



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

The Assistant Director-General for Communication and Information

Circular letter to Permanent Delegations to UNESCO, National
Commissions for UNESCO, and accredited NGOs maintaining
formal consultative relations with UNESCO

17 June 2009

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Call for nominations: UNESCO-IPDC Prize for Rural Communication

Sir/Madam,

On behalf of the Director-General, I am pleased to invite you to submit nominations for the UNESCO-IPDC Prize for Rural Communication, which will be awarded for the **eleventh time** during the twenty-seventh session of the Intergovernmental Council of the International Programme for the Development of Communication (IPDC). The meeting will take place at UNESCO Headquarters in Paris (France) from 24 to 26 March 2010.

The purpose of the UNESCO-IPDC Prize is to draw attention to particularly meritorious and innovative activities undertaken by public or private institutions, or by persons or groups of persons working on a personal basis or as staff members of such institutions, with a view to improving communication in all its forms. Particular consideration is given to local newspapers, radio and television programmes, printing equipment and films in rural communities, **primarily in developing countries.**

Awarded every two years, the Prize consists of a sum of **US\$20,000.00** and a diploma.

The following have been recipients of the IPDC prize since its inception:

- 1985:** Kheda Communications Projects, **India**
- 1987:** Rural Radio Project, **Congo**
- 1989:** National Association of Small Farmers of **Cuba** and the Acción Cultural Popular, **Colombia**
- 1991:** Mr Mazin Al Qubbaj, **Jordan**
- 1993:** College of the Air, **Mauritius**
- 1995:** Tambuli Community Radio Project, **Philippines**
- 1997:** Prize not awarded
- 1999:** Radio Tanzania, **Tanzania**

- 2001:** Maestro Pablo Pizzurno School for its radio network, **Argentina**,
Quispillacita radio project, **Peru**
2003: Toco Radio, **Trinidad & Tobago**
2005: Malayala Manaroma newspaper, **India**
2007: Prize not awarded

Nominations shall be submitted to the Director-General by the governments of UNESCO's Member States, in consultation with their National Commissions, as well as by non-governmental organizations maintaining formal consultative relations with UNESCO. The nomination shall be accompanied by a written recommendation, which shall include, in English or French, *inter alia*:

- I. description of the candidate's background and achievements;
- II. summary of the work or the results of the work, publications and other supporting documents of major importance; and
- III. description of the candidate's contribution to the Prize's objectives.

I should be grateful if you would submit your nominations for the Prize using the attached form, accompanied by a detailed description of the work for which the candidature is proposed, as well as any supporting documentation, including photographs and / or a short video on the work carried out by the candidate. The submission should reach the Secretariat of the Prize by **30 October 2009** at the latest (Attn: Mr. Valeri Nikolski, Programme Specialist, IPDC, 1 rue Miollis, 75352, Paris 07 SP, France, Tel.: +33.1.45684206; Fax: +33.1.45685579; E-mail: v.nikolski@unesco.org).

The Prize winner(s) shall be selected by UNESCO's Director-General on the basis of assessments and recommendations made by the Jury of the Prize, which is composed of the members of the Bureau of the Council of the IPDC.

For further information, please do not hesitate to visit our website at: <http://www.unesco.org/webworld/ipdc>

Please accept, Sir/Madam, the assurances of my highest consideration.



Abdul Waheed Khan

Enclosures: 2

cc: Directors/Heads of UNESCO Field Offices
Permanent Delegations

UNESCO-IPDC PRIZE FOR RURAL COMMUNICATION CANDIDATURE

1.	Name of UNESCO Member State or accredited Non-Governmental Organization submitting candidature:
2.	Name of the national institution or organization which proposed the candidature:
3.	Nature of candidature: An institution or organization: A person: A group:
4.	Name of candidate (if a group of persons, give the name of all its members):
5.	Nationality of the candidate(s):
6.	Address of the candidate(s):
7.	Description of the work for which the candidature is proposed:
8.	Summary of the results achieved by this work:
9.	Evaluation of this work in relation to the criteria for the award of this Prize as shown in Articles 1 and 3 of the Statutes (please include external evaluation/appreciation reports, if available):

EXTRACTS OF THE STATUTES OF UNESCO-IPDC PRIZE FOR RURAL COMMUNICATION

Article 1 – Purpose

The purpose of the UNESCO-IPDC Prize for Rural Communication is to draw attention to particularly meritorious and innovative activities undertaken by public or private institutions or by persons or groups of persons working on a personal basis or as staff members of such institutions with a view to improving communication in all its forms - and more particularly local newspapers, radio and television programmes, printing equipment and films in rural communities, primarily in developing countries.

ARTICLE 2 – DESIGNATION, AMOUNT AND PERIODICITY OF THE PRIZE

2.1 The Prize shall be entitled “UNESCO-IPDC Prize for Rural Communication”.

2.2 The UNESCO-IPDC Prize for Rural Communication shall be funded from the Special Account for the UNESCO-IPDC Prize for Rural Communication, which is to be established under the financial regulations for the Prize. The monetary value of the Prize shall consist of a sum of US \$ 20 000.

2.3 All funds received and the interest accrued shall be kept in the Special Account for the UNESCO-IPDC Prize for Rural Communication.

2.5 The Prize shall be awarded once every two years. A Prize amount may be equally divided between up to two winners, each of which is considered to merit a Prize.

Article 3 – Conditions/Qualifications of candidates

Candidates shall have made a significant contribution to promote rural communication in the spirit of UNESCO's ideals by:

-furthering the use of local newspaper, films, radio television and / or multi-media programmes;

-furthering the use of traditional and new forms of communication;

-implementing new plans with a view to the full use or improvement of communication and its techniques and methods in ways adapted to the rural environment.

Prizes may be conferred upon individuals, institutions, other entities or non-governmental organizations.

Article 4 – Designation/Selection of Prize-winner/s

The Prize-winner(s) shall be selected by the Director-General of UNESCO on the basis of the assessments and recommendations made to him/her by the Jury, composed of the members of the Bureau of the Intergovernmental Council of the International Programme for the Development of Communication.

Article 5 – Jury

5.1 The Jury shall consist of the 8 members of the Bureau of that Council, serving in that capacity on a personal basis. Jurors involved in a real or potential conflict of interest shall recuse themselves from further deliberations or be asked by the Director-General to do so.

5.2 The Jury shall elect its own Chair and Deputy-Chair. Members shall receive no remuneration for their work, but will receive allowances for travel and accommodation, where required. A quorum of 5 present will be required for Jury deliberations to proceed. The working languages for deliberations by the Jury shall be English and French.

5.3 The Jury shall conduct its business and deliberations in conformity with these Statutes, and shall be assisted in the performance of its task by a member of the UNESCO Secretariat designated by the Director-General. Decisions shall be taken by consensus to the extent possible and otherwise by secret ballot until a simple majority is obtained. A member shall not take part in a vote concerning a nomination from his or her country.

5.4 The Jury shall meet once every 2 years.

5.5 The Jury shall send an assessment of nominations and accompanying recommendations to the Director-General of UNESCO no later than 28 February, every 2 years.

Article 6 — Nomination of candidates

6.1 When UNESCO has received the funding of the Prize, as indicated in Article 2 above, the Director-General of UNESCO shall officially invite the submission of the nominations to the Secretariat of the Prize by 30 August every 2 years, from the governments of Member States, in consultation with their National Commissions, as well as from non-governmental organizations maintaining formal consultative relations with the Organization and active in relevant fields covered by the Prize.

6.2 Nominations shall be submitted to the Director-General of UNESCO by the Governments of Member States of the Organization in consultation with their National Commissions, as well as by non-governmental organizations maintaining formal consultative relations with UNESCO and active in relevant fields covered by the Prize. A self-nomination cannot be considered.

6.3 Each nomination shall be accompanied by a written recommendation, which shall include, in English or French, inter alia:

- (a) a description of the candidate's background and achievements;
- (b) a summary of the work or the results of the work, publications and other supporting documents of major importance, submitted for consideration;
- (c) a definition of the candidate's contribution to the Prize's objectives.

Article 7 – Procedure for the awarding of the Prize

7.1 The Prize shall be awarded by the Director-General at an official ceremony held for that purpose on the occasion of a session of the Intergovernmental Council of the IPDC. UNESCO shall present to the Prizewinner/s a check for the amount of the Prize as well as a diploma. UNESCO shall officially announce the name/s of the Prizewinner/s.

7.2 If a work being rewarded has been produced by two or three persons, the Prize shall be awarded to them jointly. In no case may a Prize amount be divided between more than two winners.

7.3 The Prize winner/s, if possible, shall give a lecture on a subject relevant to the work for which the Prize has been awarded. Such a lecture shall be organized during or in connection with the Prize ceremony.

7.4 The work produced by a person since deceased shall not be considered for the Prize. If, however, a Prize winner dies before he or she has received the Prize, then the Prize may be presented posthumously (awarded to relatives or institution).

7.5 Should a Prize winner decline the Prize, the jury shall submit a new proposal to the Director-General.

Article 9 – Appeals

No appeals shall be allowed against the decision with regard to the award of the Prize. Proposals received for the award of a Prize may not be divulged.

Article 10 – Amendments to the Statutes of the Prize

Any amendment to the present Statutes shall be submitted to the Executive Board for approval.