

Gyldendal Forlag
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Attention: Ula Werner

20.3.1993

Reference is made to our pleasant telephone conversation.

For sometime ago, as I mentioned on the telephone, I have been entertaining the idea that some of the Gyldendal mathematics books for beginners, known as Prikken og Stripa, could be made available to Eritrean children. I think this could be done by:-

- Translating the texts from Norwegian to Tigrigna.
- Making some modifications or replacements to some of the illustrations. For example the currency and some objects uncommon in Eritrea.

Otherwise everything else like colour and format to be the same as it is in the original Norwegian version. I have always appreciated the design and systematic presentation of the books while helping my daughter who is born in Stavanger and goes to Nylundsskole. It is my belief that illustrations and colours contribute very much for the child to grasp quicker than only texts and figures.

Initial Work

Some of the preliminary steps to be taken is to study the present curriculum in the Eritrean educational system. This will help us to evaluate the grades and check if the Gyldendal books are compatible to the level of education in the relevant grade. Or by making changes, like for example, selecting different sections from different books we may be able to compile a new document that is compatible or that would fit one particular grade or level of education.

Market

If the idea gets positive response from the education authorities in Eritrea then NORAD can be contacted if they can finance the delivery of the books to Eritrea from their U-Hjelp budget. Before we can go further with this venture we have to secure assurances both from the Eritrean authorities and NORAD. Although the books can be sold through other channels (bookshops) specially in places where the Eritrean communities are big the one that can make the whole project economically viable is if we obtain the support of NORAD. As for the Eritrean authorities, my guess is that unless it is absolutely incompatible they would support the idea. But financing the project by themselves is unthinkable since it is a new country trying to reconstruct after 30 years of war.

Production Cost

It would be interesting to know how much it would cost us to print the books after the translation and modification work is done. To have a good picture we have to consider the publication cost for different quantities 10.000 25.000 and 50.000 copies. As a talk for the Stavanger Kommune I can take the job of translating the texts. The texts can be prepared in handwriting form or using word processing program which is available both in McIntoch and IBM

compatibles. Cost of pasting the translated textes and modification work has to be considered.

Regarding myself I am a naturalized Norwegian with Eritrean background. I am running a company called Medisinsk Teknisk Bistandsgruppe A/S. In the past years, together with some Norwegian friends, we have been engaged in many projects to help the Eritreans who were struggling against occupation and natural disasters.

It will also be interesting for all of us to discuss and evaluate the rights, roles, and shares before the project proceeds.

This is just a summary of my ideas but there is much more to talk about this project. I therefore look forward to hear your reaction.

Best regards,

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