

**Kingdom of Cambodia  
Nation Religion King**

**Minute of the 3<sup>rd</sup> Meeting of the National Steering Committee  
for Census Information and Education Campaign of the 2011 Economics Census**

October 15<sup>th</sup> 2010,

At the meeting room, 1<sup>st</sup> floor new building, the National Institute of Statistics (NIS), Ministry of Planning (MOP), #386, Monivong Blvd, Phnom Penh, Cambodia

The NIS/MOP convened the 3<sup>rd</sup> meeting of the National Steering Committee (NSC) for Census Information and Education Campaign on October 15<sup>th</sup> 2010 at 9:00 AM presided over by H.E. In Saroeung, Secretary of State, the MOP and Chairman of the NSC.

NSC members attended the meeting are as follows:

1. H.E Ing Saroeung, Secretary of State, the MOP
2. H.E San Sythan, Director General, the NIS/MOP
3. H.E Hor Sopheap, Secretary of State, the Ministry of Information
4. H.E Seng Soeurn, Deputy Director General, the NIS
5. H.E Kim Kunnavath, Director General, the National Television of Cambodia
6. H.E Ton Yan, Director General, the National Radio of Cambodia
7. Mr. Hor Darith, Deputy Director General, the NIS
8. Mr. Khin Sovorlak, Deputy Director General, the NIS
9. Mr. Orm Chorn, Deputy Director Department of Law, the Ministry of Economy and Finance
10. Mr. Keo Mony, Vice Bureau Chief, the Ministry of Commerce
11. Mr. Ngi Simaneth, Director of Planning and Statistics, the Ministry of Labor
12. Mr. Chheng Yirinavuth, Deputy Director, the Ministry of Interior
13. Mr. Ung Vannak, Inspector, the Ministry of Religion and Cultures
14. Mr. Kim Net, Deputy Director of Social Statistics Department, the NIS
15. Mr. F. NISHI Chief Advisor of JICA Project for the NIS
16. Dr. KIYOMI SHIRAKAWA(Mr.) JICA Expert
17. Mr. AKIHIKO ITO JICA Expert
18. Mr. YASUO ISHIDA JICA Expert
19. Mr. HIROMI MIZUTA JICA Expert
20. Mr. NOBUO HIROHATA JICA Expert
21. Mr. EISHI YASUNNAGA JICA Expert
22. Dr. NAO ENDO (Ms.) JICA Expert
23. Ms. EMI HARADA JICA Expert
24. Mr. Youk SengAn Secretary of JICA Project

**The agendas of the meeting are as follows:**

1. Opening Address by H.E. Mr. In Saroeung, Secretary of State, the MOP, and Chairman of the NSC
2. Progress Report by H.E. Mr. San Sy Than, Director-General, the NIS/MOP
3. Second Draft of TV/Radio Spot by H.E. Mr. Seng Soeurn, Deputy Director-General, the NIS
4. Second Draft of Poster by Mr. Khin Sovorlak, Deputy Director-General, the NIS
5. First Draft of Banner, Cap, and T-shirt by Mr. Khin Sovorlak, Deputy Director-General, the NIS
6. First Draft of Newspaper and Web Advertisement by Mr. Hor Darith, Deputy Director-General, the NIS
7. Discussion
8. Closing Address by H.E. In Saroeung, Secretary of State, the MOP and Chairman of the NSC

At the beginning of the agenda, H.E. Ing Saroeung, Chairman welcomed all the participants of the meeting.

Mr. F. Nishi, Chief Advisor of JICA Project introduced a new JICA Expert team of the Project on Improving Official Statistics in Cambodia Phase 3. He reported to the NSC that the JICA Expert team consisted of two groups, one is from the Government of Japan, and another one is a non-government team.

Dr. KIYOMI SHIRAKAWA (Mr.) and myself (Mr. F. Nishi) are from the Government of Japan. Dr. SHIRAKAWA is an expert for data processing.

The non-government team also consists of two organizations.

One is the SINFONICA (Statistical Information Institute for Consulting and Analysis, public foundation):

- Mr. AKIHIKO ITO is Team Leader of the non-government team, Head of the SINFONICA, the former DG of the Statistics Bureau of Japan, an expert for data processing, and continuous service from Phase 1;
- Dr. Nao Endo (Ms.) is an expert for GIS (Geographic Information System) and continuous service from Phase 2.

Another one is JERI (Japan Economic Research Institute):

- Mr. YASUO ISHIDA is an expert for Economic Census, continuous service from Phase 2, the former Vice Director General of the Statistical Research and Training Institute of Japan, and the former lecturer of the UNSIAP;
- Mr. EISHI YASUNNAGA is an expert for economic analysis and the former lecturer for Cambodia-Japan Cooperation Center (CJCC);
- Mr. NOBUO HIROHATA is an expert for economic analysis, the former lecturer for the CJCC, and Assistant Professor of the Yamaguchi University of Japan;
- Mr. HIROMI MIZUTA is Project Coordinator;
- Ms. EMI HARADA also is Project Coordinator.

H.E San Sythan, Director General, the NIS/MOP made a progress report on a logo of the 2011 Economic Census of Cambodia (EC2011), TV and Radio spots, poster, and banner. According to the plan of census campaign, the spots will be broadcasted about for two months. The form of the EC2011 will be begun to print out in December 2010. Presently, we prepared other things such as the measurement for solving problems on large-scale establishments which refused to answer or didn't well cooperate with our enumerator as the attached documents. One measure is to submit a collection letter issued by supervisory agency. The budget for the census campaign was reduced about 15%. The budget for training also was reduced but it will not influence the census campaign. On the other hand, the budget for T-shirt and cap increased twice. The NIS/MOP with JICA will release the preliminary results of the pilot survey of the EC2011 on 27 October 2010. On World Statistics Day, 20 October 2010, all 24 Directors of the Provincial Department of Planning and line ministries were invited.

H.E. Seng Soeurn, Deputy Director General of the NIS, mentioned that logo is really important and necessary to print on census documents and materials. So, I would like to request to the meeting to select a suitable logo from some samples and submit to Senior Minister, the MOP for getting the official approval. He added that the current logo which was used for the pilot survey of the EC2011 was a tentative one.

H.E. Kim Kunnath, Director General, the National Television of Cambodia would like to select the second logo on the attached documents with some corrections on some Khmer vowels and an English title: revised from Economic Census 2011 to 2011 Economic Census of Cambodia so as to become eye attractive to the public.

H.E. Tan Yan, Director General of National Radio of Cambodia made his comments to revise one spelling error: "Cencus" to "Census".

H.E. Ing Saroeurng, Chairman agreed with their comments and decided to select the second logo submitted to Senior Minister, the MOP to get his final approval.

Mr. Seng Soeurn subsequently reported the TV and Radio spots.

H.E. Kim Kunnath questioned on the first TV why the enumerator appeared in the opening ceremony new company and had to discuss the EC2011 there. He asked the permission to Chairman to speak in English in

order to make JICA Experts understand clearly and to save the time. He added the comments on the first TV spot as follows:

1. Discussion on the EC2011 should be during the break time of the opening ceremony;
2. Discussion should be focused on the coverage and purpose of the EC2011;
3. It is necessary the investors understand the meaning and purpose of the EC2011.

Mr. F. Nishi agreed with H.E. Kim Kunnavath's comments on the TV spot.

Mr. Yasuo Ishida, JICA Expert explained that the EC2011 was to cover all establishments including micro, small, medium, and large-scale establishments including street business and stands around markets as well as non-profit organizations. It means that the EC2011 doesn't focus on large-scale establishments only.

H.E. Ing Saroeurng, Chairman agreed and accepted the comments of H.E. Kim Kunnavath.

H.E. Tan Yan mentioned the Radio spot that recorded voice only instead of picture. He pointed out since there was no actress in the first and second spots, it would be better to include at least one actress in the Radio spot. The voice of actress will bring more impressive impact to listeners. For example: aunt and uncle...etc. And the conversation of the spot should use polite words.

H.E. Ing Saroeurng, Chairman questioned which radio channel had more listeners, National Radio or Bayon Radio?

H.E. Ton Yan answered that in total 69 radio stations existed in Cambodia. For example, four main radio station are 103FM, Bayon 95FM, National Radio 108FM, and Voice of Female 102FM.

Mr. F.Nishi agreed with the recommendations from H.E. Kim Kunnavath and H.E. Ton Yan. He suggested the NIS and Chairman to consider that the spot should include actress.

Mr. Khin Sovorlak, Deputy Director General, the NIS reported on the preparation for the poster, banner, T-shirt, and cap of the EC2011. He showed two samples of the poster, four samples of the banner, and one sample of T-shirt and Cap. He requested the NSC to select only one draft for the above mentioned four census campaign items as the final design.

Subsequently, he commented on the T.V spot as follows:

Three video clip in the TV spot are in a series but they are a bit different each other.

Clip 1: - The inauguration ceremony of new company is still OK, but NIS staff should appear and interview about Economic Census.

- Suggest to change the title from Khmer style "Economic Census 2011" into English style "2011 Economic Census of Cambodia".
- Reduce the broadcasting period but increase the duration of each spot.
- Prepare a comedy clip for publicity and education.

Clip2: - In case of refusal and non-response, the penalty under the Statistics Law of Cambodia or Sub-decree should be mentioned.

Clip3: - The enumerator should wear T-shirt and cap of the EC2011, not Jacket and Tie.

- The enumerator should join his/her hands in prayer before interviewing.
- It is strange that the enumerator is asking the name of the hotel, because it is obvious that she has already seen the signboard.
- Each video clip should mention that the privacy of each establishment is strictly kept through the data collection.

Mr. Hor Darith, Deputy Director General, the NIS reported on a newspaper and Web advertisement for newspapers and website. He added that he would upload the advertisement and poster onto the following websites: [www.nis.gov.kh](http://www.nis.gov.kh) and [www.bongthom.com](http://www.bongthom.com).

H.E. Kim Kunnavath also pointed out a defect on the poster that the actress was raising 2 fingers (V sign). That is unsuitable for public campaign because the sign will cause misunderstanding. He recommended that the

actress should join her hands in prayer (welcome in Khmer) and putting off her cap; and the logo in front of T-shirt should be the Cambodian nation flag instead of the NIS logo.

Mr. F. Nishi agreed with H.E. Kim Kunnavath and proposed to select the first banner as the only one.

H.E. Ing Saroeurng, Chairman concluded with approving the second census logo and two posters and instructed to upload the two posters onto the NIS website. And he decided to select the first one according to Mr. F. Nishi's suggestion. He added that he would close the NSC with this meeting and hand over its role to the CTC.

Finally, H.E. Ing Saroeurng, Chairman thanked Mr. F. Nishi and JICA Experts, and wished all the NSC members and all the participants great success in their duties and good health.

The meeting was over with success at 11:50 AM.

Dated: October 15, 2010  
Prepared by  
Khin Sovorlak, DDG

Have seen and approved by Chairman  
H.E. In Saroeurng