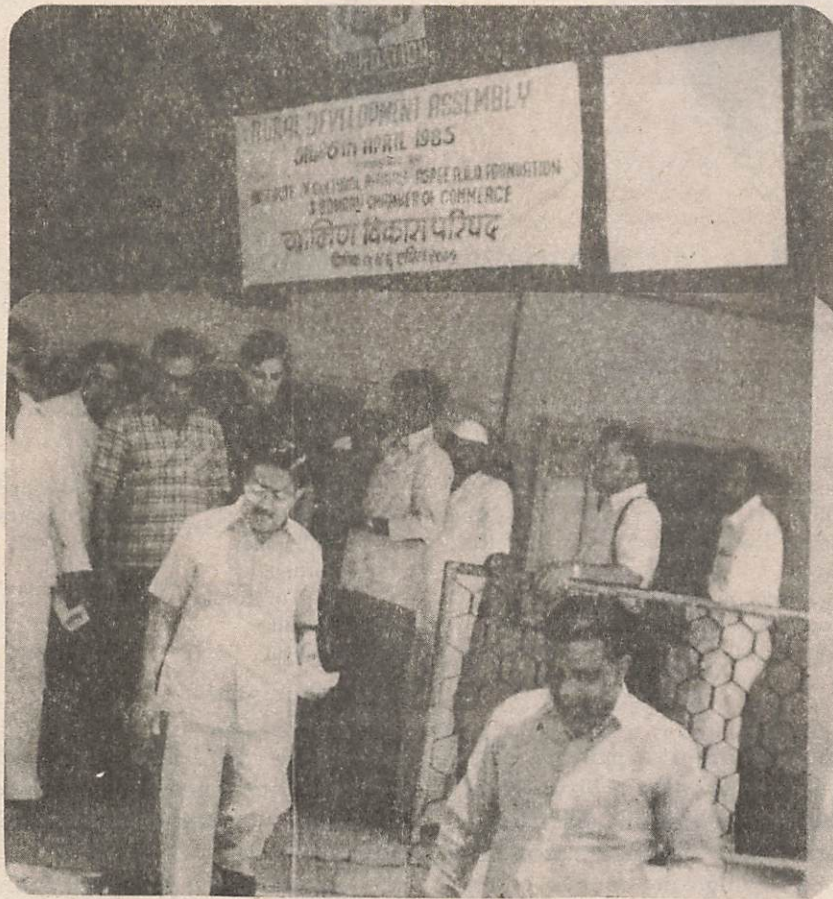


# FOCUS

## THE INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

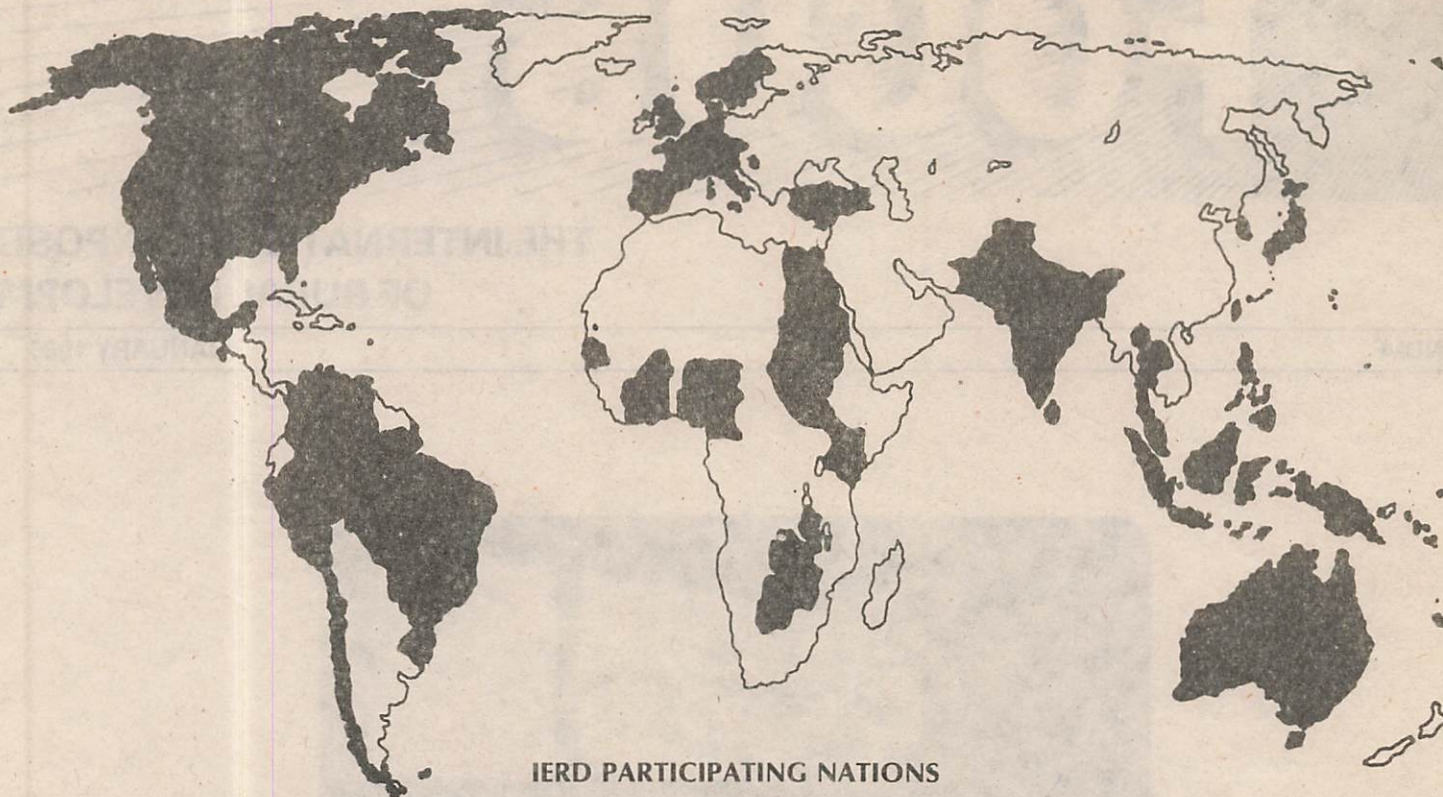
INDIA

JANUARY 1986



Rural Development being a complex process can be brought about only by the combined efforts of the Government, the people and the voluntary organisations. More importantly, the voluntary organisations can address themselves to the task of imparting technical skills and providing training to large number of unemployed persons.

Mr. P. Subrahmanyam,  
(Rural Development  
Secretary, Maharashtra.)



### IERD PARTICIPATING NATIONS

Australia	Guatemala	Mauritius	Spain
Austria	Haiti	Mexico	Sri Lanka
Bangladesh	Honduras	Nepal	Tanzania
Belgium	Hong Kong	Netherlands	Tonga
Bhutan	Hungary	New Zealand	Turkey
Brazil	India	Nigeria	Uganda
Canada	Indonesia	Pakistan	United Kingdom
Chile	Ivory Coast	Peru	United States
China: Taiwan	Jamaica	Philippines	Upper Volta
Egypt	Japan	Portugal	Venezuela
Fed. Rep. of Germany	Jordan	Rep. of Korea	Zaire
France	Kenya	Rwanda	Zambia
Ghana	Malaysia	Senegal	Zimbabwe

#### THIS PUBLICATION

A souvenir issue of FOCUS was printed after the Central International Event in New Delhi.

Since the IERD books have been distributed to the delegates, there has been some concern about a forum for keeping in touch. The Steering Committee has decided to publish three quarterly issues of FOCUS as a start. This issue highlights various follow-up events going on across South Asia. The next issues could focus more on what particular groups are doing. It was felt, for example, that the field visit projects which played such an important role in the Exposition, might serve as a nucleus for such a dialogue.

Since so many people and organisations participated in the various lead-up and follow-up conversations and events, together we form a wide network of concern and action.

Subscription: 15/Rs per issue, 50/Rs per year (4 issues).

If the FOCUS is to serve this kind of function, the articles need to come from many sources. Articles such as these might be helpful —

- practical approaches in your work that might be helpful to local workers
- your organisation as a learning organisation
- interchange events among projects
- implications of the IERD dialogue for practical development efforts
- participation of women in development
- participatory evaluation methods
- innovative training programmes.

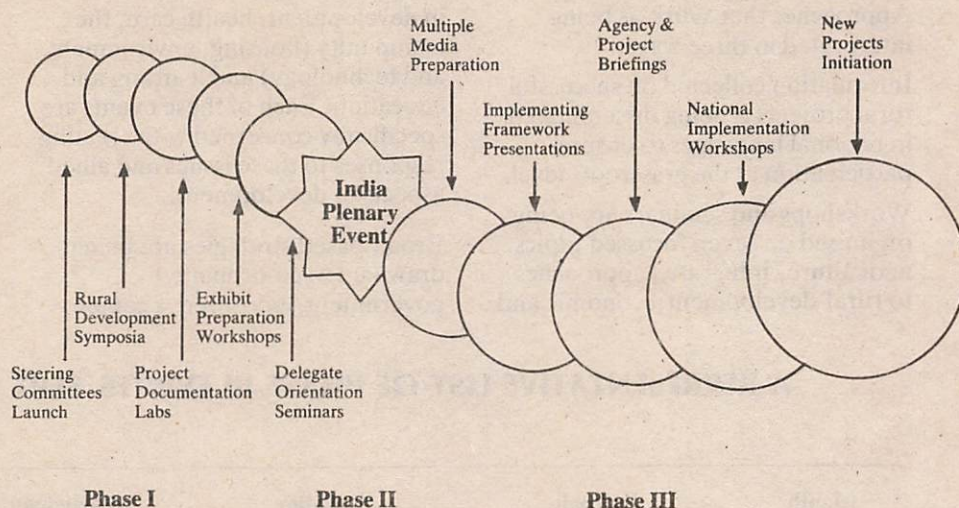
Please send your articles, diagrams and photographs to: IERD Coordination Centre, G.P.O. Box 660, Bombay-1

The IERD has been a unique endeavor since its inception. It was unique in Phase I by the wide mix of projects and organizations in various symposia around the world. Leaders in many fields gave their support to the Global Advisory Board and national steering committees because they glimpsed what IERD could do. Phase II was a unique international conference since few of the local practitioners ever participate in such conferences.

Phase III holds the greatest uniqueness. Few worldwide programmes have sparked as much local development activity or mushroomed into such a network of combined efforts. Many who have been involved in the process are committed to seeing its findings implemented in local areas around the globe. They intend through their actions to make a difference in the lives of the rural poor and the institutions that serve them.

Delegates, sponsors and organizers of the Exposition have been carrying on the spirit and style of "Sharing Approaches That Work". The notion of sharing approaches across the various "streams" of development activity seems to have struck a chord that resonates in the whole development community.

Specific linkages have been formed following local symposia, so that projects can join hands to empower their efforts. Particular projects and organizations have exchanged development methods and directions to reimage and rechannel their efforts into new and more inclusive arenas. A series of regional and state level events has begun the process of forming task forces that are catalysing a consensus in ways to restructure society's development process.



Project Participation

The **Directory of Projects** is in the process of being published in Brussels. Over 2,000 projects have been entered in the database and it can be tapped worldwide. A process has been set up to enable data updating and dissemination through telecommunication.

The eight booklets recording the "**Voices of Local Practitioners**" have been written, produced and distributed to delegates and participants. These books are being studied and additional "voices" are being included toward an expanded second edition. Such book reviews have also set a context for launching local collaborative efforts.

More local **Rural Development Assemblies** bring the Delhi event delegates together with other projects and organizations. They not only share effective approaches but also plan specific ways to link their efforts together through "**ad hoc**" networks.

**Task Force Design Conferences** have been held to determine particular programme foci.

**Strategic Planning Workshops** have been held with organizations and task forces to develop action plans for long and short term objectives.

**National Steering Committees** have redefined their role from advising and preparing for the Central International Event (CIE) to facilitating rural development networks, disseminating effective approaches and setting up interchange channels.

**District Level Strategic Planning** with government offices and agencies are being set up to facilitate grassroots up planning and consensus building.

The preparation of **Women and Development Interviews** were conducted with rural and urban women to determine their position in development and their efforts towards creating the future. This data provided the basis of a report given at the **U.N. Decade of Women Conference** in Nairobi this past June.

EXPO REVEALS RURAL DEVELOPMENT LEARNINGS

At this point 18 months after the Central International Event in Delhi, learnings for rural development (continued page 9)

### PHASE III IN INDIA

In India, the theme of 'Sharing Approaches that Work' is being interpreted in three ways.

Information collected on successful rural projects is being disseminated in regional languages to ensure participation at the grassroots level.

Workshops and seminars are being organised on seven focussed topics: agriculture, integrated approaches to rural development, economic and

commercial diversification, women in development, health care, the community (housing, environment and technology) and learning and education. Each of these events are specifically concerned with creating responses to these issues and allied aspects of development.

Broad-based strategies are being drawn up to co-ordinate government-sponsored schemes

and privately-organised projects both at the macro as well as micro level. Task forces are being formed to ensure that these strategies are implemented smoothly.

Projects in India participating in Phase III are now part of a global network encompassing thousands of projects in 55 countries.

### A REPRESENTATIVE LIST OF PHASE III EVENTS. SEPT '84-APRIL '85 IN INDIA

Month	Topic	Location	Participants	Local Sponsors
SEPTEMBER '84	Rural Development Methods.	Dahod, Gujarat.	Local project field workers of Dahod.	<ul style="list-style-type: none"> <li>Standard Mills Surat Cotton Rural Development Project</li> </ul>
OCTOBER '84	IERD Book Review.	Mermier Farms, Karnataka.	Local project field workers, bank representatives, voluntary organisations staff and business persons of Karnataka and Andhra Pradesh.	<ul style="list-style-type: none"> <li>BIRDS.</li> <li>Federation of Voluntary Organisations in Rural Development in Karnataka (FEVORD-K).</li> </ul>
DECEMBER '84	Women in Development.	Hyderabad, Andhra Pradesh.	Local project field workers of Andhra Pradesh.	<ul style="list-style-type: none"> <li>Rural Development Advisory Service.</li> </ul>
	Women's Economic Development.	Satara District, Maharashtra.	Local project field workers, bank representatives, village leaders, business persons and government officials of Satara District.	<ul style="list-style-type: none"> <li>Women's Economic Conference.</li> </ul>
JANUARY '85	Design Conference	Dholka Taluka, Gujarat.	Local project field Workers, Village Leaders, voluntary Organisation Staff of Dholka Taluka	<ul style="list-style-type: none"> <li>Ahmedabad Study Action Group. (ASAG).</li> </ul>
	Forming the Karnataka State Task Force on Rural Development.	Bangalore, Karnataka.	Local project field workers, service organisations, bank representatives, business persons and government officials of Karnataka State.	<ul style="list-style-type: none"> <li>Federation of Karnataka Chamber of Commerce and Industry, (FKCCI).</li> <li>FEVORD-K.</li> </ul>

Month	Topic	Location	Participants	Local Sponsors
FEBRUARY '85	Planning Methods.	Jamshedpur, Bihar.	Project Officers.	<ul style="list-style-type: none"> <li>• Tata Steel Rural Development Society, (TSRDS).</li> </ul>
	Village Futures Planning.	Dholka Taluka, Gujarat.	Local project field Workers, Voluntary Organisation Staff, Village leaders, and government officials.	<ul style="list-style-type: none"> <li>• ASAG.</li> </ul>
	Design Conference.	Jamshedpur, Bihar.	Project Officers.	<ul style="list-style-type: none"> <li>• Community Development and Social Welfare, Department, (CDSWD)</li> </ul>
MARCH '85	Women in Development (Interview Series).	Khandala Block, Satara District & Panvel Block, Raigad District.	Urban and rural women of Satara and Raigad District.	<ul style="list-style-type: none"> <li>• Institute of Cultural Affairs: India. (ICA: India).</li> </ul>
	Project Planning and Coordination.	Jamshedpur, Bihar.	Field officers.	<ul style="list-style-type: none"> <li>• CDSWD.</li> </ul>
	Women in Development (Interview Series).	Kalyan, Maharashtra.	Urban and rural women of the Kalyan area.	<ul style="list-style-type: none"> <li>• Rotaract Club of Kalyan.</li> </ul>
	Women in Development.	New Delhi.	Women representing local projects, government agencies, U.N. Organisations and academic institutes.	<ul style="list-style-type: none"> <li>• Vishwa Yuvak Kendra.</li> <li>• ICA: India.</li> </ul>
APRIL '85	Rural Development Approach Interchange, IERD Book Review.	Meth Village, Thane District, Maharashtra.	Local project field workers, voluntary organisation staff, community leaders, government officials; business persons and bank representatives of Thane and Raigad Districts.	<ul style="list-style-type: none"> <li>• ASPEE Foundation.</li> <li>• Bombay Chamber of Commerce.</li> </ul>
	Women in Development.	Bombay, Maharashtra.	Women representing rural projects, service organisation and businesses.	<ul style="list-style-type: none"> <li>• ICA: India.</li> </ul>
	Rural Development Approach Interchange, IERD Book Review.	Dattapur, Wardha District, Maharashtra.	Eastern Maharashtra project field workers, voluntary organisation staff, managers and trainers, village leaders, and bank representatives.	<ul style="list-style-type: none"> <li>• Indian Institute of Youth Welfare</li> <li>• Bharatiya Adimjatti Sewak Sangh</li> <li>• Industrial Service Institute</li> <li>• Village Uplift Society</li> <li>• Gandhi Seva Ashram Samiti</li> <li>• ICA: India</li> </ul>

## PHASE III IN INDIA — REPRESENTATIVE LIST (ADDENDUM)

Month	Topic	Location	Participants	Local Sponsors
JUNE '85	Human Resource Development Centres, Partnerships in Development, and New Age Research	Bombay, Maharashtra	Bombay Regional Practitioners and Sponsors	ICA : India
JULY '85	Women in Development	Nairobi, Kenya	ICA : staff woman member from Maharashtra, India	United Nations
	Think Tank and Strategic Planning	Bangalore, Karnataka	Local Practitioners, Universities, Banks, Corporations	FKCCI, State Bank of Mysore, Vijaya Bank, Bharatiya Vidya Bhavan, ICA : India
SEPTEMBER '85	Human Resource Development Centres, Partnerships in Development, and New Age Research	Bombay, Maharashtra	Bombay Regional Practitioners and Sponsors	ICA : India
NOVEMBER '85	Water Management	Chikhale, Panvel Taluka, Raigad District	Rotary International Volunteers	ICA : India, Rotary Bombay
	Asian-Pacific Regional Assembly	Taipei, Taiwan	Local Practitioners	OISCA, ICA : International, IFYE Association, ICA : India
DECEMBER '85	Local Development Practitioners, School	Jawale, Khandala Taluka, Satara District	Village Leaders, Bank Field Workers	

### THE INSTITUTE OF CULTURAL AFFAIRS: INDIA

The Institute of Cultural Affairs: India is a private non-profit and voluntary agency registered under the Societies Act of 1860. Contributions to its work are tax deductible under section 80 G of the Income Tax Act.

Support for the ICA's work, both funding and expertise, has come from industrial houses, small businesses, private individuals, trusts and foundations as well as from government development schemes.

Human creativity remains the world's most under-developed resource. To meet this deficiency, the ICA helps individuals realize their potential and helps communities and organisations structure themselves to make maximum creative use of their human resources.



THE INSTITUTE OF CULTURAL AFFAIRS: INDIA



#### SIX HUMAN RESOURCE DEVELOPMENT CENTRES

BOMBAY OFFICE:  
P.O. BOX 660  
BOMBAY 400 001  
TEL: 397751

DELHI OFFICE:  
P.O. BOX 57  
NEW DELHI 110 001  
TEL: 311-934

CALCUTTA OFFICE:  
38 AKIRIPUKUR RD.,  
1ST LANE  
CALCUTTA 700 019  
TEL: 440-987

CHIKHALE OFFICE:  
CHIKHALE VILLAGE  
RAIGAD DISTRICT 410 206  
TELEPHONE: C/O PANVEL 2504

JAWALE OFFICE:  
JAWALE VILLAGE  
SATARA DISTRICT 412 810  
TELEPHONE: C/O SHIRWAL 41

PUNE OFFICE:  
P.O. BOX 442  
PUNE 411 001  
TELEPHONE: 60503

## FUTURE: EIGHT STATE DOWNBEAT

IN INDIA "Sharing Approaches That Work" will be emphasised in eight states that span much of the diversity of the nation. From Haryana and Uttar Pradesh in the north to Kerala and Karnataka in the south, from Bihar and West Bengal in the east to Gujarat and Maharashtra in the west, a range of events and programmes are being projected for the next two years.

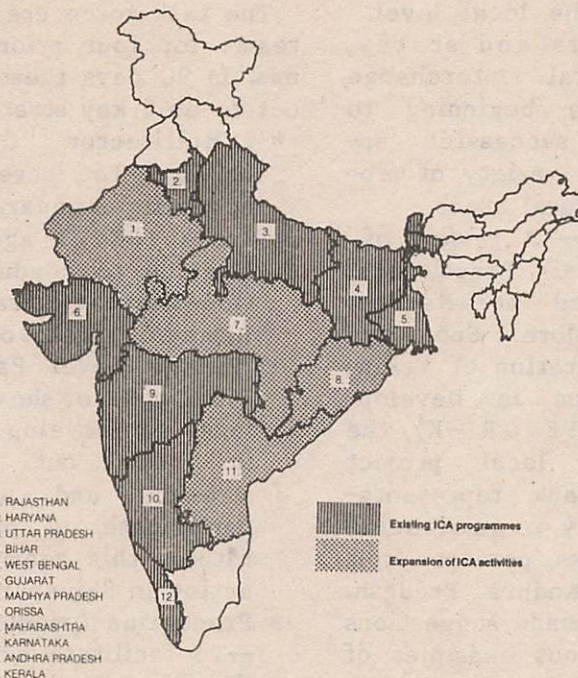
In Gujarat and Karnataka various associations are planning and conducting several events and joint action projects in key development areas. Voluntary organizations, private companies, government agencies and village leaders have begun to exchange models, ideas, approaches, personnel and programmes.

Around Jamshedpur, Bihar, project planning and coordination has been systematized through workshops done with the field officers and project officers of Tata Steel Rural Development Society (TSRDS).

District level strategic planning is projected in Haryana and Karnataka states.

Two regions of Maharashtra are bringing together networks of organisations: Thane-Raigad Districts near Bombay and Wardha District near Nagpur. A Pune assembly has been proposed by Delhi delegates

Local development projects facilitated by the Institute of Cultural Affairs: India are moving into a new phase of collaboration with other development structures. The rural village cluster projects of Maharashtra and Haryana focussing on in-the-field training programmes with existing schemes. The urban bustees in Calcutta are training local school teachers and village workers.



PLUS FOUR STATES: Another four states are projected as regions where invitations and needs have indicated the possibility of extending participation in the Exposition. Rajasthan has requested Sharing Approaches workshops. A women in development event has been suggested in Andhra Pradesh. Madhya Pradesh and Orissa are being recommended as states whose projects are ready for future participation, perhaps within the next 6 to 12 months.

GUJARAT: The ASAG LENS Programme THE AHMEDABAD STUDY ACTION GROUP (ASAG) is a voluntary organisation in Ahmedabad who have done a wide range of programmes with the poor in Ahmedabad and with Gujarat villagers. They have been particularly effective in adapting housing schemes to local needs and specifications and with initiating rural industries.

A strategic planning workshop, Leadership Effectiveness and New Strategies (LENS) was held with their project field staff, office personnel and village leaders in Dholka Taluka. The workshop focussed on Village Futures Planning (Gram Ayojan) in a new emphasis on village planning.

According to Jagdish Nazareth, Executive Director, and Delhi event delegate, "Following the LENS we observed a subtle and definite improvement in the group relationships, which became somewhat easier, and more accepting. Our Project Group is so heterogeneous in background, opinion and work that it is always a difficulty to have people genuinely communicating with each other...."

"Secondly, it was interesting to reflect on the group perceptions of the obstacles to development, the operating vision and the strategic proposals. Economic action is so small a portion of people's perceptions, though it is a very large emphasis of our programme. In this sense Gram Ayojan would be a major source of programme re-orienting inputs."

A series of Phase III events paved the way for "Sharing Approaches" at the local level. Within districts and states, ongoing horizontal interchange and linkages are beginning to implement the successful approaches across a variety of project locations in rural areas.

October 1984 — A review of "Voices of Local Practitioners" series took place at Mermier Farms near Bangalore. Sponsored by BIRDS & Federation of Voluntary Organisations in Development-Karnataka (FEVORD-K), the review involved local project field workers, bank representatives, voluntary organisation staff and business persons from Karnataka and Andhra Pradesh. The participants made suggestions and added numerous examples of other successful approaches. An action plan for those involved in the review concluded the session.

January 1985 — A design conference was held in Bangalore that formed a Task Force on Rural Development. A strategic planning workshop for July was outlined. The conference was sponsored by Federation of Karnataka Chambers of Commerce & Industry (FKCCI) and FEVORD-K.

July 1985 — A strategic planning workshop was held on 18-20 July on the focus question: "How can the Karnataka State Task Force on Rural Development revolutionise the existing development structures, re-orient future value systems and relate education to emerging needs in order to realise human resource potential?" The workshop included among its sponsors FKCCI, the State Bank of Mysore, Vijaya Bank and Bharatiya Vidya Bhavan. It was facilitated by ICA:India.

The intent of the conference was to arrive at specific implementing steps in response to the focus question by eliciting the participants' own wisdom and experience regarding rural development efforts.

The task force created action teams for four prioritised arenas. In 90 days these teams set out to do 4 key strategies:

- \* Multisector Coordination Scheme—To increase socioeconomic standards in rural areas 10%. 3 agencies will combine to conduct production-oriented training for Lambani tribal women.
- \* Village Level Participatory Planning—To show how villages can develop from within, bring out its latent strength and significantly participate in planning its future, this team will start action in Shivapur village.
- \* Production-Oriented Training—To facilitate economic upliftment, this team will identify what skills, find ways to increase employment, do training & productive work activities that will improve village industries.
- \* Optimised Mass Media Use—To publicize the successful approaches being made in development, a team will film

#### M A H A R A S H T R A S T A T E : Interchanging Approaches

##### THANE RD ASSEMBLY

Participants in this event came from a wide cross-section of society including development groups, health and social welfare organisations, service clubs, banks, hospitals and educational institutions. The event was held at Meth Village in Thane District. The Bombay Chamber of Commerce was a co-sponsor.

After an opening address by Shri L. M. Patel, ASPEE Foundation, the participants discussed approaches that effect relationships of cooperation and effective training. They identified 5 priority arenas for development work in Western Maharashtra: Environment, Dairy, Local Business, Basic Education and

service to the village poor.

Key directions were named in Agriculture, Health, Education and Women. Delegates viewed a film, "The Courage to Care".

Participants made plans and recommendations for future cooperation in specific districts (Raigad, Pune, Nasik, and Thane). They shared particular skills and approaches with nearby groups. A number of these plans have since been implemented. Closing addresses included one from the Secretary of Rural Development, Maharashtra government who emphasized the combined efforts of government, the people and voluntary organisations and voluntary agencies imparting technical skills and providing training for a large number of unemployed people.

FOLLOW THROUGH . . . A health and nutrition programme linkage was envisioned in the Thane RDA. A more specific model was built by a regional task force that met on 30th June. The key participants in this linkage are S.N.D.T. Home Science College, Sanjivani Trust, the Central Government Food and Nutrition Board, Department of Food and Nutrition of the Maharashtra Government, and the Chikhale Village Cluster project with ICA:India. On 8th August the model was put into effect by a joint meeting of these organisations.

##### NAGPUR RD ASSEMBLY

A WORKSHOP held at Dattapur village near Wardha, April 27-28, 1985, wove together the insights and experiences of area people.

The workshop was sponsored by Industrial Service Institute, Indian Institute of Youth Welfare, Bharatiya Adimjati Sevak Sangh (BASS), Gandhi Seva Ashram Samiti (GSAS), ICA:India and the Village Uplift Society.

The work of the smaller groups was reported. Dr. Kshirsagar stressed the importance of sanitation. (continued on page 10)

GLOBAL UPDATE:

WOMEN'S CONFERENCES

Two conferences on women in development were held in Nairobi, Kenya, in July. Some 14,000 people from 146 different countries came for the Non-government Organisations (NGO) conference, Forum '85. They shared their work and questions, and talked about how women can help each other. The official U.N. conference was with 157 countries, 1400 media personnel, 878 government representatives and 618 NGO representatives. They discussed the NGO meeting and passed 70 resolutions in 372 paragraphs.

The degree to which these women have decided to help each other to gain dignity and respect, openly discussing their issues and concerns was surprising. Daniel Arap Moi, President of Kenya, opened both conferences and expressed the urgency of efforts by governments and other agencies to integrate women into development strategies. He acknowledged the difficulties today but felt new levels of equality were coming by century 21.

The U.N. official conference worked through specific models and implementation of regional and worldwide activities. Among the resolutions were ones on information systems, health, migrants, education & improved conditions.

By the year 2000 more women will be educated. They will participate in all levels of work in companies, governments and social organisations. Equality and respect will come as they work as a global movement.

Form was given to a potentially powerful new force: an international women's movement. Another conference will be held in the year 2000 to assess accomplishments, assist in implementation and devise models for the next century. Regional conferences were proposed for 1993.

A FOCUS ON THE FUTURE: Phase III in the Republic of China has placed a focus on Taiwan's rural future. It began when the delegates returned from New Delhi with a debriefing session at the legislative Yuan facilities; the Hilton Hotel hosted a report dinner for business community supporters. The ROC exhibit from New Delhi was on permanent display at the Council for Agricultural Planning and Development. The delegates to the Central International Event wrote reports on implications for Taiwan, one to Executive Yuan with policy recommendations. The Steering Committee has planned a Second National Symposium to discern the next steps in Taiwan and initiated discussion with other nations regarding Asian Regional Assembly. A new local project was requested by Hsilo Farmers Association.

THE INDIA CONNECTION: "Taiwan's dairy industry is not yet as successful as India's. We need to learn from India's experience. In India reliance is on grass-roots people, where Taiwan depends heavily on government. A better way for our future lies in more local initiative, while keeping the technical assistance of government," Pan Chung-Lin, Delegate, Director, Matou, Farmers Assoc.

"Harmonising industrial and rural development can lead to improved agricultural marketing, balanced manpower utilization and effective leadership development. In Taiwan where industrial, rural and urban areas tend to overlap, new coordination is required to obtain optimum national resource use. India showed us that successful integrated rural development depends primarily on local initiative and drive," Mr. Wang Wen-Por, Delegate, Management Consultant

THE ASIAN-PACIFIC REGIONAL ASSEMBLY was a sharing and strengthening of emerging directions in rural development across the Asia-Pacific region. Building on the work of the International Exposition of Rural Development (IERD) in identifying the successful approaches of fifty-five participating nations, the Assembly focused on the future shape of programme and project directions in Asia and the Pacific. The Assembly also explored practical ways to tighten the networks and channels of interchange and cooperation among those involved in local development.

Local practitioners and development servicing organisations are invited to attend this important Asian gathering. All expenses after arriving in Taiwan were covered by the sponsoring bodies. Representatives from Standard Mills in Gujarat, Kalyan Rotary Club in Maharashtra and ICA:India attended.

CONTINENTAL RESEARCH ASSEMBLY—SOUTH ASIA, Bombay, October, 1986 (TENTATIVE)

As Phase III programmes increase, a growing need is arising to draw the effective approaches into a coherent picture and put local organisations and networks in touch with each other. The workshops and exhibit exchanges will be led by those who have been practicing effective approaches. In Nepal and Sri Lanka colleagues have asked also for regional events.

This research assembly will provide an occasion for 120 people to assess the results of IERD and other local development efforts in arenas such as education, health, agriculture, business, rural computerisation, housing and environment, and women in development. A crucial concern will be how organisations collaborate on such issues and develop networks or systems of cooperation. During this occasion the activities of Phase III will be highlighted and celebrated. Those interested in attending should contact an ICA:India office.

(continued from page 3)  
are beginning to emerge. As local projects share their approaches through field visits, exhibits and joint projects, certain patterns of effectiveness are becoming evident. The following is a summary of these patterns and learnings:

#### I. THE EXPANDED CRITERIA OF DEVELOPMENT

The measure of development needs to reflect the side effects of development and not simply the number and size of visible results. For example, the impact of development needs to be seen in terms of agricultural production, profits, agricultural labourers, etc. A. T. Ariyaratne of the Sarvodaya Shramadana Movement in Sri Lanka talks about the need for "a socio-spiritual index of the quality of life" which could round out single factor growth standards and illuminate ways that economic and spiritual development can be implemented.

The focus of development efforts on specific issues and programmes and constituencies allows practitioners to set necessary priorities. However, it is also crucial to deal with the wider issues of society revealed from such focused local implementation.

Careful study and application of ecologically sound techniques and practices in the use of fertilisers and pesticides is more and more necessary. A rising tide of opinions are being expressed that petro-chemical fertilisers and pesticides are damaging to the earth's soil. Overreliance on pharmaceutical products may also be inhibiting public health in some ways.

A new technology of participation is emerging. Processes are being developed that take group, task and resource variables into account. Projects are usually at different stages in their development and require

being observed and serviced as separate entities rather than being lumped together under a single implementation banner. Forums which allow communities and organisations to target and prioritise issues have proven to be an important step.

#### II. THE DESIGN OF EFFECTIVE LOCAL ORGANISATION

There seems to be a broad consensus about the priorities in organising the poorest segments of the people. Where this has been a focus the involvement and participation of the whole community has been enhanced and accelerated. Some groups create exclusive structures with the poor, often for a limited time period. Others work with some open structures and some exclusive programmes. But where the poorest segments are not a focus, the weaker sections have been excluded from development even though a rural area on the whole may be better off.

To place funding decisions and common assets in the hands of local organisations has been a struggle in many societies. There has been a policy trend toward replacing local organisations with a more centralised technocratic approach. B. M. Wood of the World Bank pointed out that voluntary organisations can be most effective when their own schemes reduce "the gap between local administrative units and funding decisions". A key aspect of this is the struggle to initiate viable local organisations, formal and informal.

Local organisations that address regional issues have found their efforts empowered by joining hands with others. These joint efforts frequently become local movements that take into account major conditions in economic and social life, such as prices, markets, law, policy, cultural values and roles. In Uttar Pradesh, for example, the women of the "Chipko" move-

ment successfully got the government to cancel its lumber contractor system which was turning the area into a desert.

#### III. THE PROCESS OF EMANCIPATIVE LEARNING

Changes in the mode of learning are some of the most effective endeavors in rural development today and are providing new arenas for experimentation.

Engaging villages in doing "action research" is being viewed as an effective counter to passive learning. In the course of documenting the "net" of corruption in the local food-for-work programme, the Bangladesh Rural Advancement Committee (BRAC) catalysed a mode of local people doing their own learning and teaching others what they had learned. Topics such as marketing options, trends in crop yields and their causes, fertiliser evaluation, cooperative societies, why some poor families have well-nourished children, and traditional and modern health practices have also lent themselves to an action research style of learning.

The full spectrum of development approaches needs to be emphasised to disseminate information (arranged by decreasing unit costs):

- \*Pre-employment vocational and technical education
- \*Training centres
- \*Extension staff
- \*Mobile communication units
- \*Formal distance learning
- \*Broadcast rural programmes
- \*Printed media: newspaper, magazines, etc.
- \*Paraprofessional communication agents
- \*Pamphlets and posters
- \*Radio spots
- \*Traditional/informal communication: dramas, etc.

(continued on page 10)

(continued from page 9)

Another shift has been toward a two-way dialogue forum and network linkages. Some experiments in participatory training among development field workers emphasize not learning from experts but an anticipatory type of learning based on experience. Such networks are also being used in touching practical management.

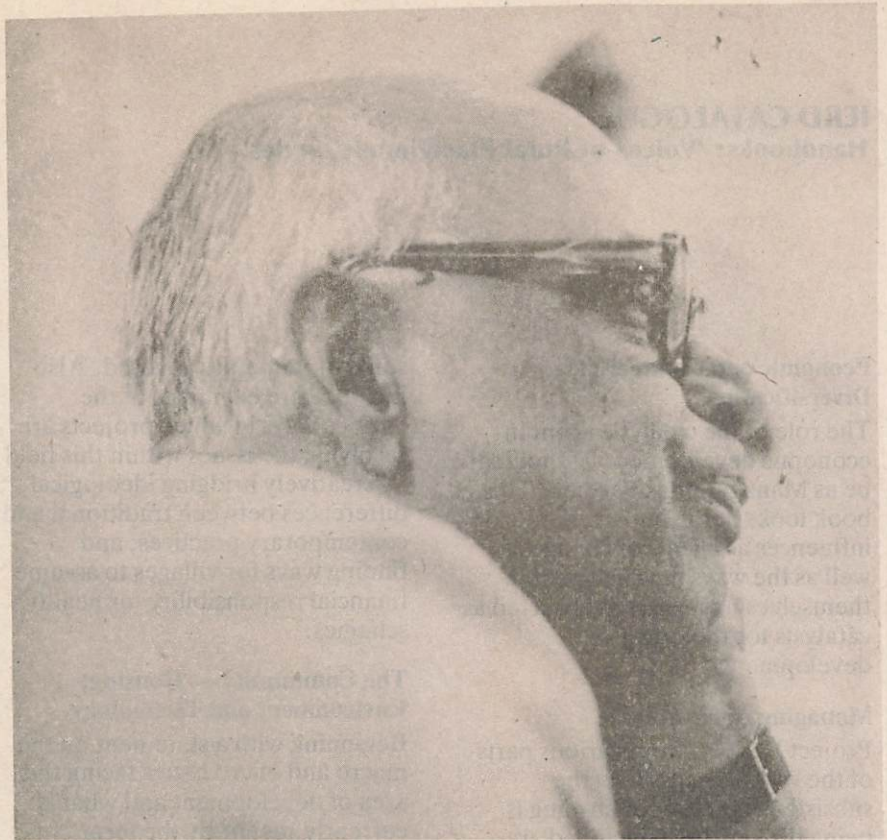
#### IV. THE RHYTHM OF THE LEARNING NETWORK

Context, organisation and learning are interdependent in effective local organisations. As it was put in the "Journal for the Society for International Development", "Participation is a rhythm of collective action and reflection.(continued on p. 10)

Without this there is no sharing of knowledge of a more universal (objective) truth. Collective activity tends to dis-integrate."

This is what David Korten calls "learning organisations" whose programme design unites research and service. Rather than a "blueprint" approach, they see development as a "learning process". For example, the Thailand Community Based Family Planning Services circuiting system does teaching, dialogue and statistical research through brief visits to every house.

As rural development organisations locally and globally share their approaches and join their efforts they are creating a "learning network". Through their efforts they are working out a rhythm of thought and action, of project work and interchange among organisations, which will strengthen their local service and our understanding of the development process.



#### LESSONS - B. Rudramoorthy

1. Rural development is a process, and if this process is to be effective, the rural people should be completely involved.
2. Non-government Organisations (NGO's) are a vital and effective link between government and rural people, and therefore have to be promoted and facilitated in their work by deliberate policies of the government.
3. Funding of rural development projects, whether by government or non-government funding organisations, international or local, needs to be re-oriented with the needs of the rural poor and to facilitate promotion of successful approaches to rural development.
4. The blueprint project approach followed by the governments needs to be replaced by the greenhouse approach which emphasises the need to create a climate of growth that assists local initiative.
5. Only effective local development can lay the strongest foundation to national development in a democratic framework.

#### NAGPUR (continued from page 7)

And a visit was made to the centre for Science for the Villages.

Participants identified keys for success, issues in rural development and collaboration. They urged that city wine shops be closed during the day, family courts set up to deal with violence against women, and look at the influence of television programmes on the growth of crime. They also decided to start an association of voluntary organisations in Vidarbha. They also resolved that the government involve and recognise voluntary agencies working in development, that representatives of voluntary agencies be nominated on various bodies so that they can be equal partners with government officials in the implementation of various programmes, and that a federation of voluntary agencies be formed to assist each other when the need arises.

## IERD CATALOGUE

Handbooks: 'Voices of Rural Practitioners' Series'.

### **Economic and Commercial Diversification**

The rôle of the catalytic agent in economic development — should it be as Manager or as Partner? This book looks at the impact of outside influences as agents of change as well as the ways in which people themselves have effectively acted as catalysts for their own development.

### **Managing Agriculture**

Project Reports from various parts of the world discuss how the subsistence pattern of farming is being broken. Also included are descriptions of methods being employed to improve skills of women in agriculture, to bridge the technology gap, to gain access to marketing expertise and credit resources and to link up with existing schemes.

### **Women in Development**

This book highlights the aims and objectives of development programmes involving women. The discussion centres around those vehicles for significant involvement of rural women which have proved most effective.

### **Learning and Education Process**

Illustrations of the wide variety of approaches to learning currently being used. Descriptions of how formal and nonformal education is being successfully related to local lifestyles. A section is also devoted to how rural development workers learn the skills necessary for their work.

### **Health Care**

Initiating community action, 'Village Health Worker' programmes and linkages between the needs of local residents and outside professional resources are

some of the topics covered. Also included are examples of the various ways in which projects are resolving the issues within this field — creatively bridging ideological differences between traditional and contemporary practices; and finding ways for villages to assume financial responsibility for health schemes.

### **The Community — Housing, Environment and Technology**

Beginning with a statement on the macro and micro issues facing this area of development and what is currently meant by the term 'appropriate', this book defines the elements of successful self-help projects. Also outlined is the relationship between ecology and rural development and the specific implications for appropriate technology projects.

### **Integrated Approaches**

How does a need-base programme evolve into a comprehensive development scheme? This book includes approaches to the total development of a rural area and to project expansion.

### **Overview**

In the course of researching and compiling the material of the other seven books, several similar themes emerged from the data. These common denominators — how development takes place, fundamental objectives and accelerating factors within the development process — are explored here in greater detail.

## AUDIO-VISUAL MATERIAL:

### **The Central International Event of the IERD**

A collection of 100 slides with a written script. This 10-minute presentation gives an overview of The Central International Event of the IERD held in New Delhi.

Rs.250

### **The Courage to Care**

A 15-minute video cassette where the 'Sharing Approaches that Work' theme of the IERD is illustrated with examples of successful rural efforts from around the world. Commentary by Sir Richard Attenborough.

Available on a rental basis of Rs.250 for 3 weeks.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

A complete set of the 8 handbooks is available for Rs.215/- (including Shipping Charges). A concessionary rate will be available for voluntary organisations doing field work in rural development.

Orders may be placed with IERD Co-ordinating Centre, 13, Sankli Street, Byculla, Bombay 400 008 Telephone 3977511

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