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**Draft Recommendations**

DRAFT PREAMBLE

17

3 APR 1981

AMIC

- Pacific

RECOGNISING

- \*that the rural sector is a preponderant sector in most Asian countries;
- \*that the political leadership of these countries have laid stress and emphasised the growth and development of the rural sector;
- \*that rural development absorbs and is assigned a major part of national investment and of the national budget;
- \*that there is a growing awareness that communication resources could be better harnessed to make a more significant and better contribution towards this goal;

FORTY participants with a wide range of expertise and experience in the area of Communication and Rural Development, met for an International Seminar in Bumitel Dam, Thailand on March 2 - 8, 1981. The seminar was sponsored by EWCI-AMIC-FJMC, TU, in cooperation with the Electricity Generating Authority of Thailand. After careful and exhaustive deliberations, the group decided to make the following recommendations:-

AMNIC

THE GROUP THEREFORE RECOMMENDS :-

1. that, at the highest national policy-making levels, communication and information activities should be accorded a high priority and distinct area within the overall national development plan.

2. That communications being a distinct activity in all development programs including rural development, constitute a new emerging and significant sector of the economy and deserves specialised attention at the national planning level.

There is, therefore, a need for the establishment of distinct communication/information sector within the national planning organization.

3. That, in order to ensure fuller utilization of existing communication resources and development of communication planning for rural development, an inventory should be made of the available communication resources and its utilisation. Such an inventory of communication and information resources includes but is not limited to:-

Broadcast facilities, both radio and television

Microwave distribution systems

Satellite transponders and earth stations

Telephone lines, stations and switching facilities including IBX's

Computer and data transmission facilities

Cinemas and theaters

Newspapers, magazines and news services

Extension workers, community workers, community communicators

Traditional media

Electronic recording equipment, audio and video

An inventory of communications and information utilisation includes but is not limited to:- *and distribution*

Number of radio and TV receivers

Number of telephone, telegraph and telex messages

Newspaper, magazine and other print material

Attendance at cinemas and theaters

Radio and TV attendance

Traditional media

*Training & research*

4. that, in order to assess new communication technological developments and emerging communication needs, there is a need to monitor, evaluate and forecast the appropriateness of such technologies, the options available and their impact on society.

5. that, in order to achieve the goals of rural development, through communication planning and implementation, each country should adopt an appropriate mix of centralised and decentralised institutional structures of communication which would promote

national and rural development  
self-reliance  
creativity at the local levels  
national integration

6. that, in communication, software development should be accorded the same priority as (and along with) hardware development. Adequate resources should be made available for software, experimentation and production to support rural development.

7. that, resources be made available for education and training of new and existing personnel in communication policy and planning, production, implementation and management.

8. that, in order to ensure effective implementation of communication policy and planning, it is imperative that linkages between communication researchers, policy makers, planners and practitioners should be established through:-

- wide distribution of research findings in a straight forward and policy oriented form,
- seminars and conferences involving all interested persons
- the placement of communication researchers and policy analysts in planning and policy making bodies at national and regional levels.

9. that, in developing communication and information policies and plans, attention should be paid to regional and international co-operation in the

- \*sharing of communication facilities such as satellite, data networks and experiences, and
- \*development and exchange of software.

PMIC

Some draft recommendations.....

7 APR 1981

AMIC

THE GROUP THEREFORE RECOMMENDS:-

1. that, at the highest national policy-making levels, communication and information activities should, following a sectoral approach and supported by appropriate planning, be regarded as a high priority and distinct area; *within the overall (national planning)*
2. that communications is a distinct activity in all development programs, which when taken together, constitute a new emerging and significant sector of the economy, *infrastructure* needing specialised attention at the national planning level.
3. that, there should be the establishment of a distinct communication/information sector within the national planning organisation. *11 Ref. to the Commission*
4. that, in order to facilitate systematic planning, an inventory should be made of the available communication resources and its utilisation. Such an inventory of communication and information resources includes but is not limited to:-

- Broadcast facilities, both radio and television
- Microwave distribution systems
- Satellite transponders, and earth stations
- Telephone lines, stations and switching facilities including PBX's.
- Computer and data transmission facilities
- Cinemas and theaters *Folk groups & small will*
- Newspapers, magazines and news services
- Extension workers, community workers, community communicators
- Electronic recording equipment, audio and video

An inventory of communications and information utilization includes but is not limited to:-

- Number of radio and TV receivers
- Number of telephone, telegraph and telex message
- Newspaper, magazine and other print material
- Attendance at cinemas and theaters
- Radio and TV attendance

*PD Focus on rural development*

*11 Ref. to the Commission*  
*12) Commission*

*newspaper report*  
*the...*  
*Extension workers...*  
*...*

5. that, in order to assess new technological developments, <sup>Examine and</sup> a national committee should monitor and evaluate the appropriateness of such technologies, the options available and their impact on society.

6. that, each country should adopt an appropriate mix of centralised and decentralised institutional structures of communication in order to promote

national and rural development

self-reliance

creativity at the local levels

and national integration.

7. that, in communication, software development should be accorded at least the same priority as (and along with) hardware development. <sup>Appropriate</sup> resources should be made available for software production relevant for rural development.

8. that, in developing communication and information policies and plans, attention should be paid to regional and international co-operation in the

\*sharing of communication facilities such as satellite and data networks; <sup>and</sup>

\*development and exchange of software.

9. that, in order to ensure effective ~~implementation of~~ communication policy and <sup>and implementation of</sup> planning, it is imperative that meaningful linkages between communication researchers and policy makers should be established.

3 APR 1981

AMIC

March 7, 1981

Dear Participants:

After six days of listening, discussing, participating, and so on, I now would like to learn your expressed perceptions toward the effectiveness of this seminar. Again, please allow me to ask you the following questions.

Thank you very much for answering these questions. Finally, may I wish you all a safe and <sup>a</sup>pleasant trip home.

Sincerely yours,

*Pongthep Vorakitpolatarn*

(Dr. Pongthep Vorakitpolatarn)



1. How would you rate the success of the seminar in general compared to other international seminars in the following matters?

	Outstanding performance	Superior performance	Standard performance	Minimal performance	Unsatisfactory Performance
presentation					
participation and discussion					
documents					
Overall effectiveness					

2. How would you rate the following services?

	very satisfied	satisfied	Neutral	dissatisfied	very dissatisfied
Transportation					
Food					
seminar program					
seminar place					
Field trips					
overall services					

3. Would you please identify priority problems of communication policy for rural development as you have learned from the seminar.

- a) .....
- .....
- b) .....
- .....
- c) .....
- .....

4. What are your recommendations for improving communication policy for rural development?

- a) .....
- .....
- b) .....
- .....
- c) .....
- .....

5. Are you pleased with the results of the seminar in general?

- Yes       No

6. Please describe how the seminar has changed your expectations and attitudes toward the communication policy for rural development.

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7. What are your suggestions for future seminar regarding this matter?  
( in any aspects)