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UNITED NATIONS
OFFICE OF PUBLIC INFORMATION
RADIO AND VISUAL SERVICES DIVISION

"INCENTIVE FOR ACTION"

A United Nations Film

73-45000

rc
<table>
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<tr>
<th>PICTURE</th>
<th>FOOTAGE (16mm)</th>
<th>NARRATION</th>
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<tr>
<td>&quot;START&quot; frame on leader</td>
<td>000</td>
<td>In the Philippines, Pedro Balinong will lose his farm and his village. His family will not go hungry while waiting for a better farm and a better village. (9 seconds)</td>
</tr>
<tr>
<td>1. Pedro sitting outside hut. Zoom to face.</td>
<td>5</td>
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<tr>
<td>2. Mario feeds pigs</td>
<td>12</td>
<td>In Colombia, Mario Perez is also a farmer. Now he can raise some chickens and pigs and his family will not suffer from lack of protein in their diet. (10 seconds)</td>
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<td>3. Tilaka washes clothes. Zoom to face.</td>
<td>20</td>
<td>In Sri Lanka, Tilaka Kodikara and her family will have a new home. (5 seconds)</td>
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<td>4. Barbara suckles infant.</td>
<td>24</td>
<td>Barbara Osorio's fifth living child will not die of malnutrition. (5 seconds)</td>
</tr>
<tr>
<td>5. Ramon in chemistry lab. CU Ramon</td>
<td>28</td>
<td>The Philippine Government can afford to complete the higher education of Ramon Tatlong-hari. (11 seconds)</td>
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<td>6. Raul fits light in his miner's hat. Zoom to face.</td>
<td>32</td>
<td>And Raul Maclang couldn't make ends meet as a coal miner were it not</td>
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We begin in the Philippines, a country rich in people, rich in raw materials, but like so many of the developing nations, one that hasn't yet been able to put it all together. (10 seconds)

Without fuel to fire the furnaces of iron foundries, steel mills and cement factories, industrialization is impossible. The Malangas mine is a step in that direction. And like most first steps it isn't that easy.

First you need coal miners, like Raul Maclang. There are a lot of people out of work, so the chance to learn a new skill might seem attractive especially
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<th>12. LS Raul's house.</th>
<th>when a house comes free with the job. Not so. Raul needed the job and the house for his family. But after a week or so he discovered why it was so easy to become a coal miner. (38 seconds)</th>
</tr>
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<tr>
<td>Raul washing in bathroom. His wife makes coffee in kitchen.</td>
<td>The nearest market was more than a hundred kilometers away and after he had paid for his food and necessities, he had very little left over. The price of everything had to reflect the cost of its transportation over a long and rough road. Most of the miners' money was going for food. So an answer was sought to that problem first. (23 seconds)</td>
</tr>
<tr>
<td>13. Raul's wife serves coffee to Raul. Two daughters in scene. Wife feeds infant. Raul sips coffee; smokes.</td>
<td>And the first answer came from Raul and his fellow miners. They opened a food shop of their own and stocked it with local foods — rice, fish, vegetables and fruits. The mine built the store, the miners wives became the sales-</td>
</tr>
<tr>
<td>CU store sign.</td>
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clerks and bookkeepers, and there was no middleman to make a profit. (20 seconds)

The government owns the mine and it took the next step: asking for assistance from the World Food Programme - headquarters in Rome - set up by the United Nations and the Food and Agriculture Organization in 1963:

To act as middleman between nations with any sort of a food surplus and those who need it. And to make their donations of food much more than just a gift -- to make it an incentive for action. (26 seconds)

(Voice of staff member:)

"..... WHEAT, VEGETABLE OIL AND BLENDED FOODS SUCH AS CORN-SOYA MILK. AND THESE COMMODITIES CAN BE DELIVERED TO THE PHILIPPINES WITHIN SIX MONTHS."

And so, the Malangas Coal mine's share of the World Food Programme food basket began to arrive at the workers' store. And these
19. Raul is given packages of W.F.P. commodities.

supplementary processed foods were sold to the miners at prices they could afford — not paid in cash, but deducted from their wages. Since the government pays nothing for the food, those wage deductions are plowed right back into the coal mine enterprise. (23 seconds)

20. Drilling operations at new site. Machinery, geologist examines coal samples.

The mine now has a better financial base on which to operate, can buy more machinery and equipment, open new shafts and search for fresh coal deposits. (8. seconds)

21. Applicants at mine's employment office.

And now that the miners no longer have to spend all their money for food, there are more applicants than jobs. Aid from the World Food Programme will continue only until the mine has passed the break-even point and is making a profit. (13 seconds)

22. Students of Mindanao State University on way to classes.

Other projects are concerned with much longer range individual and national profits — profits that
Students entering building.  

Student working in Chemistry laboratory  

CU Ramon working in chemistry lab. apparatus  

Food being cooked in University kitchen.  

Mindanao State University is part of the plan. This school has been called a social laboratory. Its student body reflects the cultural and religious diversity of the Southern Philippines. Its graduates will bring their new abilities and melting-pot awareness of each other to bear on the future. (26 seconds)

Who can say now what impact the training of Ramon Tatlong-hari as an agricultural chemist will have on the economy of the Island of Mindanao? Will he become a rural agent, teaching his farmers how to bring home the green revolution? Will he discover a new mutation of rice ideally suited to the growing conditions of the Southern Philippines?

Ramon could not attend Mindanao State University on a full government scholarship if it were not for aid from the World
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<td>27.</td>
<td>Students in University cafeteria pick up food dishes.</td>
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<td>28.</td>
<td>Ramon and other students eating.</td>
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<td>29.</td>
<td>Student ploughing agricultural plot with tractor</td>
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<td>30.</td>
<td>Group of students descending steps.</td>
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<td>31.</td>
<td>Burning building (Managua earthquake).</td>
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<td>32.</td>
<td>Crying child (earthquake victim).</td>
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Food Programme... Their annual donations of several hundred tons of food spell the difference between Ramon's higher education or its abrupt cut-off at the high school level. (41 seconds)

For, the thousands of dollars that the food donations represent can go to extra fully paid up scholarships. Money that doesn't have to be spent on students' food can be equally well spent on building dormitories and classrooms. It can also be spent on the continuing development of the University's agricultural lands. (20 seconds)

And when these acres have become productive enough to fill the students' dining room tables on a daily basis, aid from the World Food Programme will no longer be needed. (10 seconds)
Disaster: whether it is an earthquake that smashes the buildings and breaks the bodies, or other terrible consequences of other acts of God or man—hurricanes, floods, wars.

A considerable part of the World Food Programme's efforts have gone into its emergency relief role ever since it came into being. (23 seconds)

Food stocks from its ongoing projects can be immediately tapped and later replenished. But its most important disaster work begins where most other agencies leave off. Its food contributions are used to resettle refugees and mobilize labor to salvage and rebuild. (16 seconds)

There is even a disaster prevention role for the World Food Programme to play. In the Philippines, the Pampanga River doesn't look like a potential killer, but it is,
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<td>43. Scenes of Pantabangan village.</td>
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<td>And the town of Pantabangan will be its victim... By drowning.</td>
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<td>It was founded in the seventeenth century by a Spanish priest and a local ruler and life hasn't changed very much since then.</td>
<td></td>
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<tr>
<td>Pedro Balinong and all of his family were born here. His life—like all farmers—is ruled by cycles of nature. (35 seconds)</td>
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<td>44. Pedro on way to farm, riding buffalo.</td>
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<td>45. Farmers weeding paddy field with buffalo plough.</td>
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<td>46. Pedro behind buffalo plough.</td>
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<td>47. Pedro and other farmer fishing in river. Women washing clothes by riverside.</td>
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<td>48. Dredging operations by riverside.</td>
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<td>49. Dump trucks, earth-movers etc. at dam site.</td>
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<td>The monsoon comes, the river rises, the floods arrive. The monsoon goes, the river falls, the dry season makes farming impossible. But now, all that will change. (15 seconds)</td>
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<td>As part of a national irrigation scheme, there will be a dam to harness the waters of the Pampanga. They will be controlled and put to use. There will be a dependable</td>
<td></td>
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<td>50.</td>
<td>IS of dam under construction</td>
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<td>51.</td>
<td>Scenes of Pantabanga village, groups of villagers.</td>
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<td>52.</td>
<td>Pedro with friends.</td>
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<td>53.</td>
<td>Zoom to bulldozer leveling land.</td>
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<td>54.</td>
<td>Road construction</td>
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<td>55.</td>
<td>Exterior of model house.</td>
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<td>56.</td>
<td>Pedro and other farmer enter front door of model house; climb stairs; look into room.</td>
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Construction machinery; canals under construction. Shots of irrigation works. Water flowing into field.

And this is just one of many flood control and irrigation projects in the Philippines and in many other countries receiving assistance from the Food Programme.

A farmer must at least have a reliable supply of water to have a fighting chance against the other whims of nature.

Mario Perez is also a farmer. But he had a different problem on a different continent. His family and most of the other families around the small town of Nieva in Colombia, South America suffer from malnutrition because of a lack of animal protein in their diet. His subsistence farm wasn't large enough for him to grow animal feed and he couldn't afford to buy it. The answer -- the incentive -- that would allow the farmers to provide meat, milk and eggs for their
families — came from three sources. A government agency set up a number of mills to produce low cost animal feeds. The World Food Programme gave the raw materials — maize and sorghum — to the mills. And the machinery to convert the grain into animal feed came from the United Nations Children's Fund. (50 seconds) The cost can be very low since the mills must make only enough to run the machinery. But even a portion of the money they do charge for the feed goes into a revolving credit fund, from which Mario and the other farmers can borrow on easy terms. Such a loan, plus the inexpensive feed now available, adds up to Mario raising poultry and livestock in his own backyard. As the individual farmer's earnings increase, the mill will be able
64. Barbara suckes infant. Other children.

65. Barbara drinks water. Tends fire in kitchen stove.

66. Sign of Family Institute on wall.

67. Food distribution to mothers. Barbara gets rations.

In another Colombian village, another problem to be solved. Two of Barbara Osorio's seven children died in infancy. If this one does too, it will not be because of malnutrition. For the well being of a breast-fed baby largely depends on the health of her mother. And Barbara's hea health is now good. Her diet includes proteins, iron, calcium and vitamins -- all necessary for the normal growth of her child. (28 seconds)

to buy its own maize and sorghum, sell animal feed at reasonable cost; and the World Food Programme will have successfully put itself out of another business. (41 seconds)
feeding scheme for expectant and nursing mothers. Each time Barbara comes for her food, the action the World Food Programme incentive provides is physically measured. The scales tell her the child is growing and prospering on the new diet. (20 seconds)

And each time she comes, Barbara and the other mothers get another lesson in nutrition from the community worker. (5 seconds)

Barbara is learning that a far too often fatal relationship exists between malnutrition and the health of her child. She also gets another lesson -- this is one right in the bread basket. How to get better meals from this gift from the World Food Programme. (16 seconds)
Suppose conditions are such that the child cannot be reached through the parents, must be reached directly to avoid the diseases of malnutrition. School feeding is one very effective answer. In parts of Morocco and many other countries often the only hot food of the day is prepared from the Programme's foodstuffs and served to school children: the lunch room becomes another classroom, the subject: what's good for you and why. (36 seconds)

A serious drought in a developing country will cause a much more serious malnutrition problem. These children in Botswana weren't just underfed on improper food. They didn't have much of anything at all to eat. Emergency World Food Programme milk makes the
difference here, while the
country waits for the rains to
come.                                                        (21 seconds)

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<td>Hillside in Sri Lanka small huts.</td>
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<tr>
<td>78</td>
<td>Several shots of huts.</td>
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<tr>
<td>79</td>
<td>Tilaka and her children inside their hut.</td>
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<tr>
<td>80</td>
<td>Exterior of new house, Tilaka and daughter at window. Interior of house</td>
<td>533</td>
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<td>81</td>
<td>Shots of Tilaka digging. Other workers by hillside.</td>
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Emergency aid where necessary, incentive for action where it can work, as here in Sri Lanka. And those to take a part of the action: a community of landless laborers living in ramshackle huts.... One used to be home for the family of Tilaka Kodikara.

Now they have a new house. She had the chance to work very hard for it - which is the main point of "Shramdan", the government's countrywide self-help movement. It translates as "gift of labour" and it means both the labor that Tilaka has given and the chance for work that has been given her.                                      (38 seconds)
Women volunteers making bricks with hand-operated device.

"Shramdan" is volunteer labour for a common cause. It's not a full time job — most have to depend on other employment to make a living. Women can and do put in longer hours than men, they have more spare time. And all is done manually with locally available tools. (18 seconds)

Women carry bricks on their heads. Pan to new house under construction.

"Shramdan" means new houses for each family in Tilaka's community, as for many others in Sri Lanka. But the benefits can be as varied as the needs. (10 seconds)

Villagers driving bullocks on narrow path.

If villagers find it hard going to take their produce to market because there just isn't a decent road, "Shramdan" is the means to end their isolation. (10 seconds)

Shots of volunteers building rural roads.

Boys playing volley-ball, workers digging in background.

It can also be volunteer work to serve the needs of youth —
to build schoolhouses, libraries or playgrounds ... (8 seconds)

Or men and women by the hundreds carving out a reservoir by hand, or others digging an irrigation ditch several miles long. (8 seconds)

To get this vast undertaking together -- a volunteer force of 340,000 men and women -- called for much more than organizational skill or talented persuasion. The incentive for action is a daily food ration for each family -- from the more than three thousand metric tons that comes each year from the World Food Programme. 80 per cent of it is given to the volunteers, the rest is sold for cash to buy tools and equipment. (25 seconds)

Although Tilaka already has her new house, she will continue working until everyone in her village has a new house. (6 seconds)
93. House under construction. Shots of roof being put over new house.


A new home here, a college education or a decent diet somewhere else? The World Food Programme — action based on one simple principle: Nations will no longer waste their excess food — by letting it spoil in the sun for lack of storage, ploughing it under, killing it with chemicals, or letting it all go up in smoke and flame. (23 seconds)

(Speech of Canadian delegate:)

"IT IS GRATIFYING TO NOTE THAT TODAY FOOD IN EXCESS OF COMMERCIAL REQUIREMENTS IS NOT BURNED OR DUMPED OR PLOUGHED UNDER, BUT IS USED IN AN INTELLIGENT MANNER TO ALLEVIATE SUFFERING AND FOOD DEFICIENCIES AND AS AN INCENTIVE TO ENCOURAGE ECONOMIC AND SOCIAL DEVELOPMENT."
(Speech of U.S. delegate):
"THE UNITED STATES WELCOMES THIS OPPORTUNITY TO PARTICIPATE IN A PLEDGING CONFERENCE FOR THE WORLD FOOD PROGRAMME."

This is not just another well-intentioned act of charity in which the "have" nations of the world have contracted to feed the "have-not" nations for ever and ever. Even the "have-nots" give what they can. Watching over the whole programme is an inter-governmental committee of 24 countries. (18 seconds)

Each request for aid from the World Food Programme is judged for soundness and practicability. Will it have any harmful economic effects anywhere: on the donor country? On the developing country it's going to? Do they eat this sort of food where it's being sent?
99. Staff member speaking.

100. Other staff members.

101. Staff member speaking.

Does this particular plan show real promise and fit in with the international aid-giving network? And then once approved: is it being properly managed? What are the results? (28 seconds)

(Staff member's voice):

"... AND BECAUSE OF THIS THE PROJECT FELL SOMEWHAT SHORT OF ITS ORIGINAL TARGETS."

Constant supervision, periodic appraisal, continuing input from the various agencies of the United Nations, are all part of it. (8 seconds)

(Staff member's voice):

"... AS FAR AS THE REQUEST IS CONCERNED, I THINK IT IS WORTH- WHILE BECAUSE THESE BEDOUIN CHILDREN DO NOT USUALLY REGULARLY ATTEND SCHOOLS AND OUR FOOD AID MIGHT BE AN INCENTIVE FOR THEIR PARENTS TO REGISTER THEIR CHILDREN AS BOARDERS IN THE SCHOOLS."
102. Dissolve to Pedro mounting buffalo and riding away.

The six people and their families you've met can be multiplied by millions in terms of individual human beings who have been helped to help themselves since the World Food Programme began. And many millions more will be helped in the future. Helped with something almost as precious as life itself. A way and means to improve that life. An incentive for action.

(21 seconds)

103. Filipino farmers working in paddy field.

104. Sri Lanka farm scene.

Women workers arrive; pick up tools. Superimposed credit titles:

(Fade in)

script and direction
KRISHNA SINGH

(Dissolve)

commentary written by
EDWARD MAGRUDER JONES

(Dissolve)

narrator
PETER THOMAS

(Dissolve)

camera
DAVID HGOGOBOOM
(Dissolve) Colombian sequences
ELSPETH MACDOUGALL
GUSTAVO NIETO-ROA

(Dissolve) sound
DANNY BAUKO
ROY WERNER

(Dissolve) produced by
RAMAKANTHA SARMA

(Dissolve) A UNITED NATIONS FILM

105. W.F.P. symbol. 747
Symbol fades out. 749\(\frac{1}{2}\)
Picture ends.

Playing time of film: 20 minutes and 40 seconds.