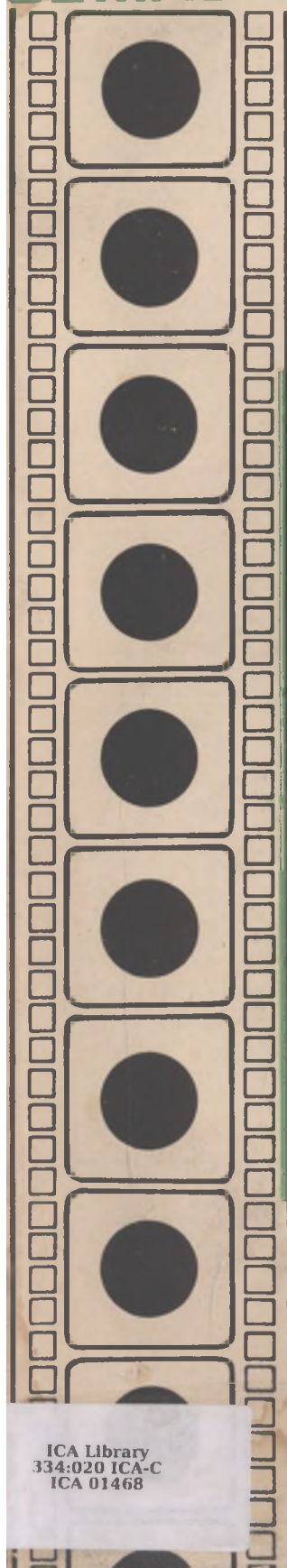




# COOPERATIVE EDUCATION MATERIALS ADVISORY SERVICE (CEMAS)



**FILMS CATALOGUE**

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# FILMS CATALOGUE

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CEMAS UNIT  
International Cooperative Alliance  
Regional Office & Education Centre for S-E Asia  
Bonow House, 43 Friends Colony  
New Delhi 110065. India  
(Phone: 635123, Cable:INTERALLIA, Telex 31-61425)

January 1985

## C O N T E N T S

		<u>Page Nos.</u>
	WHAT IS CEMAS	iii
	Letter to Reader	iv
	List of Films on Cooperatives and Allied Subjects	v
<u>PART-I</u>	Films on Cooperation and Allied Subject ... ..	1 - 26
<u>PART-II</u>	Film Strips on Cooperation ... ..	27 - 29
<u>PART-III</u>	slides on Cooperation ... ..	30 - 31
<u>PART-IV</u>	<u>HOW TO USE CEMAS FILMS</u> <u>LIBRARY SERVICE</u>	
	A. Film Library Service Rules	32 - 33
	B. Proforma for Requesting Films	34
	C. Proforma for Screening Report	35
	D. Do's and Don'ts fro Handling Films ... ..	36

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WHAT IS CEMAS

- CEMAS IS A SERVICE of the International Cooperative Alliance aiming at contributing towards better materials and better methods for cooperative education and training in developing countries.
- CEMAS STANDS FOR Cooperative Education Materials Advisory Service. The service is a response to a repeatedly expressed need of coordination in this particular field.
- CEMAS ACTS as a clearing house for information and advice on materials and methods, and is also a producer of prototype materials. It is an ideas bank for the use of cooperative educators and trainers.

For further information please contact :

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

**International Co-operative Alliance**  
**Alliance Coopérative Internationale**  
**Internationaler Genossenschaftsbund**  
**Международный Кооперативный Альянс**



Regional Office & Education Centre for S-E Asia, "Bonow House", 43 Friends' Colony East,  
Post Box No. 7011, New Delhi-110065, India. Telephone 63-5123, 63-5319. Telegrams "Interallia"  
New Delhi. Telex No. 31-61425 DICA IN.

Your ref. 1.17/FLS  
Our ref.

October 27, 1984

Re : CEMAS-FILM LIBRARY SERVICE

Dear Cooperator,

1. The ICA Cooperative Education Materials Advisory Service (CEMAS) New Delhi Unit, has been running a film library service on a pilot basis for the benefit of cooperative educators and the training institutions in the Region. Under the service, 16mm films, coloured slides and film-strips available with the Unit are sent on loan to the cooperative unions and the cooperative training institutions as per its rules. At present, the loaning service for 16mm films is confined to India because of Censors, Customs and other limitations.

2. The CEMAS Films Catalogue is sent herewith for your information and use. The Accession list of Films includes 60 films (B/W or coloured), 44 film-strips and 22 set of coloured slides on cooperation, management and allied subjects. The information given in the catalogue, would be helpful to those who want to make use of these films, or are interested in purchasing them direct from the producers and distributors concerned.

3. Please write us if we can be of any further assistance to you. Any comments or suggestions about the service are most welcome.

With cooperative greetings,

Yours sincerely,

Dharm Vir  
Joint Director (Education)

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LIST OF FILMS ON COOPERATION AND ALLIED SUBJECTS

<u>s.No.</u>	<u>Title</u>	<u>Page No.s</u>
1.	Northern Land	1
2.	Shoulder to Shoulder	1
3.	Land of Ice and Fire	2
4.	Ushirika	2
5.	Together They Prevail	3
6.	Village in Storm	3
7.	The Lever	4
8.	Consumer Cooperation in the USSR (Two Parts)	4
9.	Textil Genom Nalsogat (Textiles Department)	5
10.	Methods and Movements	5
11.	Cooperative Ministers Conference	5
12.	Without Boundaries (old print)	6
13.	Sisu	6
14.	A Visit to Karlet	6
15.	Spookes on the Heyloft	7
16.	KF's Provkok (KF Test Kitchen)	7
17.	In Osterien	7
18.	Modern Meaning of Efficiency	8
19.	Job Enrichment in Action	8
20.	Nippon No Nohkyo (An Agricultural Cooperative in Japan)	9
21.	Su Na No Shojochi (Fertilizer Combine at Nigata East Port)	9
22.	Cooperative Movement in European Countries	10
23.	Living in Cooperation	10
24.	Cooperation and Cooperative Brands Rearing	10
25.	Form and Function	11
26.	Getting Yourself Accross	11
27.	Conducting A Meeting	11
28.	Group Discussion	12
29.	Freedom, Cooperation and Peace	12
30.	Audio-Visual Materials in Teaching	12

<u>S.No.</u>	<u>Title</u>	<u>Page Nos.</u>
31.	Credit - A Capital Idea	13
32.	Give Us This Day	13
33.	Earth - Energy to Cooperate	13
34.	Changing Attitudes Through Communication	14
35.	People of Kolevu	14
36.	Flambeau Story	14
37.	Agricultural Cooperation in Japan - Organization and Functions	15
38.	The Rising Tide	15
39.	The Fishermen	15
40.	Banking for Cooperatives	16
41.	Something for Ourselves	16
42.	The Weavers	17
43.	The Workers	17
44.	Land Mortgage Banking	18
45.	Theory X & Theory Y - Part I (Description)	19
46.	Theory X & Theory Y -Part II (Application)	19
47.	Management by Participation	19
48.	Management of Human Assets	20
49.	Common sense Motivation	20
50.	Instructional Technique (Part-I) An Introduction	21
51.	Instructional Technique (Part - II)Planning	21
52.	Instructional Technique (Part - III) Preparation	22
53.	Instructional Technique (Part - IV) Presentation	22
54.	The Strength of Women - A Cooperative Project in Sri Lanka	22
55.	The Overhead Projector	23
56.	An Idea for Millions	23
57.	Tell my Wife I Won't Be Home for Dinner	24
58.	Agricultural Cooperatives "Bhoo Vikas"	24
59.	A System	25
60.	Varuupplagging	26

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P A R T - I

( Films 16 mm )

1. NORTHERN LAND

16mm Coloured English 1120 ft. 30 minutes

Producer/Distributor: Kooperativa Forbundet, Film Division  
S-104 65 Stockholm, Sweden, price not available

This film, as its main theme, has the reconstruction of northern Norway through cooperative efforts. The destruction caused by the War was great. Through cooperative efforts people of the area reconstructed the whole area and developed several industries which brought them progress and prosperity. Snow-covered areas did not disappoint the cooperative workers. Nothing could stop them from going ahead with their work of cooperative development work. They participated in the activities of their cooperative organisations like participation in general meetings and committee meetings just because there was snow all around.

2. SHOULDER TO SHOULDER

16mm Coloured English 1400 ft. 45 minutes

Producer/Distributor: Kooperativa Forbundet, Film Division,  
S-104 65 Stockholm, Sweden, price not available

The film produced by the Swedish Cooperative Union and Wholesale Society (Kooperativa Forbundet - KF) is based on the efforts which are being made in Tanzania towards the development of cooperative movement in that African country. The movement has already a base created by the former rulers which could be further developed for the benefit of the people. The Scandinavian cooperative movement has come forward to assist and guide the development of the movement in the right direction. The assistance consists of establishment of a cooperative college, a cooperative education centre and many other institutions which provide education and training to cooperative workers and members of cooperative organisations. Officers and experts from Scandinavian countries work in Tanzania with their local counterparts shoulder to shoulder and march to the tune set by the President of the Republic of Tanzania.



The film carries an interview with the President and the efforts, which are being made by the people to achieve the goals set by him. The film covers the activities of the cooperative union of the country and several other types of cooperative unions which work to export commodities to other countries and earn foreign exchange for the development of the country.

The film also discusses the activities and achievements of the Cooperative Education Centre in Moshi and the Cooperative College which receive substantial financial and personnel support from the Scandinavian Cooperative Movement.

### 3. LAND OF ICE AND FIRE (2 parts)

16mm Coloured English 1300 ft. 35 minutes (Part-I)

Producer/Distributor : Norddisk Tone Film, Norway  
Price not available

The film has been produced by the Scandinavian Cooperative Movement. It tells the story of reconstruction of Iceland after the destruction caused by the War. Efforts of the people in joining together are spectacular in the sense that Iceland has now become an advanced economy. Cooperative movement has now its own role to play in the development of the national economy. The film illustrates the means which the movement employs in achieving progress. The cooperative movement has its fields of activity in forestry, agriculture, mining, fishing, transport, education etc.

800 ft. 25 minutes (Part-II)

This part illustrates the actual working of the cooperative enterprises in the country and their involvement in the cooperative movements of Scandinavian countries. The functioning and impact of consumer cooperatives in the country are well presented. Dairy cooperatives play a significant role. The movement runs its own hotels, restaurants, departmental stores, etc.

### 4. USHIRIKA

16mm Coloured English 1400 ft. 45 minutes

Producer/Distributor: Kooperativa Forbundet, Film Division,  
S-104 65 Stockholm, Sweden, price not available

Tanzania has an agricultural oriented economy and its vast resources remain unexploited. On the agriculture side the cooperative movement has come forward in a big way. The movement has its own processing units, consumer stores, and handling agencies to ensure proper wages to the farm labour and producers.

The President of the Republic is a strong believer of cooperation. His government has thus provided incentives and directions to the movement. The Scandinavian cooperative movement has come forward to assist the local cooperators and organisations in putting the movement on a sound footing. The film carries an interview which took place with the President of the country.

5. TOGETHER THEY PREVAIL

16mm B & W English 1300 ft. 35 minutes

Producer/Distributor: Film Nagara Malaysia, Government of Malaysia, price not available

The film deals with the question of labour employed on rubber and other estates in Malaysia. Private estates did not care much for the welfare of labour. Wages were low, living conditions were bad and there was no security of job. After the war the estates changed hands and caused a number of labour problems. Unemployment increased. A cooperative society then came into existence and from then onwards things changed. The film describes those changes which gave security of job to the workers, better business, better production, and better working conditions to the labour and others concerned. It is a story of a successful cooperative society.

6. VILLAGE IN STORM

16mm B & W English 1200 ft. 40 minutes

Producer/Distributor: Norwegian Documentaries Film, Government of Norway, price not available

It is a story of the brave people of a tiny island in Norway. People brought prosperity and sense of purpose by uniting themselves. These fishermen, having been thoroughly exploited by businessmen, thought of getting together when their catch did not find any useful and profitable market. The middleman (or the private businessman) either refused to lift the catch or did not pay the right price. Also the transportation of fish to the proper market was a problem. They formed a cooperative society of their own. It brought them luck, market, prosperity and good fishing boats for a rapid development. The work of the society was observed by two members of Parliament of Norway. This was a turning point in the total development of this society. These members, encouraged with the good work of the society and excellent economic results achieved by it, and taking advantage of their own status and position, supported the idea of organising cooperatives among fishermen throughout the country. This was a good start for a present-day very strong fishermen's cooperative movement in Norway.

## 7. THE LEVER

16mm B & W English 400 ft. 15 minutes

Producer/Distributor : Kooperativa Forbundet, Film Division,  
S-104 65 Stockholm, Sweden, price not available

The film is based on an interview sequence. Three participants are involved - an Indian, an African and a Swede. They discuss the problem of bringing produce from the village to the market. An example has been cited which shows how the Swedish poultry farming has developed into a giant industry through cooperative efforts. The movement has proved to be a lever to achieve progress and prosperity. With the help of a cooperative effort a modern blend can be given to any venture e.g. scientific handling of fishing, consumer stores etc.

The film moves from the concept to realism. It encourages the process of realisation that cooperative action can be the one which could perhaps help in development. To bring produce to the market, others also should help, which means cooperative activity, and this activity, is a lever to success.

The film is directed at the Asian and African situations and can be a good channel to communicate new ideas and to motivate people to action and to cooperate. It is produced by the SOL Films of Sweden, Stockholm.

## 8. CONSUMER COOPERATION IN THE USSR (Two parts)

16mm Coloured English 400 ft. 15 minutes (Part-I)

Producer/Distributor: USSR Cooperative Movement Centres Oyus,  
Liyinka, P. Tcherasaky, Perulok 15/17, 103636, Moscow (CENTRO  
SOYUS, MOSCOW K3), price not available.

The film explains the development of consumer cooperative movement in the Soviet Union and the services which it renders to the members in the country. The consumer cooperative movement in the USSR covers all aspects of human needs: fishing, hotel industry, consumer goods production and retail outlets, education etc.

400 ft. 15 minutes (Part-II)

Processing of fruits and vegetables, packing and their sale in the market is shown in the film. Centrosoyus a national federation of consumer cooperatives in the country, undertakes a wide range of activities. The film introduces to the audience wholesale warehouses, processing units, bakeries, transportation system, distribution channels etc. The organization has trade relations with more than 30 countries. A large number of items are traded with cooperatives in other countries. It receives students from abroad for training in the Soviet Union and the organisation of the national cooperative congress once in four years.

## 9. TEXTIL GENOM NALSOGAT (Textiles Department)

16mm Coloured Swedish 250 ft. 8 minutes

Producer/Distributor : Kooperativa Forbundet, Film Division, S-104-65 Stockholm, Sweden, price not available

This is a publicity-cum-educational film produced by the KF for its textiles department.

The department lays special stress on quality and designing of fabrics produced by KF factories. The department has a full-fledged and modern laboratory which undertakes programmes like colour scheme designing, patterns, quality control and which also gives a symbol of quality to the garments produced. These items are then put on sale through cooperative departmental stores throughout the country. KF produces high quality clothers which are very popular with the people.

## 10. METHODS AND MOVEMENTS

16mm Coloured English 325 ft. 12 minutes

Producer/Distributor : The Swedish Cooperative Society, Sweden, price not available

The film shows how housewives can avoid hazards of tensions and strains in their household work. It explains the various physical exercises which women in Sweden take on a mass scale to keep themselves fit for the day to day work.

The consumer cooperative movement in Sweden associates women closely with the management of retail stores and several other programmes for housewives. The film serves as a good educational tool in telling women how they could keep themselves happy and fit.

## 11. COOPERATIVE MINISTERS CONFERENCE (Japan, April 1964)

16mm B & W Japanese 250 ft. 8 minutes

Producer/Distributor: Central Union of Agricultural Cooperatives, 8-3-1-chome, Otemachi, Chiyoda-ku, Tokyo, Japan, Price not available.

It is a short feature film covering the Cooperative Ministers Conference held by the International Cooperative Alliance in collaboration with the Japanese Cooperative Movement in Tokyo in April 1964. The conference theme was "Role of Cooperation in Social and Economic Development".

The film also covers the organisation of the 2nd Asian Agricultural Cooperative Conference by the Japanese Cooperative Movement. This even followed the Cooperative Ministers Conference.

12. WITHOUT BOUNDARIES (old print)

16mm Coloured English 700 ft. 15 minutes

Producer/Distributor: Kooperativa Forbundet, Film Division, S-104 65 Stockholm, Sweden, price not available

The film covers the holding of the International Cooperative Congress in Stockholm in 1957. The main theme of the film is that the development of cooperative movements in developing countries is possible only when the developed movements of the world get united and launch & cooperative effort to make technical assistance and guidance available to developing countries.

13. SISU

16mm Coloured English 1200 ft. 35 minutes

Producer/Distributor: Kooperativa Forbundet, Film Division, S-104 65 Stockholm, Sweden, price not available.

The film gives a glimpse of life of people of Finland. The film opens with shot from the dense forests where workers are busy in felling trees and their transportation through the rivers and other means to be converted into high class timber. People mix fun and leisure with work. The efforts and zeal of the people of Finland in cooperative activity is also shown in the film. Other colourful shots included in the film are those of timber transport, poultry farming, forestry, snow covered areas etc. Cooperative ventures like huge factories, warehouses, consumer stores, restaurants run by the Finnish Cooperative Organisations are also included in the film.

14. A VISIT TO KARLET

16mm Coloured English 700 ft. 15 minutes

Producer/Distributor: Kooperativa Forbundet, Film Division, S-104 65 Stockholm, Sweden, price not available

It is a beautiful film produced by the Film Unit of KF. It is about a wall-board factory operated by the Kooperativa Forbundet. The film shows how the wood is processed through latest machinery for making high class furniture and fittings for offices and homes. It also gives an idea of the efforts that are made to improve the lot of workers engaged in the industry.

## 15. SPOOKES ON THE HEYLOFT

16mm Coloured English 900 ft. 18 minutes

Producer/Distributor: Kooperativa Forbundet, Film Division,  
S-104 65 Stockholm, Sweden, price not available

It is a delightful film showing the happy life of children on a farm. The film describes the healthy appetite of children which they get after being in the open air and fresh countryside. They amuse themselves by playing on heylofts and by enjoying the company of animals and flowers.

## 16. KF'S PROVOK (KF TEST KITCHEN)

16mm Coloured English 550 ft. 20 minutes

Producer/Distributor: Kooperativa Forbundet, Film Division  
S-104 65 Stockholm, Sweden, price not available

The film describes the organisation, functioning and various activities of the Test Kitchen of KF (the Swedish Cooperative Union and Wholesale Society). KF has a special department which provides the Swedish housewives with the latest information and techniques of cooking. The Test Kitchen undertakes research work on food-stuffs and their nutritious values and makes this information available to the consumers by organising demonstration-cum-training programmes, publishing materials in KF journals etc.

Test Kitchen also undertakes research on the kitchen utensils and tries to make them more useful, durable and handy. After an experiment of this type is conducted the information is made available to the manufacturers who bring the particular articles on market for sale, and also through consumer stores.

## 17. IN OSTERIEN

16mm Coloured English 800 ft. 25 minutes

Producer/Distributor : Kooperativa Forbundet, Film Division,  
S-104 65 Stockholm, Sweden, price not available

This film deals with one of the regions of Sweden and the progress of the cooperative movement there. The film shows the advent of early summer and the fruits - apples and pears grown in the countryside. The KF factory does the fruit processing work, grading of fruits, canning and distribution of finished items through cooperative retail stores. The film also shows the working of a cooperative flour mill.

## 18. MODERN MEANING OF EFFICIENCY

16mm Coloured English 1000 ft. 25 minutes

Producer/Distributor: BNA Films, Guild Sound & Vision Ltd.,  
Training & Education Division, 85-129 Oundle Road, Peterborough  
PE 2 9PY, England, UK, price not available.

This is a BNA film produced under the Motivation to  
Work Series.

People should know what they do. If they do not, they get confused and efficiency goes down. Technological bases of the society has become very wide and a number of problems related to human relationship have arisen. It focusses on the relationship between the management of a company and the employees. The question of attitudes is discussed. There is a difference between the understanding and attitude of young executives and the executives of the older days. There has to be a proper appreciation of things and people. Both are important and inter-related with each other. Things cannot exist or work without people, and people have to be efficient and judicious in their approach and outlook. The film brings in the attitudes of an office manager, a typist, a filing assistant, a salesman and a book-keeper, by way of illustrations.

People look at things differently. There has to be a certain amount of rationality. The question of rational attitude has also been discussed. Dehumanization of a job is no good. Big enterprises offer more opportunities to their employees as compared with smaller ones.

People grow with their organisations. Growth in an individual reflects the growth of the enterprises and indicates its efficient handling of people and human relationship. Bureaucracy tends to maintain ad hoc status and does not allow the industry and the people to grow. People have to be used efficiently. There has to be a change in job, if necessary, to attain a high degree of efficiency.

## 19. JOB ENRICHMENT IN ACTION

16mm Coloured English 750 ft. 20 minutes

Producer/Distributor: BNA Films, Guild Sound & Vision Ltd.,  
85-129 Oundle Road, Peterborough PE 2 9PY, England, UK,  
price not available

This is a BNA film produced under the Motivation to  
Work Series.

It is interlinked with the film entitled "Modern Meaning of

Efficiency". It discusses the question of relationship between the management and the employees with special reference to human relationship and motivation. The important questions have been dealt with in the film i.e. (i) how you treat people, that is, the human relationship, and (ii) how do you use them, that is, the motivation question. There is a need for enriching a job. Job like that of a salesman can be enriched to the maximum possible extent. The film discusses the difference between competence and capability. A change in title of a job merely does not help, the employees have to be motivated to achieve action. Today job enrichment is regarded as a strategy. The film points out to the way you can train your people and how best you can use them so that your organisation could grow.

20. NIPPON NO NOHKYO (AN AGRICULTURAL COOPERATIVE IN JAPAN)

16mm Coloured English 1200 ft. 35 minutes

Producer/Distributor: National Farues Movies Association, Japan  
price not available.

The film is produced by the National Farm Cinema Association of Japan. It depicts the various aspects of the Japanese agriculture. It shows the life of the Japanese farm family and the benefits it receives from the cooperative society. The role of women in the operation of the society is highlighted. Women associations form a backbone of the Japanese agriculture. They contribute a great deal to the success of the agricultural cooperatives in various ways.

The successful service-oriented Farm Guidance activity of a cooperative society, which is a special feature of the Japanese agricultural cooperative movement, is explained. The services provided by the society under this scheme are properly elaborated with several illustrations.

The production of this film has been planned by the Institute for the Development of Agricultural Cooperation in Asia (IDACA), Tokyo, Japan.

21. SU NA NO SHOJOCHI (FERTILIZER COMBINE AT NIGATA EAST PORT)

16mm Coloured Japanese 1100 ft. 30 minutes

Producer/Distributor: Japan Production Co. Japan,  
price not available

The film tells the story of the setting up of a giant fertiliser plant by an important Japanese national cooperative federation



(ZENGYOREN). The organisation undertakes all types of motivational steps to interest the farmers in the use of fertilisers to achieve a higher and better yield. The development officer of the organisation visits farm families, inspects their farms and advises them on the use of fertiliser. In order to arouse interest among the farm families about the new venture of the cooperative organisation, he takes them to the factory site. The film shows how the work progressed on the construction of the plant. The film also introduces to the audience the giant ship Zengyoren Maru owned by the organisation. This is a very interesting film as it succeeds in presenting the interesting aspects of Japanese system and the Japanese families.

## 22. COOPERATIVE MOVEMENT IN EUROPEAN COUNTRIES

16mm Coloured Japanese 1200 ft. 30 minutes

Producer/Distributor: Japanese Consumers Cooperative Union, 1-13, 4-chome, Sendagaya, Shibuya-ku, Tokyo, Japan price US\$ 600/- approx.

It is a film produced by a Japanese delegation which visited some of the European countries. The film narrates the development of consumer and agricultural cooperative movement in European countries. It is a useful film for the students of the development of cooperative movement in the world.

## 23. LIVING IN COOPERATION

16mm Coloured Japanese 900 ft. 25 minutes

Producer/Distributor: Nippon A.V. Centre, 464, Chome Tanamachi, Nisashi, Osaka, Japan, price US\$ 1500/- approx.

It is a general film produced by the Japanese Cooperative Movement which lays stress on the important role which a cooperative society can play in the social and economic life of an individual (here, a Japanese farmer). People can cooperate with each other in various manners and solve their problems. Examples have been cited from the consumer and agricultural cooperative movement.

## 24. COOPERATION AND COOPERATIVE BRANDS REARING

16mm Coloured Japanese 800 ft. 20 minutes

Producer/Distributor: Nippon A.V. Centre, 464, Chome Tanamachi, Nisashi, Osaka, Japan, price US\$ 1500/- approx.

It is a Japanese film which highlights the significance of cooperative brands. People express great faith in cooperative

brands and they seem to prefer the goods produced by the cooperative movement and also sold through cooperative stores.

25. FORM AND FUNCTION

16mm Coloured English 350 ft. 8 minutes

Producer/Distributor: Kooperativa Forbundet, Film Division, S-104 65 Stockholm, Sweden, price not available

The film displays a variety of household articles. Because of their constant use, people feel like having some improvements and modifications made in them so as to make them more practical and useful. Efforts are therefore constantly made to improve their get up and utility. Artists and technicians are constantly on the job. In addition to the utility and practicability of an article, it must have a blend of some beauty. It must look pleasing to the eyes also. The film therefore, highlights the work which is put in by the artists in the modelling of a certain household article of daily use.

26. GETTING YOURSELF ACCROSS

16 mm B & W English 800 ft. 20 minutes

Producer/Distributor: National Education's Information Film Ltd. Bombay, price Yen 114050/- approx.

The film discusses the importance of communication and the cautions which must be observed while communicating with people. The transfer of ideas is not a simple and easy job. It is a technical and highly sophisticated art which a communicator should possess. People understand a thing differently. They interpret things differently. It is therefore essential that a communicator communicates with his audience at the same wavelength as that of his audience. It is a useful film for the teachers, trainers, media people and communicators.

27. CONDUCTING A MEETING

16mm B & W English 400 ft. 10 minutes

Producer/Distributor: Yound America Inc., USA, price Rs.574 approx.

The film discusses the techniques which are involved in conducting a meeting successfully. There are certain rules in conducting a meeting. People must speak when the Chairman allows them to speak. Everybody should not speak at the same time. People should not speak on irrelevant matters. People should be brief in their talks and speeches. The film outlines the general rules of conducting a meeting and these rules can be applied in any meeting be it a cooperative meeting or a students meeting.

## 28. GROUP DISCUSSION

16mm B & W English 450 ft. 12 minutes

Producer/Distributor: National Education and Information Films Ltd., Bombay, price not available

The film lays down the principles of holding group discussions and discusses the importance of group discussions on arriving at a consensus. Many people contribute effectively in solving a problem and it is therefore said that an agreement reached at group discussion is probably the best ones because many people have participated in the development of that decision or agreement. Group discussions can be conducted in the classroom, trade unions or even in cooperative organisations.

## 29. FREEDOM, COOPERATION AND PEACE

16mm B & W English 980 ft. 20 minutes

Producer/Distributor: Kooperativt Forbundet, Film Division, S-104 65 Stockholm, Sweden, price not available

The film depicts the growth of cooperation in Sweden. The film is dedicated to the former President of the Swedish Cooperative Union and Wholesale Society. The film explains the various stages of development of cooperation in the country. It also explains the reasons of establishment of credit trading and explains the difference in services between private trade and cooperative stores.

## 30. AUDIO-VISUAL MATERIALS IN TEACHING

16mm Coloured English 500 ft. 15 minutes

Producer/Distributor: Coronet Instructional Media, 65 N. South Water Street, Chicago, Illinois, USA, price US\$ 172.25 approx.

A selection of proper audio-visual material for use in schools may result in increased pupil interest, factual learning, reading interest, may influence attitudes, and stimulates student activity, and ultimately in better learning. Examples of the use of models, maps, charts, pictures, film-strips, slides, motion pictures, recordings, student-made materials have been included in the film in order to show that learning can be improved with their application. It is a good film for the trainers, instructors and communicators.

## 31. CREDIT - A CAPITAL IDEA

16mm Coloured English 500 ft. 15 minutes

Producer/Distributor: Cetron Corporation, Box 687, Lawrence, Kansas 66044, USA, price US\$ 87.25 approx.

In this fully animated film, a modern farmer is transformed into a delightful cartoon character - a big game hunter who goes on safari through the financial jungle in search of the elusive quarry of profits. Sprinkled throughout with light humour, the educational film establishes the path for farmer, the hunter, must follow to bag profits from his farming operations.

Tips on how to use credit profitably is the design of this film. And while it is primarily directed at the wise use of credit in agriculture, the principles explained are applicable to borrowing in other business and to personal finances. Presented as a public service by the local, farmer-owned production credit association.

## 32. GIVE US THIS DAY

16mm Coloured English 600 ft. 20 minutes

Producer/Distributor: Den Palmquist, Centrom Corporation, 1612 W. Ninth Street, Lawrence, Kansas, 66044, USA, price 161.79 US\$ approx.

The tremendous growth and development of agriculture is one major reason for America's health and prosperity. Continuous improvements in farm machinery have added to this trend. The film shows the farm machinery and equipment that is being used on US farms.

## 33. EARTH - ENERGY TO COOPERATE

16mm Coloured English 1000 ft. 30 minutes

Producer/Distributor: Midland Cooperative, 2020 E., Hennepin Avenue, Minneapolis, MINN 55413 USA, price US\$ 72.80 approx.

It discusses the dependence of man on agriculture. It tells what cooperatives can do for man. Instances have been taken from the Midland where cooperatives play a significant role in the production of agricultural produce and thereby making them available, after processing, to the consumers. The film talks about the national priorities. It emphasises a priority for agriculture recognising the human bondage of toil with the black earth to produce food, man's basic need for energy.

## 34. CHANGING ATTITUDES THROUGH COMMUNICATION

16mm Coloured English 900 ft. 25 minutes

Producer/Distributor: National Affairs - A Division of the Bureau of National Affairs, Inc. 5015 Fishers Lane, Rockville, Maryland 20852, USA, price US\$ 366.40 approx.

Some insights into human behaviour in the face of the change are given to show why people behave as they do - when and how and why they accept or reject attempts at persuasion. Dr. Derlo comments on various dramatic examples of resistance to change, rejection, distortion, and avoidance, and points out that these must be anticipated and corrected by the manager through effective communication. Importance of communicating effectively has been emphasised.

## 35. PEOPLE OF KOLEVU

16mm Coloured English 1000 ft. 28 minutes

Producer/Distributor: Cuna, World Council of Credit Union, 1617 Sherman Venue, Madison, Wisconsin 53701, USA, price US\$ 220 approx.

The film shows how credit unions brought economic betterment to a Fijian village. Its message is that credit unions can help any people, any place in the world.

## 36. FLAMBEAU STORY

16mm Coloured English 800 ft. 20 minutes

Producer/Distributor: Dairy Land Cooperative, P.O. Box 855, Lacrosse, Wisconsin 54601, USA, price not available

Briefly the film depicts the state of the Flambeau river before the hydro dam was built. It depicts the general economy of the area before the advent of electrification of rural areas, depicts some of the construction work on the hydro project. The film shows the recreational, economic and social benefits that have come out of the venture.

37. AGRICULTURAL COOPERATION IN JAPAN -  
ORGANISATION AND FUNCTIONS

16mm Coloured English 1100 ft. 30 minutes

Producer/Distributor: Central Union of Agricultural Cooperatives, 8-3-1-chome, Otemachi, Chiyoda-ku, Tokyo, Japan price not available

The film discusses the organisation and functions of the agricultural cooperative movement in Japan. The position of a cooperative society in a village is extremely important because it turns out to be a hub of all economic and social activities for the people of the area. It shows how farm plans of farmer-members are worked and how important they are in agricultural production. It discusses the role of primary societies, prefectural organisations and the national level federations in the development of agriculture. Farm guidance activities of primary agricultural societies are also introduced for the benefit of others. The creation and functioning of joint ventures like collective harvesting, group work, commodities groups are illustrated. Housewives, young boys and girls are also covered by the activities of cooperative societies.

38. THE RISING TIDE

16mm B & W English 1000 ft. 30 minutes

Producer/Distributor: National Film Board of Canada, Canada, price not available

It is a story of the development of cooperatives in the Maritime Provinces of Canada. The idea of cooperative movement was planted among the fishermen of the area by leading cooperators. The idea was accepted by the fishermen who were being exploited by middlemen and who had to undergo a lot of sufferings at the hands of the middlemen and nature plus the inadequate facilities available to them for doing a good job. Cooperative idea changed the face of the area and the lot of the fishermen. It is a beautiful success story.

39. THE FISHERMEN

16mm B & W Hindi 1000 ft. 30 minutes

Producer/Distributor: National Education & Information Films Ltd., National House, Apollo Bunder, Bombay - 400 039, price not available

The film has been produced by the Reserve Bank of India under the Colombo Plan.

The film deals with the problems of fishermen and describes the activities of two fishermen's cooperatives - one in West Bengal and the other in Kerala. The fishermen cooperative on Padma river in Bengal succeeds in its efforts and business. The results are encouraging. The story then moves to Kerala where it tries to infuse the spirit of cooperation among the individual fishermen through the medium of local leaders. The community gets organised and a cooperative society is formed. Through the assistance from the government, the society is able to acquire mechanised boats for fishing and nylon nets. This brings in good catch and consequently a good business and above all confidence among the members. Even those who tried to sabotage the efforts of the society get influenced and became members of the society. They work together, in cooperation, to prosper.

#### 40. BANKING FOR COOPERATIVES

16mm B & W Hindi 1000 ft. 30 minutes

Producer/Distributor: National Education & Information Films Ltd., National House, Apollo Bunder, Bombay-400 039, price not available.

The film has been produced by the Reserve Bank of India under the Colombo Plan.

The film explains the banking structure within the Indian cooperative movement. The Central cooperative banks can help farmers if they become members of cooperatives. The primary societies affiliate themselves with the central cooperative banks and these are in turn the members of the state cooperative banks. The film tries to explain as to how the money flows from the apex bank to the central cooperative banks and then to the primary societies and then finally to the individual farmers. The story lays an emphasis on the circulation of money. The loan extended by the bank must be used in productive purposes by the farmers and it must be paid back in time with interest so that it could be made available to the farmers again and in time. The film also deals with the linking of marketing with credit.

#### 41. SOMETHING FOR OURSELVES

16mm B & W English 1000 ft. 30 minutes

Producer/Distributor: Hari S. Dass Gupta Films, Bombay price not available

The film deals with the success story of a cooperative society in Kopergaon village in Maharashtra State of India, which was able to erect a cooperative sugar factory for itself. It describes how the village sugarcane growers get together. They would not have done so had they not been faced with the situation under which

their gur - jaggery - could not fetch the right price in the market . The market was controlled by private traders who had their own methods of buying such items from the village farmers. They had therefore no choice but to get together. The farmers decided to have a sugar factory of their own. The local leadership worked hard and after some initial difficulties won the confidence of the growers and explained to them the economics of the whole scheme. The factory came up and fine sugar was produced by the factory from the sugarcane grown by the farmers in the area. The film also shows the general body meeting of the cooperative sugar factory.

42. THE WEAVERS

16mm B & W English 1000 ft. 30 minutes

Producer/Distributor : National Education and Information Films Ltd., National House, Apollo Bunder, Bombay -400 039  
price not available.

The film has been produced by the Central Committee for Cooperative Training of the Reserve Bank of India under the Colombo Plan.

This is a story of weavers in South India. Because of the problems faced by the individual weavers in getting the right price for their produce and labour, they have to be under the obligation of middlemen or master weavers, who invariably exploits these individuals. A comparison has been made in the film of an individual weaver with that of another who is a member of a weavers cooperative society. The individual worker has constantly to be under the influence and obligation of the private trader who also keeps him in debt on one pretext or the other.

His friend, who is a member of a cooperative society, introduces him to the cooperative, its production and prices. When brought in contact with reality, this second individual weaver thinks over and finally decides on joining a cooperative society. But the master weaver has his own designs. The film deals with a social problem at a different level and it succeeds in highlighting the need of getting together particularly for those who are working in isolation and on their own.

43 THE WORKERS

16mm B & W English 1000 ft. 30 minutes

Producer/Distributor : National Education and Information Films Ltd., National House, Apollo Bunder, Bombay-400 039  
price not available

This film has been produced by the Reserve Bank of India under the Colombo Plan.



This is a story of construction workers who were employed by a contractor. The contractor exploits the masons and labourers in various ways. They were constantly under the obligation of the contractor and their employment was also not guaranteed. The contractor abruptly terminates their services and the labourers are rendered jobless. The film then brings in an ex-serviceman who himself got interested in the cooperative movement and he in turn organised the labour and helped them to organise a cooperative society for construction workers. The society now is able to work independently. It got government construction contracts and the work was done nicely and in time. This encouraged the members and the leadership. The society gets more work and thus it was able to have more implements and other tools. The contractor and the society relationship has also been shown. Because of the good work done by the society and the patronage that it received from the government, the contractor gradually suffered in business and he therefore played a game of getting the implements of the society stolen. The society, however, succeeds in its work.

#### 44. LAND MORTGAGE BANKING

16mm          B & W          English          850 ft.          20 minutes

Producer/Distributor: Ama Private Ltd., Bombay,  
price not available

The film has been produced by the Reserve Bank of India under the Colombo Plan.

The film explains the structure of land mortgage banks in India. A number of illustrations have been cited for an easy understanding. These institutions have played a very vital role in helping the Indian farmers. They took a proper shape within the Indian Cooperative Movement in the early 1920s and since then many farmers have obtained assistance from them and saved themselves from the clutches of money lenders. The film explains in detail the actual functioning of the bank, procedures to be adopted, forms and registers used in the process. These banks provide money, assistance to the farmers in purchasing implements and enable them to obtain agricultural inputs.

NEW ARRIVALS - 1980-81

## 45 THEORY X AND THEORY Y PART-I (DESCRIPTION)

&amp;

## 46 THEORY X AND THEORY Y PART -II (APPLICATION)

16mm Coloured English 900 ft. each 25 minutes each

Producer/Distributor : BNA Films, Guild sound & Vision Ltd.,  
Training & Education Division, 85-129 Oundle Road, Peterborough  
PE 2 9PY, England, price £331/- each approx.

In his many experiences as management consultant the late Douglas McGregor saw the emergence of two basic sets of assumptions about human nature which characterised management style. For convenience, he labelled these sets of assumptions "Theory X and Theory Y". In this two-part film, Warren Bennis, Richard Backhard and John Paul Jones, former associates of McGregor and management experts in their own right, interpret and explain the finds of Douglas McGregor. Carolina McGregor who had worked closely with her husband in his professional endeavour, participated as an advisor in the production of the films. As Warren Bennis points out, the two theories are in essence, statements of how one person's influence on another person's behaviour is believed to take place. Theory X - a way of looking at human capacities which regards them as potentially static, unimprovable and not very impressive. Theory Y - an ultimate faith in man's potentialities for growth and development through learning, and a belief that human nature responds to the challenge of a responsible, satisfying job.

The film is useful for all levels of management personnel.

## 47 MANAGEMENT BY PARTICIPATION

16mm Coloured English 1080 ft. 30 minutes

Producer/Distributor : BNA Films, Guild Sound & Vision Ltd.,  
Training & Education Division, 85-129 Oundle Road, Peterborough  
PE 2 9PY, England, price £390 approx.

Three case studies illustrate how a company approached a change-over to new procedures and the varying degrees of success. Employees were divided into three groups; one group was treated autocratically; the second group elected delegates to meet with management to discuss ways of changing methods; the third group met with management to plan the changeover. The film highlights change in supervisors and employees' attitudes through the participative approach.

## 48. MANAGEMENT OF HUMAN ASSETS

16mm            Coloured            English            900 ft.            25 minutes

Producer/Distributor : BNA Films, Guild Sound & Vision Ltd.,  
Training & Education Division, 85-129, Oundle Road, Peterborough  
PE 2 9PY, England, price £367/- approx.

Dr. Rensis Likert explains his method of rating an organisation on a four point scale. The scale runs from System 1 - an arbitrary, coercive, highly authoritarian management style through to System 4 at the opposite end of the scale. Research has shown that the more closely an organisation's management style approximates System 4, the more likely it is to have a record of sustained high productivity, good labour relations and high profitability. A dramatised sequence makes the point that when an organisation is faced with the need to conserve cash the most common reaction is to move back towards System 1. But an organisation's human assets - the skills, experience, loyalty and know-how of its employees - can be so badly damaged by insensitive cost - cutting that more cash on the balance sheet may actually mean that the organisation is less capable or operating efficiently than it was before.

The film is useful for middle and senior level management personnel.

## 49. COMMON SENSE MOTIVATION

16mm            Coloured            English            164.59 mts.            30 minutes

Producer/Distributor: BNA Films, Guild Sound & Vision Ltd.,  
Training & Education Division, 85-129 Oundle Road, Peterborough  
PE 2 9PY, England, price not available.

The film is about how to motivate people at work. Brian, the key character, is manager of a small and efficient company department. He is a good manager but he has a problem with one of his staff, David Rees. David Rees is not interested in work. Brian's all attempts to make David work harder have failed. He has tried reminding him of the good salary he is paid; the good working conditions he has; he has threatened and shouted, all to no avail. Finally, Brian seeks advice from his own boss.

His boss listens and says solution is obvious if only Brian could see it. The problem, David's lack of motivation, is clear, the solution, lies in Brian's management of David. The boss asks Brian to analyse what it is about his own job which gives him satisfaction. The boss then helps Brian to construct a check-list of ways in which Brian can use his managerial skills

to provide opportunities for David to achieve his goals, thereby giving him the motivation to work. Brian puts what he has learned into practice and although the process with someone like David Rees take time, eventually Brian sees the results he has been looking for.

The film is useful for all level of management personnel.

50. INSTRUCTIONAL TECHNIQUE (PART -I) - AN INTRODUCTION

16mm Coloured English 99 mts. 15 minutes

Producer/Distributor: Training Folms International Ltd., St. Mary's Street, Whitchurch, Shropshire, England, price Rs.5,230/- approx.

Designed to prepare the audience for the films on specific techniques which follow. Five good instructors are working well at different classroom lesson using model and chalkboard and overhead projector, workshop demonstration, workshop practice, role-playing exercises using video equipment. Success doesn't happen by accident - and yet each instructor given a smooth and apparently effortless performance. But what would have happened if these instructors had neglected their preparation and/or technique? The film shows that what the learner sees is only the tip of the iceberg - the rest is planning, preparation and presentation.

51. INSTRUCTIONAL TECHNIQUE (PART-II) - PLANNING

16mm Coloured English 99 mts. 15 minutes

Producer/Distributor : Training Films International Ltd., St. Mary's Street, Whitchurch, Shropshire, England, price Rs.3,600/- approx.

This film helps to define the strategy that the good instructor will use. The key in planning is to know your subject, know your learners and know your objective. These factors must be considered carefully and the instructor must know what he or she expects as a sign of success.

## 52. INSTRUCTIONAL TECHNIQUE (PART-III) - PREPARATION

16mm Coloured English 99 mts. 15 minutes

Producer/Distributor: Training Films International Ltd.,  
St. Mary's Street, Whitchurch, Shropshire, England,  
price Rs.3,600/- approx.

The film shows how to organise the lesson logically into those topics which are MAIN POINTS and those which support the main points. How should each point be put over? Should it be explained, demonstrated practised or discussed? What aids are required? What is the lesson plan?

## 53. INSTRUCTIONAL TECHNIQUE (PART-IV) -PRESENTATION

16mm Coloured English 99 mts. 15 minutes

Producer/Distributor: Training Films International Ltd.,  
St. Mary's Street, Whitchurch, Shropshire, England,  
price Rs.3,600/- approx.

The film stresses style in presentation : the importance of personal appearance and bearing good manners, answering questions. There is also technique in presenting the lesson - the need for a proper introduction, using the aids effectively, question and answer technique, timing and summary.

## 54. THE STRENGTH OF WOMEN - A COOPERATIVE PROJECT IN SRI LANKA

16mm Coloured English 266 mts. 24 minutes

Producer/Distributor: Kooperativa Forbundet, Film Division,  
S-104 65 Stockholm, Sweden, price not available

The film is a documentary on the work done by the Consumer Education Project for Women in Sri Lanka sponsored by the Swedish Cooperative Centre, the National Cooperative Council of Sri Lanka and the International Cooperative Alliance. It deals with various aspects of work done to motivate women into greater participation in the activities of the cooperative. Some of the methods used to motivate are depicted in the film, chief among which are instructions to the women in regard to nutrition (Food pyramid) and family health, the creation of pressure groups to improve the quality of service in the cooperatives. The assistance to members to improve their income-generating

activities and the assistance to the women to improve their living conditions by instructions in improvement of kitchens, etc. have also been shown.

55. THE OVERHEAD PROJECTOR

16mm Coloured English 274.32 mts. 25 minutes

Producer/Distributor: The British Council, printing and publishing Department, 65 Davies Street, London, W1, England, price US\$ 400/- approx.

This film surveys effective ways of using the Overhead projector (OHP). It encourages the viewer to adapt these ideas to suit his own needs. A variety of techniques are demonstrated by a pioneer of OHP usage, Mr. Lon Powell. In a classroom, with adults under instruction, he takes viewers through a presentation of some of his work as he explains the underlying principles of each technique. He shows the use of colour as a means of focussing attention or emphasising relationships and of overlays to buildup a complex picture at a speed at which his audience can absorb and digest each parcel of information. Movement is introduced through mechanical devices, including a simple ripple-tank. These are all methods that can help in a wide range of situations from scientific and engineering communications to teaching and public speaking.

The film visits an agricultural training college in Southern England to show the practical applications of these methods and to emphasise the need to make the visuals relate closely to the practical work which the students will undertake.

Another very effective, but totally different, educational use is shown in the final section. The children of a primary school produce and present on an OHP a dramatisation of Captain Scott's 'Las Voyage' which they have written themselves.

56. AN IDEA FOR MILLIONS

16mm Coloured English 330 meters 35 minutes

Producer/Distributors: Kooperativ Forbundet, Film Distribution, Fack 15200, S-104 65 Stockholm, Sweden, price sw.kr. 4,100/= approx.

The film shows how Swedish Consumer Cooperative is functioning now-a-days. It also provides some background to the cooperative development and depicts something about nature in Sweden.

The democratic structure, international connections, staff and members' education, goods distribution, manufacture of merchandise, buying activities and testing of goods undertaken by the consumer cooperative movement in Sweden are included in the film. The assistance activities of the Swedish Cooperative Centre (SCC) are also mentioned.

57. TELL MY WIFE I WON'T BE HOME FOR DINNER

16mm Coloured English 1152 ft. 35 minutes

Producers/Distributors: Management Training Ltd., Woodston House, Oundle Road, Peterborough, Combs, PE2 9FZ, England, price £ 478/- approx.

This film is a portrayal of gross mis-management of time in industrial or commercial situations. It contains three humorous case studies, each demonstrating a wide variety of common misuse of time.

John Marshall is a personnel manager in a toy games manufacturing firm who, by his over-ruling attitude, interference, and lack of planning, wastes his own time and that of his subordinates. Frank Hoddinott is a distribution manager in a transport firm. He tries to provide all things to all people and thus fails to act of achieve priorities. In contrast, his secretary Marjie in fact does most of his work. Shirely Waters is a marketing manager in a confectionery company. Her over attention to detail and petty planning prevents her from producing results.

These three characters each confers their time mis-management sins to a "confessor" who draws out the positive training points of good time management for all levels of staff.

The film is suitable for training of middle and senior level managers in large-sized cooperatives. It can be used more effectively with the help of the Leaders Guide which accompanies the film.

58. AGRICULTURAL COOPERATIVES "BHOO VIKAS"

16mm Coloured English 900 ft. 25 minutes

Producers/Distributors: Karnataka Cooperative Film Federation, 32, Race Course Road, Bangalore-560001, India price Rs.4,000/- approx.

The film depicts the various kinds of loans and other services provided by the Land Bank (Cooperative Land Development Bank)

of Karnataka State in India. In 1980 the Bank celebrated its Golden Jubilee at Bangalore which was attended by Dr. S.K. Saxena, then Director of the International Cooperative Alliance and other dignitaries. Focussing on the services of the Land Bank the film shows how farmer members are using the loans for improving their land and increasing productivity through mechanised farming and irrigation. The farmers get loans and other assistance for investment in various kinds of agricultural occupations such as, cattle rearing, dairying, sheep rearing, poultry farming, sericulture, horticulture, cultivation of coconut, arecanuts, coffee, tea, cocoa and exotic spices. Bank has helped in organising dairy and other cooperatives in rural areas and provided special assistance to economically very poor population of the State, viz. Small Farmers, Scheduled Castes and Tribes. The Land Bank is receiving help from the World Bank for its various development schemes.

59. A SYSTEMET (A SYSTEM)

16mm Coloured English 175 meters 16 minutes

Produced by the Films Division of KF, Stockholm.

The Swedish consumer cooperatives are the strongest in Scandinavia and the DCMUS consumer cooperative stores are the best run. The clientele of consumer cooperative stores is steadily increasing. The services provided by these stores are the most efficient. The needs and tastes of the Swedish customers are constantly watched and innovations are introduced in the layout and design of consumer stores.

The Architect Division of KF - the Swedish Cooperative Union and Wholesale Society - has developed a system which provides readymade equipment and guidance to consumer stores by way of material, layout assistance, and construction of internal arrangement of a shop. The emphasis is on self-service counters and areas in a cooperative store. The Designers have developed manuals and plans according to which display racks, display windows, fixtures, lighting etc. can be easily assembled and erected in a short time without damaging the walls, without using nails, and without making any alterations in the building. The system is completely knocked-down system. Alterations can be made quickly. The Architect Division (KFAI) is providing consultancy services to consumer stores on the new system (A SYSTEMET) developed by the Division to ensure a better display and to provide greater comfort and facilities to the customers.



## 60. VARUUPPLAGNING (STOCK PLANNING)

16mm Coloured English 148 meters 13.5 minutes

Produced by the Films Division of KF, Stockholm

In the Swedish retail market the rôle of consumer cooperative departmental stores is very significant. A very large number of Swedish customers patronise DOMUS cooperative consumer stores, the principal reason being that the stores are well organised, goods are well displayed and prices are prominently marked. A great attention is paid by the DOMUS to provide an efficient service to the customers.

Special emphasis is laid on designing of display racks, placement of goods and handling of customers. The Architect Division of the KF has been constantly making research and innovations in product display. The film shows the techniques of display of merchandise and use of simple equipment to create a good display environment. Product information is provided to the consumers. Prices are properly marked. Inventory lists are clearly prepared. Special accessories for display of various items e.g. textiles, kitchenware, tools, etc. are readily available.

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## P A R T - II

FILMS-STRIPS ON COOPERATION

- Fs.01 COOPERATIVE HOUSING SOCIETIES  
B & W 62 Frames English
- Fs.02 LAND MORTGAGE BANKING  
B & W 49 Frames English
- Fs.03 STATE BANK OF INDIA RURAL CREDIT  
B & W 54 Frames English
- Fs.04 COOPERATIVE FARMING SOCIETIES  
B & W 71 Frames English
- Fs.05 FOREST LABOUR COOPERATIVE SOCIETIES  
B & W 68 Frames English
- Fs.06 COOPERATIVE FINANCING AND MARKETING OF ORANGES.  
B & W 69 Frames English
- Fs.07 COOPERATIVE FINANCING AND MARKETING OF POTATOES  
B & W 62 Frames English
- Fs.08 CONSUMER COOPERATIVE SOCIETIES  
B & W 52 Frames English
- Fs.09 ANNUAL GENERAL MEETING OF A COOPERATIVE SOCIETY  
B & W 44 Frames English
- Fs.10 LABOUR CONTRACT COOPERATIVE SOCIETY  
B & W 47 Frames English
- Fs.11 AN AGRICULTURAL COOPERATIVE CREDIT SOCIETY  
B & W 74 Frames English
- Fs.12 PRACTICES AND PROCEDURES IN COOPERATIVE MARKETING  
B & W 56 Frames English
- Fs.13 REGULATED MARKETING WAREHOUSING AND MARKET  
INTELLIGENCE  
B & W 53 Frames English

- FS.14      AGRICULTURAL LOANS  
            B & W 44 Frames English
- FS.15      COOPERATIVES IN HANDICRAFTS  
            B & W 41 Frames English
- FS.16      HANDLOOM COOPERATIVES  
            B & W 44 Frames English
- FS.17      BANKING SERVICES WHICH A COOP BANK COULD RENDER  
            B & W 51 Frames English
- FS.18      THE ROLE OF RESERVE BANK OF INDIA IN RURAL CREDIT  
            B & W 74 Frames English
- FS.19      ORGANISATION OF A MILK PRODUCERS COOPERATIVE SOCIETY  
            B & W 52 Frames English
- FS.20      PRIMARY COIR COOPERATIVE SOCIETY  
            B & W 42 Frames English
- FS.21      THE RAINBOW FLAG (The Cooperative Flag)  
            Colour 15 Frames English
- FS.22      VAR GARD (The Swedish Consumers Cooperative  
            College)  
            Colour 53 Frames Swedish
- FS.23      THE FRIENDS INDEED  
            Colour 22 Frames English
- FS.24      RAKARE VARDAG (Satisfying Everyday)  
            Colour 31 Frames Swedish
- FS.25      WHAT IS A COOPERATIVE SOCIETY  
            B & W 26 Frame Marathi
- FS.26      CREDIT UNIONS (What They Are)  
            Colour 30 Frames English
- FS.27      COOPERATION IN THE USSR  
            B & W 60 Frames Russian
- FS.28      COOPERATIVE MOVEMENT IN INDIA (in Cartoons)  
            B & W 44 Frames English

- FS.29      STUDY CIRCLE (PART - I)  
Colour 25 Frames (only visuals)
- FS.30      STUDY CIRCLE (PART -II)  
Colour 26 Frames (only visuals)
- FS.31      SUPER BAZAR  
B & W 32 Frames English
- FS.32      STORY OF A SCHOOL COOPERATIVE  
Coloured 20 Frames (only visuals)
- FS.33      GERMINATION PROCESS  
B & W 28 Frames Japanese
- FS.34      WHAT IS YOUR COOPERATIVE EFFORT  
Coloured 34 Frames Norwegian
- FS.35      COOPERATIVES IN CZECHOSLOVAKIA (PART -I)  
Coloured 31 Frames English
- FS.36      COOPERATIVES IN CZECHOSLOVAKIA (PART-II)  
Coloured 31 Frames English
- FS.37      CONSUMER COOPERATIVES IN CZECHOSLOVAKIA (PART-I)  
Coloured 30 Frames English
- FS.38      CONSUMER COOPERATIVES IN CZECHOSLOVAKIA (PART-II)  
Coloured 30 Frames English
- FS.39      ZEMEDELCI ZITRKA SKINI DIAFILM  
B & W 42 Frames English
- FS.40      PROCHA ZKA PRAHA  
Coloured 16 Frames English
- FS.41      CESKOSLVENSKA SOCIALISTCKA REPUBLIKA  
Coloured 39 Frames English
- FS.42      COOPERATION IN MULI NOOR  
Coloured 45 Frames English
- FS.43      RIGHTS AND DUTIES OF M.P.C.S. MEMBERS  
Coloured 26 Frames English
- FS.44      MARKETING OF COIR YARN AND COIR MANUFACTURES  
B & W 48 Frames English

PART - IIISLIDES ON COOPERATION

- SL.01      WOMEN AND COOPERATION (in Gujarat State of India)  
            Coloured 19 slides
- SL.02      MILK PRODUCTION AND COOPERATION  
            (in Gujarat State of India)  
            Coloured 19 slides
- SL.03      FOLLOW-UP SEMINAR (in Malaysia)  
            Coloured 35 slides
- SL.04      STUDY CIRCLES (in Malaysia)  
            Coloured 36 slides
- SL.05      SUPER BAZAR (in Delhi)  
            B & W 33 slides
- SL.06      ICA BUILDING (in New Delhi - (description))  
            Coloured 34 slides
- SL.07      ICA ACTIVITIES  
            Coloured 28 slides
- SL.08      CENTRAL FEDERATION OF FISHERIES  
            COOPERATIVES (in Korea)  
            Coloured 75 slides
- SL.09      INDORE PROJECT  
            Coloured 37 slides
- SL.10      KF SET (Test Kitchen)  
            Coloured 29 slides
- SL.11      A FULL MOON IN A DARK NIGHT -(description)  
            Coloured 69 slides
- SL.12      INTRODUCTION ORGANISATION - AND ACTIVITIES  
            Japanese Agricultural Cooperative Movement in Japan.  
            Coloured 80 slides

- SL.13 YOUTH AND COOPERATIVES (in Philippines)  
Coloured 98 slides
- SL.14 THE RAINBOW FLAG (produced by Shitole Brothers)  
Coloured 17 slides
- SL.15 AGRICULTURAL COOPERATIVE  
(Junior College Central Training Institute of NACF)  
Coloured 80 slides
- SL.16 CENTRAL FEDERATION OF FISHERIES  
COOPERATIVES (in Korea)  
Coloured 75 slides
- SL.17 SHOP DISPLAY (is the science of presenting)  
Coloured 83 slides
- SL.18 YOUTH AND FAMILY PLANNING (in Philippines)(description)  
Coloured 19 slides
- SL.19 STRONG AND HEALTHY MOTHERS AND  
CHILDREN HEALTH (description)  
Coloured 20 slides
- SL.20 FAMILY PLANNING AND MATERIAL AND CHILD  
HEALTH - (with written commentary)  
Coloured 19 slides
- SL.21 PARTNERS IN CHANGE  
Coloured 40 slides
- SL.22 MARKETING  
Coloured 46 slides

PART - IVCOOPERATIVE EDUCATION MATERIALS ADVISORY  
SERVICE (CEMAS), NEW DELHI UNITFILM LIBRARY SERVICE :- RULES

1. National cooperative organisations, state level cooperative organisations and the cooperative training colleges in India are eligible for utilising the CEMAS Film Library Service.
2. Requests for films should be made by the Head of the institution concerned to the Joint Director (Education), ICA Regional Office & Education Centre for South-East Asia, New Delhi, at least one month before the date of screening of the film, giving the following information:
  - i. Name of the film required (indicate the film number)
  - ii. Language of the film
  - iii. Purpose of obtaining the film
  - iv. Actual date of screening of the film  
(Use the enclosed proforma for requesting for films).
3. Only one film shall be loaned out at any one time. A subsequent film shall be issued only after the return of the film already issued.
4. The film shall be loaned out for a period of 15 days only. Ordinarily no extension of period or retention of the film shall be allowed, unless a special permission of the Joint Director (Education) is obtained in writing.
5. The user shall be responsible for the safe custody of the film. In the case of the loss of the film and inability to return the film, the user shall be required to pay twice the cost of the film.

6. The ICA ROEC shall be glad to forward the film to the user under registered insured post parcel at its own cost. The user shall be accordingly expected to return the film by hand or under insured registered post parcel at his own cost.

7. The user shall ensure that the film is screened by a qualified projectionist.

8. The user shall inform the Joint Director (Education) of any damage to the film at the time of its return. In case the film is damaged or found damaged, the ICA RO & EC would inform the user and may ask for the repair charges or replacement of the film itself.

9. The user shall ensure that a Screening Report is sent to the Joint Director (Education) while returning the film on proforma annexed hereto.

10. All correspondence related to the CEMAS Film Library Service should be addressed to :

The Joint Director (Education)  
CEMAS New Delhi Unit  
International Cooperative Alliance  
Regional Office & Education Centre for  
South-East Asia,  
Bonow House, 43 Friends Colony  
New Delhi-110065.

(Telephone - 635123)

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Note : This is a special service which the International Cooperative Alliance Regional Office and Education Centre for South-East Asia is making available to cooperative organisations and cooperative training colleges in India under its Cooperative Education Materials Advisory Service. It is, therefore, expected that the users shall cooperate in making the best possible use of this service and to extend their cooperation. Suggestions for improving the service are requested.



PROFORMA FOR REQUESTING A FILM

The Joint Director (Education)  
 CEMAS New Delhi Unit  
 International Cooperative Alliance  
 Bonow House, 43 Friends Colony  
 New Delhi - 110065

Dear Sir:

Re : Film Library Service -Request for Film

1. We have carefully gone through the Rules governing the operation of the CEMAS Film Library Service and we hereby agree to abide by them. We have also gone through the Catalogue of films available at the Film Library.

2. Please arrange to supply the following film/film-strip on loan basis for being screened at our institution:

Title of the film : \_\_\_\_\_  
 Language of the film : \_\_\_\_\_  
 To be screened on (date): \_\_\_\_\_  
 At (venue) : \_\_\_\_\_  
 Purpose of screening : \_\_\_\_\_

3. We undertake to return the film within 15 days from the date of its receipt at our institution. We also undertake to send you a Screening Report at the time of the return of the film.

4. We shall return the film to the ICA/New Delhi under an insured registered post at our cost.

Thanking you,

Yours faithfully,

Ref.No. \_\_\_\_\_

Date: \_\_\_\_\_

signature & designation

Our postal address is given below

CEMAS FILM LIBRARY SERVICESCREENING REPORT

(Important Note : Please return this report to the Film Library Service with the film or immediately thereafter).

1. Name and address of the organisation using the film :
2. Title of the film used :
3. Date of screening of the film:
4. Place of screening of the film:
5. Audience for whom screened :
6. No. of persons present :
7. Type of audience :
8. Reaction of the audience towards the film (briefly):
  
9. Date on which the film is returned to the Film Library/CEMAS New Delhi :
10. Condition of the film at the time of its return to the library: IN ORDER/DAMAGED
11. In case the film was damaged during projection, please indicate the extent of damage:

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Please suggest title of a good educational and cooperative film which you might know and which you would like to have for screening at your organisation:

Title : \_\_\_\_\_

Producer : \_\_\_\_\_

Available from : \_\_\_\_\_

Approximate price : \_\_\_\_\_

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\_\_\_\_\_  
Date & Place

\_\_\_\_\_  
Authorised signature

CEMAS FILM LIBRARY SERVICEDO'S AND DON'TS FOR HANDLING FILMS

For a better show:

1. Collect films and filmstrips to be used in a programme well in advance of the showing.
2. Inspect each roll of film before projecting. Broken sprockets and weak splices must be repaired for a smooth showing.
3. Inspect projector and clean all visible moving parts before and after the showing. Clean the film channel and the gate, particularly before each loading.
4. Ensure that the place of showing can be sufficiently darkened for brighter image on the screen.
5. Keep your screen spotlessly clean. For an outdoor showing, screen and its supports must be firmly fastened.
6. Always TEST projection before showing.
7. Keep projector oilwells topped up.
8. Do not unroll film on the floor. It picks up dust and which eventually ruins the film and the projector.
9. Do not oil prints.
10. Do not put finger on any film surface that has image.
11. Keep the film away from water and heat, they will ruin the film beyond repair.
12. Replace the film and filmstrip into its original container immediately after the showing to save it from dust, dirt and scratches.
13. Always rewind the film on its original spool before returning it to the library.
14. Please ensure that you inform the Library of any damage to the film.

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YOUR COOPERATION IS SOLICITED TO MAKE THIS SERVICE  
A SUCCESS. YOUR SUGGESTIONS ARE MOST WELCOME.

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