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REPORT ON COOPERATIVE PRESS
& PUBLICITY CONFERENCE,
NEW DELHI

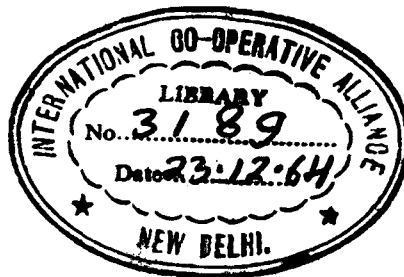
23RD OCT.-2ND NOV.
1961

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CONFERENCE
on
COOPERATIVE PRESS AND PUBLICITY

6, Canning Road, New Delhi-1, 23rd October to 2nd November, 1961.



33H:659(5)(063)
ICA

INTERNATIONAL COOPERATIVE ALLIANCE

11, Upper Grosvenor Street,
London W.1.
(England)

Regional Office & Education Centre,
6, Canning Road, New Delhi 1.
(India).

ICA Education Centre,
6, Canning Road,
New Delhi, India.

Report on
Cooperative Press and Publicity Conference
New Delhi, October 23 - November 2, 1961.

The presentation on the following pages is a digest of the proceedings of a conference on Cooperative Press and Publicity organized by the ICA Education Centre from October 23rd to November 2nd, 1961. The conference was held in New Delhi and was attended by 24 cooperators from Burma, Ceylon, India, Japan, Malaya, Nepal, Pakistan and Singapore. The majority of the participants were actively concerned with questions related to press and publicity work in their respective movements. The programme of the conference and the names of lecturers and participants appear in Appendix I.

Introduction

Like all popular movements, the Cooperative Movement must develop effective media for communicating its ideas and programmes to the members and non-members in order to influence their attitudes toward the Movement and enhance their knowledge of its working.

Cooperative Movements all over the world therefore regard press and publicity work as a subject of major importance. In some instances, cooperative press and publicity have emerged as leaders in the field of journalism and book-publishing. Thus, in several European countries, the Cooperative Movements maintain press organs with a very wide circulation and publishing houses whose activities extend far beyond the publication of strictly cooperative material. In some of these countries, the Cooperative Movement has also become known as a leading publisher of fiction and literature for youth and children. All these activities, however, are undertaken because in different ways, they express the Cooperative idea and the programme of the Cooperative Movement and are powerful instruments in shaping public opinion towards the Cooperative Movement.

In most of the developing Cooperative Movements of South-East Asia, press and publicity work has not received nearly the same degree of attention. With the exception of Japan, none of the Movements have been able to organize press and publicity activities which reach the broad layers of their own membership, and even less, the population as a whole. For the most part, the publicity work which

is undertaken is chiefly the responsibility of the departments of the Governments concerned with the development of Cooperation. The lack of own sources of finance and of trained personnel and the consequent dependence of many of the Movements on Government assistance in various forms at least partly explain why cooperative publicity is still by and large neglected. The absence of strong Cooperative Unions might be another reason, but, on the other hand, cooperative press and publicity must certainly be regarded as one of the means by which a strengthening of such cooperative bodies can be achieved.

It must be added, however, that the need for developing effective press and publicity organs is being increasingly recognized in the Region. Evidence of this is to be found in the growing number of cooperative journals and in the increasing use that is being made of different forms of communication aids, especially audio-visuals. In many parts of the Region, efforts are also being made to make better use of the daily press and the radio to spread the cooperative idea.

The attempts to establish a strong cooperative press and other forms of publicity in the Region have to be made in the face of many obstacles which are extraneous to the Movement itself. Chief among these is certainly the very low literacy level in many of the South-East Asian countries, as a result of which it is often necessary to rely upon communication media which do not presuppose the ability of the audience to read and write.

The "audiences" of Cooperative Publicity.

As already mentioned, cooperative publicity activities aim at communicating cooperative ideas and programmes to the members of the Movement, interpreting them in such a fashion that the active interest and loyalty of the members will be sustained. Cooperative publicity is also designed to create favourable attitudes amongst the general public towards the Movement in order to increase its membership and to establish a social climate favourable to the growth of the Movement.

Even a cursory examination will reveal that cooperative publicity if it is to be effective, must be produced with a view to satisfying people and groups of people with widely differing degrees of interest in the Cooperative Movement. Two major audiences to which cooperative publicity is directed have already been indicated, i.e., the membership of the Movement, and the general public. Even within the membership itself, however, people differ greatly as regards their interest in the Movement and their knowledge of its activities. In developing a cooperative publicity programme this must be taken into account. The membership at large cannot be expected to take as specialized an interest or to participate as actively as those relatively few who are willing to serve the Movement as members of managing committees and elected office-bearers of societies. These varying "interest-levels" must be reflected in the press and publicity organs of the

Movement. To this should be added that for its own efficient functioning the Cooperative Movement needs to develop communication channels through which it can impart the knowledge and training required by the lay leaders of cooperative societies.

Translated into an actual programme of cooperative publicity, the existence of varying "interest-levels" necessitate a high degree of content differentiation in the publicity organs of the Cooperative Movement. This is also being done in many of the strong Cooperative Movements. Separate press organs serve the membership as a whole, elected officials, employees and so on. Even if such a degree of specialization is difficult to achieve in the circumstances under which most of the South-East Asian Cooperative Movements now function, much more can certainly be done to ensure that the journals published contain interesting and readable material for as many categories of audiences as possible. X

In spite of the fact that a diversification of the contents is desirable, there must of course always be a great deal of similarity between the different organs, in terms of their general approach to cooperative publicity. Whatever the audience, cooperative publicity must always be built on a foundation of factual and honest material concerning the Movement's activities and the problems with which it is faced.

It might be pointed out, in this context, that the Cooperative Movements in the planned economies of the developing countries sometimes face special problems. In almost all these countries, the Movement relies, in varying degrees, on assistance and support from the Government. The long-term objective is naturally for the Cooperative Movement to grow increasingly self-sufficient and independent. It is only when such independence is achieved that the Movement's potential as a democratic voluntary organization can be realized. To find ways and means of serving this long-term objective is an obvious requirement of the publicity work undertaken by Movements in the Region. In comparison with the publicity work done in cooperatively advanced countries, it is likely that the developing Movements will concentrate more on the principles, ideas and potentialities of the Movement; in the well-established Movements it is inevitable that specialized technical and economic aspects of the Movement's working assume greater importance.

When effectively presented, cooperative publicity can be one of the most vital means of basic cooperative education for the large cooperative membership in developing countries.

A Programme of Cooperative Journalism

Based on the overall objectives of cooperative publicity mentioned above, it is possible to frame a programme of journalism which can serve as a guide-line for developing editorial policies.

of cooperative periodicals and other press organs. The following list, although by no means complete, indicates in broad terms the type of contents to which the cooperative press might aspire. Cooperative press organs should:

voice the aspirations of the Movement;

publicize the working of the agencies of cooperative societies;

debate the Movement's problems and serve as a clearing house for disseminating cooperative ideas and information;

serve as the cultural avant guard of the Movement and be its voice in the general, cultural and social debate of the country; and

be the vehicle for constructive criticism within the Movement.

Although, as already stated, most of the Cooperative Movements of South-East Asia may find it difficult to develop a differentiated programme of cooperative publicity with separate journals for various audiences, it may still be worth while to discuss briefly the different emphases in editorial policies which are desirable in order to direct publicity activities effectively to the various groups of readers.

As regards publicity for the membership at large, the aim is of course to develop the loyalty of the members to their cooperative societies and to interest as many of them as possible in supporting the Movement actively. It is an elementary requirement that such publicity should satisfactorily explain to the members their rights and duties. The contents must be based on factual information, and the members should also be given the views held by the Movement's opponents. The answers of the Movement to outside criticism must be presented in unequivocal and easily understandable terms.

Cooperation however, is not merely a system of economic enterprise. It is also, and equally importantly, a social and cultural movement. The editors of member journals have, therefore, a responsibility which goes beyond the mere presentation of cooperative facts and figures, however attractively they may be able to do this. The member journals are also the vehicles by which the Movement seeks to raise the cultural awareness of its members.

Publicity material intended for elected functionaries of cooperative societies should of course be more thorough and detailed.

Presumably, the elected functionaries possess at least a minimum of knowledge of cooperative principles and practices. In publicity organs intended for them, one should find a thorough debate of the problems facing the Movement, and the solutions which it intends to adopt. It is the task of these organs to provide material which will make the functionaries increasingly able to handle their responsibilities efficiently.

In trying to reach the general public, publicity workers must be conscious of the need for attractive and convincing presentations of the work programme and the achievements of the Movement. Frank and open discussions of cooperative activities should be carried on in easily understandable terms. Factual information about the Movement and its place in the overall economic life of the country should be presented so as to attract new members and give the general public a positive impression of the useful role played by the Cooperative Movement. Naturally, the editors of such journals must be prepared and able to meet squarely whatever opposition and criticism the Movement encounters from outside sources.

Here it should again be emphasized that it is only when the Cooperative Movement is in a position to face its own problems and decide upon its course without having to lean on outside bodies for support that its activities in the field of publicity can be developed so as to serve the best interests of the Movement. There is, therefore, in most of the South-East Asian countries an urgent need for members to lend increased support to the publicity efforts of the Cooperative Movements. More subscribers need to be enlisted, and cooperative trading organizations to be persuaded to utilize the cooperative press organs more extensively for advertising purposes. In order to render the contents of the various cooperative journals more up-to-date, it is also necessary that the cooperative organizations furnish them regularly with contributions by experts on various cooperative issues.

To this might be added that the cooperative press will always have to compete with a variety of other papers, magazines, and journals catering to the same readers. The cooperative press must be given sufficient financial support to afford a level of presentation which is at least as attractive as that of its competitors. Cooperative organizations, which are in a position to offer such support to the cooperative press, must be made to realize the important role the cooperative journals can play in the former's own growth; it is perhaps especially important to make them aware of the constant need for constructive self-criticism for which the cooperative press is certainly one of the most vital media.

Cooperative Book-Publishing

There is wide scope for further development of cooperative book-publishing within the Cooperative Movements of the Region. In comparison with the activities of the advanced Movements, the efforts made in the Region have been sporadic and scattered. Again with the exception of Japan, there is little evidence of systematic efforts to establish cooperative book-publishing on a large scale.

This lack is especially felt as regards text books to be used in the training and education programmes of the Cooperative Movements in South-East Asia. Although the Movements themselves are in the best position to develop suitable teaching material for their own purposes, the majority of text books published and used emanate from various outside agencies. One reason for this is probably that the remunerations paid to writers of text books on Cooperation are not very attractive.

A special problem in this connection is the great diversity of languages in many of the South-East Asian countries. Purposeful efforts are needed to find solutions which would overcome both the financial difficulty and the linguistic problem.

It is one of the important tasks facing the National Cooperative Unions (and, in the larger countries of the Region, the State and Regional Cooperative Unions) to establish agencies representing various interests in the Movement for the production of suitable text books. Such text books should of course attempt to meet the specific requirements for the various categories of personnel and members to be trained by the Movement. Adequate text books for lower grades of employees are particularly lacking. In view of the fact that training and education to ensure the growth of leadership within the Movement is one of the most urgent needs, concerted efforts to find the necessary finance for this purpose must be made. Since, for quite some time to come, the Movements will remain, in varying degree, dependent upon Government financial assistance, this is perhaps one of the areas where such assistance can be most effectively applied.

It will of course take time before the Cooperative Movements of South-East Asia are ready to embark upon more extensive programmes of book-publishing, involving publication also of other than purely cooperative literature. However, the possibility of collaborating more closely with established cooperative book publishing houses operated by the advanced Cooperative Movements might at least enable the South-East Asian Movements to engage themselves to some extent in translation and adaptation of suitable cooperative books from foreign languages.

The following might be mentioned as areas to which the Cooperative Movements might direct their attention when attempting

to build up their book-publishing activities :

1. literature on cooperative principles and practices and on specialised cooperative subjects.
2. text-books and other educational literature for the training and education of all types of employees in the Movement.
3. material on technical subjects or problems facing the Movement (cooperative methods offarming, sales promotion, marketing, problems of retail distribution etc.)
4. literature of special interest to women and young people.
5. modern and classical fiction to meet the literary needs of the membership.

Cooperative Publicity through Outside Channels :

A corollary to the publicity work done through the Movement's own organs is the cooperative material given out by outside channels such as the daily press, the radio, and films. All of these media are being approached by the Cooperative Movements in many countries although in varying degree and with varying success. They are of special importance for the developing Movements, whose own efforts in the field of press and publicity are still not carried out on a sufficiently large scale for the reasons mentioned above.

As regards the daily press, it is necessary for the Movements to develop more active interest in serving the papers with up-to-date news and factual material concerning their activities. It is probably true to say that the often deplored indifference of the general press toward the Cooperative Movement is at least partly due to the lack of activity on the part of the Movement itself in making available useful and attractive publicity material. Cooperative workers must also increasingly apply themselves to writing articles on cooperative subjects. Although vested interests of the press some times oppose giving publicity to the efforts of the Movement, this is likely to be less of a problem in many of the South East Asian countries, where the Cooperative Movement, at least in theory, enjoys support from very wide segments of the population. Where obstacles of this kind do exist, it is necessary to make determined efforts to develop better and closer relations with the press. In this connection, local and district newspapers are not the least important organs since they are always in search of news of local importance.

As in the case of the Movement's own journals, greater interest is needed on the part of the various national cooperative organizations in making cooperative expertise available to cooperative periodicals. It is also likely that more can be done to enlist the services of eminent writers on Cooperation, whose contributions can be made available by the Movement to the general press.

It goes without saying that the problem of low literacy, already mentioned, impairs the usefulness of the press as a medium for cooperative publicity in the developing countries. By the same token, however, the press reaches a select category of people in those countries and it has therefore a greatly significant role to play in the formation of articulate public opinion.

With regard to the utilization of the radio, much remains to be done by the Cooperative Unions in the Region. Attempts should be made to prepare and present suitable material for programmes on Cooperation of such a quality as to make radio authorities in the different countries more inclined to allot time to the Cooperative Movement. If scripts for radio dramas and features are attractively produced, the radio can undoubtedly become one of the most powerful media through which the Cooperative idea and the activities of the Cooperative Movements can be publicized. It is necessary for National and State Cooperative Unions to intensify their efforts in this direction, not least because of the fact that the radio is one medium of communication which overcomes the very serious obstacle of illiteracy.

This advantage the radio shares with films, which are of course another exceedingly useful publicity medium. By and large, however, extensive production of films is not within the present means of the National and State Cooperative Unions in the South-East Asian Region. Film production is very expensive and demands the services of highly qualified professional people. Therefore, in spite of the fact that films are most certainly recognized in the Region as a very effective and useful means for cooperative education and publicity, they are still not utilized to the extent desirable. A consequence of the heavy expenses involved and the high level of skill demanded is also that often the films produced suffer from too obvious a lack of quality. There appears, however, to be wide scope for closer collaboration between the Cooperative Movements and Government publicity and film-producing units. In most of the countries, Government undertakes, on an extensive basis, the production of documentary films on a variety of subjects relating to economical and social developments. Wherever possible the National Cooperative Unions should attempt to develop relations with such Government production agencies in order to meet the need for effective film propaganda.

In this connection, the production of other visual aids to communication might be mentioned, Increasing use is now being made

of such means as film strips, slides, flannel-graphs, magnet boards, etc. These visual aids have a great scope for development and contrary to films, they can be produced quite inexpensively. Undoubtedly, many of the Cooperative Unions of the Region can engage in a programme for developing such visual aids on a large scale, and do so within the resources now available to them, especially since these aids have the additional advantage of requiring quite simple and inexpensive arrangements for utilization in the field. In some of the Movements of the Region, plans are now being made for taking up a systematic programme of developing visual aids; thus in the case of India, the National Cooperative Union of India is going to establish a studio for the production of visual aids.

Advertising and Public Relations

The need and scope for cooperative advertising and public relations have already been touched upon in the foregoing pages, while discussing the ways in which the Cooperative Movement can establish closer relations for instance with the press, the radio, Government film units, and so on. The object of cooperative public relation activities is of course to create a favourable social climate in which the Cooperative Movement can continue to grow and develop. The distinction between public relations and advertising is not always easy to draw in the Cooperative Movement. Cooperative advertising has two objectives. Firstly, it is to help sell the Cooperative products, but, in addition, it is undertaken as a means of "selling" the Cooperative idea. This latter function is closely akin to the Movement's public relation work; in fact, idea advertising is often a necessary part of effective public relation campaign.

Advertising has grown to occupy a very significant place in modern society. It cannot be eliminated from economies with, at least in principle, freedom of consumers' choice and continually changing consumption needs and patterns of production. Most Cooperative Movements function in economies of this type. They have to operate in competition with other forms of enterprises, while at the same time maintaining their own principles and objectives. As a result, the Cooperative Movement accepts advertising both as an instrument in its competitive struggle and as a means of transmitting factual information of its activities to the public at large.

Advertising is of particular significance for Consumer Cooperative Movements whose role is to provide their members with quality goods at the lowest possible prices. In the Consumer Cooperative Movements, advertising has naturally to be guided by

by the consumers' need for accurate information which can help them plan their purchases in the most advantageous manner. The borderline between advertising for sales and informative consumer guidance is therefore fluid and the difference between them is, at least in principle, relatively insignificant. It must, however, be remembered that the objective of advertising is always to sell a product or an idea, whereas, in the case of consumer information, the object might at times be exactly the opposite, i.e. to dissuade the consumer from buying a particular product.

In the case of developing countries there is a need for informative and effective advertising of the cooperative idea. In doing so, care must be taken to emphasize the practical achievements of the Movement, since they alone can effectively convince the public of the benefits which can be gained from supporting the Cooperative Movement. The "sales arguments" used will to some extent differ from country to country, depending upon the direction in which the Cooperative Movement is going, and should be so worded as to bring out the particular aspects which are characteristic of each Movement. Basically, however, the core of Cooperative advertising is the same for all Cooperative Movements functioning in accordance with the Rochdale Principles. Thus, Consumer Cooperatives all over the world base their advertising policies on similar arguments, although the emphasis may differ. Whereas in a developing country the emphasis may be on accurate weights and measures and other aspects of honest service, the advanced Cooperative Movements may lay greater stress on the range of goods offered, the appointment of their shops, and their competitive strength.

It has been said from time to time that the Cooperative Movement has no need for advertising. It would be better to use the money spent on advertising, on price reductions, improvement of quality etc. and the loyalty of members towards their own enterprises should make it a superfluous measure to utilize instruments of competition common amongst other forms of enterprises.

On closer scrutiny this view becomes untenable. Although it may be possible to count on the loyalty of some of the members without resorting to advertising as a means of persuasion, this is certainly not always the case. In its efforts to serve the interests of the members, the Movement must be at least as efficient as its competitors are. To achieve this objective the Movement must utilize all the different competitive instruments which are compatible with Cooperative principles. Advertising is one such instrument provided it leads to a growing utilization of the services offered by the Movement and does not increase the price which the members have to pay for them. This is not to say that advertising is always justified or that it never involves waste of money. There are certainly very strong reasons why the Cooperative Movement should keep careful watch over its expenditures for advertising and attempt to ascertain to what extent they are justifiable.

The first requirement of a public relations programme is of course that it should aid in the building up of loyalty to the Movement amongst members and employees. Employees must be made to realize their responsibility toward the members and the members must be made aware of the various ways in which their own active support is needed to strengthen their Cooperative Societies.

The outside organizations and groups with which the Movement has to establish relations may of course differ from country to country. The following might, however, be mentioned as examples of organized groups whose support of the Movement is invaluable, both because they encompass large memberships and because their own programmes of work are close to the ideas and aspirations of the Cooperative Movement itself:

- i) The Trade Union Movement, like the Cooperative Movement, is organized in order to achieve an improvement in the standard of living of its members. The similarity of purpose is of course particularly close between consumer cooperatives and trade unions. The two complement each other, the Trade Union Movement working, as it were, on the income side and the Consumer Cooperative Movement on the expenditure side. Many Cooperative Movements have established joint advisory bodies with trade unions, and have evolved common education and propaganda programmes. For the promotion of consumer cooperation, cooperative housing, urban cooperative credit, and cooperative insurance, the support of the Trade Union Movement is of the utmost importance.
- ii) In the developing economies of South-East Asia, the Cooperative Movements have a special interest in keeping in close contact with organizations of farmers and fishermen. The better the relationship with such organizations the greater the chances of a rapid membership growth for the Cooperative Movements active in the field of agricultural and fishery Cooperatives.
- iii) The interest of Women's and Students' organizations in the activities of the Cooperative Movement should be strongly encouraged. Thus, the imagination of women must be captured, if the growth of the Consumer Cooperative Movement is to be ensured.

Many of the members of the Students' organizations will eventually attain positions of influence and leadership in society once their study period is over. To enlist their interest in Cooperation is therefore ~~is~~ an obvious task for the Cooperative Movement. This is especially true in countries where, the Cooperative Movement lacks ~~able leadership~~ leadership.

- iv) As already mentioned, the Cooperative Movement needs to influence policies of Government with a view to facilitate the growth of Cooperation. Goodwill amongst Parliamentarians and Government administrators must therefore be built up.

Cooperative Press and Publicity is a vast subject covering many different ways and means of communicating the Cooperative idea and the achievements of the Cooperative Movement to members and outsiders. This report is of course not in any way a complete treatment of the subject. It is hoped, however, that this summary presentation of the deliberations of the Conference will help to arouse more active interest among the Cooperative Movements of the South-East Asian Region in developing effective and extensive publicity programmes.

Encl: Programme
List of Delegates
List of Speakers.

ICA EDUCATION CENTRE,
6, CANNING ROAD,
NEW DELHI (INDIA).

Conference on Cooperative Press and Publicity

(October 23 - November 2, 1961)

October 23, 1961.

A.M. 11.00 Opening of the Conference
11.30-12.30 Introductions
ICA Regional Office & Education Centre
Object, Scope and Programme of the Conference.

Lunch break

P.M. 2.30 - 5.30 Subject I: Present position of Cooperative
 publicity in South-East Asian
 countries - Plenary discussion

October 24, 1961

Subject II: Cooperative Publicity:

- (a) Need, aims and scope;
- (b) Special features; and
- (c) Relationship between Cooperative
publicity and Cooperative education.

A.M. 9.30-10.30 "Cooperative Publicity - Need, Aims, etc."
 Introduced by: Mr. Bertil Mathsson,
ICA Education Centre.

10.30-11.30 Plenary discussion

11.45-12.30 Group discussions on Subject II.

Lunch break.

P.M. 2.30- 5.30 Group discussions continued, and Plenary
discussion on group reports.

October 25, 1961. Subject III: Press & Publicity Activities

A.M. 9.30-10.30 "Cooperative Journalism"
 Introduced by: Mr. Bertil Mathsson,
ICA Education Centre.

10.30-11.30 "Cooperative Book Publishing and Other Literature"
 Introduced by: Professor M.R. Palande,
Maharashtra State Cooperative Union.

11.45-12.30 Plenary discussion

Lunch break.

October 25, 1961 (contd)

- P.M. 2.30- 3.30 "Utilization of channels external to the Movement, such as radio, daily newspapers, etc."
Introduced by: Mr. H.J.D'Penha,
Information & Public Relations Division,
Ministry of Community Development and
Cooperation,
Government of India.
- 3.30- 5.30 Plenary discussion and beginning of
group discussions on press and
publicity activities.

October 26, 1961

- A.M. 9.30-12.30 Group discussions on press and publicity
activities (continued).

Lunch break

- P.M. 2.30- 4.30 Plenary discussion on group reports.

October 27, 1961

Subject IV: Cooperative Advertising

- A.M. 9.30-10.30 "Need for Cooperative Advertising"
Introduced by: Mrs. Sina Kaul,
Indian Cooperative Union

- 10.30-11.30 "Special Features of Cooperative Advertising"
(Cooperative idea and products).
Introduced by: Mr. Bertil Mathsson,
ICA Education Centre

- 11.45-12.30 Plenary discussion

Lunch break

- P.M. 2.30- 3.30 Plenary discussion (continued)

- 3.30- 4.30 "Sales Promotion in the Cooperative Movement
(displays, lay-outs, etc)".
Introduced by: Mrs. Prem Bery,
Indian Cooperative Union

- 4.45- 5.30 Plenary discussion

October 28, 1961

- A.M. 9.30-11.15 Group discussions on Cooperative Advertising.

October 28, 1961 (contd)

Subject V: Public Relations of the
Cooperative Movement

A.M. 11.30-12.30

"Internal Public Relations (with members,
staff, other affiliates, etc)".
Introduced by: Mr. Riazuddin Ahmed,
West Pakistan Cooperative Union.

Lunch break

P.M. 2.30- 3.30

Plenary discussion on group reports on
Cooperative Advertising

Subject V (continued)

3.30- 4.30

"External Cooperative Public Relations
(with other voluntary bodies, Government
agencies and the general public)".

4.45- 5.30

Plenary discussion

October 29, 1961

P.M. 3.30- 5.00

Demonstration of Publicity Material

October 30, 1961

A.M. 9.30-12.30

Group discussions and Plenary discussion on
reports on Subject V.

Lunch break

Subject VI: Audio-Visual Aids in
Publicity Work.

P.M. 2.30- 3.30

"Cooperative Films"

Introduced by:
Mr. R. Blake,

3.30- 4.30

"Other Audio-Visual Aids"

} Communication Media
} Division,
} Technical Coopera-
} tive Mission of
} the U.S.A.

4.45- 5.30

Plenary discussion

5.30- 6.15

Film show.

October 31, 1961.

A.M. 9.30 - 11.30 Panel discussion on audio-visual techniques and material (production, distribution agencies, etc)
(Participants)

11.45 - 12.30 - "Cooperative Journalism in India (with special reference to financing and training)", by Mr. G.M. Laud, "The Financial Express", Bombay.

Subject VII: Finance and Personnel for Cooperative Publicity

P.M. 2.30 - 3.30 "Financing Cooperative Publicity"
Introduced by: Mr. Masao Sugata, "IE-NO-HIKARI" Association, Japan.

3.30 - 4.30 "Publicity Personnel and Training"

4.45 - 5.30 Plenary discussion

November 1, 1961

A.M. 9.30 - 1.230 Group discussion on Subject VII and Plenary discussion on reports.

Lunch break

P.M. 2.30 - 3.30 "Coordination of Publicity Activities for the Movement as a whole"
Introduced by: Mr. Bertil Mathsson
ICA Education Centre.

3.30 - 4.30 Contribution of the ICA Regional Office and Education Centre.

4.45 - 5.30 Plenary discussion

November 2, 1961.

A.M. 9.30 - 12.30 Final plenary

Lunch break

P.M. 2.00 Conference evaluation

Close of the conference.

ICA Education Centre,
6 Canning Road,
New Delhi.1 India.

Conference on Cooperative Press & Publicity
New Delhi, October 23rd - November 2nd, 1961.

List of Delegates

- BURMA:
1. Daw Aye Kyaing,
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 2. U Than Tin,
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Society Ltd.,
384 Maha Bandoola Street,
Rangoon.
 3. U Hla Pe,
Member, Executive Committee, NCC,
Yamethin District Cooperative
Wholesale Society,
Yamethin.
- CEYLON:
4. Mr. S. Sangakkar,
Assistant Commissioner,
Department of Cooperative Development,
"Echelon Square",
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 5. Mr. D. A. P. Kahawita,
c/o Cooperative Federation of Ceylon
"Cooperative House",
455 Galle Road,
Colombo.
- JAPAN:
6. Mr. Masao Sugata,
Executive Director,
The "IE-NO-HIKARI" Association,
11, Funakawara-cho,
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Tokyo.

JAPAN (contd) 7. Mr. Kinichi Katsube,
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Shiba Tamuracho,
Tokyo. Japan.

INDIA 8. Mr. K.N. Mathur,
Deputy Director (Training),
Government of India,
Ministry of Community Development & Cooperation,
Krishi Bhavan,
New Delhi. India.

9. Mr. A. Sarkar,
Deputy Director (Coordination),
Government of India,
Ministry of Community Development and
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Krishi Bhavan,
New Delhi. India.

10. Mr. C.D. Prasada Rao,
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11. Mr. Rajbanshi Sinha,
Member, Executive Committee,
National Cooperative Union of India,
Patna. India.

12. Mr. Ramdhan Sharma,
Member, Executive Committee,
National Cooperative Union of India,
Sonapat. India.

13. Mr. M.V. Madane,
Assistant Chief Executive Officer,
Maharashtra State Cooperative Union,
Bombay. India.

14. Mr. S. Srinivas, F.R.H.S.,
Director,
Mysore State Cooperative Union,
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MALAYA 15. Mr. Ahmad Hourmain bin Dato Haji Mohamed Esah,
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21. Mr. Imaul Huq
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22. Mr. N. Balakrishnan
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23. Mr. Mohd Yuni bin Awi
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Conference on Cooperative Press & Publicity
New Delhi, October 23rd - November 2nd, 1961.

List of Speakers

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2. Professor M.R. Palande,
Maharashtra State Cooperative Union,
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3. Mr. H.J. D'Penha,
Information & Public Relations Division,
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Panchayati Raj and Cooperation,
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4. Mrs. Sina Kaul,
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5. Mrs. Prem Bery,
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6. Mr. Riazuddin Ahmed,
President,
West Pakistan Cooperative Union,
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7. Mr. R. Blake,
Technical Cooperation Mission of the U.S.A.,
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8. Mr. G.M. Laud,
"The Financial Express",
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9. Mr. Masao Sugata,
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