

5. 協力期間終了後のプロジェクトの比側構想（案）

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5-1 比側構想（案）

このことについて貿易工業省（DTI）オールドネス次官及び人造りセンター（PHRDC）カタホイ所長から非公式に聴取したが、その概要は、次のとおりである。

(1) PHRDCはアキノ政権の重要政策である地方農村の失業、貧困問題解決のため、新しい雇用の創造、生計の保証等、重要な役割を担っている。

最近、地方農村における活発な技術普及活動によって、政府関係機関に広く知られるようになってきた。またテレビによる広報活動など広くP/R活動にも参加している。視聴覚部門をもつプログラムⅠなどの事業について、政府機関の労働者、貿易工業省、農林省並びに農地改革省などが、それぞれ関心を有している。

私としては（カタホイPHRDC所長）プログラムⅠ及びプログラムⅡについては、現在どおり大統領府に所属し、その機能及び事業活動を継続していくことが、最も有効な途であると考えます。

なおプログラムⅠに関して、1990年3月のR/D協力期間終了後は新規機能を付加し、新たに個別プロジェクトとして、日本側の技術協力を要請することを検討しており、早急に比国内のNEDA等関係機関をクリアーして要請に必要な手続きをとりたい。（カタホイPHRDC所長）

新プロジェクト（案）の概要は次のとおり。

(ア) 調査・研究活動

地方農村地域で技術普及、訓練活動を、より効果的、効率的に実施するために必要な技術訓練内容、訓練方法及び教授法などについて調査・研究を行う。

(イ) 訓練に関するソフトウェア知識の開発・作成。

テキスト、マニュアル、視聴覚教材、フィルム及びコンピュータ活用教材など、特に地方農村地域において技術の普及に有効な教材等を開発・作成。

(ウ) 地方農村における技術訓練コースの実施。

(エ) 第三国研修コースの実施。

(2) プログラムⅡ（カキ養殖）について

このプログラムの今後の行き方に困難が存在する。農水産省は行政中心の組織で、PⅡのような研究施設を効果的に運用するための研究、技術的基盤、体制など十分でないようで、今後有効な活用を期待できそうでない。

またフィリピン大学はマニラに存在し、遠距離にあるため、運営・管理上、困難が見込ま

れる。

このため、プログラムⅠとⅡをPHRDCとして引き続き大統領府に所属せしめ、その組織、機能を現行どおり保持・運営していくことが適当と考える。(カタホイPHRDC所長)

(3) プログラムⅢ(CMDC)及びⅣ(CITC)

両プログラムは貿易工業省に所属し、引き続き訓練機関として、人材養成のための訓練活動を実施していく予定である。(オルドネス貿易工業省次官)

5-2 在フィリピン日本大使館及びJICAフィリピン事務所の考え

日本大使館の本プロジェクト担当、神長一等書記官及び宮本JICAフィリピン事務所長の意見として、次の要旨のコメントがあった。

- (1) ASEAN人造りセンターとして、1990年3月で日本側の協力が終了することについては、やむをえないものとする。
- (2) しかし、プログラムⅡのように、未だ技術移転が終了し得ず、その完了のため、なお日時を要する場合には、引き続き日本側の協力を続けていくことが望ましい。中途半端で協力を止めることは好ましくない。

PROGRAM I PROPOSAL

FOR PHASE II CENTER

INTRODUCTION

In its effort to transform the country from an underdeveloped to a more developed one, the Philippine government is focusing its attention on identifying the major problems that require immediate solutions. Thus, as embodied in the Updated Philippine Development Plan for the next five years (1988-1992), the government shall continue to pursue the National goals which have been defined as follows:

- a. Alleviation of Poverty
- b. Generation of more productive employment
- c. Promotion of equity and social justice
- d. Attainment of sustainable economic growth

The highest priority in terms of economic policies shall be given to the creation of employment opportunities, the enhancement of productivity, and the improvement of livelihood towards the attainment of decent life for all, particularly those in the rural areas.

The majority of Filipinos live in rural areas. Latest statistics show that the rural population makes up 59% of total population level of 59.4M people, wherein 73% are below the poverty threshold based on the ₱ 827 per capita per annum poverty line.

It has a labor force of 14, 059^M or 63.57% of the total labor force, where 12, 891 or 91.7% are employed, thus an unemployment rate of 8.3%. However, the underemployment rate is high at 40.2% of the total underemployment rate.

The government readily recognizes that the root cause of the problems in the rural areas is a persisting vicious cycle that affects not only the rural but the urban populace as well and the whole country in general. Thus, it has directed much of its attention to rural development.

Somehow, this vicious cycle consisting of poverty, unemployment, lack of proper education, health deficiencies, overpopulation, and other related issues that may stem from the major problems must be broken. For until the masses of people in the rural areas are in a better position to uplift themselves from their subsistence level through self-productivity and reliance, problems like an alarming increase in the rate of migration to urban areas would inevitably surface. Although the migration pattern from 1975 to 1980 continues at a progressively diminishing rate, existing trends indicate an increasing urbanization over time.

Definitely, rural opportunities must be improved. The government targets to decrease the incidence of poverty from 58.9% in 1985 to 45.2% in 1992 specifically aims to decline poverty incidence in the rural areas more rapidly than in the urban areas.

To alleviate poverty, high employment rate is targetted in most regions by implementing programs geared toward providing more rural employment. Thus, the unemployment rate is targetted to decline from 10.6% in 1989 to 4.6% in 1992, and underemployment rate from 31.7 to 25.2 % during the same period. To achieve such target, accessibility to productive resources must be provided to allow rural-based labor intensive program. Such is necessary to provide more employment opportunities and thus raise rural incomes.

To provide more employment and in effect to redress poverty condition particularly in the countryside, the quality of education must preserved.

To improve literacy rates and to provide more Filipinos with skills to earn a livelihood, the nonformal education is expected to be elevated to the position of equal importance as formal education. Thus, the expansion of non-formal education clientele shall further be extended to other beneficiaries.

Relevant education and non-formal trainings must be protected to put into optimum use the country's biggest resource, which is labor. Development agencies, government and even non-government organizations play an active role in delivering skills particularly to the rural levels.

Thus, effective training programs must be delivered to develop the people's capacity for self productivity.

But does any government agency, or Program I for that matter have the capability to deliver effective training programs particularly to the rural people?

It is in this vein that Program I proposes to establish a Center that will perform a valuable and unique function in the collective effort of rural development.

The program recognizes that a major lack in the rural development effort is an integrated, multi-media educational system that will expand the learning opportunities in rural families in their homes and places of work, reinforce and supplement the present knowledge delivery system to extension workers or trainers and create a mechanism that will allow rural participation in the formulation and implementation of national development projects.

Thus far, the Philippine government has developed a strategy for integrated rural development, one in which the inputs of specific departments and agencies are well - defined. However, it still has no rationalized and systematic educational communication scheme that will support developmental operations in the field.

RATIONALE

As directed by Executive Order No. 785, the Philippine Human Resources Development Center fulfills its mandate by undertaking programs that establish, develop and upgrade technologies and develop human resources.

In this view, Program I provides technical support services to the three other programs in terms of establishing a computer system as well as appropriate education and training services in support of PHRDC projects and other agencies.

Concrete gains have been achieved. However, some indicators fell short of what were originally targetted. It is in this regard that Program I proposes to establish a Phase II Center which will primarily focus its direction on the improvement of training methods not only for the Center itself but other concerned organizations as well.

Recognizing that maximizing labor force should be implemented if the aim of reducing poverty incidence particularly in rural areas is to be achieved, Program I agrees that the key to human resources development is the generation of full employment and the enhancement of livelihood opportunities.

A distinct item on the country's development plan is to put up a mechanism to coordinate the activities of some 145 programs on livelihood projects being implemented by a number of agencies. The role of effective training programs cannot be overemphasized at this point.

As such, training targets have been drawn up. The programs of the Department of Education, Culture and Sports on literacy and livelihood development will train some 821,000 out-of-school youths and adults by 1992. The National Manpower and Youth Council's skills training programs are expected to graduate an average of 190,160 graduates annually from 1988 to 1992. The apprenticeship and leadership program of the Department of Labor and Employment will provide on-the-job trainings to a total of 45,000 youths during the five-year development period. The Department of Agriculture, Department of Trade and Industry and the Department of Social Welfare and Development will likewise train various clientele groups including the Comprehensive Agrarian Reform Program beneficiaries during the Plan period.

Numerous agencies, both government and non-government have formally requested the technical services of Program I, particularly the Multi-Media Department in producing Instructional Materials for training purposes. These requested instructional materials are in the form of the various media components which Program I has the capability of producing, though on a limited scale. Among the agencies are the Philippine Information Agency, the Technology and Livelihood Research Center, Productivity and Development Center, Creative Entertainment International Inc., Armed Forces of the Philippines, Telecommunications Training Institute, the Department of Science and Technology, Livelihood Cooperation, and the Philippine Council for Aquatic and Marine Resources Development.

In light of these developments, Program I will go beyond the scope of its services which are now limited to the three other programs and therefore service all other agencies involved in livelihood trainings.

Thus, to be capable of extending such services, Program I needs to upgrade its capability to offer technical services particularly in support of rural livelihood purposes. As such, the new Center that the program proposes to establish shall have four major functions.

FOUR FUNCTIONS OF PROPOSED CENTER FOR PHASE II

1. Research Center

As a Research Center, Program I shall undertake research activities that will provide for more effective training programs not only for the purposes of Program I itself but also for those of other public and private organizations particularly involved in training programs catered to rural livelihood. The Center shall establish itself as the primary source of research findings and information with regard to the State of the Art of Rural Development. Thus far, Program I has a very limited capability to conduct research work on such a wide scope.

2. Software and Development Production Center

Program I recognizes that in carrying out development programs particularly to a rural audience, the multi-channel means of message presentation should be tapped for a more effective message comprehension. Various studies that have been made likewise support the premise that a multi-channel modality of presenting information is more effective than either unimodal or bimodal presentation in terms of comprehension and retention. Thus, as a Software and Development and Production Center, it shall primarily develop training materials for itself and other agencies in any of the various communication channels. As it is now, Program I does not have the full capability to cope with the anticipated increase in software development requirements of those organizations that might seek its technical services primarily because of the limited equipment and technical experts.

3. Local Training

As a Local Training Center, Program will conduct training programs within the Center on the various training skills courses which it has the capability of offering. Among these courses are the Instructional Media Development Course, Multi-Media Courses, and Computer Courses. Program I agrees that no government agency has an adequate number of competently trained educational community experts and technologists in the area of educational communication technology. The Philippine government itself recognizes this, thus it has moved to professionalize the government information service. Thus, as a Center capable of offering training skills courses in the field of educational communication technology, it could assist the Philippine government implement its development strategies.

The Center will likewise continue to offer training skills on the craft areas covered by all four programs of PHRDC for rural livelihood.

4. Third Country Training

Having assessed itself, Program I deems itself capable of offering training skills course to its ASEAN counterparts. Among the courses it can offer are Instructional media Development; Multi - Media Production; Advanced Computer Course; and Oyster - related technology.

OBJECTIVES OF THE PROPOSED CENTER

I. RESEARCH CENTER

As a Research Center, Program I shall have the following objectives:

1. To determine the technologies needed to effect optimum manpower development in the rural areas of the Philippines and in the ASEAN countries;
2. To identify which agencies or institutions who deliver trainings and where and how often such trainings are delivered; This will cover the scope of government, non-government, and non-stock, non-profit organizations. Research methods like case studies or surveys will be employed to work out such activity.
3. To evaluate and monitor training programs being conducted and training materials being used on a regular basis;
4. To conduct audience research that will determine demographic data, cultural or regional value systems for identification of appropriate instructional technologies and utilization;
5. To determine which skills or technologies can be developed for delivery to concerned implementing organizations;
6. To recommend to proper Philippine Authorities measures to improve objectives 1,2, and 3 ;
7. To effect exchange of research results and methods for rural development
 - Publish, distribute periodicals which contain results of research activities
 - Initiate and conduct forums, seminars, conferences for both Philippine and ASEAN institutions
 - Exchange materials and information among institutions;
8. To maintain a reference Library and Data Bank facility for dissemination of information and thus serve as a primary source of research findings and information; and
9. To research/monitor developments of teaching methodologies and equipment and adapt these to appropriate conditions.

II. Software Development and Production Center

The softwares that will be developed and produced by the Center may be in any of the following forms:

- Print Materials
- AV/Visual
- Video/Film
- Audio
- Computer Aided Instruction
- Systems Development

As a Software Development and Production Center, Program I shall have the following objectives:

1. To develop and produce learning materials determined by research for the delivery of identified skills and technologies using appropriate medium or media which can be in any of the following forms:
 - 1.1 Publications
 - 1.2 AV Slides
 - 1.3 Photos or illustrations
 - 1.4 Video Modules
 - 1.5 Audio Materials ;
2. To improve and refine existing training materials based on research evaluation findings;
3. To develop and produce motivational and informational materials that promote rural development;
4. To provide the government, non-government or non-profit organizations engaged in community and livelihood development with the necessary software products to help them implement their training programs effectively; and
5. To develop Computer Application Systems for operating purposes and update computer software for more efficient research work.

III. Local Training

As a Center for local training, two types of trainings will be offered. One is the center-based training, while the other is the community-based training. The objectives of the training are as follows:

1. Center-based Training

Such type of training will be conducted in the the Center. Its primary objective is :

- a. To provide knowledge and expertise in the areas of the following courses: Training skills Course; Instructional Media Development Course; Multi - Media Course ; and Computer Courses

2. Community-based training

This type of training will be conducted outside of the center, particularly in the rural communities.

2.1 Regular training

- a. Conduct livelihood skills courses in the regular craft areas covered by the four programs of PHRDC.

2.2 Specialized training

- b. Conduct training programs on a particular craft area requested by clientele

IV. Third Country Training

Program I has identified the various craft areas by which it has the capability to offer as a Center for Third World Training . These craft areas are as follows:

- 3.1 Instructional Media Development
- 3.2 Multi-Media Production
- 3.3 Advanced Computer Course
- 3.4 Oyster and related technology

The primary objective of being a Center for Third World Country Training is to provide knowledge and expertise to ASEAN Nationals particularly involved in Rural development. The ultimate goal of such Center is to centralize the Training ground for ASEAN countries in the Philippines.

PLANNED ACTIVITIES FOR PHASE II CENTER

To accomplish the proposed Center's objectives, each and every Department will undertake target activities. The Center shall consist of four Departments, namely: Research ; Information and Computer Services ; Multi-Media ; and Training and Materials Development.

A. RESEARCH DEPARTMENT

The Research Department shall primarily be responsible for research management. It will implement the research activities culled from the objectives of Program I as a Research Center.

B. Information and Computer Services Department (ICSD)

ICSD plans the following activities for PHASE II:

1. Maintenance and Operation of all Data Bank Facilities

This involves the conduct of preventive and corrective maintenance on the NEC 350 and its peripherals to ensure the smooth operation of Data Bank Systems.

2. Conduct of Advanced Computer Education programs for the ASEAN and the Public

Computer training programs involving advanced micro computer technologies and main frame - based softwares will be opened not only to government agencies, but also to the general public. Specialized courses will be developed and conducted to accommodate the computer training needs of ASEAN counterparts. Existing computer institutes will touch on the conventional softwares. The intention is to deal more on the latest computer software technology in the market and learn how to adopt it to their respective operations.

3. Establish data communication linkages with government agencies involved in Human Resources Development

The information that can be generated out of the training map can benefit a lot of government agencies and institutions involved in HRD and related activities.

4. Establish ICSD as the Data Processing Center of government agencies or institutes involved in HRD.

While other government agencies cannot afford data communication facilities, they can still avail of HRD information of ICSD. The idea is to develop information systems that would use HRD data to cater to the requirements of the agencies.

5. Develop micro-computer based information systems for PHRDC and other government clients.

This activity, which has actually started with Program II, shall continue until all information requirements of PHRDC shall have been satisfied. ICSD will also act the part of a consultant on how micro-computers can be effectively used by other government agencies.

6. Acquire and build-up data for training map.

The purpose of the training map is primarily to address the non-formal education. In order to get an accurate picture, continuous data entry operations must be done. The data bank must be constantly updated to produce information that are reflective of the current training map status. The Center will become a "one-stop" information shop of available skilled manpower (training) training skills needed in certain areas of the country.

C. Multi-Media Department (MMD)

For software production, the MMD will serve as the production Center for all media-based training and informational materials for PHRDC as well as other government institutions involved in community and livelihood development.

Media Formats

1. Printed materials (colored or black and white)
2. Audio materials
3. AV slides or OHP transparencies
4. Video Modules

Types of Materials

1. Motivational Materials (TV and radio plugs, posters, leaflets in the form of public service message)
2. Informational Materials (Video, documentaries or briefers, brochures, leaflets, posters)
3. Instructional Materials (Handbooks, manuals, video modules, OHP transparencies, audio cassette, AV slides)

to be used for training purposes appropriate to objectives of specific programs)

Types of Clients

1. PHRDC
2. Other government or non-government organizations engaged in community and livelihood development

For the local training function, MMD will continue to conduct the following multi-media production courses:

1. Basic Multi - Media Production Techniques
 - a. Basic Print Production Techniques (10 days)
 - b. Basic Audio Production Techniques (5 days)
 - c. Basic AV slide production (10 days)
 - d. Basic Video Production Teaching (10 days)
2. Basic Video Equipment Operation and Maintenance (10 days)
3. Basic AV Equipment Operation and Maintenance (5 days)
4. Advanced Courses in Scriptwriting, Video Camera Operation and Editing

These training courses will be conducted both at the Center and even outside the center, depending on the specific needs of the requesting organization or community.

For the Third Country Training, MMD is confident that it can offer the Basic Multi-Media Production Techniques Course to ASEAN Nationals on the basis of its participation in the successful ASEAN Regional Training Workshop in Instructional Media Development held in January 1988.

Training Materials Development Department (TMDD)

On Software Development, TMDD plans the following activities:

1. Conceptualize, design and develop all training materials identified by Research Department for production by Multi-Media Department
2. Revise training materials based on evaluation studies done by Research Department

For Local Trainings, TMDD plans to implement the following activities:

1. Center based: The TMDD shall conduct the following courses:
 - a. Training Administration

To equip trainers within and of other organizations with knowledge and skills on the administration of training programs from design to evaluation

b. Facilitating Techniques

To equip Center staff and trainers with skills on effective facilitation of training programs

- c. This is a specialized course for instructors or lecturers that will equip them with skills on the preparation and affecting presentation and delivery of their lectures. This course will make use of the language laboratory for the oral communication skills exercises.

TMDD shall also design and be the training management support to all other trainings initiated by other Program I departments and by other organizations.

2. Community-Based

- a. Design and conduct rural livelihood training programs

On the Third Country Training, TMDD shall initiate two types of training programs:

1. Training for Rural Trainers

This will equip ASEAN participants with essential skills on training administration and facilitation specially in the rural environment.

2. ASEAN Training in Instructional Materials Development

This will focus on designing, production and use of media-based instructional materials, although more specialized courses on the different media components can also be implemented.

Technical Cooperation Requests

1. Hardware maintenance equipment/micro computers with LAN capability/ NEC S350 consumables and spare parts/ upgrading of NEC S350 to accommodate networking/ current software packages/ software training packages/ additional computer terminals for NEC S350
2. To effectively meet its production requirements and conduct successful training programs, MMD seeks to acquire the following:
 - a. Audio studio for recording and mixing purposes
 - b. Printing equipment(platemaker, color printing machine and supplies

- c. AV projectors and Programmers
 - d. Cameras for still photography and slides
3. To improve the quality of its production and training personnel, MMD requests counterpart training in the following areas:
 - a. Educational Media Technology
 - b. Printing Technology
 - c. Audio Engineering
 4. Dispatch of experts in several computer training and development areas
 5. Counterpart training for research staff in the areas of research methods and analysis

JICA