

Republika ng Pilipinas  
(Republic of the Philippines)  
MINISTRI NG EDUKASYON, KULTURA AT ISPORTS  
(MINISTRY OF EDUCATION, CULTURE AND SPORTS)  
Maynila

May 20, 1985

MECS M E M O R A N D U M  
No. 78, s. 1985

NESSIM HABIF AWARD 1985: ASIA AND THE PACIFIC

To: Bureau Directors  
Regional Directors  
Schools Superintendents  
Presidents, State Colleges and Universities

1. To promote the development of literacy reading materials for adults in countries of the Asia-Pacific region in which literacy programs have been in operation, the NESSIM HABIF FUND has been established within Unesco by the will of the late NESSIM HABIF.
2. Being a member state of the Asia-Pacific region, the Philippine government is invited to participate in the regional competition organized by the Unesco Regional Office in Bangkok, Thailand, for the selection of meritorious literacy reading materials for award.
3. In this connection, government or private organizations which develop and produce literacy reading materials for adults are enjoined to submit their entries for the competition provided that such materials are in actual use in adult literacy and post-literacy programs. Entries may also be submitted by curriculum/textbooks/instructional materials centers, educational research centers, adult education centers and similar research and development centers which have developed and field tested literacy reading materials for adults. The entries will be in Filipino or other Philippine languages used in the adult literacy programs.
4. The term "literacy reading materials for adults" refers to printed or any other audio/visual forms intended to develop the skills of reading and writing in adults who are otherwise illiterate or have acquired only basic literacy. Such materials may be those used in the first stage of making an adult literate (e.g. primers, readers, charts, etc.) or those intended for neo-literate adults to further develop and consolidate their reading/writing skills acquired in the first stage.
5. The literacy reading materials will be judged in three (3) separate categories of materials. The number of awards in each category and the respective value are shown below:

	<u>Number and Value</u>	
a. Printed Book Materials (Books, booklets, etc.)	1st	US\$3,000
	2nd	US\$2,000
	3rd	US\$1,500
b. Printed Non-book Materials (Posters, charts, etc.)	1st	US\$1,500
	2nd	US\$1,000
c. Audio-visual Materials (Slides, tapes, video, radio, and T.V. programs, etc.)	1st	US\$2,000
	2nd	US\$1,500







If there are no sufficient entries in any category or the entries fail to win the prizes, the amount allocated to the category may be transferred to other categories for additional awards. The materials which have won prizes in any international competition earlier will not be eligible.

6. It is expected that the awardees will use the award money to support activities in the country designed to develop the preparation of literacy reading materials for adults including training of writers and illustrators.

7. The awards will be made on the basis of the following criteria:

- a. Extent and scope of the material, that is how wide its appeal is.
- b. Relevancy of the materials and the methods of their presentation to the interest and needs of the population groups concerned.
- c. Suitability of the content of the materials to the target users group, e.g., the simplicity and clarity of the materials.
- d. Attractiveness and suitability of the presentation-lay-out, design, illustrations and technical features.
- e. Extensiveness of actual utilization of materials.
- f. Innovativeness of the materials particularly in their "motivational" power in presentation, uses in literacy promotion campaigns, cost reduction, etc.

8. Entries for the regional (Asia and the Pacific) awards competitions should reach the Bureau of Continuing Education, Ministry of Education, Culture and Sports not later than June 30, 1985 for screening. Six (6) entries in category a materials and not more than three entries each in category b and category c will be selected and submitted to the jury in Bangkok before August 31, 1985.

9. Wide and immediate dissemination of this Memorandum to all concerned is enjoined.

(SGD.) JAIME C. LAYA  
Minister

Reference.

N o n e

Allotment: 1--(D.O. 1-76)

To be indicated in the Perpetual Index  
under the following subjects:  
BUREAUS & OFFICES  
CONTEST  
PRIZES or AWARDS





