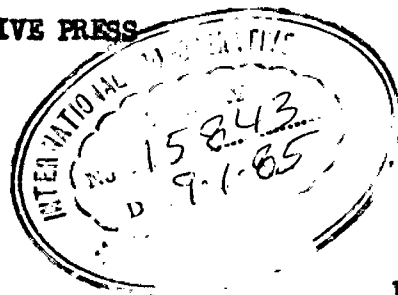


SUB-REGIONAL WORKSHOP ON COOPERATIVE PRESS
AND PUBLICITY, COLOMBO, SRI LANKA
.....

JANUARY 4-15, 1983

CONTENTS



<u>S.No.</u>	<u>Particulars</u>	<u>Page No.</u>
1.	Report of the Workshop	1
2.	Programme	10
3.	List of Participants	11
<u>Background Papers</u>		
4.	Cooperative Press and Publicity in Bangladesh	13
5.	A thought on Production Oriented Coop. Structure in Bangladesh	19
6.	Background paper by Mr. S.K. Abdul Halim	22
7.	The Cooperative Movement in Maharashtra	23
8.	Present Position of Cooperative Press and Publicity in Nepal	27
9.	The Present position of Cooperative Press and Publicity in Sri Lanka	38
<u>Lecture Paper.</u>		
10.	Role of Cooperative Journals and other publications as an education media in Image Building of the Cooperative Movement - Mr. B.K. Sinha	44
<u>Papers on Image Building by Participants</u>		
11.	Image Building for Cooperatives-Role of House Journals - Mr. Parminder Singh, India	46
12.	Image Building of Cooperative Movement - Role of Cooperative Journals - Mr. Jayaram Desai, India	49
13.	Image Building of Cooperative Movement - the role of the journals - Mr. P.S. Misra, India	59
14.	Image Building of the Cooperative Movement - Role of Journals - Mr. P. Rudrappa, India	63
<u>Lecture Papers</u>		
15.	Creating and Sustaining Reader Appeal in Journals - Mr. Edwin Ariyadasa, Sri Lanka	71
16.	Cooperative Movement of Sri Lanka - Mr. S.B. Liyanage, Sri Lanka	76
17.	Publication of Cooperative Journals - Hinderances - Mr. Lionel Gunawardana, ICA ROEC	78

International Cooperative Alliance

-: 2 :-

<u>S.No.</u>	<u>Particulars</u>	<u>Page No.</u>
18.	Production and Sale of Cooperative Journals - Mr. A.H. Ganesan, ICA ROEC	79
19.	<u>Miscellaneous Papers</u>	
19.	Interview Report	86
20.	Profile - An Active Cooperative House Wife	88
21.	Editorial - Member Awareness	89
22.	Kegalle Multipurpose Cooperative Society - A Cooperative Success	90
23.	The Anuradhapura Multipurpose Cooperative Society Ltd.	91
24.	Kegalle Multipurpose Cooperative Society Ltd.	94
25.	The Mahanuwara Multipurpose Cooperative Society Ltd.	98
26.	Kandy Multipurpose Cooperative Society	104
	<u>Group Reports</u>	
27.	The role of cooperative journals in image building of the cooperative movement - Group I	106
28.	Ways of creating and sustaining reader-appeal in cooperative journals - Group I	107
28.	Ways of creating and sustaining reader-appeal in a cooperative journals - Group II	108
29.	Role of cooperative journals in image building of the cooperative movement - Group II	110
30.	Major problems faced in the field of press and publicity - Group II	111

.....

Sub-Regional Workshop on

COOPERATIVE PRESS AND PUBLICITY

Colombo, Sri Lanka

January 4-15, 1983



INTERNATIONAL COOPERATIVE ALLIANCE

Regional Office & Education Centre for South-East Asia
"Bonow House", 43, Friends' Colony (East),
New Delhi-110065. India

REPORT OF
SUB-REGIONAL WORKSHOP ON COOPERATIVE PRESS AND PUBLICITY
COLOMBO, SRI LANKA - JANUARY 4-15, 1983

Workshop Director: Mr. Lionel Gunawardana
Joint Director (P&R)
ICA ROEC, New Delhi

Reporteur: Mr. A.H. Ganesan
Publications Officer
ICA ROEC, New Delhi

I N T E R N A T I O N A L C O O P E R A T I V E A L L I A N C E
R E G I O N A L O F F I C E A N D E D U C A T I O N C E N T R E F O R S O U T H - E A S T A S I A
"BONOW HOUSE", 43, FRIENDS COLONY
NEW DELHI - 110065

SUB-REGIONAL WORKSHOP ON COOPERATIVE PRESS & PUBLICITY

COLOMBO, SRI LANKA - JANUARY 4-15, 1983

C O N T E N T S

	<u>Page</u>
1. Introduction	1
2. Review of Present Position of Cooperative Press and Publicity in the sub-region	2
3. Problems faced by the movements in the field of press and publicity	7
4. Image Building of the Movement - Role of Cooperative Journals	10
5. Creating and Sustaining reader appeal in Cooperative Journals	11
6. Workshop Programme	13
7. List of Participants	15

.....

REPORT OF
SUB-REGIONAL WORKSHOP ON COOPERATIVE PRESS AND PUBLICITY
COLOMBO, SRI LANKA - JANUARY 4-15, 1983

A Sub-Regional Workshop on Cooperative Press and Publicity was held by the ICA Regional Office and Education Centre for South-East Asia (ICA ROEC) in collaboration with the National Cooperative Council of Sri Lanka (NCC), in Colombo, from 4th to 15th January 1983.

Nineteen participants from Bangladesh, India, Nepal and Sri Lanka, who were editors, publicity/extension officers, working with cooperative organisations/departments in the sub-region attended the workshop.

Resource persons to the workshop were drawn from the cooperative movements of India and Sri Lanka and the ICA ROEC. They included: Mr. B.K. Sinha, Deputy Chief Director, Department of Agriculture & Cooperation, Ministry of Agriculture, Government of India, New Delhi; Mr. Edwin Ariyadasa, Journalist, c/o National Cooperative Council of Sri Lanka, Colombo; Mr. S.P. Liyanage, Deputy Commissioner of Department of Cooperative Development, Sri Lanka; and Mr. A.H. Ganesan, Publications Officer, ICA ROEC, New Delhi.

Mr. Lionel Gunawardana, Joint Director (Publications & Public Relations), ICA ROEC, directed the workshop.

Inauguration

The Additional Secretary to the Ministry of Food, Agriculture and Cooperation, Government of Sri Lanka, Mr. Lal Wijepala inaugurated the workshop on behalf of the Minister for Food and Cooperation. He read a message from the Minister.

Mr. C.M.B. Bogollagama, President of the National Cooperative Council of Sri Lanka welcomed the participants and the guests. Mr. Lionel Gunawardana, Director of the Workshop thanked the host organisation, the NCC for hosting the workshop and also explained the objectives of the workshop.

Objectives

The objectives of the workshop were as follows:

- i. to review the cooperative press and publicity activities carried out by the movements in the participating countries, and
- ii. to impart skills to the personnel working in the field of cooperative press and publicity and in the field of journalism in order to improve the quality of cooperative journals, books and publicity materials.

Methodology

The methodology followed at the workshop included introduction of topics by resource persons followed by discussions, division of the workshop participants into three groups for indepth discussions on the topics introduced earlier, and practical work like preparation of interview reports, editorials, success stories, news items and profiles of cooperators based on study visits to a few cooperatives in the Island.

Study visits to a few multipurpose cooperative societies in Anuradhapura, Kandy and Kagalle were arranged.

Review of Present Position of Cooperative Press and Publicity in the sub-region

Bangladesh

The cooperative movement in Bangladesh was introduced in the year 1904. Attempts have been made for strengthening the press and publicity activities of the cooperative movement.

The following journals are being published:

- a) Azker Samabaya (Cooperatives today - fortnightly)
- b) Samabaya (Cooperative - monthly)
- c) Samabaya Bank Samachar (Cooperative Bank Newsletter - monthly)
- d) Samajatra (Cooperative Movement - monthly)
- e) Samabaya Barta (Cooperative Newsletter - weekly)

f) Rangdhenu (Rainbow Cooperative Newsletter)

4

g) Detective (weekly)

h) Dipak (monthly)

Except 'Samabaya Bank Samachar' which is published both in Bengali and English and 'Cooperation' a quarterly journal of the Bangladesh National Cooperative Union which is published in English, all other journals are published in Bengali.

India

The Cooperative Movement in India was started in 1904. Its pace of progress was slow in the initial period and was mainly confined to agricultural credit. Later on the movement expanded into various other economic activities. From the early period a large number of publications in the form of books, booklets and journals have been brought out. The 'Tamil Nadu Journal of Cooperation', an English monthly, started in 1908, is in its 75th year of publication.

The National Cooperative Union of India (NCUI), State and District Cooperative Unions, which are engaged in promoting cooperative member education and training, publish a number of cooperative periodicals. At present, there are nine weeklies, five fortnightlies, 23 monthlies, 12 quarterlies and seven yearly journals published by various cooperative organisations in the country. The NCUI publishes a bi-weekly - "The Cooperator" and a quarterly - "The Indian Cooperative Review". "The Cooperator" publishes current cooperative news and reflects the views of the movement on matters concerning cooperation. "The Indian Cooperative Review" publishes articles on important aspects of cooperation. National level business organisations like the National Agricultural Cooperative Marketing Federation, the National Consumers' Cooperative Federation, the National Federation of Cooperative Sugar Factories bring out their own publications highlighting cooperative activities in their respective fields. The central and state ministries incharge of cooperation have their press and publicity wings. A number of publications and publicity materials are being brought out regularly by them to publicise the cooperative movement.

The cooperative journals are brought out in Hindi, English and in different regional languages.

The movement also makes use of the national press to give publicity to its activities by publishing special supplements and articles in the daily papers. Visits for the correspondents of national daily newspapers to various cooperative organisations are also conducted in order to give them an opportunity to observe by themselves the activities of cooperatives in the country.

Nepal

The modern concept of cooperation was started since 1953 in Nepal. In the very beginning of the cooperative movement, emphasis was given to the credit societies. The function of the first society was to finance the new settlers and farmers in Rapti Valley Development Project in 1954.

The growing numbers of the societies required a large number of trained personnel to strengthen the cooperative movement. Therefore, the Cooperative Training Centre (CTC) was established in 1962 under the Cooperative Department. The CTC is the single institution in the country aimed at development of human resources required for running cooperatives effectively.

More than seven hundred village level cooperative societies and 33 District Cooperative Unions exist in Nepal. Out of seventy five districts of the kingdom, 68 districts have cooperative societies. Until few years back these societies and unions were managed and controlled by the Agricultural Development Bank. But now these societies are run by elected boards.

There is a Sajha (Cooperative) Central Organisation. It has been registered as a primary society. It was established in 1962 under the cooperative society act. It has a programme to educate the rural people about cooperation through reading materials and it also conducts a Radio Programme for Cooperators.

Cooperative Journals : There are two institutions in Nepal, which publish journals about cooperative movement - one is the Cooperative Training Centre and the other is the Sajha Central Organisation. The CTC publishes a journal, quarterly in English and the Sajha publishes a journal every two months in Nepali language. The Sajha's journal purely deals with the activities of cooperatives and it is very effective because it is in Nepali (National language). The CTC's journal deals with the different aspects of cooperative education but it emphasises about its own programme i.e. training programme, etc.

Radio programme: Radio Nepal once a week broadcast a programme about cooperative activities. The programmes are designed to enlighten cooperation through drama, conversation, etc. and this programme is conducted by the Sajha Central Office.

Sri Lanka

In April 1949 a separate unit for cooperative publicity and information was established in the cooperative department. This section was organised with a view to giving full publicity to the cooperative movement in Sri Lanka and allied activities of the Cooperative Ministry and the Cooperative Federation (now the National Cooperative Council of Sri Lanka) which is the apex ideological organisation of the movement. The major functions of the propaganda activities of the department and the movement was undertaken by this section. All the development activities were published by this section in the bi-weekly "SAMPAKARAYA". Before getting registered as a Cooperative Journal at the General Post Office in Ceylon on 9th September 1951, this was published as an internal bulletin of the publicity and information section of the department. The publication of "SAMPAKARAYA" was taken over by the Cooperative Federation in 1956 and it is now being published by the National Cooperative Council. This newspaper carried articles relating to the philosophy and practice of the movement as well as cooperative news and short stories and poems on cooperative and allied themes.

Circulation of the "SAMPAKARAYA" Journal which was earlier 3000 copies has now increased upto 6000 copies.

The Northern Division Cooperative Federation began publication of the magazine "AIKKIYA THEEPAM" in 1945. The first date of publication was 26.8.1945. The "AIKKIYA THEEPAM" was the first and only cooperative magazine published in Tamil in Sri Lanka and continues to be distributed to societies in the Tamil speaking areas. Till 1953 the magazine was published bi-monthly and from January 1953, the magazine began to be published monthly with a circulation of 3000 copies. From 1976 the "AIKKIYATHEEPAM" has been published monthly as an eight page tabloid.

Films including documentaries like cooperative pageants, exhibitions, cooperative activities on fishing, building, vegetables sales, etc. produced by the Department were shown in the various parts of the island on pre-arranged programme basis. Now the film unit is being handled by the National Cooperative Council of Sri Lanka. Two short stories based on Cooperation - "DIWUNUWE MAGA" (Path of Development) and "SAHAN ELIYA" were filmed and produced by the NCC in collaboration with the Department of Cooperative Development. These films are now being shown in various parts of the island along with a film on Agricultural Cooperation in Japan donated by IDACA.

A separate photographic section is also functioning under the management of the National Cooperative Council. Photographs taken at numerous cooperative functions are being supplied to its own cooperative publications as well as to the local press.

In addition to the above journal and newspapers the School of Cooperation of Sri Lanka has also started a monthly journal by the name "SWACHCHA" catering to the official cooperators of the movement. It covers a wide range of subjects such as management audit, cooperative law and general management aspects of cooperative societies. The publicity section of the Department of Cooperative Development

broadcast a weekly programme in the Radio highlighting the major achievements in the cooperative movement in Sri Lanka. Other programmes such as Cooperative Day Celebration supply of news and information to local Press and Radio and coordination with other institutions are also undertaken by the National Cooperative Council of Sri Lanka.

Problems faced by the movements in the field of press and publicity

The workshop divided the problems under the following heads:

- i. Organisational problems,
- ii. Financial problems,
- iii. Attitudinal problems, and
- iv. Subject matter contents problems

i. Organisational problems

The workshop felt that there is a lack of professional men for publicity work in the cooperatives. The cooperatives face difficulties in securing skilled managerial and technical personnel to work in the field of cooperative press and publicity due to limited financial resources of the cooperatives.

It was felt that a centralised publication of the cooperative journals could prove a more effective system of operation. In some countries journals are produced at all levels - the primary, the secondary and the apex. Sometimes the same news item or information appears in more than one journal. The workshop felt that there is unnecessary duplication of services. For this reason and as well as from the point of view of cost factor the dissemination of news by a central publication was recommended.

The workshop felt that in countries where there is only one language for communication, a central publication system is most appropriate. This was recommended for ideological and news-cum-communication type of journals.

For the solution of organisational problems the following were suggested by the workshop:

- a) Setting up of some form of a committee (agency) within the movement to be responsible for publications.
- b) Conduct seminars, etc. for members and leaders of primary societies to convince them of the importance and the necessity of cooperative press and publicity.
- c) Conduct study tours, seminars or workshops for cooperative journalists to widen their expertise in the field.
- d) Encourage teaching of cooperation in schools in order to imbibe cooperative ideas in the minds of the young.
- e) Provide on-the-job training facilities for cooperative journalists and pay them according to their training.
- f) Wherever possible, hold frequent meetings of cooperative journalists and their counterparts in the private sector to encourage healthy relationship among themselves.

A few countries in the Region face the problem of illiteracy among the masses and publications have a limited effect. The system of a leader reading the paper and the others listening to it has been found very successful in Japan and the Republic of Korea. Another effective solution recommended for such a situation is broadcasting programmes over radio and television.

ii. Financial Problems

The lack of adequate funds to manage cooperative publications is a major obstacle. Poor income from sales and advertisements affect the financial viability of a journal.

The workshop was of the opinion that the PR system in cooperatives should eventually be self-reliant in terms of resources and should be independent in order to be able to project the image of the cooperative movement of the country. Although initially there may be government subsidy with the growth of the movement it should set apart funds to make the system independent of outside support.

To overcome these problems the following solutions could be tried:

- (a) to make a journal viable enterprise, at least 40% of the space should be devoted to advertisements.
- (b) in addition to advertisements space could be sold to cooperative societies which may like to highlight their activities.

iii. Attitudinal Problems

The workshop felt that the leaders of the cooperative movements do not fully appreciate the need for publicity. It felt that the PR men should strive to change the attitude of the leadership to this important aspect. He should be able to drive home the point that in the long run publicity will prove to be an investment and not just a cost item.

iv. Subject matter contents

The contents of cooperative journals, magazines and other publications are found to be inadequate to attract the reading public both within and outside the movement. This situation is mainly attributable to the lack of adequate manpower. There were cooperative journals produced by a single person. The workshop suggested that the journals may have the following framework of contents:

- a) Editorial
- b) Articles on subjects of topical importance
- c) Reports on cooperative seminars and conferences and other events organised by the government and the cooperative movement.

- d) Reports on symposium/debate on current issues concerning the cooperative movement in giving the views of eminent cooperators, academicians, cooperative employees.
- e) Regional News Round up giving news on the cooperative movement in various regions/states.
- f) Interviews with eminent cooperators, ministers, leaders and government functionaries on the current problems of the cooperative movement.
- g) Success stories of cooperative institutions highlighting the achievements and performance of the cooperative movements in various spheres.
- h) Cooperative News from abroad.

Image Building of the Movement -
Role of Cooperative Journals

Cooperative journals have an onerous responsibility in image building of the cooperative movement. The cooperative journals have to project the image of the movement not only to its members but also to the general public.

At the outset the members and the public should be made to understand the principles and practices of the movement. It is important to impart atleast a basic knowledge about the movement to the public and the members if they are to appreciate the movement. Here the cooperative journals have to play an effective role by making the people aware of the capacities of the movement and its usefulness.

The journals should try to give correct information to the public to allay the fears that might be created by the private press by giving undue publicity only to the cooperative failures. They should highlight the success of the cooperative institutions, their products and their services to the community. The journals should reach the grass-root level and for this purpose they should also be published in languages of the people for whom they are meant in easy form which even the semi-illiterate people can understand.

Creating and Sustaining reader
appeal in Cooperative Journals

The workshop felt that by and large the cooperative journals in the developing countries have not been able to rise up to the expectations in creating and sustaining reader appeal. Unless the cooperative journals take corrective measures, they would lose whatever modest readership they have at present. The low levels of literacy in some countries make the task of the journals more difficult.

The journals in the cooperative movement should have perspective ideas about the needs of their readers, the taste, likes and dislikes and try to cater to them satisfactorily. The workshop recommended the following:

- a) Journals should have attractive layout keeping in mind the taste, age groups, special interest and the understanding capacity of the readers.
- b) Credibility of a journal among its readers is important. The cooperative journals should publish only factual information without any distortions.
- c) Cooperative journals should try to meet undue criticism from national and regional press by giving them fitting replies.
- d) Personnel working in cooperative journals should be adequately trained in the respective fields in which they are working.
- e) Journal should have a reaction oriented feedback from the readers. They must conduct periodical readership surveys to find out the changing needs, likes and dislikes of the readers.
- f) Journals should avoid as far as possible giving undue and biased publicity and importance to political views, political parties and personalities.
- g) Punctuality in publishing should be maintained.
- h) The quality of printing, layout and format of the journal should be continuously improved.

i) Special and regular features for women, child care, hygiene, folk lore, agriculture, horticulture, animal care, fisheries etc. will enhance the reader appeal of the journals.

j) Inclusion of major national and international events and editorial comments on them should form a regular feature.

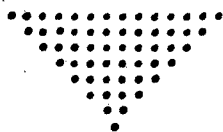
k) Human interest features like short stories, poems, interviews with successful cooperators and farmers and cartoons can enhance the reader appeal.

l) A regular column for "Letters to the Editor" will have an additional reader appeal and will also serve as a good source of feedback for the editor and the management of the cooperative organisation publishing the journal.

Conclusion

The workshop urged the participating countries to take appropriate steps for implementing the recommendations and preparing suitable projects, keeping in view the local situations particularly in regard to the following:

- a) Creation of a central news pool.
- b) Initiating centralisation of publication of cooperative journals.
- c) Establishment of new cooperative printing presses and modernisation of the existing cooperative printing presses.
- d) Arranging cross meetings with local mediamen and the cooperative journalists which will help in exposing the view points of both sides to their mutual advantage.



SUB-REGIONAL WORKSHOP ON "COOPERATIVE PRESS AND
PUBLICITY", COLOMBO, SRI LANKA - JAN. 4-15, 1983

P R O G R A M M E

Tues., Jan. 4, 1983

0930 - 1030 Inauguration

1100 - 1230 Present Position of Cooperative Press and
Publicity - Presentation of background papers

1400 - 1600 - do -

Wed., Jan. 5

0930 - 1100 Lecture I : The Role of Cooperative Journals and
other publications as an education media
in image building of the Cooperative
Movement in Sri Lanka - by Mr. B.K. Sinha

1130 - 1230 Lecture II: Creating and Sustaining Readers Appeal
in Journals - by Mr. Edwin Ariyadasa

1400 - 1700 Group Work

Thurs., Jan. 6

0930 - 1030 Lecture III : Cooperative Movement in Sri Lanka
- by Mr. S.P. Liyanage

1100 - 1230 Plenary on group work

1400 - 1700 Group Work

Fri., Jan. 7

Leave Colombo for Anuradhapura

Sat., Jan. 8

Visit to a Multipurpose Cooperative Society
in Anuradhapura

Sun., Jan. 9

Travel to Kandy

Mon., Jan. 10

Visit to a Multipurpose Cooperative Society
in Kandy

Tues., Jan. 11

Visit to a Multipurpose Cooperative Society
in Kegalle (on way to Colombo)

Return to Colombo

Wed., Jan. 12

0930 - 1030

Lecture IV : Publication of Cooperative Journals
- hinderances - by Mr. Lionel Gunawardana

1100 - 1230

Lecture V : Production of Cooperative Journals
- by Mr. A.H. Ganesan

1400 - 1700

Production of a Cooperative Journal

Thus., Jan. 13

- i) Preparation of News items on the societies visited
- ii) Preparation of interview reports
- iii) Success Stories (particular aspects)
- iv) Profiles
- v) Editorials

Fri., Jan. 14

- Visit to Publishing Houses
- Preparation of Report

Sat., Jan. 15

- Final Plenary
- Closing

Sun., Jan. 16

Departure of participants

.....

-
- 1030 - 1100 : Tea break
 - 1230 - 1400 : Lunch break
 - 1530 - 1600 : Tea break

SUB-REGIONAL WORKSHOP ON COOPERATIVE
PRESS & PUBLICITY - COLOMBO, SRI LANKA

January 4 - 15, 1983

LIST OF PARTICIPANTS

BANGLADESH

1. Mr. K.R. Karim
Editor
Ajkar Samabaya of Bangladesh Jatiya
Palli Unnayan Samabaya Federation
9-D, Mtijheel Commercial Area
Dhaka, Bangladesh
2. Mr. M.R. Amin
Assistant Editor
Weekly Rangdhenu
Comilla District Cooperative Union
Nazrul Avenue
Comilla, Bangladesh
3. Mr. Shaikh Abdul Halim
Editor, Samabaya Barta &
General Secretary
Khulna District Cooperative Union
7, K.D. Ghose Road
Khulna, Bangladesh

INDIA

4. Mr. M.C. Joshi
Editorial Assistant
National Cooperative Union of India
3, Siri Institutional Area
Panchshila Marg, Behind Hauz Khas
New Delhi - 110016
5. Mr. P.S. Misra
P.R.O. & Editor
U.P. Cooperative Federation
32, Station Road
Lucknow
6. Mr. Vipin Kumar Kohli
Publicity & PR Assistant
National Cooperative Consumers Federation
"Deepali", 92, Nehru Place
New Delhi - 110019
7. Mr. P. Rudrappa
Assistant Editor
Karnataka State Cooperative Union
No. 36, T. Mariappa Road
I Block, Jayanagar
Bangalore - 560011

8. Mr. J.R. Desai
Assistant Editor
Maharashtra State Cooperative Union
5, B.J. Road
Pune - 411 001
9. Mr. Parminder Singh
Deputy Manager (Publicity)
Indian Farmers Fertilizer Cooperative Ltd.
34, Nehru Place
New Delhi - 110019
10. Mr. A.S. Negi
Assistant Editor
National Agricultural Coop. Marketing
Federation of India Ltd.
Sapna Theatre Bldg.,
54, East of Kailash
New Delhi - 110024

NEPAL

11. Mr. Ramesh Prasad Sah
Cooperative Manager
District Cooperative Union
Siddharthanagar
Rupendhi, Nepal
12. Mr. Hari Bahadur Nepal
Sajha Prakashan
Central Office
Pulchowk
Kathmandu, Nepal

SRI LANKA

13. Mr. W.G.U. De Silva
Assistant Secretary
Press & Publicity
National Cooperative Council
455, Galle Road
Colombo - 3, Sri Lanka
14. Miss K.M.M. De Silva
Sub-Editor
National Cooperative Council
455, Galle Road
Colombo - 3, Sri Lanka
15. Mr. A.E. Somaratne
Education Officer
Cooperative Teachers' Training Project
455, Galle Road
Colombo - 3, Sri Lanka

16. Mr. Nimal Dissanayake
Project Development Officer
Women's Consumer Coop. Education Project
455, Galle Road
Colombo - 3, Sri Lanka
17. Miss Ashoka Munasinghe
Assistant Commissioner
Department of Cooperative Development
P.O. Box 419, Duke Street
Colombo, Sri Lanka
18. Mr. H.T.M. Jayawardena
Assistant Commissioner of Coop. Dept.
School of Cooperation
Polgolla, Sri Lanka
19. Mr. M.D. Fernando
Secretary
Sri Lanka Coop. Fisheries Federation
127, Grandpass Road
Colombo - 14, Sri Lanka

RESOURCE PERSONS

1. Mr. B.K. Sinha
Deputy Chief Director
Department of Agriculture & Cooperation
Ministry of Agriculture
Government of India
Krishi Bhavan
New Delhi - 110001
2. Mr. Edwin Ariyadasa
Journalist
c/o National Cooperative Council
455, Galle Road
Colombo - 3, Sri Lanka
3. Mr. S.P. Liyanage
Deputy Commissioner of
Department of Coop. Development
P.O. Box 419, Duke Street
Colombo, Sri Lanka
4. Mr. A.H. Ganesan
Publications Officer
ICA Regional Office & Education Centre
"Bonow House", 43 Friends Colony
New Delhi - 110065

ICA STAFF

1. Mr. Lionel Gunawardana - Workshop Director
Joint Director (P&R)
ICA Regional Office & Education Centre
"Bonow House", 43 Friends Colony
New Delhi - 110065

COOPERATIVE PRESS AND PUBLICITY IN
BANGLADESH

Khandaker Rezaul Karim
Editor, Azker Samabay
Dhaka, Bangladesh.

To make the co-operative movement a success the role and importance of press and publicity is unlimited. To develop the economic condition of the people, mainly for the underprivileged classes of society is the basic philosophy of the co-operative movement.

About 80% of the people live in Bangladesh below subsistence level and the majority of these people are poor and illiterate. Thus to inspire these unprivileged class with the basic philosophy of the co-operative movement, the press and publicity plays an important role.

On the other hand, when a country is poor, its economy is also poor and the work of press and publicity can not improve up to the desired extent. So for economic development co-operative is essential and for the progress of the co-operatives, press and publicity is essential. Thus co-operative movement and press and publicity are complimentary to each other.

The co-operative movement in this part of the sub-continent was introduced in the year 1904. During the last 78 years the total progress of the co-operative movement in our national economy is very insignificant. The major causes are;-

- a) It was not possible to create interest on co-operatives in the majority of the people.
- b) Those who organise the co-operative societies are mostly unaware of co-operative ideas and philosophy. One of the main reasons are that due importance to the co-operative press and publicity were not given.

Contd.....2.

It is not possible on the part of our people to be aware or to give importance on how to organise a co-operative society and how they can develop the condition of their own economic life without active role of press and publicity. Again, the people or the organisers of co-operative societies are ignorant about the ideas, objectives and principals of the co-operative movement. The people have very limited knowledge on co-operative and as a result the co-operative societies are not going to be self-sufficient. As the co-operative failed to do any development of its members, the members are not influenced by the co-operatives and they are losing interest and becoming frustrated on co-operatives.

To remove these hindrances of the co-operative movement the press and publicity should be given due importance. It is essential for extensive publicity throughout the country about co-operative society. What is the meaning of co-operative movement? What is the importance of the co-operatives? What is the benefit of the co-operatives? How co-operative society can be organised and what is the necessity of the village co-operatives for overall development of the co-operative movement? These questions should clearly be answered where press and publicity can play a vital role.

It is also essential for arrangement of continuous training on co-operative development. To be a good co-operator one should have complete ideas on the following points.

- a) What is a Bye-Law ?
- b) How amendment can be made on bye-laws ?
- c) What is the process of registration ?
- d) How membership is cancelled ?
- e) What are the rights and duties of the member ?
- f) What is a Managing Committee and what is its function ?
- g) What should be the qualifications of the Directors ?
- h) Retirement rules of Directors.
- i) Election procedure.
- j) The process of holding Managing Committee meetings.
- k) Rights and duties of the members of the Managing Committee.
- l) Annual General meeting.
- m) Accounts system of the co-operative societies.
- n) Collection of thrift deposits.
- o) Holding of weekly meetings.

The above points may easily be taken to the co-operators if the press and publicity system is strong and equipt enough.

Though it was not enough, attempts have already been taken in our country for strengthening the press and publicity for co-operative movement. To make the co-operative a success the following journals are being published:-

- a) Azker Samabaya (co-operatives today-fortnightly)
- b) Samabays (co-operative-monthly)
- c) Samabaya Bank Samachar (co-operative Bank newsletter-monthly)
- d) Samajatra (co-operative movement-monthly)
- e) Samabaya Barta (co-operative Newsletter-weekly)
- f) Rangdhanu (Rainbow co-operative news letter)
- g) Detective (weekly)
- h) Dipak (monthly)

Most of the journals are published in Bengali. Only Samabaya Bank Samachar is published both in Bengali and English. Recently, 'Co-operation' a quarterly journal of the Bangladesh National Co-operative Union is published in English.

a) Azker Samabaya

Integrated Rural Development Programme (IRDP) was organised to introduce the two-tier system of Comilla Co-operatives. The Tanchangana Central Co-operative Association (TCCAs) under IRDP, organised the Bangladesh National co-operative Federation for Rural Development in the year 1973, an apex organisation of the farmers. From the year of its establishment the Federation has taken the responsibilities to publish a monthly magazine "Azker Samabaya". With forwaird of the readers and co-operators the monthly "Azker Samabaya" started its publication fortnightly from October 1975. The paper is published in two formats in D.D. ¼ size. The circulation of the paper is about ten thousand per issue. Other than publishing reports and features on co-operative principles, objectives, acts-rules and bye-laws, rights and duties of the members and officials, interviews with the promising co-operators and leaders are also published. The paper regularly publishes articles on modern agriculture and fishery, health and family planning etc. The 'Azker Samabaya' is used in the weekly training classes of co-operative workers at the TCCAs as a training manual of IRDP.

It has been decided to publish it as a weekly paper soon. Discussion is continuing to publish it as a mouthpiece of the newly constituted 'Bangladesh Rural Development Board' as its weekly paper and as such every village primary co-operative society will be its regular subscriber and its circulation will increase upto one lakh. Under the changing circumstances it will be possible to print the same for offset press which is now being printed in letter press process.

b) Monthly "Samabays"

The oldest journal of the co-operative movement is the monthly Samabays published by the Bangladesh Jatiya Samabaya Union as its news media. It is now passing its 14th years. If The journal is published regularly, it can play an important role in the development of the co-operative movement in the country.

c) Samabaya Bank Samachar

Samabaya Bank Samachar is the monthly magazine of Bangladesh Samabaya Bank Ltd. Other than publication of news and features of the Bank itself and its affiliated Central Co-operative Banks and Societies, the magazine also publishes articles on agricultural credit operation, rural development etc. The publication of the magazine is now irregular.

d) Monthly Samajatra

Monthly Samajatra is a monthly bulletin of Comilla Kotwali Thana Central Co-operative Association Ltd(KTCCA). Though the circulation of the paper is limited within the Comilla district yet its achievement in the co-operative movement in the district is remarkable. The paper is publishing from the year 1956 regularly with the help and co-operation of the Bangladesh Accademy for Rural Development(BARD) and it is the only paper which is published from its own press.

e) Weekly Samabaya Barta

Another weekly paper in the name Samabaya Barta is published by the Khulna co-operative Union. The circulation of the paper is limited within the district.

f) Weekly Rangdhanu(Rainbow)

It is a weekly News bulletin of Comilla district Samabaya Union. The circulation of this paper is limited within the district.

g) Detective & Dipak

The Bangladesh Police co-operative Society is publishing for about 15 years an English weekly entitled "Detective" & 'Dipak' (Bengali weekly) for development of descriptive and service spirit among the Police personnel.

There are two printing ~~processes~~^{presses} in Dhaka owned and seen by the Bangladesh Co-operative Book Society and the Bangladesh Police Co-operative Society. There are two more small presses in the out laying districts owned and managed by co-operative society.

To reach the co-operative movement to the general mass of the country, publication of books on co-operatives can play a vital role. Every society should have some books so that they can proceed in the right way to improve their lot through co-operatives. In the meanwhile, some of the apex co-operative societies have realised the importance of publication of books to inspire the people according to their financial capacity. The list of books published by the Bangladesh Jatiya Pally Union Samabaya Federation (Bangladesh National Co-operative Federation for Rural Development) is listed below:-

1. Bangladesh Jatiya Pally Union Samabaya Federation - At a glance. By Balagat Ullah and Md. Jahidul Islam. Edited by Mr. Kh. Rezaul Karim Published in May 1977.
2. Co-operative in Agricultural Marketing by A.T.M. Jakir Hossain. Edited by M. Balagat Ullah. Published in May 1977.
3. Co-operative Movement and Comilla Approach by M. Balagat Ullah, Jahidul Islam and Kh. Reazul Karim. Published in May 1977.
4. Co-operative Guide by Mr. Balagat Ullah Published in May 1977.
5. Co-operative Movement and the National Federation for Rural Development in Bangladesh.
6. Joint Standing Committee Report.

These publications have already been distributed among the members of the federation free of cost.

There are some other publications in the co-operative movement of our country. Bangladesh Accadamy for Rural Development(BARD) Kotbari, Comilla and Bangladesh Rural Development Accademy Bogra, IRDP and all apex organisations are publishing books, journals, reports etc. on co-operatives regularly. Some successful writers like Mr. S.A.Safder, Mr. Monir Uddin Ahmed have written some books on co-operatives. The major publications are:-

1. "Cronological events in the Co-operative Movements in Indo-Bangladesh Sub-continent. By S.A.Safder. In the book Mr. Safder described the historical development and major events of the co-operative movement from 1877 to 1977.

2. Principles of co-operative By S.A.Safder.

3. Samabaya Gram Bangla (co-operative in Rural Bangladesh) By Monir Uddin Ahmed. In the book Mr. Ahmed described the sectoral development covering all sectors of the co-operative from 1904 with suggestions for future development. The book was published in the year 1978.

4. Sugarcane Growers Co-operative in Bangladesh By Monir Uddin Ahmed.

5. "Gram Unnayan Bangladesh"(Rural Development in Bangladesh) By S.M.Mozzamal Hossain.

6. Islamic Foundation in Bangladesh published in the year 1980 a Text Book on co-operatives for training the Imams under this Immams training Programme. It may be mentioned here that in Rural Bangladesh these are about one Lacs Imams; one in each Mosque (prayer Hall).

7. I.R.D.P. Publications:-

- a) What and why are village and Thana Co-operatives ?
- b) What and why are co-operatives ?

8. Co-operative Department publications

- a) Co-operative movement in East Pakistan published in 1964
- b) Report of the Capital Formation Committee.
published in 1975.

9. Bangladesh Jatiya Samabays Union Publication

Co-operative in the implementation of the plan of Sanirvar Bangladesh.

10. Bangladesh Samabaya Bank Publications

- a) Bangladesh Samabaya Bank at a glance
- b) Co-operative Financing for self reliance.

11. Bangladesh Academy for Rural Development(Kotbari, Comilla) was established in 1959 as a Training and Research Institute. The Academy has developed as an institution of new type. It has combined Training with research and pilot experimentation. It has been engaged in several types of pilot experimentation and action research to find out replicable models of institution designs of programmes and methods of work conducive to the development of rural areas. The pilot projects in co-operatives rural administration farmer's education and youth work have served as illustrations which the trainees and the villagers could see and use for learning.

In order to carry out its training functions properly, it was considered desirable that the Academy should be closely associated with the publications.

List of Publications of the Academy are as follows:-

1. First Annual Report, 1959-60, 8 p. (Mimeo)
2. Second Annual Report; 1960-61, 78 p.
3. Third Annual Report, 1961-62, 156 p. (Mimeo)
4. Fourth Annual Report, 1962-63, 103 p.
5. Fifth Annual Report, 1963-64, 138 p.
6. Sixth Annual Report, 1964-65, 83 p.
7. Seventh Annual Report, 1965-66, 117 p.
8. Eighth Annual Report, 1966-67, 85 p.
9. Ninth Annual Report, 1967-68, 104 p.
10. Tenth Annual Report, 1968-69, 89 p.
11. Eleventh Annual Report, 1969-70, 98 p.

12. Twelfth Annual Report, 1970-71, 88 p.
13. Thirteenth Annual Report, 1971-72, 75 p.
14. Fourteenth Annual Report, 1972-73, 98 p.
15. Fifteenth Annual Report, 1973-74, 80 p.
16. Sixteenth Annual Report, 1974-75, 120 p.

Co-operatives, Credit and Capital Formation:

1. Qadir, S.A. Six Months of the Pilot Co-operative Project in Comilla Thana Development Area, 1960, 29 p.
2. Fairchild, H.W. and Haque, S., A New Rural Co-operative System for Comilla Thana, First Annual Report, 1961, 88 p.
3. Fairchild, H.W., A New Rural Co-operative System for Comilla Thana, Second Annual Report, 1962, 108 p.
4. Khan, Akhter Hameed, A New Rural Co-operative System for Comilla Thana, Third Annual Report 1963, 80 p.
5. Khan, A. Aziz A New Rural Co-operative System for Comilla Thana, Fourth Annual Report, 1964, 110 p.
6. Khan, A. Aziz, A New Rural Co-operative System for Comilla Thana, Fifth Annual Report, 1965, 109 p.
7. Rahman, Mahmoodur, Special Co-operative by Night, 1965, 70 p.
8. Khan, A. Aziz, A New Rural Co-operative System for Comilla, Thana, Sixth Annual Report, 1966, 123 p.
9. Haq, M. Nurul, Comilla Co-operative Experiment, 1966, 15 p.
10. Khan, A. Aziz, A New Rural Co-operative System for Comilla Thana, Seventh Annual Report, 1967, 70 p.
11. Hussain, Md. Zaker, A Field Investigation into the Management of Village Co-operatives in Comilla Experimental Area, March, 1967, 75 P. (mimeo).
12. Rahman, Mahmoodur, Comilla Co-operative Cold Storage, December, 1967, 22 P. (Mimeo).
13. Ahmed, Badaruddin and Karim, Rezaul, A New Rural Co-operative System for Comilla Thana, Eighth Annual Report, 1968, 69 P.
14. Khan, Ali Akhter, Rural Credit in Gazipur Village, April 1968, 68 P.
15. Ahmed, Badaruddin, A New Rural Co-operative System for Comilla Thana, Ninth Annual Report, 1968-69, June, 1970, 62 P.
16. Karim, M. Rezaul, Co-operative Farming in Comilla, 1970, 26 P.

17. Obaidullah, A.K.M. Comilla Co-operative Creamery Plant, 1971, 42 P.
18. Khan, Ali Akhter, Rural Credit Programme of Agricultural Co-operative Federation, 1971, 104 P. (Mimeo).
19. Rahman, Mahmoodur, A New Rural Co-operative System for Comilla Thana, Tenth Annual Report, 1969-70, 1972, 53 P.
20. Ahmed, Badaruddin, Manual On Comilla Co-operatives, 1972, 80 P. (Mimeo).
21. Rahman, Mahmoodur, Union Co-operative Multipurpose Society under the Old System and Village Co-operative Society based on Comilla Approach, 1972, 37 P. (Mimeo).
22. Obaidullah, A.K.M., A New Rural Co-operative System for Comilla Thana, Eleventh, Annual Report, July, 1973, 94 P.
23. Hussain, Md. Zaker, Bamail Co-operative Farm, 1973, 125 P.
24. Ahsanullah, Md. Capital Accumulation Through Co-operatives, January, 1974, 43 P. (Mimeo).
25. Kayemuddin, Md. Accounts Manual, 1975, 25 P.
26. Obaidullah, A.K.M., A New Rural Co-operative System for Comilla Thana, 1971-72, Twelfth Annual Report, 1975, 47 P.
27. Kayemuddin, Md., Co-operative 13th Annual Report, 1972-73, 1975, 43 P.
28. Kayeduddin, Md., Co-operative 14th Annual Report, 1973-74, 1976, 65 P.
29. Bari, Fazlul, Bamail Co-operative Farm, (Boro 1973-74) June, 1976, 22 P.
30. Rahman, Mahmoodur, et. al., An Evaluation of Intergrated Rural Development Programme in Comilla, 1977, 173 P.
31. Sultan, K.M. Tipu, Problems Associated with Democratisation of Co-operatives in Bangladesh, 1974, 17 P.
32. Huq, M. Ameerul, Five years of Workmen's Co-operative; a case study, 1965, 68 P.
33. Islam, Bodiul, Communication and Publicity Experiment in Comilla, First Annual Report, 1966-67, 42 P. (Mimeo)
34. Khan, Akhter Hameed, Tour of Twenty Thanas, 1971, 114 P.
35. Sattar, Md. Ghulam, Co-operative Farming in Bangladesh; A Report of the Workshop on Co-operative Farming held at BARD on December 13, 1972, 46 P. (Mimeo)
36. BARD, Comilla, Report on Co-operative Farming Seminar 1972, 208 P.
37. Solaiman, Md. Land Holding and Co-operatives in Five Comilla Villages, May, 1974, 7 P. (Mimeo)

BARD Publications (on co-operatives)

1. Report on the Seminar on Comilla Agriculture Co-operatives, 1972.
2. Non-Agricultural co-operatives of Comilla Kotwali Thana - 1973.
3. A few problems and suggestions of their solutions in the management of co-operatives 1973.
4. Agriculture co-operatives - 1973.
5. Rural Development and related issues - 1977.

Radio as a Medium of communication

Radio is perhaps to-day's the most used medium of communication. From the time sound broadcasting came into being over five decades ago the use of Radio has grown so fast in popularity that till to-day it remains virtually unsurpassed by other media. It has become a common household word, knowing no frontier or country, race or tribe, time and space.

In the field of education, the use of Radio is of particular importance, especially in Bangladesh where the extensive use of other media such as the printed work is limited because of such factors as widespread illiteracy.

The federation is broadcasting a special radio programme styled 'Doshe Meley Kari Kaj' (let us work together) every Wednesday for 15 minutes in the 'Farm Broad-casting' channel called 'Desh Amar Mati Amar' (my Nation my Soil) of radio Bangladesh to infuse the people with co-operative ideals through spotlighting the progress and activities of the member TCCAs.

On the basis of success of the programme, it has been decided that from January 1983, a new programme in the name of 'Co-operative Today' will be broadcasted in the 'Radio Bangladesh' on every second Monday of the english calender month. The first programme will go into the air on 10th January, 1983 and the Additional Secretary, Ministry of Local Government, Rural Development and Co-operative Division will inaugurate. It is expected that the particular programme will soon become a weekly programme.

Bangladesh Television (BTV)

Discussion is in progress with the BTV to throw programmes on Co-operatives. So far a few dramas were staged in the television on co-operatives by the National Federation.

Conclusion :

The Government of Bangladesh in its Second Five Year Plan period, has introduced co-operatives as one of its economy. The Government is interested to develop this sector. With international co-operation it is possible to develop the co-operative Press and Publicity in Bangladesh.

.....

A thought on Production Oriented Co-operative Structure

By
Liaquat Ali,
Director, Bangladesh National Co-operative Union.

The Co-operative Movement in Bangladesh, introduced in 1904 for development of rural economy, had so long been functioning as an agency for supply of production credit for farmers, fishermen and weavers. Since last decade, the Movement however began to embark on other key-sectors of economic activities like marketing, distribution, housing, milk-supply, transport, women programme and rehabilitation of the landless. As a result, the number of Co-operatives in the country, which was 5,600 in 1960 with membership of 13 lacs, has now increased over 1,05,000 with membership of 70 lacs.

Notwithstanding the progress of the Co-operatives - both in quantity and quality, there is no denying the fact that the Co-operative Movement could not as yet generate the financial strength, management-efficiency or potential leadership so essential for ensuring economic development of the common mass. An analysis of the past performances and recent experiments of the Co-operatives clearly indicates that the most serious stumbling block to development of rural economy through co-operative system, lies among others, in the organisational structure of the Movement.

The prevailing organisational structure of Co-operative Movement in this country has been fraught with innumerable problems, for which hardly any Cooperative Society at the primary, intermediary or national level, has acquired reasonable strength to fulfil its objectives.

Under the present structure, various types of Primary Co-operatives are functioning side by side in the villages with over-lapping jurisdiction, identical objectives and common membership. As a result, none of the primaries is viable in respect of working capital, management-efficiency or objectivity.

There are, on average, twenty Primary Co-operatives in the area of a Union. Some of them are Union-based, while the others are village or group-based with average membership of sixty-five individuals. Under the present structure, none of the Primary Co-operatives takes full care of the socio-economic problems or needs of its members and their families. So, an individual has to be simultaneously

associated with 4/5 local Co-operative Societies. As a result, their participation in the activities of the Co-operatives are weak and their loyalty to Co-operatives is devided.

Functioning of members of Co-operatives in the same area with almost similar objectives, causes over-dozing and blocks planned development to att in optimum production in the fields and in the other sectors through Co-operatives.

As a matter of fact, under the present structure, most of the Societies are service-based and have no direct link with production.

But, in achieving co-operative objectives and success in our socio-economic context, Co-operative Societies should be made production oriented for the common interests of the nation as a whole.

In the context of in-efficacy of the existing organisational structure of the Co-operatives and keeping in view of the popular demand for building up village-based economy, it is proposed to re-organise one Co-operative Society in each village to be termed " VILLAGE CO-OPERATIVE MULTIPURPOSE SOCIETY". This Society shall have multiple objects like production input services, storage, marketing, distribution, housing, training, etc., along with social programmes like Family Planning, better living, literacy, etc., for all classes of people.

All adult people living in the villages shall be enrolled as Members of the Society and its Management shall be consisted of representatives to be elected proportionately from various economic groups likw farmers, weavers, fishermen, women, landless workers, etc., etc. Different Sub-Committees will take care of sectoral projects and functions of the Society and the Managing Committee will supervise and co-ordinate all these activities.

There shall be Central Co-operatives at the thana or district level (according to density of economic groups) for financial supports, agricultural input services, marketing and consumer supplies, fishernen, artisans, women, sugarcane, transport, education, etc. The VILLAGE CO-OPERATIVE MULTIPURPOSE SOCIETY will be affiliated to these Central Organisations, which in their turn, will be federated into National Co-operatives at the Apex level.

The reformation of the organisational structure, as outlined above, will strengthen the structure of the Movement down from the base and transform the VILLAGE CO-OPERATIVE MULTIPURPOSE SOCIETY into nucleus of rural uplift. The new structure will also procreate the following advantages :-

THE VILLAGE CO-OPERATIVE MULTIPURPOSE SOCIETY will have adequate membership, sufficient funds and leadership potentiality to run its business and execute development projects with reasonable efficiency for over-all progress of the village.

Through mutual understanding and inter-sectoral supervision, it will reduce class conflict and eradicate vicious circle of exploitation, and thus conduce to the growth of social justice in the rural economy.

It will intensify the participation of the people in all rural uplift programme through their VILLAGE CO-OPERATIVE MULTIPURPOSE SOCIETY and shall make the benefits of development available to the poorest sections of the mass.

Since, all the Central Co-operatives at the Thane and District levels will channel their services through the same VILLAGE CO-OPERATIVE MULTIPURPOSE SOCIETY, the wide communication-gap existing between the common people and the expertise knowledge will be reduced to the minimum.

The elements of economic viability, self-reliance, management efficiency and leadership, which are characterised by THE VILLAGE CO-OPERATIVE MULTIPURPOSE SOCIETY are destined to enhance the capability and dynamism of its upper tiers, that is, the Secondary and Apex Co-operatives.

The proposed structure of the Movement will intensify the "integration" of the I.A.D.P. More importantly, the concerted action of the divergent economic groups will usher in a revolutionary strategy in the approach to Integrated Rural Development in the country. It will also eliminate the dual functions of the I.A.D.P. and Co-operative Department, and shall instead boost up, among the two agencies, the much-needed complimentary attitude towards rural development.

In the conclusion, it is expected that Co-operative Leaders, State-Planners, Social Organisers and Co-operative Development Agencies shall give a realistic thought on it for larger national interests, at the earliest.

" THE END "

66

Union and Publisher of Monthly Samabaya Barta,
for Regional Workshops on Cooperative Press and
Publicity, Sri Lanka, Colombo, January 4 - 15,
1963.

The Khulna District Cooperative Union is a member of the Bangladesh Jatiya Samabaya Union and a spokesman of non-official cooperative movement of Khulna district. The Union publishes a Monthly Journal in Bengali, namely, "SAMABAYA BARTA". The monthly paper is devoted to communication of message of cooperatives covering important news item of cooperative event within the district of the country. The District Union has a Training Institute of its own. The members of the Primary Societies attend membership education courses in their respective Primary Societies, and the office-bearers and enlightened members are provided with training in the Training Institute of the District Union. The Monthly "SAMABAYA BARTA" is distributed free of cost among the members attending membership education courses and trainees attending training in the District Union. This Monthly Paper is very much useful for the members which provide them up-to-date information about the activities of the cooperative organisations, and also trend of the cooperative movement in the country and also in the International arena. The paper is also distributed among cooperative officers of the district and also other officers of various information building departments to keep them informed about the activities of the cooperative organisations.

In Bangladesh, the Bangladesh Jatiya Samabaya Union regularly brings out monthly "SAMABAYA" in national language and quarterly "COOPERATION" in English. The Bangladesh Palli Unnayan Samabaya Federation brings out fortnightly paper "KAKH SAMABAYA". The Comilla District Cooperative Union brings out weekly paper, namely, "KINGDANU" (RAINBOW). Apart from this, the District Cooperative Union is also publishing Special Issues. The Bangladesh Jatiya Samabaya Union has formed a National Working Party for cooperative press and publicity. The representatives of the apex Cooperative Organisations and also District Cooperative Union dealing with press and publicity activities are the members of this Party. The Working Party has decided to chalk out programmes to co-ordinate and strengthen press and publicity activities through all apex cooperative organizations and District Cooperative Unions. It is expected press and publicity activities in Bangladesh will gain momentum in near future under the leadership of Bangladesh Jatiya Samabaya Union.

Problems :-

The Kaulna District Cooperative Union do not have any printing press of its own like Comilla District Cooperative Union. The paper is being printed from a private press on payment basis. The Kaulna District Cooperative Union has the programme to acquire a printing press.

Secretaries of Collection of news from Cooperative Societies through the Primary Cooperative Societies and also Thana Cooperative Office is not always regular. The Union has a programme to organise Special Courses for the Thana Cooperative officers of the district to brief them as to the importance of collection of news and publication of cooperative news items in the Monthly SWABYA BAHU.

The Cooperative subject being technical, it is not always possible to collect proper writer and pragmatic articles from eminent writers since the District Cooperative Union is not in a position to pay them good amount. The District Cooperative Union has decided to create a special fund within the Union by raising subscriptions from the primary cooperative societies as subscribers of SWABYA BAHU so that reasonable payment can be ensured for the writers of different articles.

Participants expectation : It is expected that the regional workshop will give an opportunity to know each and others closely and also to acquire hand knowledge about press and publicity activities in other countries.

Use of training and experience:

- (a) The experience of the workshop will be utilised to improve the standards of the publication and also quality of performances.
- (b) New techniques and methods will be applied to make the paper popular and will circulate among the members of the cooperative organisations.

Finally, we express our thanks to the ICV for giving us an opportunity to attend this workshop.

THE COOPERATIVE MOVEMENT IN MAHARASHTRA

Maharashtra is one of the cooperatively advanced States in India. According to 1981 census, its population is 627 lakhs, out of which 2.19 lakhs is urban population and 408 lakhs is rural population i.e. 65% living in more than 35 thousand villages.

The Cooperative Movement in India ^{was started with} the humble aim of ~~relieving~~ the Agriculturists and others from the indebtedness of money-lenders by providing necessary credit at reasonable rate of interest. The ~~lead~~ was taken by Government. The Govt. of India passed an Act "Cooperative Credit Societies Act", in the year 1904, The very name of the Act indicates the objective of giving credit. In the course of time, it was realised that the scope of the Act be widened so as to satisfy the needs of persons like artisans, workers, producers etc. The Act was amended in 1912, and the Act viz. "Cooperative Societies' Act " came into force and the ~~doors~~ were thrown open to all who desired to come in. Cooperative Movement in Maharashtra continued to remain on fore front in the Indian Union, since its beginning up-till-now.

The Bombay Provincial Cooperative Societies' Act of 1925 was first passed by the then Provincial Government, ~~when~~ Cooperation became the State subject, ~~This~~ Act very rightly again enlarged the scope. The All India ~~Act~~ expected "Persons

with limited means" coming together for upliftment of their economic conditions, while the Bombay Act provided "persons with common economic needs coming together for better-living, better farming, better business". This is a step forward when compared with All India Act. Along with better farming and better business, societies may be organised for better living.

The Coop. Movement in the State has made good progress during all these years. Sector-wise structure has come to be established - especially in the credit sector. Similarly the movement also entered into areas like marketing, consumers, production. The foreign Government though supported the Coop. Movement, it was limited in many respects. The progress may be viewed in the light of this limited support.

India got independence in 1947. The Government had accepted cooperation as the media for rural development. The All India Rural Credit Survey Committee (Gorwala Committee) appointed by RBI. had made far reaching recommendations like Government participation in the Share Capital, linking credit with marketing, and administration of cooperatives through trained manpower. These recommendations and other steps had far reaching effects on the Coop. Movement which are visible in the coming decades.

Maharashtra in that way was fortunate. The movement

then was led by veteran cooperative leaders like Late Shri.Vaikkntbhai Mehta, Padmashri Vikhe Patil and supported by well-known economists like Late Shri.D.R. Gadgil;Late Prof.D.G.Karve and others. With the active support, a first Coop. Sugar Mill was established in the year 1951, at Pravanagar, District Ahmednagar. This Sugar Mill proved to be^a turning point. Cooperatives have emerged into new and very dedicated area like the production of goods and services. The Sugar industry proved to be a boon for the Coop.Movement, not only for the State but for the country as a whole. The Government has now accepted a policy of giving licences to Sugar Mills in the Cooperative Sector.

By 1960, the Govt.of Maharashtra came with a new piece of legislation for the Cooperatives," The Maharashtra Coop. Societies Act of 1960". This Act took into consideration new areas that are emerging in the coop. sector, also the short comings of the old Act of 1925.This Act was further widened the scope of cooperatives. The Act visualised^{that}/the societies be organised even for general welfare of the community, alongwith economic benefits of the members. The preamble of this Act ^{laid} stress on the orderly development of the cooperatives/^{and}gave scope to those who desire to further their economic uplift through cooperatives but at the same time try to burb the vested interest./ ^{Thus,} we

have the Coop. Movement developed, expanded and progressed in the coming two decades, on a much larger scale than expected. This will be seen from the following paragraphs:-

According to the latest statistics available, the total number of societies has crossed 64 thousand by the end of June 1982, The membership has gone upto 156 lakhs, barring the double membership at secondary and tertiary levels. The membership of primary societies is in the neighbourhood of 135 lakhs. The average size of family is 5:31 as per census in 1981. It means that on the average every family, rural and urban, has come under coop. fold. During the last two decades, the number of societies has increased from 31 thousand to 64 thousand while the membership has increased from 42 lakhs to 156 lakhs. It is nearly 4 times during the same period.

The paid up share capital of the cooperatives was 53 crores in 1961. It had gone up to Rs.238 crores in 1971 and by June 1982 it exceeded to more than seven times. Government contribution in the share capital was Rs.81 crores in 1961. It has gone up to Rs.106 crores in 1982. On percentages it is roughly 16%.

The owned funds were Rs.73 crores in 1961. They have increased upto Rs.1250 in 1982. The owned funds have increased more than seventeen times during the last two decades. More appreciable increase is visible in

- 5 -

deposits. The cooperatives were able to have deposits.- of Rs.76 crores in 1961. Now the cooperatives have attracted 2100 crores of deposits by June,1982. The increase is more than 27 times over the two decades.

The working capital was of the order of 326 crores in 1961. This has reached to 5900 crores by 1982. The increase is more than 18 times over the period. The cooperatives had advocated loans of the order of Rs.95 crores in 1961. The loans have now reached to Rs.1200 by June,1982. Thus the increase in the loans is in the neighbourhood of twelve times and above.

Viewed from another angle, the share capital and owned funds alone are Rs.1870 crores while the loans are Rs.1200 crores. Thus, for this matter, without depending upon the deposits, the loans are within their owned funds and share capital. Thus on the whole, the cooperatives have attained self-sufficiency.

As stated earlier, by the end of June, 1982, we have more than 6400 coop. societies in the State. For a very long time, the credit sector dominated the scene. But now if we look to the break-up of the societies, the picture is otherwise. The sector-wise break-up of the coop. societies by June 1982, is as under:-

1) Agricultural and Non-Agricultural Credit Societies (Apex & Central)	...	31
2) Agricultural Credit Societies	...	18,591
3) Non-Agricultural Credit Societies	...	5,818
4) Marketing Societies	...	443
5) Productive Enterprises	...	15,245
6) Social Services	...	24,073

	Total	64,201
	=====	

In paper like this, it is not possible to give the details of each and every sector. Only for information, the break-up of the societies as on 30-6-82 is given in the enclosed statement.

Some of the special features of the Coop. Movement in Maharashtra are listed as under:-

- 1) Well-net coop. credit structure with strong Apex Coop. Bank;
- 2) Successful Coop. Sugar Factories undertaking area and development programmes;

- 3) Effective recovery of coop. dues through statutory linking of credit with marketing and processing of agricultural produce;
- 4) It is the first State in the country to implement monopoli purchase of agricultural produce like cotton (Coop. Marketing Societies acting as successful agents of the Government);
- 5) Net work of coop. training institutions with need-based and job-oriented and diversified training and education programmes;
- 6) Development of Adiwasi Societies with the facility of interest free loans and subsidies;
- 7) Agricultural loans to small farmers at concessional interest rates i.e. 4% only;
- 8) Statutory provision for workers' participation in the management of cooperatives;
- 9) Cooperative Courts for quick settlement of disputes.

These are some of the important features of the Coop. Movement in this State. Many more areas may be mentioned where Coop. Movement has made commendable work.

Presently the cooperatives are striving hard to reach the common man through the 20 point economic programme given by the nation.

99999

By:- Jayaram R. Desai,
Radio Contact Officer,
Maharashtra Rajya
Sahakari Sangh,
5, B. J. Road, Pune-1

Encl:-Statement.

MR271282B

THE MAHARASHTRA RAJYA SAHAKARI SANGH, PUNE-1

THE BREAK-UP OF THE COOP. SOCIETIES IN MAHARASHTRA AS ON
30th JUNE, 1982

S.No.	Type of Society ... Name	No.
1)	Maharashtra State Coop. Bank, ...	1
2)	Dist. Central Coop. Banks ...	26
3)	Primary Agricultural Coop. Societies ...	18,406
4)	Maharashtra State Coop. Land Development Bank ...	1
5)	Industrial Coop. Bank, Solapur ...	1
6)	Urban Coop. Banks ...	352
7)	Salary Earners Societies ...	4,412
8)	Other Urban Credit Societies ...	1,054
9)	Maharashtra State Coop. Marketing Federation ...	1
10)	Central & Primary Marketing Societies ...	442
11)	Maharashtra State Warehouse Corporation ...	1
12)	Cotton Ginning & Pressing Societies ...	116
13)	Rice Mills ...	102
14)	Oil Mills ...	17
15)	Other Processing ...	71
16)	Coop. Sugar Factories ...	88
17)	Farming Societies (Both) ...	452
18)	Lift Irrigation Societies ...	1,291
19)	Dairy Cooperatives ...	8,550
20)	Maharashtra State Fisheries Coop. Federation ...	1
21)	Maharashtra Coop. Housing Finance Society ...	1
22)	Primary Coop. Housing Societies ...	16,913
23)	Maharashtra State Coop. Consumers Federation ...	1
24)	Whole-Sale Consumers Stores ...	72
25)	Primary Consumers Stores ...	1,844
26)	Handloom Cooperatives ...	673
27)	Power-loom Cooperatives ...	297
28)	Spinning Mills ...	83
29)	Maharashtra State Handloom Corporation ...	1
30)	Forest Labourers Societies ...	382
31)	Labour Contract Societies ...	3,994
32)	Industrial Estates ...	103
33)	Primary Industrial Cooperatives ...	1,970
34)	Construction Societies ...	169
35)	Agricultural Product Marketing Committees ...	230
36)	Maharashtra State Transport Development Corp. ...	1
37)	Block Level Village Artisans Cooperatives ...	295
38)	Cotton Monopoly Scheme	
39)	Maharashtra Rajya Sahakari Sangh, Pune-1 ...	1
40)	Divisional Coop. Boards ...	5
41)	Dist. Coop. Boards ...	26

99999



INTERNATIONAL CO-OPERATIVE ALLIANCE

Sub-Regional Workshop

on

Co-operative Press and Publicity

in

Colombo - Sri Lanka

(January 4 - 15, 1983)

A Background Paper

by

Mr. Hari Bahadur Nepal

Mr. Ramesh Prasad Sah

N E P A L

THE PRESENT POSITION OF COOPERATIVE PRESS AND PUBLICITY
with
IMAGE BUILDING OF CO-OPERATIVE MOVEMENT - ROLE OF
JOURNALS

Introduction

Nepal is a tiny Himalayan Kingdom covering an area of about 1,47,000 sq.kms., most of which are rugged hills and sloopy mountains. The population of the country is about 15 millions. Nearly 93% of the population derives its livelihood from agriculture. Agriculture is the mainstream of country's economy. The contribution of the agriculture sector on the gross domestic product is around 70% and it generates 80% of the export trade.

The problems with agriculture sector are both economic and social in nature. Most significant among them are small and fragmented land-holding, no or low irrigation facilities, low productivity, lack of technical know-how, insufficient credit facilities, illiteracy & so on and so forth. In spite of these problems Nepal is trying to improve its economic condition by developing its agriculture.

Given the formidable problems, it becomes all the more important that a high degree of priority be accorded to the development of agriculture sector through the adoption of an integrated and comprehensive approach directed to the betterment of economic and social conditions of small farmers. Near about 70% of the total farmers are small farmers. Therefore there is a need for inspiring and influencing their attitude and out-look, making them more responsive to change actually involving them in the process of development. Hence, there is a need for a strong institutional setting like cooperative in the country.

Background of Co-operative movement in Nepal

(The modern concept of cooperative was started since 1953 in Nepal. In the very beginning of the cooperative movement, much emphasis was given to the credit society. The function of the first society was to finance the new settlers and farmers in Rapti Valley Development Project in 1954.) Analysing the need of H. M. G. of Nepal passed an Act of Co-operative cooperative society in 1959. After that the number of cooperative ~~H. M. G. of Nepal passed an act of Cooperative Societies increased~~ and being influenced by the benefits of the cooperative society, it was given additional functions and converted all the single purpose cooperative societies into Multipurpose Societies.

(The growing numbers of the societies required a large number of trained personnels to strengthen the cooperative movement. Therefore, the Co-operative Training Centre (CTC) was established in 1962 under the Co-operative Department. The CTC is the single institution in our country aimed at preparing trained and skilled human resources required for running cooperatives effectively.)

Now we have (more than seven hundred village level cooperative societies and 33 district Co-operative Unions, ^{exist in Nepal.} Out of seventy five districts of the kingdom, 68 districts have co-operative societies. Until few years back these societies and unions were managed and controlled by Agricultural Development Bank. But now these societies are run by an elected Board.) Each union and society has a board of Directors who are elected among the members. The election procedure is in accordance with the principles of cooperative. The population of the country is 15 millions and out of them the member share holder of the societies is about 1.2 millions and the share capital is about Rs. 144 millions.

The functions of the primary cooperative societies are to provide services and facilities to the respective members in terms of (a) Agricultural Credit (b) Agricultural inputs (c) marketing facilities for the agricultural products. (d) agro-techniques and (e) supplying consumer goods as demanded by the members.

The functions of the district cooperative unions are (a) to strengthen the cooperative movement ^{and} supervise the performances of primary societies of the respective district (b) to administrate as well as assist these primary societies to solve their problems. (c) to bring about good co-operation among the different cooperative unions of the district. The union also tries to motivate the cooperative members for cooperative marketing. Sometimes it publicizes the cooperative activities through various media to make cooperative more popular.

Besides these functions the union also tries to maintain a good relation among all the line agencies of the district. It works as a linking agency between Co-operative Department and village level cooperative societies. It assists the Co-operative Department to get its policy implemented through grass root societies. In those districts where there is no cooperative union the aforesaid functions are done by the District Co-operative Office which works under Co-operative Department.

(There is a Sajha (Co-operative) Central Organization. It has been registered as a primary society. It was established in 1962 under the cooperative society Act. It has a programme to educate the rural people about cooperation through reading materials and it also conducts a Radio Programme for Co-operators.)

The structure of cooperative movement as seen in a country

symbolically reflects the stage of cooperative development, the country is passing through. Viewed from that angle it must be said that the cooperative movement in Nepal has not been quite mature and that it has not as yet developed a strong structural framework facilitating a self-sustained growth of the movement. The existing setup of the movement in Nepal is basically divided into two tiers, e.i. primary and secondary. At the lowest level, there are more than seven hundred cooperatives. The primary level multipurpose societies are organized into District Co-operative Union- a secondary level organization. At the apex level there is a proposition to establish a Central Level Federation which will incorporate all the societies. At present, the same functions of the federation are done by Cooperative Department.

Co-operative Press and Publicity

Co-operative sector requires special publicity because it is a movement of the people and people want to know and understand what the movement aims at, what its objectives are and how it seeks to achieve them? One of the objectives of our Panchayat System (ruling partyless political system) is to create a society free from exploitation. To achieve this goal the government is trying to promote cooperative sector as a backbone of the economic aspect of Panchayat System. ^{But due to ignorance some of the people oppose the movement} To promote the economic aspect of the Panchayat System and to change the outlook of such people it is necessary to organize special publicity for the cooperative sector. We might say that cooperative is an economic system together with a social system. It is based on universality, democracy, liberty, fraternity, unity and selfhelp. 'One vote one member', and open membership are its basic principles. ^{Such} cooperation is also called brotherhood economy. As such, cooperative publicity should aim at:-

- (a) Convincing the people about the benefits of cooperative way of life and attracting them towards cooperation,
- (b) To explain the ideas and objectives of the cooperatives,
- (c) Stimulating the interest of the members towards cooperative society,
- (d) Persuading outsiders to enter the movement,
- (d) Explaining what it happens in the absence of Co-operation, and
- (f) Laying a stress on consolidation of the movement and its qualitative expansion.

In brief the aim of publicity should be to promote interest, knowledge and better understanding of cooperative way of life and business. Its purpose should be to increase and foster member-society relationship and improve business efficiency of cooperative by giving true information on improved techniques of management, accountancy and business administration. It should try to strengthen the cause of democracy by enlightening people about the human and cultural values of the cooperative movement. There are various media to carry the aforesaid ideas to the people, such as posters, filmstrips, flash cards, magazines, journals etc. Only a trained and able publicist can choose, which method is the best one through which the ideas of cooperative can reach easily to the target people.

The idea and objectives of cooperative are very good; cooperative life is the best life and cooperative movement is very essential for the welfare of the people; but the lack of proper publicity may bring a failure to movement itself. Thus we can say that the movement is the body whereas publicity is the soul and life of it.

Press

The importance of cooperative press is that it can probably be most effective instrument in circulating public opinions from the hands of the few to the large section of the society. There are several newspapers published in the kingdom with the loan provided

by the government. But this is not the case with the cooperative magazine. The co-operative magazine is facing financial crisis. News papers or Magazines in private and public sector have vast financial resources and they are prepared to spend quite a substantial part of their resources and can compete with others. It does not mean that the cooperative should not publish news paper. Co-operative should publish news papers and Magazines. And for this, for the time being, it needs subsidies from government. And such assistance of the government should be of inspiring nature, not of controlling it.

In our country principles and ideas of co-operation are communicated to the people by different media. The media are as follows:-

- (a) Journals about co-operatives:- There are two institutions in Nepal, which publicize Journals about co-operative movements-one is co-operative training centre (CTC) and the other is Sajha Central Organization.

The CTC publishes a journal, quarterly in English and the SAJHA publishes a journal in every two months in Nepali Language. The SAJHA's journal purely deals with the activities of co-operative and it is very effective because of being printed in Nepali (National Language). The CTC deals with the different aspects of co-operative education but it emphasizes about its own programme, i.e. training programme etc.) A new programme 'education through co-operative on population' is launched by CTC every year in the different parts of the country. The selected share holders (55 in numbers) of a primary co-operative society are educated under the camp. They are taught the principles of co-operation, the advantage of co-operatives and other different aspects of co-operatives. Finally the camp teaches them about population through the principles of family planning. This programme of CTC is going on very effectively.

- (b) Radio programme:- Radio Nepal once a week gives a programme about co-operative activities. It tries to enlighten on every aspects

of co-operative through drama, ⁷ conversation, etc. And this programme is conducted by Sajha Central Office.)

(c) Speech:- The primary society calls every year a meeting of its executing body (members of the body ^{vary} from ~~64~~ ⁵⁷ to 270). After the inauguration of the meeting many learned and experienced persons throw lights on different aspects of co-operatives. Sometimes selected shareholders are assembled at a fixed place and the co-operative experts deliver lectures on co-operatives.

Printing Press in Nepal:-

There are three printing presses in co-operative sector in Nepal. Two of them are in the capital city and one is outside the valley. The Nepal Co-operative Press Ltd. is at Ombehel and SAJHA PRAKASHAN (Co-operative Publication) is at Pulchowk in Kathmandu. The district co-operative union of Bara district has a co-operative press. These three presses print Journals, Books, and other materials according to the demand of the people.

Role of Journals:-

If we agree that the co-operative movement is economic democracy, very immediate and important question arises- how this movement can be safeguarded? so that it can perpetuate for the days to come. The only answer can be the people and their faith towards it. For creating this faith, we should be able to educate them and one of the effective educational media can be a journal. Hence, we can conclude that informing people of its purpose, progress, present problems and their remedies, plans for action, etc. can be a subject of a co-operative journal.

By their very nature, both the co-operative movement and the journal have their social responsibilities. To discharge the responsibility it is to be indicated towards the importance of the co-operative journal. Few of the important aspects are discussed below-

- (1) The principle and importance of the co-operative movement published through journals create a positive idea towards the movement and motivate them to join it.
- (2) The journal makes known to the common people about their necessary products, their real prices, place and source of availability, and protects them from the hoarders and black-marketeers. Simultaneously, the hoarders and blackmarketeers are also discouraged to their corrupted views upon the society.
- (3) The journal publishes progress reports of various societies of the movement. **Not only it** encourages new members to join the movement, but also assures the already involved people and makes them contented for their involvement and contribution to the movement.
- (4) The **journal** plays a better role of Feedback System. The customers can express their comments to the performance of the movement through the journal, so that, the unseen loopholes and shortcomings can be detected immediately, and necessary reformatory action and provisions can be stepped on. It encourages people to comment about pros and cons of the movement. This feedback system is only the way of polishing and flashing the real image of the movement and the best medium for this is only the journal.

The employees who are in very low level and cannot influence the policy level directly but possess a suggestive and creative thoughts, can suggest their views through the open forum of the journal, which may be a corner-stone for the overall progress of the movement.

What inherent qualities a co-operative journal should have can be briefed as follows:

- (1) Clear and simple - The message to be conveyed should be presented in a very simple and clear language, so that the target

here, the target population obviously indicates the rural population, the workers, and the very lowly educated general public who are the true members of the movement.

- (2) **Matters:** The coverage matters should have wide range of interest like co-operative news, progress, achievements of other countries, research reports, annual reports, and others topics which is of the interest of the member readers and keep them well-informed. The journal should also have column for the readers' view, which is for the feedback purpose.
- (3) **Regularity:** Like every journal, it should be very regular in publication and the circulation should be supported through various channels of distribution, so that it can be easily available in all the ecological terrains.
- (4) **Low price:** The price of the journals should be low, so that even a common man can afford for it and take its maximum advantages, because the target groups are of very low economy.

Present condition in Nepal: Nepal has yet to arrive at the age of co-operative journalism. Presently, the Sajha (co-operative) Central Organisation publishes a SAJHA PATRIKA, a bio-monthly co-operative magazine, which is only a regular one. It covers almost all the qualities of co-operative journal as we have discussed above.

Besides SAJHA PATRIKA, there are also two other periodicals; one is published by co-operative training centre (CTC), which mostly covers the aspects of training and some extent of co-operative news. The second one is published by Chitwan district co-operative union, which covers the activities of all the co-operative societies under the union.

Although the co-operative movement, in Nepal has gone through a quarter of century, it has not yet been taking a definite shape. There are so many things, let the other general things lay behind the subject

which have to be done for co-operative. One of them is to publish a creative journal about co-operatives. But since a decade co-operative movement in the country has got well recognition from the authority. We hope that in recent future, some sorts of concrete improvement in this field might be achieved.

Thank you.

THE PRESENT POSITION OF COOPERATIVE PRESS
AND PUBLICITY IN SRI LANKA

Sri Lanka is an Island with total area of 25,332 square miles- History of this beautiful Country goes back to more than 2275 years. Buddhism & Buddhist culture has influenced the lives of the people of Sri Lanka which is 14 million.

Economy of Sri Lanka is mainly based on export of three primary commodities, specially to the western world. Sri Lanka too is a developing country which is a member of the third world.

The capital of Sri Lanka, Colombo is a city which keeps in step with today's mood of urgency and yet manages to preserve the charm of its less hurried yesterdays. It is very much a cosmopolitan city, a comfortable blend of the East and the West. Time and history made her so. South of Colombo lie the golden beaches washed by the warm sparkling sea.

In modern times, particularly in the last 25 years or so Press and Publicity work have come to great significance in popular education in adult or fundamental education, business activities and in public information, in Sri Lanka as in other countries.

Press and Publicity as applied to the Co-operative Movement means the extending or enlarging of all forms of Co-operative endeavours among people in addition to supplying of information to the people about the movement. The aim is to have the benefits of Co-operation shared by more and more men & women. The true co-operator wants to see others enjoy the same advantages which the movement has brought to him and so he seeks to spread his opportunities to all. Publicity work for co-operators will therefore be directed specially to the forming of new societies where they need to increase membership in Co-operatives and to help members to participate more affectively in policy making and in solving the problems of their organizations. This can be carried out by the Co-operative Department or any apex organization interested in co-operatives for their importance in agricultural industrial and community development in order to expand the Movement.

HISTORICAL BACKGROUND AND PRESENT POSITION OF THE CO-OPERATIVE PRESS.

In April 1949 a separate unit for Co-operative publicity and Information was established in the Co-operative Department. This section was organised with a view to give full publicity to the Co-operative Movement in Sri Lanka and allied activities of the Co-operative Ministry and the Co-operative Federation which is now registered as the National Co-operative Council of Sri Lanka which is the apex ideological organization of the Movement. The major functions of the propaganda activities of the Department & the movement was undertaken by this section at this time. All the development activities were published by this section in "SAMUPAKARAYA" the news paper of the movement. Before getting registered as a

Co-operative Journal at the General Post Office in Ceylon on 9th September 1951, this was published as an internal Bulletin of the publicity and information section of the Department. The "Samupakaraya" was the only fortnightly news paper published in Sinhala in the field of publicity and development of the Co-operative Movement at that time which reached the masses. The publication of Samupakaraya was taken over by the Cooperative Federation in 1956, now called the National Cooperative Council of Sri Lanka & it is now being published by the National Cooperative Council. This news paper carries articles relating to the philosophy and practice of the movement as well as Co-operative News and short stories and poems on Co-operative & allied themes. The underlying idea was to make the people more familiar with the ideology of the Co-operative Movement. Circulation of the "Samupakaraya" Journal which was earlier 3000 copies has now increased up to 6000 copies per journal.

The Northern Division Co-operative Federation, one of the trailblazers of the Co-operative Movement, which has now been amalgamated with the National Co-operative Council of Sri Lanka realising the importance of extending the Co-operative Education among the people, began publication of the magazine "AIKKIYA SHEEPAN" in 1945. The first date of publication was 26.08.1945. The Aikkiyatheepan was the first and only Co-operative Magazine published in Tamil in Sri Lanka and continues to be distributed to societies in the Tamil speaking areas. Till 1953 the magazine was published bi-monthly and from 10.01.1953 the magazine began to come out monthly and the circulation was 3000 copies. From 1976 the "Aikkiyatheepan" has been published monthly as an eight page tabloid.

The circulation is 1500 reaching all the branches of the re-organised primary societies and schools in the tamil speaking areas.

With regard to publicity activities the most spectacular line of activity is the film unit. Earlier this was handled by the publicity and information section of the Co-operative Department. Films including documentaries like Co-operative pageants, exhibitions, Co-operative activities on fishing, building, vegetable sales etc.

shot by the Department were shown in the various parts of the island on pre-arranged programme basis. Now the film unit is being handled by the National Co-operative Council of Sri Lanka. Two short stories based on Co-operation - "DIWUNUKU MAGA" (Path of Development) and "SESAHAN MLIYA" were filmed and produced by the National Co-operative Council in collaboration with the Department of Co-operative Development. These films are now being shown in various parts of the island along with a film on Agricultural Co-operation in Japan donated by IDACA.

A separate photographic section is also functioning under the management of the National Co-operative Council. Photographs taken at numerous Co-operative functions are being supplied to its own Co-operative publications as well as to the local press.

In addition to the above journal and news papers the School of Cooperation of Sri Lanka has also started a monthly journal by the name "SASACHCHA" catering to the Officially Cooperators of the Movement. It covers a wide range of subjects such as Management Audit, Coop Law and General Management aspects of Cooperatives Societies. The publicity section of the Department of Co-operative Development carries on a weekly programme in the Radio highlighting the major achievements in the Cooperative Movement in Sri Lanka. Other programmes such as intellectual Cooperative Day Celebrations supply of news and information to local Press & Radio and coordination with other institutions are also undertaken by the National Cooperative Council of Sri Lanka.

AUDIENCE COVERED BY THE CO-OPERATIVE PRESS AND PROBLEMS FACED

It is regrettable to mention that the audiences covered by the co-operative journals in Sri Lanka is very limited. Mostly co-operative employees and those who are engaged in co-operative activities subscribe to these journals. In some occasion this is also not being achieved satisfactorily. It is now felt that steps should be taken by the Co-operative Press to compete with the local press in order to publicize more about the Co-operative publications.

As such modern techniques in the journalistic field should be followed in regard to these publications.

It is noted that the non-availability of trained personnel in this field have resulted in winning a limited number of readers for these publications. It is also now being felt that non-availability of a well equipped modern co-operative printing press is one of the major problem faced in this field. Even though printing is a profitable venture the same could not be said of our Co-operative Printing Establishments. There are only very few co-operative Printing Societies in existence, still continuing with the first base machinery available and after so many years we see no progress and they are just where they started. National Co-operative Council is now directing its attention to this venture but as this involves much capital we have had to seek financial assistance from various sources in Sri Lanka and abroad.

PUBLICITY PROGRAMMES

The aim of the Co-operative publicity programmes is to enable benefits of Co-operatives to be shared by everybody equally. These programmes should be implemented in accordance with the present trend and need. As such unlike in the past it is essential to expend more finance on these programmes. Commercial artists may be engaged to design posters on co-operative activities and these can be printed and distributed free among co-operatives and other institutions and displayed prominently. Special commercial radio and television programmes could be arranged in order to incite the co-operative members as well as the public to participate more effectively in the activities of the Co-operative Movement to make the masses realise that the Co-operative Society belongs to them and that it is their movement. Publicity stalls may be opened at various exhibitions organised by both the state and the private institutions and through these gain publicity for the movement.

PLANS FOR THE FUTURE

As aforementioned it is essential to get the personnel who are engaged in co-operative press and publicity activities

trained in order to popularise the Co-operative Movement. And all publications and publicity programmes should be improved to suit the present trend and needs of the people. This will enlighten the activities of the Co-operative organisations based on Co-operative principles bringing more members to its fold thus resulting in the expansion of the audiences covered by co-operative journals and other programmes. It is our opinion that by providing a well-equipped modern machanized printing press we could try to overcome some of the difficulties faced by the movement in the field of publicity.

ROLE OF COOPERATIVE JOURNALS AND OTHER PUBLICATIONS
AS AN EDUCATION MEDIA IN IMAGE BUILDING OF THE
COOPERATIVE MOVEMENT ----- B.K. Sinha

1. Why image building is necessary

- (i) In a country where an unhealthy socialist framework and unsocial capitalist enterprise are seeking dominance, the ideology of Cooperation is specially required to give the public some hope for a healthy future, with economic growth, social justice and democratic participation.
- (ii) Cooperation has once again to become a movement with all the fervor, campaign, education, committed cadres that an ideology requires for its propagation.
- (iii) Movement for the encouragement of democracy, mutual aid and self-respect and self-reliance, among those sectors of society which want to organise their work and even their style of living on the Cooperative Principles.
- (iv) The press is generally not favourably exposed to cooperative as an economic organisation with social content. In the development of Cooperative Movement, the owners of the press belonging to the private enterprise and the capitalist sector see in the emergence of cooperation as a competing sector with better mass appeal. So is the case with totalitarian and democratic regimes.
- (v) Action of an individual, may he be a cooperative functionary in the Government, an employee of a cooperative society or an office-bearer occupying a position of influence in the public life, is highlighted to demonstrate the wrongs of the cooperative form of organisation or the cooperative system. Ideology, service and constructive role of cooperatives hardly find a place in their publications.
- (vi) Sociological picture of Cooperation is presented in a distorted manner inasmuch as that caste, corruption and cooperation are presented as synonymous terms.
- (vii) Philosophy, ethics and social purpose of Cooperation is also not placed before the public readers in proper perspective. Consequently, Cooperation is interpreted as "additional private sector", "balancing force" and "cooperative sector".
- (viii) Managers, government functionaries, housewives, farmers, consumers, students, youth also need to be oriented.
- (ix) For internal strength, as also as a defensive measure, it is important that proper image of the Cooperative Movement is built. This will be helpful in establishing healthy relationship with the members, staff, public, governmental and other promotional agencies.

II. Task of a Journalist:

A great novelist, Joseph Conrad wrote as far back as in 1897:

"My task which I am trying to achieve, is, by the power of the written word, to make you hear, to make you feel. It is, before all, to make you see".

Journalists are:

- (i) Technical and Text book writers;
- (ii) Literary authors; and
- (iii) Journalists - (a) freelance journalist;
(b) professional journalist

III. Publications:

Classified on:

- (i) horizontal basis representing one functional activity and
- (ii) vertical basis covering entire industry.
- (iii) Text books, novels, research studies, pamphlets etc.

On ownership basis, cooperative journals are of following types:

- (i) Cooperative press/journals
- (ii) Cooperatively owned journals
- (iii) Cooperative oriented journals
- (iv) Press employees and/or working journalists cooperative publications
- (v) Cooperative news agency
- (vi) Government Departmental Publications

IV. Categories of Journals:

Newspapers; general magazines and reviews; class, trade and professional journals; news magazine digest.

V. Cooperative Press and Journals

- Could Cooperative press be free and neutral?
- Present standards and status of cooperative press & journalism.
- Influence of cooperative journals in the sphere of the movement, management, politics and Government.
- Factual reporting, enlighten public opinion, knowledge, facts.
- Publicity purifies politics and Government.

- Focus upon issues, problems and achievements.
- Interpretation; clarifies public affairs; complex problems are simplified by Interpretative writers.
- News propaganda, warps public opinion leads to one sided information.
- Press criticism aids, reforms.
- Campaign, effect reforms.
- "service", activities, aid, Government - facilitate good Government, as also purify and beautify services and areas.
- "Platforms" provide relying points for discussion and action - even translated into law.
- International understanding facilities - Important for a World-wide movement.

VI. Management Responsibility

Journals and publications are the organs of Public Relations. Public relation is the management function which evaluates public attitude, identifies the policy and procedures of an individual or an organization with the public interest, and extents a programme of action to earn public understanding and acceptance. The public relations function is the planned effort to influence opinion through acceptable performance and two-way communications.

Relations have to be established, fostered and matured on a continuous basis with:

- Employees of the society;
- Members of the Cooperatives and its patrons;
- Community which it serves as potential members;
- T.V. editors and suppliers;
- Higher level federations and other voluntary sources and educational organizations
- Government
- General Public

VII. Measures required for raising the image of journals

- A journal need not be institutionally based, owned and produced by a individual cooperative; Repeated under publicity of the office-bearers and staff of the owner cooperative have adverse effect.
- Annual Report of the society and inspection notes as evaluation reports should be more meticulously prepared and properly circulated and discussed.
- A journal should preferably be published on sectoral basis, Credit Banking, Marketing, Agro-industries etc.

- News journal should be an organised movement as a whole.
- News journal should be an organised movement as a whole.
- Special fund to be operated as a foundation capital should be created for the purpose. Proper specialized/professionalised set up be created to handle editorial, printing & production, circulation, equipment and machinery handling and maintenance, accountancy and financial management including sales promotion and revenue yielding services, surveyed and evaluation.
- Must pay contributors on graded basis.
- Syndicated features and illustrations as a measure to reduce cost, stimulate circulation and improve quality.
- Information service to be suitably introduced and supported at an levels of Cooperative Movement.
- "Rewrite Man" - a must: takes news and improves, fact-finder, rewrite stories from other papers localising stories, checking and receiving publicity, prepares miscellaneous documents, interviews visitors etc.

VIII. Guidelines to be remembered & acted upon:

- Education is the life - blood of a cooperative and the cooperative movement.
- Action speaks louder; live right, then tell others about it.
- Living upto ideals of objectives would be a single important image building factor.
- Good journalism can exist in a poor Cooperative Movement : but requires strenuous derated efforts and universal support within the Cooperative Movement.
- A new pattern of Government assistance & advertising policy of the Cooperative Sector; and subscriber envolment and service approved necessary for survival and growth.
- "School of Cooperative Journalism" without campus should be founded under the aegis of ICA ROEC to arrange individualised training, specialised training and technical skill.
- No one should be a cooperative journalist unless he is willing to serve the cause of cooperation and the pubic weal.
- List of suitable writers, authors, journalists eminent promising should be maintained. They should be encouraged and assisted to write on Cooperation. Study Tour arranged and managing interests and recognitions awarded.
- Objective should be well defined and democrated to avoid duplication of efforts and rescources.

@@@@@@@@@@@@@@@@

- Parminder Singh,
Deputy Manager, (PR),
I.F.F.C.O.

A good image in the public is crucial for any successful enterprise or organisation. It is indeed as vital as sound financial and production base and a matching marketing performance. Having built a good image of the organisation in the public it is all the more important to maintain it which may be more difficult to achieve. For many an organisation lose their stature on account of rather indifferent image or their image having been sullied on one account or the other.

It is said that "a people get the government they deserve" and "a Press that they deserve". The same probably can be said about the image an organisation enjoys. It is common knowledge that it is not through the publicity media alone that an organisation can built a good image though different media of mass communication or publicity play an important role in achieving this objective. The organisation has to be sound one and its products and services of the desired standard so that they are acceptable to and popular with its public or the general people for whom they are meant. No organisation can hope to enjoy a good image, howsoever it may try through the publicity media, if there are basic defects or lacuna in its products and services or glaring inefficiency or other maladies afflict it.

We all know that the publicity media or the media of mass communication play an important role in our life these days. Right from the governments, even of the world powers, to business houses, institutions and organisations and even individual leaders all depend on mass media or public relations to built their image.

Ours is an age of electronics where electronic media are playing an increasingly important role in disseminating and communicating ideas, transcending the frontiers of time,

A paper presented at ICA Sub Regional Workshop on Cooperative Press and Publicity at Colombo, Sri Lanka, 4-15 January, 1983.

and space, nations and countries. Then print media came on the scene, it was considered a revolutionary introduction. Then came the telegraph and radio under whose impact the world shrank considerably and now TV and satellite communication appear to have brought an era of phenomenal possibilities in realms of communication and publicity.

Cooperative movement, like democracy is a movement of the people. It is meant for the welfare of the maximum numbers. But in a country like India, which holds good for other developing countries also, where the rate of literacy is not very high the movement has also to depend largely on the media other than the print media for the dissemination of its message and for the building up of its image. Here channels like radio, TV films etc. can play a better role than the print media.

PRINT MEDIA

But inspite of the virtual revolution ushered in by the electronic media of mass communication, print media, the oldest mode of mass communication, is still considered to be one of the most potent instrument in the hands of the media people. The advantage of using this media are too obvious viz. the message can be exposed time and again to the audience who can retain it for future references. As an example it may be mentioned here that farmers in Punjab and Haryana States by no means having the highest rate of literacy in the country, are known to go over the farm journals and other guide books issued by the agricultural universities with such care and reverence as is associated with reading of religious books.

There are journals in the cooperatives world like the TM. Journal of Cooperatives which is supposed to be the oldest cooperative journal in the country. Then there are journals called Shehtkari and Sehakari Vishwa published from Poona. The circulation of these cooperative journals is said to be more than 1 lakh copies a month which must be considered a very respectable record for publications meant for rural readership in my country. The cooperatives in different states are bringing out 9 weeklies, 5 fortnightly, 23 monthly and 12 quarterly journals apart from the Cooperative News and Cooperative Review

issued by the NCUI. Similarly, most of the agricultural universities are bringing out their journals some of which do command good prestige and wide readership.

There are more than 250 Farm Journals engaged in information transfer and feedback in the country. For example Changi Kheti of Punjab Agricultural University has a paid circulation for 15,000 copies a month but the University's Extension Department have concluded from studies that the journal commands a readership of more than 2 lakhs.

According to Mr. N.L. Chawla, Director, Indian Institute of Mass Communication, newspapers have the same effectiveness in rural community as in urban society. It is considered an important source-material and the printed word carries greater authenticity and credibility and its effect lasts longer. There are estimated to be some 15 million literates in rural India and the national percentage of literacy is around 37. The importance of the printed word in the villages as passed on through what is called the opinion leader, the literate villager or the progressive farmer or the Headman or Secretary of the village cooperative society is significant because their word on their own carry a lot of credibility with the rural community.

HOUSE JOURNALS

According to the top British management expert Prof. C. Northcote, "silence as a policy has become impossible in modern society. The vacuum created by failure to communicate will quickly be filled with rumour, misrepresentation, drival and poison" to damage the organisation's image. So for the organisation having no other channel for communication with its publics, house journals fill a felt need. House Journals have an important place in the PR and Publicity programme of an organisation. They serve three purposes to project the image of the organisation, to cement a bond of understanding and loyalty among employees and external public if they are meant for external publicity, to interpret the policies of the organisation or top brass to the internal employee or external public, as also to convey the problems and views of the employees to the management. Thus it serves as a two way channel of communication aimed at mitigating the areas of conflict or differences and promoting employees understanding and cooperation.

House Journals have been identified with larger organisations where communication by word of mouth with all members of the staff, is no longer possible in view of their size and large area of operation. The cooperatives too fall in the category to a large extent particularly large cooperatives, which per force have to operate on a larger canvas and have necessarily to deal with a vast number of staff members and public as it is.

Much water has flown down the Ganges since LYESS OFFERING, the first known house journal appeared in 1836 in Massachusetts. Great Western Railway pioneered the publication of house journal in Britain in 1882. In India first house journal, on record, is the Planters' Chronicle, which appeared in 1906. In 1927 the Railways came forward with the Indian State Railway Magazine and since then all government departments, institutions, industrial, commercial organisations worth a name have brought out a house journal of their own.

House journals also help in creating loyalty among the members and conviction among the cooperators and general public about the soundness of the cooperative philosophy. The concept of cooperatives is also developed among the cooperators and public by house journals. There is, however, a vast scope for exploiting the potentialities of house journals in the cooperative movement.

House journal means different things to different people. The concept about the house journals also differs in different organisations. For example there is a thin line that differentiates an internal house journal from an external house journal. Some organisations bring out magazines or journals which combine some features of internal and external house journals. And there are some house journals which do not have any feature of house journals but, are for all practical purposes, general magazines or journals. Not all cooperatives have a house journal of their own. But now a start has been made by cooperatives to have an organ of their own and we do come across house journals in languages too. But they may not stand the scrutiny as a house journal but do serve the purpose of disseminating its message and in a way in building up its image too.

- 5 -

Another problem that the movement suffers from Lack of is adequating funds for issuing good house journal as also from competent and professionally trained persons to man the job. There are very few writers in the movement who can write articles, much less books in an authentic way.

In I.F.F.C.O. we have a house journal IFFCO News for internal public and workers, and another IFFCO Samachar meant for our delegates and cooperators.

In IFFCO News, we have regular features like State round up, giving details of extension and cooperative activities, News from Plants, Head Office, staff activities and achievements, IFFCO adopted villages and special articles, written by experts in management, agriculture, fertilisers, cooperatives, rural development etc. Even book review and cartoons have also been included in the issues of IFFCO News to good effect.

IMAGE BUILDING BY OTHER MEDIA.

L may

If I digress a little from the topic assigned to me, I would like to mention briefly as to how we at IFFCO are utilising other tools of publicity for promoting the image of Asia's largest fertilizer cooperator and India's single largest producer and marketers of fertilizers. As a fertilizer organisation, we essentially operate in the rural area and farming community is our target audience. Indian farmers come from varying backgrounds and are deeply rooted to a distinct set of values, conventions, traditions and even a mode of life. Differences in levels of education; socio-economic backgrounds, languages spoken, religions, caste, size of land holdings, occupational patterns and linkages with urban areas are some of the other factors which accentuate this heterogeneity and thus the difficulties of communicators who operate among such a diverse audience. This is inspite of the penetration of modern technology and know how into agricultural scene and emergence of educated, and progressive farmers.

PRESS COVERAGE - We have taken groups of Press correspondants to our operating plants and interior areas to show them the

....6/-

the type of work being done by IFFCO field staff among the farmers. Press conference at Head office and at plants are also organised to inform the general public about the activities, plans and achievements of the Society, which invariably go a long way in building good image for IFFCO. Advantage is similarly taken of radio and T.V. by arranging interviews with experts as also by taking them to the field for live on the spot coverage. Our experience has been a happy one. It may be added that All Indias Radio's cover 86 stations 90 percent of the population and 80 percent of geographical area of the country. And from the 8 TV centres, 4 relay centres and 7 continuity centres, the T.V. network has increased recently to 34 centres. They roughly cover 10 percent of the area and about 15 percent of the total population. But still both the media are considered predominantly an urban phenomenon though radio has a deeper rural penetration and TV an unlimited potential through satellites and microwave linkages.

HOARDINGS AND BOARD

Another media used with considerable effect is hoardings, boards and wall paintings. Round road side boards and sale point enamel boards - with uniform design and colour scheme have enhanced IFFCO image and brand image of its fertilizers throughout the length and breadth of the country.

VARIOUS FOLK MEDIA - Press advertising, films, exhibitions and cinema slides are also used by IFFCO for spreading its message and enhancing its image from remote villages to the State and national capital.

To conclude, it may again be stressed that apart from house journals, all available methods of communication have to be developed and people approached through written and spoken word, no less through radio film, song and drama - in people's own idioms, so that the message does not go over their head, and the good image is not only built but sustained for the cooperatives movement. Financial inadequacies as also the limitation of untrained PR personnel also merits some attention of those who have to spearhead the movement.

(18)

BUILDING
IMAGE/OF COOPERATIVE MOVEMENT-
ROLE OF COOPERATIVE JOURNALS

BY:- Jayaram R. Desai,
Radio Contact Officer,
Maharashtra Rajya
Sahakari Sangh,
5, B.J. Road, Pune-411 001
(MAHARASHTRA--INDIA)

NEGLECT OF PUBLICITY:-

Cooperative Movement in some of the countries from South-East-Asia region have been quite old in terms of years of evolution. The Indian Cooperative Movement, for example, is one such movement. In recent years, especially, after Independence, under the planned economy, special thrust has come to be given to the Coop. Movement, and since then it has been making rapid strides in diversified directions. It is obvious that prior to Independence, the scope and width of the Coop. Movement was quite narrow, although at the local levels, the cooperatives had committed leadership, and were therefore recording good progress. Had the importance of coop. journalism been recognised and the requisite resources for the purpose been made available to them, perhaps, the Indian Coop. Movement would have achieved much greater success and stability by now. However, only after Independence, as stated earlier, the additional resources of men, money and material, were made available to cooperatives and commensurate to these contribution of journalism also helped to secure rapid

growth and development of the Coop. Movement.

Journalism, as we are all aware, is the most powerful media for publicity and promotion of any activity. It is appropriate that the Coop. Organizations have recognised the importance and effectiveness of organised approach towards promotion and publicity for the coop. philosophy and activity through their own coop. journals. There have been number of instances of successful cooperatives in the various sectors of economy such as credit, banking, marketing, consumer, processing, housing etc. For want of organised approach to promotion and publicity through the press, many of the achievements are not brought to the notice of the vast sections of the community which could emulate and adopt properly some of the relevant activities for their own self-development through cooperative actions.

THE ROLE OF THE PRIVATE PRESS:-

The present world of journalism is mostly dominated by the private press which is in favour of maximising monopolistic tendencies through concentration of power and wealth. Such a press is much against the growth and development of cooperatives, as the declared objective of cooperative is to strengthen the economic interests of the relatively weaker sections. Logically, the private

press has been highlighting the failures and weaknesses in the Coop. Movement. Its impact on the general community has adversely affected the growth and development of cooperatives. Therefore, there is urgent need that the coop. business organisations, on their own to the extent possible or through their Federations, should start their own journals in order to highlight the achievements of the cooperatives functioning in different sections of the Movement.

WHY COOPERATIVE JOURNALS?

The need for coop. journals would, therefore, be recognised on the following grounds:-

- i) To highlight the achievements and the success of the coop. organisations indivisually as also sectorally;
- ii) To retain the interest of the existing members in their cooperatives and the Coop. Movement at large on a sustained basis and further strengthen their loyalties and commitments to the Coop. Movement, and its philosophy;
- iii) To attract potential members to the Coop. Movement and enable them to participate in the functioning and benefits of coop. actions;

- 4 -

iv) To dispell the misunderstandings that are, many times, deliberately generated by vested interests through their own controlled press and publicity.

SIZE & STRUCTURE OF
COOP. MOVEMENT NOT
KNOWN TO PUBLIC:-

To take an example of the Indian Coop. Movement, one could easily see how the coop. sector in this country has diversified its activities in various directions in the recent years. The size and structure of coop. business organisations have also grown, and become complicated in tune with the trends of the time. This growth and development process has also generated some problems amongst which communication crises and gaps could be mentioned as one serious problem. In spite of 75 years of existence and some monumental achievements of the coop. sector over the years, it is still to be conceded that the movement has still to evoke spontaneous acceptibility as a people's movement by the general public. This gap needs to be met through effective and continuous communication links with the external as well as internal publics. In the face of opposition of the vested interests which the Coop. Movement is finding formidable, if cooperatives do not organise

- 5 -

their own public relations and publicity activities effectively, the Movement's image might get blurred vis-a-vis the public. It is well-known that in terms of money, the Indian Cooperatives have been generating variety of services worth about Rs.15,000 crores and more per year. By any standard, this can be considered as a good contribution to the Society's development. However, the private press has by and large remained indifferent and, at times, even hostile to the Coop. Movement -- its coverage and achievements. In such a situation the coop. journals have come forward with a **special** responsibility, to inform and educate the masses, build up the image of the Movement directly and indirectly and thus instil confidence among them for further strides on self-reliant basis. It is unfortunate that the Coop. Organisations have yet not been adequately responsive to the needs of coop. journalism. May be, this is due to their overall weakness and lack of resources. The fact, however, remains that the cooperatives have to broad-cast their image as people's movement. It must build up its own modern scientific, well integrated communication and publicity mechanism for the purpose.

STATE OF COOP. JOURNALS:-

Is we take a cursery look at the existing coop. journals, we find that the coop. business organisations, though not all, have been issuing their own house journals for the benefits of their shareholders, employees, financial institutions, consumers, etc. The State and the National Coop. Federations also have been issuing coop. journals, highlighting problems, the achievements of the cooperatives in their specific sectors of economic activity or in general. According to the latest statistics, there are about 10 weeklies, 8 fortnightlies, 25 monthlies, 12 quarterlies, and about 200 yearly journals published by various coop. organisations in the country. Majority of them are published in English or Hindi and some other in regional languages. Very few journals can be described as the commercially viable. Yet they have been contributing to the thinking and discussions on the problems and achievements of the cooperatives, endeavouring in the process to build up the image of the Coop. Movement. It is to be stated incidentally that while this is basically necessary for the cooperatives to be managed best before excellent reporting can be done in true sense of the term, it is equally important that the coop. journals also have a presentable get-up. It must be admitted that the coop.

15843
9.1.85



55

- 7 -

journals, unfortunately, suffer from some problems which have become a part of the vicious circle. Their drab and prosaic look, unimaginative lay out and contents have also in no less measure make them commercially unviable. A coop. journal must be intellectually matured and satisfying and technically perfectly produced. It is true that these are all challenging jobs as the organisation concerned must attract and retain really competent personnel for the purpose. The Editor, for example, has to collect material from different dependable sources, edit it, prepare illustrations, cover design, dummy making, proof reading and finally getting copy ready for dispatch in time. This is extremely labourous process and the coop. organisations must provide really trained and competent personnel to handle all these operations. Such a person can be a good asset to a successful coop. organisation. Unfortunately, this is not adequately recognised. Either the people are not carefully selected and when selected, many times, they are assigned tasks and responsibilities in addition to their normal work of an unrelated nature.

PRODUCTION & MARKETING OF JOURNALS:-

The second care that needs to be taken about coop. journal is in relation to the production and marketing

- 8 -

of a journal. The journal must be brought out not merely regularly but in time. This requires a lot of planning on the part of the Editor and he must be given the necessary authority and the staff to achieve this objective. Marketing aspect of a coop. journal is equally important because nobody expects the journal normally to be a losing proposition (even in a successful organisation). To retain existing subscribers and adding new ones continuously to the list is extremely important and thus would depend a good deal on the utility, the contents in the journal and its publication on a regular basis. The size of the journal, the paper and printing quality, the lay-out on a long way to provide support to the contents which have also to be carefully selected in order to cater to the different needs and tastes of the readers of the coop. journal. It is common to find in a journal issued by a consumer organisation, information not only about the coop. stores itself and the assortment which it handles, but to give information about the new products, the need for domestic budgeting, interior decoration, new receipies, child care, gardening etc. For the general information and knowledge of the readers, there may also be a special feature for children. The cooperative

- 9 -

journal should become a source of information in a family and should be most awaited by the members. This takes care of the marketing dimensions of the journal and thus go long way in making the journal financially self-supporting as far as possible. Further, the financial base can be strengthened by attracting advertisements, and regular annual subscriptions. However, as stated earlier, special care must be taken about the contents, their quality as also the paper, the size, and presentation in the most attractive manner. Thus, it would be seen that coop. journal, when viewed from all these angles-- economic, aesthetic and technical, can be made really a viable activity in any coop. organisation. It will go a long way in building up the image of the **Cooperatives** and the **Coop. Movement**. Yet, it would be still necessary to emphasise, the basic prerequisite for the success of a coop. journal and that is inherently the concerned cooperative, must be managed and operated in the best manner, so that reporting through the journals could be more credible and convincing.

- 10 -

Against the background of the existing problems facing the Cooperative Movement, it is really a great challenge for the cooperatives to produce ideal coop. journal. They have to face various institutional limitations and environmental constraints. But the challenge has to be met. Financial resources and man-power resources must be properly mobilised, organised and deployed properly for the purpose. If necessary, arrangements for training and development of the staff members would have to be made. Yet it cannot be denied that the needs of coop. journalism have to be met for the image building of cooperatives at the unit level and for the Movement at large.

00000

MR221282

ment amongst which periodical journals does make greater headway in conveying the message.

To educate the members of the primary Cooperatives, the Apex bodies should bring out journals depicting the inherent benefits of the Cooperatives like that of ensuring them short, Medium and Long Term Cheaper Credit, better Price for their produce and the availability their daily need at competitive prices. The primaries in turn percolate the message to the farmers through such journals. As a sequel to this Cooperatives success at grass root level would be assured. Thus the journals should be independent, autonomous and free from Governmental control so as to be able to unbiased information.

With a view to making such journals all purposive and maximum use for the members, Cooperative movement, the problems of the cultivators, labourers and the masses with their possible solutions will have to be equally dealt with by the journals avoiding any aggrandisement of any individual statement since at times this runs the risk of incurring wrath of the other whereby the very purpose ^{is defeated} earmarked for the actual problems of the masses their views and the services rendered by Cooperatives.

In such journals, what is needed most is self-introspection and informing the readers about the drawbacks and lacuna of the societies, possible remedies and how other cooperative societies were making efforts to remedy them.

How the Cooperatives have eliminated the middleman's profit and made the essential commodities seeds and fertilizers and agricultural implements cheaper than the market rates.

Such journals should be low priced too so that they have a wider circulation. The wider circulation of such

journals among the rural masses can also help the Government in popularising the policies for the benefit of the farmers, landless labourers and other cottage industry labourers.

The Cooperative movement in Uttar Pradesh, India has gone a long way in making the 20 Point Programme of the Prime Minister Mrs. Indra Gandhi, a success.

It is under the 20 Point Programme, mainly meant for economically weaker sections of the Society, that the Coop. Societies have undertaken the distribution of fertilizers, Pesticides, Seeds, sale of farm equipments, Tractors, Motor Pumps etc. All these things cost much less to the members if purchased through the cooperatives simply because the dealers profit -- wholesales as well as Retail is eliminated.

A big encouragement to the Cooperative movement in U.P. Government was the recent order of the State Govt. of the distribution of sugar through the Co-operatives in the rural areas. This has given a financial strength to the Cooperatives and a good turnover. Cement, it is learnt would be another landmark in the history of the Cooperative movement if its distribution is covered under the Cooperative Societies as is proposed.

Reports have also been published in various Journals regarding the misappropriation of funds or commodities by some Cooperative Societies. Prompt action has also been taken by the authorities concerned and the guilty have also been punished.

Unfortunately, the Cooperative Journals have been shirking from publishing such reports which should actually be highlighted after the cases have been successfully worked out. Other cooperative Societies and their members would take a lesson from such events being highlighted and they would desist from any such activity in future.

-: 4 :-

The U.P. Cooperative Federation (PCF) also brings out such a monthly Journals entitled 'KISANOTHAN'. To make the Journal more effective, a suggestion of a dual advertisement rate policy would not be out of place. The advertisement rates for this Journal - Rs. 2,000 per page are a bit too high for the Primary Cooperative Societies. A rebate of not less than 50% should be given for the member Coop. Societies, in such journals.

As the old proverb goes 'UNITY IS STRENGTH', 'Sanghe Shakti Sarvatha, the Cooperative movement has got to succeed. In the proprietary business, the owner is an individual or a few partners, while in a Cooperative Society at least a dozen persons are the share-holders who are the watch dogs of interests of the Society and are always on the alert to check any theft. The Cooperative Journals are there to highlight their achievements and shortcomings. The entire structure is under the control of the Apex body and the ultimate control is that of the Government, which is of the people, for the people and by the people and as such the movement has to succeed any where and everywhere in India.

....



Image Building of the Co-op. Movement
- Role of Journals -

Paper Presented by

Sri P.Rudrappa
Assistant Editor, "Sahakar" Weekly

at the Workshop on
"Press and Publicity"

arranged by the International Cooperative
Alliance from 4-15 January 1983
at Colombo

THE KARNATAKA STATE CO-OPERATIVE UNION LTD.IMAGE BUILDING OF THE CO-OPERATIVE
MOVEMENT - ROLE OF JOURNALS****

**
**

****P. RUDRAPPA
Assistant Editor****

**
**

36, "Sri Rama Krupa", T. Mariappa Road, I Block
(Near Ashoka Pillar)
Jayanagar, Bangalore-560011

IMAGE BUILDING OF THE CO-OPERATIVE
MOVEMENT - ROLE OF JOURNALS. *

At the outset one would wonder whether the cooperative movement needs image building and whether journals would play any role at all.

It is a pertinent question and very proper one also as we are finding ways and means of building image of the cooperative movement even after the movement coming into existence in almost all the countries about seven decades ago. A deep study of the development of the co-op. movement in the developing countries indicate that the image of the cooperative movement is not as bright as it should have been due to so many reasons. The journals play a dominant and a definite role in not only building the image of the co-op. movement but also brightening whatever the image of the movement that is existing. Journals have many roles in training the reader, educating the reader and also entertaining the reader. Number of journals as such when compared to the vastness of the cooperative movement has not appreciably grown along with the growth of the cooperative movement.

The national press and the regional press are predominantly controlled by Industrial Houses or capitalistic interest which are totally opposed to the development of the cooperative movement. Naturally one cannot expect a fair publicity for the cooperative movement either by the English Press or by the Regional Press as they have their own vested interests. The image of the co-op. movement at the moment is not only not bright but also very much shadow. It is because of two things viz (1) Efforts I have

* Sri P. Rudrappa, Assistant Editor,
Karnataka State Co-operative Union, Ltd.,
Bangalore.

not been made to build and brighten the image of the cooperative movement by the movement itself, and (2) Journals under the control of those who are opposed to the development of cooperative movement will naturally tend to give a bad image of the brighter side of the cooperative movement.

Building up of the image of any industry is of vital importance. Spending on publicity, public relations and image building is an investment in itself for better dividends. Some of the big Industrial Houses will set apart a major portion of their earnings in a year for building up of better image of the industry keeping better relations with the public also to give better publicity for their activities which naturally bring them good dividends. Cooperatives are basically business organisations barring a few promotional institutions. It should have been the primary objective of the cooperative institutions to set apart a major portion of their profits under their budget allocations for publicity, public relations and image building activities of the cooperative movement. Unfortunately that is not being so in the developing countries where actually the cooperative movement has developed rapidly in the recent years. Building up of image of the cooperative movement is not necessarily for giving publicity to the activities of the co-operative movement, the achievements of the cooperative movement or the sacred principles of the cooperative movement or for that matter any good side of the cooperative movement. It is also necessary that the journals who have to play the role of building up of image of the co-operative movement have to educate the masses and train the masses in the real sense that the people are to be made aware of their obligations and how best they can make use of the powerful weapon to fight against poverty, illiteracy, exploitation and other such ills of the society.

This is a major work of the journals while trying to build up the image of the cooperative movement. Basically cooperative movement is not to publicise itself about its achievements but to serve the people to undo the wrongs done by the vested interests.

People at large in developing countries are illiterates and some times ignorant about either the plus points or the minus points of any movement. It is here that the journals have to play an important role, first to educate the people to understand what they are, how they are and their relations with the cooperative movement for their own good. These journals can play yet another important role in brightening the image of the cooperative movement and to make people understand what the cooperative movement stands for and what its services to the masses at large. It is necessary that any achievement needs publicity, not because it likes to boast itself about its achievements, but to make known others what the achievements are and what they can learnt out of it. Many times good things will go unnoticed by the public eyes and will land in great loss, to the public. Building up of image of the cooperative movement basically means that people are to be educated and made them to believe in the principles of Cooperation, and keep faith in the cooperative institutions, and have close association with the cooperatives for mutual good. While journals play an important role in image building of the cooperative movement, they need assistance from all around. In the absence of powerful news agency in the cooperative sector it has become a great handicap for the journals in the cooperative sector to play as effective role as they should have been. It is here that all should put their heads together to start a powerful news agency which can cater to the needs of the journals who are at the helm of affairs in building up the image of the cooperative movement.

Governments committed to the welfare of the people have also accepted in theory that the cooperative movement is an accepted policy. Government is implementing various schemes to eradicate poverty, illiteracy and exploitation among the people. That being the case Governments should come forward with all out support to the journals in the cooperative sector liberalising all restrictions of news print quota and releasing very liberal Government advertisements to these journals as journals in the cooperative sector are supposed to be House Journals catering in a limited sphere to the members of the cooperative institutions. They cannot expect any patronate from Industrial Houses, Commercial establishments as those establishments are opposed to the very development of the co-op. sector which will be a stumbling block in achieving their own ends.

As in other newspapers, the cooperative journals also aim at catering to the needs of its readers. Members of the cooperative institutions are to be made aware that the journal is of their own and it is their mouthpiece in projecting the image of their own institution. Journals shall exercise utmost restraint in not wounding the feelings of the members of the cooperative institutions. Leadership survey is a must for any cooperative journal, to assess its strength and weaknesses in projecting the image of the cooperative movement. It is not only success stories of the cooperative movement that will brighten the image of the cooperative movement, but its impartial review and investigative report on the success and failures of the cooperative movement that will earn creditability to the journal. It is creditability that matters much in building the image of the co-operative movement. Once the journal loses its creditability among its readers any effort by the journal in building the

-: 5 :-

image of the cooperative movement will be of no avail. Therefore keeping creditability is of utmost importance for the journals. Once this truth is established it is the responsibility of the journal to see that truthful reporting is made in the journal without assassinating the character of the movement and making available the facts of the movement to its readers, and also educating the readers to assess the success and failures of the movement through the reports published in the journal. Consequently Cooperative Journals have twin roles to play in not only projecting the image of the co-op. movement but also educating the masses to understand it in its true perspective. Whereas in other newspapers for that matter will have one objective before them either commercial one - earning money or giving biased reportage for its own ends. This is not in the case of cooperative journals which have to exercise great restraint, great responsibility and make great efforts in building image of the cooperative movement.

Cooperative journals will play yet another role as public relations organisation. These journals will have a rapport between the cooperative institutions and the public. One journal can be as effective as dozens of public relation officers. Cooperative institutions have to realise this fact and strengthen the co-op. journals in building the image of the cooperative movement.

A bird's eye view on the performance of cooperative journals particularly in India is not so much encouraging. But at the same time not disappointing also. Membership of the cooperatives in India exceed 12 crores, whereas readership of cooperative journals may not touch even some lakhs. It is because of the lacuna in the organisations who will run newspapers. Publishing newspaper by the cooperative institution has been taken only

as publicity material of the institution, which should not have been. Cooperative journal has to compete with powerful national and regional newspapers to combat criticism levelled by those papers against the co-op. movement. Therefore it is necessary that coop. journals should also be equipped with as powerful materials as any other newspaper.

Promotional organisations such as Co-operative Unions in India publish Weekly, Bi-Weekly, Monthly and Quarterly journals giving brighter picture of the cooperative movement. Circulation of each journal is limited to some thousands and educating members and masses through these journals is almost absent. Creditability of the cooperative journals is looked upon suspiciously by the readers as cooperative journals hardly publish any critical review of the development or failure of the cooperative movement. As such this is a loophole that is to be plugged and earn the creditability for cooperative journals in the eyes of the readers.

The role of cooperative journals in the image building of the cooperative movement does not end with educating and giving information on the cooperatives to the members of the cooperatives only. It is only a small number of the entire population that is covered by the cooperative movement. Therefore it is dire necessity that cooperative journals have to cover all sections of the community and all types of people whether they are involved in the cooperative movement or not whether they have faith in the cooperative principles or not and therefore it is a necessity that a National Daily Newspaper in national language and a Daily Paper in the regional language is also started under the co-operative sector, keeping in mind that such papers also will have high creditability among its readers. It should not only

cover various aspects of the cooperative movement but also cover the national life itself. Only then the role that is being played by the cooperative journal in such a way can be very much effective in building the image of the cooperative movement. But unfortunately no such effort has been made anywhere to start Daily paper, or a national daily in the cooperative sector. Even before thinking about the role of the journals in image building of the cooperative movement, it is necessary to think and give proper orientation training to the field staff engaged by promotional organisations on proper reporting and feeding the matter for Cooperative Journals. Yet another effort could be made to coordinate the work between organisations and journalists engaged in English and regional newspapers. A sort of a Seminar or Conference may also be arranged by the cooperative institutions to equip journalists with the latest developments in the cooperative movement. If attention is drawn of those at the helm of affairs in the cooperative sector to venture such an idea and to overcome all small and big lacunas in effective publication of journals, the co-op. journals would definitely play a decisive role in building the image of the cooperative movement anywhere in the world.

INTRODUCTION

Set in its proper perspective, the current work-shop on Co-operative Press and Publicity, assumes a special significance imparted to it by the time frame within which it takes place. The United Nations Organization has declared 1983 as the International Year of communication. The present workshop is the first outstanding communication event in Sri Lanka in this International Year of communication. To my mind, it is quite fitting to take due note of the especially favoured period of time for which this session has been planned. In the course of this year, the International Community will be particularly sensitive to issues linked to communication; the organizers of this work-shop could, with very good reason, congratulate themselves for being the first group in Sri Lanka to make an early contribution to the year-long activities that the International Year of Communication will invariably set in motion on a global scale.

DEFINITIONS

My primary effort in this paper will be to conform to the work-shop spirit of this event. My submission in this presentation, will consequently bear a marked orientation towards the practical and the pragmatic.

In the contemporary vocabulary of world communication, the expression "Journalism" is applied with equal validity, both to electronic media and to print media. One could therefore talk of broadcast journalism, television journalism as well as of written journalism.

But, here, we are concerned mainly with print journalism and with the readership of newspapers, magazines and other journals. Nevertheless we cannot afford to overlook the practice and the impact of other media.

THE MEDIA CONTEXT

The complexity of the media context of the modern world could be exquisitely summed up in just one sentence excerpted from Prof. John Hohenberg who incidentally was in Sri Lanka early in 1982. Says he: "Never before has so much information been available to so many people within so short a time".

The media-messages of our time overwhelm the world media audiences with a vast flood of information each hour, each minute and even each second. Audiences themselves have proliferated at a dizzying rate. An idea of the kind of audience available to a modern media message was given by the Royal Wedding of Prince Charles to Lady Diana, in July 1981. According to estimates a global T.V. audience of 750 million people viewed the event simultaneously in 61 countries. This, of course, does not include the number of those who took in the event later, through video cassetted versions. This to-date, is the largest simultaneous audience for any event in human history.

As for media-speed, the facsimile of a newspaper page could be transmitted via satellite in a mere six minutes, from Paris to Hong Kong, enabling the audiences in both places to read the same issue of the International Herald Tribune, more or less at the same time.

Figures available for the United States of America, indicate the extent to which a modern society could be dominated by media. The number of daily papers in circulation in that country is around 1750. On the average about 78 percent of the population read a newspaper every day. Magazines are read by about 37 per cent of the people in the country. In addition they watch T.V., view films and listen to the radio. Books are bought by about 25 per cent. The inescapable point of all this is, that the media are pervasive and that modern man is subjected to an unceasing avalanche of messages.

Though not on the same scale, even in a Third World country like ours, a whole host of media messages is aimed at the average person each day. About three decades ago, the media consumer was a captive of the limited number of news papers, magazines and books that were around. He did not have any other option than to read what he was given.

But today hundreds of media messages vie for his attention. A vast choice is open to the contemporary media user. But even this tremendous range of available messages is only a beginning.

When the benefits of the Direct Broadcasting Satellite acquire a global reach, anyone can obtain a signal on his home T.V. set direct from any part of the world, at the flick of a switch. He could pass over hundreds of media offerings that do not appeal to him and opt for those that win his favour.

It is such a media-context that we are asked to discuss the creating and sustaining of Reader Appeal in Journals.

Our first inevitable reaction to this plethora of media-messages that swamp a modern man, is without any doubt, bewilderment. In such an atmosphere, in which confusing messages reduce man to helplessness, capturing and holding the attention of a reader with an article in a journal, must seem nothing short of a miracle. But, what is equally amazing is that, a miracle of this kind happens everyday, everywhere in the world. Journals are bought by the million and words in them are read by the billion. Articles continue to arrest the attention of the readers. Some publications are acquired and read with the avidity of addiction. Some journals, rejected by audiences, flop and fold. Some enjoy readership approval for centuries and flourish with audience acceptance unabated.

It is proper at this point to ask if there is an effective formula to ensure reader-appeal. How could one entice a reader to a journal and keep him absorbed day after day, week after week, month after month?

Personality and Presence

In the first instance, a journal has to capture its readers through its total presence - its typographical personality. Seen at a news-stand display, some journals stand out and impress the would-be reader with their external personality. The front-page lay-out, the main headlines, cover-art, the aesthetic balance with which the text and image are arranged on page one constitute the elements, that contribute in esemble, to capture the would-be reader.

In some modern cities, the display at a given news-stand, may very well include anything like one hundred journals of different varieties. Even in a Third world city, a news-stand might offer a choice out of about ten to fifteen types of journals.

- 3 -

Two types of readers approach these news-stands. One type seeks out its favourite journal. This type has kept faith. Over the years this kind of reader has remained unswervingly loyal to a given journal. When this sort of person acquires a journal outside his favourite preference, it is for some very unusual reason.

The second type of person, is rushing off somewhere, either by air, by bus or by train. He needs a journal as his travelling companion. With him, the presence and personality of a journal determine the purchase. A witty headline, clearly read at a distance of about 15 feet may sway the decision of a reader who buys on impulse. A jazzy or a sensational cover may persuade yet another reader. Newspaper and magazine publishers of our time are fully aware of the potentiality of a cover or a front-page to create reader-appeal. This explains why the pictures or photographs of beauties adorn covers and front-pages very often.

The format of a given journal too is a factor in reader-appeal. An individual who has to commute by a crowded bus or a train, will, prefer a tabloid or a magazine to a journal of broad sheet format. A journal in tabloid format is more easily handled in a bus or a train than a broad sheet.

Habit is very powerful factor in reader-appeal. Until about a decade or so ago, the front page of the Times of London, displayed only classified ads. "The Thunderer" as that newspaper is affectionately described, was one of the world's most popular of journals, even with such a monumentally dull front-page. This journal has now undergone considerable revamping and displays a modernized page one with enhanced reader-appeal.

We could take up another example to illustrate a highly modernized effort to retain the subconscious appeal of habit, while incorporating the most sophisticated typographical innovations. The instance I have in mind is a world renowned news magazine. Its title-logo though reflecting the most advanced techniques of typography, still retains subtle archaic traces ensuring a sense of continued habit.

A highly specialized journal may command a devoted readership because of the particular appeal of its subject-matter. But, to the modern reader the appeal of the specialized field alone is not quite sufficient. The support of a well-designed layout is essential for continued reader appeal.

The Headline

Once a reader selects a journal, lured by its personality and presence, that initial appeal has to be sustained by a number of other factors. The first among these factors, is of course, the headline. The tempo of modern life, allows, for a good many individuals, leisure only to scan the headlines. If a given headline compels, through its appeal, a reader may take up a given article for sustained reading. The acceptance or rejection of a given article in a newspaper is, therefore, determined largely by the quality of appeal the headline possesses.

The attention of a reader could be arrested and directed towards the body of an article, if the headline is turned out deftly. An appealing headline could be written even for the most serious article. Such a headline in no way diminishes the seriousness of the article. A headline, I like to single out for its aptness and appeal is the one that tops that article in "Time" magazine to mark the death at 96, of the great pianist Arthur Rubinstein. The title says "A song to Remember". The person, the occasion and the elegiac grace of a article are all reflected in the title.

An appealing title has to be the result of creativity, imagination and functional thought. It must not only capture the attention of the reader, but must lead him to the article. A headline writer must possess considerable language skills to be able to produce the kind of headlines that appeals, while fitting neatly into its allotted space. Brevity, in this instance, is indeed the soul of wit.

The Lead

Though a journal may have been able to bring along its reader through the cover, the front-page and the headline to an article, he may still turn away if the first taste of the piece did not impress him.

The story (jargon for article) must get the reader with an original and artistic lead (jargon for the opening). If the beginning is dull and induces sleep rather than concerned alertness, one can rest assured that the reader will not waste his time on it, however important the subject matter could be.

The lead should be assiduously burnished into high polish. Art is clearly needed here. The opening of a piece is the best test of a writer's professionalism. His written words in the lead should unerringly appeal to the reader persuading him to stay with the article.

Schools of Mass Communication authors on the art of writing, Professors of Journalism have all advocated formulas for successful leads. While these may help, the unfailing asset is the writer's originality, which could be cultivated through a pondering of the nature of his communication - task. If a writer can escape routine-dominated thought he can certainly discover opportunities for leads distinguished by surprising originality. The original lead is not an exercise indulged in for its own sake. It is a creative means of appealing to the reader to continue with the article.

Successful writers have been able to identify several types of leads, that appeal to a wide range of readers. Of these, the kind that possesses almost universal appeal is The Anecdotal Lead.

The secret of the efficacy of the anecdotal lead is the appeal a story-an anecdote- has for all human beings, of all places and all age groups. When you begin your piece with an anecdote, the reader will want to see how the story progresses. He is not likely to pass it over for another article.

Equally appealing to most is the Statistical Lead. Imaginatively used statistics could have a powerful appeal.

The Personal Lead can make a reader identify himself quickly with what is being said. But the 'I' in such a personal lead, should be judiciously used to prevent it from degenerating into an ego-parade.

A quotation if it is witty and informative could serve as an extremely appealing lead. A proverb or a saw too could attract a reader to the opening of an article.

The Humorous lead, or the Funny Lead is one of the most difficult to pen. Where the subject-matter demands a Funny Lead, a humorous opening is a must. Such a beginning is replete with reader-appeal. Since there is hardly anyone who could resist an opportunity to laugh, the humorous lead goes a long way towards ensuring reader appeal.

A classification of possible leads is only an academic exercise. Each writer will evolve his own original lead, if that writer has had the time and the imagination to give the kind of thought that has to be given to this creative activity.

The temptation to settle for the lead that comes readily, should be resisted. If the writer attunes himself to the habit of at least briefly examining the nature of this subject-matter he cannot help but discover the making of a highly appealing lead. An executive editor of a U.S. News Agency once wrote this lead: "The State of New Jersey, which spent \$ 1,200,000 to capture and convict Bruno Hauptmann executed him with a penny's worth of electricity".

The irony is stunning and makes for a lead of exceptional reader-appeal.

The Attention Span

The effective lead has at last taken the reader into the main drift of an article in a journal. Even after this initial break through, a reader might get bored with a piece of writing. He may not feel compelled to read on. Why does this happen?

This has primarily to do with an individual's attention span. It is trying for most readers of our day to concentrate on a piece of reading matter for long without feeling distracted. Today, readers get bored easily. Their minds are preoccupied. They have numerous unfinished jobs at the back of their mind. In this circumstance, one-pointed attention is difficult for the average reader. The writer must have built-in devices in his article, to prevent the reader's mind wavering and wandering away from this article.

At these points in the article where the attention-span of the reader is likely to taper off, a special effort should be made to give the reader's attention a fresh jolt.

An intriguing question, a witty observation, an anecdote or a funny episode could freshen the weakening attention and compel the reader to continue reading with absorbed interest.

The art of the story-teller should be utilized by the writer to lead the reader on, from stage to stage in his article. The experienced writer could engender a curiosity in his reader to make him want to know what happens next in the article.

Style

In our examination of what makes for reader appeal, we have so far not come to grips with the central issue: Style and the use of language. Discussing avenues of ensuring active reader-participation in an article with no attention to style and language is on a par with Hamlet without the Prince of Denmark.

It is therefore time we brought the Prince on stage.

Even if you are an authority on what you have chosen to write about, even if you are an unquestioned expert in the specialized field about which you write your article you cannot ensure reader-appeal unless you have not mastered effective communication.

Most writers fail to obtain a clear idea about the kind of audience for whom they write. If one writes without a specific reader or readers in mind, the writing invariably becomes confused and opaque. When one does not pre-suppose a reader, one does not pose the crucial question: Will they make sense of what I write?

The best style is writing that makes sense entertainingly-writing that could be understood without confusion - writing that is a pleasure to read and absorb.

Clear writing that communicates unambiguously does not come without an effort. This kind of writing may seem deceptively easy. But try. Clarity of writing is an inevitable outcome of clarity of thought. If you have fully thought out the issues you plan to discuss in your article, you will invariably devise methods to communicate those ideas equally clearly.

About three decades ago, when the art of writing to, obtain reader appeal, had not been given much thought, writing was largely a self-pleasing exercise. It was rarely if at all, that a writer hesitated even for a moment to consider the reader for whom he wrote. In an earlier day the writer could get away with this, because only a few people wrote and there was little competition to get the reader's attention. But, today the situation has undergone a vast change. If you did not keep the reader firmly in mind, he too will leave you alone to indulge in your self-pleasing pursuit.

Language psychologists have determined that short sentences make for easy understanding. A simple world is always better than a difficult one. Simplicity of expression enables the reader to keep on reading without interruption. If difficult words constantly interrupt the flow of reading he may give it up and turn to a less exacting piece.

The simple world by itself is not sufficient guarantee of reader-appeal. While being simple the word must also be within the background of reference of the intended reader's experience. Once more we have to emphasize the need to know your reader thoroughly.

When simple words are used with due thought, expression becomes exceedingly effective. We could consider the words Shakespear put into the mouth of Hamlet: "To be or not to be, that is the question". Mankind's most momentous question has been distilled into six extremely simple words.

Style in writing is essentially, clarity of expression in simple words for a well-defined readership.

Language

When everything is said and done, the most important building block in reader appeal, is language. The language used in a given article should not call undue attention to itself. It should be economical, and must convey the writer's thought unerringly to the reader's mind.

Much has been written about the art of writing. But even today it is very rarely that the ideal of good writing is fully achieved. The problem of writing with reader appeal has been set down admirably by Robert Louis Stevenson, British novelist: "The difficulty is not to write, but to write what you mean, not to affect the reader, but to affect him precisely as you wish".

In most instances, the opaqueness is not in the mind of the writer. The writer is clear about his thoughts. But, the difficulty begins to arise when the thought is put into language. Opaque expression cannot adequately communicate clarity of thought.

If murky expression does not quite measure up to the clarity of thought the fault once more is with the ~~wit~~ writer. He has not given sufficient thought to the reader. The sayer has not been able to think in terms of a sayee. Our avowed purpose is to achieve reader-appeal. But do we make a special and concentrated effort to visualize our reader, to think for him? In most cases, the writers do not.

In his "Art of Writing", Quiller Counh makes this point deftly. "Essentially style resembles good manners. It comes of endeavouring to understand others, of thinking for them rather than yourself - of thinking, that is, with the heart as well as the head."

The implication of this piece of advice given to the would be writer is that he cannot neglect to woo his reader. If you are out to woo a person you must know intimately how that person thinks and behaves. You must make it your duty to seek out that person's preferences. It is only when you are equipped with this knowledge that you could successfully woo that individual.

The outcome of all this would be summed up this way - The unpardonable sin in one's effort to write with reader-appeal is to indulge in one's writing without the reader being vehemently present in one's mind.

Even when all these elements are present they can be put together effectively only through professionalism. What is meant by this is a marked devotion to the rules of language, to the discipline to rewrite and polish what is written. In addition, one must make it one's passion to read, study and analyse good writing that possesses undoubted reader-appeal.

When one writes for a journal, one invariably has a purpose to achieve through that piece of writing. If reader appeal is wanting, the purpose remains unachieved. Even if the failure is partial, it is due to the writer's want of professionalism. This has been somewhat wittily stated by Confucius about 2500 years ago. "If language is not correct, then what is said is not what is meant; if what is said is not what is meant, then what ought to be done remains undone."

When reader-appeal has been properly understood, what is written remains gems of clarity, economy and functional communication. I always esteem a letter written by an ancient Minister of Finance to a senior Civil Servant for its brilliant awareness of reader appeal and the purpose of writing. It goes this way : Appollonius to Zeno greeting - You did right to send the chick-peas to Memphis Farewell. For economy and clarity it is very rarely that we can find its parallel.

Even when you are adept in the mechanism of communication, you must of course be fully equipped with subject-matter. To win reader appeal matter is as important as manner. What to say is as crucial as how to say. If he did not possess the subject-matter the writer will get reduced to the level of Eliza Doolittle, the Flower Girl in "My Fair Lady" Groomed by Prof. Higgins she acquired an impeccable May Fair accent. But she did not have anything worthwhile to say. She could talk only of her aunt who did of gin.

But the eminent participants in this work-shop are not even remotely related to Eliza Doolittle in this particular respect. They possess a subject-matter area, that is as old as humanity and is relevant the whole of mankind.

To communicate this high subject-matter with reader-appeal, they have only to give themselves a chance. For this the first thing one must do is to start writing. If you want to learn swimming you have to get into water.

THANK YOU!

COOPERATIVE MOVEMENT OF SRI LANKA

By: Mr.S.B.Liyanage, Deputy Commissioner of
Cooperative Development

Historical Background

The introduction of the Cooperative Movement in Sri Lanka was not the result of spontaneous endeavour of the people but the consequence of deliberate administrative action of a colonial government.

Hence from the years 1911 to 1942 the movement remained essentially a credit societies movement of the Reiffeisen type; introduced as a relief measure of the colonial government, embracing a class of poverty stricken peasantry.

With the advent of the World War II as a measure of preventing profiteering and black marketing and also to ensure an equitable distribution of essential commodities, the government sponsored the organisation of Co-operative Store Societies. The people responded to this drive so magnificently; and untill the end of the War and attended scarcities, these organisations remained viable and the membership loyal and sympathetic.

On the experience of war time situations, particularly scarcities of essential items, the government started a Food Production drive from the year 1947; with the assistance of the Co-operative Agricultural Production and Marketing Societies, their main objectives were to provide easy and cheap credit facilities as well as agricultural production inputs and the provision of a guaranteed market for rice by the provision of a floor price. These schemes were carried out through these societies by the Government Departments.

However by the year 1957, inspite of the operation of :-

- (a) Schemes of monopoly distribution of essential commodities on a rationed basis, through a net work of Co-operative Stores Societies; and
- (b) the supply of cheap credit and production inputs and a guarantee price for paddy (rice) through a net work of C.A.P. & S. Societies.

Both types of societies were considered a failure as a large percentage of the former were defunct and large percentage of the peasant cultivators remained outside the fold of the latter.

As against the Specialised Co-operative Societies the government considered that a society undertaking several types of business activities in keeping with the felt needs of the community; as a package programme of supplying consumption and production requirements, marketing of member produce and supply of credit ~~and~~ would be more suitable to meet the felt needs of the people. Thus the Multi-purpose Cooperative Societies were created by converting the Stores Societies and C.A.P. & S. Societies.

These Societies were small primary societies, which were supported by a net work of Unions of such societies undertaking wholesaling both to the private sector and cooperatives. This move was not undertaken in isolation. There was a parallel move of ushering in land reforms by the passing of legislation to secure cultivation rights to tenant farmers with the enactment of the paddy lands law and programmed expansion of banking services with the commencement of the Peoples Bank by the amalgamation of 17 Co-operative Provincial Banks and its Apex Bank.

By the end of the year 1970 these societies too were found wanting so they were considered economically non-viable and inefficiently managed. Hence the Co-operative Movement underwent a major phase of transformation in the year 1971 with the amalgamation of the Small Primary Societies and the creation of the present large Primary Society.

Present Position

The Government of Sri Lanka had been considering that the Co-operative System must be a major component of National Development. The chronic problems of poverty, short fall in food production, unemployment and under-employment lack of opportunity for youth and low industrial productivity coupled with great waste of manpower; the different ministries wedded to National Development had been making very significant use of the Co-operative System for the implementation of their programmes.

- (a) The Textile Ministry is sponsoring the development of the local textile industry more particularly the small scale handloom industry through a net work of Textile Producers' Co-operative Society.
- (b) The Ministry of Fisheries in order to increase fish production is keen on mechanisation of fishing. With this objective in view the Ministry is assisting the small fishermen through Co-operative Societies.
- (c) The Ministry of Coconut Industries is interested in the rehabilitation of the Coconut Industry and in order to assist the small coconut producers there is a scheme to organise them into Co-operatives.
- (d) The Ministry of Rural Industries is particularly keen among other things for the development of dairy farming, hence there is a programme of developing the small dairy farmers through Co-operative Societies.

It had been the practice in this country to make use of the Co-operative System in order to implement any broad based development schemes involving the people. Hence the Co-operative System had in most instances, been operated as a channel of State Welfare Schemes or an agent of an state institution. Because of this reason vast majority of the people have failed to understand the fundamental concepts and ideology of the system to be used in the achievement of non-state sponsored objectives. In this, it could be concluded that the movement which had been in existence for well over 70 years has failed in its communication activities. The member education and extension programmes have yet to reach its target groups.

The Ministry of Food & Cooperatives, in addition to being responsible for the development of the movement, has been sponsoring the activities of the M.P.C. Societies in particular; so as to make available all essential food commodities at reasonable prices.

From the year 1979 with the derationing of the supply of all essential commodities, the Co-operatives which had been enjoying a partial monopoly of the retail trade for over four decades; started to operate in competition with the private sector in all its activities.

However the state had continued to operate the food stamp scheme embracing well over 7,000,000 people, through a net work of 8800 retail branches of M.P.C. Societies and about 2000 private authorised institutions. It also continues to provide substantial amounts of capital resources by making suppliers credit facilities available through the Food Department, Cooperative Wholesale Establishment and the Peoples Bank.

The rigours of the competition, to which the management of some of these societies have not been acquainted with, have made its impact felt on about one third its members which are continuously operated in the red. In an attempt to involve the members in the management of this organisation and earn their loyalties and patronage; action is now taken to decentralise the management of these institutions by handing over to a limited extend the management of the retail branches to Branch Committees and their General Body's.

However, inspite of the recent expansion of the activities of the state and private sector Commercial Banks, the M.P.C.S. have been making commendable progress in the rural banking sector. They have been very successful in mobilising rural savings and lending activities. Impressive surpluses have been generated by these activities.

The Rural Credit Co-operatives about 2200 of them have remained dormant for well over four decades. Only 1200 of them have been reporting to the Department annually.

A massive drive, without any form of compulsion from the state has been in operating during the last four years with the objective of transforming this organisation to meet the demands of the community. The objective of this drive is to operative the credit society as a viable Rural Bank mobilising deposits from the community and meeting all the credit needs of the community out of such resources. As majority of these societies are managed by very Senior Cooperators, it will require considerable thrust and education and extension schemes to change their attitudes to transform the societies to meet the new demands. For this purpose already 14 District Supervisory Credit Unions with a national apex have been organised. They have started their activities recently with substantial financial support from the Movement.

- HINDERANCES

By: Lionel Gunawardena, Joint Director ICA ROEC

Cooperative method has been accepted as an effective method of bringing about Socio-economic change in the society especially in the economically developing world. National Governments in the developing countries have laid down definite policies and programmes for the development of Cooperative Institutions to shoulder the responsibilities of economic development in partnership with the Government and other agencies.

The Cooperative Movement in the sub-region has grown over the years from a small beginning in the field of credit to one which encompasses almost all sectors of national economics.

The Cooperative Press and Publicity activities too have grown and expanded over the years. There are now over 150 cooperative journals in the Region served by the ICA Regional Office for South East Asia. In the sub-region there are over 60 journals. The growth of the press and publicity activities however have not kept pace with the growth of the size and activities of cooperatives. This perhaps is one reason why cooperatives are not efficient and effective as one would wish them to be. Press and Publicity activities is essential to a proper growth and efficient functioning of a cooperative organisation. Searching and probing journals can keep the members informed of the defects and draw backs of cooperatives and offer constructive criticism. They can highlight the achievements of the cooperatives and project a good image for them in the public eye. No amount of good work will result in speedy recognition of a institution unless the achievements are effectively projected to the public mind.

Why has this very essential activity - the Press and Publicity activity - not grown at a sufficiently speedy rate? What are the hinderances? There are many obstacles that hinders the growth and smooth functioning of effective cooperative press and publicity activities. I will list below some of them.

Attitudinal Hinderances

i) Reluctance of the cooperative leaders to give sufficient importance to press and publicity activities.

ii) Attempts to ensure the growth of the cooperative by appealing Government for monopolies and protection rather than by winning member

participation and public support, effective projection of the capabilities and scope of the cooperatives and the cooperative method.

Professional Hinderances

- i) Insufficiency of material inflow for publication to inform, educate and enlighten.
- ii) Inadequency of staff to handle editorial and production work
- iii) Inaccessibility to the policy making instruments of the Cooperatives for the editor
- iv) Lack of editorial freedom

Economic Hinderances

- i) Inadequency of funds
- ii) Inability to price journals to recover cost
- iii) Inability to receive income from sources such as advertisements

Practical Hinderances

- i) Difficulties in obtaining good paper and other quality material needed for production.
- ii) Non availability of good presses in the cooperative sector.
- iii) Difficulties in securing skilled and competent personnels to work in the field of cooperative press and publicity.
- iv) Inadequency of training facilities.
- v) Inability to counter the adverse publicity given to cooperatives by the private press, due to limitation of readership.

PRODUCTION AND SALE OF COOPERATIVE JOURNALS

By

A.H. Ganesan
Publications Officer
ICA ROEC
New Delhi

For

Sub-Regional Workshop on Cooperative Press & Publicity
Colombo, Sri Lanka - January 4-15, 1983

I N T E R N A T I O N A L C O O P E R A T I V E A L L I A N C E
Regional Office and Education Centre for South-East Asia
"Bonow House", 43, Friends Colony, New Delhi - 110065 (India)

International Cooperative Alliance
 Regional Office & Education Centre
 for South-East Asia (ICA ROEC)
 "Bonow House", 43 Friends Colony
 New Delhi - 110065 (India)

January 3, 1983

PRODUCTION AND SALE OF COOPERATIVE JOURNALS

- A.H. Ganesan
 Publications Officer
 ICA ROEC, New Delhi

INTRODUCTION

Publications, including journals, brought out by cooperative organisations have the main purpose of dissemination of information on their activities as well as other relevant information to their public - both internal and external. The print media has assumed greater importance in the recent times. It has its definite role in communication. Cooperative journals play a useful part in dissemination of cooperative knowledge and information. The journals serve as motivators of cooperative thoughts. They also serve as educators.

Cooperative Journals in South-East Asia

According to a survey made by the ICA ROEC in 1977 there were about 160 cooperative journals produced by cooperative organisations in the region. The journals could be classified as dailies (one from Japan), weeklies (25), fortnightlies (10), monthlies (65), bi-monthlies (5), quarterlies (35), and annuals (14). There were also journals brought out every half-year (3), once in ten days (1) and even three times a week (1).

Types of Journals

The journals could further be classified as research oriented journals (4), house journals (10), annual reports and statistics (21) and news-cum-communication journals (116).

EDITORIAL PROCESS

The production process of a journal has three important elements: editorial, production and marketing aspects of a journal.

Editorial Policy

The editorial aspect of a journal is the most important among the three. The quality and acceptability of a journal is closely inter-related with the

extent to which the editorial policy has been projected in close coordination with the other two departments. The editorial function, thus takes the prime place in the production of the journal. The editorial wing is also responsible for the contents of the journal. It has to advise the production wing with regard to the general lay out of the journal, the design, the typography to be used and the general get up of the journal.

The task of the editorial wing will be made easier if the editor is a professional and skillful one. He will be guided properly if the editorial policy of the organisation is laid down in clear cut terms. The editorial policy, is framed in accordance with the objectives of the organisation engaged in publishing. The approach and contents of the magazine are determined by the policy. The style is also decided by the policy.

Editorial Freedom

In most of the cooperative organisations publishing journals there are editorial boards or sub-committees in charge of publication to frame the policy and give guidelines to the editorial wing. The boards guide the editor with regard to the quality and content of the magazine. Once the editorial policy is determined, the editor should be left free to act on his own, but within the framework of such a policy. There should not be interference from the board members on the day to day working of the editor. There should be sufficient amount of freedom to the editor to work.

Cooperative Journals vs. Commercial Journals

Within the broad framework of the policy laid down by the management, the editorial wing is charged with the responsibility of finalising the content matter of the journal. The cooperative journals are comparatively different from the commercial journals. They serve the purpose of educating and communicating with the members, potential members and employees of the cooperatives with the latest developments in the cooperative field. They do not pretend to be entertainers, as the commercial journals. They have no scope to indulge in politics or the three Ss of journalism i.e. sensationalism, sex and suspense. Political news which may have an advantage or adverse effect on the functioning of cooperatives could find place in coop. journals. Again human angle stories, so far as they are relevant to the success or failure of a cooperative activity, could be included.

Contents of Cooperative Journals

The earlier seminars held by the ICA on the subject of press and publicity have identified the following as contents of cooperative journals, which may be of interest to different reader groups:

- i. Cooperative news, views and developments that have taken place in the operational area or outside, of the publishing organisation;
- ii. informative and research oriented articles on various aspects of cooperation;
- iii. success stories of cooperatives;
- iv. failures of cooperative societies and an analysis of the reasons for such failures;
- v. features for special interest groups like youth, women and children;
- vi. an editorial on a matter of interest;
- vii. Statistical data pertaining to cooperation;
- viii. interviews with important cooperative personalities;
- ix. book reviews and bibliographies;
- x. investigative reporting;
- xi. a digest of important recommendations of seminars/conferences;
- xii. travelogues of cooperators visiting other countries; and
- xiii. human interest stories.

Collection of news

The editorial wing is also responsible for collection of news/views and other material for inclusion in the journal. Collection of news is a major problem with cooperative journals as cooperatives do not have the services of news agencies, correspondents and stringers.

It is not economical for the cooperatives to become members of the news agencies as very little news about cooperatives are given out by the news agencies. Cooperative news, except when there is a misappropriation or fraud, is not attractive or sensational enough for the news agencies to cover. For economic reason cooperative journals cannot employ correspondents or even stringers in different parts of the country to supply news regularly.

Possible Sources of Supply of News

The cooperative journals usually depend on the following sources for their news supply:

- i. handouts/press releases of the government departments, unions,
- ii. proceedings of cooperative seminars/conferences,
- iii. college professors for contributing articles,
- iv. cooperative officials and teachers of cooperation, and
- v. media report on cooperatives.

Additional Sources for Collection of News

The problem of collection of news for cooperative journals was discussed in earlier seminars and conferences of editors of cooperative journals and the following areas were identified for solving the problem:

(a) The national organisations should impress upon its membership the need to nominate a competent person to be responsible for supplying news of importance to them. The secretaries/presidents of the societies should take personal interest and see that the news about their activities are sent to the national level organisations regularly. The apex organisation should constantly remind the cooperatives which are not sending news the need to do so.

(b) Establish a Central Cooperative News Pool which may act as clearing house for transmitting information to various journals. This news pool may either be the responsibility of the National Cooperative Union or an independent Cooperative News Agency established and owned by various cooperative publishing agencies.

(c) In case of house journals material is to be collected from within the organisation itself. Therefore editor should be in a position to establish necessary coordination with other departments to ensure continuous flow of information.

(d) The cooperative organisations should be grouped areawise and each area may organise a cooperative information or news centre charged with the responsibility of collecting news of Cooperatives and community interest. These centres can also involve local, civic, religious and business sectors to contribute news items of interest in their respective groups or areas.

(e) Collection of news from its source itself : Staff of journals and publicity men of cooperatives should regularly visit hamlets, villages and cooperative organisations to obtain news.

(f) Initiate an exchange of writings, journals, bulletins and pamphlets amongst cooperative organisations and also with non-cooperative or business organisations to cultivate a better understanding of the cooperative activities by the business organisations.

(g) The national union or any apex organisation could set up an information collecting centre to take care of collecting publicity materials. They should issue press releases to all cooperative journals after an important event takes place within the country.

(h) University professors and teaching staff in cooperative colleges and training centres should be approached to act as correspondents/licison officers for contributing news/articles on cooperation.

(i) An advance planning of production of journals should be done and continuous efforts should be made to collect news/articles, etc. by proper follow-up with the people concerned.

(j) Free lance contributions from the readers of the journals could be invited and a small fee or honorarium could be paid to make the invitation more attractive.

(k) Essay competitions on cooperation could be conducted and the best ones could be published in the journals.

(l) Successful cooperatives should be persuaded to share their experience.

(m) Failures of cooperatives with their causes should also be analysed for the benefit of other cooperatives.

(n) A panel of reviewers for reviewing books could be maintained with the journal.

(o) Cooperative leaders and experts in the field should be requested to share their experiences by writing informative and research oriented articles.

(p) Editorials on current problems/new developments could be included.

(q) Features for special interest groups like women, youth and children could be included.

(r) Publish interviews with prominent cooperators.

(s) Letters to the editor/travelogues and cooperative advertisements should also be encouraged.

PRODUCTION

Time Factor

The essential difference in the production of a journal and a newspaper is one of time. While the daily newspaper is produced in a matter of hours, the journals have the advantage of time. The journal has the disadvantage of not being able to reflect events of importance as they happen. But they have the advantage in that its contents may be more carefully prepared, more deeply researched and finally better finished.

Reader Response

While production of books involves certain set patterns and procedures, the production of journals will have to be adjusted and modified according to the wishes of its readers and the publication/production policy of the cooperative organisation, commonly called "style" of the publication.

The cooperative journals being specialist subject journals have to keep in mind the changing needs of their public. The journal should be produced attractively to create and sustain the readers interest in them. It is necessary that the journal's got up, lay out and mix of material should be balanced. There should be proper standardisation of sizes, typography, layout, photographic reproduction, proof reading and printing. Efforts should be made to bring out the journal in time as late publishing will lose the credibility among the readers. Advance planning for at least four issues of a journal would help in timely production.

The journal's material should be properly interspersed with photos, statistics, statements etc. to break the monotony. Proper photo cropping should be done to avoid unwanted parts of the photograph.

Occasional feedback from the readers is necessary to know the reactions of the readers. Letters to the editor, sending questionnaires specially designed to elicit their views etc. will be useful to get their views.

Problems in Production

Cooperative organisations in the region, except may be in Japan, are facing several problems in the qualitative production of the journals.

Paper - the important input

The single most important input in terms of actual production of journals is the availability of paper. This has been a source of constant worry to the publishers. The cost of printing paper in recent years has almost doubled and in certain cases even trebled, thus increasing the cost of production. Non-availability of quality paper at reasonable costs and at the appropriate time delays the production of journals to a great extent. It ultimately affects literacy and the development of cooperative education. One of the steps to ease up this problem may be to quantify paper requirements that will be needed by cooperative journals annually and the national cooperative organisations could coordinate with the governments to issue special quotas to the cooperative sector.

Lack of Modern Printing Presses

Another problem that is faced by the cooperative journals in the production of their magazines, is the non-availability of printing presses within the cooperative sector equipped with modern type setting and printing machines. Most cooperative unions in the region have established their own printing presses to help publishing of journals in the cooperative sector. These presses are not using the latest printing techniques. For example, the national cooperative printing press in India, owned by the National Cooperative Union of India, does not have any mono or line type setting machines and the composing is done manually. Most of the types used are old and worn out. Though new types are bought off and on by the press management, they are not adequate to keep up with the increasing business. Quality printing becomes a casualty in the process and cooperatives have to depend on private presses equipped with modern printing technology for their publications. If the cooperative printing press could be better equipped, the entire business of the cooperative sector could be handled by them. The cooperative printing presses, which do praiseworthy printing work within the limited facilities and equipments available, should be encouraged by their management to expand and modernise for the betterment of both the press and the journals.

Finance

Finance is another major constraint in the production of cooperative journals. Financial problem is more acute in case of ideological/spokesman journals and subject matter journals compared to house journals. House journals have the advantage of specific budgetary provisions from their organisations. The ideological/spokesman journals will have to raise their own resources for production purposes by way of subscriptions, advertisements and financial support from member cooperatives and government.

Circulation

The subscription income alone cannot sustain the publication of a journal especially when the circulation figures are too small. The print order for many cooperative journals do not exceed the magic figure of 2000 unless the journal is distributed free. If we compare the circulation figures of some cooperative journals produced in Japan, Sweden and U.K., it will be seen that the cooperative journals in the region have a very long way to go.

Some Comparisons

Ie-No Hikari of Japan

The Ie-No Hikari publication, responsible for rural cooperative education in Japan, has a circulation of 1,500,000 copies monthly. Topics covered by the journal include technical, informative and scientific matters, general information of interest to members. A wide range of publications on dress making, taxation procedure, farming techniques, agricultural year book and children magazines are also produced by the Ie-No Hikari Association.

Vi of Sweden

The Vi of Sweden has a circulation of 400,000 copies weekly and its annual subscription is SKR 35. The subscribers include members of the cooperative movement as well as the general public. One copy is sold for every 17.5 Swedes in the country and the popularity of the journal is due to its varied coverage of news and attractive production.

Coop News, U.K.

Coop. News produced by the Cooperative Press of Manchester, U.K., has a weekly circulation of 35,000 copies at an annual subscription of £3.40. The weekly has been in existence for 106 years braving cut-throat competition in the western world. This weekly is popular among cooperators as well as the general public.

These success stories of cooperative publishing from these countries indicate that given the right leadership and encouragement cooperative publications can also come upto the full expectations of not only cooperators but also of the general public, who are the potential members.

Advertisements

Advertisements are important source of income for the successful production of journals. Advertisement revenues also depend on the circulation and print order. Larger the circulation and print order of a journal, the higher would be the revenue from advertisements. One of the reasons for the success of cooperative journals in Japan, U.K. and Sweden is the amount of advertisement support they can get from not only cooperatives but also from other business organisations in their respective countries. Cooperative journals in the region, other than Japan, get advertisement support from their sister cooperatives only. The circulation of cooperative journals would increase manifold if all cooperatives in the country subscribe to the journals produced by their apex organisations. At least they should show their solidarity with the national apex organisation by subscribing to their journals. For instance if the cooperatives in India, numbering more than 100,000 subscribe to the "Cooperator" being produced by the National Cooperative Union of India, the journal could come upto the level of any other journal of international standard. Similarly more advertisement support should be extended to cooperative journals, at least by the business organisations in the cooperative sector, to make the journals viable.

Government Support

Some governments in the region also extend financial grants and support for the production of ideological journals. If the cooperatives extend their support to these journals, on the lines suggested, it may not be necessary for the national apex organisations to get any grant from their government. These would also be in conformity with the cooperative ideology - to be self-supporting and free from government finance. These will also give these journals sufficient independence to project their views freely without the fear of losing any financial help.

SALES

Basically all the journals produced in the different countries of the region are sold within the country itself. There is little sales outside the

country of production due to foreign exchange difficulties and other restrictions. Due to the oft-repeated "one man shows" in cooperative journalism, there is a lack of necessary infrastructure to develop an effective marketing mechanism.

Journals are sent on mail order basis. The distribution and sales is also handled by the same person - who acts as the editor, publisher, and sales executive.

Books produced by the cooperative organisations are normally sold by themselves and occasionally the help of a private publishing house, with a net work of sales outlets, is sought.

Development of Libraries

The sales of journals and books on cooperation are basically limited to cooperative organisations, libraries and individuals engaged and/or interested in cooperative activities. There are no organised libraries in several cooperatives, even at district or state levels. Development of libraries in cooperative organisations, at least upto district levels, will help in larger sales of cooperative publications and in dissemination of cooperative knowledge.

Cooperation between Cooperatives

Coordination between organisations at different levels within the country will help in the development of the cooperative journals. Books and periodicals produced by one country can be stocked in another country and the sister coop. organisation can help each other in the sale of their publications. The cooperative organisations can, with the assistance of each other, undertake some aggressive sales campaign for their publications. Participation in book exhibitions, book fairs and arranging displays will also help in the sales promotion activities.

Book Banks

Member cooperative societies should be encouraged to open "book banks" whereby they can buy good cooperative publications for the benefit of their membership. This will result in increased sales of cooperative publications and journals.

-: 11 :-

PUBLICATIONS - THE ICA EXPERIENCE

The publications of the ICA ROEC are mainly of four types:

(i) based on technical meetings, e.g. reports and papers of seminars and conferences, (ii) reports of studies, (iii) specially designed publications consisting of papers written on various aspects of important subject areas, and (iv) ICA Regional Bulletin and other publicity materials.

Response of Readers

Around 110 publications have been brought out since the inception of the Regional Office in 1962 and 54 of them after 1975. Our publications have been accepted as useful by the cooperators and other readers. Reviews of publications in various papers and journals and the sales figures indicate this. "The Indian Cooperative Laws vis-a-vis Cooperative Principles" is being used as a reference book on Cooperative Law. The book on "Amalgamation of Primary Cooperatives - The Japanese Experience" has been found very useful in implementing amalgamation programmes in Indonesia and other countries. "A Handbook of Communication and the Cooperative Teacher" has become popular among the cooperative teachers. Our other publications on various disciplines of cooperation like "Consumer Cooperation in South-East Asia" and "Readings in Cooperative Housing" have been received well by those who are interested in the respective disciplines. "Recent Changes, Trends and Developments of the Cooperative Movement in South-East Asia" which gives descriptive details on the cooperative movements in the Region has been found useful as a reference book and so is "Multipurpose Cooperative Societies in South-East Asia" to mention but a few of our publications.

The annual sale of our publications is around Rs.22,000/-.

Revolving Fund

From 1976 onwards the cost of production of priced publications brought out by the ICA ROEC has been met out of a Revolving Fund specially created from out of the sales proceeds of the publications.

ICA REGIONAL BULLETIN

ICA Regional Bulletin was originally started as a mimeographed news sheet giving information on the activities of the Regional Office & Education Centre for South-East Asia. Later it was printed as an eight page bulletin. It has gradually grown to the present position. Now it has a number of features covering

cooperative news from the Region (Regional News Round Up), Cooperative news from other parts of the world pertaining to the Region and news of UN and other international organisations (News in Brief), success stories of cooperative organisations (Spotlight), in addition to the information regarding ICA's own activities. Articles on various aspects of cooperation also are published from time to time.

Reader Response Survey

A survey was done in 1980 to seek the assistance of our readers for further improvement of the Bulletin in order to make more effective whatever contribution it makes to dissemination of cooperative news and knowledge.

Judging from the comments made in answer to the questionnaire issued, the readers appreciate the Bulletin. Suggestions made for the improvement of the Bulletin were submitted to the ICA Regional Working Party on Cooperative Press for South-East Asia. The Working Party appreciated the gradual growth of the Bulletin and the role it plays as a Regional Bulletin. The Working Party felt that the Bulletin makes a very useful contribution to dissemination of cooperative news and views.

.....

vn/

Sub-Regional Workshop on Cooperative Press &
Publicity - Colombo - Sri Lanka - 4-15, Jan. 1983

INTERVIEW REPORT

GROUP I

The ICA in collaboration with the National Cooperative Council of Sri Lanka, organised a Sub-Regional Workshop on Cooperative Press and Publicity in Colombo - Sri Lanka, from Jan. 4-15, 1983.

The participants in the Workshop included Journalists from India, Bangladesh, Nepal and also from Sri Lanka itself. As part of their programme the journalists visited Anuradhapura, Kandy and Kegalle MPCs, from 7th to 12th January 1983.

The held meetings with and interviewed the President and General Manager of the societies.

A brief account of the interview is as follows

Anuradhapura M.P.C.S.

The person interviewed was Mr. Ariyasena, Government nominated President of the Anuradhapura MPCs. The board of management consists of 3 members including the G.M. has been nominated by the Government.

While explaining the activities constitution and activities history of the society Mr. Ariyasena said that the society came into being in 1971 after the amalgamation of 18 small MPCs's.

He regretted that the society had been running in losses in the past for various reasons like mismanagement a pathetic attitude of the members and public and unhealthy competition with the private trade. He further added that only with the active support of the Government in the past few months, the society has come out of the red. He said that chalked out various plans for expansion and diversification of the society.

Referring to the constitution he said that the membership of the society was 10951 with a share capital of Rs.0.54 million, rendering services to a population of about one lakh. The society functions through its 40 branches and 5 wholesale depots.

As regards the activities he explained that the society undertakes the supply of consumer articles, farm inputs, credit, cooperative education and transportation etc.

Asked about the future plans, he said that the society proposed to construct a multi-storied building, godown etc. He also said that in future the society will also intensify its operations in purchasing agricultural produces, like paddy, chillies etc.

Kandy M.P.C.S.

While giving answers to the questions posed to him by the group the General Manager of the Kandy M.P.C.S. mentioned, that the society serves the population of one hundred thousand consumers in which it gained a net profit of Rs.77,828/= for the year 1981.

According to him the rural banking section of the society is the most profitable venture and they hope to put up two more rural banks during the current year. This bank advances loans to members, farmers for various needs viz, agriculture, consumer, industry, building repairs etc.

During the interview Mr.A.M.U.Alahakoon the General Manager explained the present progress and future plans of the society. Although there were only 29 retail outlets in 1971 it has expanded to 54 in 1981 by providing employment to 314 and to many more indirectly.

The society gained a gross profit of Rs.1,003,797/= which is nearly double when it is compared to the figures of 1971. The society has earned a net profit of Rs.77,000/= for the year 1981 even after paying the income tax and B.T.T.

The group gathered that the society is in a sound financial position and there is a rapid increase in fixed assets too since 1971 and now which is around Rs.1,203,633/= presently.

According to the information given by the General Manager the society hopes to put up a building complex worth/45^{Rupees} lakhs to house a super market, reception hall and a cafeteria for tourists. They hope to cater to the consumers by helping them to reduce their funeral expenses by providing funeral services at lower rates.

NEWS ITEM

Journalists see ups and downs in Sri Lanka Coops.

A Group of journalists from Sri Lanka, India, Bangladesh and Nepal visited a few Multi-purpose Co-operative Societies in Sri Lanka recently. Their first visit was to Anuradhapura Multi-purpose Co-operative Society where they were taken around various sections of the society by the Management. The society is now under the management of the Department of Co-operative Development. The society has incurred heavy losses in the previous years and getting out of ^{the}red since a few months. The Journalists were told by the President and the General Manager that the society would like to expand its activities rapidly. It was also informed that the employees were extending the required cooperation.

Kandy Multi-purpose Co-operative Society running effeciently during this crucial time is planning to put up a huge multi-storied complex at a cost of 45 lakhs in the heart of the town to accommodate a Super Market, Reception Hall and Cafeteria for tourists. They plan to complete the project by 1984. It was informed to the journalists that the

It was informed to the journalists at Kegalle Multi-purpose Coop. Society that it has incurred a loss of about Rs.70,000/= due to unforeseen circumstances by stocking of rice, flour and sugar more than the quantity required during the election period on instructions from the Department.

It is learnt that the management is persuing the matter with the government through the National Cooperative Council of Sri Lanka to get the reimbursement of losses

ProfileAN ACTIVE COOPERATIVE HOUSE WIFEGROUP III

Kegalle Multi-purpose Co-operative Society Ltd., Kegalle, Dt. Kegalle, Mrs. B. Gunawardena, told us that the activities of the cooperative society were not known to her before and that a friend of hers had told her about its activities. First she became a customer of the Super Market run by this society. Being a housewife she used to visit this Super Market for all her family requirements of food items, textiles, medicine etc. As a result of a very ~~of~~ courteous service extended by the staff of the shop. She has been a regular client for the last six years. Not only the service, but the cost of every commodity was also found to be cheaper than the private sector.

She herself has contributed tremendously to the development of this shop given some ^{valuable} ~~invaluable~~ suggestions. Items like electrical appliances, readymade garments were made available in the super market by the management of the society on her recommendation. Further on her advice to give a new facelift was also given to the shop.

After one year she also became a member of this society and now is an active member of the society.

@@@@@@

Member Awareness

GROUP III

A group of Co-operative Journalists who participated in a Workshop held in Sri Lanka by the I.C.A. visited number of Cooperative Societies and got acquainted with the co-operative environment here. This group is in the opinion that societies in which member participation is satisfactory are working well and at the same time where the member participation is lacking societies have become a failure.

Sri Lanka is a developing country and its economy is based mainly on agriculture. In the sphere of agriculture small farmers are dominant and most of them are below the poverty line. Co-operative movement was introduced to this country about 70 years back with a view to changing situation. Accordingly the co-operative movement itself from its inception has rendered a tremendous service for the betterment of the poor farmers. But during recent years co-operative movement in the country has been experiencing lot of hardships that will eventually threaten even the continuation of the movement.

Co-operative movement being a mass movement, members are the real owners of the societies and they themselves have to look after interests of the membership and safeguard the movement from other vested interests. Sri Lanka government also has patronised the movement since its beginning but due to some recent developments member-owners of the societies have begun drifting away from activities of societies and in most places persons have no interest in the co-operative activities have undertaken the management of Co-operative societies on behalf of the real owners. This is the most important reason among others that have led to the failure of most of the societies today.

In state of Gujarat, India, Khada District Amul Dairy Co-operative Society is well known for its tremendous success achieved through the member participation.

and their education, extensions and publicity work has played a vital role in creating and sustaining a sense of belonging and proudness among its members. Also members have become more loyal to their societies. Other mass media like TV and Radio have also contributed to some extent to the success of keeping membership informed of activities of the society.

We think, it is very opportune for the cooperative apex bodies to embark on an effective member education programme for the image building of the movement and also to ensure that movement will last for a long time.

@@@@@@@@@@@@@@@@

GROUP III

1. H.T.M. Jayawardena (Chairman)
2. Khandaker Rezaul Karim (Secretary)
3. J.R. Desai
4. H.B. Nepal
5. Nimal Dissanayake

KEGALLE MULTI-PURPOSE COOPERATIVE SOCIETY

- A Cooperative Success -

Prepared by - GROUP II

The Kegalle M.P.C.S. Ltd which is one of the 299 societies in the country, is doing remarkable service to its 85,000 consumers.

According to Mr.G.A.M.Herath, Honorary President of the Kegalle Society, the society has been making a profit in various activities. The society presents the picture of a commercially successful enterprise which is rendering equally useful services to the general public who live in the area, of 20sq.m. which is served by the society. To get an idea as to how successfully the society is functioning, it may be mentioned that the Kegalle Society made a net profit of Rs.331,130/= over a turn over of Rs.26,575,728/= in consumer items during the month of July, August and September alone.

Another important aspect of the society's work is its Rural Bank. Significantly, the Kegalle MPC Society has a deposit of Rs.2,500,000/= out of which Rs.800,000/= has been disbursed as loans to members and Rs.1,400,000/= on account of pawning. The society has also granted an amount of Rs.15,000/= on a security of Rs.3,000/=.

The society also made a profit of Rs. 10,142/= on account of its rural banking services. This is after having paid its turn over tax of Rs. 85,191/= These figures pertain^{to} the activity of the society again for the months of July to October 1982 only.

It is therefore quite logical that the society should have an amount of Rs.333,492/= as cash in bank and Rs.285,362 as cash in hand as on 30th June 1982, the end of the Co-operative Year.

It is a professionally managed society with its stocks as well as its ledgers impeccably maintained. We had a chance to see the society.

Stocked Super-Market which according to the Chairman is visited by 500 - 2000 people daily who come to buy their stores.

Its one days sale could be proceed anything upto Rs.25,000/= and a months turn over can range between Rs.2,500,000/= and Rs.5,000,000/=. The store has ³⁶ packaging units of its own, this gives an idea of the extent and variety of items they handle there.

The Kegalle Society has three (3) nominated members on its board of Management while the other seven (7) were elected by ~~the~~ its 100 member strong General Body. It has got 58 branches while each branch consists of seven elected members. The society, according to Mr.Mahipala Herath, is functioning very successfully in spite of the fact that it has to live with an unequal competition from the private sector.,who unlike the Co-operatives can indulge in unethical practices of giving concessional rates to the consumers, under weighing commodities sold and not issuing the proper cash memos. What is more, even the society has to suffer losses on account of actions taken under government instructions. For example last October during the month of the Presidential election, the society stocked flour heavily under the advice of the Department. But within days the price of flour was reduced by the Government. As a result of this transaction which was not at all based on any scientific market study or good commercial sense, the society had to incur a loss of Rs.70,000/=.

Among the more successful activities of the society/^{are} the consumer and agricultural goods, rural banking, distribution of petrol and fuel. It is interesting to know that the MPCS is also running a printing press, motor garage and a tailoring unit. All these are making pfofit.

The society which was set up on 1st March 1971, has 375 employees whose monthly salaries come to Rs.225,000/=.

The society has ambitious future plans. It proposes to set up Co-operative Hotels in different places, open 20 more Super Markets and strengthen its transporting, garages, tailoring and distributing of petrol and fuel units.

The Kegalle M.P.C.Society by its excellent functioning and example, is serving as a light house for other M.P.C.Societies of the area. If given proper encouragement, freedom and facilities, it is sure to go a long way in spreading the message of successful Cooperatives in the country.

THE ANURADHAPURA MULTIPURPOSE COOPERATIVE
SOCIETY LIMITED

92

1. Registered No: 538/A
 2. Date of Registration: 25.2.1971
 3. Area of operation: The area of operation covers Anuradhapura East Anuradhapura West, part of Mehintale part of Medawachchiya in the Anuradhapura electoral District.
 4. Assistant Government agents Divisions: East Nuwaragam Palatha central Nuwaragam Palatha, Part of Rambawa Part of Kahatagasdigiya, Part of Talawa Part of Nochchiyagama, Part of Tirappana, and part of Medawachchiya.
 5. Population: Approximately 1'00000.
 6. Branches: There are 40 Branches and 5 wholesale Depots attached to the society.
 7. History in brief. Prior to the amalgamation, In the area of operation there were 18 small Multipurpose Cooperative societies and a Multipurpose Cooperative Union. In the year 1971, together with these societies and the Union one large primary society was formed namely, The Anuradhapura M.P.C.B. Ltd, the present society.
 8. Membership: As at 31.12.1982- 10951.
 9. Share Capital: As at 31.12.1982 - Rs: 54'9283/=
 10. Activities. The society is engaged in following activities
 1. Consumer
 2. Agriculture,
 3. Rural Banking
 4. Agency,
 5. Transport
 6. Hospital
 7. Cooperative Education
 8. Milk Collecting
 - 9.
- Consumers: 40 Branches of the society are engaged in consumer activities serving approximately One lack of consumer inclusive of the members. These branches received their supplies from the five whole sale Depots.

Agriculture:

The society also distribute through these branches the Agriculture requirements of members and non members Viz: Fertilizers, Seed Paddy, Agriculture impliments and Insetisides. Seasonal agricultutal produce of the farmers are being purchased through these branches and sold to the cooperative societ -es in Colombo area and Hill country where there is a demand.

Rural Banking:

The society has one Rural Bank and the following services are being rendered both to members and non members,

1. ^{Saving} ~~Saving~~ Deposits are being received both from members and non members.
2. Loans are granted for agricultural purpose: and productive purposes as well to the members only.
3. Engaged in pawning work.
4. Fixed Deposists are received bot from memb and non members.

Agencies:

The society is the agent for Petroleum Corporat -on , Lever Brothers, Cement corporatio , Ceremic Corportion, Salt Corportion, Metal Corportion and building meterial Corportion. With a very small marginal profit these are run for the purpose of serving the consumer.

Transport:

There are Seven Lorries and two Vans owned by the society and these vehicles are engaged in th Society transport work. The seven lorries are also available to members for their transport work at a resonable rate. This helps the farmer members to transport their agricultural produce without much expenditure. The lorries are also given to th private sector on hire.

Hospital:

The society has one Hospital and at present its services are rendered to outdoor patien s. The staff consists of a qualified Doctor, our nurses One D&speneer, One clark, a labourer and a watcher Society also hopes to widen its servic s with the commensment of indoor treatment to pat ents.

Cooperative Education:

The society is engaged in following activities in respect of cooperative Education work. The education sub committee deals with education work and for this purpose the society has appointed an Education officer from among the employees. The programme is being carried out with the assistance of the Department of Cooperative Development and National Cooperative Council Anuradhapura Branch.

1. Training classes for society members and branch committee members at the respective branches.
2. Training classes for Branch committee members, Branch Managers and Salesmen at the main society.
3. Office staff at the Society.

Milk Collecting:

The society runs a Milk collecting centre in order to help the Milk producers in the area of operation of the society. Milk collected at the centre is handed over to the National Milk board. Payments to the producer for their Milk being paid through Rural Bank of the society. Loans are granted to the Member producers to put up cattle sheds and also for the purpose of purchasing cattle.

Administration:

General body 100 members.
Board of Directors: 7 Members inclusive of a Chairman and Vice Chairman.

Staff:

General Manager	1
Credit Manager	1
Sales Manager	1
Chief Clerk	1
Transport Manager	1
Hospital Staff	7
Clerical Staff	42
Whole sale Depot Managers, and Branch Managers	48
Sales man	60
Bill Clerks	2
Other Employees	50
Watchers	12

Total

226

=====

Name of Society: Kegalle Multipurpose Co-operative Society Ltd.,
 Address: Kegalle.
 Registered on 1.03.1971.
Board of Management:

Seven members are elected to the Board of Management by secret ballot at a General Meeting of the Society and three are nominated by the Commissioner of Co-operative Development. Present Board consists of ten Members. They are:-

<u>ELECTED:</u>	1. Mr. ⁴ P.A. Maheepala Herath	Hony: President
	2. Mr. A. Jayasekera	Hony: Vice President
	3. Mr. E.P. Goonawardena	
	4. Mr. R.G. Delwela	
	5. Mr. P. Cyril	
	6. Mr. W. Handegama	
	7. Mr. P.A. Podinilame	
<u>NOMINATED</u>	8. Mr. E. Ranatungha	
	9. Mr. L.S. Jayasinghe	
	10. Mr. H. Somatilleke	

COMPOSITION OF GENERAL MEETING:-

General Meeting consists of 100 members. They are Committee Members of Branches, who are elected by the members of respective branches on elections held for branches. Hence delegates for the General Meeting of the Society are Committee Members of branches.

BRANCH COMMITTEES:

A branch committee consists of seven elected members.

NO. OF BRANCHES: 58

No. OF MEMBERS OF THE SOCIETY: 18203

MANNER OF DELEGATION TO THE GENERAL MEETING:

A branch is entitled to send delegates to the General Meeting on the strength of the number of members of the branch on a percentage calculated on the total number of members of the Society. e.g. If a branch has 400 members and the total number of members of the Society is 18,000, that branch is entitled to send two delegates or at least a minimum of one.

AREA OF OPERATION OF THE SOCIETY:

Area is the Parliamentary Electorate of Kegalle and two villages from the Electorate of Aranayake. These two are attached on geographical situation.

NO. OF CONSUMERS: 85,000

NO. OF FOOD STAMP HOLDERS: 40,970 (This figure is included in 85000)

VALUE OF FOOD STAMPS ISSUED FOR A MONTH: Rs. 7,54000/-

ACTIVITIES OF THE SOCIETY:

- (a) Distribution of consumer and agricultural goods
- (b) Rural Banking
- (c) Printing
- (d) Tailoring
- (e) Garage maintenance
- (f) Distribution of Petrol & Fuel
- (g) Baking & maintaining two hotels in a small scale
- (h) Maintaining a Super Market
- (i) Member and non member education (undertaken)
- (j)

STATISTICS ON CONSUMER ACTIVITIES:

<u>MONTH</u>	<u>SALES</u>	<u>GROSS PROFIT</u>	<u>NETT PROFIT</u>
July	Rs. 56,86,808/-	Rs. 3,39,530/-	Rs. 1,49,418/-
August	Rs. 55,29,205/-	Rs. 1,82,042/-	Rs. 44,309/-
September	Rs. 53,79,715/-	Rs. 2,47,398/-	Rs. 9,496/-
October	Rs. 60,07,696/-	Rs. 1,11,511/-	Rs. 1,37,403/-LOSS

REASON FOR THE LOSS IN OCTOBER:

- (a) Societies were advised by the Department to stock heavily irrespective of trade fluctuation. Price of flour was reduced by the Government and the loss incurred was Rs.70,000/-
- (b) Shortages amounting to Rs.30,000/- (for the half year)
- (c) Higher depreciation on stocks Rs.30,000/-
- (d) Increase in the payment of taxes and Bank interest

BANKING: No. of Rural Banks : 04 No. of A/c.holders. 76,127

STRENGTH OF BANK DEPOSITS: Rs. 25,00000/- . Their disbursement:

- (a) on loans Rs.800000/-
- (b) on pawning 1400000/-

INTEREST CHARGED: 20 % on loans & 28% on pawning

MAXIMUM AMOUNT GRANTED ON SECURITY: Rs. 15,000/- . Amount granted on shares Rs.3000/-

INCOME & EXPENDITURE OF RURAL BANKS FOR THE LAST FOUR MONTHS:

<u>MONTH</u>	<u>INCOME</u>	<u>EXPENDITURE</u>	<u>PROFIT</u>
July	Rs. 39732/-	Rs. 37343/-	Rs. 2389/-
August	Rs. 38893/-	Rs. 37829/-	Rs. 1348/-
September	Rs. 36358/-	Rs. 35577/-	Rs. 781/-
October	Rs. 37884/-	Rs. 32260/-	Rs. 5624/-

PARTICULARS OF TAXES & INTEREST PAID: Rate paid 18% on O/d, and 23% on loans

<u>MONTH</u>	<u>TURNOVER TAX</u>	<u>BANK INTEREST</u>
July	Rs. 12096/-	Rs. 45602/-
August	Rs. 9446/-	Rs. 43579/-
September	Rs. 30919/-	Rs. 51397/-
October	Rs. 32730/-	Rs. 53307/-

NO. OF EMPLOYEES: 375

AVERAGE PAYMENT OF SALARIES FOR A MONTH: Rs. 2,25,000/-

Balance Sheet as at 30.06.82

Shares	124289.00	Fixed Assets	976275.00
Reserves	749160.00	Investments	2286876.00
Current Liabilities	6136355.00	Current Assets	1341364.00
r/Bank Deposits	2771859.00	Member loans	2439125.00
Other liabilities	118509.00	Other Assets	1236221.00
Bank O/draft	3448770.00	Stock in trade	4450227.00
		Cash in Bank	333492.00
		Cash in hand	285362.00
	<u>13348942.00</u>		<u>13348942.00</u>

FUTURE OF CO-OPERATIVE CONSUMER MOVEMENT

The birth of the Co-operative Consumer Movement had its beginning upon the adverse effects of the Industrial Revolution and in Sri Lanka the movement spread through leaps and bounds during World War II. The movement was the only reliable organization through which the Government distributed essential foodstuffs on ration. Even after the war till 1979, the State depended on the Co-ops: for the distribution of not only foodstuffs but all other household goods, whose prices were strictly controlled. Whenever there was the fluctuation in prices of rice, flour, sugar, textiles, fertilisers etc., Co-ops: did not sustain any losses owing to safeguards made upon cost price and selling price. Hence the movement was able to balance the budget on margin of profits and the Social State prevailed through subsidies provided to rich and poor alike. This was maintained through the strength of the Co-operative Movement.

In 1971, the movement had a rapid policy change with the attachment of primary independent Societies in villages and towns to one single Society organized on an electoral basis. It became the hub of financial activity in the electorate and the venue of employees. Creation of Employees Co-operative Commission safeguarded the interest of employees with better prospects and security in employment.

The ration book system that was attached to the Co-ops: lasted till 1979 during which year, food stamps were introduced to those whose income was below Rs. 300/- per month. On the withdrawal of

THE MAHANUWARA MULTI-PURPOSE CO-OPERATIVE

SOCIETY LTD KANDY

99

22

BUSINESS ACTIVITIES OF THE SOCIETY

The beginning of the Kandy Multipurpose co-operative Society starts from the 2nd world war which was equited to assist the Governmen the distribution of scare consumer items.

In 1957 all the assepts and liabilities of the society wfer: transferd to the newly formed Multipurpose Co-operative union which carried a little advanced system in serving the consumer on asto the multipurpose needs, this union was feeding 12 small organised societies and 13 branches of its own.

In 1971 as^a result of various recommandation of commission appointed by the then Government the entire co-operative movement in Sri Lanka was reorganised in the purpose of dding more service to the consumer, produces as well as employes^{work} under the new scheme of reorgination the union, branches and independent society units became one unit. Such as the union becoming the Primary Society and the branch independent society became the Pradeshikas of the Primary Society under this new reorganisation scheme the then Government assinged^{work} union work to the Primery Society to serve the nation on the following.

- (1) Supply of Consumer Goods.
- (2) Purchase of Local Produce.
- (3) Provide Employment.
- (4) Establish Collective Farms.
- (5) Rural Development Programs.
- (6) Small Industries Etc.

Under this reorganisation scheme the Kandy M.P.C.S.Ltd was registered on 20.12.1971 and assigned to serve a population of one hundred thousand people living in the area of operation covery^{ing} the four Gravats of the Kandy Municipal Limits. At the early stage the society under took the following activities.

- (1) To supply consemmer goods.
- (2) To purchase produce of members.
- (3) To provide employment on collective Projects.
- (4) To supply Building Materials.
- (5) To Supply Motor Spare Parts.

- (6) To Supply Fertilizer and Petroleum Products.
- (7) To Promote Rural Banking.
- (8) To Promote Transport Facilities.

At this stage it would be useful to talk in detail of all the above activities.

(1) To Supply Consumer Goods.

Our society started supplying consumer goods on whole sale and retail at the beginning it had 2 whole sale stores and 29 branches with a share capital of Rs 36843 and a membership of 3522, and today it has nearly 10,000 members and the share capital at Rs 64484/ The burden of meeting the needs of 135000 consumers through 5 wholesale stores and 54 retail units when taking to consumer goods our society deals in supplying with rice, flour, sugar, tin goods, packeted items, sundry goods, Textiles, Oniment items and all other ~~steeply~~ goods our turnover from Rs 15712230 at the beginning has steeply increased to Rs 104018918 in 1981.

(2) Purchase of Member Produces

At the beginning it was the policy of the society to purchase all the produce of member such as Paddy, Dairy Milk and other local produce but our society was only able to purchase paddy from the members under the granted price scheme, as a result of the Government increasing price of paddy and demand of this item in the local market purchase of paddy has dropped sharply since 1977 and this unit is not in actual operation to day because the member gets a good pay to this commodity through the private sector which the co-operative movement cannot compete with the private sector.

(3) To provide employment on collective Farm Projects.

Our society was given fifty acres of Government land to provide employment to members on collective farm project at the beginning we started this project with Cattle, Birds, and minor crops with a groupe of 40 members as no assistance or subsidy was ~~not~~ granted by the Government this project was run on a loss for many years. There after very resently the society decided to close down the project.

(4) To Supply Building Materils.

At the early 70's we started one unit of building materials this department was of a real success and sources of service as well as a profitable one in this unit we supply Cement, Asbestos, Iron Paints and all other building materials.

As to the growing strend of buildings and needs of building materiels the society opened up another unit at Katugastota. So now we have two units which is serving the sonsumer as well as making profits.

(5) Supply of Motor Spare Parts.

Our society started this unit in 1973. At first we had a burde of buying only from the State Trading Corporation the only spares allocated by them. Some items were moveable and some ~~were~~ not, but it was a mbst to purchase the allocation this units deals with Motor spares Tyers., Tubes and at present we have the opportunity of buing very essential needs even from the private sector, this unit is runing at a profit.

(6) Supply of Fertilizar and Petroleum Products.

Our society has 2 separate units. One to supply Fertilizer to the Farmers on easy terms as well as reasonable prices. And one unit to supply Petroleum Products in this unit we supply Petrol, Desel, and other oil products. On cash and credit terms. This unit is also runing at a profit.

(7) To Promote Rural Banking.

At the begining it was the main idea of creating rural banking was to improve member as well as non members saving habit and to prov short term and mid term loans to members and easy term pawning of Gold Soverings as to the need of the public. Our society has opened up a new branch at Katugastota. Both these units are doing a service to the public and also tuning on a profits.

(8) Transport Activities.

During the ^{Time} term of reorganising our society had only 5 moter vehicles. In 1980 the fleet was increased to 13 and there after we had to sell 3 lorries. Which were runing at a loss and now we have a fleet of 10 vehicals. Most of the vehicals are used for the society transport and distributing of goods. Private transport system is very low because more private lorry ownety are runing at a cheper rate than our society other problem faced with this society is runing of lorries to Colombo and other parts to collect our goods empty is one fact of high costs of transport although this department is runing at a loss most of our vehicals are at $\text{Rs}1/=$ book value when as the orginal is in exess.

(9) Tailory Departtment.

At the begining we had two section in this department namely

(4)

.. 102

Gents and Ladies department. We had to close down the gents tailors department because it was running at a loss. Even to day the ladies tailors department is running on very small loss we have decided to keep it open in the idea of providing employment as well as service to the public.

(10) General Report.

In supporting the above activities the progress report of our society from 1971 to 1981 is tabled below.

PROGRESS REPORT.

year	MEMBER SHIP	SHARE CAPITAL	NO. OF CONSUMER	RETAIL OUTLETS
1971	3522	36843	110565	29
1972	4668	39286	107150	33
1973	4385	39759	108665	42
1974	4973	41233	112610	51
1975	6391	44195	108605	51
1976	7956	45761	106095	51
1977	8709	49942	109964	53
1978	9019	53385	111964	56
1979	9263	56518	113095	56
1980	9446	61378	125500	55
1981	9737	64484	135000	54

	AUTHORISED DEALERS	EMPLOYEES	WOMEN COMMITIES	MOTOR VEHICLES
1971	34	188	-	05
1972	33	213	-	09
1973	35	243	-	10
1974	34	338	-	09
1975	31	397	-	09
1976	31	372	-	10
1977	31	373	34	11
1978	32	365	34	12
1979	32	339	34	11
1980	32	315	34	13
1981	32	314	34	10

	TURNOVER	GROSS PROFITS	NETT PROFITS	FIXED ASSETS	INVESMENT
1976	15713230	568388	294955	773831	97364
1977	16926896	592657	221855	829431	194139
1978	22330927	481755	(287229)	818476	225446
1979	30606163	999791	636063	750846	241580
1975	32785900	904902	370164	772195	364687
1976	31869243	755422	228220	860522	385432
1977	40762425	1268454	601115	866127	411537
1978	63375981	1344183	689943	1176526	803963
1979	94937161	1608629	1118683	1181045	1196698
1980	96545206	1191812	784977	1370448	1693720
1981	104018918	1003797	245488	1203633	1969940

KANDY MULTIPURPOSE COOPERATIVE SOCIETY
A Cooperative with a difference.

The pictureque town of Kandy, situated 120 Km from Colombo and at a height of 1500 feet above sea level is different in more than one way from other cities of the island. It is beautiful, neat with bracing climate is throng^{ed} by thousands of tourists both Sri Lankans and foreigners practically every day of the year. It is multi faculty university, botanical garden^{and} of course the temple of tooth relic and the proposed Mahaweli diversion Project are all well known.

But strangely enough it is not commonly known to people that a multi purpose Cooperative society is serving the One hundred thousand people of Kandy for the past ten years. with a sprit of delication^{and} quality of service of which any Cooperative society anywhere would well have been proud.

The Kandy Cooperative society in deed passes the test of a successful Cooperative with distinction. From a membership of 3522 in 1971 it has almost tripled its membership to 9737 by 1981. The share capital has almost doubled^{from} Rs.36843 to 64484 for the same period, This reflects the Cooperative character of the society. In commercial sense the society of Kandy improved it's turnover from Rs.15713220 in 1971 to Rs.104018918 in 1981, reflecting a gross profit of Rs.568388 and Rs.1003797 respectively.

Significantly the progress the fixed assets and investements of the Kandy MPC Society from 1971 to 1981 is reflected by the figures Rs. 773831 and 97364 to Rs. 1203633 and Rs. 1969940. respectively. One does not fo ten come accross such unusual in a normal commercial organisation but when viewed in the perspective of Cooperative organizations which have to function under a number of constrains and limitation, they do look quike remarkable.

The Kandy Cooperative society is rendering a very useful service to consumer of the hill capital in their realm of supplying building materials, which include cement, iron sanitary items ect., According to Mr. D.E. Pathirana Chairman of the society all this material is sold at society's two shops which meets 60% of the town requirements in these items at fair prices which are fixed by the government.

Another important section is the supply of consumer goods like rice, flour, sugar etc., The society also renders useful service in rural banking, supply of motor spare parts, petroleum products and a transport service.

Kandy MPC Society is also making a notable contribution in the socio-cultural life of the hill resort. In organising mobile eating shops for the convenience of the citizen during Perahara festival celebration for 10 days in August every year.

On first Saturday July each year, society organises public functions, sports rallies and distributes attractive prizes and trophies to participants to celebrate the Cooperative day. This serves as a tourist attraction too.

According to the chairman their procedure for bank loans is very simple which have been utilized by many consumers and members for house building, house repairs, cattle/dairy farming as well as for specialized medical treatment, loans are also dispensed for buying school books for the children. As the Chairman rightly put all the activities of Kandy Mpc Society is undertaken with a service spirit and benefit to the General public. For a society which promotes building activity in the area. It is but logical that it should be housed in its own building. "We can't squander people's money in rent" says its chairman with a air of pride.

- 3 -

It is quite understandable that the society might have to incur some financial losses in the commercial sense in some of the services rendered by the society but in the long run they are destined to earn the Kandy MPC society the good will and greatfulness of the people of the area which in itself will be a reward and compensation worth having.

Report of Group 2.

Mr. Parminder Singh
Mr. W.G.U.I De Silva
Mr. A. B. Somaratne,
Mr. Shaikh Abdul Halim
Mr. Prem Shanker Misra
Mr. Remesh Prasad Sah
Mr. Muhammed Asghar Shaikh
Miss. K.M.M. De Silva.

4. Since Cooperative is a mass movement and the number of Co-operative Journals are limited, the group felt that the number of Cooperative Journals should be increased, preferably each District Level Cooperative should have a Journal of its own in local language.
5. To achieve this objective the Journals should reach the grass root level and it was felt that these should be published in languages of the people for whom they are meant in easy form so that even the semi-illeterate people also can follow.
6. The Co-operative Journals, to play an effective role in achieving the above objectives, must have professionally trained and competent editorial staff and other necessary supporting staff. They should also be given freedom and facilities for improving the Journals.
7. The Group felt that Co-operative Journals can become much more effective if they are improved in quality, in respect of printing, paper and have imaginative layout, pleasing cover design and success stories of the achievements of the individual Co-operative Societies.
8. The Group was of the opinion that Journals must highlight factually correct achievements and activities so that the people will have faith in them. This will earn the Journal credibility among the readers.
9. Co-operative personnel at different levels should be motivated to enroll more subscribers for Co-operative Journals so that the overall readership will increase, which will help to enhance awareness and the image of the movement among the masses.

GROUP I

Topic No: I - The role of Cooperative Journals in image building
of the Cooperative Movement.

The Group Consisted of

1. Mr.P.Singh
2. Mr.W.G.U.I. de Silva
3. Mr.M.C. Joshi
4. Mr.A.S.Negi
5. Miss.K.M.M. de Silva
6. Mr.Nimal Dissanayake
7. Mr.H.T.M. Jayawardena
8. Mr.R.P.Sah

The Group elected Mr.P.Singh as Chairman and Mr.W.G.U.I. de Silva as Secretary. The Group discussed the above topic at length and following is its Report.

1. The Group came to the conclusion that Cooperative Journals do have an important role to play in the image building of the Cooperative Movement.
2. No organization can, however, have a good image howsoever it may try through publicity media alone if there are basic defects or lacuna in its products and services or glaring inefficiency or other maladies afflict it.
3. The Journals can achieve this objective of building of image by highlighting the success of the Cooperative Institutions, their products and services to the community.

10. The Group was also of the view that though Cooperative Journals can play a vital role in image building, exploiting the other media of communication viz. Radio, TV, Films, Folk lore etc. for the purpose will achieve the objective of image building for Co-operative much more effectively and rapidly.

Topic No. 2 - Ways of creating and sustaining reader-appeal in Cooperative Journals.

This topic was thoroughly discussed by the Group and the following is its Report.

The Group is of the opinion that the Co-operative Journals can create and sustain the reader-appeal by:

1. Improving the quality of printing, layout, format and the printing paper of the Journal.
2. More readable materials should be included for increasing popular reader-appeal.
3. Special and regular features for women, childcare, hygiene, folk lore, agriculture, horticulture, animal care, fisheries etc. will enhance the reader-appeal of the Journals. Among different sectors of Cooperators.
4. Inclusive of major national and international events and editorial comments on them should form a regular feature.

- 5. Human - interest features like short stories, poems, interviews with successful Co-operators and farmers, and cartoons can enhance the reader appeal.
- 6. Factual reporting and editorial freedom among other things, for constructive criticism must be extended to the editorial staff.
- 7. Frequency of Journals should be increased to preferably fortnightly and at least monthly.
- 8. A regular column of "Letters to the Editor" will have an additional reader appeal and will also serve as a good source of feedback for the Editor and management of the Co-operative Society.

@@@@@@@@@@@@@@@@

GROUP II

Subject: Ways of creating and sustaining reader-appeal in a
Cooperative Journal.

Chairman : Miss. Asoka Munasinghe - Sri Lanka

Reporter : Mr. P. Rudrappa - India

Members :

1. Prem Shanker Misra
2. Mr. Jayaram Raghoji Desai
3. Mr. A. E. Somaratne
4. Mr. M. D. Fernando
5. Mr. H. P. Nepal
6. Mr. V. K. Kohli

The group felt that by and large the Cooperative Journals in the developing countries have not been able to rise up to expectations in creating and sustaining the reader-appeal. Unless the Cooperative Journals overcome this lacuna and take corrective measures, Journals would lose whatever little readership they have at present. The Group viewed with concern the education standard of its readers. In some countries the literacy is below the average and therefore the task is more difficult and perhaps the Journals in such areas have to make special efforts. Creativity in any form is a continuous process and therefore the group felt that there was no room for disappointment.

The group felt that the Journals in the Cooperative Movement should have perspective idea about the needs of their readers, the taste, likes and dislikes and try to cater to them satisfactorily. In this connection the group recommended that,

1. As the literary percentage play an important role in sustaining the reader-appeal, the journals should make efforts on educating the masses providing them basic education and later on make them to read what they are expected to.
2. Journals should have attractive layout keeping in mind the taste of the reader, age group of the reader, special interest of the reader and understanding capacity of the reader.
3. Credibility among the readers is a must and therefore the journals have a high credibility make within its readers giving them factual versions without any distortion.
4. Journals are required to study the human tendency and have to publish constructive criticism and give its readers both the faces of the movement as a matter of self introspection.
5. Maintaining quality of the journal, brevity, language, style, level etc. to the task of a reader are the points to be in mind while sustaining reader-appeal.
6. Journals should aim at projecting the present trend of the society.
7. Cooperative Journals have to try to compete with national and regional Press in giving the fitting reply to the criticisms levelled against the Cooperative Movement.
8. It is an urgent need to impress upon the concerned to put the professional and trained personnel at the helm of affairs of the Journal.

9. Journal should have a ~~xxxx~~ reaction oriented feed back for the readers. They must conduct periodical readership survey and as well as changed desires, needs and likes and dislikes of the readers.
10. Journals should avoid as far as possible giving undue publicity and importance to political views, political parties and personalities.
11. Punctuality in publishing and putting the Journals in to the hands of the reader is a must.
12. Journals are public, puzzles, competitions, pictorial, cartoons etc. to sustain the reader-appeal.

The Group strongly recommends that the Cooperative Journals should study the minds of the readers while publishing a Journal as the Coop. Journals have to play a dual role viz. catering to the needs of those involved in the movement and also attending is to be told all those outside the movement, have to supply news & views to ~~xxxx~~ other own readers and give a fitting reply to criticism, they have to sustain the interest of its readers as well balance economic aspect of the publication.

These Journalist of the Cooperative Journals, the group suggests, ponder over these prints and try to create a-and sustain the reader-appeal.

Subject: Image building of the Cooperative Movement - Role of Journals

Cooperative journals have a onerous responsibility in image building of the Cooperative Movement as the movement cannot expect if from other press which has naturally a biased ideas to meet their own ends. Cooperative Journals have to project the brighter image of the movement not only to its members but also to the general public.

At the outset the members and the public are to be made aware about the principles and practices of the movement. Basic knowledge is to be imparted about the movement even before trying to build the image. Here the Coop Journals have to play an effective role by making the people aware of the divine of the movement and its usefulness.

Here are the recommendations made by the group in image building.

1. The Journals should try to build their own images front and may try to build the image of their institution, their people and ultimately the entire movement. Necessary equipment, personnel and other facilities are to be provided by the management. Management has to have proper attention to this asset.
2. Journalist should have a thorough knowledge about the movement and about their task.
3. Journals should aim at making people understand the services rendered by the movement and available for public at present and also the service target of the movement well in advance.

4. Journals shall try to give tasteful information to the public to allay the fears in their minds about any biased ideas about the movement and also to alleviate the criticism by others.
5. The reporting should be an impretion based on facts and should be any example to Management, employees and ordinary members.
6. The Journals should prbvide information to the members or the public in a political way so as not to wouhd the feelings of the members or those interested in the movement ofcourse without hiding any thing cause.
7. There should be a National, State policy on the publication of a Journal and state and National Level organisation havd to publish journals and region wise, district wise Journals are to be discouraged as they dont have necessary finance or personnel to run the journal and may harm the interest of the Cooperative Movement.
8. The Editorial staff and the Management shall see that the journal is published intime and distributed properly intime so that the reader will get a copy as scheduled.
9. The publication must be on a viable basis and a commercial proposition to have sufficient strength to build the image.
10. Journals have to study the trend of the reader often and protect the image to suite the taste of the reader with simple language and other techniques.

As it has been mentioned above image building is a primary objective of a Cooperative Journal and therefore journals have to make all efforts in image building not only in the intent of member but the entire movement it self.

(7)

MAJOR PROBLEMS FACED IN THE FIELD OF PRESS & PUBLICITY

Chairman: Miss. Ashoka Munasinghe

Secretary: Mr. P. Rudrappa

Cooperative Journals face many problems both internal and external. They can be grouped as under.

I. Internal Problems

- 1) Finance
- 2) Expertise
- 3) Attitude

External Problems

- 1) Adverse Publicity by the Press
- 2) Inadequate Advertisements and readership
- 3) Assure of necessary feed back

Finance: Finance is the greatest abstacle in the growth of Cooperative Journals. The Journals are not self sufficient and not even meeting the cost of its publication let alone earning any profit out of it. Proper allocations are not being made in the budget of the Publishing Institutions for Publication works.

- 1) The Management has to allocate adequate funds for publishing work.
- 2) Subscription rates may be raised to the extent of meeting atleast the production cost.
- 3) Advertisements may be accepted and invited from Government, Cooperatives and also from commercial firms whose advertisements will not wound the interests of Cooperatives and violate the cooperative Principles.

Expertise: The National business and promotional organisations in cooperation with ICA and other bodies shall organise training programmes for the existing staff and further while recruting only professionals with expertise should be appointed. Training centres may also be started in each country.

The Kandy Cooperative society is rendering a very useful service to consumer of the hill capital in their realm of supplying building materials, which include cement, iron sanitary items ect., According to Mr. D.E. Pathirana Chairman of the society all this material is sold at society's two shops which meets 60% of the town requirements in these items at fair prices which are fixed by the government.

Another important section is the supply of consumer goods like rice, flour, sugar etc., The society also renders useful service in rural banking, supply of motor spare parts, petroleum products and a transport service.

Kandy MPC Society is also making a notable contribution in the socio-cultural life of the hill resort. In organising mobile eating shops for the convenience of the citizen during Perahara festival celebration for 10 days in August, every year.

On first Saturday July each year, society organises public functions, sports rallies and distributes attractive prizes and trophies to participants to celebrate the Cooperative day. This serves as a tourist attraction too.

According to the chairman their procedure for bank loans is very simple which have been utilized by many consumers and members for house building, house repairs, cattle/dairy farming as well as for specialized medical treatment, loans are also dispensed for buying school books for the children. As the Chairman rightly put all the activities of Kandy MPC Society is undertaken with a service spirit and benefit to the General public. For a society which promotes building activity in the area. It is but logical that it should be housed in its own building. We can't squander people's money in rent "says its chairman with a air of pride.

It is quite understandable that the society might have to incur some financial losses in the commercial sense in some of the services rendered by the society but in the long run they are destined to earn the Kandy MPC society the good will and greatfulness of the people of the area which in itself will be a reward and compensation worth having.

Report of Group 2.

Mr. Parminder Singh
Mr. W.G.U.I De Silva
Mr. A. B. Somaratne,
Mr. Shaikh Abdul Halim
Mr. Prem Shanker Misra
Mr. Remesh Prasad Sah
Mr. Muhammed Asghar Shaikh
Miss. K.M.M. De Silva.