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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



## INCENTIVE FOR ACTION

PICTURE	FOOTAGE (16mm)	NARRATION
"START" frame on leader	000	
1. Pedro sitting outside hut. Zoom to face.	5	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)
2. Mario feeds pigs	12	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)
3. Tilaka washes clothes. Zoom to face.	20	In Sri Lanka, Tilaka Kodikara and her family will have a new home. (5 seconds)
4. Barbara suckles infant.	24	Barbara Osorio's fifth living child will not die of malnutrition. (5 seconds)
5. Ramon in chemistry lab. CU Ramon	28	The Philippine Government can afford to complete the higher education of Ramon Tatlong-hari. (11 seconds)
6. Raul fits light in his miner's hat. Zoom to face.	32	And Raul Maclang couldn't make ends meet as a coal miner were it not

for the World Food Programme, an  
INCENTIVE FOR ACTION.  
(8 seconds)

7. Silhouette of coal miners descending shaft. 37  
Superimposed titles:  
(a) INCENTIVE FOR ACTION  
(b) A UNITED NATIONS FILM
8. CU of Raul working inside mine. 44
9. Raul and other miners working. Coal wagon coming out of shaft. 46  
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)
10. Shots of coal wagons on tracks. Miners pushing wagons. 54  
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.
11. Miners coming out of shaft. CU of Raul coming out. 64  
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

12. LS Raul's house.  
Raul washing in  
bathroom. His wife  
makes coffee in  
kitchen.

71

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)

13. Raul's wife serves  
coffee to Raul. Two  
daughters in scene.  
Wife feeds infant.  
Raul sips coffee; smokes.

79

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)

14. Exterior of miners' store.  
CU store sign.

93

15. Shoppers at store counter.  
Raul's wife buys rice.

96

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-

16. Baskets full of rice,  
fish, tomatoes and  
pineapples. Saleswoman  
gives bag of rice to  
Raul's wife. Man buys  
pineapples. Cashier takes  
money, gives change.

100

17. U.N. flag on building. 112  
Tilt down to entrance of W.F.  
W.F.P. headquarter in  
Rome. Zoom to FAO emblem  
on glass door. Various  
shots of W.F.P. staff  
meeting in progress.

Staff member speaking.

18. Packages of W.F.P. 131  
commodities in store  
room.

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 Agri-  
culture 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.

139

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.

147

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.

170

Other projects are concerned with much longer range individual and national profits — profits that

23. Students entering building. 177

24. Student working in Chemistry laboratory. 182

25. CU Ramon working in chemistry lab. apparatus 192

26. Food being cooked in University kitchen. 206

will take lifetimes to measure. 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



- 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)
27. Students in University cafeteria pick up food dishes. 216 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)
28. Ramon and other students eating. 223
29. Student ploughing agricultural plot with tractor 229 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)
30. Group of students descending steps. 235
31. Burning building (Managua earthquake). 241
32. Crying child (earthquake victim). 246

- |   |     |  |
|---|-----|--|
| 33. Earthquake rubble.  | 248 | 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.   |
| 34. Legs of dead body.  | 250 |  |
| 35. Dead animals (east Bengal typhoon).   | 251 |  |
| 36. Dead body floating.   | 254 |  |
| 37. Vehicle with bullet holes and "struggle" sign.  |     | 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)   |
| 38. Group of Nigerian refugees. Refugees waiting in food line. Women and children in food line. | 257 |  |
| 39. Shots of food distribution to refugees.   | 261 | 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) |
| 40. U.N. official with group of refugees.   | 271 |  |
| 41. Refugee child.  | 274 | 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.   |
| 42. Various shots of Pampanga river in the Philippines.   | 276 |  |

43. Scenes of Pantabangan village. 281 And the town of Pantabangan will be its victim... By drowning, it was founded in the seventeenth century by a Spanish priest and a local ruler and life hasn't changed very much since then. Pedro Balinong and all of his family were born here. His life -- like all farmers' -- is ruled by cycles of nature. (35 seconds)
44. Pedro on way to farm, riding buffalo. 290
45. Farmers weeding paddy field with buffalo plough. 295
46. Pedro behind buffalo plough. 302 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. (13 seconds)
47. Pedro and other farmer fishing in river. Women washing clothes by riverside. 303
48. Dredging operations by riverside. 310
49. Dump trucks, earth-movers etc. at dam site. 314 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

50. LS of dam under construction 323 year-round supply of water and no floods. But the town of Pantabanga is part of the 25 square miles of farms and homes that will be submerged when the dam is finished. Pedro's farm and home and town will be lost forever. (26 seconds)
51. Scenes of Pantabanga village, 324 groups of villagers. But the new farmland which the machines are preparing is better, virgin land with guaranteed water. (6 seconds)
52. Pedro with friends. And the new town will have better roads and a sewage system. (4 seconds)
53. Zoom to bulldozer leveling land. 334 And the new homes will have electricity and plumbing. (3 seconds)
54. Road construction 338 What about the years that will be needed to accomplish all this and the growing seasons that will pass before the new farms will become productive? World Food Programme will make it possible Pedro's family and 1600 others to cope until their new way of life is ready for them. (18 seconds)
55. Exterior of model house. 341
56. Pedro and other farmer enter front door of model house; climb stairs; look into room. 344

57. Construction machinery;  
canals under construction.  
Shots of irrigation works.  
Water flowing into field.

356

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.  
(16 seconds)

58. Mario eating with his  
family. Shots of his  
children eating.

368

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

59. Mario and his sons  
ploughing land with  
donkey plough.

380

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

60. Exterior of feed mill. 388 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)
61. Bags of animal feed 404 The cost can be very low since being stacked. 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
62. Mario gets loan from 407 credit fund.
63. Mario and others unload 415 cages of poultry from truck. Mario takes out poultry from cage; feeds pigs.

64. Barbara suckes infant.  
Other children. 430

65. Barbara drinks water.  
Tends fire in kitchen  
stove. 435

66. Sign of Family Institute  
on wall. 447

67. Food distribution to  
mothers. Barbara gets  
rations. 449

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)

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 health  
is now good. Her diet  
includes proteins, iron, calcium  
and vitamins -- all necessary  
for the normal growth of her  
child. (28 seconds)

Colombia's Institute of Family  
Welfare sponsors a supplementary

68. Barbara's child is weighed and measured in clinic. 458 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)
69. CU child. 462
70. Mothers attend class on nutrition and cooking. Barbara tastes drink. 464 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)



71. Lunch served to Moroccan school children.

481

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

72. Moroccan school girls get lunchroom instruction in nutrition.

496

to school children: the lunch room becomes another classroom, the subject: what's good for you and why. (36 seconds)

73. Animals grazing on parched land.

502

74. Vultures. Dead animal.  
7

504

A serious drought in a developing country will cause a much more serious malnutrition problem.

75. Group of malnourished children in Botswana. Hospitalized children.

506

These children in Botswana weren't just underfed on improper food.

76. Milk distribution to Botswana school children.

512

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)
77. Hillside in Sri Lanka 519  
small huts.
78. Several shots of huts. 521  
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.
79. Tilaka and her children 531  
inside their hut.
80. Exterior of new house. 533  
Tilaka and daughter at  
window. Interior of house  
Now they have a new house. She  
had the chance to work very  
hard for it - which is the main  
point of "Shramdan", the govern-  
ment's countryside 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)
81. Shots of Tilaka digging. 537  
Other workers by hillside.

82. Women volunteers making bricks with hand-operated device.

548

"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)

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

563

"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)

84. Villagers driving bullocks on narrow path.

570

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)

85. Shots of volunteers building rural roads.

575

86. Boys playing volley-ball, workers digging in background.

587

It can also be volunteer work to serve the needs of youth --

- to build schoolhouses, libraries or playgrounds ... (8 seconds)
87. Workers digging reservoir. 595 Or men and women by the hundreds
88. Several shots of workers 600 carving out a reservoir by hand, digging irrigation channel. or others digging an irrigation ditch several miles long. (8 seconds)
89. Worker drinks water. 607 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)
90. Food distribution to workers. 611
91. Tilaka gets food ration. 615 Although Tilaka already has her new house, she will continue working until everyone in her village has a new house. (6 seconds)
92. Women carrying bricks. 621  
Tilaka stacking bricks.

93. House under construction. 627  
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  
storage, ploughing it under,  
killing it with chemicals, or  
letting it all go up in smoke  
and flame. (23 seconds)

94. Wheat heaped outside 636  
grain elevator. Farmer  
sprinkles gasoline over  
crop. Farmers dump  
sacks of foodstuffs.  
Burning crop. Smoke.

(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."

95. W.F.P. Pledging Conference. 645  
Canadian delegate speaks.

96. U.S. delegate speaks

654

(Speech of U.S. delegate):

"THE UNITED STATES WELCOMES THIS OPPORTUNITY TO PARTICIPATE IN A PLEDGING CONFERENCE FOR THE WORLD FOOD PROGRAMME."

97. Delegates of Hungary, Gabon and Khmer Republic. Conference president, etc.

659

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)

98. Photographic display on wall. Zoom back to show W.F.P. staff meeting in progress. (Rome)

674

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?

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)

99. Staff member speaking.

(Staff member's voice):

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

100. Other staff members.

696

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

101. Staff member speaking.  
Zoom to map on wall in background.

702

(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. 711 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. 718
104. Sri Lanka farm scene. 725  
Women workers arrive;  
pick up tools.  
Superimposed credit titles:  
  
(Fade in)  
script and direction 725½  
KRISHNA SINGH  
  
(Dissolve)  
commentary written by  
EDWARD MAGRUDER JONES  
  
(Dissolve) narrator  
PETER THOMAS  
  
(Dissolve) camera  
DAVID HOGOBOOM



(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.	
Picture ends.	749 $\frac{1}{2}$

Playing time of film: 20 minutes and 40 seconds.

