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21 December 1976

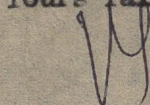
Alternatives to Growth '77,
C/o Society for International Development,
1346, Connecticut Avenue, N.W.,
Room 1131,
Washington, D.C. 20036 U.S.A.

Dear Sir,

In the 10 September 1976 issue of SCIENCE you advertise the offer of 'The Mitchell Prize'. This issue has only just reached us (by sea-mail). Consequently, I have already missed the November 12, 1976 deadline for requests for application materials. Taking this into account, could I make a request for application materials?

I might add that here again, in a very simple but telling way, the Third World is placed at a disadvantage. We do not have the money to obtain SCIENCE by air-mail. By the time the relevant issue has reached us it is already too late!

Yours faithfully,



(V.Siddhartha)

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The Mitchell Prize

\$50,000 to be awarded in 5 equal prizes of \$10,000

Announcing the second of five biennial Mitchell Prizes to be awarded at the international conference on "Alternatives to Growth '77" to be held at The Woodlands, Texas, October 2-4, 1977. The Mitchell Prize Contest is to encourage international research and debate on new and alternative approaches to the purposes and processes of growth.

It is becoming increasingly apparent that growth in itself does not proffer solutions to the manifold social and economic problems confronting humanity at large. Moreover, because of such factors as ecological imperatives, shifts in social preferences, stagnating employment opportunities and rising resource prices, current growth patterns need to be earnestly examined. Humanity is at a turning point. Alternative social and economic systems must be explored.

A sustainable society in equilibrium with the finite nature of our Planet and aware of environmental constraints, could offer viable alternatives to present continuous growth-oriented systems. To change society and industrial systems harbours profound implications and ramifications. The Mitchell Prize has been established in collaboration with the

Club of Rome to encourage international analysis and solution of problems resulting from such social and economic change.

The Contest entries need not necessarily be in the form of papers. They could also be presented in the form of, for example, a film, an engineering drawing, a town design, or operative models of a proposed sustainable state—or innovative recycling systems. Such entries must be relevant to a sustainable society. All entries must be verbalized in a maximum 10-page summary. Five broad substantive areas have been identified to which contestants are invited to address themselves: 1) management of natural and human resources; 2) institutional innovation for a changing world; 3) how to meet rising expectations when certain limits are being reached; 4) how should the world's physical, finan-

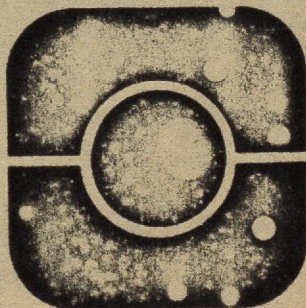
cial and human resources be used to meet 'basic human needs' in sustainable ways; and 5) what economic mechanisms and technologies are needed to move toward a sustainable society? Concentrating on one of five categories each paper* must take into account the element of policy making and must proffer recommendations to alleviate the effects of current growth patterns; and bring about desirable change.

The award will be made at the international conference, "Alternatives to Growth '77," to be held at The Woodlands, Texas, October 2-4, 1977. The Conference is being sponsored by The Club of Rome, the University of Houston, and Mitchell Energy and Development Corp.; and organized by the Society for International Development. The awards are being sponsored by George and Cynthia Mitchell of Houston, Texas.

* All interested persons must request application materials no later than November 12, 1976. For further information write to:

Alternatives to Growth '77
c/o Society for International
Development
1346 Connecticut Avenue, N.W.
Room 1131
Washington, D.C. 20036 USA

Alternatives to Growth '77



For further information contact:

Willem P. J. Boichel or
Anne A. Bolduan

Alternatives to Growth '77

c/o SID—Room 1131
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036 USA
202/296-3810

Cable address: SOCINTDEV WASHINGTONDC
Telex number: 64293

Participant No. _____

02376



Alternatives to Growth '77

**MITCHELL PRIZE CONTEST
GUIDELINES**

It is scarcely necessary to remark that a stationary condition of capital and population implies no stationary state of human improvement. There would be as much scope as ever for all kinds of mental culture, and moral and social progress; as much room for improving the Art of Living and much more likelihood of its being improved.

J. S. Mills, 1857

THE MITCHELL PRIZE CONTEST

It has been suggested that declining human fertility, rising environmental standards, increasing resource and energy costs, institutional constraints, and changing social values may make it undesirable to sustain the material growth rates that have characterized the industrialized nations over the past century. Growth in the broadest sense will not stop, nor should it, but it may in the future assume new forms, serve different ends, and be sustained by different policies than those that concern most decision makers today. These perceptions are well summarized by Maurice Strong, Canadian industrialist, first Executive Director of the United Nations Environment Programme (UNEP), and now Chairman of Petro-Canada:

Though economic growth has been instrumental in providing unprecedented benefits to society, "it is clear that present growth patterns and practices are self-destructive and cannot be sustained." The process of destruction is particularly evident in regard to the onslaught upon the ecosystems which sustain life. The challenge humanity now faces "is nothing less than that of creating a whole new approach to the growth of our society, to the goals of growth, to the processes of growth, and to the systems of incentives and penalties which determine our patterns of growth."

Most decision makers at all levels (individual, family, local, business, national and international) tend both to assume that past growth trends will continue and to rely on growth as a panacea. Thus any prolonged shift in the rate or composition of growth will certainly introduce profound changes, both positive and negative. The Mitchell Prize Contest is designed to encourage creative and constructive thinking about the long-term causes and consequences of growth and to stimulate the design of new policies or programs that could be initiated by those interested in shifting from reliance on continued physical growth to preparation for a sustainable state emphasizing new modes of human progress.

*Mr. Strong's remarks are excerpted from the January/February 1976 issue of SID's *Survey of International Development*.

**ORDER FORM FOR 1975 MITCHELL
PRIZE-WINNING PAPERS**

Please fill out the label below for use in mailing your copy of the book. Payment (to SID) must accompany order.

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The contest is designed to legitimate "Alternatives to Growth" as a new area of intellectual inquiry, to encourage the debate and to disseminate widely the best thinking and proposals of individuals working in this area around the world.

Because the industrialized countries have led in the development of the technologies, institutions and cultural norms that value and sustain material growth, the focus of the competition is on the situation within industrialized countries. However, all countries are inextricably linked through flows of resources, people, information, money, manufactured goods and other factors. Thus no solution for the problems of industrialized countries is viable unless it is based upon explicit consideration of these flows and of the legal and ethical obligations that bind nations together.

THE TEN-YEAR ALTERNATIVES TO GROWTH PROGRAMME

The programme to explore alternatives to growth is being carried out with support of the University of Houston, the Club of Rome, and Mitchell Energy and Development Corp. over the decade 1975-1985. It will involve at least five biennial conferences and five Mitchell Prize awards. The first conference was held October 19-21, 1975. It brought over 500 people together from around the world and witnessed the presentation of \$20,000 to four winners. The winning papers from the first round are available from the Society for International Development (SID) and will be reprinted in a compendium of papers from the first conference, *Alternatives to Growth*, to be published in mid-1977 (see Appendix A).

The 1977 conference and Mitchell Prize competition are being administered by the Society for International Development (SID), with the guidance of an international steering committee. The conference, to be held October 2-4, 1977 at The Woodlands, Texas will witness the award of five \$10,000 prizes in the second round of the Mitchell competition. Further details about the 1977 conference will be available from SID in early 1977.

GUIDELINES FOR CONTESTANTS

The debate over whether there are in fact limits to growth will continue to rage for some time. However, there are several well-developed forums for that discussion. The purpose of the Mitchell Prize is to move past that debate and lay the foundation for thinking analytically about a world in which new, sustainable forms of growth are considered to be possible and desirable. Comprehending the implications of the growth debate is part of the search for profoundly new and attractive alternatives to the current problematique.

Contestants should thus assume for purposes of their discussion that current growth trends will be altered over the next several decades in accordance with environmental resources and the managerial capacities of man's institutions. Under these circumstances the sooner a society can (1) modify current social norms; (2) develop alternative economic and productive mechanisms; and (3) think through the implications of a transition to equilibrium, the less disruptive and traumatic should the changes be. Moreover, the exercise of such foresight makes more likely the evolution of a balanced system for meeting basic human needs that is

in harmony with the limits of a finite and fragile planet and with the universal goals of personal liberty, self-fulfillment and social equity.

The Mitchell Prize contestants should thus help to formulate and implement a feasible sustainable society. While concentrating on some specific problem area, contestants should keep in mind the need for workable recommendations for change and guidelines for policy makers so that the desired corrective changes can be brought about. It would be both helpful and appropriate to identify crucial research questions and priorities in the selected problem area, and to base recommendations and conclusions on *hard* data and relevant theories.

Five criteria will be used to select twenty summaries from among those submitted for consideration by the prize judges. Greatest weight will be given to the first two criteria.

Relevance. Does the author deal with some aspect of the sustainable-state society or with the transition from the current growth-oriented society to the sustainable state? Or does the paper analyze the systematic causes of instability in a current social system and point out more sustainable alternatives? (*Papers failing to meet the criterion of relevance will not be considered further.*)

Usefulness. Does the author provide an idea, organizational framework, policy, or suggestion that can be used now or in the near future for positive action to aid the transition from growth to equilibrium? Are the recommendations consistent with the resources and constraints facing the people who are expected to take this action? (*Papers that simply point out problems in the current system without indicating how constructive changes may be brought about will not be considered further.*)

Originality. Does the paper put forth new ideas or present them in an innovative way? Are new problems, opportunities or policies illuminated? Are new insights or deeper understanding of the dynamics of growth or equilibrium presented?

Consistency. Do the paper's conclusions follow from its assumptions? Are its assumptions consistent with currently available data or theories or common experience? If not, are discrepancies or unusual viewpoints explained and logically developed?

Readability. Is the writing clear, concise and organized? Is the text interesting to read? Can it be understood by persons without highly specialized training in a particular field?

ILLUSTRATIONS OF POSSIBLE CONTEST THEMES

The following broadly stated, interconnected themes illustrate some of the issues that might be examined by contestants as they propose alternatives to growth. Any topic or approach is acceptable that is consistent with the "Guidelines for Contestants" stated in the preceding section. Contestants should select their problem area and address it from the perspective of specific decision makers or responsible institutions.

Management of Natural and Human Resources

Natural Resources. How should the sustainable yields of renewable resources be defined and monitored? What are

the ethical, economic, political, environmental and other aspects of different rates of consumption of nonrenewable resources? What forms of political, corporate, technical and economic controls are most appropriate for governing resource use in the sustainable state? Should natural resources be under corporate, national or international jurisdiction? Should the seabed minerals be treated differently from land-locked reserves? How should difficult trade-offs be made between rates of resource use and environmental deterioration, capital investment and technological advance? What sorts of energy systems are most appropriate for the sustainable state? How can the constant flows of materials, characteristic of the steady state, be minimized in physical terms and yet made to render the maximum service to the economic system?

Human Resources. What effect will transition to a sustainable state have on (1) employment; (2) the matter of capital intensity versus labor intensity; (3) the role of unions and labor groups; and (4) the role of participatory democracy in the work place? Employment is a growing global problem, pressing in with equal force on developing as well as developed nations. How can a sustainable society cope with an ever-expanding labor force? How will population policies be affected? What role should be played by migration, family planning and pronatalist incentives?

How can the dignity and worth of human beings and the development of their full potential be secured or maintained in a restructured global order—especially one in which the sustainable state principle becomes the norm?

Institutional Innovation

Most organizational innovation has come through growth and addition of new functions and resources to those that already exist. How will it be possible to maintain innovation when population and resources are no longer growing?

How will it be possible to improve the ability of people and institutions to accept and deal with the information that change is required? What procedures may lead to a more effective and productive linkage between research results and organizational policies? What changes are required in education, government regulations, tax policy and the economic system to make them consistent with the sustainable state?

What are the trade-offs between centralized and decentralized control of organizations? How can society lengthen the operant societal time horizon for current decision making? How can a consistent program to meet long-term needs be sustained if it leads to decreased satisfaction of current goals? Are the current local, national, international and corporate organizations acting in a fashion that will achieve a sustainable human society? If not, what kinds of structural change are needed to meet the growing demands of an interdependent planetary system as it moves toward a steady state?

Rising Expectations and Approaching Limits

Need a conflict necessarily occur between rising expectations and a movement toward (1) slower growth rates; (2) alternative approaches to growth; and (3) a sustainable state economy? How do we achieve a more equitable distribution of the Earth's wealth? Should there be wealth (and income) limits on individuals and corporations? What kind of tax structures and incentives should be established?

Though inequity cannot be defined in precise, objective and universal terms, persons and nations may perceive at any given time that inequity prevails. One useful definition of inequity is, in the words of Donella Meadows: "the distribution of anything people care about in a way so unequal that a significant number of people [and nations] feel disturbed about it. Note that this definition acknowledges that there can be inequality without inequity. Inequity is inequality that is strongly resented." Inequity may also be "a cause of destructive social instability." What kinds and levels of inequality can be tolerated over the next several decades? Can there be a sustainable state with large inequalities between regions, occupations or other social groupings?

How shall societies allocate their resources to achieve equity and meet the demands of rising expectations? Does a sustainable society/steady state hold out the hope of greater equity for more persons? What values need to be retained, modified and/or adopted to affect lifestyles leading to greater sharing of limited physical and financial resources?

Allocation of Resources to Meet "Basic Human Needs"² in Sustainable Ways

How should the world's physical, financial and human resources be mobilized to meet "basic human needs"? What are the possibilities of improving upon the lot of the individual—especially in the Third World and in the area of basic needs—in a world that is moving toward a sustainable society? What resources should be allocated to research and development of appropriate technologies to meet human needs in sustainable ways? What value shifts or other strategies are needed to encourage national adaptations to national limitations so that models of stability can emerge without the necessity of global unanimity?

Economic Mechanisms and Technologies for a Sustainable Society

How can formal and informal educational processes provide better information about the consequences of continuous economic and population growth, the finiteness of natural resources, and willful and unwitting environmental mismanagement? What economic mechanisms, technologies, values and codes of conduct must be adopted if eventual chaos is to be avoided? How may ecological insights and approaches be productively applied to economics? What changes need to be made on the global, regional, national and local levels?

What should be the role of multinational corporations? In moving toward a sustainable society, what are the benefits and disadvantages of free market mechanisms versus global and/or national planning? How shall nations—as well as multinational institutions—cope with the principle of an international division of labor? How and to what extent shall we change technological systems from energy- and capital-intensive to labor-intensive?

What are the kinds of appropriate hardware that need to be developed and manufactured in recognition of the ecological vulnerability of our planet? What kinds of

²"Basic human needs" were defined at the recently concluded ILO World Employment Conference to include two elements: (1) that certain minimum requirements of a family's private consumption be satisfied, namely, the availability of adequate food, shelter and clothing, and also certain household equipment and furniture; and (2) that essential community services be provided—such as safe drinking water, public transportation, and sanitation, health, educational and cultural facilities.

technology are needed to build an industrial base on recycled systems? How would a recycled city operate (concentrating especially on the waste and effluent component)? What kind of technology must be developed in order for man-made systems to emulate ecological systems which are in harmony and based on a systematic recycling process?

What are the implications of necessary long-term changes for current economic and scientific policy making and planning?

PROCEDURES AND TIMETABLE FOR MITCHELL PRIZE ENTRIES

1. The *intellectual* basis for a contest entry need not necessarily be in written form; it can be any creative product of the effort to think through implications of the sustainable state, for example, a utopian film, a curriculum that conveys an ecological consciousness, an engineering plan for a recycling system, a town plan developed to secure excellent services with minimal energy requirements, or other forms. However, the entry to the prize competition must be in the form of a written description of the assumptions, analysis, conclusions and/or recommendations that are inherent in, exemplified by or resulting from the effort. *Only the written summary should be submitted.*

2. Each contestant must provide a half-page abstract *in duplicate* along with 2 copies of a 10-page summary. *These must be received at the very latest by January 15, 1977* at the following address: Alternatives to Growth, c/o Society for International Development, Room 1131, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036 USA. *No summary will be accepted after January 15, 1977.*

3. The screening process will consist of institutions and judges—representing a variety of national and cultural perspectives—using the five criteria specified above under "Guidelines for Contestants." By the submission of a paper, each entrant agrees to be bound by, and to accept as final, the judging process and the decision of the judges.

4. The best 200 10-page summaries (semi-finalists) will be selected for additional evaluation by ten judges. The 200 semi-finalists will be reduced to 20 finalists, who will be informed by March 20, 1977 of their selection as finalists.

5. The 20 finalists will be requested to expand on their 10-page summaries. These final papers *must not* exceed 30 pages, including charts, tables, graphs and bibliographical information. The deadline for submission of expanded entries will be June 15, 1977.³

6. Winners will be notified no later than the end of August 1977.

7. The five \$10,000 Mitchell Prizes will be awarded at the Second Biennial Conference: "Alternatives to Growth '77" at The Woodlands, Texas, October 2-4, 1977.

8. The Mitchell Prize Contest will be firmly linked into the Conference. It is hoped that prize winners will be members of the workshop panels.

CONDITIONS OF PARTICIPATION

1. Each participant may submit only one entry.
2. Only unpublished papers are eligible.
3. An English language version of the paper must be submitted.

³Separate specifications will be provided for any entry based upon other than a formal paper that is chosen as one of the 20 finalists.

4. Summaries should be typed, double-spaced, on 10 or less 8½" by 11" sheets.

5. Two copies of the summary and abstract must arrive at ATG/SID, Room 1131, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036 USA, no later than January 15, 1977.

6. In the abstracts and summaries the assigned participant number should be used in place of the author's name on the title page and in any reference.

7. No manuscripts will be returned to their authors.

8. All rights to publish and distribute the entries will be held by the Woodlands Conference Inc. The summaries selected by the judges for the finals could be printed for distribution. All legal rights to entries not selected for the final round automatically revert to their authors on September 30, 1977.

9. It is anticipated that most of the finalists' papers will be published in book form and released after the conference in October 1977. An honorarium will be paid to all authors whose papers are included in that volume.

10. Persons involved in the conceptualization of the 1977 Mitchell Prize competition or in the policy making and administration of the competition and the ATG '77 conference—including but not limited to those at the Mitchell Energy and Development Corp., the University of Houston and the Society for International Development—are not eligible to participate nor are members of their immediate families. This ineligibility rule applies to all persons at SID's International Headquarters in Washington, D.C.

SPONSORSHIP OF AWARDS

The Mitchell Prizes, formally known as the George and Cynthia Mitchell Prizes, are awarded on the occasion of each of the five biennial conferences planned as part of the ten-year Alternatives to Growth (ATG) Programme, 1975-1985.

Mr. Mitchell is the President of the Mitchell Energy and Development Corporation in Houston, Texas which is one of the sponsors of the "Alternatives to Growth '77" Conference and the ten-year ATG Programme.

APPENDIX A

Availability of 1975 Prize-Winning Papers

The four 1975 prize-winning papers are available for \$4.00—to cover printing, handling and postage. For overseas airmail please add an additional \$3.50. Contents of the volume are as follows:

"Energy, Growth and Altruism," Bruce Hannon

"Towards a Primary Lifestyle," Robert Allen

"International Migration as an Obstacle to Achieving World Stability," John Tanton

"The Basis for a Blueprint for Progress in Switzerland,"

Joan Davis and Samuel Mauch

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MITCHELL PRIZE CONTEST
APPLICATION FORM

If you intend to submit a paper for consideration for the 1977 Mitchell Prize, this form should be completed and mailed ~~by December 15, 1976~~ to: Alternatives to Growth, c/o Society for International Development, Room 1131, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036 USA. *immediately*

This application serves to assign each participant an identification number and to provide the sponsors with preliminary information on the number of entries that will have to be evaluated in selecting the semi-finalists.

The paper you submit will be identified only by the number given below. The information on this form will not be available to the judges or other participants; it will be retained for the sole use of the competition's administrative staff until after the prize winners have been selected.

Please type or print the following information:

NAME:

NATIONALITY:

SEX:

HOME
ADDRESS:

AGE:

TELEPHONE:
BUSINESS
ADDRESS:

TELEPHONE:

HOW DID YOU LEARN ABOUT THE MITCHELL PRIZE COMPETITION?

WOULD YOUR SCHEDULE PERMIT YOU TO PARTICIPATE IN THE SECOND BIENNIAL CONFERENCE "ALTERNATIVES TO GROWTH '77" TO BE HELD AT THE WOODLANDS, TEXAS, ON OCTOBER 2-4, 1977?

Yes ___ No ___

USE A FEW SENTENCES TO DESCRIBE THE GENERAL NATURE OF THE PROBLEMS YOU WILL ADDRESS IN YOUR PAPER:

COMMENTS (MAY BE CONTINUED ON BACK):

02376