



CF-RAI-USAA-PD-GEN-2007-000407

Expanded Number **CF-RAI-USAA-PD-GEN-2007-000407**

External ID

Title

**PSC. Korea. Brief Note on Field Trip to Chungbuk and Kyungbuk Provinces related to ANP Projects. PSC Unit, UNICEF, Seoul**

Date Created / From Date

7/1/1981

Date Registered

6/20/2007 at 11:14 AM

Date Closed / To Date

Primary Contact

Home Location **CF-RAF-USAA-DB01-2007-10731 (In Container)**

F12: Status Certain? **No**

Item Fd01: In, Out, Internal Rec or Rec Copy

Owner Location **Programme Division, UNICEF NYHQ (3003)**

Current Location/Assignee **Upasana Young since 11/15/2007 at 8:44 PM**

**6/22/2007 at 11:05 AM**

F13: Record Copy? **No**

Document Details **Record has no document attached.**

Contained Records

Container **CF/RA/BX/PD/CW/1985/T014: Programme Support Communications**

Date Published

Fd3: Doc Type - Format

Da1:Date First Published

Priority

Record Type **A01 PD-GEN ITEM**

Notes

12.

The ANP (Applied Nutrition Programme) project was not overly popular, but villagers and others interviewed in the report shared interesting perceptions about agricultural extension and health support and development work in the country.

Print Name of Person Submit Image

S. Saroja Douglas

Signature of Person Submit

Saroya Douglas

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BRIEF NOTE ON FIELD TRIP TO  
CHUNGBUK AND KYUNGBUK PROVINCES  
RELATED TO ANP PROJECTS

Date : 1-3 July 1981

Place : A) Joodug Myon ORD Office, Chungbuk Province  
Joongwon Kun ORD Office, "  
Chungbuk Provincial ORD Office, "

B) Nakdong Myon ORD Office, Kyungbuk Province  
Sangjoo Kun ORD Office, "  
Kyungbuk Provincial ORD Office, "

Participants : Mr. Sung-Kyu Chun, Director, KRNI  
Mr. Chung-Hak Choi, Training Sec., KRNI  
Mr. Han-Kee Lee, " , KRNI  
Miss Lee, " , KRNI  
Prof. Moo-Keun Lee, School of Agriculture,  
Seoul National University

Mr. Kjell Linder, UNICEF  
Miss Hyun-Sook Lee, UNICEF

This was a follow-up of an earlier field trip to villages in the same provinces. This time we visited Myon (sub-county) and Kun (county) level ORD Offices to study the middle level administration of the ANP project. We also visited the ORD Provincial Office to learn about their role as a local headquarters, their policy direction and administration methods.

This time we tried to minimise the formal briefing sessions and concentrated on interviews and conversations with the staff

involved.

Following is a brief account of these interviews:

JOODUG MYON ORD BRANCH

No. of villages (administrative) : 11 dong\*1)

No. of farming households : 1,698 households

No. of Staff : four (One is the Chief of this office and he is in charge of two villages. The other three staff are in charge of 9 villages each. Visitors (e.g. farmers who need assistance or consultation on their farming) are taken care of by the Chief of the office).

INTERVIEW WITH AGRICULTURE EXTENSION WORKER

Q) How is your cooperation with the ANP workers?\*2)

A) When they visit our Myon, we try to help them as well as we can but unfortunately we cannot do so very actively due to the scarcity of resources.

Q) Do you receive good response from villagers when you visit the villagers?

A) Yes, whenever we visit a particular village, we announce our visit by loud speaker, so farmers can be informed about our presence. But, actually, their interest is very much dependent on the topic of our visit.

Q) What kind of topic is the most popular?

A) Farmers are very much interested in income-directed crop

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\*1) Dong : the small unit of village

\*2) Each County Office has 2 ANP workers, and they are in charge of around 10 - 15 Myon Branch Office. This means they have to cover about 340 villages.

cultivation or the introduction of new labour-saving agricultural machinery. General agricultural knowledge is not so popular, and villagers usually respond "This we already know".

- Q) How frequently do you give training to the villagers, and which type of training?
- A) Occasionally, as the need arises. During the winter season, we prepare special training courses, "WINTER AGRICULTURE CLASS" at County level. Farmers who want to attend this training course are sent to the County ORD Office where the training is usually conducted in a primary school building or village centre (e. g. Saemaul Centre).
- Q) Do you conduct these courses on your own or do you invite lecturers from outside?
- A) In most cases, we do by ourselves. But if necessary, we invite outside lecturers for special subjects e.g. cattle breeding, special crops, cattle disease, etc..
- Q) How do you prepare educational materials for those training courses and other occasions?
- A) In the case of outside lecturers we ask them to give us their paper in advance so we can have it printed. For our own needs, we usually use charts which are distributed by ORD Hq. As needed, we request the ORD County Office to loan us slide film/sound sets for special presentations.
- Q) What are your training or lecture contents?
- A) General agricultural knowledge by season, home improvement, youth guidance, farmers training and information on agricultural techniques. But the area of home improvement is very difficult for us because we do not have much knowledge and no female staff.
- Q) If so, how effective is your assistance to the ANP programme?

A) In most cases we can hardly work on ANP or Home Improvement programme. However, ANP workers visit here for certain programmes or training, and then we help them as well as we can. In this process we have gained some knowledge as well, and are able to guide villagers on and off if the request arises (e.g. food bottling, seasonal kindergartens etc.).

Q) What is your opinion on the usefulness of the educational materials produced by KRNI?

A) They are useful, but they can certainly be improved, both in quality and quantity.

Q) How old are you, and what's your educational background, and how long have you worked as an agricultural extension worker?

A) I am 31 years old, and I graduated from Agricultural Academy (a sort of high school) and I have been working as Agricultural Extension Worker for 4 years.

Q) On 28th of June at 6:20 a.m. KBS-TV showed a special programme on nutrition education. Did you watch this programme? \*3)

A) No, we did not know about this programme. But we have watched other regular programmes e.g. the cooking class at 8:30 in the morning. We are also requested to listen to agricultural broadcasts in the morning by MBC-Radio(5:00 a.m.) and KBS-Radio(6"20 a.m.). We have to write a daily report on this programme.

Q) In what way do you feel, these radio programmes could be used in your work with the villagers?

A) Physically, we are so busy with hard work, so we could not inform villagers about those programmes individually.

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\*3) KRNI produced this film at the request of KBS-TV. As a matter of routine, KRNI informed all field staff about this TV programme by means of their monthly administrative instruction paper.

- Q) Could you use loud speakers to announce the special programmes in advance? We learned that you receive a monthly programme schedule from ORD Hq. \*4)
- A) Yes, that is a good idea. We will do that. Sometimes, ORD County Office record certain important programmes on cassette tape and distribute to all Myon ORD Branches for use as educational materials.
- Q) What are the most useful educational materials?
- A) Slide sets, cassette tapes, printing materials and sometimes, loud speakers.
- Q) What kind of materials are most acceptable to the villagers?
- A) At the moment, slide sets and actual things, e.g. new crops...
- Q) May I ask how many documents do you receive from County, Provincial, and ORD Hq during one month? What kind of papers? What is the ratio between administrative instruction and technical papers?
- A) Maybe, I can say two papers a day? Ratio is half and half.

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\*4) In the Korean context, the use of loud speakers for announcements is very common and quite acceptable and is used by itinerant salesman, government agencies, religious group, etc.

JOONGWON COUNTY ORD OFFICE

No. of villages : 132 (administrative). Natural Villages : 340.  
No. of households : 20,594.  
No. of Myons : 13.

This Office is under the Rural Social Division of ORD Provincial Office. They are in charge of Community Development, Youth Guidance and ANP programme. Number of staff is 19. Their administration structure is as follows:

- Guidance Section : Administration and Guidance
- Crop Section : Substantial Food Crop
- Special Crop Section : Special Crop related to income generation.
- Development Section : Community Development, Youth Guidance, and ANP.

For the ANP project, they prepare certain training courses at County level and for the Home Improvement project they manage seasonal kindergarten and a bottling project. This year, they have 39 seasonal kindergartens in their County. They teach Volunteers singing, dancing, and preparation of snacks and meal based on the village's resources. Through the PTA, parents can assist in terms of money and food ingredients. They also take advantage of this opportunity to educate and motivate parents to prepare a nutritious and balanced diet.

INTERVIEW WITH ANP WORKER

Q) What do you see as your major difficulties as an ANP worker?

A) I can not respond to all individual requests from each housewife. As you know, we have not enough staff, and we

are also short of educational materials. ORD Hq distributes certain educational materials, but it's not sufficient in terms of quality or quantity. We need individual educational materials for each project. So sometimes, we produce materials ourselves, but it's not satisfactorily done.

Q) Which educational materials do you consider most effective?

A) Practical demonstrations, slide sets and our own produced materials.

Q) It seems very obvious that you cannot cover all 13 Myons effectively, so, how do you manage this?

A) We concentrate on our pilot (or model) villages only. Each Myon has one model village.

CHOONGBUK ORD PROVINCIAL OFFICE (Interview with Head of ORD  
Provincial Office)

ANP has a long history, but frankly so far not much achievement in spite of the very hard work put in by the AN workers. As a rule, rural housewives are very passive towards this kind of activity, so it takes time to motivate and get this new programme adopted. Recently, Choongbuk Provincial Government emphasized the rural housewives' participation in home improvement and community development. As a result of this special effort, we are reasonably advanced compared with other Provincial Governments in the area of ANP and Home Improvement projects.

Q) Why are the rural housewives passive?

A) One reason could be their living environment and traditional customs. Getting enough just to eat has always been a problem.

So they have not had any interest in other areas. I can say it's a traditional character.

The Director added that for the ORD Provincial Office, their first preoccupation is to increase crop production to solve food shortage problems and nutrition would be a secondary problem. But he is also specially interested in retaining traditional food values and taste. So he is planning to have a contest on the preparation of traditional food. He already made a mini survey of people's interest in traditional food, its cooking, taste and use.

Q) What is your future plan for the ANP project.

A) Well, I can mention three points as follows :

- To develop educational materials according to the target group and/or by subject matter.
- To promote especially nutritious crops, and to recommend appropriate crops to each village according to their environment.
- To strengthen the management of ANP Centres as a training centre and income generating project centre.

NAKDONG MYON ORD BRANCH

Most questions and answers are very similar to the Chungbuk Province case. This Myon ORD Branch especially emphasizes the seasonal day-care centre project. Through this project they promote weaning foods based on beans. The shortage of ANP Workers was again pointed out and a major need of this Branch would be to have one female staff who could work on ANP and Home Improvement Project.

Nakdong Myon has one good supporter among the landowners. This man has donated land and money for village development. So Nakdong Myon is somehow privileged compared with other common villages.

SANGJOO KUN ORD OFFICE

No. of Myon : 18  
No. of villages : 408  
No. of ANO model villages : 15

This Office also pointed out the shortage of staff. The Chief of this Office told us that he spent four days in a car to look around all villages even just for short visits. It is obviously impossible for two ANP workers cover those 408 <sup>120 households</sup> <sub>16 persons</sub> villages. When we asked the Chief, what he considered a realistic number of staff for the ANP project, he answered that at least one ANP worker should be assisted to each Myon. In addition to that he said it is not necessary to have fully qualified workers

but at least one reasonable worker should be stationed at each Myon ORD Branch. If this is not possible, he needs at least a supplementary budget for alternative approaches. This Kun has 14 slide projectors, which he would like to utilise to their full extent, but unfortunately, he has no budget whatsoever for audio-visual software.

#### INTERVIEW WITH ANP WORKERS

- Q) You are responsible for 408 villages. As the Chief just mentioned, it may be very difficult to visit all those villages regularly. How do you use your time, and how do you manage your workload?
- A) Sangjoo Kun covering very wide area compared with other Kun and even the number of Model ANP villages are 15 which is unusually high. When we visit these villages, we have to go there in day-time, but villagers are usually at work then. So sometimes, we wait until they finish their work. As a woman, to work in the evening or at night poses a lot of difficulties. But, fortunately, among the 15 model ANP villages, there is some kind of competitive spirit which makes work easier, so we can manage 15 model ANP villages somehow.

The other questions and answers are similar to the Chungbuk case.

#### KYUNGBUK PROVINCIAL ORD OFFICE

No. of villages : 290

No. of model ANP houses : 1,450 households.

No. of Home Improvement technical training course : two times  
a month (by turn)

We were warmly welcomed by the Director of Kyungbuk Provincial ORD Office, Mr. Joon-Kyu Kim who spoke excellent English and had received extensive community development training in Britain. He pinpointed two major problems of the ANP and Home Improvement projects : I) Lack of Manpower and II) Government's first priority is to increase rice production. ANP or Home Improvement projects were given second priority only. The Kyungbuk ORD Provincial Office picks out 3 households in each ANP village, and they concentrate all efforts on those households, e.g. growing green and orange color vegetables, sheep raising, bottling of food etc. Eventually the number of households will be expanded in the future.

For the communication and education activity, this office has two mobile vans (German) equipped with audio-visual equipment, cooking practice utensils and other materials. Each van is operated by nutritionist, A-V technician and driver. The mobile van is operationed 81 days a year covering the most remote mountaineous areas. Occasionally the vans also assist Kyungbuk Provincial ORD Office's special training courses and Kun level training courses as necessary.

*81 days pa  
gasoline*

In response to our question re. the economy of operating these vans only 81 days a year we were told that no cost-benefit analysis had been done so far but that this seemed like a useful proposition. Especially, in view of the ever increasing fuel costs which put an exceptional burden on a large province with vast distances like Kyungbuk Province.

The motivation of villagers to accept the ANP ideas was considered another major problem. Even though modern media like television and radio could do much to motivate people in

this respect, the Director felt a strong need for a personal approach in the villages. This would be essential, not the least to practically follow-up whatever messages may have been disseminated by the media. So, again the expansion of the ANP/Home Improvement staff force was seen as a pre-requisite for the success of the ANP programme.

Before leaving we were shown a selection of locally produced educational materials, Considering the limited financial and production resources available, these materials were quite reasonable and should encourage KRNI in their efforts to improve and expand locally relevant educational materials for use in the Provinces.