Sector	Eid Card -Eid Cards	English	n.d.
PWDt Sindh	Calendar 1988 -Calendar	Urdu	1988
MPW/D.P&P	Pakistan Country Statement (Third Asian Pacific Population Conference) -Proceedings Of Seminar	English	1982
	Message From General M. Zia-ul-Haq President Of Pakistan -Proceedings Of Seminar	English	1984

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
DFPB	Proceedings Of The National Conference, 1969	English	1970
NRIFC	Proceedings Of Seminar, 1966	English	1966
	Proceedings Of Research Seminar, 1967	English	1967
Other Int.	Report Of The Regional Meeting On Social And Cultural Factors	English	1982
PWTI Pb.	Proceedings Of Research Seminar, 1968	English	1968
FPAP	Proceedings Of The Indian Ocean Region Seminar On Administration	English	1973
FPAP	A Key Note Address To FPAP By Dr. Mahboob-ul-Haq	English	1980
	House Full	Urdu	n.d.
PWDt Pb.	Workshop	English	1987
NRIFC	Proceedings Of Seminar, 1966	English	1966
MSRP	Do Doston Kee Kehani (The Story Of Two Friends) - Short Story	Urdu	1963
FPAP	Pakistan Newsletter	English	1981
P. Sector	News Letter -Special Supplement	Urdu	1988
PWTI Pb.	Research Echos -Neon Signs	English	1986
PPP/TREC	Manzil Kee Taraf (Towards Our Goal) -Interview Of Acceptors	Urdu	1974
MPW/D.P&P	Chairman's Column - Special Supplement	English	1989

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
	Yome-Azadi-Mubarak (Happy Independence Day) - Flash Card	Urdu	1984
Other Int.	UNICEF At 40 -News Letter	English	1986
Other Pak.	Proceedings Of Training Workshop On Skilled Development	English	1982
DPWO Abbotabad	Salana Kalendar 1986, (Annual Calendar 1986) -Calendar	Urdu	1986
DPWO Faisalabad	Salana Kalendar 1986, (Annual Calendar 1986) -Calendar	Urdu	1986

17.2 AUDIO VISUAL MATERIAL

17.2.1 DOCUMENTARY FILMS/FILM REELS

PWDt PB.	Tasveer (Picture)	Urdu	1975
	Mahman (Guest)	Urdu	1975
PWDt Balo.	Tasveer (Picture)	Urdu	n.d.
PWDt Pb.	Numaish (Exhibition)	Urdu	1974
	Kartoon (Cartoon)	Urdu	n.d.
RTI NWFP	Transparency	English	n.d.
	Camera Tables	English	n.d.
	Using Project Aid In A Developing Country	English	n.d.

<u>SPONSOR</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>YEAR</u>
PWDt Pb.	Anokha Tuffa (Unique Gift)	Urdu	n.d.
FPAP	Jaon Kidher Ko Main (Where should I go?)	Urdu	n.d.
PWDt Pb.	Kartoon (Cartoon)	Urdu	1977
PWDt Sindh	Wallo Waryiam (Name Of Person)	Sindhi	1975
PWDt Balo.	Faizu-Molabaksh (Name Of Person)	Balochi	1975
	Waqat Kee Awaz (Time Is Calling)	Urdu	n.d.
	Tamasha Meray Aagay (Show Around)	Urdu	n.d.
FPAP	Lateef Ka Masla (Lateef's Problem)	Urdu	n.d.
PWDt Pb.	Yateem (Orphan)	Urdu	1974
	Faslay (Distance)	Urdu	1975
	Rang Main Bhang (Family Problem)	Urdu	1975
17.2.2 JINGLES/SONGS			
MPW/D.P&P	Geet (Songs)	Urdu	1985
	Kamintary (Commentary)	Urdu	1989
P.Sector	Faraiz, Wasail Aur Intazamat (Objectives, Resources And Management)	Urdu	1987

PART III

CONTENT ANALYSIS

CHAPTER 1

INTRODUCTION

1.1 Need of Information, Education and Communication in Population Welfare

The Population Welfare Programme has been active for the past three decades in promoting the awareness and practice of family planning. In the socio-cultural milieu of Pakistan characterized by massive illiteracy and a fatalistic approach towards life, fertility behaviour and decisions about family size are not based on the element of choice and rationality by a vast majority. The Population Welfare Programme, therefore, has the dual responsibility of motivating people for family planning and consciousness raising in terms of the advantages of having smaller families and providing family planning services and dissemination of information to people on the availability of family planning services. Since the mere provision of family planning services does not often guarantee its effective use, there is a need of constant campaigning to familiarize and popularize the concept of family planning among the majority of people given the increasing population pressure that confronts our economy. In this situation, the significance of the need and use of Information, Education and Communication (IEC) can hardly be exaggerated.

1.2 Historical Aspect of IEC for Family Welfare

The public sector Family Planning Programme was initiated and launched by the GOP in the early sixties with a significant communication component. Primarily, radio was the main mass media utilized and was linked with grassroot motivation by traditional birth attendants. By the time of the World Fertility Survey, 1975, the knowledge of family planning was quite widespread (nearly 75%), but a substantial gap existed between those who knew, and those who practised a method of contraception. This led the government to focus more attention on inter-personal efforts for motivation, resulting in a system called Continuous Motivation System (CMS) implemented during 1973-74. Even though it proved

to be relatively successful, the system had to be abandoned due to recruitment problems and financial constraints.

Mass Media promotion of family planning was suspended for the period from 1977 to 1981. Subsequently when it was reinstated, a very cautious and indirect approach was adopted. This approach focussed on portraying family planning through the prosperity of having a family with only two children. Cyclical changes and lack of continuity in the organization and approach of IEC operations has remained a persistent feature due to changing vicissitudes of political support and permissibility.

In terms of publicity persistence however, even in the slow periods, some selective efforts were undertaken. Newspaper articles, short stories, posters, calendars, radio features, and cinema slides carrying family planning messages were regularly produced.

Since the early 1980s, the IEC programme was based around the following seven themes under the multi-sectoral approach adopted by the government:

1. Maternal & Child Health
2. Birth Spacing
3. Breastfeeding
4. Late Marriage
5. Responsible Parenthood
6. Nutrition
7. Female Literacy

These themes were introduced into the television shots that were produced for the Population Welfare Division (PWD) by a local advertising agency. Printed materials were also produced to convey these messages and simultaneously the Family Welfare Centres (FWCs) offered a broader range of services. With the increase in IEC intensity, the mass media messages became slightly more direct in terms of providing some mention of FWCs.

Due to budgetary constraints, shorter spots of about ten seconds duration were programmed in the last year. Each telop or stili was accompanied by a message on one of the above themes and the logo of the population programme showing a two child family. The Ministry of Population Welfare has been able to focus on only one message per spot through these telops, though the duration has been too short to allow for sufficient understanding and motivation.

The media effort however, has been forced to remain general and non specific in anticipation of opposition from the more conservative segment of people in Pakistan. The frequency of broadcast has however, been significant.

An overview of the approach and message contents of IEC materials over the past decades does not indicate any evolutionary pattern as could have been the case particularly in terms of the use of media. The pattern appears more or less repetitive. This pattern of moving back and forth causing repetition of IEC messages rather than a consistent forward move in terms of focus of messages can be mainly attributed again to the changing attitudes in political support.

During permissible periods with political support, the IEC projection has been relatively better.

Given the past history of the IEC programme due to constraints it faced beyond its control, the programme is still facing a lack of a well defined policy with specified priorities. Despite the lacunae in the IEC efforts, it has its credit to a large extent that it created awareness of family planning among various segments of the population as indicated by various survey reports.

1.3 The Project of IEC Inventory

The Population Welfare Division has from time to time produced a substantial amount of Information, Education & Communication (IEC) materials through its federal, provincial and local units, NGOs and publishers in private sector.

In order to get some idea of the type of material produced and the pattern of efforts made in the past, the planners, donors and managers of the programme felt that the material already produced over the past more than two decades be collected as far as possible and an inventory be prepared.

NIPS undertook the responsibility of preparing the IEC inventory in 1987-88. An extensive sample of IEC materials on family planning was collected which included pamphlets, posters, promotional materials and cassettes from different sources and prepared the Inventory of IEC Materials.

1.4 Objectives of Content Analysis

The present report focuses on its content analysis and categorization of the collected IEC materials in order to assess its effectiveness and current validity. The major objectives of the study are:

- i. The relevance of the focus of the message to the target audience. This can be determined by the key focus of the message, language, style of address and mode of presentation to assess how relevant the message is to be rightly perceived and comprehended by the target group;
- ii. The clarity and thrust on the focus of the message;
- iii. The completeness of information in terms of addressing an issue and its implications;
- iv. The implications of messages for attitudinal and behavioural change.

CHAPTER II

DISTRIBUTIONAL ANALYSIS OF IEC MATERIALS

A categorization of the IEC materials in terms of the distribution according to sponsors, media, focus of messages, target groups, format, language and current validity of messages and their brief analysis are presented in this section.

2.1 Sponsor and Media

Table 2.1 indicates the distribution of IEC materials produced by the NGOs and government sector according to various media.

TABLE 2.1
Distribution of IEC materials by Sponsor & Media

Sponsor	Radio	T.V	Printed Material	Other	Total
NGOs	1 (0.4%)	2 (0.8%)	232 (92.8%)	15 (6.0%)	250 (20.9%)
Govt.	16 (1.7%)	39 (4.1%)	621 (65.6%)	271 (28.6%)	947 (79.1%)
Total	17 (1.4%)	41 (3.4%)	853 (71.3%)	286 (23.9%)	1197 (100)

Out of a total of 1197 materials collected which have been produced over the last two decades, 250 (20.9%) were produced by the NGO sector whereas 947 (79.1%) were produced by the government sector.

Out of total IEC production of both NGO and government sector, only 1.4% were projected through radio, 3.4% through T.V, 71.3% through printed material and 23.9% through other sources. This distribution indicates that the involvement of the private sector both non-commercial and commercial in IEC production have been rather limited. The use

of electronic media, i.e radio & T.V in creating FP awareness have been rather limited. Given the massive amount of illiteracy, the audio-visual media can be more effective particularly, radio, given its wide coverage in the rural areas and television to a relatively limited extent.

2.2 Sponsor and Format

The IEC materials can be categorized under various formats e.g. jingles, songs, booklets, leaflets, manuals, posters, charts, movies, billboards etc. In the NGO sector, 56 booklets (22.4%), 21 folders (8.4%), 54 periodicals (21.6%), 11 proceedings of seminars (4.4%), 31 books (12.4%) and a variety of IEC materials in other formats were produced.

The government sector produced 6 radio programmes, 10 jingles (1.1%), 99 books (10.5%), 190 booklets (20.1%), 41 leaflets (4.3%), 71 folders (7.5%), 36 manuals (3.8%), 42 proceedings of seminars (4.4%), 23 charts (2.4%), 24 posters (2.5%), 18 periodicals (1.9%), 25 calendars (2.6%), 91 film reels (9.6%), 127 documentary films (13.4%), 11 stage dramas (1.2%) and a host of other formats of IEC.

Although both the NGO and government sectors have tried a number of formats in different situations to propagate FP messages it is however, not very clear which formats have been more effective in terms of different target groups. However, audio-visual aids like charts, posters, documentary films, songs, stage dramas are quite effective and popular ways of influencing public opinion and creating awareness among illiterate masses who cannot read or write.

2.3 Sponsor and Language

Table 2.3 presents the distribution of the IEC inventory in terms of the language of presentation.

TABLE 2.3
Distribution of IEC Materials by Language

	English	Urdu	Sindhi	Punjabi	Pushto	Balochi	Total
NGO	102 (8.5%)	134 (11.2%)	2 (.2%)	5 (.4%)	- -	1 (.1%)	244
Govt.	278 (23.3%)	512 (42.9%)	63 (5.3%)	18 (1.5%)	19 (1.6%)	16 (1.3%)	906
Total	380 (31.8%)	646 (54.1%)	65 (5.4%)	23 (1.9%)	19 (1.6%)	17 (1.4%)	1150

Fifty four percent of the total IEC efforts were in Urdu and thirty two percent in English. Among other local languages, only 5.4% was in Sindhi, 1.9% in Punjabi, and 1.4% in Balochi. In the NGO sector, the IEC efforts in local languages are almost negligible and in the government sector as well the projection of FP through local languages has been rather limited.

The projection of FP messages for creating awareness among masses and disseminating information on the service availability can be more effective if messages are communicated through local languages.

2.4 Sponsor and Focus

Table 2.4 indicates the distribution of the IEC materials according to the key focus of messages.

TABLE 2.4
Distribution of IEC Materials by Focus of Message

Focus of Message		NGO	Govt.	Total
Islam and Family Planning	No.	5	26	31
	%	(0.7)	(3.7)	(4.4)
MCH	No	32	60	92
	%	(4.6)	(8.6)	(13.0)
Demography	No	37	96	133
	%	(5.3)	(13.7)	(19.0)
Nutrition	No	6	24	30
	%	(0.8)	(3.4)	(4.3)
Women Status	No	5	8	13
	%	(0.7)	(1.1)	(1.9)
Breastfeeding	No	1	12	13
	%	(0.0)	(1.7)	(1.9)
Spacing	No	5	15	20
	%	(0.7)	(2.1)	(2.9)
Family Welfare	No	57	136	193
	%	(8.2)	(19.5)	(27.6)
Immunization	No	3	9	12
	%	(0.4)	(1.3)	(1.7)
Population Education	No	18	108	126
	%	(2.6)	(15.5)	(18.0)
Clinical Option	No	10	26	36
	%	(1.4)	(3.7)	(5.1)
Total		179	520	699

A total of only 699 materials were retrieved out of 1194 in terms of key areas of focus of messages. The above table indicates that the predominant portion of overall IEC

efforts addressed topics with focus of general interest and indirect messages such as Islam and Family Planning (4.4%), MCH (13%), Demography and Population (19%), Family Welfare (27.6%) and Population Education (18%).

A very insignificant portion of IEC efforts of our sample focus on specific topics for instance, Nutrition (4.3%), Women Status (1.9%), Breastfeeding (1.9%), Spacing (2.9%), Clinical Option (5.1%).

In the NGO sector, the predominant areas of IEC focus are MCH (4.6%), Demography and Population (5.3%), Family Welfare (8.2%), Population Education (2.6%) and Clinical Option (1.4%).

The government sector indicates a more or less similar pattern. There is a great need to direct the focus of FP messages on direct issues and specific topics as breastfeeding, child spacing and status of women etc. More concentration in IEC efforts need to be placed on providing complete information on FP service availability and choice of methods. The Pakistan Contraceptive Prevalence Survey (PCPS), 1984-85 indicated that the proportion of respondents reporting knowledge of at least one contraceptive method was as high as 70.6 percent for women in urban areas and 59.0 percent in rural areas. More information on service availability will have positive influence on existing attitudes and practices.

2.5 Sponsor and Target Groups

Table 2.5 gives distribution of IEC materials in terms of various target groups addressed:

TABLE 2.5

Distribution of IEC Materials in terms of Target Groups

Target Group		NGO	Govt.	Total
General Public	No. %	123 (10.6)	411 (34.4)	534 (44.6)
Training Personnels	No %	8 (0.7)	69 (5.8)	77 (6.4)
Eligible Couples	No %	31 (2.7)	147 (12.3)	178 (14.8)
Para Medicals	No %	2 (0.2)	54 (4.5)	56 (4.7)
Doctors/Hakims	No %	1 (0.1)	11 (0.9)	12 (1.0)
Researchers	No %	25 (2.1)	34 (2.8)	59 (4.9)
Policy Makers	No %	29 (2.4)	63 (5.3)	92 (7.7)
Programme Personnels	No %	13 (1.1)	65 (5.4)	78 (6.5)
TBAs	No %	1 (0.1)	10 (0.8)	11 (0.9)
Mothers/Adult Females	No %	13 (1.1)	46 (3.8)	59 (4.9)
Total		246	910	1156

An analysis of the above table indicates that a predominant segment of the IEC efforts addressed the general public (44.6%). This pattern holds for both NGOs and government sector, Besides the general public, the key target groups addressed are eligible couples (14.8%), policy makers (7.7%), programme personnel (6.5%), training personnel

(6.4%). There is a need to diversify IEC messages according to the target groups and identify and address more sensitive target groups like local religious leaders, potential users i.e. people with knowledge of FP but currently not using FP, married and unmarried males etc.

2.6 Sponsor and Current Validity

Table 2.6 indicates the distribution of existing IEC materials in terms of their current validity for various purposes:

TABLE 2.6
Distribution of IEC Materials in terms of
Current Validity

Current Validity		NGO	Govt.	Total
Only As a Historical Perspective	No %	15 (1.3)	38 (3.2)	53 (4.4)
As a Record of Achievements	No %	31 (2.6)	79 (6.6)	110 (9.2)
Yes, The Problem Exists	No %	29 (2.4)	150 (12.5)	179 (15.0)
Yes, As a Contraceptive Policy/Logistic	No %	25 (2.1)	80 (6.7)	105 (8.8)
Yes, As a Communication Strategy	No %	114 (9.5)	357 (29.8)	471 (39.4)
As a Management Perspective	No %	20 (1.7)	61 (5.1)	81 (6.8)
Training and Teaching Material	No %	16 (1.3)	176 (14.7)	192 (16.1)
Total		250	941	1191

Of the total existing sample of IEC materials, 15% are currently valid because they address the problems which still exists, 8.8% are currently valid as contraceptive policy, 39.4% as communication strategy and 16% for training and teaching purposes.

The IEC materials currently valid for training and teaching, contraceptive policy and addressing recurrent problems can be utilized in the future IEC efforts on selective basis according to the strategic needs.

CHAPTER III

CONTENT ANALYSIS OF THE IEC MATERIALS

3.1 Focus of Messages

The IEC materials can be broadly classified into two categories. First comprises of those materials that address the general issues and this covers the following topics and focus of messages:

- i. Demography and Population
- ii. Education\ Population Education
- iii. Women status\ Welfare
- iv. Family Welfare
- v. Size of Family
- vi. Age at Marriage
- vii. Economic Implications
- viii. Mass Media

The second group of materials addresses specific issues of population planning programme. This group covers the following heads:

- i. Islam & Family Planning
- ii. Mother & Child Health
- iii. Nutrition
- iv. Breastfeeding
- v. Spacing
- vi. Immunization
- vii. Clinical Option
- viii. Choice of Methods
- ix. Organisational\Financial Management

The first classification covers messages of general interest on the need and advantages of FP, popularization and advantages of small family, socio economic implications of population growth, need for raising the status of women for its positive impact on population planning through increasing female education and increasing age at

marriage etc. The objective of such materials is to demonstrate the link of various social variables with population planning. These materials are meant to create general awareness on the issue of rapid population growth and the need for population planning at the individual and collective level. These messages are focussed towards general and broader audience such as:

- i. General Public
- ii. Illiterate Eligible Couples
- iii. Policy Makers
- iv. Voluntary Workers
- v. Teachers\Educationists

The second group of materials, covering specific issues as already indicated, are meant for diversified and focussed target groups with the objective of providing relevant information on the use of FP services, for providing guidelines and instructions to FP workers on more technical aspects and specific issues and for educating particular groups on different aspects of family planning. The target groups for such materials are:

1. Training Personnel
2. Eligible Couples
3. Para Medics
4. Doctors\Hakims
5. Motivators\Non-clinical FP Personnel
6. TBAs\Dais
7. Young mothers both, literate & illiterate
8. Researchers

3.2 Key Issues of IEC

The key issues addressed in the contents of each sub-group of IEC materials in terms of focus of message are discussed in this section.

3.2.1 Islam and Family Planning

The materials on this topic deal with the Quranic quotations and injunctions on family planning and their scientific and religious interpretations. Various issues related to family planning such as, use of contraception, birth spacing, abortion etc. are addressed in the light of Quranic verses, Sunnah and Hadith and Fatwas given by different scholars. The liberal Islamic scholars viewpoint on family planning is that all those contraceptive devices and methods can be used that do not damage the female fecundity and make her barren and they can be used in situations if there is a fear of death of the mother due to repeated pregnancies. Some progressive Islamic scholars even have gone to the extent of saying that birth control is a purely social and biological problem and if the experts feel that it is a must for the socio-economic welfare of the nation they can issue verdict in favor of its adoption.

AzI, the withdrawal method (coitus interruptus) is allowed in Islam and offers the Quranic concept of family planning.

3.2.2 Mother and Child Health (MCH)

Under this topic a wide range of issues related to mother and child health are presented and discussed. It includes family hygiene, clean drinking water, care of infants, health education, remedial measures against dreadful diseases such as, diphtheria, whooping cough etc, preparation and the use of ORS, importance of pre-natal and post-natal check up etc. The purpose of these materials is to impart health and family planning education to various target groups including community health workers, illiterate mothers, family planning workers etc.

Since infant mortality has direct implications on fertility, therefore from family planning perspective, preventive health care particularly mother and child health is a very crucial area to focus on for family planning workers. Both maternal and infant mortality

rates are extraordinarily high in Pakistan and a major cause of maternal deaths is related to childbirth.

3.2.3 Nutrition

The materials on nutrition focus on the need and importance of balanced diet and the adequate calories intake for the family and particularly pregnant women and infants in their formative years. The literature on nutrition emphasizes the need to use green vegetables in order to increase the vitamin intake in diets and indicates methods of growing cheap vegetables, preparing solid foods for children according to the climate, culture and socio-economic background. It also focuses on the need of proteins, iron and vitamins for pregnant women and easily available sources of these nutritional elements.

3.2.4 Breastfeeding

The literature on breastfeeding emphasizes breastfeeding as the simplest, inexpensive and effective method of child feeding as well as birth spacing. It discusses mother's milk as the ideal diet for children. The various issues related to breastfeeding like, giving colostrum (first milk) to the new born and its advantages, duration of breastfeeding, exclusive breastfeeding, mother's dietary needs during breastfeeding etc are discussed. The role of mothers, mothers in law and elderly ladies in training younger women in initiating breastfeeding is also discussed.

3.2.5 Spacing

Under this heading, the medical and economic advantages of spacing births are discussed. The positive impacts of birth spacing on individual families as well as on the society as a whole are pointed out. All the major socio-economic and health problems relating to lack of birth spacing such as over population, high growth rates of urban and rural population, lack of adequate facilities for education, health, water, housing and sanitation etc. are discussed and strongly suggests birth spacing and limiting births as the only solution.

3.2.6 Immunization

The literature on immunization discusses the prevalence of various dreadful diseases and the need and advantages of immunization as protective measure. It also gives information on the time schedule of when the child needs to be immunized and where immunization services are offered.

3.2.7 Choice of Methods

The various contraception methods including both temporary and permanent as well as clinical and non-clinical methods like oral pills, IUD, injectables, tubal ligation etc. are discussed to provide information to the motivators, FP personnel, current users and potential users. Pamphlets and brochures on various methods are available which provides information on the advantages of a method, the effective ways of using the method, the contra-indications, the sources of service availability and side effects etc.

3.2.8 Clinical Options

Under this heading, information is provided only on various clinical methods of contraception such as, IUD, injectables, tubal ligation, vasectomy etc. The advantages and side effects of these methods and the conditions under which these methods are appropriate and their effective use are discussed. The information on sources of availability of these methods are also provided. Guidelines are provided for motivators, family planning workers and lady health visitors who deliver these services for proper screening of adequate clients on medical and social grounds and scientific delivery of services.

3.2.9 Organizational/Financial Management

The material under these headings discusses ways and measures to improve family planning programme management. It includes guidelines for monitoring, supervision, effective service delivery, motivation, reporting and follow ups. A wide range of information is available on family planning programme structure and management at

various levels. The purpose of these materials is training of FP personnel at different levels for improving the quality of services and increasing the quantum of services.

3.3 Future Needs

It is worth mentioning here that a more comprehensive inventory entails the collection of the items as mentioned in Chapter 9, Part-I and a review and analysis of their contents which the present study has been unable to cover so far. However, the large sample of IEC materials collected under the present inventory does offer a strong base for the strategic development of the directions of future IEC efforts. The distributional and content analysis of the IEC materials do indicate the weak areas and lacuna that need to be focussed in the present and future.

The task of collecting all these items as mentioned in Chapter 9, Part-I requires an investigative effort, personal persuasion and reminding the agencies concerned of what they had produced in the past which is a gigantic task.

These steps would be necessary however, only if one is interested in an in depth investigation of the IEC efforts and its evolution and development through time. From the policy making viewpoint, feedback and selective use of existing IEC materials can be made from the existing inventory based on streamlining the issues to be focussed vis-a-vis the target audience and supplement it with more advanced specific issues to be focussed strategically both in terms of specified target audiences and choice of format and media.

PART IV

RECOMMENDATIONS

RECOMMENDATIONS

1 Revival of the Private Sector's interest in material production should be encouraged. Investigations should be made how:-

- a. So many publications were made in the unorganised private sector in Sixties in the form of Books, Booklets, - of Poems, on Islam and Family Planning, or Family economy;
- b. Such a large number of articles were contributed by columnists in Newspapers and Journals on this subject in seventies.

The private sector involvement in IEC production both at commercial and non-commercial level should be encouraged and increased by appropriate policy incentives.

2 There is bound to be some duplication of efforts in production and dissemination of materials but it would be desirable to minimise these duplications by an institutional co-ordination:

- a. Between the material planning and producing agencies in the Government and in the NGOs;
- b. Between such agencies in the different NGOs themselves.

3 Facile generalisations in prolific production of materials should give place to specific and explicit messages.

4 Range of objectives and target groups should be shrunk to manageable dimensions.

5 Priorities and phasings of message-communication should be pre-planned, subject to later modifications on interim assessment of response and effectiveness.

6 Specificity in approach and target groups can be better achieved through maximum possible decentralisation of production efforts.

7 Micro-level surveys and studies of selected social, economic and cultural segments of society could discover their currently ruling concepts. Knowledge of these concepts could facilitate the choice of idioms and arguments to which major segments might be more receptive.

8 The macro approach of addressing all the messages to all the segments should be avoided. The programme should get used to selective exclusion of some Socio-economic groups in order to make the messages more segment-specific. Dwellers of one-room houses would find the arguments of those living in three-room houses less relevant.

9 Cultural constraints and attitudinal reflexes should not be presumed to be static and un-changing. Micro-level studies of selected social segments might reveal substantial changes in them with the passage of time and environmental modifications. Popular, un-analysed assumptions of 25 years back should not continue to dictate ad-infinity. Messages should be period-specific.

10 Group-specific and period-specific messages should find it easier to be addressed to well-defined social segments. That should determine the target groups for which the production was meant. Channels of dissemination should be worked out accordingly. Instead of a routine uniform channel, there should be specific channels for each separate production.

11 Documentation centres at NIPS & NGOCC, as visualized in this project, should be made to store all these productions for reference and research.

12 The present effort, however imperfect, should not be allowed to go waste. Institutional arrangements should be made in NIPS to carry on with this investigative effort, at least for the collection of major known productions which have not yet been discovered.

13 After the collections have reached a meaningful level from the users' point of view, the entire categorising and coding pattern should be drastically revised. Number of categories and codes should be reduced and simplified. The overlapping categories should be eliminated. Their classification and magnitude should be able to reflect the needs of the prospective retrievers. These needs should be properly assessed periodically.

14 There is a need to link and coordinate the interpersonal communication activities of the field workers with the mass media activities of the Ministry of Population Welfare which is currently operating at the national level.

15 The mass media is presently used for promoting the two child concept. There is, however, a big gap between knowledge and use of family planning. The television time should be strategically used for promotion of family planning by providing more information on availability of services rather than only motivational and educational information. The mass media should be used in effective manner. The Ministry of Population Welfare may concentrate on two broad themes

- i. **Acceptability:** How to make it acceptable for couples to discuss family planning and use family welfare centres or other institutions to get services;
- ii. **Accessibility:** How to make people know where the services are available. It may not be enough to provide addresses, but rather to show on the mass media what the centres look like.

16 The actual design and pretesting of radio and television spots should be finalised in consultation with the private sector advertising agencies.

17 Emphasis should be given to audience research and pretesting of message communications in order to develop effective IEC materials.

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