



**Report**  
**on**  
**the UNESCO Regional Centre**  
**for Book Development in Asia (Karachi)**

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**Geneva**  
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REPORT ON THE UNESCO REGIONAL CENTRE FOR BOOK DEVELOPMENT  
IN ASIA (KARACHI)

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## INTRODUCTION

1. The Director-General of UNESCO requested the Joint Inspection Unit to include in its programme of work for 1973 the evaluation of various centres sponsored by UNESCO, including the Regional Centre for Book Development in Asia. This report has been prepared in response to that request.

2. After discussion with UNESCO officials of the main questions relating to the Centre, the Inspector paid a visit to a number of countries of Asia in February 1974. The work programme, the present situation and the future of the Centre were discussed at length with members of UNESCO National Commissions and Government officials, directors of National Book Development Councils or Boards, and many publishers and educators in Afghanistan, India, Thailand, Japan and Pakistan. Members of the secretariat of the Economic Commission for Asia and the Far East (ECAFE) and the Director of the UNESCO Regional Office in Bangkok were also interviewed.

3. The assistance and advice he received from the various people with whom he talked were of the greatest importance for an objective evaluation of the task performed by the Karachi Centre. The Inspector is very grateful for the contribution they made to this study. The Report of the Evaluation Commission on the Regional Offices, Centres and Institutes Established or Assisted by UNESCO in Asia (UNESCO/BMS/1) like other evaluations by the secretariat, has been of considerable help.

## Chapter I

### GENERAL

#### A. The mandate given by the General Conference

4. The main resolutions of the General Conference relating to reading material and book development are as follows:

- (a) Resolution IV.1.4.331 (8th session, 1954) authorizes the Director-General to assist Member States in the planning and the production of reading material especially designed for new literates;
- (b) Resolution 4.64 (9th session, 1956) authorizes the Director-General to assist Member States in that undertaking, particularly by:
  - (i) organizing the exchange of information and material related to the needs of Member States,
  - (ii) organizing meetings of experts and seminars,
  - (iii) undertaking experimental activities, and
  - (iv) providing assistance and furnishing international services to literature bureaux and book centres existing in Member States taking part in this project;
- Resolution 4.75 (9th session, 1956) states that the needs of Member States in such fields as libraries, archives, museums, arts and crafts, community cultural centres, preservation of cultural property and provision of reading material for new literates are immense and urgent ... and realizes that the fulfilment of these needs is vital to social development and to the free participation of the individual in the cultural life of the community.<sup>7</sup>
- (c) Resolution 4.74 (10th session, 1958) authorizes the Director-General in co-operation with Member States and appropriate agencies, to assist in the preparation, production and distribution of reading material intended for the new reading public through the regional centres established for this purpose, in particular by:
  - (i) collecting and distributing information and material,
  - (ii) promoting, training and research programmes, and

- (iii) financing, and in other ways assisting, literature bureaux and national book centres;
- (d) Resolution 4.22 (11th session, 1960) authorizes the Director-General, in co-operation with Burma, Ceylon, India, Iran and Pakistan and appropriate agencies, to promote a better provision of reading material in the languages of the area to meet the needs of the growing reading public:
  - (i) by encouraging the distribution of reading material in the languages of the project area and promoting interest in reading,
  - (ii) by assisting in the preparation and production of such reading material, and
  - (iii) by operating a regional centre established at Karachi for these purposes;
- (e) Resolution 4.221 (12th session, 1962) invites Afghanistan, Burma, Ceylon, India, Iran, Nepal, Pakistan and Thailand to promote the publication in their national languages, and the diffusion to an increasingly wide public, of appropriate reading material. Resolution 4.222 authorizes the Director-General, in collaboration with the Governments of Afghanistan, Burma, Ceylon, India, Iran, Nepal, Pakistan and Thailand, in order to promote the publication in their national languages and the diffusion to an increasingly wide public, of appropriate reading material:
  - (i) to encourage the publication by competent national bodies of pilot editions of good quality on subjects relating to community development, international understanding and general culture,
  - (ii) to develop means of distributing books in order to make reading material widely accessible to the public, in particular by aiding in the extension of library services and the development of bibliographical services,
  - (iii) to promote reading interest among the public by assisting in the organization of appropriate manifestations such as book promotion weeks, prizes for the best publications, etc.,
  - (iv) to develop organs for the promotion and co-ordination of activities in this field, such as national book centres and appropriate professional associations,

- (v) to provide specialists with up-to-date information and opportunities to undertake joint studies and to complete their training by means of publications, reference material, seminars, missions of experts and fellowships,
  - (vi) to convene at regular intervals, for the purpose of assisting in the guidance and implementation of the project, a regional co-ordinating committee comprising representatives of the participating Member States, and
  - (vii) to ensure the operation of the regional centre established at Karachi for the implementation of the project;
- (f) Resolution 4.121 (13th session, 1964) invites the Director-General, inter alia, to promote the production and distribution of books in the developing countries, and to continue to stimulate and encourage the publication of low-priced books, particularly for newly literate adults and for young people in developing countries;
- (g) Resolution 4.222 (14th session, 1966) authorizes the Director-General to promote international co-operation in the publishing field through meetings, consultant services and the pursuit of studies and research designed especially to assist the developing countries in:
- (i) the formulation of systematic national policies for book development, in which books are fully integrated in overall economic and social planning,
  - (ii) the expansion of domestic publishing industries and, in particular, the production of books needed for the acceleration of educational development and literacy activities,
  - (iii) the extension of book distribution channels and the effective application of book promotion techniques,
  - (iv) the expansion of training facilities in the book field and the possible establishment in an Asian country of a regional centre for book publishing and distribution, with special emphasis on the graphic arts, and
  - (v) the promotion, through studies and research, of the full use of books and other reading material which serve social and economic development and mutual understanding;

(h) Resolution 4.231 (15th session, 1968) authorizes the Director-General:

(i) to promote the development of book production and distribution, particularly in developing countries, by organizing meetings and training courses, by publishing studies, and by other appropriate activities with a view to stimulating:

- the formulation of national book development programmes integrated in overall economic and social planning;
- the expansion of domestic publishing industries, in particular for the production of books needed for educational development and literacy projects; and
- the extension of book distribution channels and the application of efficient book promotion techniques,

(ii) to maintain the Karachi Centre for Book Development for the implementation of the book-development programme in Asia, and

(iii) to participate, upon request, in activities of Member States designed to develop their publishing industries and to train book personnel;

(i) Resolution 4.23 (16th session, 1970) authorizes the Director-General:

(i) to assist Member States in the formulation of national book-development programmes, and for this purpose to convene a meeting of experts concerning the Arab States,

(ii) to promote the development of book production and distribution, particularly in the developing countries, by undertaking studies and organizing training courses, seminars and pilot projects,

(iii) to maintain the Karachi Centre for Book Development for assisting in the promotion and implementation of book-development programmes in Asian Member States, and

(iv) to assist Member States, upon request, in book-development activities falling within the competence of UNESCO;



- (j) Resolution 4.131 (17th session, 1972) authorizes the Director-General, inter alia:

...

- (iii) to promote the formulation of book-development programmes and development of the national book industries of Member States by undertaking studies and research, organizing training courses, seminars and pilot projects; and to maintain the Regional Book Development Centre for Asia, Karachi, for the implementation of book-development programmes in Asian Member States,
- (iv) to assist Member States, upon request, in activities related to development and application of the communication media as described in this resolution.

B. The UNESCO Regional Centre for Reading Material in South Asia, including main activities

5. In pursuance of the resolution adopted by the General Conference in 1954, the Director-General convened a regional meeting of experts on the production of reading material for new literates at Murree (Pakistan) in June 1956 and a regional workshop on book production at Rangoon (Burma) during October-November 1957, inviting experts from Burma, Ceylon, India and Pakistan.
6. At the Murree meeting a recommendation was approved requesting UNESCO to negotiate with the Governments of the region the establishment of a regional centre for the promotion of reading material. An agreement was reached with the Government of Pakistan, and on 1 August 1958, under the Expanded Programme of Technical Assistance, the UNESCO Regional Centre for Reading Material in South Asia was established at Karachi.
7. The main purpose of the UNESCO Centre - a regional organ and part of the secretariat - was to assist Member States in the provision of non-educational books and reading material needed to sustain readership among new literates emerging from literacy campaigns. The Centre was also entrusted with the task of promoting the production and distribution of reading material in vernacular languages for the growing reading public in four countries in South Asia, namely, Burma, Ceylon, India and Pakistan. During the following years the number of countries associated with the

project increased gradually. In 1967 the following countries were participating in the Centre's activities: Pakistan (host country), Afghanistan, Burma, Ceylon, India, Indonesia, Iran, Japan, Khmer Republic, Korea, Laos, Malaysia, Mongolia, Nepal, the Philippines, Singapore, Thailand, and until cessation of membership, Taiwan. The Centre was retitled as the UNESCO Regional Centre for Reading Materials in Asia. This first phase of the Centre ended on 31 December 1968.<sup>1/</sup>

8. The work accomplished by the Centre during the first phase is impressive; a brief summary of its activities up to 1968 was given to the Inspector by the Director of the Centre, as follows:

- (a) a total of ten regional activities (seminars, meetings, workshops, training courses, etc.) as well as sub-regional ones were held during this period. Nearly 400 persons attended these regional activities;
- (b) UNESCO gave financial and technical assistance to forty-three national seminars/training courses/meetings/workshops etc. in which several hundred persons took an active part and benefited from them;
- (c) UNESCO has given financial and technical assistance to the organization of thirteen book exhibitions/festivals/campaigns/weeks on books for juveniles, on simple science and international understanding. Physical arrangements for these activities were made by agencies nominated by the respective national commissions in some of the countries of the Asian region;
- (d) fifty-seven overseas fellowships have been awarded to the nominees of Member States. The purpose of the fellowships was to enable authors, publishers, booksellers, printers and bibliographers etc. to get further training abroad;
- (e) a total of forty-two short-term intra-regional study trips were awarded to the nominees of Governments with the purpose of enabling the recipients to gain further knowledge in their respective fields from the neighbouring countries;
- (f) twenty-seven expert missions were arranged for the conduct and management of regional seminars, surveys of library facilities, training in book illustration, printing, copyright, etc.;

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<sup>1/</sup> The participation of the People's Republic of China and Bangladesh commenced in the 1971-1972 biennium.

- (g) one hundred and thirty-one prizes were awarded to the authors of best books/ manuscripts on simple science, international understanding, folk tales, etc., in the national languages of the Asian region. This scheme was introduced for the purpose of encouraging local authors to write more and better quality books for their local audiences;
- (h) financial assistance as well as reference material were provided to publishing agencies to enable them to produce low-cost books on science, economic and social development, etc. in simple style in the important languages of the Asian region. Over 400 books and booklets were published under what was termed the Pilot Edition and Translation Schemes. UNESCO covered the authors'/translators' fees and assured the publisher that it would purchase 500 copies of each title for free distribution to the libraries of the linguistic areas concerned;
- (i) in addition to specific book problems dealt with in the course of the above-mentioned regional/national activities, contracts were issued to competent specialists for research and studies of problems relating to reading interests, book distribution, etc., some of which were published and distributed. About 100 surveys and studies were undertaken which included a few guidebooks, handbooks and reference books. In addition, four graded wordlists were prepared for new readers;
- (j) in view of the imperative need to create book awareness in Ceylon, Iran and Pakistan, UNESCO secured the services of an expert for planning book promotion centres in these countries. The Governments accepted the plans in principle and set up autonomous bodies, namely, the National Book Trust of Ceylon and the National Book Centres of Iran and Pakistan respectively. UNESCO also provided quantities of equipment for their use, in addition to reference material;
- (k) the Centre published a quarterly information Bulletin in English which was distributed to specialists, institutions and libraries of the Asian region as well as other countries of the world since 1959. The Bulletin in January 1967 was retitled "Newsletter". In addition to the above, final reports of regional activities, reference books, surveys, studies, etc., prepared under the project were published/reproduced and distributed by the Centre, not only within the region, but also to other countries of the world.

C. The UNESCO Regional Centre for Book Development in Asia,  
including main activities

9. A Meeting of Experts on Book Production and Distribution was convened by UNESCO at Tokyo, Japan, in 1966. The report of the Tokyo meeting stated that the Karachi Centre "might serve as the administrative base in the region for the implementation of the book development programme recommended in this Report for the whole of Asia".

10. With a view to implementing this larger concept, the Director-General decided to propose to the General Conference at its fifteenth session in 1968 that the Karachi Centre should become the focal point of UNESCO's book development activities in the Asian region, a proposal that was in accordance with the recommendation of the Tokyo meeting.

11. As proposed by the Director-General, the General Conference approved at that session the reorientation of the Karachi Centre. Its title was changed to that of Regional Centre for Book Development in Asia. Resolution 4.231 authorized the Director-General, inter alia, "to promote the development of book production and distribution, particularly in developing countries, by organizing meetings and training courses" (see paragraph 4 (h)). A most interesting feature of resolution 4.231 is the reiteration that national book-development programmes should be fully integrated in "overall economic and social planning".

12. Details of the main activities performed by the Karachi Centre as a book-development unit in Asia, are given below:

1969 - Regional Training Course on Book Distribution Techniques (Karachi, 27 October to 29 November); twenty-six participants attended from Afghanistan, India, Malaysia, Nepal, Pakistan, Singapore, Ceylon and Thailand.

1970 - Regional Training Course in Publishing Management (New Delhi, 30 August to 26 September); twenty-nine participants from Afghanistan, China (Taiwan), India, Iran, Korea, Malaysia, Nepal, Pakistan, Philippines, Singapore and Ceylon.

1971 - Regional Seminar on Production Planning and Distribution of Text and General Books in Asia (Kuala Lumpur, 29 November to 18 December); twenty-five participants from Afghanistan, China (Taiwan), India, Indonesia, Iran, Khmer Republic, Korea, Laos, Malaysia, Nepal, Pakistan, Singapore, Ceylon, Thailand and Vietnam.

1972 - Regional Seminar on General Publishing and Marketing of Books in Asia (Colombo, 25 September to 7 October); twenty-four participants from Afghanistan, India, Indonesia, Iran, Khmer Republic, Korea, Malaysia, Pakistan, Singapore, Sri Lanka (formerly Ceylon), Thailand and Vietnam.

Regional Seminar on the Establishment and Operations of National Book Development Councils (Manila, 4-8 December); twenty-one participants from Afghanistan, India, Indonesia, Iran, Khmer Republic, Malaysia, Nepal, Philippines, Pakistan, Singapore, Sri Lanka and Thailand.

1973 - Regional Seminar for Executive Secretaries of National Book Development Councils (New Delhi, 10-15 December); fifteen participants from Afghanistan, Bangladesh, India, Indonesia, Iran, Khmer Republic, Korea, Laos, Malaysia, Nepal, Philippines, Singapore, Sri Lanka, Thailand and Vietnam.

13. During the International Book Year and with financial assistance from UNESCO under the Participation Programme to some Asian countries, the Karachi Centre helped organize book exhibitions, carrying out surveys of reading preference, seminars on various fields of the book industry, awarded prizes to authors and publishers, etc. Expert services were also financed under the Participation Programme. Some of the countries that benefited from this were Afghanistan, India, Iran, Malaysia, Nepal, Pakistan, Sri Lanka, Bangladesh, Philippines, Korea, Japan and Vietnam.

D. The National Book Development Boards

14. The main task upon which the Karachi Centre has recently been placing special emphasis has been the institution in each Asian country of a National Book Development Board (or Council, Centre, etc.). These bodies represent the whole spectrum of the book industry and are a prerequisite to any well co-ordinated, realistic and meaningful book-development programme in individual Member States. Practical administrative and professional advice has been rendered by the Centre's staff; in addition, the Centre prepared and forwarded to Member States a model outline for a Constitution of a National Book Development Council (NBDC) for possible guidance with the option to adapt or modify it to suit the special conditions of each country.<sup>2/</sup>

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<sup>2/</sup> As regards the functioning and objectives of the National Book Development Councils, see Annex 1.

15. So far, eight Asian countries have established National Book Development Councils or similar bodies. They are: India, Malaysia, Philippines, Singapore, Sri Lanka, Laos, Pakistan and Vietnam. In process of establishing such bodies are Afghanistan, Indonesia, Khmer Republic, Nepal, Thailand and Bangladesh. Korea has an Art and Culture Promotion Committee which is performing the functions of a Council.

16. The Centre has also approached Burma, Iran, Mongolia and China urging them to establish NBDC's as soon as possible. Some of the Councils are developing a very well concerted national effort in order to raise the status of the book industry. On the other hand, there are certain NBDC's that need to be reorganized and strengthened to enable them to make a more effective impact. In the opinion of the Inspector, the NBDC's should cover reading material, including periodicals, and book development.

17. Japan established on 29 March 1969, as a division of the Asian Cultural Centre for UNESCO, the Tokyo Book Development Centre. The chief purpose of the Centre is "to co-operate with book development activities in the Asian countries, along the lines of UNESCO-initiated Book Development Programmes in the Developing Countries". The four major programmes of the Tokyo Centre are: (a) organization of training courses on book production; (b) study and development of new type-face designs of non-Latin letters in Asia; (c) promotion of co-publication programmes of the common reading material for children in Asia; and (d) promotion of exchange of information and book personnel in the region.<sup>3/</sup>

E. The Centre's budget and programme of work

18. As regards the budgetary allocation, the amount of money expended by UNESCO and UNDP for the Reading Material Project and the Book Development Project is as follows:

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<sup>3/</sup> For additional information on the Tokyo Book Development Centre, see Annex 2.

Reading Material Project				
Biennium	Regular Budget	TA Budget	TA Country Programme	Total
1955/56	\$126,423	-	-	\$126,423
1957/58	\$100,630	\$ 90,040	-	\$190,670
1959/60	\$194,300	\$ 77,800	-	\$272,100
1961/62	\$130,300	\$160,480	-	\$290,780
1963/64	\$167,780	\$153,500	-	\$321,280
1965/66	\$190,100	\$164,400	\$24,400	\$378,900
1967/68	\$180,000	\$ 85,640	-	\$265,640
Book Development Programme				
1969/70	\$162,360	\$ 85,200		\$247,560
1971/72	\$165,050	\$ 92,200		\$257,250
1973/74	\$160,490	-		\$160,490

19. It should be noted that in 1961/62 the Reading Material Project covered only Burma, Sri Lanka (Ceylon), India, Pakistan and Iran, with a budget allocation of US\$290,780. The Book Development Project in 1971/72 included the whole of Asia, with a budget allocation of US\$257,250. Since UNDP discontinued its assistance to the Book Development Project for 1973/74, all the expenses of the Karachi Centre are covered by UNESCO regular budget and amount only to US\$160,490. Of that amount US\$88,765 are required for staff, thus leaving only US\$71,725 for operations and consultants. The host Government's contribution amounts to nearly US\$11,000.

20. From 1969 to 1972, four regional activities financed from TA funds were organized and held by the Karachi Centre. These funds covered fellowships, expert services, working papers, etc. Similarly, the post of expert in book development has been financed by TA funds from 1969 to 1972. With effect from 1 January 1973, UNDP withdrew its financial support from these regional activities which had therefore to be funded from the regular budget. UNDP also withdrew its financial support for the expert post and subsequently it had to be abolished. With effect from 1973, the programme assistant's post under regular budget funds was abolished and replaced by short-term consultancy services.

21. In the UNESCO Approved Programme and Budget for 1973-1974 (17 C/5, paragraph 1201) provision is made for the following staff at the Centre: one Director, one Administrative Assistant, two posts in the Professional category and three posts for local staff. When the Inspector visited the Centre he found besides the Director of the

Centre, a Consultant in book distribution appointed for a six-month period and who had already completed his assignment. No other Professional staff member was attached to the Centre nor was there anyone working in the field. The Inspector believes that even with a limited work-programme filling of the two professional posts is imperative.

22. The programme of work of the Centre is described in the above-mentioned document as follows: "The Karachi Centre for Book Development will be maintained for the promotion and implementation of book programmes in Asia. It will be responsible for the organization of training courses, seminars and advisory missions in the region. It will also undertake research and disseminate information on national book activities through the publication of a monthly Newsletter. In addition, it will act as the field office in Asia for UNESCO's International Copyright Information Centre."

23. The draft programme for 1975-76 also covers a wide field of activities, as indicated in the relevant text:

"The Karachi Centre will continue to serve as the field instrument in Asia for the implementation of Unesco's expanded programme for book development. As such it will advise and assist Member States upon request, in the development of their indigenous book industries. Special attention will be paid not only to the strengthening and operations of existing National Book Development Councils but, in particular, to the establishment of new ones to achieve the target of 15 Councils (as mentioned in the Draft Mid-Term Outline Plan for 1973-78) by 1978. The Centre will concentrate on the development of professional infra-structure and the establishment of planning machinery. Training courses and seminars particularly for high-level managerial staff in various sectors of the book industry will continue to be organized and held by the Centre. In addition to advisory missions it will also undertake research and studies on problems in the book field and disseminate information through the publication of its quarterly Newsletter in English. The Karachi Centre will continue the pursuit of follow-up activities to IBY and act as the field office in Asia for Unesco's International Copyright Information Centre.

Close co-operation will be maintained with international organizations such as ECAFE, IPA, ASEAP, etc., as well as the Tokyo Book Development Centre and National Book Development Councils and professional associations in the region."



## Chapter II

### DISCUSSION OF THE PROBLEM

#### A. Evaluation of the work of the Centre

24. After an enumeration of the most important activities of the Karachi Centre during the past fifteen years (paragraphs 8 and 12) which amount to an impressive task, one is entitled to believe that the book development programme has had a strong impact in the Asian Member States. Nevertheless, the impact has not been as strong as it should have been.

25. Book development has followed the socio-economic trend in each of the countries involved. In some Asian countries with economic possibilities, book development has followed a natural course. Such is the case in Iran, India, Singapore, Malaysia and some other countries. In places where the economic situation has been difficult, little attention has been paid to book development. A participant in the Experts Meeting on Book Development held in Tokyo, 1972, described the situation very clearly: "Perhaps one of the greatest problems is financial. We have little money and a very tight budget. When a country has to worry about feeding its people, there is very little money left to spend on book development."

26. Nevertheless, it would be a mistake to think that the situation is the same in 1974 as in 1958. The Karachi Centre fulfilled the very important task of placing the problem before Governments, making quite clear the aims of UNESCO and the urgent need to improve the production of text-books, reading material and books, as an integral part of socio-economic development.

27. At the same time, the training activities of the Centre helped the formation of a solid nucleus of experts in planning, editing, producing and distributing books and reading materials. Nearly 1,000 people participated in seminars, regional and national activities sponsored by the Centre.<sup>4/</sup>

28. There is almost no country in Asia lacking the know-how for producing enough reading material for its needs. Perhaps they do not have the know-how for using sophisticated printing machinery, but very few countries in Asia have that kind of machinery.

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<sup>4/</sup> See Annex 3, List of long-term and short-term fellowship holders and short-term study grants.

29. Book production, nevertheless, is far from reaching the minimum target (mainly in the less developed of the developing countries of the region) established in the Tokyo meeting, 1966, - 80 pages for text-books and 80 pages for non-text books per inhabitant.<sup>5/</sup>

30. The essence of the problem - and that should be the next task of UNESCO - is that the less-developed countries of the region need urgent help with respect to reading material and book development. They have a growing younger population and very little is being done, especially in the field of reading material, for new literates (see paragraphs 40-42).

31. The Inspector believes there is a valid distinction between text-books, reading material for new literates and book-production development.

32. Text-book production is covered in a more or less satisfactory way in almost all the Asian countries. The Government, bilateral aid and private institutions have been, and are playing a very active role in this field. It could be said that the basic and elementary needs of the countries are being met. The help they need is mainly on the financial side.<sup>6/</sup>

33. With reference to reading material for new literates and book production the situation is not the same. The needs in both fields are very pressing, mainly the production of reading material for new literates. It is a well-known fact that if, after finishing at grammar school, young people between 12 and 15 years of age do not keep reading, they again become illiterate. How is this situation being faced by the Asian countries? The Inspector believes that the situation is not being faced at all, at least by a large number of countries. The production of simple, attractive and inexpensive reading material by private enterprises needs to be strongly encouraged by the governments and credit institutions.

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<sup>5/</sup> See Annex 4 for the needs of Asia in reading material.

<sup>6/</sup> The introduction of audio-visual material in primary schools will call for a complete re-evaluation of the concept and structure of the "text-book".

B. Reading material development and book development

34. The Karachi Centre has been placing emphasis of late on book production. The Tokyo Book Development Centre is doing the same. The Inspector has been unable to detect any short-term, medium-term or long-term planning related to reading material development.<sup>7/</sup> In the opinion of the Inspector the urgent need of the Asian countries is in the field of reading material. The Inspector believes also that the reorientation of the Centre's activities in 1968, from a Centre for the promotion of reading material in general to a book promotion Centre was not a fortunate move. The broader scope of reading material of all kinds was limited to books.

35. Resolution 4.222 adopted by the General Conference at its fourteenth session (1966) is the last document produced by the legislative body of UNESCO in which reference to reading material is made. The resolutions adopted at the fifteenth, sixteenth, and seventeenth sessions mention only book development.

36. This remark would be irrelevant if we were to assume that the expression "book" covered also "reading material". But the expression "book" has been defined by UNESCO itself as a "non-periodical printed publication of at least forty-nine pages, exclusive of the cover pages, published and made available to the public". A more suitable definition is used in the Florence Agreement (BTN No. 49.01). The term "book" covers printed books, booklets, brochures, pamphlets and leaflets.

37. As long as the expression "reading material" covers books, booklets, brochures, pamphlets, etc. and also periodical publications, magazines, journals and even newspapers, it is a more suitable expression to fit the need of the Asian countries. Resolution IV.1.4.331 (8th session, 1954) authorizing the Director-General to "assist Member States in the planning and the production of reading material especially designed for new literates" was a clear definition of what the Asian countries needed; the need of the countries is the same in 1974 as in 1954.

38. Out-of school reading material is an essential factor for achieving functional literacy, out-of-school education and for developing reading habits in new literates.<sup>8/</sup>

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<sup>7/</sup> The so-called "Common Reading Materials Development Programme in Asia" being implemented by the Tokyo Centre refers only to the planning, editing and publishing of picture books for children in their national language.

<sup>8/</sup> Participants at the Tokyo meeting in 1966, concurred in the view "that follow-up books for new literates could be fairly divided into two types: general literature designed to stimulate the reading habit and functional literacy designed to demonstrate to new readers the practical advantages to be derived from reading". Readership development has been discussed many times in book development seminars and workshops in Asia.

The reading habit "has sometimes to be created; it is not always inborn" as a distinguished Indian expert in book development said. Out-of-school education "is a more varied and fluid field than formal education" and the media includes not only books and reading material in general but also many other audio-visual aids.

39. The Inspector believes the Asian countries need help in book development but the urgent need is in reading material development. All kinds of printed material could be used for helping new literates in creating and developing reading habits. It is even doubtful if books are the best media for achieving that aim. Young people between 12 and 15 years of age need a kind of "lighter" material. Even newspapers with special sections or articles on history, folklore, native tales, etc. adapted to young literates could also be useful and cheap media for spreading education and the distribution system and selling places of daily newspapers could also be used for the distribution and selling of general reading material.

#### C. The needs of the less-developed countries

40. Some Asian countries realized this many years ago and are implementing a national publishing policy. Some other countries have neither the know-how nor the financial possibilities for doing that. Even in the book development process the Asian countries differ widely. Beside countries with a very satisfactory level in book planning, production and distribution, there are others with a very unsatisfactory level.

41. The Inspector believes that UNESCO, with limited financial possibilities, should concentrate its effort for the time being on helping the less-developed of the developing countries of the region. Resolution 9.1 approved at the seventeenth session of the General Conference says that "it is essential that the resources allocated to operational activities should be considerably increased in order to extend the benefits of the scientific, technical, social and economic advances of our times to all the developing countries, and particularly the least favoured among them".<sup>9/</sup> Until the resources for operational activities are increased, priority consideration should be given to the needs of the less-developed of the developing countries. They have a growing younger population and very little, or nothing, is being done in the field of reading material for new literates.

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<sup>9/</sup> See also General Assembly resolution 3036 (XXVII), ECOSOC resolutions 1726 (LIII), 1753 and 1754 (LIV), etc. calling for priority help to the less-developed countries. Also UNCTAD III Resolutions.

42. The less-developed of the developing countries in the area covered by the Karachi Centre are Afghanistan, Bhutan, Laos, and Nepal. Nevertheless, and with reference to reading material and book development, Burma, Bangladesh, Mongolia and Khmer Republic should also be included. These countries need help in the training field and/or facilities for the actual printing. UNESCO should consider this question with UNDP and the World Bank. The other Asian countries need assistance on specific matters, mainly in the sector of producing and promoting reading material for new literates.

D. The Tokyo Book Development Centre

43. Many countries in the continent are also being helped by the Tokyo Book Development Centre (see paragraph 17). On the occasion of the International Book Year, the Centre, in co-operation with the Japanese National Commission for UNESCO and the Japan Book Publishers Association and with assistance from UNESCO, held the Experts Meeting on Book Development in Asia (3-13 July 1972). The purpose of the meeting, as is stated in the report, was to review progress achieved since the 1966 Tokyo meeting and also to fix the actual targets of achievement for book development to be attained in the 1970's in the Asian countries, as well as the effective measures to be taken to realize these targets, at every level - national, regional and international.<sup>10/</sup>

44. The work of the Tokyo Centre is very helpful to the Asian countries; it is a well-managed institution with considerable funds. Nevertheless, there is a clear duplication with some of the activities of the Karachi Centre, mainly in the training field.

E. Co-ordination between the two Centres

45. The Inspector discussed ways and means of avoiding duplication of programmes - and waste of money and effort - between the two Centres, with many Asian experts on book production and with Government and private people from different countries. Two main courses were suggested: (a) to make a kind of "division of labour" between the two institutions, each taking up certain specific aspects of book development, namely, planning, editing, publishing, distribution, etc.; or (b) assigning to each Centre a specific region of Asia for developing programmes on reading material and book production.

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<sup>10/</sup> See Annex 5 - Progress Report and Future Plan on National Book Development Targets to be attained by 1980.

46. The Inspector believes books are "cultural entities" and that it is almost impossible for one Centre to train people in editing, distribution of books, etc. and for another Centre to train people in planning, publishing, etc. The planning, editing, printing and distribution of books and reading material have a logical sequence, and involve integration of cultural and economic values.

47. The Inspector was relieved to learn that the officials of the Tokyo Centre also supported the idea of a geographical distribution. Consequently, the possibility of assigning one region of the Asian continent to the Karachi Centre and another region to the Tokyo Centre should be studied in depth by UNESCO.

48. Reading material development and book development are parts of a long-term programme in permanent education. The Inspector believes a strong UNESCO Centre should be established in some west-Asian country with substantial financial support from the host Government. The Centre could be established for a ten-year period. The main work programme should be concentrated on reading material for new literates in less-developed of the developing countries of the sub-region. It should be understood that the "less-developed" concept refers to reading material and book development. In the opinion of the Inspector, Iran could be an appropriate place for economic and cultural reasons.

49. The allocation which UNESCO gives to the Tokyo Centre should be directed to the same purpose: to finance programmes on reading material and book development in the less-developed countries of east Asia for out-of-school young people.

50. Aside from their priority tasks, the Centres could reach agreement on programmes on a regional basis.

51. It should be understood, in the opinion of the Inspector, that the advice and expertise given to the countries should be on a national basis. In each country, the National Book Development Board or similar institution should be the body in charge of formulating the request for technical assistance.

#### F. An integrated approach to book development planning

52. The Inspector has been deeply impressed by the General Conference's reiteration of the statement that the formulation of national book-development programmes should be "integrated in overall economic and social planning". That is the only way, in the opinion of the Inspector, in which reading material and books could be effectively promoted in the developing countries.

53. The General Assembly and ECOSOC have approved some twenty recommendations and resolutions calling on UN bodies, the specialized agencies and regional economic commissions to apply a "... unified approach to development analysis and planning which would fully integrate the economic and social components in the formulation of policies and programmes at the national and international levels".<sup>11/</sup>

54. The Secretary-General of the United Nations, in his Report on the Work of the Organization in 1972, said that: "... it has become clear for some time that our perception of the problems of the developing countries must change. The distinction between economic and social progress may even become an empediment to effective action. In many countries poverty and mass unemployment are so widespread and affect so critically the social equilibrium that they constitute, in themselves, blocks to further development. It is no longer possible to rely on the assumption that an expanding modern sector will eventually absorb the mass of people and provide them with decent living standards. Instead, poverty, poor health, unemployment and lack of education as such must be tackled head-on".

55. Very few people fail to understand today the fundamental difference between economic growth and development. In the Foreword to the UN Development Decade (E/3613) it is clearly stated: "We are learning that development concerns not only man's material needs, but also the improvement of the social conditions of his life and his broad human aspirations. Development is not just economic growth, it is growth plus change".

56. UNESCO's aim that national book-development programmes should be integrated in overall economic and social planning could only be achieved, in the opinion of this Inspector, if experts in social planning, mainly in the educational, health and housing sectors, have an active participation in the development planning of the country or region. All the agencies concerned with social questions should actively participate in the planning of all major economic development programmes of the UN family, and especially in the UNDP country programming. Functional literacy is the beginning of a unified approach.<sup>12/</sup>

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<sup>11/</sup> General Assembly resolution 2681 (XXV). For a list of main references on unified approach to development, see document JIU/REP/73/1 (E/5430) Report on the Capacity of the Regional Economic Commissions for a Unified Approach to Development.

<sup>12/</sup> The Economic Commission for Europe is holding in April 1974 a seminar on problems of co-ordination between planning the economy as a whole and programming the housing sector. Similar seminars should be held on education and health.

G. Book development and libraries development

57. Reading the records of the General Conference, the Inspector found that on several occasions delegates had stressed the need for close collaboration between the efforts related to the production and distribution of reading material for new literates and UNESCO's libraries programme. The Inspector is in full agreement with the need for close collaboration in the execution of both programmes. Nevertheless, very little has been done in that respect. The Karachi Centre's programme and the UNESCO libraries development programme in Asia are being implemented in complete isolation from one another.<sup>13/</sup>

58. In UNESCO's "Books for All - A Programme of Action", it is also stated that library planning should be integrated "with book development as a part of overall national programmes", and that in addition to books, libraries should include periodicals, newspapers, films, slides, gramophone records, audio-visual tapes, etc. But the most important remark, in the opinion of the Inspector is that "libraries should not be merely places where culture is preserved, but rather should become the focus for cultural animation and serve as settings for exhibitions, lectures and discussions".

59. The Inspector fully agrees with this remark. Further, he considers that the old and traditional concept of "library-museum" institution needs to be modernized and readjusted to the necessities of the developing countries. More than anything in the world, libraries need to be "living institutions" in developing countries.

60. Even the use of the term "library" is contested by the Inspector. What is badly needed in those countries, as an instrument to create reading habits in young literates, are informal and easy-to-reach "reading centres". Libraries scare young people; and also many adults. Basically, it is an educational process that needs to be started at the primary-school level. Each school should have even a small room, where the students can go to read or to borrow reading material - light reading material. The teacher should send the students to the reading centre as often as possible. It does not matter if the books, magazines, comics, etc. are lost or worn out. The professional tendency in each librarian to keep books out of the reach of the reader, in order to preserve the reading material, should be resisted. And the poorer the school, the poorer the village, the more these reading centres are needed. The teacher himself could be an "after-hour" librarian.

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<sup>13/</sup> The inter-relationship between book and library development was also stressed in many regional meetings organized by the Karachi Centre. See Final Report of the Meeting of Experts on Book Development in Asia, Singapore 1968, par.21 and foll.



#### H. Book development and the education programme of UNESCO

61. Reading material development and book development should have also a strong link with the educational programmes of UNESCO. Nevertheless, there has been no inter-relationship of any kind between the Karachi Centre and the Regional Office of Education in Bangkok.<sup>14/</sup> The Inspector wonders if the vertical structure of UNESCO is an obstacle to any multi-disciplinary approach to the promotion of cultural activities, in general. Lack of communication, lack of information, lack of co-ordination, lack of an integrated approach, etc. work as a very strong deterrent to positive action.

#### I. The paper shortage

62. The Inspector recognizes that he was not aware of the critical shortage of printing paper all over the world and especially in Asia. UNESCO, FAO and ECAFE have been calling the attention of the Asian Governments to this point for many years.<sup>15/</sup> The final resolution adopted at the Tokyo Conference on Pulp and Paper Development in Asia and the Far East (1960) sponsored jointly by ECAFE and FAO, considering that paper production in Asia and the Far East "is likely to rise by 11 million tons by 1975, and that even this increase will fall far short of meeting the region's basic needs for cultural and industrial papers", invited the Director-General of FAO, the Executive Secretary of ECAFE and the Director-General of UNESCO to strengthen and co-ordinate their programmes in the pulp and paper field so as to render more effective service to the Governments of the region.

63. All the countries visited by the Inspector were suffering from a very acute printing paper shortage. In one country periodical publications had already been suppressed and even "newspapers" are being published only two or three times a week. In another country he was informed that the printing capacity was being used only at 20 per cent because otherwise in a very short time they were going to run out of paper.

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<sup>14/</sup> The Inspector was given to understand that at least in one country, Indonesia, there is a UNESCO/UNDP book-development expert working with no relationship with the Karachi Centre.

<sup>15/</sup> See the FAO report printed in UNESCO/BOOKDEV/21; ECAFE report printed in UNESCO/BOOKDEV/17; the Proceedings of the Conference on Pulp and Paper Development in Asia and the Far East sponsored jointly by ECAFE and FAO, held in Tokyo in 1960; the UNESCO report to ECOSOC, 1972; the FAO Advisory Committee on Pulp and Paper proceedings; the UN/ECAFE Asian Conference on Industrialization, Manila, 1965, etc. ECOSOC requested FAO also "to continue its work for the promotion of paper industries, in particular in the developing countries" (Resolution on the International Book Year 1972).

All the countries are facing a very difficult time in placing orders abroad. The most important country in the region (Japan) which was exporting paper a short time ago, is now an importer of printing paper. The paper production in Bangladesh has not improved lately, on the contrary. Asian countries need to be assisted technically and financially to make full use of their natural resources for printing paper production.

64. It is true that the participants in the Tokyo meeting, 1966, considered that Asia's book-paper problems "could not be viewed in a world context. The problem for the countries of the region was not at present an international paper shortage but national shortages of foreign currency, which led to restrictions in the purchase of paper from abroad and insufficient domestic production". The problem was not discussed in depth in the second Tokyo meeting, 1972. Nevertheless, the Inspector believes the situation in 1974 has changed drastically. The Asian countries are facing not a lack of foreign currency, properly speaking (even when they have heavy financial problems), but a lack of printing material supply. The Inspector was also informed that some countries were facing acute paper shortage even when they were willing to pay cash.

65. The developing countries are facing all over the world the same difficult situation. The paper shortage is a very strong deterrent to the educational process, to the reading material and book-development programmes and to the overall development planning of the developing countries. On the other hand, in the developed countries there is a "wastage" of printing material. Thousands of tons are used in commercial propaganda with no educational or intellectual value at all. The Inspector believes that UNESCO should study ways and means of improving the situation in the developing countries, in collaboration with other members of the UN family of organizations, including the World Bank.

## RECOMMENDATIONS

### A. To UNESCO

1. The Inspector believes that the first constitutional duty of UNESCO is to help Member States to meet their needs in the field of education, mainly in primary education. Accordingly, UNESCO should keep helping the Asian countries in reading material development for new literates and book development, giving priority to the former (paragraphs 24, 25, 26, 27, 30, 31, 33, 34, 38 and 39).
2. UNESCO should encourage the creation in each country of National Book Development Centres - on the understanding that they include reading material for new literates. Such national institutions are indispensable to the establishment of sound domestic book industries, as all UNESCO regional book development conferences have recognized (paragraphs 14, 15, 16 and 51).
3. UNESCO help should be concentrated, for the time being, in the less-developed of the developing countries in Asia, taking account of book development needs. These countries are: Afghanistan, Bangladesh, Burma, Buthan, Laos, Mongolia, Khmer Republic and Nepal. Short-term and medium-term programmes should be formulated to assist these countries (paragraphs 40, 41 and 42).
4. UNESCO should formulate a long-term inter-disciplinary programme integrating book development, library or reading-centre development and education, mainly at the primary school level (paragraphs 57, 58, 59, 60 and 61).
5. UNESCO should consider the possibility - account being taken of financial constraints, technical and practical considerations - of helping Asian countries in book development on a sub-regional basis (paragraphs 44, 45, 46 and 47).
6. UNESCO should approach some west-Asian country, willing and able to give substantial financial help as the host country, in order to create a counterpart to the Tokyo Centre in west Asia (paragraphs 45, 46, 47 and 48).
7. The Tokyo Book Development Centre, not as part of the UNESCO secretariat but assisted financially by UNESCO, should be in charge of book development following UNESCO's programme of activities in that field in east-Asian countries (paragraphs 17, 43 and 49).

8. The Karachi Centre's activities, for the coming years and until the creation of another sub-regional centre, should be strengthened by at least two experts in order: (a) to assist the countries in the creation of national book development boards or similar institutions; and (b) to help the less-developed of the developing countries of the region in book development, mainly out-of-school reading material for new literates (paragraphs 14, 15, 16, 21, 30, 33, etc.).

B. To UNESCO and some other members of the UN family

9. UNESCO, UNDP, WHO and ECAFE should assist Member States in drafting overall comprehensive socio-economic development plans, including provision for education, health and housing in the human component of the projects. The inclusion of functional literacy programmes in development planning would be one way of fulfilling the General Assembly and ECOSOC request for a "unified approach to development" (paragraphs 52, 53, 54, 55 and 56).

10. UNESCO, FAO, ECAFE, UNIDO and the World Bank should make joint efforts in order: (a) to avoid the wastage of printing paper in some developed countries at a time when printing paper is so badly needed by developing countries; and (b) to increase the production of printing paper on a world-wide basis (paragraphs 62, 63, 64 and 65).

C. To ECAFE

11. ECAFE should help Asian countries in developing their industrial capacities for reading material and book production, considering the whole region is a "neglected mass market".

## ANNEX 1

The draft recommendations of the Regional Seminar for Executive Secretaries of National Book Development Councils (New Delhi, December 1973) summarize the functions of the NBDC as follows:

### "THE COUNCIL:

7. National Book Development Councils should be established in all such countries of the region where they have not yet been set up to coordinate all book publishing activities and to advise government and other agencies on the planning and promotion of the infra-structure of the national book industry in the context of the overall requirements of the country.
8. Those countries which do not have as yet a full-fledged Book Development Council but have organisations which are performing some of the functions of the Council should re-organise such bodies so that they perform either exclusively or inter alia the functions of a National Book Development Council.
9. Where the Councils have already been in existence for quite some time, there is an obvious need for a review of their composition, functions and activities in view of the rapidly changing conditions affecting books inside and outside the country so that they are reactivated and rejuvenated from time to time.
10. While it is agreed that the structure, composition and nomenclature of National Book Development Councils might vary from country to country in accordance with the specific needs and situation of each Member-State, the need and justification for the existence of a central co-ordinating agency for the promotion of a strong viable book industry is imminent in all developing countries.
11. The main objectives of the National Book Development Council should be to fix targets and priorities for books in the context of the overall requirements of the country, to stimulate and coordinate the publication and use of books in such a manner that they become effective tools of national development and to integrate book promotion plans with the overall national development planning.
12. These objectives might be realised through a variety of functions which may vary both in kind and degree from country to country but which would inevitably lead to the promotion of creation or production or distribution of books and development of readership. The Council should identify gaps in different areas of the book industry and stimulate a balanced growth of the book industry which has a complex structure.

ANNEX 1 (cont'd)

13. The Council should be widely representative of the book community on the one hand and of the concerned government departments and Ministries on the other. It should also have a few enlightened intellectuals who would take an objective view of the problems of book industry with no vested interest and also help in removing any imbalances in its composition and possible proliferation of bureaucracy in its operation.
14. The National Book Development Council need not be a publishing organisation. It is a book promoting body, although it can undertake the publication of technical journals of books, reference materials, select bibliographies, directories of the book industry and manuals for the training of book personnel with a view to promoting its own objectives.
15. The National Book Development Councils or the concerned Ministries where the Councils do not exist, should create and strengthen national professional associations of different components of the book industry so that there is proper discipline and organisation in various constituent units of the book industry which is a pre-requisite for the successful operation of National Book Development Councils.
16. The Chairman of the Council should be a high ranking person with an intellectual background and familiarity with the complexities of the book trade. Beside an Executive Secretary or Director as head of the Council's Secretariat, the Council might also have a Vice-Chairman with suitable qualifications and appropriate authority to preside over the meetings of the Executive Board or Standing Committees of the Council which may be set up to look after its day to day functioning.
17. A National Book Development Council can be an effective organ only when it has adequate financial and executive powers. National governments should therefore establish/re-organise or reconstitute these bodies into autonomous organisations with regular secretarial and technical staff and with the incentive of funds.
18. Regular financial support to the Council should come mainly from government in the form of an annual recurring grant and also from subscriptions from national associations represented on it. Educational and cultural foundations and international organisations might also provide financial assistance to the Council where such assistance is desirable and solicited.
19. The mere existence or establishment of a National Book Development Council will not by itself resolve national problems in book development unless there is a viable national book industry within the structure of which it can operate.

ANNEX 1 (cont'd)

The Outline for suggested Constitution for a National Book Development Council drafted by the Karachi Centre is the following:

"OUTLINE FOR SUGGESTED CONSTITUTION FOR A NATIONAL  
BOOK DEVELOPMENT COUNCIL

Note: It is obvious that any such Council as envisaged by UNESCO in its Book Development Programme must be tailor-made to fit the situation in each country. Therefore, this is merely intended as a guide to the problems to be covered and in some cases a suggestion of one way in which they can be handled. Each country will require additions, subtractions and modifications of this outline.

Preamble:

The National Book Development Council of ..... is established under the laws of ..... as a non-profit organization to co-ordinate and stimulate the activities of government and private sector agencies in the development of the book industry of ..... to the end that more and better books of all kinds may be made available at lowest possible costs to readers of all ages throughout the country.

Article I: Objectives

1. To bring together the different groups, public and private, concerned with book industry problems so that all may become better aware of the problems and of the contributions of all other sectors of the book field.
2. To formulate plans and policies regarding book industry development and present these plans to government and private associations as a means of co-ordinating the efforts of all parties concerned.
3. To support and strengthen associations within the book industry where they exist and to urge the formation of such groups where they do not.
4. To encourage the establishment and maintenance of high professional, technical and ethical standards in all segments of the book field.
5. To create and foster the book reading habit among all age groups.
6. To support and encourage investigation and research in problems relating to the book field.
7. To improve performance in every segment of the book field by encouraging the organization of training courses, establishment of permanent training institutions and seminars and meetings devoted to the various aspects of the book field.
8. To gain recognition from those agencies concerned with national economic and social development of the importance of the book industry as the provider of the essential tools of education, which is the keystone for developing any nation.

ANNEX 1 (cont'd)

9. To maintain contact with similar agencies in other countries of the region and with international and professional bodies concerned with the book industry development in order to both receive assistance and give assistance in the developing of the book industries of the region.

Article II: Membership

1. List of possible appropriate members - this would include representatives (at a high level) of Ministry of National Planning, Ministry of Education, Ministry of Information, Ministry of Finance, Ministry of Commerce and/or Industry, National Library, Government Printing Office, Publishers Association, Writers Association, Printers Association, Booksellers Association, Library Association, National Commission for UNESCO and other associations, public and private, with a direct involvement in book industry affairs.

2. Delegates from each organization would be selected either on an ex-officio or an elected basis by that organization.

3. The term of service of any delegate will be fixed by the organization he represents.

Article III: Organization of the Council

1. The Council - consists of the delegates of all the organizations who are members of the Council.

2. Executive Board - to consist of the Council Chairman, Vice-Chairman and the executive secretary, and of four members elected by the Council at large.

3. The Secretariat - an executive secretary and staff as required, to be paid by the Council and responsible to it through the Executive Board. Executive secretary to be selected by Board, approved by Council. Other staff selected by executive secretary to fill posts approved by Executive Board.

4. Special Committees - to be appointed by Council or Executive Board to undertake special tasks. To receive staff assistance of the Secretariat, but report to body appointing the committee.

Article IV: Meetings

1. Full Council - regular meetings twice or four times per year.

2. Executive Board - regular meetings six or twelve times a year.

3. Special meetings - Executive Board at call of Executive Secretary and two Board members or of four Board Members. Council at call of 25% of Council members including at least one member of Board.

Article V: Finances

1. Regular budget support from government agency members.

2. Regular budget support from private sector agency members.



ANNEX 1 (cont'd)

3. Support for special activities to be solicited from above members and from other sources such as foundations, international organizations, bilateral aid organizations and individuals.

4. Financial statements will be submitted by Executive Secretary to the Council through the Board each year and oftener if requested.

Article VI: Functions and Activities of the Council

1. Co-ordinate planning - submit advisory documents to government agencies and private sector associations.

2. Book promotion - through book fairs, book and library weeks, advertising and other efforts.

3. Information - surveys of book needs, readership habits, etc., news releases on book activities, news bulletins to Council members and others in the book field.

4. Regulation - standardize codes of ethics of association, publicize transgressions, seek legal action when possible against violators of copyright and other laws relating to book industry.

5. Improvement - encourage and establish training facilities and courses and seminars to up-grade the personnel in all phases of the book industry.

Article VII: Provisions for Amendment of this Constitution"

## ANNEX 2

The Tokyo Book Development Centre (TBDC) was established in 1969 by the Japanese National Commission for UNESCO in co-operation with the Japan Book Publisher Association. It is a unit of the Asian Cultural Centre for UNESCO and integral part of its Book Development Division. The work programme of the Book Development Division for 1972-73 was as follows:

### "Programmes and Activities of the Book Development Division

Programmes of the Book Development Division have succeeded to those of the Tokyo Book Development Centre (TBDC), which had been established on March 29, 1969, as a juridical person with a ten million yen personal donation from Mr. Shoichi Noma (President of the Japan Book Publishers Association at the time) as its capital basis.

The main purpose of the TBDC was to cooperate with book development activities in the Asian countries, along the lines of UNESCO-initiated Book Development Programmes in the Developing Countries. During the two years since the time of its establishment, it has shown remarkable achievements, centering around the four major programmes, that is, (1) organization of training course on book production in Asia, (2) study and development of new typeface designs of non-Latin letters in Asia, (3) promotion of co-publication programme of common reading materials for children in Asia and (4) promotion of exchange of information and book personnel in the region. Based on the successful achievement attained by the Tokyo Book Development Centre, the Book Development Division is to accelerate its activities for the further enrichment of its programmes. Here follows a brief outline of the programmes and activities of the Division.

#### 1. IBY Commemorative Programmes:

##### 1.1 Organization of Experts Meeting on Book Development in Asia

To commemorate IBY which was celebrated throughout the year 1972 in every corner of the world based on the resolution of the 16th Unesco General Conference, the Asian Cultural Centre for Unesco/Tokyo Book Development Centre organized the experts meeting from 3 to 10 July 1972 at Keidanren Kaikan, Tokyo.

The meeting aimed at reviewing progress achieved in the book development field of the respective Asian countries since the 1966 Tokyo Experts Meeting and also at setting up the actual targets of achievement for book development to be attained in the seventies in the respective Asian countries. The meeting also studied the effective measures to be taken to realize these targets at every level - national, regional, and international.

## ANNEX 2 (cont'd)

Sixteen experts and nineteen technical advisers from fifteen Unesco member states in Asia, two Unesco representatives, twenty-six observers, including representatives of intergovernmental organizations such as UN, FAO, and ILO and observers from Unesco member states in other regions such as UK, USA and USSR participated in the meeting and discussed the following items: (1) Asian Area Common Reading Materials Development Programme, (2) Copyright Problems in Book Development, (3) Establishment of National Book Development Councils, (4) Training Programmes, and (5) IBY Activities.

As the result, the Centre was expected to further promote the Common Reading Materials Development Programme in Asia by exercising the functions of the Production Centre of the said programme and also to initiate the despatch of a mobile team of book experts. For the former, the Centre is to organize the First Meeting of the Planning and Editing Committee of the Asian Area Common Reading Materials Development Programme during the fiscal year 1973. For the latter the Centre is organizing, within the fiscal year 1973, a mobile team consisted of five internationally recruited experts to provide on-the-spot training on book production techniques for the book personnel, based on needs and conditions of the country visited.

### 1.2 Organization of Special Seminar on Book Production in Asia

Following the above meeting, the Centre organized a special seminar on 11-13 July 1972 at the Japan Book Publishers Association Building for the purpose of evaluating the past five training courses on book production in Asia.

A majority of 14 participants, who had participated in the above experts meeting as technical advisers, consisted of former trainees. Emphasis of the seminar was put on discussion, which followed the individual reports, on how they utilized the knowledge and techniques gained at the training course and how the future training course might be reorganized in a more effective way. The earnest discussion reflected the utmost efforts of the participants for the cause of book development in their respective countries in spite of many difficulties and obstacles confronting them. The Centre is to make the best use of their suggestions and information for revising the curriculum of the training course to be organized in future.

### 1.3 Organization of Asian Area Textbooks and Children's Books Exhibition

The Centre held the exhibition, concurrently with the experts meeting, at Keidanren Kaikan, Tokyo, on 3-10 July 1972. About seven hundred copies of illustrated books for children and textbooks for lower grade pupils of sixteen countries were displayed and provided visitors a good opportunity to observe the present situation of book production in Asian countries as well as to have a glance at the variety of scripts used in these countries.

The exhibitions were also held in local cities, such as Nagasaki, Kumamoto, Kagoshima, Kesennuma, Tsu, Toyama and others.

ANNEX 2 (cont'd)

2. Research and Survey Programmes:

2.1 Cooperation in Developing Typeface Designs of Non-Latin Letters in Asia and Manufacture of Matrices

2.1.1 Development of the Thai Typefaces

In response to the strong requests from Unesco to cooperate with Asian countries in developing new typeface designs of non-Latin letters, the Centre took up the development of the Thai typefaces as its initial project.

This year new typeface designs of Unesco-Tl-Bold (24 point types) were developed in cooperation with the Thai and the Japanese experts and their matrices were cast to be donated to the Thai Government. It is expected that the new typefaces, together with the typefaces of Unesco-Tl-Fine (19.5 point types) and Unesco-Tl-Italic (19.5 point types), which had been completed during the preceding years, compose a new typeface family to be utilized for printing textbooks for lower grades elementary school children.

2.1.2 Development of the Lao Typefaces

At the request of and in close cooperation with the Lao Ministry of Education, the Centre is engaged in cooperative efforts in developing a series of new typeface designs of the Lao letters since the previous year. They are to be used for printing primary school textbooks. Based on the original design drawn by the staff of the Materials Production Centre of the Lao Ministry of Education, the Japanese experts, members of the Japan Typography Association, successfully cooperated with him in creating the first typeface designs of this new series, which was named Unesco-Ll-Fine (24 point types). And matrices of them were cast and presented to the Lao Government in March 1973 through the Lao Embassy in Japan.

2.1.3 Development of the Khmer Typefaces

From this fiscal year, the Centre also started the same cooperative programme as that of the Lao letters, responding to the request from the Khmer Ministry of Education.

For initiating cooperation with the Khmer experts in developing Khmer typefaces, the Centre invited Mr. Loch Phleng, Secretary-General of the National Institute of Khmerization in November 1972 to listen to his lectures on Khmer culture and language as well as to discuss a detailed plan and schedule for the typeface development. A Khmer designer will be invited to work with Japanese experts during 1973.

2.2 Sending Experts to Investigate the Present Publishing Conditions in Asia

The Centre, with the purpose of studying the conditions of publishing activities in the Asian countries, hearting requests for future activities of the Centre, and especially collecting related materials and information needed for the study of typeface designs and the co-publication of common reading materials in Asia, sends experts to the Asian countries annually.

ANNEX 2 (cont'd)

In the fiscal year 1972, the Centre despatched two experts to the countries of the Khmer Republic, Laos and Sri Lanka for 14 days. A staff of the Centre accompanied them.

3. Co-publication Programme of Common Reading Materials in Asia:

Extreme shortage of general books, especially of picture-books for children in many Asian countries was one of the major problems mentioned at the 1966 Tokyo Experts Meeting on Book Production and Distribution in Asia held by Unesco. The Centre, under this situation, called for the initiation of the Common Reading Materials Development Programme in Asia, which aims at co-publishing inexpensive, good quality picture-books for children by means of mass production, and at nurturing international understanding and friendship among children in Asia.

An additional aim was the establishment of a cooperative system among the publishing bodies of the Asian countries.

As a preparatory stage, in August of 1970 and in July of 1971, Experts Meeting on Planning Common Reading Materials in Asia were held in Tokyo, altogether fourteen children books experts from Asian countries attending the meetings. As a result, it was agreed that picture-books for children under 12 be taken up first, with their subject matter in the order of humanity, culture and science. Establishment of a central coordinating body to manage the entire project and the corresponding national agencies in the respective participating countries was also acknowledged.

The Centre, at the second meeting, proposed the production of experimental editions to give some definite image and idea of the project and also to locate technical difficulties in the actual process of editing and printing. The proposal was approved with unanimous support by the participating experts. The sample texts, chosen in accordance with the opinions of the participating experts to the two meetings, are "Taro and His Friends" and "About Blood", both published by the Fukuinkan-Shoten Publishers of Tokyo.

Thanks to the active support and cooperation of the national commission for Unesco of the respective participating countries and the full support of the said Publishers, the experimental edition of these two titles in fourteen national languages in Asia were completed on 30 June 1972 as International Book Year Commemorative Issue. They were distributed among the experts attended at the Experts Meeting on Book Development in Asia for reference use, which resulted in strong support for continuation of this programme with assistance from Unesco.

The Centre presented five hundred copies of each title to the participating countries through their national commission for Unesco or national agencies for common reading materials project.

Countries participated and their languages are as follows:

Afghanistan (Dari), India (Hindi), Indonesia (Indonesian), Iran (Persian), Khmer Republic (Khmer), Korea (Korean), Laos (Lao), Malaysia (Malay),

ANNEX 2 (cont'd)

Nepal (Nepali), Pakistan (Urdu), the Philippines (Filipino), Sri Lanka (Sinhala), Thailand (Thai) and Viet-Nam (Vietnamese). (Afghanistan participated only in "About Blood.")

These experimental editions were awarded the prize of Japan Book Publishers Association in foreign language section at the Best Book Contest.

4. Liaison and Exchange Programmes:

4.1 Publication of English Newsletter

The English Newsletter (quarterly, 210 mm x 297 mm, 24 pages 1,000 copies) has been issued since 1969 with the object of dispersing information on the publishing conditions in Asian countries, of exchanging information, and maintaining contact among the people engaged in publishing activities in the Asian region; and in 1972 we saw the publication of numbers 1 to 4 of Volume IV.

National correspondents, who are nominated by the Centre to report the latest information on publishing activities in the respective countries, greatly contribute to make the Newsletter informative and interesting.

4.2 Provision of Services to Publishing People from the Asian Area

Receiving many visitors in the field of publishing activities from the Asian countries, the Centre has rendered them various services such as introduction to Japanese experts and arrangements for observation of related places.

4.3 Purchase of Books and Materials on Publishing

Especially for the reference of trainees participating in the training course, English and Japanese books and other materials were purchased.

4.4 Unesco Publications Received

Under the agreement with Unesco, the Centre is receiving one copy each of Unesco publications (books) in English since 1970. And this year 38 titles of books were received by the Centre.

The Centre was also honoured to be donated all the Unesco publications exhibited at the conference site of the Third International Conference on Adult Education held in Tokyo in May, under the special consideration of Mr. Rene Maheu, Director-General of Unesco.

(Source, Asian Cultural Centre for UNESCO, Its Organization and Activities, 1972.4 - 1973.3)

ANNEX 3

LIST OF LONG-TERM AND SHORT-TERM FELLOWSHIP HOLDERS AND SHORT-TERM STUDY GRANTEES<sup>1/</sup>

AFGHANISTAN

Long-term fellowships

- 1963/64 - Mr. M.O. Najand, Member, Fundamental Education Dept.  
Ministry of Education, Kabul.
- Mr. M.A. Farighi, Co-ordinator, Irfan Magazine, Compilation and  
Translation Department, Kabul.

Short-term fellowships

- 1969 - Miss Aziza Aziz, Editor, Kabul.
- 1970 - Mr. Abdullah Raufi, Education Press, Ministry of Education, Kabul.
- 1971 - Mr. Din Mohd. Muztar, Education Press, Kabul.
- 1972 - Mr. Khalid Popal, Ministry of Education, Kabul.
- Mr. M.H. Nahez, Baihaki Book Publishing Institute, Kabul.
- 1973 - Mr. Mohd. Shah Wasef Bakhtary, Ministry of Education, Kabul.

Short-term study grants

- 1963/64 - Mr. A.G. Ahmady, Government Printing Press, Kabul.
- Mr. F.M. Montazir, Director, Primary School Programmes, Kabul.

\*BANGLADESH:

Long-term fellowships

- 1955-58 - Mr. Muslim Chaudhry, Dacca.
- Mr. Riazul Islam, Dacca.
- 1961-62 - Mr. A.H.F. Rabbi, Asst. Publication and Sales Officer, Bengali  
Academy, Dacca
- 1965-66 - Mr. H.A. Akon, Assistant Secretary, Board of Intermediate and  
Secondary Education, Dacca.

Short-term fellowships

- 1969 - Mr. M. Nasir Ali, Nowroze Kitabistan, Dacca.
- Mr. N. Mahmood, Green Book House Ltd., Dacca.
- 1970 - Mr. Abdul Mannan Chowdhury, Franklin Book Programmes, Dacca.
- 1973 - Sardar Jainuddin, National Book Centre for Bangladesh, Dacca.

\* Bangladesh, formerly East Pakistan, became independent in 1971 and a Member of UNESCO in 1972.

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<sup>1/</sup> This list does not include the participants in the Tokyo meeting of 1972.

ANNEX 3 (cont'd)

Short-term study grants

- 1959-60 - Mr. M.I. Ali, Secretary, Bengali Academy, Dacca.  
- Mr. Ghulam Mostafa, Poet/Author, Dacca.  
1961-62 - Mr. A.K. Hussain, Asst. Librarian, East Pakistan Central Public Library, Dacca.  
1963-64 - Sardar Jainuddin, National Book Centre, Dacca.  
1965-66 - Mr. Syed Ali Ahsan, Director, Bengali Academy, Dacca.

REPUBLIC OF CHINA:

Short-term fellowships

- 1970 - Mr. Fang-Kai Chen, Dept. of Publications Administration, Taiwan.  
- Mr. Kwang-chung Tseng, Dept. of Publications Administration, Taiwan.  
1971 - Mr. Yu-ing Chu, Dept. of Publications Administration, Taiwan.

BURMA:

Long-term fellowships

- 1955/58 - U Hla Maung, Rangoon.  
- U Harry Aung, Rangoon.  
1959/60 - U Doe, Marketing Manager, Sarpay Beikman Institute, Rangoon.  
1961/62 - U Tin Myint, Director, Sarpay Beikman Institute, Rangoon.  
- U Sein, Illustrator, Shumawa Publishing House, Rangoon.

Short-term study grants

- 1961/62 - U Kywe, Asst. Marketing Manager, Sarpay Beikman Institute, Rangoon.  
1959/60 - U Tin Myint, Manager, Sarpay Beikman Institute, Rangoon.  
- U Net, Dy. Sales Manager, Sarpay Beikman Institute Bookshop, Rangoon.

INDIA:

Long-term fellowships

- 1955/58 - Mr. Kul Bhushan.  
- Mr. R.V.S. Murti.  
- Mr. Koushish.  
1959/60 - Mr. Dina Nath Malhotra, Hind Pocket Books (Pvt.) Ltd., Delhi.  
1961/62 - Mr. O.P. Arora, Director-in-charge, Rajkamal Prakashan, Delhi.  
- Mrs. A. Krishnaswamy, Education Officer, Ministry of Scientific Research and Cultural Affairs, New Delhi.  
1965/66 - Mr. U.K. Mallaya, Production Manager, National Book Trust, New Delhi.  
Mr. P. Biswas, Artist, Children's Book Trust, New Delhi.



ANNEX 3 (cont'd)

Mr. G.S.R. Gumalla, Secretary, Southern Languages Book Trust, Madras.

Short-term study grants

1959/60 - Mr. S.K. Thamba, Production Manager, Southern Languages Book Trust, Madras.

- Mr. Ketkar

1965/66 - Mr. K.S. Duggal, Secretary, National Book Trust of India, New Delhi.

- Mr. T.V. Kunhi Krishnan, Admin. Officer, Southern Languages Book Trust, Madras.

- Mr. Dina Nath Malhotra, Director, Hind Pocket Books (Pvt.) Ltd., Delhi.

Short-term fellowships

1969 - Mr. Ugra Nand Jha, National Council of Educational Research and Training, New Delhi.

- Mr. M.A. Krishnamachary, National Book Trust, New Delhi.

- Mr. M.L. Gavankar, The Book Centre Pvt. Ltd., Bombay.

- Mr. Krishnamurti G.K., Andhra Pradesh Book Distributors, Secunderabad.

1970 - Mr. S. Bakshi, Education Directorate, Calcutta.

- Mr. D.G. Gadkari, Jaico Publishing House, Bombay.

- Mr. B.V. Singaracharya, Southern Languages Book Trust, Madras.

Additional fellowship holders nominated by the host Government, India with no cost to Unesco.

( - Mr. K.B. Taneja, Book Promotion Division, Ministry of Education, New Delhi.  
- Mr. S. Malhotra, Rajpal and Sons, Delhi.  
- Mr. S.D. Gera, Delhi Bureau of Textbooks, Delhi.  
- Mr. G.P. Singh, Publications Div. Ministry of Information and Broadcasting, New Delhi.  
- Mr. Jeevan Nayak, Ministry of Education, New Delhi.  
- Mr. S. Balu Rao, Sahitya Akademi, New Delhi.  
- Mr. Krishan Kumar, Indian Council of Agricultural Research, New Delhi.  
- Mr. M.D. Gupta, Ministry of Education, New Delhi.  
- Miss D. Savitri, M. Seshachalam and Co. Madras.  
- Mr. Prem Singh, Indian Council of Social Science Research, New Delhi.  
- Mr. Chandra P. Saikia, Secretary, Publication Board, Assam.  
- Mr. S.K. Ghai, Asian Publishers, Jullundur City.

1971 - Mr. B.S. Naik, Controller, Textbook Production, Bombay.

- Mr. M. Primlani, Oxford and IBH Publishing Company, New Delhi.

1972 - Mr. K.S. Duggal, Director, National Book Trust, New Delhi.

ANNEX 3 (cont'd)

- 1972 - Mr. P.C. Sharma, Asst. Educational Adviser, Ministry of Education,  
New Delhi.
- 1973 - Mr. P.C. Sharma, Asst. Educational Adviser, Ministry of Education,  
New Delhi.
- Observers nominated by host country, India, at no cost to Unesco.
- (- Dr. L. Bhattacharya, Dy. Director, National Book Trust, New Delhi.
  - (- Mr. Madan Gopal, Joint Director, Publications Division, Ministry of Information and Broadcasting, New Delhi.
  - (- Mr. W.H. Patwardhan, Secretary, Federation of Publishers and Booksellers Assn., New Delhi.

INDONESIA:

Short-term fellowships

- 1971 - Mr. S.S. Hutabarat, Deputy Director, Textbook Writing Centre, Bandung.
- 1972 - Mr. Hilman Madewa, Bendungan Hilir, Djakarta.
- Mr. Sunindyo, Department of Education and Culture, Djakarta.
  - Mr. A.S. Nasution, Head, Agency for Library Development, Djakarta.
  - Mr. Hazil Tanzil, IKAPI, Djakarta.
- 1973 - Mr. M. Hutauruk, Vice Chairman, IKAPI, Djakarta.

IRAN:

Long-term fellowships

- 1959/60 - Mr. A.A. Ardikari, Publications Department, Ministry of Education, Teheran.
- 1961/62 - Mr. A.J. Araghi, Teacher, Teheran.
- Mr. D.A. Ahmad, Advisor, Board of Secondary Education, Teheran.
  - Mr. F. Ardalan, Secretary-General, Iranian National Commission, Teheran.
- 1965/66 - Mr. F. Jahanshahi, Ministry of Education, Teheran.
- Mrs. F. Vaziri, Ministry of Education, Teheran.
  - Mr. Ismail Sa'adat, Centre for the Preparation of Reading Materials, c/o Ministry of Education, Teheran.

Short-term fellowships

- 1969 - Mr. A. Sepehri, Teheran Book Processing Centre, Teheran.
- 1970 - Mr. A. Heidari, Kharazmi Publishing Co. Teheran.
- 1971 - Mr. A.K. Toussi, Asst. Director, Iran Textbook Organization, Teheran.
- 1972 - Mr. N. Darya-Bandari, Franklin Book Programmes, Teheran.

ANNEX 3 (cont'd)

- 1972 - Mr. Iraj Afshar, Director, Central Library and Documentation Centre, Teheran.
- 1973 - Mr. A. Heidary, Kharazmi Publishing Co. Teheran.

Short-term study grants

- 1961/62 - Mr. Hoshang A'alam, National Library, Teheran.
- Miss F. Minou, Teheran.
- Mr. Akbar Shakerin, Teheran.
- 1963/64 - Mr. H. Bani-Adami, Librarian, Teheran.
- 1965/66 - Mr. J. Behraves, Director of Publications and Libraries, Ministry of Culture and Fine Arts, Teheran.
- Mr. Iraj Jahanshahi, Chairman of Reading Materials Centre for New Literates, Teheran.

KHMER REPUBLIC:

Short-term fellowships

- 1971 - Mr. Loeuk Rasy, National Commission for Unesco, Phnom Penh.
- 1972 - Mr. Ly Sinn, Dy. Secretary-General of the National Committee of Khmerization, Phnom Penh.
- Mr. Chann Pech, President, National Commission for Unesco, Phnom Penh.
- 1973 - Mr. Loeuk Rasy, Dy. Secretary-General, Khmer National Commission for Unesco, Phnom Penh.

KOREA:

Short-term fellowships

- 1970 - Mr. Jong Tae Lee, Mun-ho Publishing Co., Seoul.
- Mr. Chang Soo Choi, Yoson Publishing Co., Seoul.
- 1971 - Mr. Jae Shik Min, Vice-President, Sisayongo-sa Publishing Co., Seoul.
- 1972 - Mr. Ick Hyung Liu, President, Panum Book Co., Seoul.
- 1973 - Mr. Chi Ho Lew, Consul for Press and Culture, Consulate General of the Republic of Korea, New Delhi.

LAOS:

Short-term fellowships

- 1971 - Mr. Sang Seunsom, Director, Material Production Centre, Ministry of Education, Vientiane.
- 1973 - Mr. Sang Seunsom, Director, Material Production Centre, Ministry of Education, Vientiane.

ANNEX 3 (cont'd)

JAPAN:

(Following representatives sent at TBDC expense and no cost to Unesco)

- 1971 - Mr. Kanichi Hayashi, Director, Book Publication, KODANSHA Publishers Ltd., Tokyo.
- 1972 - Mr. Shigeo Minowa, Director, University of Tokyo Press, Tokyo.  
- Mr. Ryoji Ito, Director-General, Asian Cultural Centre in Tokyo.  
- Mrs. Toshiko Murai, Chief, Book Development Section, Asian Cultural Centre in Tokyo.

MALAYSIA:

Long-term fellowships

1965/66 - Mr. Theam Hock Ooi, c/o Ministry of Education, Kuala Lumpur.

Short-term fellowships

- 1969 - Mr. K.A. Bhanudevan, Longmans Malaysia Sdn. Berhad, Kuala Lumpur.  
- Mr. Andrew Chin, United Publishers Services Sdn. Berhad, Kuala Lumpur.  
- Mr. Omar bin Mohamad Shariff, Marketing Officer, Kuala Lumpur.
- 1970 - Mr. Hasan bin Ahmad, Dewan Bahasa dan Pustaka, Kuala Lumpur.  
- Mr. R.N. Menon, Rayirath Publications, Kuala Lumpur.
- 1971 ( - Mr. Francis Lee Che Kok, Managing Director, Anthonian Store, Sdn. Bhd.,  
( Kuala Lumpur.  
Fellow- ( - Mr. Ghazali Yunus, President, Malaysian Book Publishers Association,  
ships ( Kuala Lumpur.  
awarded ( - Mr. R.N. Menon, Rayirath Publications, Kuala Lumpur.  
by host ( - Mr. Mahfudz bin Haji Abdul Hamid, Dewan Bahasa dan Pustaka,  
country, ( Kuala Lumpur.  
Malaysia ( - Mr. Mohd. Zain bin Bahari, Dewan Bahasa dan Pustaka, Kuala Lumpur.  
at no ( - Mr. Masood bin Abdul Rashid, Dewan Bahasa dan Pustaka, Kuala Lumpur.  
cost to ( - Miss Philomena Ng Soo Ching, National Library of Malaysia,  
Unesco. ( Kuala Lumpur.  
( - Mrs. Molina S. Nijhar, Lecturer of Library Services, Petaling Jaya.  
( - Mr. Mustapha bin Haji Mohd. Hashim, Kementerian Pelajaran Malaysia,  
( Kuala Lumpur.  
( - Mr. Kam Thean Aun, University of Malaya Press, Kuala Lumpur.
- 1972 - Mr. Ghazali Yunus, President, Malaysian Book Publishers Association, Kuala Lumpur.  
- Mr. Vijesurier, Manager, Panther Books, Kuala Lumpur.
- 1972 - Mr. M. Sockalingam, Chief of Textbooks, Ministry of Education, Kuala Lumpur.

ANNEX 3 (cont'd)

1973 - Mr. Yusof bin Mydin, Ex. Secretary, National Commission for Unesco, Kuala Lumpur.

Short-term study grants

1965/66 - Mr. Syed Ahmad bin Ali, President, Library Association, Kuala Lumpur.

NEPAL:

Long-term fellowships

1963/64 - Mr. D.B. Chitrakar, Educational Materials Production Centre, Kathmandu.

- Mr. M.D. Bhattari, Educational Materials Organization, Kathmandu.

1965/66 - Miss A. Sijapati, Research Officer, Ministry of Education, Kathmandu.

- Mr. J. Rajbhandari, Head, Production Division, Education Materials Organization, Kathmandu.

- Mr. R.K. Sharma, Proprietor, Sahayogi Prakashan and Press, Kathmandu.

Short-term fellowships

1969 - Mr. S.S. Guvaju, Janak Education Materials Centre, Kathmandu.

1970 - Mr. M.B. Shrestha, Educational Enterprises Pvt. Ltd., Kathmandu.

1971 - Mr. K.P. Aryal, Janak Education Materials Centre, Bhaktapur.

1972 - Mr. N.R. Padhye, Ministry of Education, Kathmandu.

- Mr. A.L. Pradhan, Ministry of Education, Kathmandu.

1973 - Mr. B.L. Shrestha, Janak Education Materials Centre, Kathmandu.

Short-term study grants

1963/64 - Mr. S.N. Adikari, Acting Chief Librarian, Kathmandu.

- Mr. N.M. Basnyat, Ministry of Education, Kathmandu.

- Mr. B.N. Tewari, Nepali Bahasa Prakasini Samity, Kathmandu.

- Mr. L.P. Upadhyay, Sahayogi, Prakashan, Kathmandu.

- Mr. D.M. Pradhan, Naya Nepal Prakashan Mahabouddha, Kathmandu.

- Mr. N.B. Shrestha, Kathmandu.

- Mr. R.P. Shrestha, Kathmandu.

- Mr. T.P. (Sharma) Neupane, Kathmandu.

PAKISTAN:

Long-term fellowships

1955-58 - Mr. I.H. Sulamani, Lalamusa.

- Mr. Aziz Ahmad, Karachi.

ANNEX 3 (cont'd)

- 1959-60 - Mr. Jamiluddin Aali, Ex. Secretary, Pakistan Writers' Guild, Karachi.  
1961-62 - Mr. Tajuddin Ahmad, Partner, Allies Book Corpn., Karachi.  
1965-66 - Mr. M.A. Khan, West Pakistan Textbook Board, Lahore.  
- Mr. Ibne Insha, National Book Centre of Pakistan, Karachi.

Short-term fellowships

- 1969 - Mr. Mahmood Hasan, Ferozsons Ltd., Lahore.  
- Mr. Syed Zakir Shah, West-Pak Publishing Co., Ltd., Lahore. ,  
Additional fellowships awarded to these by host country, Pakistan, at no cost to Unesco. { - Mr. Sharif-ud-din, Central Board of Urdu Development, Lahore.  
{ - Mr. Jaffar Moin, American Books Subscription Agency, Karachi.  
{ - Mr. B. Rustomji, Karachi Education Society, Karachi.  
{ - Mr. D. Noorani, Pakistan Law House, Karachi.  
{ - Mr. Mohd. Musa, Iqbal Book Depot, Karachi.  
{ - Mr. I. Usman, Paradise Book Stall, Karachi.  
{ - Mr. Mohd. Naqi, Acquisition Section, University of Karachi.  
{ - Mr. Iqbal Ahmad, University Book Shop, Karachi University, Karachi.  
{ - Mr. Hassan Ahmad, University Dept. of Publications, Karachi University.  
{ - Mr. Safaraz Ahmad, Asst. Secretary, West Pakistan Textbook Board, Lahore.  
{ - Mr. M.Suleman Akhtar, Supdt. Publications (Technical), West Pakistan Textbook Board, Lahore.  
{ - Mr. Abdul Qayyum Saggu, National Book Centre of Pakistan, Karachi.  
1970 - Mr. Siraj-ud-din Zafar, Ferozsons Ltd., Karachi.  
1971 - Mr. Abdul Qayyum, Ferozsons Ltd., Peshawar Cantt.  
1972 - Mr. Shams Quraeshi, Mackwin and Co., Karachi.  
- Mr. Syed Zakir Shah, West-Pak Publishing Co., Lahore.  
- Mr. Ibne Insha, National Book Centre of Pakistan, Karachi.  
- Dr. M.A. Bhatti, Ministry of Education, Islamabad.

Short-term study grants

- 1963-64 - Mr. Ibne Insha, National Book Centre, Pakistan, Karachi.  
1961/62 - Mr. Ulistan, Karachi.  
1965-66 - Mr. Niaz Ahmad, Chairman, Publishers and Booksellers Assn., Lahore.  
- Mr. Ibne Insha, Director, National Book Centre, Karachi.  
- (Alternate) Mrs. Satnam Mahmood, Writer and Educationist, Lahore.

ANNEX 3 (cont'd)

PHILIPPINES:

Short-term fellowships

- 1970 - Mr. Alberto S. Florentino, Quezon City.
- 1972 ( - Dr. Clodoaldo H. Leocadio, Dept. of Education, Manila  
Fellow- ( - Mr. E. Villacorta, Philippine Educational Publishers Assn., Manila.  
ships ( - Mr. M.L. Agustin, Bureau of Printing, Manila.  
awarded by ( - Mr. A.C. Cruz, National Library, Manila.  
host ( - Mrs. C. Agcaoili, Philippine Library Assn., Manila.  
country, ( - Atty. Jose N. Francisco, Philipino Printers Assn., Manila.  
Philippines ( - Mrs. C.S.C. Alabado, PAMANA, Inc., Quezon City.  
at no cost ( - Mrs. C. Agcaoili, Philippine Library Assn., Manila.  
to Unesco. ( - Mrs. C.S.C. Alabado, PAMANA, Inc., Quezon City.
- 1973 - Mrs. C. Agcaoili, Philippine Library Assn., Manila.

SINGAPORE:

Short-term fellowships

- 1970 - Mr. N.T.S. Chopra, Chopmen Enterprises, Singapore.
- 1971 - Mr. John Isaacs, McGraw-Hill Far Eastern Publishers Ltd., Jurong.
- 1972 - Mr. Raymond Yuen, 32-A, Tiong Poh Road, Singapore.  
- Mr. Michael Goh, Manager, SPCK Bookshop, Singapore.
- 1973 - Mrs. H. Anuar, Director, National Library, Singapore.

SRI LANKA:

Long-term fellowships

- 1955-58 - 2 fellowships - (1) Training in Methods and Techniques of Preparation, Testing and Evaluation of Reading Material for New Literates.  
(2) Organizational and Operational Methods of Book Trusts.  
(One of the above was awarded to Mr. S. Wanigatunga).
- 1959-60 - Mr. de Alwis Gunawardane, Publications Dept. Associated Newspapers of Ceylon, Colombo.
- 1961-62 - Mr. K.G. Amaradasa, General Secretary, Sri Lanka Sahitya Mandalaya, (National Book Trust), Colombo.  
- Mr. K.L. Tissa, Senior Art Master, Govt. College of Fine Arts, Colombo.
- 1963-64 - Mr. B.N. Jayawardhana, Publications Manager, Saman Publishers Ltd., Colombo.
- 1965-66 - Mr. V.L.C. Walatara, Colombo.  
- Mr. R.D.K. Jayawardhana, Colombo.

ANNEX 3 (cont'd)

- 1965-66 - Mr. S. Dissanayake, Colombo.  
- Mr. K. Jayatilake, Writer, Colombo.

Short-term study grants

- 1959-60 - Mr. K.G. Amaradasa, Secretary, National Book Trust, Colombo.  
1961-62 - Mr. N.D. Wijesekera, Commissioner, Official Languages Dept., Colombo.  
- Mr. W.D.E. Bastian, Bastian and Co., Colombo.  
1965-66 - Mr. T.B. Weerakone, Secretary, National Book Trust, Colombo.

Short-term fellowships

- 1969 - Mr. H. Matara Arachchi, Education Publications Dept., Colombo.  
1970 - Mr. S. Hewakapuge, IPB Printers, Colombo.  
1971 - Mr. W.A. Jayawardhana, Educational Publications Dept., Colombo.  
1972 { - Mr. U.K. Silpadasa, Colombo.  
Fellow- { - Mr. K. Jayatilake, Colombo.  
ships { - Mr. H. Matara Arachchi, Educational Publications Dept., Colombo.  
awarded { - Mr. D.S. Weerasuriya, Colombo.  
by host { - Mr. Mervyn Herath, Hansa Publishers Ltd., Colombo.  
country, { - Mr. B.N. Jayawardhana, Lotte.  
Sri { - Mr. W. Samarakone, Dehiwala.  
Lanka, { - Mr. S.C. Sivagurunathan, Jaffna.  
with no { - Mr. Lionel Lokuliyana, Panadura.  
cost  
to  
Unesco.
- 1972 - Dr. K. Sivathamby, Dept. of Tamil and Dravidian Studies, Nugegoda.  
1973 - Mr. T.G. Piyadasa, Ex. Committee Member, NBDC of Sri Lanka, Colombo.

THAILAND:

Long-term fellowships

- 1963-64 - Mr. C. Dipayagasorn, Fine Arts Dept., Ministry of Education, Bangkok.  
- Mrs. S. Prabhasawat, Ministry of Education, Bangkok.  
1965-66 - Mrs. Pranee Nagvajara, Secretary, Sub-Committee for the Production of  
Reading Materials, Bangkok.  
- Mr. V. Sunksuwan, Proprietor, Pramuan Sarn Book Centre, Bangkok.  
- Miss N. Indageha, Executive Secretary, Thai Library Assn., Bangkok.  
- Mr. C. Jittidecharaks, Suriwongs Book Centre, Bangkok.

Short-term fellowships

- 1969 - Miss Pratheang Sangajuntara, Suksapan Panit, Bangkok.



ANNEX 3 (cont'd)

- 1971 - Mr. Tongsook Katerojna, Division of Textbooks, Dept. of Educational Techniques, Bangkok.
- 1972 - Miss Lamiad Limaksorn, Suksapan Panit, Bangkok.  
- Mr. Tongsook Katerojna, Division of Textbooks, Dept. of Educational Techniques, Bangkok.
- 1973 - Mr. Charoon Vongsayanha, Director-General, Dept. of Educational Techniques, Bangkok.

Short-term study grants

- 1963-64 - Miss O. Tangvibulpanya, National Library, Bangkok.  
- Miss S. Aswa-Ampyong, Thai National Documentation Centre, Bangkok.
- 1965-66 - Khunying Dusdi Malakul, Chairman, Cultural Committee, Thailand National Commission for Unesco, Bangkok.  
- Mrs. Pranee Nagvajara, Secretary, Sub-Committee for the New Literates, Dept. of Vocational Education, Bangkok.  
- Mr. Kamthorn Sathirakul, Suksapan Panit, Bangkok.

VIETNAM:

Short-term fellowships

- 1971 - Mr. Nguyen-Trung-Nguon, Director, Instructional Materials Centre, Saigon.
- 1972 - Mr. Ho Lien Bien, Deputy Director, Instructional Materials Centre, Saigon.
- 1973 - Mr. Nguyen-Trung-Nguon, Director, Instructional Materials Centre, Saigon.

## ANNEX 4

The needs of the Asian countries for reading materials and books:

Table 21. Educational book needs of out-of-school youth in the region, aged 13-15 - 1970, 1975, 1980<sup>1</sup>  
(in thousands)

Item	1970	1975	1980
Total out-of-school population aged 13-15	55 570	58 045	54 989
Approximate number of group who will not have completed grades I - V	55 570 - 80 % = 11 114	58 045 - 90 % = 5 805	negligible
Minimum volume of literacy primers needed in book-units (at 10 units per pupil)	111 140	58 050	not required
Minimum volume of follow-up reading material needed in book-units (at 15 units per pupil)	166 710	87 075	not required

1. Allowance has been made for books for literacy teachers, extension workers and specialized libraries.

Table 22. Educational book needs for the region's population aged 16 and over - 1970, 1975, 1980<sup>1</sup>  
(in thousands)

Item	1970	1975	1980
Total population aged 16 and over	581 810	651 310	747 770
Percentage of group, connected with the literacy campaign <sup>1</sup>	25% de 581 810 145 452	15% de 651 310 97 696	5% de 747 770 37 288
Minimum volume of literacy primers needed, in book-units (at 10 units per pupil)	1 454 520	976 960	373 880
Minimum volume of follow-up reading material needed, in book-units (at 15 units per pupil)	2 181 780	1 465 440	560 820

1. Allowance has been made: (a) for books for literacy teachers, extension workers and specialized libraries; and (b) for re-entry into literacy classes by those who have been given literacy teaching previously but who have relapsed into illiteracy.

Source of tables 21 and 22: Unesco, Book Development in Asia, 1967.

Summary Table  
Level of book supply needed to achieve the targets of the Asian Education Model  
(a tentative assessment<sup>1</sup>)

Item	Annual book supply needed per person				Annual book supply needed for the entire population of the region			
	1962-64 Average	1970	1975	1980	1962-64 Average	1970	1975	1980
	(number of book pages)				(in thousand book units <sup>2</sup> )			
"In-school" education	45.2 (est. actual supply: 14.0 <sup>3</sup> )	58.2	67.6	76.3	2 570 750 <sup>*</sup> (est. actual supply: 791 132 <sup>3</sup> )	3 884 611	4 123 780	6 547 157
Literacy campaign and ex post facto	2.8 (est. actual supply: 2.0)	19.7	11.3	3.7	159 250 (est. actual supply: 113 018)	1 304 716	862 508	311 566
Total for "strictly educational" books	48.0 (est. actual supply: 16.0)	77.9	79.0	80.0	2 730 000 (est. actual supply: 904 150)	5 189 327	5 986 288	6 858 723
"General publishing"	16.0	33.4	52.6	80.0	904 150	2 223 945	3 921 054	6 858 723
Total book supply	64.0 (est. actual supply: 32.0)	111.3	131.6	160.0	3 634 150 (est. actual supply: 1 808 270)	7 413 272	9 907 342	13 717 446

1. For statistical purposes, average longevity of books has been taken to be about three years. This is often the rule for school books, and is also an accounting norm used in some public libraries. In actual practice the longevity of different types of books varies widely: a literacy primer may serve a single pupil for a few months, a hard-bound library reference book may "live" many years and serve a great many persons.

2. One "book unit" comprises 16 book pages.

3. Figures for average annual 1962-1964 actual supply (domestic production plus imports) shown in this column are very broad approximations.

Source of Summary Table: Unesco, Book Development in Asia, 1967

**Table 4. Book Production by Titles in Asia, 1964 - 69 - 80**

[illegible]

Table 4. Book Production by Titles in Asia/1964 - 69 - 80 (continued)

Country	Year	Total	General- tices	Philosophy	Religion	Social sciences	Philology	Pure sciences	Applied sciences	Arts	Literature	Geography/ History	Others
Korea, Republic of	'64	2,459	79	40	204	606	123	125	210	110	848	81	33
	'69	2,501	128	59	283	379	251	210	254	157	624	158	
	'80	5,627	288	133	636	853	565	472	572	349	1,404	355	
Laos	'64	52	—	—	1	5	—	12	4	2	18	4	6
	'69	57	15	—	4	25	—	2	—	3	5	3	
	'80	187	40	2	30	50	2	5	5	8	20	15	10
Malaysia	'64	492	18	3	40	123	68	36	26	2	80	86	10
	'67	483	3	3	27	84	95	36	14	6	149	66	
	'80	N.A.											
Mongolia	'64	352	—	—	—	97	—	—	129	—	115	—	11
	'68	509	11	5	2	141	25	38	116	11	150	10	
	'80	N.A.											
Nepal	'64	N.A.											
	'69	N.A.											
	'68	N.A.											
Pakistan	'64	1,545	107	19	299	416	199	36	60	4	295	105	5
	'67	3,312	511	38	590	666	14	101	166	105	958	163	
	'80												
Philippines	'64	621	26	3	7	320	76	68	61	4	27	34	3
	'68	335	25	—	—	171	10	21	99	1	4	4	
	'80	N.A.											
Singapore	'64	175	—	—	20	49	28	11	9	10	26	22	—
	'69	533	14	4	30	90	82	57	59	28	92	77	
	'80	N.A.											
Thailand	'64	4,083	313	114	450	1,015	150	—	223	—	1,266	416	136
	'69	2,457	408	97	402	685	34	46	233	79	264	209	
	'80	9,000	800	250	1,800	2,000	200	300	1,200	250	1,000	600	600
Viet-Nam, Republic of	'64	532	178	20	78	45	49	47	19	7	50	36	3
	'69	497	4	45	15	63	26	25	37	20	219	43	
	'80	N.A.											

Source: Report Experts Meeting on Book Development in Asia, Tokyo, 1972.  
(Data on book production in Asia prepared by Unesco Secretariat)

ANNEX 4 (cont'd)

Table 5. Book Production by Copies in Asia/1964 - 69 - 80

Country	1964		1969		1980	
	A	B	A	B	A	B
Afghanistan	—	—	118,600	7	—	—
Burma	—	—	—	—	—	—
Ceylon	7,854,557	716	7,634,479	624	—	—
China	—	—	—	—	—	—
India	42,530,000	85	31,119,000	57	33,000,000	60
Indonesia	—	—	—	—	—	—
Iran	2,000,000	—	2,800,000	100	5,460,000	103
Japan	308,900,000	3,187	488,000,000	4,769	—	—
Khmer Republic	—	—	—	—	—	—
Korea, Republic of 1)	7,395,000	268	5,180,000	166	11,655,000	—
Laos	780,300	398	212,000	73	3,200,000	800
Malaysia	3,509,600	449	—	—	—	—
Mongolia	4,706,000	4,481	—	—	—	—
Nepal	—	—	—	—	—	—
Pakistan	4,535,000	45	—	—	—	—
Philippines	—	—	—	—	—	—
Singapore	1,605,000	882	4,374,000	2,169	—	—
Thailand	22,000,000	716	35,640,000	1,002	85,000,000	1,748
Viet-Nam, Republic of	1,701,000	108	1,623,000	91	—	—

A = total copies of books and pamphlets

B = copies per 1,000 inhabitants

1) Textbooks are not included

Source: Report Experts Meeting on Book Development in Asia, Tokyo, 1972. (Data on book production in Asia prepared by Unesco Secretariat)



## ANNEX 5

Progress Report and Future Plan on National Book Development Targets to Be Attained by 1980 (Experts Meeting on Book Development in Asia, Tokyo, 1972. Final Report.)

### "1. Progress Reports and Future Plan on National Book Development Targets to Be Attained by 1980

The meeting began by noting the significance of the 1966 Unesco meeting in Tokyo at all levels.

On the international level, it had set the pattern for the series of regional conferences held in Africa in 1968, in Latin America in 1969 and in the Arab States in 1972 which had set up targets for book development and led to the declaration of 1972 as International Book Year.

At the regional level, a book development centre was established in Tokyo to complement the work of the Unesco Regional Centre at Karachi, while a book development centre for Latin America had also been set up in Bogota.

National book development councils had been constituted in a number of Asian countries, while others were being set up in Africa and had also been recommended for the Arab states.

The idea of national planning for book development as part of overall national planning for economic and social development had gained acceptance and had been attested to at the 1968 Singapore meeting of book development planners in Asia.

All the participants - experts and observers alike - reported on the progress being made in book development in Asia. These statements supplemented the written reports that many of the participants had submitted and which were among the documents at the meeting.

Most of the statements took as their point of departure the 1966 Unesco meeting in Tokyo on book development in Asia, which was considered to have opened up a new era for books in Asia.

Out of these wide-ranging and comprehensive progress reports there emerged the following points of general agreement which the meeting decided to set forth here:

#### 1.1 Book Development since 1966

(a) Commendable progress has been made in some countries since the 1966 Tokyo meeting in the promotion of books in Asia. There is a new and ever growing awareness of the importance of books which is reflected in the more favourable attitude in the part of governments as well as in all others concerned.

(b) International Book Year has given enormous impetus to book development in each country, particularly by associating governments more closely with the programme. This has taken many concrete forms, not the least of which is the increased allocation of books in governmental budgets in a number of Asian countries.



ANNEX 5 (cont'd)

(c) Books are essential to the education process. The production of inexpensive textbooks is consequently of vital importance and should be part of a government policy of making books available to students at little or no cost.

(d) The high rate of illiteracy still prevailing in many Asian countries is a barrier to all social and economic progress, and the new impetus given to books should be directed also towards the campaign to fight illiteracy.

## 1.2 Book Development Planning

(e) The establishment of national targets for book production up to 1980 is an essential feature of planning for economic development.

A corollary of production targets is the adoption of measures to ease the flow of books and of the raw materials required such as paper and printing equipment. The wider distribution of books also demands the systematic development of libraries, particularly school and public libraries.

(f) While some countries have set up national book development bodies (councils/boards/centres etc.) since 1966, countries which have not yet done so should set up a book development council or some other central body widely representative both of the book community and of the government departments concerned. These national bodies should establish links with each other on a regional or subregional basis.

(g) The International Bank for Reconstruction and Development as well as other development finance agencies should be urged to offer long-term, low-interest loans for book industries, including paper supplies. Unesco should also recommend to its member states that they provide larger appropriations for books in national budgets.

## 1.3 Training, Research and Statistics

(h) Training is needed for book personnel at all levels and in all branches of the book industry. Regional training courses should be supplemented by on-the-spot training opportunities which might be offered by mobile teams of experts dispatched to the countries of the region. Training manuals and audio-visual materials should be produced as instruction aids.

(i) Studies of the reading habits, of various categories of readers, have already been carried out in some countries, and should be conducted in others. The results of these studies should be exchanged between countries through the intermediary of Unesco Headquarters and of the Tokyo and Karachi centres for book development.

(j) Book statistics should be collected on a systematic basis including a periodic "book census" in each country. Further study is needed of the techniques of gathering book statistics so as to permit greater standardization and, in turn, easier comparability. The unit employed might be the number of pages or even the number of words published, in view of the diversity of page sizes and type faces.

## 1.4 Authors and Professional Associations

(k) Every effort should be made to promote authorship, which is fundamental to any book development programme. Greater incentives should be offered to authors by the awarding of prizes and by the establishment of model contracts between publishers and authors.

ANNEX 5 (cont'd)

(l) Professional associations need to be set up and strengthened in each country. National associations of publishers should establish links with each other through an Asian association of publishers and through affiliation with the International Publishers Association.

1.5 Book Development Centres

(m) The Tokyo and Karachi centres for book development in Asia are performing an invaluable service in promoting many of the above-mentioned objectives. Their staff and resources for training, research, and other essential activities should be expanded.

(n) Unesco is warmly commended for the leadership it has provided in book development and for having launched International Book Year.