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<th>AMIC-EWCI Conference on Approaches to Communication Planning : Solo, Nov 4-8, 1979 : [welcome address]</th>
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<td><strong>Author(s)</strong></td>
<td>Sinha, P. R. R.</td>
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Welcome Address

By

P R R Sinha
WELCOME ADDRESS

Dr. P.R.R. Sinha
Director
AMIC

His Excellency, Minister of Information, Govt. of Indonesia,
His Excellency, Governor of Central Java,
Honoured Guests and Distinguished Participants and Observers,

Today is a very important day in the history of Amic. It is important because we have with us a galaxy of key communication administrators and policy-makers, senior communication practitioners and communication scholars gathered together to discuss threadbare one of the vital tenets of positive association between communication and development communication planning. The days are gone when communication (even though an inseparable entity of our lives and living) was considered a non-entity. Communication today, is widely acclaimed and accepted as the live-wire of the process of growth, change and development. This is how it should be.

We are very grateful to Your Excellencies for having found time to be with us this morning. Your presence bears testimony to the conviction of the organisers of this Conference that communication in general and communication planning in particular need to be discussed sooner than later.

Planning sets the parameters of activities and programmes designed to achieve the set goals or objectives. Planning for development is a fact of life in almost all the countries of the Third World. Nevertheless, planning for communication is conspicuous by its absence in the total developmental planning efforts at any level in a country. However, consciously or unconsciously efforts are also underway to take stock of communication potentials and the manner and extent to which these
potentials could be harnessed to the maximum. The recent emphasis on communication policies and planning by the Unesco has set the ball rolling in right direction. The last Intergovernmental ASIOCOM Conference in Kuala Lumpur from 4-14 February 1979 brought to the fore a number of issues in the form of 51 recommendations that require immediate attention of those directly or indirectly concerned with communication and development. Amic has been seized with this theme since 1974 when it was commissioned by Unesco to do a feasibility study on "Training in Communication Planning in Asia". We also organised a major regional conference on Development Communication Policy and Planning in Manila in May 1977 and have brought out a number of publications on this topic. Besides, such organisations like Development Communication Training and Planning (DCTP, the erstwhile DSCS) are also engaged in promoting the cause of communication planning at various levels. Whole enough round table discussion on communication policy and planning has been going on for quite sometime, it becomes imperative for institutions like AMIC and EWCI to take stock of the existing situation and plan and execute some specific activities aimed at making communication planning at national and other levels a reality. Hopefully, the participants and observers of this Conference would help us achieve this objective.

This day is also significant for us because this is our first joint programme with EWCI and we hope that this is just the beginning of many of our joint programmes in future. We are extremely pleased that Dr. S.A. Rahim, Head of Communication Policy & Planning Unit at the EWCI has come all the way from Honolulu not only as a co-sponsor but also as a professional to contribute towards the success of this Conference.

It is gratifying to note that the Press Council of Indonesia and the Indonesian Journalists Association have accepted our invitation to co-sponsor this Conference. But for their painstaking efforts, it would have been extremely difficult for us to organise this Conference in a place which is away from Jakarta but well suited for a Conference like the present one. The presence of practically most of the senior officials of the Ministry of Information, Govt. of Indonesia, is a reinforcement of our belief that the Governments in the region are fully aware of the importance of communication and they do realise the significance of its planning in the light of national interest and development.
Our thanks are also due to our distinguished participants and to observers who have decided to attend this Conference at their own expense.

On behalf of Amic and on my own behalf, I thank you once again Your Excellencies for your gracious presence and assure you of our best possible efforts for the success of this Conference.

We wish our participants and observers a pleasant stay here in Solo.

30.10.79