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FEATURE

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A monthly features service about science, technology, and development

MAR 9 1983
SCIENCE WORLD

IDRC-F240e

*(a collection of development-oriented
science news briefs that may be used
as a column, or as separate items)*

NEW INTERNATIONAL COMMUNICATIONS AWARD

(approx. 250 words)

An international prize in communications has been established by the Canadian Commission for Unesco and Teleglobe Canada, the public corporation responsible for Canada's international telecommunications services. Named the McLuhan Teleglobe Canada Award, after the Canadian communications philosopher, the late Marshall McLuhan, the \$CAD50 000 prize and medal will go to "individuals or groups of individuals who have contributed to a better understanding of the influence of communications media and technology in society."

Competition for the award, which will be offered every two years, is open to candidates of all nationalities.

A jury of five independent Canadian specialists, will choose the winner from a list of candidates put forward by a network of national commissions (or recognized organizations) of the 157 Unesco member states. The deadline for submission of nominees to the Canadian Commission is 31 July 1983.

Marshall McLuhan, who died in 1980, won world recognition as a scholar in communications. His analyses of the profound influence of the communications media in our electronic age placed him among the best thinkers of our time. His famous aphorisms, "the medium is the message" and "the global village," have become part of everyday thought and speech.

Submissions of nominees for the award should be sent to: The McLuhan

Teleglobe Award, Canadian Commission for Unesco, 255 Albert St. P.O. Box 1047,
Ottawa, Canada K1P 5V8

OLDEST CATTLE NOT EXTINCT

(approx. 150 words)

The kouprey, the most primitive ancestor of living cattle and previously feared extinct, has emerged from the war-torn forests of Indochina apparently alive and well.

The sighting of five kouprey -- an adult male, two females, and two calves -- by a scientific search party near the Thailand-Cambodia border renews hope that these ancient wild oxen have survived the turmoil in the area that was their natural habitat.

The "wild cow of the bush" stands almost two metres tall, making it one of the largest wild oxen. Many prehistoric cave paintings and temple statues testify to the once-plentiful kouprey's usefulness to early people in the region.

Scientists would like to capture some of the rare animals and preserve the line. The kouprey could be an important genetic resource, providing hardiness, strength, or other desirable characteristics to improve modern livestock production in developing countries.

CO-OPS QUESTIONED

(approx. 200 words)

Can co-ops continue to work well locally, while trying to operate effectively at a central or national level as well?

The government of Tanzania believes that local and regional co-operatives are important means of improving the well-being of its rural people as well as restoring national growth and productivity. It wishes to train people to establish and manage agricultural, industrial, housing, and credit co-ops.

But Tanzania also recognizes that there is a contradiction of principles in this plan: Co-ops are co-ops because they are based on local participation and

control, not managed by a central body or government.

Canadian co-ops are dealing with the same sort of problem, but from the other end. They grew from the local level, but gradually gave greater responsibilities to central organizations such as credit union centrals and federations. Now, they too face the question of how to combine local independence with coordinated action at other levels.

A study of co-operative management in Canada and Tanzania carried out at York University (Toronto), with IDRC funding, may provide some answers. A team of Canadian and Tanzanian researchers will study the strengths and weaknesses of the co-operative systems of the two countries, and see what strategies each uses both to act effectively at the national or central level, while promoting genuine development and cooperation at the local level.

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MARKETS FOR SMALL FISHMARKETS

(approx. 170 words)

Although Chile is one of the world's top five fish exporting nations, the hundreds of small coastal fishing villages or caletas that dot its coastline have netted few benefits.

Because they are so isolated, the caletas have no real market for the sardines, mackerel, or hake they catch. Fishing for themselves provides food, but no income to maintain boats and equipment or improve livelihoods in the poor communities.

With aid from IDRC, the Fishery Development Institute in Santiago will try to match the right product to the right market to help the caletas.

The demand could come from Chile's national school feeding program, and the supply could come from caletas equipped with the appropriate deboners, smokers, and dryers to produce a suitable stable fish products.

The Institute will work with nutritionists and food technologists in the school program, as well as engineers and villagers, to develop a small-scale fish processing industry. Such research, if successful, will improve both the

villagers' incomes and the children's nutrition.

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RE-INVENTING THE WHEEL

(approx. 200 words)

With an old tire, two wooden disks made from packing crates, a broomstick, and a short piece of metal pipe, technicians in Paraguay have re-invented the wheel.

More exactly, by recycling old tires into new wheels for hand carts or wheelbarrows, and using only scavenged materials in the process, a team from the Institute of Basic Sciences of Paraguay's National University at Asuncion have made life simpler for those who carry loads in developing countries.

The wheel requires no inner tube, because the pressure of two wooden disks on each side of the tire is sufficient to keep it from deforming. The assembly is able to support loads of up to 80 kg. The disks themselves are held together with four dowels cut from a broomstick. The wheel's axle is made of a short piece of water pipe, with bent nails serving as cotter pins to hold it in place.

Besides profiting from waste, the Paraguayans say the wheel is cheaper than one made of metal, and can better roll over obstacles and rough ground. (John Fitzpatrick, Univ. Nacional de Asuncion, Instituto de Ciencias Basicas, Ciudad Universitaria-San Lorenzo, Casillo de Correo 1039, Asuncion, Paraguay).

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February 1983