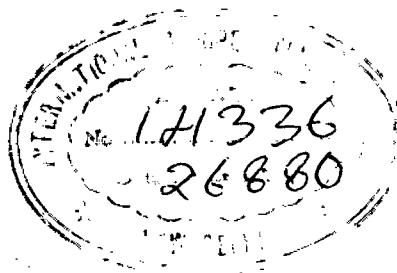


FIRST MEETING OF THE ICA REGIONAL WORKING PARTY ON COOPERATIVE
PRESS FOR S-E ASIA, MALAYSIA : 27TH TO 30TH MAY 1980.

C O N T E N T S

	<u>Page No.</u>
1. Programme	1
2. List of participants	5
<u>Present position of coop press & Publicity in the region</u>	
3. Indonesia	9
4. Japan	12
5. Rep.ofKorea (NACF)	29
6. Rep.of Korea (NFFC)	67
7. Malaysia (CUM)	91
8. Malaysia(ANGKASA)	84
9. Malaysia (MCIS)	91
10. Singapore	95
11. Sri Lanka	99
12. Thailand	103
<u>Lecture papers</u>	
13. Communication in Urban Cooperatives by Mr. Abu Bakar Othman	109
14. Communication in the Malaysian Agricultural Cooperatives by Mr. Roslan Abdul Razak	113
15. Communication in Cooperatives through Journalistic Medium by Mr. C.M. Rajan	130

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FIRST MEETING ON THE
ICA REGIONAL WORKING PARTY
ON CO-OPERATIVE PRESS FOR SOUTH-EAST ASIA.
PETALING JAYA, MALAYSIA
27TH MAY – 30TH MAY, 1980

Organised by:

*Co-operative Union Of Malaysia Ltd.,
&
ICA Regional Office & Education Centre
New Delhi, India.*

2

**FIRST MEETING OF THE
ICA REGIONAL WORKING PARTY
ON CO-OPERATIVE PRESS FOR SOUTH-EAST ASIA
PETALING JAYA (MALAYSIA)
27TH MAY TO 30TH MAY, 1980**

Programme

27th May, 1980 (Tues.)

- | | |
|-------------------------|--|
| 10.00 a.m. — 11.00 a.m. | Inauguration
Address by Mr. Lionel Gunawardana
Joint Director (P & PR)
Address by Mr. R.B. Rajaguru,
ICA Regional Director for S.E. Asia
Address by Y.B. Dato' N.A. Kularajah,
DPMT, AMN, PJK, President of CUM Ltd. |
| 11.00 a.m. — 11.30 a.m. | Group Photograph/Tea Break |
| 11.30 a.m. — 12.30 p.m. | Introduction of participants and
presentation of background papers. |
| 12.30 p.m. — 2.00 p.m. | Lunch Break |
| 2.00 p.m. — 4.30 p.m. | Presentation of background papers (contd.) |
| 7.30 p.m. | Dinner hosted by MCIS Ltd. |

28th May, 1980 (Wed.)

- | | |
|------------------------|--|
| 9.00 a.m. — 12.30 p.m. | Discussion on ICA Regional Bulletin —
its improvement. (A summary of readers'
views collected through a survey will be
presented to form a basis for this discussion)
(Tea Break : 10.30 a.m. — 10.45 a.m.). |
| 2.00 p.m. — 3.30 p.m. | Talk on "COMPILATION OF A
CO-OPERATIVE NEWSPAPER" by
Mr. Aage Buchert and discussion. |
| 3.30 p.m. — 4.00 p.m. | Tea Break |
| 4.00 p.m. — 5.30 p.m. | Talk on "COMMUNICATION IN URBAN
CO-OPERATIVES" by Mr. Abu Bakar Othman,
Executive Secretary, CUM and discussion. |
| 7.30 p.m. | Dinner hosted by CCB Ltd. |

29th May, 1980 (Thurs.)

- | | |
|-------------------------|---|
| 9.00 a.m. — 10.00 a.m. | STUDY VISIT
MCIS Publication Department |
| 10.30 a.m. — 11.30 a.m. | Malaysian Coop. Printing Press Society Ltd. |
| 12.00 p.m. — 1.00 p.m. | Coop. Book Shop of University of Malaya. |
| 1.00 p.m. — 2.30 p.m. | Lunch Break hosted by
Coop. Book Shop of University of Malaya. |
| 2.30 p.m. — 3.30 p.m. | ANGKASA Publication Department.
Free. |

30th May, 1980 (Fri.)

- | | |
|-------------------------|--|
| 8.30 a.m. — 9.30 a.m. | Talk on "COMMUNICATION IN
AGRICULTURAL CO-OPERATIVES" by
Mr. Roslan Abd. Razak |
| 9.30 a.m. — 10.30 a.m. | Talk on "COMMUNICATION IN
CO-OPERATIVES — THROUGH
JOURNALISTIC MEDIUM" by Mr. C.M. Rajan |
| 10.30 a.m. — 11.00 a.m. | Tea Break |
| 11.00 a.m. — 12.00 p.m. | Closing Session |

31st May, 1980 (Sat.)

Departure of Participants

The Venue of the Inauguration will be the Training Room, Wisma MCIS, Jalan Barat, Petaling Jaya and the Working Party Meeting at the MCIS Board Room.

LIST OF PARTICIPANTS

3

Bangladesh

Mr. A.K.M. Zahirul Haque
Mr. Liaquat Ali

India

Mr. M.L. Sharma
Mr. C.M. Rajan
Mr. K.D. Tripathi
Mr. C.P. Shukla

Indonesia

Mr. Djabaruddin

Japan

Mr. S. Ichikawa

Republic of Korea

Mr. Byung Joon Suh
Mr. Choong Ki Ahn

Malaysia

Mr. Ahmad Hourmain b. Dato Esah
Mr. Abdul Aziz b. Hj. Mohd. Nor
Mr. K.R. Somasundram
Mr. A. Aziz H. Ibrahim

Philippines

Mr. Rafael Cecicio

Singapore

Mr. Teo Cheng Peow
Mr. R.T. Xavier

Thailand

Miss Ampai Luangpirom

Resource Persons

Mr. Aage Buchert
Dr. J.H. Ollman
Mr. Roslan Abd. Razak
Mr. Abu Bakar Othman
Mr. R.B. Rajaguru
Mr. Lionel Gunawardana
Mr. A.H. Ganesan
Mr. K. Sethumadhavan

Observer

Mr. Razaby Marap

Sm. L. L.

MISS - J. J. Xavier

MEMBERS OF THE ORGANISING COMMITTEE

Chairman

Encik Ahmad Hourmain b. Dato Esah, PPT, PJK

Members

Encik Abu Bakar b. Othman

Encik Abd. Aziz b. Hj. Mohd. Nor

Cik Ng Lian Soon

Encik Abdul Rahman b. Harun

FIRST MEETING OF THE ICA REGIONAL WORKING PARTY ON COOPERATIVE PRESS FOR SOUTH-EAST ASIA, PETALING JAYA (MALAYSIA), 27TH TO 30TH MAY 1980

LIST OF PARTICIPANTS

BANGLADESH

- 1. Mr. A.K.M. Zahirul Haque
Chief Executive Officer
Bangladesh Jatiya Samabaya Union
9/D, Motijheel Commercial Area
Dacca.
- 2. Mr. Liaquat Ali
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Bangladesh Jatiya Samabaya Union
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INDIA

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8. Mr. S. Ichikawa
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 Tokyo.

REP. OF KOREA

9. Mr. Byung Joon Suh
 Senior Researcher
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11. Mr. A. Aziz h. Ibrahim
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14. Mr. K.R. Somasundram
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 C/o. Mr. Anthony G. Martin
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17. Mr. R.T. Xavier
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Post Box 366
Singapore.
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19. Mr. Razaby Marap
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- RESOURCE PERSONS
20. Dr. J.H. Ollman
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21. Mr. Aage Buchert
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22. Mr. Roslan ABD. Razak
Training Officer
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Pati Surat 1005
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COB 64111

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ICA Regional Office & Education Centre for S-E Asia,
'Bonow House', 43 Friends Colony, New Delhi-65, India.

24. Mr. R.B. Rajaguru
Regional Director
25. Mr. Lionel Gunawardana - Secretary
Joint Director (P&PR)
26. Mr. A.H. Ganesan
Publications Officer
27. Mr. K. Sethumadhavan
P.S to Joint Director (P&PR)

sm.
14.5.1980

I. INTRODUCTION.

1. Navy Cooperatives (KOPAL) is vertically organized at three levels :
 - a. Primary level (called Primkopal) located at residential complex or working unit. There are 93 primary societies throughout Indonesia with total individual members of approximately 70.000.
 - b. Secondary level (called Puskopal) located at each naval base. There are 8 secondary levels, namely Puskopal Daeral-1 (centralized in Medan), Puskopal Daeral-2 (Tanjung Pinang), Puskopal Daeral-3 (Jakarta), Puskopal Daeral-4 (Surabaya), Puskopal Daeral-6 (Menado), Puskopal Daeral-7 (Ujung Pandang), Puskopal Daeral-9 (Ambon), Puskopal Daeral-10 (Jayapura).
 - c. Apex organization/national level (called Inkopal) situated in Jakarta.

As prescribed by Kopal By laws. the objectives of Kopal is to elevate the living standard of its members through a close cooperative under the spirit of mutual help among them. To attain these objectives Inkopal and its member cooperatives conduct wide range of business activities either member education activities as well.

2. Regarding with the efforts to develop cooperative activities, Kopal faces some problems, among other things cover :
 - a. Organization/management :
 - overlapping in some functional implementation organization;
 - b. Economic aspect :
 - lack of capital;
 - stiff competition from private trade;
 - lack of expertise;
 - c. Ideological aspect :
 - lack of cooperative awareness among members;
 - lack of motivation;
3. Based on above mentioned problems, the activities of Inkopal in the field of education is to improve the cooperative awareness and motivation through member education, publication of magazine ("Kopal") and books on cooperatives etc. The department being in charge of editing and publishing periodicals and other publication is Organization and Education Department. This department is led by one of members of Board of Directors.

II. THE ACTIVITIES OF ORGANIZATION AND EDUCATION DEPARTMENT.

1. The activities related with the press and publicity are as follows :
 - a. Publication of "KOPAL" magazine.

This magazine has a monthly circulations of 3.000 copies and

delivered to Boards of Directors and Auditors of Secondary levels and primary societies. The other cooperative organization, Government and non government institutions involved in cooperative activities are also distributed.

The contents of "Kopal" magazine includes: editorial, articles on cooperative knowledge, news on activities of secondary and primary level, interviews with people involved in cooperative movement, articles on overseas coop. movement, family activities, anecdote/humor, shortstory etc. To improve the skill of editors and correspondents of "Kopal" next June will be a course on journalism and fotography. / held

The publication of "Kopal" partly financed by apex organization and partly by secondary organization (Puskopal).

b. Publication of Books on Cooperatives.

The books on cooperative published by Inkopal are as follows :

- "The Basic Knowledge of Cooperative";
- "The Basic knowledge of Cooperative Bussiness";
- "The Cooperative Manager";

Most of the books (printed 1.000 copies for each title) are delivered to secondary and primary levels.

c. Participation in seminar/workshop.

Inkopal also involved in the conduct of some seminars/workshops carried out by Indonesia Cooperative Council (Dekopin), especially that related with cooperative press and publicity:

1). Workshop on Teaching Aids for Member and Prospective Member

This workshop was held in Jakarta from 21st to 31st. May, 1979. The workshop organized by Dekopin in collaboration with Indonesian Human Resources Foundation (YTKI) discussed : the role of teaching aids in member education, the use of teaching aids and the production of journals and publicity materials. These discussions followed by practical work assignment on production of slides, posters and journals.

2). Workshop on Cooperative Press and Publicity.

This workshop was held in Jakarta from 21st to 28th March 1980 discussed on the implementation of the publication of periodicals and other materials. The workshop was organized by Dekopin in collaboration with YTKI and Indonesian Journalist Association (PWI). Twenty editors of cooperative magazines involved in the discussion on:

- The role of press and publicity in the coop. development;
- The tehcnical and artistic aspect of publications;
- The role of radio and television in coop. development;

The workshop has recommended to Dekopin to take some steps in order to improve the copp. press and publicity, among other things through :

- Collaboration with Indonesia Journalist Association in

conduct of the courses on journalism and fotography;

- Collaboration with Directorate General Cooperative in publishing magazine;

2. The other activities of Organization and Education Departement are as follows :

- a. To conduct member education. This year member education was held in Jakarta from 15th to 28th January 1980. 30 member of Board of Directors and Auditors of Secondary levels took part in education.
- b. To operate library. The library has collected not only diversified books related with coop. mevement, economy and government policies, but also books on history, culture, leterature etc.

III. CONCLUSION.

1. Press and publicity play important role in developing Navy Cooperative (Kopal);
2. Some efforts has been carried out to materialize the experiences and conclusion adopted by "Regional Workshop on Cooperative Press and Publicity in South-East Asia" held in Tokyo from 6th to 28th September 1978.

DJABARUDDIN DJOHAN
Editor of Kopal Magazine

COOPERATIVE PUBLICITY ACTIVITIES IN JAPAN

Index

- I. Introduction
 - II. Publicity Activities of Primary Societies
 - III. Publicity Activities at Prefectural Level
 - IV. Publicity Activities at National Level
-

Appendix

Agricultural Cooperative Movement in Japan

May, 1980

Prepared by Mr. Shunjiro Ichikawa
Manager
Publicity Department

The Central Union of Agricultural Cooperatives
(CUAC)

I. INTRODUCTION

Publicity activities of agricultural cooperatives in Japan has two aims and purposes. One is, namely, inter-organizational publicity activities for the memberships of agricultural cooperatives and the other is outer-organizational publicity activities for consumers and the citizens. The former is, therefore, aiming at development of communication between cooperatives and their members and the latter is to deepen the understandings of peoples on agricultural cooperative movement as well as agriculture in Japan.

(1) Inter-organizational publicity activities

1. How promptly and accurately to convey the informations to memberships on the problems confronting Japanese farmers and trend of general situation surrounding the Japanese agriculture and agricultural cooperatives as well as trend of members' oppinions as widely as possible throughout Japan is the very aim of this activities.

2. In order to fulfill above-mentioned purposes, agricultural cooperative in all stages like primary, prefectural and national are making use of not only their own production media but also other media like TV and radio, etc.

At primary level, cooperative bulletin and wire-broadcasting are main methods of such communication. The number of agricultural cooperative which publish their cooperative bulletins has increased year by year and quality of such cooperative bulletins has been developed, too. However, the number of cooperative which is utilizing wire-broadcasting communication has been decreased mainly due to diffusion of public telephone communication services. Recently, cooperatives which produce their movies and slides has been increasing in number.

At prefectural level, prefectural unions and federations publish their own bulletins for their member primary cooperatives and make use of TV and radio services in the area as one of the methods of their publicity activities.

At national level, the central union and other national federations are conducting almost similar activities to prefectural level. They publish their cooperative bulletins respectively for member organizations and besides these activities they utilize TV and radio services by sponsering the special programmes.

At the national level, special federations are organized to promote cooperative publicity activities, one is The National Press and Information Federation of Agricultural Cooperatives and the other is 'IE-NO-HIKARI'

(Monthly house magazines) Association. More detail informations on both organizations will be mentioned later.

(2) Outer-organizational publicity activities

At primary level, primary agricultural cooperatives are publishing their cooperative bulletins for the residents in cooperative territories and these activities are very much contributing to deepening the understanding of peoples on agricultural cooperative movement in general. In addition to bulletins, they are promoting communication between co-operatives and residents by holding variety of events like agricultural festivals.

At prefectural and national level, function of outer-organizational publicity activities is centered on the Central Union of Agricultural Cooperatives, which is conducting such activities like below;

1. Proposal of TV programme for NHK (National Broadcasting station)
2. Distribution of PR magazines of cooperative movement to opinion leaders
3. Production and distribution of pamphlets on introduction of agricultural cooperative movement and its businesses
4. Advertisement in commercial newspapers and offers of news resources for papers and TV companies

II. PUBLICITY ACTIVITIES OF PRIMARY SOCIETIES

(1) Cooperative Bulletins for membership

1. Publication of cooperative bulletins

The number of Agricultural primary cooperatives which publish their own cooperative bulletins is 2,504 and 55% of total number of multi-purpose agricultural cooperative throughout Japan according to the results of survey conducted by the Central Union of Agricultural Cooperatives (CUAC). Out of 2,504 coops, 24% of publishing cooperatives publish monthly and the cooperative bulletins of the remains cooperatives are of every other month or quarterly.

The format of such cooperatives bulletins is a newspaper - tabloid type (4 - 8p) or magazine-type (8 - 16p)

2. Publicity Activities by number of regular member household (reference)

Next two tables indicate the present situation of publicity activities of primary society.

(from the results of survey in 1977)

Table 1. Publication of bulletins (1)

Number of regular member household		Actual numbers (%)			
		Number of responding cooperatives	Publishing cooperatives	Non-publishing cooperatives	Unclear (No answer)
Total		3,686	2,205 (59.8)	1,451 (39.4)	30 (0.8)
-	499	1,073	346 (32.2)	711 (66.3)	16 (1.5)
500 -	999	1,009	547 (54.2)	455 (45.1)	7 (0.7)
1,000 -	1,999	814	622 (76.4)	187 (23.0)	5 (0.6)
2,000 -	2,999	342	313 (91.5)	29 (8.5)	-
3,000 -	4,999	236	235 (99.6)	1 (0.4)	-
5,000 -	9,999	61	61(100.0)	-	-
10,000 -		6	5 (83.3)	1 (16.7)	-
Unclear (No answer)		145	76 (52.4)	67 (46.2)	2 (1.4)

Note: for percentages, the numbers of responding cooperatives is taken as 100.

Table 2. Annual publication frequency of bulletins

Annual frequency	Number of publishing cooperatives	Number of regular member household											Unclear (No answer)
		1 - 3	4 - 5	6	7 - 11	12	13 - 18	19 - 23	24 -				
Total	2,205 (100.0)	399 (18.1)	394 (17.9)	311 (14.1)	230 (10.4)	639 (29.0)	104 (4.7)	5 (0.2)	14 (0.6)	109 (4.9)			
- 499	346	83 (24.0)	64 (18.5)	43 (12.4)	37 (10.7)	78 (22.5)	10 (2.9)	1 (0.3)	7 (2.0)	23 (6.6)			
500 - 999	547	133 (24.3)	129 (23.6)	81 (14.8)	49 (9.0)	107 (19.6)	12 (2.2)	-	3 (0.5)	33 (6.0)			
1,000 - 1,999	622	107 (17.2)	118 (19.0)	110 (17.7)	59 (9.5)	172 (27.7)	23 (3.7)	1 (0.2)	-	32 (5.1)			
2,000 - 2,999	313	43 (13.7)	41 (13.1)	39 (12.5)	33 (10.5)	123 (39.3)	19 (6.1)	-	1 (0.3)	14 (4.5)			
3,000 - 4,999	235	12 (5.1)	23 (9.8)	28 (11.9)	36 (15.3)	109 (46.4)	22 (9.4)	2 (0.9)	2 (0.9)	1 (0.4)			
5,000 - 9,999	61	2 (3.3)	4 (6.6)	3 (4.9)	7 (11.5)	29 (47.5)	13 (21.3)	1 (1.6)	1 (1.6)	1 (1.6)			
10,000	5	1 (20.0)	1 (20.0)	-	-	2 (40.0)	1 (20.0)	-	-	-			
Unclear (No answer)	76	18 (23.7)	14 (18.4)	7 (9.2)	9 (11.8)	19 (25.0)	4 (5.3)	-	-	5 (6.6)			

Note: Figures are as of fiscal 1976.
For percentages, the numbers of publishing cooperatives by size is taken as 100.

(2) Situation of Wire-broadcasting System

1. As of March, 1978, the situation of wire-broadcasting systems is as follows;

- Number of facilities 914
 out of which 660 are owned by primary
 agricultural cooperatives
- Number of households
 covered by this system 1,865,000
 out of which 1,256,000 are members of
 agricultural cooperatives

2. Utilization of wire broadcasting (telephone) facilities (as of 1977)
... (reference)

- (1) Programs produced by the cooperatives themselves are broadcast on average three times a day by 37.1% of the cooperatives, two times a day by 18.9%, less than once a day by 17%, 4 or 5 times a day by 8.9%, once a day by 7.8% and six times or more a day by 2.3%.
- (2) These cooperative-produced programs are broadcast, daily, an average of less than 20 minutes by 52.8%, from 20 to less than 30 minutes by 15.2%, from 30 to less than 60 minutes by 16.2%, from 60 to less than 120 minutes by 6.1% and for 120 minutes or more by 0.5%, so only 6.6% broadcast for 60 minutes or more.

III. PUBLICITY ACTIVITIES AT PREFECTURAL LEVEL

1. Communication Activities within the Movement

i) Publishing of Bulletin

In almost of prefectures, bulletins or other type of journals are published. And a single type of information bulletin for member primary societies has been published jointly by prefectural union and prefectural federations in 38 prefectures.

The information bulletins published jointly by prefectural union and federations are mostly monthly ones, while business federations of agricultural cooperatives at prefectural level are providing their member organizations by themselves mainly with information materials as 'a flash board' or 'a rapid report'. And there are such prefectures as Hokkaido, Kanagawa, and Ishikawa in which weekly (or every-ten day) bulletins are issued by the prefectural union while monthly ones are by the prefectural federations of agricultural cooperatives.

ii) Training and Guidance Activities for Member Primary Societies

Various types of guidance activities in the field of publicity are being done in 42 prefectures as follows;

- Training course for staffs in charge of publicity activities at primary societies 26 pref.
- Seminars on publication of cooperative bulletin 24 pref.
- Seminars on wire-broadcasting system 6 pref.

Furthermore, following guidance activities are also promoted in many prefectures;

- Guidance on publishing and editing of cooperative bulletin for members 20 pref.
- Cooperative bulletin (or 'house journal') contest 19 pref.
- Guidance on wire-broadcasting 5 pref.

iii) Other activities

Activities of providing member farmers with informations are being done also through the "Prefectural Page" of the Japanese Agricultural Newspaper, which is published by the National Press and Information Federation of Agricultural Cooperatives. The "Prefectural Page" is produced by the prefectural unions. And youth organizations and women's associations of primary societies are guided to utilize monthly magazines, published by the Ie-No-Hikari Publishing Association, for their study activities.

2. Publicity Activities for the General People

i) Measures for mass communication

In the measures for mass communication, which are carried on by prefectural organizations, emphasis is placed on how to raise the image of the general people for agriculture and agricultural cooperatives as well as on how to increase consumption of rice and other farm products. As the window for mass communication measures, a press club has been set up in almost prefectures, in which the press meeting is regularly held.

- Press club 28 pref.
- Regular press meeting 40 pref.
- Organizing observation visits to places concerned for journalist and pressmen 7 pref.
- Offering of news on special campaigns, etc. 24 pref.
- Advertising in the newspapers 36 pref.

ii) Utilization of TV and Radio Network

a) Cooperation with NHK (Japan Broadcasting Corp.)

22 Prefectural Unions of Agricultural Cooperatives have been keeping contact with NHK in connection with broadcasting activities through TV and radio. Regular meetings are held between Prefectural Unions and NHK in such prefectures as Hokkaido, Aomori, and Miyazaki. In Tochigi and Shiga Prefectures they are organizing a meeting in the name of 'publicity committee'. In most prefectures, materials for programmes are provided through the press club by prefectural unions. Prefectural unions in such as Saitama, Chiba, Hiroshima, Kagawa, and Kochi can propose NHK to hold a liaison meeting when it is necessary, with a view to providing NHK with sources for programmes.

b) Cooperation with private broadcasting companies

People's interests have been raised in accordance with appearance of UHF (ultrahigh frequency) TV stations. Utilizations of those channels are also actively promoted. Especially in Kanagawa prefecture, the programme named in 'Steps to the Green' is produced and broadcasted by its prefectural union through the 'TV Kanagawa' (UHF). 'Camera Report-Green Chiba' is also done by the Chiba Prefectural Union. High level of contents of these programmes are now attracting public attention.

The number of prefectural unions providing private broadcasting companies with programmes including 'spots' is as follows;

TV	32 prefectures
Radio	20 prefectures

iii) Measures for increasing consumptions of farm products

In 38 prefectures publicity activities for increasing consumptions of agricultural commodities are conducted in various ways such as follows;

- Agricultural festival or farm products fair in 8 pref.
- Exhibition and spot sales of farm products in 16 pref.
- Utilization of mass media such as TV in 12 pref.
- Activities for increasing rice consumption
through organizing a sampling party of fresh rice
..... in 14 pref.

Many prefectural unions and federations of agricultural cooperatives have been strengthening these measures in various ways. In some prefectures they request the mass communication to report above-mentioned activities, and in other prefectures commercial films are broadcasted

through TV appealing the public to increase their consumption of farm products such as orange juice.

IV. PUBLICITY ACTIVITIES AT NATIONAL LEVEL

(1) The Central Union of Agricultural Cooperatives (CUAC)

The methods utilized by CUAC in promoting publicity activities are as followed;

1. "Zen-chu Information" (weekly information service)
 Importants and selected articles concerning with agriculture and Agricultural Cooperatives are come out. The objects of distribution is member organizations of CUAC and concerned governmental agencies. Circulation: 2,000 weekly.
2. "Agri" (quarterly magazine)
 Aims of publication of "Agri" is to establish favorable public opinions for agricultural cooperatives as well as the problem of Agriculture and foods.
 "Agri" is distributed directly to opinions leaders like journalists, writers and information media etc.
 Circulation: 5,000 quarterly.
3. "Agricultural Cooperative" (Monthly and charged magazine)
 Articles are to be selected as to be contributed and helped for officials and staffs of the Agri-cooperatives to study an agricultural cooperative movements. Circulation: 12,000 monthly
4. "Zen-chu News" (English) - Quarterly
 "Zen-chu News" is published to introduce on the matters concerned with Agricultural Cooperative movements as well as tendency of Japanese Agriculture for readers in foreign countries.
 The object of distribution is member organizations of ICA, other international organizations related to Agriculture, foreign embassy in Japan, and foreign press clubs in Tokyo. Circulation: 500
5. Pamphlet "Your life and Agricultural Cooperatives" - (yearly)
 Introduction on Agricultural Cooperatives for consumers, especially who live in urban area. Circulation: 30,000 yearly
6. Commercial Films for TV ... (twice a year with charge)
 - 30 seconds, colour -
 CUAC produces this commercial films for TV and is utilized by prefectural unions or federations as they sponser TV programmes.
7. "Agricultural Cooperative Yearbook" (yearly with charge)
 Activities of Agricultural Cooperatives in a year are recorded

(2) National Press and Information Federation of Agricultural Cooperatives

The National Press and Information Federation of Agricultural Cooperatives was established in 1948, which succeeded printing of the newspaper which had been done by the National Agricultural Association during the war time.

The newspaper 'Japan Agriculture Paper' had been issued by this Federation on every-two day basis until 1957. However, the area of daily basis distribution has been expanding year by year and in April 1978 the Federation attained the purpose of distributing the paper on daily basis (no issue on Sunday) through out the country.

This paper has now a circulation of 378,000 copies, and expansion of its subscribers has been promoted to get the target of 500,000 copies.

The "Japan Agriculture Paper" is expressing views so as to protect the interests of agricultural cooperatives and their members as well as dealing with matters relating to agricultural policy, the economy in general, farm management, techniques, and home life, etc. It also plays a role of promoting communication between societies and their members.

'Green Life', sister paper of the Japan Agriculture Paper, is monthly issued (four pages, tabloid), which is utilized by agricultural cooperative societies locating in urban areas as its information material especially for non-farmer members. (71,000 copies)

'Midori' (Green) is issued for consumers living in big cities such as Tokyo and Osaka (monthly, four pages, tabloid), 700 thousand copies of which are distributed free of charge to them with inserted in private papers.

'Agr. Coop. Publicity News' is also issued monthly with a circulation of 1,300 copies, which is providing secretariats of 'house journal' or 'cooperative bulletin' publication with current news, information materials, news comments, etc. Seminars and workshops on how to produce 'cooperative bulletin' are also organized by the Federation with a view to raising the technical level of staffs of primary cooperatives who are in charge of these publications.

(3) Ie-No-Hikari Publishing Association

i) 'Ie-No-Hikari' (monthly house magazine, a circulation: 1.2 million)
(Light of Home)

The then Central Cooperative Union (now, the Central Union of

Agricultural Cooperatives) founded in 1925 the 'Ie-No-Hikari' for the purpose of deepening members' understanding of cooperative principles, raising their cultural level, contributing to the sound development of rural cultures, and providing members with healthy amusements. Since 1944, it has been published by the Association.

- ii) 'Chijo' (on the Land) (monthly general magazine, a circulation of 83,000 copies)

It was founded in 1947, when rural areas had been still corrupt or degenerate just after the war, with a view to being 'a companion' of rural youth who were expected to be in charge of constructing ideal rural communities. It is to discuss with rural leaders, board members and employees of agricultural cooperatives on matters relating to agriculture, cooperatives, and rural culture, etc. Its subscribers are considered to be 'opinion leaders' in rural areas.

- iii) 'Kodomo-No-Hikari' for members' children (Light for Children) (monthly, a circulation of 95,000 copies)

In 1964, it was founded to cultivate intention of cooperation of children in rural areas, who will be expected to be members of societies, bring about their generous sentiments and pride of their locality. Readers of this magazine are pupils of primary schools older than 10 years.

- iv) Planning and production of TV programmes

The Association is now carrying on activities of planning and production of TV programmes for agricultural development, consumption increases of farm products, and development of rural cultures. In this year, programmes of 'Asu-No-Daichi-Ni' (Lands for the Tomorrow) and 'Sawayaka-San' (Miss Fresh) are being broadcasted respectively through 22 and 33 local TV networks.

- v) Other activities

Various kinds of gatherings are organized at primary and prefectural level in connection with the Association and cooperative businesses as follows;

- Ie-No-Hikari Conference
- Kodomo-No-Hikari Conference
- Seminar on keeping household account
- Dancing class (dance to the music nominated by the Association)
- Reading circles (at primary level)

Agricultural Cooperative Movement
in Japan

I. INTRODUCTION

Japan consists of four main islands - Hokkaido, Honshu, Shikoku and Kyushu - in addition to a number of island chains. The archipelago, lying off the eastern coast of the Asian continent, stretches in an arc, 3,800 km long. It covers an area of about 370,000 square kilometers. The climate is generally mild and the four seasons are clearly distinct. Rainfall is abundant, ranging from 1,000 mm to 2,500 mm a year.

Owing to the country's mountainous topography, arable land is very limited and only about 15.1% of the total area represents agricultural land, of which paddy fields occupy 57%. The total cultivated land in 1978 was 5,494,000 hectares, which means an average landholding per farm household was 1.1 hectares.

Table 1: Land utilization in 1977

	1,000 hectares	%
Total area	37,760	100.0
Cultivated land	5,520	14.6
Grazing field	170	0.5
Forest	22,570	66.9
Housing, factory, road, river etc.	9,500	18.0

Table 2: Cultivated land

(Unit: 1,000 ha.)

	Paddy field	Upland field				Sub-Total	Total
		Vegetables	Orchards	Grazing			
1960	3,381	-	-	-	2,690	6,071	
1965	3,391	1,948.0	525.8	139.8	2,614	6,004	
1970	3,415	1,495.0	600.2	285.7	2,381	5,796	
1975	3,171	1,289.0	628.0	485.2	2,402	5,572	
1978	3,108	1,236.0	595.8	554.0	2,386	5,494	

Table 3: Number of farm households by sizes of land holdings (Unit: 1,000)

Hectares	1960	1965	1970	1975
Less than 0.5	2,275	2,096	2,030	1,995
0.5 - 1.0	1,907	1,762	1,619	1,436
1.0 - 1.5	1,002	945	874	727
1.5 - 2.0	404	407	407	349
2.0 - 3.0	201	214	244	236
Over 3.0	36	41	63	76
Total	5,823	5,466	5,236	4,819

Note: Hokkaido is not included.

Agricultural production in Japan may be said to be concentrated upon food products and in recent years production of fruits, vegetables and livestock products has been increasing, while the production of wheat, barley, soybean and potatoes has decreased drastically. Such divergent trends in agricultural production may be attributable to the selective expansion of production adjusted to changes in the structure of food consumption and to the unfavourable impact of agricultural imports from abroad when the demand for these products was continuing to grow. Reflecting these circumstances, Japan's self sufficiency rate of agricultural food products fell in aggregate index number from 90% in 1960 to 74% in 1975.

Table 4: Farm Household Economy (National average per household)

(Unit: ¥1,000)

	1960	1965	1970	1975	1977
Family members	5.72	5.32	4.88	4.57	4.52
Land holding (hectares)	0.98	1.03	1.09	1.13	1.15
Agri. fixed capital	327.5	599.8	1,174.2	1,511.3	1,880.7
Agricultural income (A)	225.2	365.2	508.0	1,146.0	1,172.9
Non-agri. income	184.3	395.6	885.2	2,268.4	2,811.6
Other receipts	39.5	74.3	198.7	546.3	686.6
Total household income (B)	449.0	835.1	1,591.9	3,960.7	4,671.1
Household expenses	368.4	654.5	1,225.2	2,650.0	3,211.6
Net saving	50.7	120.6	223.6	921.0	931.0
(A)/(B) %	50.2	43.7	31.8	28.9	25.1

Note: Household expenses do not include taxes.

II. ORIGIN AND GROWTH OF THE MOVEMENT

The modern cooperative movement in Japan started after 1900 when the Cooperative Society Law was enacted. This Law authorized the formation of four types of cooperatives: credit, marketing, purchasing and processing. A few years after that, the Central Cooperative Union was established, at which time its devoted leaders availed themselves of the establishment in inaugurating an energetic campaign to form cooperatives on a nationwide scale. In 1906, credit societies were authorized to perform the additional function of marketing business. Thus, the nucleus of the present-day type of the multi-purpose cooperative societies was formed.

With the outbreak of World II, cooperatives were re-organized into compulsory organization in order to meet the demands of a wartime controlled economy. Coupled with this, the policy of obligatory membership substantially altered the cooperative nature of the movement.

In 1947, the Agricultural Cooperative Society Law was promulgated with a view to sustaining and developing farm management and livelihood of owner-farmers who got their lands after the World War II by Land Reformation. The Law provided that agricultural cooperatives be managed on the cooperative principles.

Within about one year after the enactment of the Law, agricultural cooperatives and their federations were established on the city, town and village, and prefectural and national levels. However, some of them were plunged into financial difficulties only a few years after their establishment as a consequence of the economic turmoil and drastic shifts in the Government's economic policy during this period. In 1951, the Law for Rehabilitation and Consolidation of the Agricultural, Forestry and Fishery Cooperatives came into effect in order to help them overcome such difficulties. It provided for the rehabilitation of the sound financial status of cooperatives experiencing management difficulties. After this, federations also fell into management difficulties as a result of their financial deficits. For these reasons, the movement started rebuilding, supported by the Law for Promoting Consolidation of the Agricultural, Forestry and Fishery Cooperative Federations.

When the National Guidance Federation of Agricultural Cooperatives established after the World War II was reorganized into the present Central Union of Agricultural Cooperatives in 1954, agricultural cooperatives which had survived the chaotic age of the postwar economy

27

began their activities in a more integrated manner based on demands of the members' farm and livelihood improvement targets. They carried out the "Integrated Business Planning Campaign of Agricultural Cooperatives", which was then followed by the "Three-year Plan for Renovation and Expansion of Agricultural Cooperatives." In 1961, the Law of Amalgamation Assistance for Agricultural Cooperatives was enacted under which the merger of cooperatives was promoted. In 1967, the 11th National Congress of Agricultural Cooperatives adopted the Basic Agricultural Development Scheme to realize highly efficient and high-income earning agriculture. Based upon such a precept, efforts were made to create cooperative farming complexes.

III. ORGANIZATION OF AGRICULTURAL COOPERATIVES

1. Primary Agricultural Cooperative Societies

In Japan, the primary agricultural cooperative societies are organized on the city, town and village levels, with their memberships composed of farmers as regular members and non-agricultural inhabitants as associate members. At present, almost all the farm household is enrolled in it.

The primary agricultural cooperative societies can be classified into two categories: multi-purpose and single-purpose types. The former are engaged in the activities of marketing various agricultural products, inputs supply, credit, mutual-insurance, utilization, processing, etc., based on advisory service to members for their better farming and living comprehensively to meet all the necessities arising from their production and consumer lives. Such multiphased activities are geared to the realities of Japanese farmers who are engaged in mixed farming. The multi-purpose cooperatives form the main current in the Japanese agricultural cooperative movement.

Also, in certain specific sectors, such as fruits and vegetables, sericulture and livestock raising, there are single-purpose agricultural cooperatives which are organized to concentrate on the marketing of products from these sectors. Almost all of their members are concurrently members of multi-purpose agricultural cooperatives.

Table 5: Number of Agricultural Cooperatives (primary)

	1960/61	1965/66	1970/71	1975/76	1977/78
Multi-purpose agri. coops.	12,050	7,320	6,049	4,803	4,657
Single-purpose coops.					
Gen. service	973	538	437	251	243
Sericultural	6,293	4,294	2,557	1,590	1,355
Livestock	3,052	807	644	577	544
Dairy	-	764	715	676	659
Poultry	-	294	288	272	263
Grass land	-	1,141	1,023	901	905
Horticulture	679	676	571	578	571
Rural Indust.	597	496	334	248	243
Settlers'	4,789	4,438	3,484	615	524
Farm Broadcasting	-	183	169	129	120
Others	463	346	319	390	264
Sub-total	34,204	26,436	10,541	6,227	5,691
Grand Total	46,254	33,756	16,590	11,030	10,348

Table 6. Number of Multi-purpose Societies by Sizes of Regular Membership

	March 1975		March 1977	
	Number	%	Number	%
Less than 500 member households	1,746	35.3	1,593	34.3
500 - 999	1,504	30.4	1,356	29.1
1,000 - 1,999	1,016	20.5	994	21.4
2,000 - 2,999	372	7.5	391	8.4
3,000 - 4,999	246	5.0	249	5.4
More than 5,000 member households	68	1.4	65	1.4
Total	4,952	100.0	4,648	100.0

Present Position of Press and Publicity
of Agricultural Cooperatives in Korea

- May , 1980 -

National Agricultural Cooperative Federation
Seoul, Korea

CONTENTS

I. PRESENT POSITION OF PUBLICATION ACTIVITIES OF THE NACF	
1. Publication of Research Materials	1
2. Publication of Press and Journal	2
3. Publication of Education Materials	4
II. ORGANIZATION AND FUNCTION OF THE RESEARCH DEPARTMENT	
1. Organization	6
2. Function	7
3. Periodicals	12
III. ORGANIZATION AND FUNCTION OF THE FARMERS NEWSPAPER & PUBLICATION OFFICE	
1. Organization	17
2. Function	18
3. Major Activities	19

IV. PUBLIC RELATION AND CULTURAL ACTIVITIES OF THE NACF

1. Public Information 24
2. Activities Concerned to Public Relation 25
3. Internation Cooperation for Publication 26

V. BRIEF INTRODUCTION TO AGRICULTURAL COOPERATIVES

1. Historical Background and Establishment 28
2. Organizational Structure of Agricultural Cooperatives. 29
3. Function and Role of Agricultural Cooperatives 32

I. PRESENT POSITION OF PUBLICATION ACTIVITIES OF THE NACF

The important fields of cooperative publications can be divided into three categories: publications in related to research, public information and education. And the major departments being in charge of editing and publishing periodicals and other publications in the NACF are the Research Department, Farmers Newspaper & Publication Office, Primary Cooperative Guidance Department. The business and activities of these departments related with the publication and publicity are as follows.

1. Publication of Research Materials

The Research Department of the NACF has a long history and is one of the largest research institutes in the agricultural sector. The objectives of the research activities of the Department is to obtain and provide the following information :

- a. Data necessary for the improvement of the economic and social status of farmers,
- b. Data necessary for the efficient operation of agricultural cooperatives, and

- 33
- c. Data necessary for the rational formulation of farm policies.

The research activities of the NACF have greatly contributed not only to the development of the agricultural cooperative movement but also to the policy-making for agricultural development in Korea.

As a part of publication activities, the Research Department published periodicals and various informational materials on a wide range of subjects related to agriculture and agricultural cooperative movement in the country and overseas nations.

Most of the publications are delivered to diversified organizations and persons relating to the agricultural sector and oversease cooperatives and economic institutions.

In particular, the Research Department operates a library established in the NACF. The library has collected not only diversified books related with cooperative movement, economy and government policies, but also cultural books on history, science, literature and others.

Through the interchange of periodicals and other publication with domestic organizations concerned and the libraries in foreign countries, the library has greatly contributed toward use of publication and materials as well as publicity. In particular, most of staff members of the Research Department have made use of the library in order to provide useful publication concerning agricultural cooperative movement and the agriculture.

2. Publication of Press and Journal

The Farmers Newspaper and Publication Office of the NACF propagates agricultural cooperative ideals, introduces various business activities of agricultural cooperative and important agricultural policies including rural development. The Department under the control of the Senior Executive Vice-President of the NACF is organized by staff members specialized in publication and journalism.

Major activities by the Office can be divided into two categories. The first category is oriented towards member farmers of agricultural cooperatives. The activities under this category aimed at inspiring feelings of solidarity and cooperation among farmers and publicizing materials on the various business activities of agricultural cooperative.

Through these activities, the Office has much contributed toward increasing the patronage of member farmers and promoting an intensive cooperative movement.

The second category is oriented to the government leaders social leaders and consumers of farm products. In this category, public information and publication activities are conducted with a view to extending the general public understanding on the role of agricultural cooperatives in the national economy.

In particular, the Office which is in charge of issuance of agricultural cooperative journal deals with contract with private publishing companies in order to issuance of periodicals and other publications of the NACF.

3. Publication of Education Materials

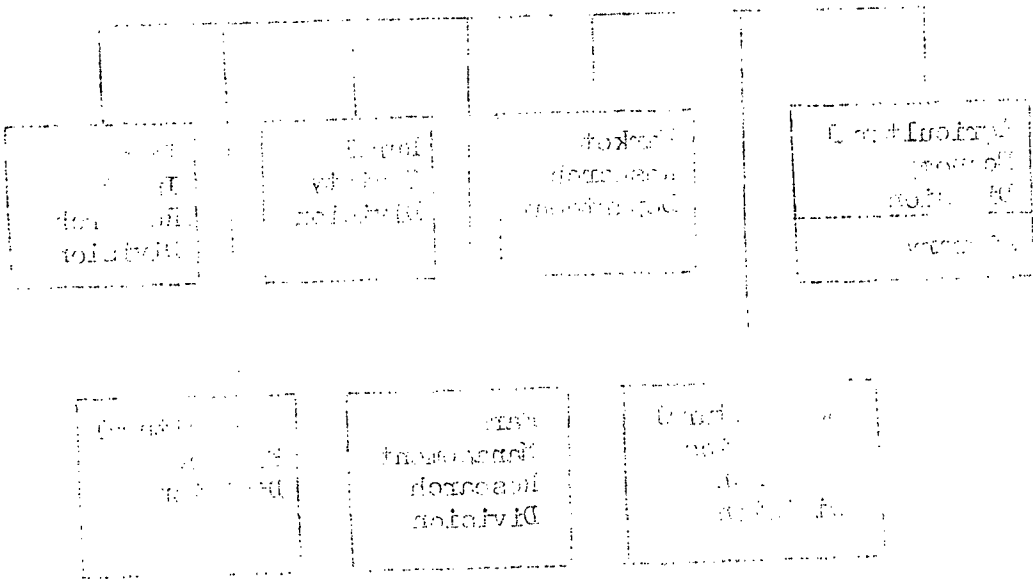
An the authority concerning cooperative education and training for staff members of agricultural cooperatives as well as member farmers, the Primary Cooperative Guidance Department is dealing with publication of education materials.

Through the editing and publishing, the Office has supplied textbooks and training materials to the cooperative training

institutes and primary cooperatives. In particular, the Department produces audio-visual materials for education and publicity agricultural cooperative movement and Saemaul Undong.

Through the production and supplying the slide and films, the business activities of agricultural cooperatives are widely introduced to not only member farmers but also collaborators.

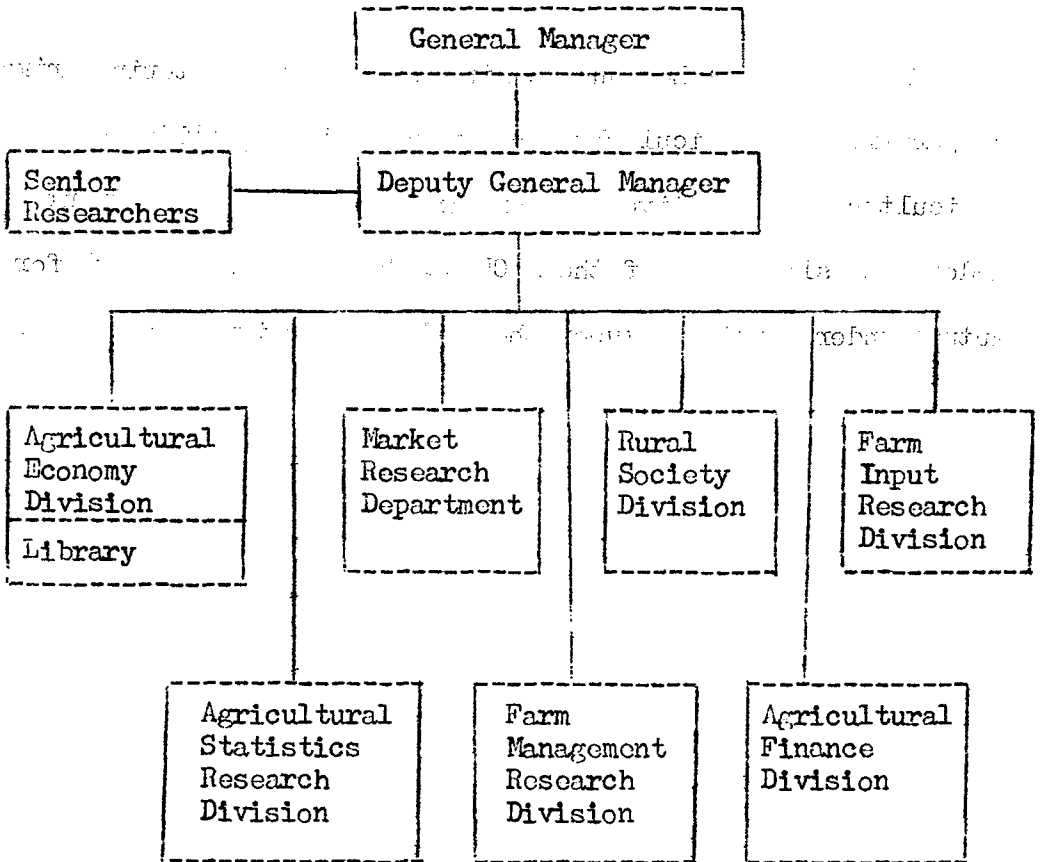
The Department has much contributed toward fostering primary cooperatives. Particularly, the presentation of slide on Agricultural Cooperative Movement in Korea by the Department in modernized slide room of the NACF has been greatly helpful for mutual understanding between the NACF and foreign cooperators.



II. ORGANIZATION AND FUNCTION OF THE RESEARCH DEPARTMENT

1. Organization

The Research Department of the NACF has the seven divisions and a library under the General Manager. The following Chart illustrates the organization of the Department.



2. Function

The major function of the Research Department is to research, survey and study on agricultural cooperative movement and agricultural sector. However, the function is classified by the division of the Department as follows :

(1) Agricultural Economy Division

The publication of periodicals edited by the Research Department is the major activities of the Agricultural Economy Division.

The followings are the activities of the Division.

- a. Research on agricultural economy and policy.
- b. Research on overseas agriculture.
- c. International cooperation.
- d. Publication of periodicals such as Cooperative Monthly Review, Annual Report and Cooperative Yearbook.
- e. Operation of library.

(2) Agricultural Statistics Research Division

The function of the Agricultural Statistics Division is research on the following contents and the issuance of materials and report concerned.

- a. Research on general economy and rural economy.
- b. Rural prices and wages received by farmers.
- c. Demand and supply of agricultural products and outlook of the prices.
- d. Agricultural statistics.

(3) Market Research Division

The function of the Market Research Division is survey on the agricultural market situation and issuance of materials and report concerned.

- a. Survey on marketing of agricultural products.
- b. Survey on export and import of the agricultural products.
- c. Research on the economic business of agricultural cooperatives.
- d. Research on the information of agricultural market.

(4) Farm Management Research Division

The function of the Farm Management Research Division includes the survey on farm management and issuance of relevant materials.

- a. Survey on farm management and the profit of agricultural products.
- b. Research on agricultural labor and the utilization of farm land.
- c. Study on the improvement in the infrastructure of farm management.

(5) Rural Society Division

The major function of the Rural Society Division is research, survey on rural community and agricultural cooperatives, and issuance of materials concerning the research.

- a. Research on rural Saemaul Undong.
- b. Survey on the development of primary agricultural cooperatives.
- c. Study on the development of regional agriculture.

- 41
- d. Research on the structure of rural community and its development.

(6) Agricultural Finance Division

The function of the Agricultural Finance Division is research and study on the agricultural finance system and publishing materials concerned.

- a. Research on policy for agricultural finance.
- b. Research on government finance and investment.
- c. Survey on agricultural credit system and the cycle of agricultural fund.
- d. Survey on the banking and credit business of agricultural cooperatives.

(7) ~~Farm~~ Input Research Division

The function of Farm Input Research Division is the research on farm inputs including farm machinery and publication of materials concerned.

- a. Analysis on the utilization and economy of farm machinery.

b. Survey on the demand and supply of farm inputs including farm machinery.

c. Research on the production and marketing of farm inputs.

d. Survey on the problem in relation to shortage in farm labor.

3. Periodicals

(1) Agricultural Cooperative Monthly Review

The Agricultural Cooperative Monthly Review is published every month as a result of the research activities. The monthly circulation of the Review is 1,500 copies. In general, the Review includes the following content.

- a. Article on agricultural economy and rural development.
- b. Recent government policy for the agricultural development.
- c. Monthly topic in relation to the national economy, agricultural cooperatives and world agricultural situation.
- d. Current trend of the business activities of agricultural cooperatives.
- e. Information on agricultural production, trend of agriculture, and agricultural policies of the overseas countries.
- f. Monthly diary of agriculture.
- g. Monthly diary of business activities of agricultural cooperatives.
- h. Designated statistics.
- i. Major business indicators of the NACF and member cooperatives.

- j. Principal economic indicators.
- k. International agricultural prices.

This Review is printed in Korean character. But English is used in the case of statistics.

(2) Agricultural Cooperative Yearbook

The Agricultural Cooperative Yearbook with the circulation of 1,500 copies is issued at the end of every year. The contents of the Yearbook is divided into four parts: situation in the economy and policy of agriculture, business activities of agricultural cooperatives, important records and relevant laws, and statistical table.

a. Situation in the economy and policy of agriculture.

The first part, situation in the economy and policy of agriculture, divided into twelve chapters such as general situation, resources of agricultural production, agricultural production, prices of agricultural products, demand and supply in agricultural products, processing of agricultural products, agricultural finance, economy of farm households, rural society and rural development, farm extension, and overseas agriculture.

b. Business activities of agricultural cooperatives.

The second part, business activities of agricultural cooperatives, is divided into nine chapters which include general situation, farm guidance, purchasing activities, marketing business, utilization and processing businesses, banking and credit business, research activities, and international cooperation.

c. Records and relevant laws.

The third part, records and relevant laws, includes important records in relation to the matters decided by decision-making organizations of the NACF and laws concerning the agriculture and agricultural cooperatives.

d. Statistical table.

The fourth part, statistical table, classified into seven categories. They are general trend, prices and marketing of agricultural products and rural prices, agricultural finance and credit, economy of farm households, production cost of major crops, overseas agriculture, and businesses of agricultural cooperatives.

(3) Annual Report of the NACF

The Annual Report which is published after the settlement of the account of the fiscal year. The Report with the circulation of 1,500 copies is edited by the Research Department.

The contents of the Report classified into two chapters: major policies of government for the development of agriculture and the status of the business activities performed by the NACF.

The first chapter includes the general situation of the economy, agricultural production, marketing and prices of agricultural products, agricultural finance and the Saemaul Undong and rural development.

The second chapter contains the general trend of agricultural cooperatives, farm guidance activities, marketing business, purchasing business, banking and credit businesses, cooperative insurance business, foreign trade business, utilization and processing of agricultural products, research activities, and statement on the financial situation and income.

47

(4) Annual Report in English

In order to provide to international organizations, overseas cooperatives and banking institutions of foreign countries, the NACF publishes the Annual Report in English. With the publication of the Report, the NACF has promoted such business activities as international cooperation, international banking, foreign trade and foreign loan.

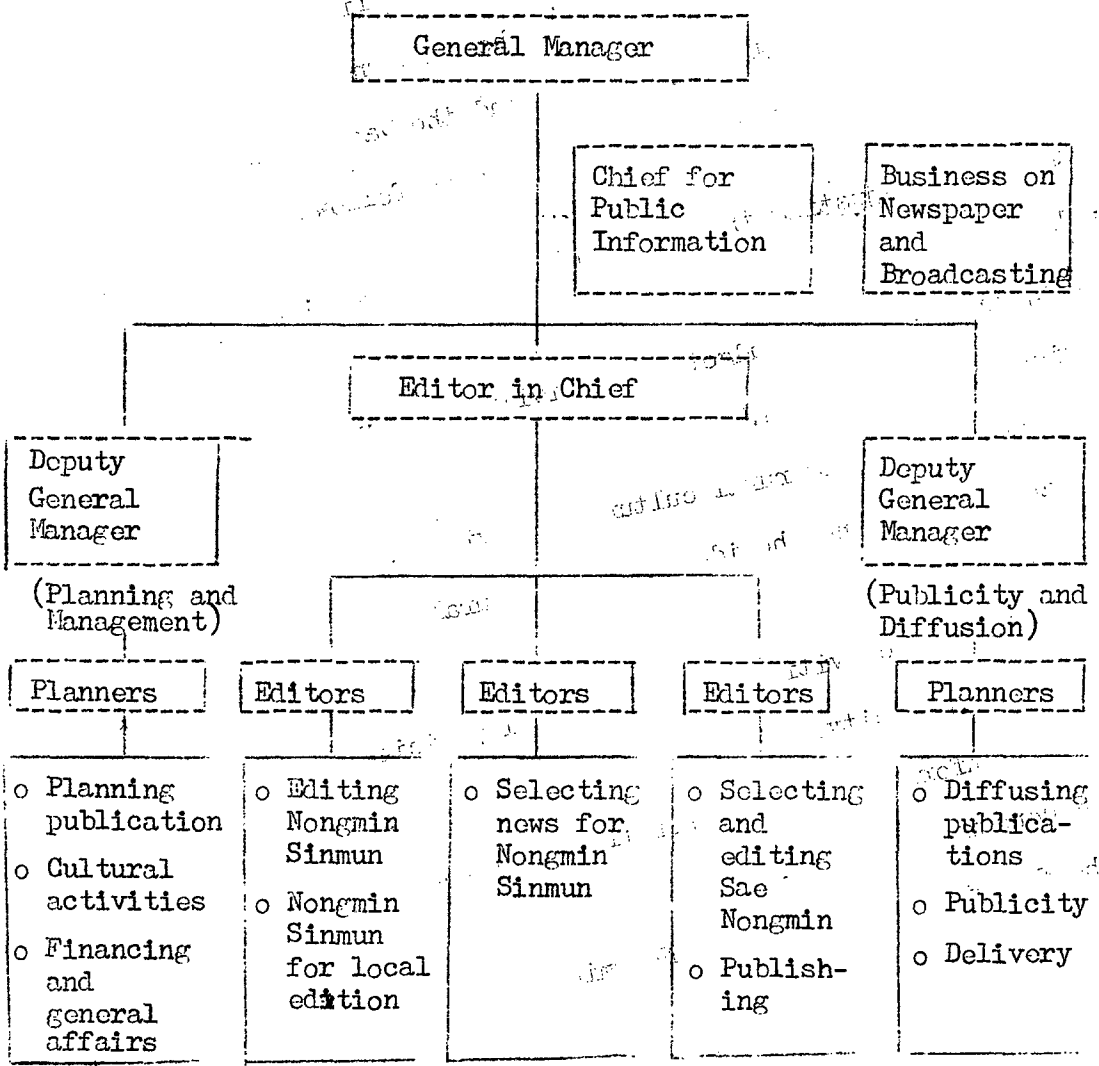
The Report which is edited by the Research Department through the summarization of the contents of the Annual Report in Korean. The Report with the circulation of 1,500 copies includes the following contents.

Foreword, officers of NACF, highlights of business performance, Korean economy, brief history of agricultural cooperative movement, organizational structure of agricultural cooperatives, objectives and roles of agricultural cooperatives, major activities of the NACF and member cooperatives, condensed balance sheet, profit and loss statements, organization chart of the NACF, and network of agricultural cooperatives.

III. ORGANIZATION AND FUNCTION OF THE FARMERS NEWSPAPER & PUBLICATION OFFICE

1. Organization

The Farmers Newspaper & Publication Office of the NACF is the former Information and Publication Department which was reorganized into the present office as the independent department of the NACF. The organization of the Office is as follows :



- Note :
1. Nongmin Sinmun: weekly newspaper for farmers,
literally translated into "Farmers Newspaper"
 2. Sae Nongmin : monthly magazine for farmers,
literally trans

2. Function

The major function of the Farmers Newspaper & publication Office is the publication journals edited by the concerned departments and the issuance of the Nongmin Sinmun and the Saenongmin.

Detailed function of the office can be illustrated as follows:

- o. Setting up and adjusting the plan for public information and publication.
- o. Drawing up and executing budget for activities on public information and publication.
- o. Setting up and performing rural cultural activities.
- o. Diffusing and propagating the idea of agricultural cooperative movement.
- o. Participating in the activities on agricultural policies through press and publicity.
- o. Promoting public information and cooperation with other organizations concerned.
- o. Publishing the Nongmin Sinmun, the Sae Nongmin and other publications.

- o. Registrating periodicals and publishing company.
- o. Cost accounting and settlement of expenses.
- o. Setting up plan for delivery of publication and controlling readers.
- o. Diffusing and selling publication.
- o. Other activities concerned to publication and public information.

3. Major Activities

The major activities of the Farmers Newspaper Publication and Publication Office is the issuance and diffusion of the Nongmin Sinmun, the Sae Nongmin, Children's Sae Nongmin, and the activities in relation to culture.

(1) Issuance of the Nongmin Sinmun

The first edition of the cooperative newspaper issued on August 25, 1964 by the name of the Nonghyeob Sinmun (Agricultural Cooperative Newspaper). And the name was changed into the present Nongmin Sinmun (Farmers Newspaper) on June 28, 1976. The serial number of publication stood at 783 as of May 19, 1980.

- a. The details on the issuance
 - o. Period of issuance : every week
 - o. Size of paper : Standard edition
 - o. Volume : Eight pages
 - o. Price : Free for farmers only
- b. Policies for the issuance of the Nongmin Sinmun

The Office has issued the Nongmin Sinmun in order to obtain the goal as follows :

- o. Disseminating advanced technology for scientific farming.
- o. Publicity of agricultural cooperative business activities.
- o. Informing government's policy measures on agriculture and rural development.
- o. Enlightening the Saemaul spirit.
- o. Improvement of farm households living and leading the elevation of rural welfare.
- o. Recommending the readers' (farmers') opinions toward the agricultural policy.
- o. Informing local news over the country.
- c. Editorship Council for the Nongmin Sinmun

The Administration Council for the Nongmin Sinmun organized in the NACF has contributed toward developing the activities on

publication. The chairman of the Council is the President of NACF, and its members are composed of 10 persons in the field of journal, 2 scholar, 2 government officers of the Ministry of Agriculture and Fisheries, officer of the Organization for Rural Development and 1 delegate from farmers.

The General secretary of the Council is the General Manager of the Office of the NACF.

The major functions of the Council are as follows :

- o. Setting up the plan for public information on farming and agricultural policy measures.
- o. Providing advice on collection, compilation and delivery system.
- o. Cooperation with various organizations concerned.

And the Council meeting is convened every month on Friday of the last week.

- d. Delivery of the Nongmin Sinmun
 - o. Operating delivery offices established in the agricultural cooperatives located in railway station.
 - o. Operating delivery centers in the cities of Gwangjoo and Daegu for the local editions.

(2) Issuance of the Children's Sae Nongmin

With a view to nuturing children in rural area, the Farmers Newspaper & Publication Office publishes the Children's Sae Nongmin as supplement to the major magazine, the Sae Nongmin.

The contents of the Children's Sae Nongmin are history, science, economy, culture, Saemaul spirit, the sense of loyalty and filial obedience. The issuance of the Children's Sae Nongmin has greatly contributed toward improving emotional life of children and enhancing the sense of self-help and cooperation among rural children.

(3) Issuance of the Sae Nongmin

The first edition of the monthly magazine "Sae Nongmin" was issued in October, 1961 and the serial number of publication stood at 224 as of the beginning of May, 1980

a. Details on the issuance

- o. Period of issuance : every month
- o. Volume : about 200 pages
- o. Price : 400 won per copy

b. Contents of magazine

o. Saemaul Undong and national security : 30 percent

o. Farming techniques and farm management : 30 percent

o. Policy measures for agriculture and business activities of agricultural cooperative : 15 percent

o. Rural culture : 10 percent

o. Living improvement, cultural subjects and others : 15 percent

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IV. PUBLIC RELATION AND CULTURAL ACTIVITIES

The activities on cooperative publicity of agricultural cooperatives are conducted by means of the public information and rural cultural activities.

1. Public Information

Various public information materials are released by the NACF to mass communication media including newspaper, radio broadcasting, televising stations, newspapers and monthly magazines. Thus, NACF has been regularly broadcasting the Agricultural Cooperative Hour Programm through radio broadcasting systems such as KBS, MBC, TBC, DBS, CBS and through MBC-TV Channel.

The Major contents of the release and broadcasting are :

- a. Wide plans and performance of the business activities of agricultural cooperatives,
- b. Special topics on the up-to-date important business activities,
- c. Informations on agricultural marketing including price situation, demand supply, and
- d. Special program for providing farmers with informations on farm techniques, supply of farm inputs and credit.

As a part of publicity in the field of agricultural marketing, NACF operates marketing information centers in the major cities of Seoul, Busan and Daegu. The centers provide information on prices and supplies of farm products in 50 major production areas and 15 major cities for not only member farmers but also consumers in urban areas

In particular, the centers are equipped with automatic telephone answering devices which operate around the clock to provide up-to-date information on auction prices of marketing centers and the supply and demand conditions of the markets.

2. Activities Concerned to Public Relation

In order to promote both public relation and human relationship in rural area, the NACF and member agricultural cooperatives have conduct various cultural activities. Among them, major activities are New Farmers' Convention and Farmers' Cultural Festival.

(i) New farmers' convention

The New Farmers' Convention is held every year under the sponsorship of primary cooperative and guidance of the NACF after the completion of the autumn harvest. The convention is a kind

of farmers' festival with various athletic contest, games, a farm products exhibition, and awards.

Through the Convention, most of villagers including leading personnels of the organizations related with agricultural cooperative have had positive attitude toward the activities of agricultural cooperatives.

(2) Farmers' Cultural Festival

This Festival initiated in 1973 is opened annually under the sponsorship of NACF and its provincial branch which will be a promoter.

The major objectives of the Festival consist in cognition for the Farmers Newspaper and the New Farmer, strengthening the power of combination among farmers, improvement of agricultural cooperative image and publicity of the diversified function of agricultural cooperatives.

3. International Cooperation for Publication

In order to develop the publication activities and train the personnels concerned, the NACF carries our international

cooperation through the personnel exchange program and interchange of materials with overseas cooperative movements and international organizations.

With the Ie-No-Hikari Association (Association for Education and Publications on Agricultural Cooperatives in Japan), the NACF has kept a close relationship by the means of personnel exchange. Every year, both a high-level officer and a staff member concerned participate in the Annual Ie-No-Hikari (Home and light, a monthly farmers' magazine issued by the Ie-No-Hikari Association) Leaders' Meeting which is held in February.

With a view to training the staff members those are working in the field of publication and publicity, NACF trains them by means of dispatching to seminar, conference and relevant training program in both our country and foreign countries.

V. BRIEF INTRODUCTION TO AGRICULTURAL COOPERATIVES

1. Historical Background and Establishment

There had been various cooperative groups and activities in the rural areas before the twentieth century in Korea. Among the diversified types of cooperation, the most important type was called Kye organized voluntarily by its members for the social and economic betterment. From the early twentieth century, such nation-wide organizations as financial, industrial and farmers associations had been organized.

The financial associations were established in 1907 to extend agricultural credit, warehousing and marketing services. The farmers associations and the industrial associations which conducted purchasing and utilization businesses were organized in 1920 and 1926 respectively. The industrial associations dissolved in 1942 suffered from inadequate finance because of poor working relationship with the financial associations.

In 1956, the Korean Agriculture Bank dealing exclusively with institutional agricultural credit was established through the re-organization of the financial associations. On the other hand, as part of the modern cooperative movement in rural areas, the agricul-

tural cooperatives handling economic business other than credit were organized in 1957 through the reformation of the farmers associations.

Both the Korean Agriculture Bank and the former agricultural cooperatives lacked close linkage and efficiency in operation due to the duplication in business activities. This situation accelerated the establishment of modern multipurpose agricultural cooperatives for the benefits of farmers as well as agricultural development.

In 1961, the Korean Agriculture Bank and the former agricultural cooperatives were merged into the present multipurpose agricultural cooperatives on the basis of modern cooperative principles in compliance with the new Agricultural Cooperative Law. Thus, the National Agricultural Cooperative Federation was inaugurated in August of the year together with its member agricultural cooperatives.

2. Organizational Structure of Agricultural Cooperatives

The agricultural cooperatives are vertically organized at three levels: primary cooperatives at the township level, county cooperatives at the county or city levels, and a federation at the national level. On the other hand, they are horizontally classified into two categories: multipurpose agricultural cooperatives and special agricultural cooperatives.

The primary agricultural cooperatives are organized by individual farmers who are primarily engaged in production of major grain crops such as rice and barley. These cooperatives are the basic organizations conducting credit and economic businesses for their member farmers.

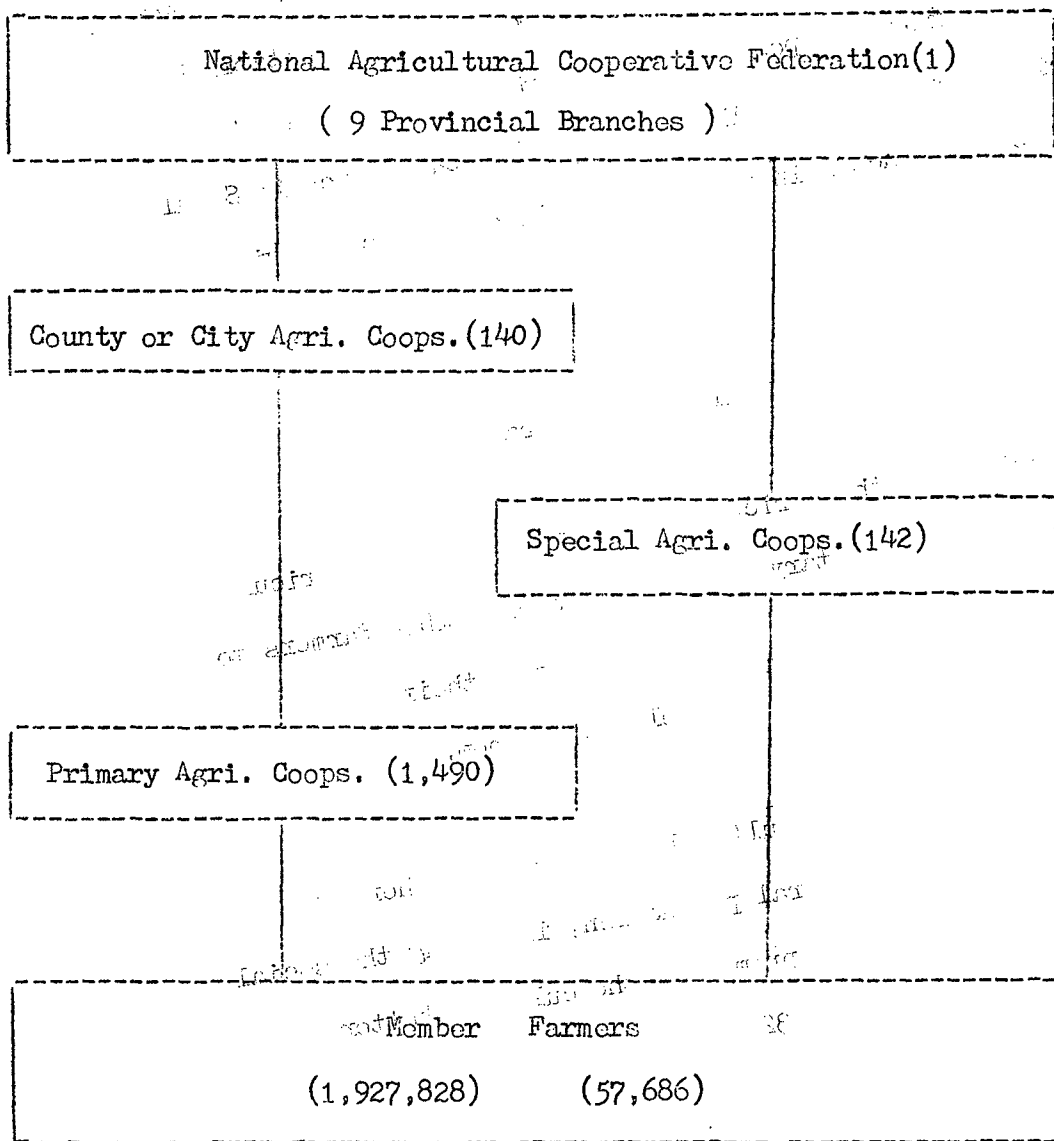
As the result of a successful amalgamation program implemented from 1964, a number of small cooperatives at village level have been merged into large-unit primary cooperatives at the township level. Thus, the number of primary cooperatives was reduced to 1,490 by the end of 1979 from more than 20,000 cooperatives in the early 1960s.

About 89.2 percent of the farm households are affiliated with the primary cooperatives with an average membership of 1,294 farmers per cooperative at present.

While, special agricultural cooperatives are organized by farmers engaged in such specialized farming as horticulture and livestock raising. They carry out economic business including marketing, purchasing and processing other than banking services. A total of 142 special cooperatives consisted of 42 horticultural cooperatives and 100 livestock cooperatives as of the end of 1979.

ORGANIZATION CHART

(As of the end of 1979)



The county or city agricultural cooperatives are secondary organizations whose members are primary cooperatives in their operational areas, the administrative districts of county or city. Currently, around 11 primary cooperatives are affiliated with a county or city cooperative on the average. There are 140 county or city cooperatives and 218 branches of them over the nation.

As an apex organization of agricultural cooperatives in Korea, the National Agricultural Cooperative Federation was established with its membership composed of the county or city cooperatives and special cooperatives. The NACF has the head office in Seoul and nine local branches in the capital cities of each province of the nation.

3. Function and Role of Agricultural Cooperatives.

As prescribed in the Agricultural Cooperative Law, agricultural cooperatives are the voluntary organizations of member farmers to enhance agricultural productivity and to elevate their living standard under the spirit of mutual-help among them.

The objectives of the agricultural cooperatives, therefore, consist in increasing agricultural production, improving the social and economic status of farmers, promoting the cultural betterment

of farmers, and assuring a balanced development of the national economy. In fact, agricultural cooperatives have considerably contributed toward developing agriculture and enhancing farm income since their inauguration in 1961.

To attain the above objectives, the NACF and member agricultural cooperatives conduct such wide range of business activities as banking, marketing, purchasing, cooperative insurance, utilization and processing, farm guidance and education, foreign trade, international banking and research. These activities are not only related to all the economic activities of farmers, but also connected with the government policies for agricultural development.

The major functions of agricultural cooperatives are as follows: mobilizing and supplying funds to be invested for the agricultural sector, lowering prices of farm inputs and consumer goods rationalizing prices of agricultural products, and farmers' living standard. In recent years, the agricultural cooperatives have been playing an important role in the promotion of the Saemaul integrated income-increase projects.

As the sole institution handling agricultural credit and financing, the agricultural cooperatives have functioned to meet growing requirements of loan for agricultural development. They

have granted more than 90 percent of the total loans to the agricultural sector by all the banking institutions in Korea.

Chemical fertilizer is exclusively distributed through the agricultural cooperative channel and more than half of the farm chemicals used by farmers are supplied by the agricultural cooperatives. Providing farmers with farm machinery has greatly contributed to the mechanization of farming in recent year. In addition, with the production of feed at its own feed mills, the NACF has played an important role in meeting the increasing demand for feed.

The implementation of marketing business has contributed to the reduction of marketing cost and the improvement of agricultural marketing system by means of orderly marketing and mass merchandising. Through their joint utilization businesses such as warehousing and transportation, agricultural cooperatives have functioned to stabilize agricultural prices through the stockpile and timely shipment of farm products.

The important function of cooperative insurance business is to provide farmers with provision against sickness, death or any unexpected accidents, and to ensure their properties from the sudden fire or other accidents.

Agricultural cooperatives have rendered great services to the improvement of farming and living standard of farmers through their activities of farm guidance and education for member farmers. The Saemaul integrated income-increase projects conducted by primary cooperatives have encouraged farmers to positively participate in the development of rural communities.

**Background Paper
for
Present Position of
Cooperative Press and Publicity**

May 1980

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I. FISHERIES COOPERATIVES MOVEMENT IN KOREA AND ROLE OF FEDERATION

1. Brief History of Fisheries Cooperatives

The beginning of a fishermen' Organization in Korea's modern history can be traced back to 1908 when the Korea Fishery Law was promulgated and in accordance with the Law two fisheries Cooperatives: Kouje-Hansan-Gajo Net Setting Cooperative and Kouje-Hansan Sea Weed Cooperative were established in the southern part of Korea in July of the same year. Later, the two cooperatives were merged into a single cooperative named Kouje Fisheries cooperative in 1912. A nationwide fishermen' organization emerged when the Korea Fishery Industry Association was set up on April 1, 1944, and it was later reorganized into Daehan (Korea) Fishery Industry Association in 1949, which comprised 9 provincial federations, and 15 fisheries cooperatives. In 1952 a more comprehensive fishermen' organization named Korea Fishery Association was formed and it consisted of 88 regional fisheries cooperatives and 15 business-type fisheries cooperatives.

As the times changed, however, it became necessary to reform the traditional fishermen' organization and for this reason, the Fisheries Cooperative Law was enacted and promulgated on January 20, 1962. In accordance with the Law, the National Federation of Fisheries Cooperatives in the form of modern fishermen' cooperative organization was first created on April 1 in the same year.

Since that time the Federation has reorganized the fishermen' organizations based on economic unit. At present, the Federation embraces 8 Provincial Branch Offices, 86 member fisheries cooperatives comprising 69 regional

fisheries cooperatives, 15 business-type fisheries cooperatives and 2 fisheries manufacturers' cooperatives including 1,439 fishing village societies.

2. Organization and Structure of Federation

The Federation' a fishermen' central organization, has its membership composed of 86 fisheries cooperatives throughout the country and its organizational function in provincial level has been carried out directly by the Federation.

Functional organization of the fisheries cooperatives in Korea can be classified into resolution, executive and auditing, and the Federation has general meeting, deputy meeting and board of directors as its resolution organization. The general meeting, a supreme resolution organization, is composed of President of the Federation and chiefs of 86 member fisheries cooperatives, while the deputy meeting is composed of President of the Federation, 11 deputies elected among chiefs of the regional fisheries cooperatives, two deputies elected among the chiefs of the business-type fisheries cooperatives and one deputy elected among chiefs of the fisheries manufacturer's cooperatives, thus totaling 14 deputy members, President of the Federation shall be chairmen of the general meeting and the deputy meeting.

The board of directors is composed of President, Executive Vice-President, five vice-presidents and five non-standing vice-presidents, thus totaling 12 members, and five non-standing vice-presidents to the board of directors is composed of three deputies and each one from fisheries industries and university.

Matters to resolved in the general meeting include report of account settlement, amendment in article and other things related to the basic organization. The deputy meeting is to resolve matters authorized by the general meeting and other important matters, and the board of directors is to decide matters related to the practical business management. The Federation has a auditing office composed of two auditors and one is standing and another is non-standing appointed among chiefs of the member fisheries cooperatives. Tenure of the executive member including the President and Executive Vice-President at the Federation is three years and that of auditor is two years. Tenure of the executive members at the member fisheries cooperatives is the same as that of the Federation. However, there is no limitation to reappointment both at the Federation and the member fisheries cooperatives.

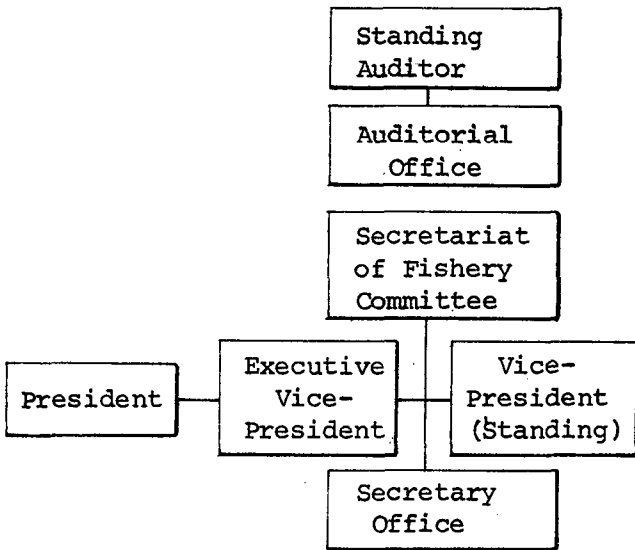
On the other hand, the executive office of the Federation is composed of the President, Executive Vice-President and five Vice-Presidents. President of the Federation is appointed by the President of the nation at the request of the Minister of Agriculture and Fisheries after having consulted with the Minister of Finance, and the request from the Minister of Agriculture and Fisheries shall be preceded the recommendation from the Director General of Office of Fisheries, a competent government organization responsible for the fisheries administration in this country, the auditor of the Federation is appointed by the Minister of Agriculture and Fisheries at the request of Director General of fice of Fisheries after having consulted with the Minister of Finance. In fact, the President appoint by the President of the nation reflects the importance of the fisheries cooperative organizations in social and economic sectors of the

nation and government's involvement in this country. Consultation with the Minister of Finance in the process of appointment of the President and the auditor derives from the fact that the fisheries cooperatives are duly authorized by the Bank Law to engage in the banking business.

Organizational Chart of NFFC

Resolution
Organization

General Meeting
Deputy Meeting
Board of Directors



- Research Department
- Purchasing Department
- Marketing Department
- Military Supply Department
- Foreign Trade Department
- Sales & Price Supporting Department
- International Banking Department
- Fund Operation Department
- Savings Department
- Loan Appraisal Department
- Legal Claims & Appraisal Department
- Foreign Loan Department
- Mutual Insurance Department
- Banking Service Department
- Planning Department
- Inspection Department
- General Affairs Department
- Seamaul Extension Department
- Security Planning Office
- Education & Public Relation Department
- Training Center
- Communication Department
- 8 Provincial Branch Offices

20 Departments
3 Offices
1 Center
1 Secretariat
8 Provincial Branch Offices

As mentioned above, the Federation not only provide the assistance and managerial guidance to the business activity of the member fisheries cooperatives, but supervise them and it maintains Branch Offices in provincial level to efficiently carry out business activity. In addition, the Federation has considerable business activity in major region across the country.

The Federation has its head office in Seoul city, the capital of this country and it has 20 departments, three offices, one secretariat and eight Branch Offices in the provincial capital. In addition to these, the Federation operates 20 banking branches in major cities, six inland fish wholesale marketing centers, 14 branch offices for the operation of oil supply, international trade and military supply, and 35 wireless communication stations in major fishing ports including eight Branch Offices.

The Federation has about 2,000 employees to manage the massive business volume. The business directions are decided by the executive members and they are carried out under the responsibility of managers at departments and Branch offices. Each Branch Office has one chief, a couple of deputy chiefs depending on its business scope and 8 - 12 Division chiefs. Total number of employees at a Branch Office reaches 100 on the average.

3. Role and Function of Federation

The Federation places its founding objective on supervising and providing the member fisheries cooperatives with managerial guidance and promoting common interest and sound development of the member fisheries' cooperatives.

Primary role of the Federation is (1) to promote the fishermen' cooperative organization (2) to raise the fisheries productivity and fishermen'

income (3) to supervise and provide the member cooperatives with managerial guidance (4) to facilitate the common interests of the member cooperatives.

On the other hand, the major functions of the Federation are as follows;

(1) Educational and training programme, public relation, research survey and guidance for the management at the member fisheries cooperatives.

(2) Joint purchase and supply of production materials, utilization processing and support in production activity.

(3) Joint sale, stock, price supporting, military supply, international trade and support in marketing.

(4) Deposit, credit, foreign exchange and loan from foreign sources.

(5) Mutual insurance, fisheries communication and guidance for safe fishing operation.

Thus, the Federation has been engaged in a comprehensive business activity, while representing all of the fisheries cooperative organizations in this country and its centralized system in supervising and providing the managerial guidance has been regarded as one of the best organizational function for efficient operation and management of the fisheries cooperatives in this country. In fact the Federation can be viewed in three aspect which constitutes supreme organization of the fishermen' cooperative organizations, integrated fisheries banking institute and public organization.

Needless to mention, the Federation has its primary function for the promotion of cooperative movement for good of the fishermen, but some area of activity as the commercial banking service include non-fishermen. Some times it carries out other business activity on behalf of the government and as a result its business activity reaches to large areas of fisheries sector beyond its original scope of the cooperative activity.

The Federation has been involved in the course of formulating the government's fisheries policy and presented its opinion on enactment of law related to the fisheries industries as well as the fisheries cooperatives. Thus, the Federation has played a role of spokesman for good of the fishermen in this country.

The fisheries cooperative organizations in Korea place their priority on the efficient management and this greatly reflects in the Federation's role and function in relation to the member fisheries cooperatives.

The most important one of the President's authorities involving in the guidance and supervision to the member fisheries cooperatives is the appointment and dismissal of the chief and managing director of the member fisheries cooperatives and this deep involvement has been only purposed to bring about the efficient management in the member fisheries cooperatives to maximum extent. The government suspended the election system of the cooperative chief by amending the Provisional law for Appointment and Dismissal of Chief of Agriculture and Fisheries Cooperatives and made it possible for the President to appoint the cooperative chief among the fishermen. The President of the Federation appoints the managing director of the member fisheries cooperatives, who is assigned to assist the cooperative chief and to take full responsibility of managing the relevant fisheries cooperative. This kind of system is purposed to prevent the poor management and also to raise the efficiency in management of the member fisheries cooperatives. The Federation's role toward the fisheries cooperative organizations places its great importance on the efficient operation of the organizations and on maintaining reasonable management, and the fisheries cooperative organization in Korea have made a steady advancement in this direction.

II. PRESENT POSITION OF COOPERATIVE PRESS AND PUBLICITY

1. Activity of Federation

a. Organization

The Public relation has been carried out as part of the guidance activity and the Department of Education and Public Relation has been responsible for the overall public relation and publication related to activity of the Federation. Department of Education and Public Relation is organized with one manager, one deputy manager, eight staff for public relation, six staff for publication, three staff for education, thus totaling 19 staff in the Department.

In addition, each provincial branch office and the member fisheries cooperatives have 1-2 public relation staff and they are engaged in propagating the various activities of the fisheries cooperatives to the fishermen.

b. Objective and Function

Public relation activity of the Federation is primarily designed to widely propagate the working programme and achievements of the fisheries cooperatives and fishing villages societies, and this activity has been conducted in the use of newspaper, magazine and broadcasting net works run by the state and private industries. In addition the Federation has undertaken the public relation activity in the use of the two projector-carried cars in the fishing communities.

On the other hand the Federation has produced the public relation materials for the purpose of propagating the major business activities being undertaken by the fisheries cooperatives and of encouraging the consumption

of mass-caught fishes, and these have been introduced through the advertisement column in the newspaper and commercial message on T.V, or radio.

The Federation has published the monthly "New Fishermen" and periodical, or non-periodicals containing the information related to the fisheries management and introduction of the Korean fisheries cooperatives. These publications have been widely distributed to the fishermen throughout the country and to the fisheries-related organizations, or industries. The Federation has also produced the photograph, slide and films and these have been distributed to the provincial branch offices and the member fisheries cooperatives to help their public relation activity in the fishing communities. As a result these public relation activities have made a significant contribution to the enhanced economic and social status of the fishermen by promoting the cooperative organizations among the fishermen and the fisheries manufacturers.

2. Major Activity of Public Relation

Major activity of the public relation being undertaken by the Federation are as follows;

Every year, the Federation has produced more than 90 public relation material containing the working programme and achievements of the fisheries cooperatives, and these have been introduced to the fishermen and the member of the fisheries cooperatives in the use of newspaper, correspondents, magazines, radio and T.V. This kind of public relation activity has made a considerable contribution to the improved understanding and participation sense of the fishermen toward the fisheries cooperatives.

The Federation has provisioned more than 900 broadcasting for the purpose of supplying the information related to the fishing condition, fish prices, a aquaculturing technique, successful examples in the fisheries cooperatives and fishing village societies, working programme of the fisheries cooperatives and government's policies.

The Federation has conducted the public relation activity for the purpose of encouraging the consumption of such mass-caught fishes as mackeral and saury in fishing season and of stabilizing the prices of oyster and sea weed. This activity has resulted in the increased income of the fishermen.

The Federation has operated the two projector-carried cars for the purpose of enhancing the fishermen' understanding on the activities being undertaken by the fisheries cooperatives. On last year a total of 45,000 fishermen participated in this public relation activity. In particular the public relation activity in the fishing villages put its emphasis on the propagation of the aquaculturing technique applicable to the local condition and on the introduction of the success in the exemplary fishing village societies. At this time the extension workers from the Fisheries Research and Development Agency and chief of relevant fisheries cooperative joined the activity to provide on-the-spot technical extension and to explain the works of the fisheries cooperatives.

The Federation has produced the slide and film containing major works of the fisheries cooperatives and success example in the fisheries cooperatives as well as in the fishing village societies. These materials have been utilized for the circuit-public relation activity, or directly distributed to the provincial branch offices and the member fisheries cooperatives to be used for the public relation activity in the fishing communities.

The Federation has published 30,000 copies of "New Fishermen", the monthly organ of the Federation and supplied them to the member fisheries cooperatives and the fishing village societies for the purpose of improving the fishermen' income and to improve the fishermen' lives in the fishing communities. In addition the Federation has published the "Fisheries Cooperatives in Korea" written both in English and Korean to introduce the activities of the fisheries cooperatives in this country. Furthermore the Federation supplied the fishing communities with the calendar and diary which has been efficiently utilized for the sound fisheries management.

In addition to these publications the Federation has purchased the weekly "Fisheries News" and the monthly "Modern Fisheries", and distributed them to the fishing village societies throughout the country.

3. Publication of the Federation

a. Outline

Beginning of the publication by the Federation can be traced back to the year of 1963, a year after the founding, when "Fishermen", periodical magazine and fortnightly newspaper "Fisheries Cooperatives News" were first published and distributed to the fishing communities. Later on, the Fisheries Cooperatives News was suspended to issue on December, 1971 due to the financial difficulty. The Federation, however, plans to issue the weekly, "Fishermen' News" as its own news organ.

Title of the Fishermen which was monthly published at the time of founding has been changed to the monthly, "New Fishermen" with contents largely supplemented. As other periodical the Federation has published the

"Monthly Review" to provide the information related to the fisheries statistics and management. The Federation has also published the "Fisheries Cooperatives in Korea" in every two years and the "Annual Report" every year written both in English and Korean to introduce the activities of the fisheries cooperatives to foreign cooperators.

b. Major Publications

1) New Fishermen

The Federation has published 30,000 copies of the "New Fishermen", a monthly magazine, to improve the fishermen' income and welfare, and these have been distributed to the member fisheries cooperatives and the fishing village societies. This monthly magazine has usually contained the information related to the aquaculturing technique, fisheries news, government's policy, cooperative news and other columns of culture, society and education in the fishing communities. The space of the magazine has been composed of 176 pages and number of volume reached 145 as of May, 1980.

2) Monthly Review

The Federation has published 1,000 copies of the "Monthly Review" every month as the research and survey report and distributed them to the member fisheries cooperatives and others related organizations. This monthly research publication has usually contained the information related to the fisheries statistics, fisheries management and trend of the fisheries industries in this country.

3) Annual Report

The Federation has published 500 copies of the "Annual Report" every year written in English and distributed them to the related organization

at home and abroad including the ICA. This Report has contained major government's policy and detailed explanation on the activities of the Federation.

4) Fisheries Cooperatives in Korea

This publication has been published every two years to introduce the role, organization, function and various activities of the Federation to cooperators at home and abroad. 3,000 copies have been published and distributed to the relevant organization at home and abroad.

The ICA Regional Working Party on Co-operative Press
for South-East Asia - 27th to 30th May, 1980
at MCIS Training Room, Jalan Barat,
Petaling Jaya

Background Paper
on

"Present Position of Malaysian Co-operator
(Pekerjasama Malaysia)"

by

Encik Ahmad Hourmain bin Dato Esah, PPT, PJK
Editor - Malaysian Co-operator

on
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- Editor

Introduction

The co-operative movement was introduced in Malaysia by government in 1922 as a matter of policy. It did not grow spontaneously as was the case in Europe. To appreciate the reason why it was introduced by government, it would be necessary to know the economic situation that was prevailing amongst urban salary earners, farmers and fisherman in the rural areas. They were heavily indebted to money-lenders and the position became very alarming when the government felt that something must be done to remedy the situation. The farmers in the rural areas were dependent on the village shop-keepers for their credit and other requirements and repaid their debts with their produce at many times more than the amount borrowed by them.

When the movement was introduced, the emphasis was placed on the formation of co-operative credit societies - both in the urban and rural areas. The credit societies in the urban areas are known as Thrift & Loan Societies. A Co-operative Enactment was passed and a government department was set-up to supervise, guide, assist and facilitate the expansion and the growth of the co-operative movement.

In 1948 with the establishment of the Federation of Malaya, the Co-operative Societies Ordinance, No.33 of 1948, was approved for the whole of the Federation of Malaya and with this the Department of Co-operative Development was integrated and all duties and responsibilities to develop and expand the teachings and concept of the co-operative movement was streamlined. The department was not only responsible for disseminating the ideology and the concept of the co-operative movement but also entrusted with the formation and registration of co-operative societies.

As time progressed the co-operative organisations in the urban sector formed a Union known as the Co-operative Union of Malaysia. It was registered in 1940. Urban co-operative mainly Thrift & Loan Societies are members of the various Regional Unions which in turn are members of the Co-operative Union of Malaysia Limited. Secondary societies are direct members of the Co-operative Union of Malaysia Limited. The Regional Unions are Midlands, Perak, Penang and Johore Co-operative Union Limited whilst the direct members are:-

- (a) Malaysian Co-operative Insurance Society Ltd.;
- (b) Malaysian Co-operative Printing Press Society Ltd.;

- (c) Malaysian Co-operative Agencies Society Ltd.;
- (d) Malaysian Co-operative Supermarkets Society Ltd.;
- (e) Malaysian Co-operative Industrial Development Society Ltd.;
- (f) Malaysian Co-operative National Land Finance Society Ltd.;
- (g) Federation of Co-operative Housing Society Ltd.; and
- (h) Co-operative Central Bank Ltd.

MALAYSIAN CO-OPERATOR/PEKERJASAMA MALAYSIA

The Co-operative Union of Malaysia considers co-operative education an important factor in determining the success or failure of a Co-operative Society. If the education is extensive and progressive, Co-operative Societies will grow and be a success. The Co-operative Union of Malaysia Limited as the Apex organisation of Urban co-operatives is responsible for the development and expansion of co-operative education. Its month-piece is the Malaysian Co-operator/Pekerjasama Malaysia is published monthly to provide:-

- (i) Co-operative knowledge covering the philosophy, concept, principles and practical aspects of the Malaysian Co-operative Movement;
- (ii) To provide information regarding the activities carried out by the member societies and co-operative activities throughout the world;
- (iii) To voice the desires of the co-operative movement;
- (iv) To propogate co-operations to general public with a view to draw them into the co-operative movement; and
- (v) To inculcate the habit of reading amongst co-operators.

BI-LINGUAL:

The Malaysian Co-operator is published bi-lingual i.e. in Bahasa Kebangsaan and English monthly.

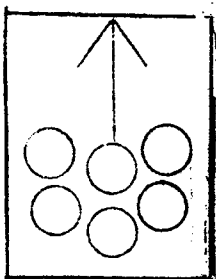
AREA OF CIRCULATION:

It is distributed gratis to member societies and Regional Unions. Copies of same are also extended to the Director General of Co-operative, State Directors, Co-operative College and VIPs. 3,000 copies are printed monthly.

PELANCAR

(National Magazine Publications Unit)

by
aziz ibrahim
editor



unit pengeluaran majalah pelancar

The problem of the press and cooperative information are so obvious these days.

The problem arises because cooperatives should be given a place in the mass media whose aim is to inform the people about the advantages and its development.

Besides that, through mass media also members should be informed about the activities of their cooperatives or other co-op that took part in investment and in joint venture.

The important aspect is about education. Co-op should educate their members. The most effective method is by organising talks, courses, dailog, and oral information, admission into the various institutions, but also through the mass media such as newspapers, magazines, radio and tv and also other form of communication.

The majority of the mass media in most countries felt that they should have their own publication.

In the Asian countries, the publication of newspapers, magazines, and co-op books that are sold or distributed free to the members.

In Malaysia we have the folowing magazines:-

- * Pelancar published by Angkasa, a monthly magazine precise and informative sold to members since 1974.
- * Police Cooperative published by the Police Cooperative a monthly magazine that includes information about the activities of the co-op and is given free to the members.
- * Berita Bank Rakyat, published by Bank Kerjasama Rakyat Cooperative.
- * MCIS Review published by The Insurance Cooperative of Malaysia specially for the personnels and administration.
- * The Malaysian Cooperator published by the Malaysian Cooperative Union for those at the national and international level.
- * KSM published by twice a year by Cooperative Serbaguna
- * Suara Shamelin published by Shamelin Cooperative. This publication is stop for the time being.
- * Suara Koperasi Tentera published by the Malaysian Army Cooperative once in three month.
- * Kufu Ravu published by Koperatif Permodalan Tanah Kebangsaan.
- * CAM Review published by Auto Malaysian Staff Union.
- * Surat keluarga Bank Rakyat published by Bank Rakyat.
- * Others publications besides cooperative publications such as newsletters, and annual report.

The Malaysian Cooperative movement formed in 1922 felt the importance of reading materials and the mass media when Berita Bank Rakyat was published. Before that as a matter of fact was a publication published by Jabatan Kemajuan Kerjasama but only for a short while. There was also a co-op magazine published in two languages that is in Bahasa Malaysia and also in English. Meanwhile in the early 30s an English magazine named Cooperator was published in Singapore.

The first cooperative book published in Bahasa Malaysia was on 'pengurusan dan pentadbiran syarikat-syarikat kerjasama' (1978) translated from the original copy by the International Labour Organisation (1960) and was translated by S. Abdullah Alkerid.

In the same year also 'pengenalan kepada gerakan kerjasama' by N.A. Kularajah (now Dato) and translated by Nordin A. Hamid and Aziz Manap.

The third book is on 'Koperasi di Malaysia (1978) on published by ANGKASA and compiled by the editor of Pelancar.

Malaysian Cooperative movement needs the help of the mass media. Besides that, it also acts as a link and voice for the movement and also function as an educator for the members, leaders, personnels and the cooperative family.

It is not easy to educate members on cooperative education, because it is limited either in term of position of members or in term of preparation for the higher institution. That's why publication published by cooperatives is by international standard.

The majority of the cooperative are not active in term of information and cooperative education to its members and in certain certain areas the cooperative movement is not strong and effective between the cooperative and their members.

ANGKASA seems to ber concern over this matter. They had already stress many times the importance of the mass media with its own value.

Pelancar

ANGKASA considers education in co-op knowledge as an important factor to determining the progress or otherwise of a co-op society. If the education is extensive and progressive for a co-op society such a society will continue to enjoy development.

The co-op movement has its own way of education. Therefore, ANGRASA as a high level body, is responsible towards the development and expansion of education. Moreover history has proved that most of the co-op societies formed did not emphasize on education, whether in the basic of detailed forms. Therefore there are unwarranted elements within the co-op movement.

Apart from holiday talks, courses and seminar aimed at expanding education, information and study on the co-op movement, another way which is considered effective is to be active in the publishing of a magazine.

PELANCAR is the sole magazine published by ANGKASA which carry the role of propagating information and co-op knowledge and act as the voice of the Malaysian Co-op Movement as a whole.

To smoothen the operation, a sub-management unit, the Pelancar Issuing Unit Sub-Committee was formed.

Among the important functions of Pelancar are:

1. To spread co-op knowledge covering the philosophy, concept, principles and activities;
2. To propagate information regarding the activities carried out by the various co-op societies within the country and overseas, from the economic and social point of views;

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3. To carry out studies and social economic surveys in co-op development areas or districts considered suitable to become incentives to the co-op Movement and its history;
 4. Provide translation service of materials on the co-operative movement especially those from foreign countries;
 5. Carry out reading campaign among members of co-op societies so that every members will make Pelancar as a reading material or a monthly correspondence course;
 6. Give talks, explanations and assist students requiring co-op assistance;
 7. Issue and publish co-op pamphlets etc;
 8. Voice the desires of the Co-op Movement;
 9. Become the effective communication device between members and the ANKASA administration.

Although Pelancar which is issued monthly is sold at 50 cents each, it is not intended to gain maximum profit from the business point of view. The price is considered as contribution from the members and co-op societies towards the efforts of the unit to promote co-op education.

ANKASA believes that each co-op society in the country has a big role to play towards Pelancar, as this is the only magazine or the co-op mass media instrument owned by the Co-op Movement. Apart from becoming the customer and reader, they should also become active contributors morally as well as in the form of materials so as to keep the magazine going over the years.

Initially, the Pelancar was published in 12 pages only. It now has 32 pages with the same quality and prices as before. Efforts are being made to increase the number of pages and widen the circulation in line with the reading requirements in the field of co-op movement.

It cannot be denied that ever since Pelancar was launched, we have seen new results. This is not only from the eyes of ANKASA, but also from other aspects within the co-op movement. In fact objective results were also found from outside the co-op movement. The attention of the general public towards the co-op movement and its effort to improve the lot of the people was receiving response and appreciation. Enquiries and encouragement in the establishment of co-op societies were encouraging. Supports and recognition of it as an effective agency in restructuring the society and increasing the living standard of the people were heard.

All these effects have changed the views and behaviour of the co-op societies to make new evaluations in the effort to participate in the various modern economic development sectors.

The circulation of Pelancar at present covers:

- * ANKASA member co-op societies and non-members;
- * Schools co-op societies and schools;
- * agencies operating public co-op societies
- * Certain parties having dealings with the interest of the co-op movement or connected with the interest of the members.

Problem

There are three main problems faced by this magazine:-

1. The main problem

+ The members and leaders of the various co-op at the primary, secondary and national level are still not aware towards the importance and effectiveness of the magazine by compiling various opinions and suggestions towards cooperative movement. The majority of them when publishing magazine fokus only on entertainment items only and they feel that it is not part of education and the mass media.

+ **Shortage of** writers, journalists and co-op education among the writers in this country. We have writers but they do not have the necessary experience, education and knowledge about cooperative. On the other hand, there are academicians and co-op specialists but they are not interested in writing. A co-op writer is not only talented in writing and are creative but also an educator. And because of that, magazine receives limited **articles** from the public.

+ **Lack of** reading interest among the public and also the members. Cooperative magazine can only expand if there are awareness towards reading as an important source for publishing. There are co-op leaders who do not read the magazines they bought but also distribute them to the committee members/board of directors the magazine they bought.

+ They also do not inform the members or the members do not know about the contents of the magazine, even if the standard of the contents are high and if it could not reached the members, failure in achieving the objective but also failure in expanding the memberships. Co-op publishers is not only a **form** of business but also **gondoring** service and development to the members.

+ Cooperation does not exists among the primary co-op and the apex co-op that manage the publishing and by sending news and articles, expansion of distribution and also **source** of finance. Certain co-op feels that writing news is not important to the members.

2. Personnel problem

Pelancar is an autonomy unit whose function not only publishing magazine but also distribute and market it to members of the public, especially to the members and co-op public.

And because of that reason Pelancar has its own separate management that is divided into two important aspects that is the management aspects/publishing and the finance aspect/accounting.

At the beginning Pelancar was a 'one man show'. The editor not only does the writing, but also acted as the photographer, reporter, translator, graphic artist, layout artist, proof reader, typist, manager, does the accounting, distribution, and marketing, sending bil, making analysis, promote visits, talks and giving information to co-op and also attending seminars.

However, the **majority** of the problems has already settled when more personnels were employed as stated below:-

Editor

Editing, translating, taking photograph, reporting also administration.

b. Public relation:

Visiting co-op and to take part in various seminars, talks, campaign to co-op, members and leaders including the public and to make arrangement for economic and also sosial study.

c. Administration:

General administration and responsible for all the functioning of the administration unit.

Executive Officer's

- a. To organise and controlling the budget, banking, accounting and finance.
- b. Does the marketing and distribution.

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- c. Canvassing fro advertisements.

Account clerk

- a. Does the circulation and billing.
b. Helps with the accounting.
c. To help the editor.

Grafik clerk

- a. Proof reading
b. Does the artwork and designing.
c. To helps with the publishing and setting.

Assistant clerk

- a. Distributing, posting and genaral administration.

Due of the latest development in this unit and also due to the good response for the magazine and the mass media we feel that new posts should be created to relieve the burden of the editor.

3. Finance problem

Though Pelancar is sold at 50 cents, but the price paid is from the contribution from members to the unit and it is not fixed according to the market value.

At least there are two main reasons why Pelancar is not given free to members. Firstly, free things are often regarded without value. Secondly, the price is only the contribution from members for the cost of printing.

Pelancar is financed from the headquarter and not from the sales of the magazine. That means, each and every co-op got to contribute 1 percent of the net profit every year to **ANGKASA** (headquarter).

As it is part of the mass media to the apex organization defi- nately need a certain amont to finance it.

And the contribution is not only for the publishing of the magazine alone, but it also covers the activities for publicity and publication of other pamphlets such as books, posters and etc.

We would like also to suggest to the co-op that bought Pelancar from this unit to sell it to the members (not given free) and the co-op can claim back the amount by deducting it from their pay every month.

For the past few years we received donation of \$124,000 from the government. We hope the government will increase the amount of dona- tion in line with the government policy that recognised co-op as a machinery in/sosial development.

In the future we are trying to get fix allocation from the government yearly for our projects from the headquarters so that all the activities can be run smoothly.

Projects

Our unit are also setting up five year project in the 80s for the Malaysian Cooperative Movement. Among the project is on 'Reading campaign', as below.

- * To expand the distribution of the magazine to all the members of the cooperative movement amounting more 1.34 million members. Cooperatives and agencies are also urge

to take it up. New offer are also arrange. To reach that objective we are launching:

- a. General briefing at all cooperative, during the cooperative general assembly.
 - b. Organising talks at all cooperative according to the time stated by the cooperative and in line with the programme.
 - c. Organising talks at the district level with the help of ANGGKASA at the state level and other agencies that manage the cooperative.
- * To held group seminars, working group and group discussion at district level/local/ town/city for the concept of the magazine. Their members include leaders, members and also the personnel from cooperatives with the help of ANGGKASA at the state level.
 - * To set up cooperatives reporters where by each and every co-op will select one of their staff to be the reporter/news sender to Pelancar.
 - * To organise training programme to the reporters.
 - * To organise exhibition for the public at the state level/district/locality concerning reading materials for co-operatives.
 - * To improve the publishing technics by introducing new column such as women page, consumer, law aspects, cartoon and entertainment page, and also on education. Till now we have only the column below:-
 - * What is ANGGKASA doing
 - * Biro column
 - * International column
 - * Series on economic education
 - * Training series on accounting
 - * Current affairs
 - * Articles and etc.
 - * It become the centre from the cooperative to the mass media such as newspapers, radio and TV and also foreign news agencies and the mass media is also invited to take part in the cooperative activities.
 - * To publish posters, information books and cooperative education.
 - * To organise programme to mobilise investment.

BACKGROUND PAPER ON

PRESENT POSITION OF COOPERATIVE PRESS AND PUBLICITY
IN
THE MALAYSIAN COOPERATIVE INSURANCE SOCIETY LIMITED
(MCIS) MALAYSIA

by

Abdul Aziz bin Haji Mohamed Nor
Editor, Breakthrough

to be presented at the

FIRST MEETING OF THE ICA REGIONAL WORKING PARTY
ON COOPERATIVE PRESS FOR S. E. ASIA,
PETALING JAYA, MALAYSIA.

27th - 30th May, 1980

PRESENT POSITION OF COOPERATIVE PRESS AND PUBLICITYINTHE MALAYSIAN COOPERATIVE INSURANCE SOCIETY LIMITED

by

Abdul Aziz bin Haji Mohamed Nor
Editor, Breakthrough

1. THE MALAYSIAN COOPERATIVE INSURANCE SOCIETY LIMITED (MCIS)

MCIS is a Cooperative Insurance Society providing insurance such as Life, Personal Accident, Fire, Motor, Householders, Group Insurance to all sectors of the insurable population.

It is a secondary society having both individuals and Cooperative Societies in its membership. Of the individuals anyone who purchases a life insurance becomes a member of the Society and subject to certain conditions is eligible to vote at the Annual General Meeting. These members elect their own representatives on the Board of Directors, comprising also delegates of shareholding member cooperative societies.

Presently the policyholders membership totals more than 100,000 and member cooperative societies which have brought shares stood at 133.

MCIS officially went into business 24 years ago in May, 1956.

The present strength of the staff is 3,500 of whom approximately 400 are office staff and the rest are engaged in the field selling insurance.

2. HISTORY OF MCIS PUBLICATION/PUBLICITY ACTIVITIES

About 10 years ago the need was felt for MCIS to engage in Public Relations activities and a Public Relations Department was established.

The Department was functioning more on the basis of seeking ways and means of developing and expanding business activities or for purpose of keeping staff informed of these activities so that they may be motivated rather than pursue an assumption that public opinion matters. Hence publication of journals, newsletters, pamphlets and preparation of business advertisements in the local papers were undertaken. These publications and the audience they serve are:-

(a) Breakthrough - a house journal for staff issued monthly, containing news on staff particularly in regard to their success and achievements, articles on motivation, highlights on successful business performance or news on important business activities, editorial, sports news, announcements on administrative or organisational changes and news on visitors. Presently 1000 copies are printed monthly distributed free of charge to members of Board of Directors, staff in MCIS and in Associated Group of Companies and selected International Cooperative Organisations. The paper in its 9th year is still in production.

(b) MCIS Review - published yearly containing review of

year's highlights of events, occasions, business performance and activities and review of current or new products marketed. Distributed similarly free of charge to members of Board of Directors, policy-holders, staff in MCIS and in Associated Group of Companies and selected International Cooperative Organisations.

The magazine in its 9th year is still in production. About 10,000 copies are printed yearly.

The Public Relations Department has since been dissolved. During the existence of this Department other forms of publications were also undertaken on behalf of MCIS Associated Group of Companies. These were the CAM News, which was in a form of pamphlet containing tips or information on vehicle maintenance or repairs undertaken by CAM - The Cooperative Autoworks Malaysia Limited and the Voice of CCB, a two-fold paper containing news pertaining to CCB - The Cooperative Central Bank. These two publications are no longer in production.

3. THE PRESENT SET-UP OF BREAKTHROUGH AND MCIS REVIEW

(a) Breakthrough - The staff engaged in production of Breakthrough comprises an Editor, a paste-up Artist, a Text Composer and a part-time Photographer. Equipment consists of a camera, a composing machine (being used also for other composing/printing requirement of the Organisation) and the artist paraphernalia.

The publisher who is the Chief Executive of the Organisation approves the final draft before sending it for printing. Printing is undertaken by the Malaysian Cooperative Printing Press Society Limited - an MCIS Associate Group of Companies.

News gathering, search for articles or stories from contributors and planning of layout are undertaken by the editor. The paste-up artist undertakes arranging of the layout of the articles to be pasted and complete the finishing touches of the layout including the headlines, photographs, etc.

(b) MCIS Review - The staff includes an Editor who operates in the same manner and using the same facilities as for the Breakthrough.

4. PROBLEMS

The fact should be acknowledged that problems do prevail in any profession and that the professionals are being paid to overcome or find solution for them. It should therefore follow that it may be superfluous to highlight them.

Nevertheless since it may be discussed between fellow professionals a fruitful exchange of ideas or experience may ensue hoping to secure some gain from this exercise.

Firstly to the writer and in his particular situation, he is a jack of all trades and master of none. In an established newspaper, for example, we find separate editors for any particular news column such as for the foreign news, local news, crimes, sports, features, and so on. For the writer he himself is the news gatherer (reporter) he writes and edits the news items, plans and think what to insert as the front page headlines, writes the editorial and so on and he does his best to use the appropriate newspaper jargon for

the different category of news. In short he runs a one man show and expected to be at his best.

Should on occasions he asks for contributions, he is invariably disappointed and if at all he gets them, it will be after quite a delay in consequence of which he runs foul of his deadline.

Next comes the aspect of overcoming a dearth of news as we unfortunately do not have the whole world to cover. Ours in particular have only the Organisation. A worthwhile achievement in regard to personal or organisational matters to highlight and capture the readers' interest do not occur monthly.

So you have to think of something instead of waiting for a story to break and assigning yourself to cover the story. You write what you think is attractive and interesting and hope to capture the readers' interest. Sometimes it turns out to be drab and you swallow the disrepute of being branded as an uninteresting publication.

Again its the attitude of those who have or make the news. Normally they resist to make news of them or when they themselves have the news, they either pass it over or attach a low priority compared to their other jobs on hand. It may be assumed that this sort of attitude may be regarded as being unappreciative of the role of public relations and its objectives. Perhaps the management indeed the rank and file should need more to know and understand the work and possibilities of public relations activities.

Lastly its the much-debated freedom of the press. Not on all occasions will the management see eye to eye with the editor. He should toe the line so to speak.

This is understandable as you should not write anything featuring the negative side of the picture in a house journal like ours. It may be bad for morale and image of the Organisation.

"PRESENT POSITION OF COOPERATIVE PRESS & PUBLICITY"
in the SINGAPORE NATIONAL COOPERATIVE UNION

1. CO-OPERATIVE PRESS

The official newsletter of the Singapore National Cooperative Union (SNCU) is 'The Co-Operator'. This newsletter is published in collaboration with the Registry of the Cooperative Societies. It is a quarterly newsletter and is circulated to all cooperative societies in Singapore irrespective of whether such societies are affiliated to the SNCU or not. Copies of the newsletter are also sent to overseas establishments and institutions involved in the field of cooperation.

1.1 History of the 'Co-Operator'

The history of the 'Co-Operator' goes back to 1961 when the SNCU took the initiatives to disseminate cooperative news and information to its affiliates. The newsletter was then known as the 'Co-Op Recorder' and was published in the English and Malay language on a monthly basis until 1964 when it went out of circulation. No reasons could be attached to its cessation but thereafter several other newsletters were published periodically. In December 1974, the idea of having a cooperative journal on the activities of the local cooperative societies was revived and the SNCU agreed to publish it jointly with the Registry of the Cooperative Societies. The newsletter was to be called simply the 'Co-Operator' and was to be published on a quarterly basis in the English language. Articles were to be supplied by the Registry and where necessary the SNCU would make its contributions. It was also agreed that the SNCU would do the printing whereas the Registry would do

the posting and as costs was a major factor, the newsletter was subsequently produced in a cyclo-styled form.

The 'Co-Operator' continued to be published in such a manner for several years and this limited its presentation as no photographs or illustrations could be reproduced. The main drawback was the poor financial resources of the SNCU which prevented the newsletter from going into offset printing. Besides, there was also a lack of expertise in the field of cooperative publicity and affiliated societies were also not contributing sufficient articles for publication. Interests at the grassroots level therefore began to fade away.

To help improve and also to create a new image for the 'Co-Operator', the SNCU nominated two participants to the Regional Workshop on 'Co-operative Press and Publicity' held in Tokyo in September 1978. Upon their return, changes were made to the presentation of the newsletter by way of the inclusion of photographs to the articles published.

1.2 The 'Co-Operator' Today

Among the improvement made subsequently was the conversion of the cyclo-styled form to having it printed by the offset process. The first such issue was published in July 1979 and this was made possible largely through an arrangement with the Registry in which the printing cost was borne by the Registry.

Today, the 'Co-Operator' appears in an A-4 format and varies from 8 to 10 pages depending on the number of articles at hand. The Registry still provides the bulk of the news

items with the SNCU putting in its share, especially write-ups on specific projects carried out by the Union. We are, however, still facing problems in producing the newsletter; the main one being the lack of support from our affiliated societies. If the 'Co-Operator' were to be the voice of the SNCU, it must carry news and information on its affiliates but unfortunately this has not been forthcoming. Articles are hard to come by and this could be attributed to the fact that most affiliates are managed on a voluntary basis and lack the resources to supply the news. This is one problem which will be difficult to solve.

2. PUBLICITY

Apart from publicity through the 'Co-Operator', the SNCU also organises ad-hoc publicity campaigns for specific projects. Among such projects are the Annual ICD celebrations in which souvenir programmes are always published. These programmes whilst attempting to publicize the various activities undertaken by the SNCU and its affiliates also act as a source of raising funds for the day-to-day running of the Union through advertisement space bought by our well-wishers.

Since July 1979, three programmes were produced for:

- (1) The 57th International Cooperative Day Dinner & Dance - July 1979
- (2) The National Seminar on Education, Thrift & Credit Activities and Consumer Cooperation - December 1979
- (3) The Charity Dinner for the Home for the Aged - March 1980.

The success of these projects is underlined by the fact that we have been able to enlist the support of our well-wishers who have time and again patronize our functions.

2.1 Publicity & Information Committee

The SNCU has a Select Committee on 'Publicity & Information' with seven members. The main functions of this Committee have been defined as:-

- (a) publication of co-operative journals, newsletters and other literature
- (b) publicising the various activities of the SNCU
- (c) maintaining a library.

So far the Committee has been mainly responsible for the publication of the 'Co-Operator' on behalf of the SNCU. The Committee has also reproduced an article on "The Aims and Principles of Co-Operatives and their Applications in the Developing Countries" by Mr P E Weeraman, the former Regional Director of the ICA ROEC for S E Asia, into a booklet form. This booklet is made available to all affiliates and other interested parties at a nominal fee.

In addition to the above, other publicity materials are issued as and when available and the main channel is through our regular circulars to affiliated societies.

by Messrs Teo Cheng Peow &
Xavier Samy
for and on behalf of the
SINGAPORE NATIONAL COOPERATIVE UNION

27 MAY 1980

100

THE PRESENT POSITION OF THE COOPERATIVE
PRESS & PUBLICITY IN SRI LANKA

In Sri Lanka the Cooperative Movement was initiated in 1911, as a Credit Union Movement mainly set up for the benefit of the rural masses. Till about 1940 its progress was very slow. But with the advent of the 2nd World War and the consequent food shortage a net work of Cooperative Stores Societies was established in all parts of the island, the development of which saved the country of imminent starvation. Since then the Cooperatives have been in the lime light and the governments too has made good use of it for its various development programmes.

The masses too tended to place great reliance on the Cooperatives and information had to be supplied regularly, Publicity & propoganda became a necessity. A separate government unit was set up to bring the benefits of the movement to the public eye. Through the years the Cooperatives have branched out into various spheres of activity and all publicity & information activities to expand the Movement is being directed by the government department and apex Cooperative Organisations.

An attempt is made in this background paper to underline the activities of the Cooperative Movement in Sri Lanka in relation to the present Cooperative Press & Publicity Programmes.

The Cooperative Publicity & Information activities in Sri Lanka are carried out based on two main objects; One is introducing the management of Cooperation to its own members, prospective members and to as wide an audience of the general public as possible, Two is to encourage the office bearers and functionaries of Cooperatives to take a more active interest in the working of the Cooperative Societies and by this effort to increase the operational efficiency. The literacy rate in Sri Lanka is fairly high and this has assisted in disseminating the Cooperative idea through the written word. The largest publicity source reaching the masses today is the regular monthly bulletin the "Samupakaraya" registered as a news paper in 1951. Publication of this was started by the Department of Cooperatives and in 1956 was taken over by the National Cooperative Council which was then known as the Cooperative Federation. The main aim of this 8 paged bulletin is to build up relations between the Movement and the masses, to safe guard the independance of the movement and the rights of the Consumers through a unified voice and foster the ideology of the Movement.

Through various avenues this paper reaches the employees of the Cooperative Societies, members and prospective members. The National Cooperative Council has 26 district centres distributed in the country and from each of these centres receive regular reports & is able to high light the various achievement & problems of the Cooperator. Circulation of this news bulletin is around 5000-6000 copies per issue. 'Sampuakaraya' is published for the benefit of the Sinhala speaking Cooperators. A similar publication is available for the tamil speaking population in the North & Eastern parts of the island. This is the 'Aikkiya Deepam' which was started in 1945. This too is an eight paged tabloid with a circulation of about 1500 copies.

A quarter magazine named The Cooperative Review was published in Sinhala and English by the National Cooperative Council. Publication of this has been terminated due to various short comings. The School of Cooperation has commenced a similar publication named "Swechcha", but publication of this is not regular. In addition to the above publication Booklets and Leaflets are issued as and when required on special topics to high light various Cooperative activities. The Department also issues a leaflet containing general circulats and notices to be brought to the notice of the Cooperative Societies. The Cooperative Management Services too conducts assignment & surveys & publishes reports and informative publications frequently. The daily News papers too high light various activities of the Cooperative Movement, based on information often channeled to them by the Cooperative Ministry and Department.

The most effective form of publicity employed by the Cooperative Movement is the mobile Film Unit. It is best used in rural areas where there are no cinemas. This too was started by the Department but since 1966 has been taken on by the Council. The Council has produced two short stories namely "Diyunnuwe Maga (Path of Development) (a film high lighting the problems of the producer-farmers and how the Cooperatives mediate to bring respite to them) and "Sahan Eliya" (a film showing how economic development was brought to a remote undeveloped villages). There are a few Documentaries too presented to us by foreign Cooperatives. These films are very popular and are in great demand in rural areas and by various Rural Development Societies and Welfare Societies.

The radio is being increasingly used today, to convey the Cooperative thoughts. The Cooperative Institutions work in close league with the radio authorities. Every Saturday a Cooperative Society is highlighted over the radio. Radio talks and discussions with various officials of the Society are relayed. In his programmes, this builds up communication and also helps to enlighten the not-so-developed societies by the experiance of those successful various Cooperative Societies conduct publicity programmes over the radio; and playlets and songs of popular singers and radio artists are featured in these broadcasts. The radio news service frequently broadcasts proceedings of important Cooperative events. The radio news staff are always invited to all important Cooperative functions.

The National Cooperative Council has been managing a Photographic Unit and it is turning out to be a very viable enterprise. Important Cooperative activities and events are photographed by our experianced cameramen, and the pictures are supplied to our own Cooperative publications as well as to the local press.

Another important source of publicity in Sri Lanka is the education and study programme conducted by the Cooperative Council & the School of Cooperation. The National Council through its branch Education Centres in the 26 Districts conduct an extensive educational and extension programme. Depending on the knowledgeability of the audience various educational programmes are conducted to channel the efforts of the Cooperators to the betterment of the Movement. Cooperative education has gained such importance that it is now a subject read for the University Degree in Development Studies. Representatives of the National Cooperative Council and the Department are always present at meetings of the Cooperative Societies to explain & publicise the Cooperative ideas.

Competitions are organised at various levels to highlight the Cooperatives. The Inohikarri Art Competition is one such organised through the National Cooperative Council. About 70% of the schools in Sri Lanka have established Schools Cooperative Societies and Cooperative Banking Systems. Members of these societies take part in these competitions which are of a literary nature.

Exhibitions too are organised to promote the Cooperative Movement. One such held recently was the "Gampaha Eight" which was a very successful venture. Cooperative Publicity stalls are a popular feature in any exhibition held in the country. Posters, banners in simple language describing cooperative activities are a popular medium of publicity.

A form of publicity greatly appreciated is the conducting of foreign visitors to places of cooperative interest. The Cooperative officer accompanies the visitors to explain various activities of the Cooperative Institutions they visit.

I would like to briefly mention the printing activities of the Cooperative Movement in Sri Lanka. Large scale printing is undertaken by the Cooperative Printing Presses at Homagama and the C.W.E. There are also a few other small units functioning for their own use. The National Cooperative Council has taken initial steps to set up a well equipped modern printing unit. The machinery etc. are all assembled but, commencement of work is held up due to official delays. Once this is established many short comings in the field of publicity will be overcome.

Now that TV has been introduced to Sri Lanka further progress in the field of Cooperative Publicity and information can be envisaged.

Press & Publicity activities in Sri Lanka however has to be extended and developed to a wider extent if each & every individual is to reap the benefit of true Cooperation

Considering the problems faced by the Press & Publicity Division of the Cooperative Movement in Sri Lanka mention should be first made about the non availability of trained personnel in this field. Due to low remunerations, experienced personnel seek better pastures. For those who are employed at present no training facilities are available. Also no incentives are provided to make their task attractive.

One draw-back in developing the subject matter and contents in the publications is the lack of enthusiasm on the part of experienced Cooperators. If more veteran & experienced Cooperators write to the Cooperative Publications and share their experiences and air their views, these publications would definitely be more appreciated. It is regrettable to note that the audience covered by these publications is very limited. Steps should be taken to publicise them more, and modern journalistic techniques should be employed in this context.

One difficulty faced in this field will be overcome very soon when the mechanised printing press is set up. With careful planning it could be turned into a profit making viable unit.

More attention could be paid to the publicity programmes of the movement. Posters & Banners by experienced artists, exhibition stalls planned out by decorators, could catch the eye of the masses and create the necessary realization, that the Cooperative Movement is their independent movement, and that their sincere participation is the life blood of its existence.

The Film Unit could be improved to a better standard. More up to date stories and documentaries should be produced. Film strips, slides which could be used as audio visual aids in educational activities could be made. Plays highlighting Cooperative Principles could be produced. This type of information and advertising methods are absent in the present activities.

Miss. Jayanti Nawaratne
Librarian & Documentation Officer
National Cooperative Council of Sri Lanka.

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23/5/1980.

SUMMARY NOTE

Cooperative Movement in Thailand was firstly launched by the government 60 years ago. At the initial stage, all works concerning organization, supervision, promotion, extension or education have been done by the government officers. Since the people particularly those are living in the rural area-farmers, know nothing about cooperative. The main task of the government in organizing a cooperative is to sell the cooperative idea to them. Aside from oral explanation, they have to prepare all sort of simple materials to distribute to them so that they can read and consider what kind of benefits the cooperative can help them. So press and publicity was taken a major role in helping people to understand what cooperative is.

After the creation of the Cooperative League of Thailand (CLT) in 1968, this institution is acknowledged as the apex organization representing body of the cooperative movement in the country. The role of the CLT is not only to promote and educate all aspects of cooperative to members, board members and employees, but cooperative extension is also important function of this institution. It is hope that in the long run the CLT will takeover all activities particularly cooperative training and extension from the government.

For the time being, the Cooperative Promotion Department (CPD) and the Cooperative League of Thailand are working hand in hand on cooperative press and publicity. On the government side is trying to emphasize on educating newly recruited cooperative officers and in service ones to understand clearly about cooperative. Press and publicity are produced in the form of press release, articles, slides, film, posters and journals. They are usually distributed through mass media.

At the movement side, same tasks are carried on with special emphasis on cooperative members, board members and cooperative employees including general public.

As far as people coverage is concerned, press publicity will be widely circulated depends largely upon financial situation of the institutions concerned.

Present position of co-operative press and publicity in Thailand

Its history

In Thailand, it can be said that the co-operative movement was introduced by the government with the objective to put a stop to the worsening situation by relieving farmers from severe indebtedness and to enable them to expand their rice production. The first preparation for the organization of the co-operative societies was publicizing the principles and practices of the co-operatives and othermore such as training the officials to work for co-operatives, arranging funds to finance the co-operative organizations and legislating the law for co-operatives. Since then the co-operative publicity work has become the task of the government. The government of Thailand has realized the benefits of co-operative system and has fixed the policy to use the co-operative as a measure for improving the economic and social situations of the country.

It is necessary for the people to understand and to have faith in the co-operative principles and its ideal before dealing with the co-operative work. They must know how to use co-operative to solve their economic problems as well as to understand the co-operative administration correctly in order that the business operation will be carried on successfully when the co-operative societies have been organized.

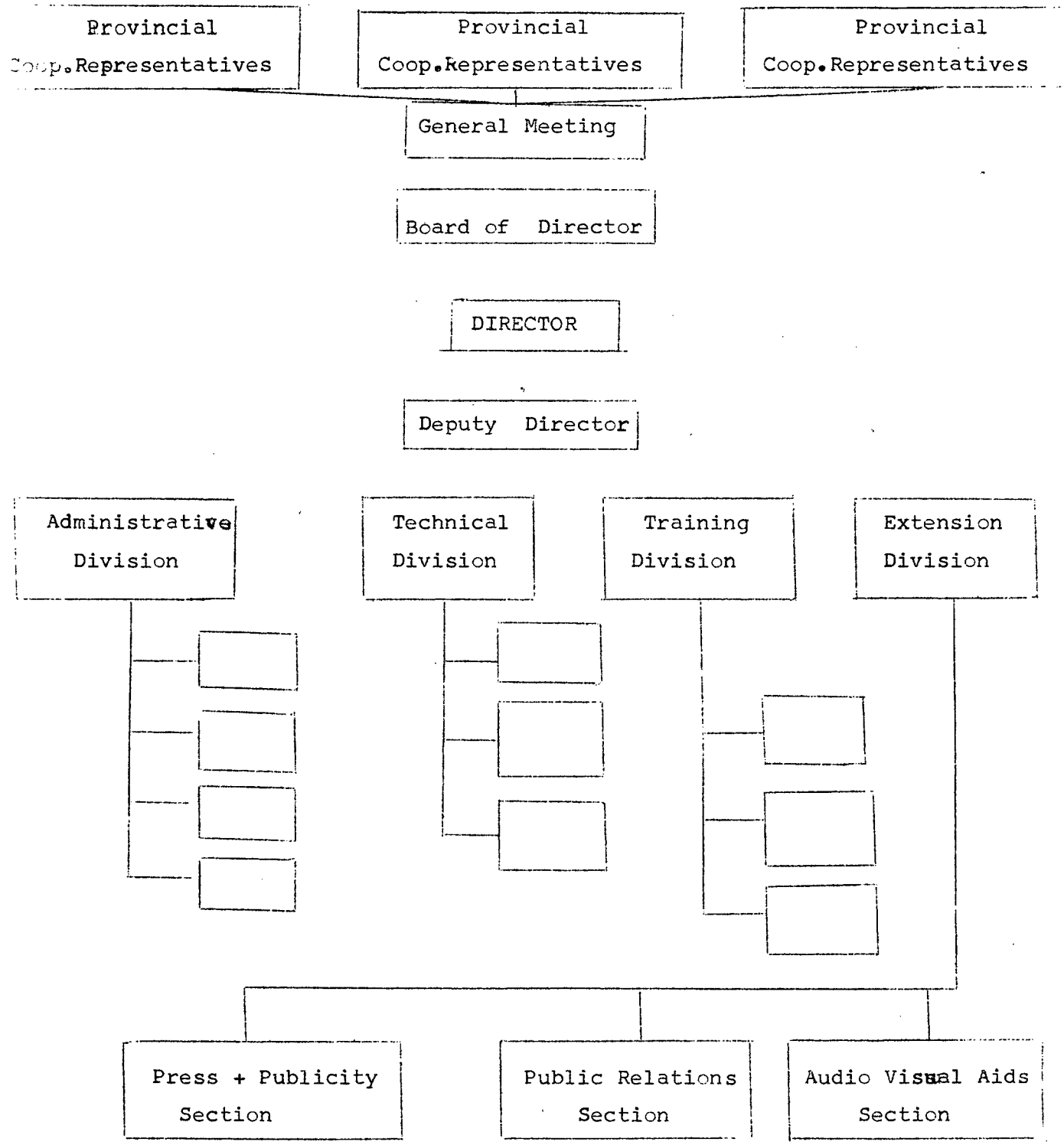
Present position and training facilities available for personnel working in press and publicity fields.

At present , the co-operative press and publicity is placed under the responsibilities of the Co-operative Promotion Department and the Co-operative League of Thailand (CLT) . In fact, the publicity work of the Co-operative League of Thailand, the apex organization of the co-operative movement, deals directly with the co-operative members, committee-men and the staff while the Co-operative Promotion Department is emphasising on the general public who are interested in co-operatives.

CLT'S RESPONSIBILITY IN THE COOPERATIVE PRESS

The Co-operative League of Thailand (CLT) was established under the Co-operative Societies Act. B.E. 2511(1968) to serve as a non official organ for the promotion of co-operative development throughout the country. One of its main functions is cooperative extension, i.e. to produce and publicize educational materials in various kinds to distribute to cooperative members. At first there were small number of co-operative societies. The co-operative press was printed in a limited amount. The main Co-operative press told about the history of the co-operatives and what cooperatives are. Afterwards the number of co-operative had a moderate increase. There were many people who saw the benefits of cooperation and wanted to be registered as a co-operative Society. The co-operative press increased concurrently with the increase in numbers of co-operatives. The main function of cooperative press is to serve the principal needs and common goal of membership. So, the quantity of printed matters has increased greatly. Every cooperative has to support CLT with annual subscription even they gain only small amount of surplus. By this small amount of subscription, it must be allocated to finance all activities concerned including extension work. This is another problem facing the CLT in producing better quality and sufficient quantity of printed materials for distribution.

Organization chart of CLT



Cooperative Extension Work

As far as Cooperative extension is concerned, there are two institutions responsible for cooperative extension, these are the Technical Division, Cooperative Promotion Department which is a government agency, and The Cooperative League of Thailand. According to the organization structure illustration above, the extension division of CLT is entrusted to carry out this task. The Division is divided into 3 Section namely

1. Press and publicity Section. This section is responsible for the production of training materials and other printed matters. which can be classified into 2 groups

1.1 Distributed materials and selling materials. Distributed materials are consisted of leaflets and other form, brochures booklets, and etc. All knowledge pertaining to Cooperative, for example what is cooperative? , Cooperative Principles, duties and responsibilities of cooperative members, board members, and the like are written in simple form and easy to understand.

1.2 Cooperative journal and cooperative newspaper The CLT produced a bimonthly cooperative journal and a biweekly cooperative newspaper numbering 6,500 and 5,000 issues respectively for distributing free of charge to all member cooperatives. All aspects of cooperative, news in brief, cooperative non-fictions, cartoons are included in each issue

2. Public Relations Section. This section is responsible for the dispatching of cooperative activities to mass media, newspapers, radio and television

3. Audio Visual Aids Section. This section is responsible for carrying out cooperative exhibition in some special occasion or in collaboration with other institutions as requested. In addition , staff of this section are assigned from time to time to give lectures on cooperative to various levels of educational instutions

Problems of Cooperative Extension Work

It is very difficult to make the general public and those who work for the co-operatives understands the co-operative principles and the successful ways for Co-operative work because of the different levels of ages educations and occupations. However, knowledge and organisation along the co-operative principles and the results will be effective as required.

Main probleme facing the CLT. are :

1. Lack of sufficient financial support in the field of extension.

As mentioned earlier, main income of CLT is derived from member subscription at the rate of 5% but not exceed 5,000 Baht from the cooperatives' net surplus. From this income, 40% is allocated for administrative purpose and the remaining 60% for training and extension. In particular, only 475,229 or 7.8% of total income are appropriated for extension work

2. Lack of qualified staff in performing the assigned tasks. Most of the lecturers, therefore, are invited from outside.

3. Lack of good public relations officers and extension equipments.

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"COMMUNICATION IN URBAN CO-OPERATIVES" by Mr. Abu Bakar Othman,
Executive Secretary, Co-operative Union of Malaysia.

Chairman, Fellow Co-operators, Ladies and Gentlemen,

It is indeed a great honour for me to be amidst such prominent persons charged in their professional capacities with the running of the press and information services in their respective co-operative organisations throughout the South East Asian region. Standing before you I am full of mixed feelings about the task I have in hand. On one hand I feel confident that my task is going to be an easy one for I am addressing people to whom communication is part of their system. On the other hand, I think my task is going to be a heavy one for I cannot help but wonder how I am going to teach the duck to swim, for being people so very conversant and knowledgeable on this subject I am going to have a tough time maintaining your interest on this subject. Ladies and Gentlemen, I will try my very best to present to you the salient features on communication in urban co-operatives. I shall however limit myself to draw upon our experiences in the Malaysian context and look forward to your participation in discussing the same in your respective situations.

The co-operative movement in Malaysia is widespread involving some 200 co-operative societies and comprising a total membership of over 100,000 persons. The urban co-operative societies are geographically spread in the big and small towns all over the country. The urban co-operatives are involved in a variety of economic activities embracing activities like banking, finance, insurance, etc. They are generally sophisticated in their Modus Operandi and have generally a literate membership. Unfortunately the communication aspect has not developed hand in hand. To a large extent the nature of the activities carried out by the various co-operatives has not warranted concentration of efforts in this direction. Neither has the situation given rise to

any urgency for efforts to be concentrated in improving the existing communications. Co-operative societies have found it rather satisfactory to just communicate in their own ways and with the exception of a few big co-operative societies the rest have not undertaken any real dissemination of information other than that done at the initial membership drive.

The big ones however, on the other hand are rather sophisticated in their communication systems. They have their own regular publications both in-house issues and those for circulation. They also utilise the public press to this aim. To quote for example, the Malaysian Co-operative Insurance Society Ltd. is one that pays tremendous interest in communication. The MCIS has its regular issue of the "MCIS Review" and the "Breakthrough". Both are issues containing the happenings of the MCIS that would be of interest to the policyholder and the members of the society. The issues present the performance of the society and the anticipated ventures for the coming year. This way the members and the policyholders are kept abreast with the latest and their confidence in the performance of the society is maintained.

Similarly, the Co-operative Union of Malaysia has its own regular issue called the "Co-operator". This issue contains articles of interest and information of all co-operative societies in the country. This issue is representative of the movement particularly the urban sector. The Angkasa has its regular issue called the "Pelancar". This issue is representative of the rural co-operative societies and their happenings.

Thus you will find, Ladies and Gentlemen, that while on the one hand we have a sophisticated system on the other there is barely satisfactory communication. Though there is such disparity, I must add that each has served its own purpose. However, I am of the opinion

that the time has come for a change in perspective. The time has come when co-operative societies are no longer just societies concentrating on thrift and loan but are getting increasingly involved into commercial activities. This breakthrough of the prevalent image of a co-operative society from being a dormant society to just lend money to its members into a dynamic organisation that will compete on an equal footing with other business houses and the need for co-operative societies to function as efficiently and profitably as their competitors will itself bring about an evolution of the communication systems involved. For with the change there would also be an increasing demand of members to be more knowledgeable and to be kept abreast with the development of their co-operatives.

Basically this far, communication in the Malaysian co-operative context has confined itself to the printed word and therefore the role of co-operative press beginning with the 80s can be envisaged to be a more dynamic and involved one.

With rising sophistication amongst co-operative societies there is going to be a need for closer links to be developed within co-operative societies so that specialised services like taxation, consultancy, legal advice, accounting practices, etc. can be channelled through the available co-operative societies to those that require so that there is both mutual help and benefit and also so that co-operative funds are channelled within the co-operative movement for its development.

Thus, you can see, Ladies and Gentlemen, all these can be possible only if communication true to its definition is established as a practice amongst co-operative societies. The Malaysian experience though is a recent experience compared to the other nations of the region, I must say I am proud that we have reached some level of sophistication though not widely spread within the movement. This base gives us an advantage and the necessary premise upon which the

sophisticated system of communication can successfully be developed which will cater both for the member who is just interested in information and also for the member who wants to be guided by the experiences and development of his fellow co-operative societies.

Ladies and Gentlemen on this note, I wish to conclude and I look forward to sharing your experiences so that we may learn without having to go through the entire process of trial and error.

I thank you Ladies and Gentlemen for the kind attention and let us now as true co-operators share our experiences for mutual benefit.

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COMMUNICATIONS IN THE MALAYSIA
AGRICULTURAL COOPERATIVES

By

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Paper presented at the First Meeting
of the ICA Regional Working Party
on Co-operative Press for South
East Asia, Petaling Jaya.

MAY 30, 1980.

Views presented here are personal
views of the writers and not the
organization.

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COMMUNICATIONS IN THE MALAYSIAN
AGRICULTURAL COOPERATIVES¹

INTRODUCTION

Malaysia has total land area of about 128,148, square miles of which Peninsular Malaysia covers 40% of the total, around 51,259. About 38.4 million acres (47%) are estimated to be suitable for agriculture. The smallholding sector utilizes a major proportion of the nation's land resources, that is 63% of the total cultivated area. This sector is responsible for the nation's food production. Covering nearly 4.5 million acres, and involving more than 540,000 farm families, thus being characterised by low income and poverty. They are among the 71.2% of the nation population live in the rural areas. Thus, of the total poor household in Malaysia, 74% earn their living from agriculture, directly or otherwise. The two largest poverty groups were among rubber small holdings (226,000 households) and padi small holdings (123,000 households). It is fair enough to note in this paper in relevance to the topic that more than 68% of the Malaysia population is literate.

In view of the importance of agriculture in the national economy, and the prevalence of poverty among the small scale farmers, the government has been putting up strong emphasis on rural agricultural development. In each of the four previous national five year development plans, at least 50% of its total development expenditures were allocated to rural development.

¹ Paper presented at the First Meeting of the ICA Regional Working Party on Co-operative Press for South East Asia, Petaling Jaya.

The THIRD MALAYSIA PLAN 1976 - 1980 page 197 summarized the main targets of agricultural development in Malaysia as below:-

"The thrust of policies, programmes and projects within the agricultural sector will be to contribute to the eradication of poverty. This will be accomplished by raising income levels and increasing employment opportunities in the sector through programmes aimed at productivity increases in existing holdings; new land development; the provision of a wide range of social services to raise the living standards of low income groups".

It is worth noting that in the overall plan for rural development in Malaysia, a major emphasis has been placed on modernization of agriculture. Development efforts have been concentrated on crop diversification, on strengthening the agricultural infrastructure through the development of more adequate physical amenities, improvement of agricultural education, research and extension services, modernization of farming techniques, acceleration of the rate of land alienation and development, and the creation of an integrated system of efficient agri support institution capable of meeting the basic needs, of small scale farmers.

In the governments efforts to better serve the needs of small farmers in the country, the Farmers Organization was formed under an act of Parliament in 1973. This organization has jurisdiction over two key rural institutions, the Agro based Cooperative Societies registered under the Cooperative Societies Ordinance of 1948 and the Farmers Association Act of 1967. Its first task is to amalgamate the two institutions into an effective, viable and efficient farm organization known as Farmers Cooperatives.

In this paper, the term "agricultural cooperatives", includes the farmers organization or Farmers Cooperatives, farmers associations and agro based cooperative societies. The farmers association and farmers organization are cooperatives in nature and practice. They have all the ingredients of the six principles as enunciated by the International Cooperative Alliance and these principles are reflected in their respective law and constitution and closely adhere to in their operation & practice.

FARMERS ORGANIZATION AUTHORITY

There are three major policies governing the organizational functions to help the small farmers in the country. They are:-

- (i) to encourage participation of small farmers in the farmers cooperative movement, and to restructure the cooperative movement in the small scale farming sector;
- (ii) to bring about institutional changes into the smallscale farming sector through the cooperative movement;
- (iii) to commercialize the smallscale farming sector through the cooperative movement.

These policies are formulated within the ambit of the New Economic Policy especially to eradicate poverty and restructure society.

The function of FOA as stated in the FOA Act 1973, are:

- (i) to promote, stimulate, facilitate and undertake economic and social development of farmers organizations;
- (ii) to register, control and supervise farmer's organizations and to provide for related matters;

- (iii) to plan and undertake agricultural development within designated farmer's development areas, and
- (iv) to control and co-ordinated the performance of the above mentioned activities.

The machinery for executing FOA's programmes at the farm level is the area Farmer's Cooperatives (FC). This area FC has its office and administrative staff located in a Farmers Development Centre (FDC), which comprise of a building (s) with facilities for office, meeting rooms, stores, tractor sheds and facilities for training of other business activities. As mentioned earlier, the administrative staff of the FC's are the FOA officers stationed to each and every FC as an administrative aid by the government for the FC to operate. Presently there are 1,294 (65%) of the total 1973 officers and staff of FOA working and having direct contact with the farmers in the respective areas-others are officers and staff working at the FOA State and National Headquarters administrating other services such as registration, auditing, development, administration and training.

FARMERS COOPERATIVES

To ensure a comprehensive network of service centres, Peninsular Malaysia is operationally segmented into 210 Farmers Development Areas (FDA), in each of which is served by a Farmers Development Area (FDA), where a Farmers Cooperative is formed. Each FDA is large enough to enable the Farmers Cooperative to operate economically, and to respond to expanding agri-business activities. An area farmers cooperative normally has a coverage of between 5,000 acres to 25,000 acres, involving between 1,000 to 6,500 farm households.

Presently, there are 202 Farmers' Cooperative already established throughout Peninsular Malaysia with 8 more to be formed before end of the Third Malaysia Plan (1980), being the targeted date. Total farmer members now registered with the cooperative movement are 325,077. The achievement is 41.3%. The targeted figure being 60% of the total farm families throughout Peninsular Malaysia. This

difference in percentage, being estimated of 150,000 farm-families, have yet to be enlisted in these Farmers' Cooperative Movement.

In each of these Farmers Cooperative the organizational charts sets 11 Board of Directors of which 7 being elected in their annual General Meeting and 4 are elected by the Minister of Agriculture to serve for a 2 year period. The FC has a General Manager, a qualified diploma graduate from the University of Agriculture, Malaysia, 5 Development Assistants from the various local agricultural institutions, to manage the cooperatives daily administrations, programmes, business, extensions, etc. The officers are governmentpaid FOA staff assigned in the respective FC until such time when these FC are self - reliant.

The objectives of an area Farmers' Cooperative are many. These may be briefly listed as:

- to provide extension services and training facilities to farmers,
- to expand agricultural production, promote diversification, commercialisation and agribusiness activities,
- to make available farm supplies and basic necessities,
- to provide mechanisation services,
- to provide credit facilities,
- to provide marketing services,
- to promote rural savings,
- to provide transportation services,
- to establish processing and milling facilities,
- to facilitate capital formation and to promote investment through equity participation in commercial and agri-business venture,

- to assist members acquiring land and undertake land development projects,
- to promote group action and facilitate leadership development and
- to provide social and education services, as well recreational facilities to enhance the dignity in rural living.

OTHER GOVERNMENT AGENCIES

Other various government agencies and departments specifically those under the Ministry of Agriculture like, the Malaysian Agricultural Research and Development Institute (MARDI), Federal Agricultural Marketing Authority (FAMA), Department of Agriculture (DOA) and banks like the Agricultural Bank of Malaysia, Cooperative Bank and various private banks do have a allocations for agricultural development are all geared up and with high enthusiasm to promote the activities and income level of the farmers. The National Farmers Association (NAFAS) and its State Farmers Association (SFA) are very much self-boasted to motivate their members into the farmers' cooperatives. All these various agencies, departments and private sectors, are concerned to serve the agricultural sector. Generally, MARDI doing the research and supply of new breed of seeds, FOA does the transmission of these new technology to the Farmers' Cooperatives for implementation by its members, DOA for extension advice, Agricultural Bank of Malaysia for agricultural credit facilities and FAMA for agricultural marketing.

DEVELOPMENT ALLOCATION OF THE FARMERS COOPERATIVES

Under the revised TMP (1976 - 1980) allocation, M\$120.4 million (US\$52.5 million) has been allocated to various programmes under the responsibility of FOA. These programmes include infrastructure development, farm production programmes, farm mechanization and transportation,

- 7 -

mini-estate development, provision of revolving fund for agricultural inputs and marketing services, special project for regional development, grant for rehabilitation of co-operative rice mills, and farmers training. The training programmes gets M\$0.5 million.

The emphasis in the development programmes of FOA lies in agricultural modernization of the smallscale farmers. Modernization means that smallscale farms are to be made more productive and economically viable with the help of modern inputs and technology. In this manner the Cooperative can venture into commercialised agricultural activities.

COMMUNICATIONS IN THE AGRICULTURAL COOPERATIVES

The Cooperative Movement in Malaysia has been established since 1922. The year 1973 saw a new era for the Cooperative Movement in Malaysia where the government itself took special attention to develop the agricultural cooperatives by giving sizeable allocations of national budget to the agricultural cooperative movement.

"In Negeri Sembilan, one of the states in Peninsular Malaysia, only 17.7% or 23,338 farmers out of total 131,889 farmers in the state, were members of the Farmers Cooperatives. Others, 46.92% were ignorant on Farmers' Cooperatives movement, 23.16% were not interested and 13.52% having no confidence on the Farmers' Cooperative activities and its successes".²

"Effective communications will always be the major factor in determining the success and failures of the cooperative development programmes. Communications breakdown is the source of all misunderstanding in regard to cooperative development work".³

²Speech text of Negeri Sembilan's chief Minister at the opening of the Farmers Seminar at Port Dickson on May 15, 1980.

³Paper presented at seminar on Management Agricultural Cooperatives, Cooperative College, Petaling Jaya.

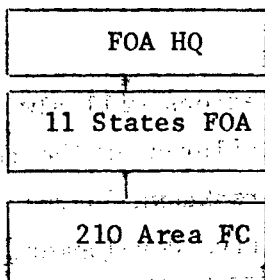
"A Manager's number one problem today can be summed up in one word - Communication".⁴

The present communication system in FOA has been all along very much stressed on personnel contact. The cooperators in the FOA headquarters channel the organization's objectives, functions and programmes to the state FOA in meetings, seminar and visits which then transmitted to the areas officers in the FC. Regular visits to the areas too had been the opportunity to communicate personally to These young officers to motivate, and them up with cooperative ideas and interest to be a dedicated cooperator in cooperative movements in the area.

With the set up of a Training Unit in the FOA HQ, courses, seminars, and conferences now are regularly held for the FOA staff and officers, organised within FOA and by local institution and banks. Here again communication gets through.

The FOA has its Publication & Publicity Unit in the FOA HQ. That published and distributer working papers, speeches of Government leaders, phamplets and extracts of articles written by Senior Officers of FOA and local and intenational cooperator and agriculturalist.

Line of communications flow in FOA within its staff and officers are chart out as below:



⁴Editors, Personnel Journal, April, 1966

Communication between FOA and the Government and other agencies are relatively close. The Government leaders participate actively in functions and meetings regularly held like at the cooperatives. At functions like inauguration of FC buildings, launching and planting or harvesting the FC or members crops projects, giving away Government's and other agencies agricultural aids, the leaders are very active. During these events, various agencies attend to the views progress, and attend to the problems faced by members. Regular meetings and cooperation are held between government agencies under Ministry of Agriculture and private sectors to exchange views and workout potentials cooperatives towards the development of Farmers Cooperatives with the Mass Media are very healthy especially the Radio and Televisyen Malaysia. Their cooperations in transmitting the FOA messages to the farmers and government has help out the FOA in media communications.

The present communication system between the FOA and the Farmers Cooperatives has been during meetings, courses and seminar regularly held, distribution of pamphlets and papers, personal contact at special functions held in the FDA's and regular visits by the seniors officers of FOA to the areas.

The communication system between the Farmers Cooperatives and its members are generally good and efficient. The six officers in the area FC are trained in agricultural programmes and technology. They make daily contact with the members extending extension services like advice, guidance, visits at their farm gates and attending to questionnaire and problem even beyond their normal daily working hours.

These officers regularly have meetings and dialogues with the members and farm leaders in their respective areas on management and projects problems. They worked out to encourage these farmers to participate in the cooperative movements.

These officers live within their respective areas in houses built by FOA within FC compound. This gives them convenient access for the members to contact them even at abnormal hours and to keep up good relationships.

Inter Farmers Cooperatives communication are efficient. They communicate regularly for inter-business of planting materials products and interchange of project facilities, advices and such.

These areas FC organised farmers group within its area to visit other FC's to view and study projects undertaken by them and exchange knowledge between farmers in other areas. For these purpose FOA has two buses at a very nominal fees for these visit purposes.

Some area FC, has the membership drive campaign held regularly within their respective areas with the cooperation of the FOA Publication and Publicity Unit. The mobile Unit of FOA travelled down the areas and provide them with PA systems, and organize film shows or local agriculture, films from foreign embassies and slide shows on the FOA and FC's activities.

Some areas are lucky to have exhibitions held at their areas organized by their district or state. Here, various agencies participate to exhibit their respective policies, functions, activities aids and faciilities for the farmers to come forward and participate. This will enable them to take advantage of the various facilities offered to them under the agencies development programs.

FARMERS DAY, gazetted by the government on August 6 is a yearly affair whereby farmers throughout the country celebrate. Various activities are held including agricultural shows, exhibitions, participated by the public and private sectors. During this day, the Progressive Farmers Award will be announced. This will highlight the days celebrations.

Present Communication Problems

In communication, everyone in an organization is a communicator. They should be made to realize their dual function in the organization, one as a worker and the other as a communicator.

Some of the FOA officers and staff do not really realize the policies, functions and objectives of the FOA. Their negative attitude are the results of their lack of interest to know their objectives and set their priorities.

The negative attitude of farmers to accept new ideas and technology, discourages the young officers. The officers welfare in the area are often overlooked by the management resulting in their negative attitude.

In service training has been lacking for these young FOA officers in the area cooperatives. They have to motivate the farmers to participate in the FC's development efforts whereby communication is a very crucial and important factor in order to build up the members confidence.

These knowledge, were not regularly flowed down to them from the management. Printed materials were very minimal. Much depends on personal contacts or verbal information transmitted from one level to another.

The publications distributed by the FOA were very minimal and circulation limited. These materials were more of a text book rather than simplified journals or pamphlets meant really for educationist, intellectuals and foreign cooperators. Majority of these "books", were in English. It should be noted that most of the young Development Assistant in the areas received their education in the Malay Medium. This is a disadvantage to them to further readings of English books and journal of foreign and some local publications.

The attitude of the farmers also forms the problem in communication. Some of them are not willing to change from traditional farming to modern farming. Concept of cooperatives do not interest them that much.

The lack of trained communication approach, the stronghold beliefs in their traditional life-style, lack of confidence in the young officers in the areas, lack of informations, failures of certain FC projects, lack of cooperative and business education, delay in extension services continuing persuasive and confidence approach of the middlemen, overlapping aids and facilities and officers provided by various agencies, pages of rules and conditions bothers the farmers, discrimination attitudes of FC leaders and a few more reasons builds up the negative attitude of the farmers towards cooperative movement in their area.

Not much training being provided for the farmers on agriculture project and cooperative educations. Except a few cooperative leaders in the area FC, lately, being called to attend seminars and courses on Cooperative management, cooperative leaderships and such. The implementation and passing of such knowledges are yet to be surveyed.

There are very limited number of publications published and distributed by FOA and at limited circulation and at a very long interval.

"Peranan LPP" (Roles of FOA) is a handbill explaining the policies, function and objectives of FOA. "Koperasi Peladang Sepintas Lalu" (Farmers Cooperatives in Brief) explains the roles and development of FC. "Kopeladang Pembela Kaum Tani" (Farmers Cooperative as the farmers Front) is a very simplified and informative leaflets for cooperatives education printed in two media, Romanise and Jawi. There was a quarterly small size megazine "KOPELADANG" (Farmers Cooperative) published 10,000 copies for sales at 20¢ each to the farmers, officers and public in 1978. The content were of farmers' cooperatives success stories, speeches of the Agriculture Minister and FOA messages. The response have not been known and the publication was only once published.

Illiteracy among the farmers are large, research made known only 75% of our farmers are literacy. Majority of them having primary Malay Medium educations. Among them, there are those who only reads and write "Jawi".

Group Information system were held regularly before. The mobile unit of the FOA travelled down to areas of membership drive campaign fixing up P.A. system, slides shows on Farmers Cooperatives and FOA activities, entertainment Malay films. The crowd were big but the officers that gave speeches in between the shows did not make himself really clear to these farmers with his highly educated speeches.

There are limited and trained manpower specialising in communication at all level. In the FOA HQ, there is a publication and Publicity Unit with its Public Relations functions. Its present man-power is an Assistant Publication and Publicity Officer as the chief, supported by a Senior Clerk, a Timescale Clerk, a Junior Clerk,

a Junior Information Assistant, a Photographer, A Graphic Artist and a Film Projectionist. The programmees of communication for all level are there but only speeches writing for the management, organising special events, call the mass media, arranging programmes for internal and foreign visitors, and printing and distribution of papers by the management are a few main task in hand. The staff are trained and efficient in their daily administrative routine work but not receiving any specialise knowledge and training in communications functions whereby they should be professionals to enable them to think of the communications problems and implements the vast techniques of Public Relations.

Prospect of Establishing Good Communication System

The prospect of establishing good and progressive communication systems within and between FOA, FC, the farmers and other agencies are unlimited.

As mentioned earlier, the FOA Publication and Publicity Unit personnels should be made professionals. The communications programmes tabled and budgeted should be reviewed frequently. The management should put serious interest and observe the communication problems and programmes and sympathize with the needs of the Unit. Communications share equivalent importance to the success of projects. As professional communicators would agree that "there should be thunder and lighting before the rain, during the rain and after the rain". In communication, "silence is not gold".

The agriculturist and administrators from the senior to the lowest in rank at the HQ, State and area levels should be trained or recieve, if not specialise, at least the minimal standard of cooperative education, the knowledge of the organisational objective and functions. Knowledge in communication should go along with training to smoothen the flow of information and make the personal contact approach interesting. The same education should be extended to the farmers members of the Farmers Cooperatives.

The media presently used, need to be redefined. More printed materials like leaflets, posters, journals, magazines, with simplified languages, pictures and illustrations need be published and widely distributed, to reach all levels from the cooperator to the farmers at the farm gate.

While August 6 is Farmers Day, a farmer's regular journal or newspaper could be thought of where cooperative educations, agriculture technology, motivations, and such be transmitted. Not to neglect the equivalent importance of the roles of the FOA officers, a house journal has yet to be published with additional informations like management news, changes in policies, messages and such to keep the officers informed and feel at home and unforgettable.

The relationships with the press, radio and television are healthy until today. Special programmes and pages awaits news and articles from the FOA, FC and farmers by these media and other magazines publishes with the country's present spirit of rural development.

With the interest in the communications problems, more aggressive information extension need to be mobilised. Group meetings lectures, dialogues, demonstrations, regular visits courses and such have yet to be organised and held at the area FC to ensure attendance and participations.

The help of audiovisuals in communication are attractive and appreciative to all level of public especially the farmers. A film "Farmers Cooperatives in Malaysia" shot last year in colour is yet to be ready. More of such films need to be shot on FC activities, member farmers projects, cooperative management and system, modernization in agricultural activities, application of technology, Government objectives and FC aids and facilities.

Mobile Exhibitions of pictures, charts, illustrations and such from area to area at minimal interval have yet to be planned.

The present idea of group visits by farmers from one area to the other with buses facilities and cooperations extended by FOA will be sustained. Visits to neighbouring countries with similar agriculture exposure like Indonesia and Thailand need be organised for the enthusiastic farmers.

The FOA is a young organization with its full backing and budget from the government and so is the Farmers' Cooperatives. With the wisdom gained from the past experiences, new strategies are formulated on the overall developments of the FCs, The Training Unit and the Publication and Publicity Unit should be strengthened for the prospects more systematic and progressive communications for the benefits of the small farmers throughout the country.

FIRST MEETING OF THE I C A REGIONAL WORKING PARTY
ON COOPERATIVE PRESS FOR SOUTH-EAST ASIA,
MALAYSIA 27-30TH MAY 1980.

COMMUNICATION IN COOPERATIVES THROUGH JOURNALISTIC MEDIUM

Paper presented by C.M.Rajan,
TamilNadu Journal of Cooperation,
Madras-9,
TamilNadu,
India.

One of the basic human characteristics is the need to share attitudes, ideas, or informations in other words, communicate with each other. In today's mass society inter personal communication alone cannot disseminate all informations required by the citizens, and hence mass communication.

Thanks to the industrial revolution which has brought about changes in the life of men in agriculture, industry, transport and communications, greater significance is attached to the use and evolution of mass media, which millions of people have to avail to develop new ideas, philosophy, approaches and attitudes to life. Mass media are now disseminating informations, transmitting knowledge and providing the speediest, effective means, whereby the leader or the communicator can approach people in no time whenever he wants.

Mass communication although supposed to be common knowledge, involves special techniques,

Communication in Cooperatives

and scientific study of human behaviour, social dynamics and tensions. Mass media provide motivation for social change, create the climate for development and influence attitudes and traditional practices. They help imparting various types of educational training, formal and informal to the farmers in the field, to the small entrepreneurs in the industries, to teachers in training situations, to the social workers and housewives in the villages and to the authority in the rural areas.

One of the most important distinguishing characteristics of mass communication however is, mostly it is a one way process. Seldom is there a quick or easy way of the reader, viewer or listener to talk back, to ask questions or to get clarification if he needs it. Second, it involves a good deal of selection, for instance the audience it wishes to reach.

In mass communication, the communicating is done by a social institution that is responsive to the environment to which it operates. There is an interaction between the media and the community. The media influence not only the social, economic and political order in which they perform, they are in turn influenced by it.

To understand the media properly, therefore, one must understand the society in which one exists and to understand the society one must examine its setting, nature, major assumption and its basic beliefs. All of it is to say, that the knowledge of history, sociology, economics, philosophy and psychology is necessary for a true understanding

Communication in Cooperatives

of the media.

Mass communication is performed today through various media, such as print, radio, television, film etc.

Electronics media is of great value as it can reach millions at home, overcoming the barriers of illiteracy. They do not depend on the communication through roads or wires for reaching the target. The wireless media reaches each and every person without the need for urbanisation, and overcrowding of cities.

Since the Second world war news agencies have come into being in large numbers and in a great many countries.

Radio is another miracle of the century. Many of the problems encountered in the field of the press are less acute in radio broadcasting. Developing countries in particular, are giving priority to this medium in expanding information facilities. It is said that since 1950 the number of radio receivers for every hundred people in all regions has increased much more rapidly than the daily newspapers. In recent years the transistor had brought pocket-radio within the reach of the millions of people in all regions. It is no longer a toy, it is now a high grade instrument of mobile mass communication. The successful operation of first communication satellite has brought out radio broadcasting together with the press and television into the space age.

Since its initial direction to a mass audience television has established itself as a potent medium

Communication in Cooperatives

of information, education, and entertainment throughout the world.

While pursuing the functioning and effects of mass media, I must state that the movie medium is essentially engineered to provide the people with entertainment and escape.

Between the radio and TV on one hand, and film on the other, the difference is that the radio and TV are more capable of providing immediate impact, whereas the reaction of motion picture may be remote except in the sphere of social life. However the impact of a film is more permanent than that of radio or TV, as with time at its disposal, a cinematograph theme can be presented in a more appealing manner if there were good planning and expertise on the back.

Among the various media, the print media continues to be more powerful, inspite of being less direct than the broadcast media and less intimate. Although in the great majority of the countries few of the new techniques have yet been applied on a broad scale, it seems that news paper publishing stands on the verge of the most important technical revolutions in its 400 years history.

The print periodicals are more essential to the evolution, development and propagation of the Co-operative movement, since they are far more effective than others like newspapers, because of their very nature the materials published in them are of more permanent value, capable of being read and digested leisurely. Journals are also more appropriate and effective weapon for carrying educative articles

Communication in Cooperatives

dealing with new concepts and techniques of the principles and practices of Cooperative actions. These kind of materials can be published only in periodic als which remain with the reader for sometime and is available whenever he wants to read; They are also found tobe the best medium for carrying detailed reports on case studies, reports of working groups, details of seminars and conferences including texts of resolutions and re~~com~~commendations adapted. It functions as a reliable and readily available source material for students of cooperation, research scholars and executives. In fact these periodicals are archives of cooperative thought, but for whose role it could have been very difficult to trace the development and trend of the movement in the various periods of time. The Cooperative periodicals are essential components of the cooperative edifice and immense thoughts should be bestowed to use them more effectively, purposefully and usefully.

Cooperative journals today act as link not only between cooperatives, members and employees but also between cooperatives and the public, though the word public denotes cooperators also in a liberal sense, since public are connected with cooperatives in one way or the other. Who are the relevant public to be specially catered by the cooperative journals? They can be broadly classified into internal and external target audience, closed and open circuit. The internal audience are those who are already connected with Cooperatives and with whom the journals are tobe on a day to day communication level. They generally are employees whose cooperation or lack of it immensely

Communication in Cooperatives

affect the operation of the cooperatives themselves. It is one of the major functions of the Journals to build up a cadre of loyal and concept-conscious employees. Next to the employees and their families, it is the members who matter most and who are to be tuned to the same wave length with the cooperatives. Their interest and good will have to be assiduously cultivated for economic and electoral support, for they are the ultimate authority and are supreme in the structure. The journals have another set of audience to cultivate who include press, leaders of thought, political forces, financial experts and others. The major difference between the internal and external audience is that the internal audience has in some way certain amount of interest in the cooperative where as for the external audience a cooperative is just another organisation, unless in some way it is related to the interests of the outsiders to attract their attention. The image of the Cooperatives largely depends, also on how best the journals are able to create intellectual sympathy among social groups such as lions club, consumers councils etc. In this respect the Government also form effective and potential audience not only because they loom large in the cooperative horizon of most of the countries of South East Asia but also that the power of the Government has tremendously increased recently to influence all the walks of life. It is the function of the journals to foster good relation with administrators, Government employees and legislators to help the movement gain by the good relationship. For this purpose the journals are supplied free of cost to government officers, members of **state**

legislature, legislative council, and members of Parliament.

One of the features of functioning faced by the journals is their efforts to employ devices to create interest among readers and to know what the audience want, in other words the need to have audience response and also to adapt a reliable feed back channel.

It may not be inappropriate to share with you some of the experience I had during nearly last 15 years as a working editor of TamilNadu Journal of Cooperation. Perhaps you may be aware that the TamilNadu Journal of Cooperation is one of the oldest in India, 71 years and has readers among Cooperative circles in many countries. The other companion, Tamil monthly, Kootturavu, recently, celebrated its 50th birthday. These are run by the apex co-operative organisation, while there are 14 monthly cooperative journals published in the districts. Even among the journals published in the same state though the objectives are similar the approaches are quite different, as the target readers vary. The approaches changes according to local situation such as the requirements and taste of the readers and locale like urban and rural etc. The standards, the style of presentation, the treatment of the subject, even the choice of topics differ.

The English journals are popular mostly among urban people and academic circles of universities, and therefore articles of national and international importance and research materials are given prominence apart from publications of cooperative news and events.

The concept of Kootturavu, the Tamil monthly, is entirely different as the readers are and therefore the articles of local interests, success stories of

Communication in Cooperatives

local cooperatives, pen portraits of local cooperators are given emphasis, while retaining the basic objective, namely education and campaign.

In order to avoid the impression that the Cooperative journals are another form of Government Gazette we have to do some exercises to create interest among readers as well as attracting new ones. We must find out areas of interest that will be appealing to them. It is not that easy, in a world where there are specialised magazines for each interest. Exclusive publications for women discuss all that is relevant to them. Economic journals, political journals, journals for teachers and housewives are on the stands. We made some experiments by publishing short stories, techniques of kitchen garden, cooking recipe etc. We could not find out how far it was successful though we received feed back materials commending the short stories while missing the hero, the cooperation.

Our Cooperative journals are generally regarded, atleast outside our circle, as dull and flat. It must be confessed it has to be like that to a certain extent because our objective is not to provide what they want but what we want them to have. The difference is as between an entertainer and a teacher, a commercial executive and an educator.

It is not that subjects in cooperation cannot be projected in a lighter vein, in an understandable and interesting manner to the common man. But the question is whether should we go all the way to make the contents lighter and amusing, while in the process missing the moorings. To encourage audience-response we introduced fan mail section, and offered even prizes for the best letter. Most of the letters were so flattering to the be true, and after sometime it also stopped coming.

Communication in Cooperatives

To make the communication more effective and purposeful we have to have effective communicators, writers. There are many propounders of Cooperative thought whose skill in writing is not as profound as their knowledge of the subject. At present, the main source consists college professors, economists, retired department officers, teachers of cooperation etc. Some of them are contributing to well known newspapers with an eye on money and wider publicity. Lack of correspondents also hampers the communicating process because of dearth of material. A network of correspondents to start with in the South-East Asia regions will go a long way in providing materials of information and education of the development of cooperatives in various parts of the region. It is quite common for cooperators to look up for informations on development and progress of the movement in the other parts of the region. At present, materials published in journals of other parts of the world are liberally used. A news service or news letter exclusively for cooperative papers would go a long way in filling up this gap. The I C A Regional office, New Delhi which is the appropriate forum may think on this lines.

No topic on cooperative journals would be complete without mentioning the near miracle being performed by the cooperative monthly of Japan, IE-NO-HIKARI, having a circulation of more than ^a million. We must study the various features of the technique and readersatisfaction and adapted to make it so popular, and strive to publish atleast one such journal in each country.

This paper is surely not an exhaustive treatment of the subject. I have tried to highlight certain features which I am sure would provoke enough thought and discussions.

Thank you.