

international  
exposition of  
rural  
reconstruction

## INTERNATIONAL EXPOSITION OF RURAL RECONSTRUCTION

Rural reconstruction is an arduous business. For many, the task is too enormous to contemplate. While success has been elusive and every accomplishment accompanied by frustration, there have been many successes. In India and other countries, numerous programmes are making a major contribution to resolving this urgent global contradiction. Rather than rehearsing the many difficulties, it is now time to focus on the successes. What better place to do this than the nation of India, where significant strides have already been made in rural reconstruction?

The Institute of Cultural Affairs: India is proposing an International Exposition of Rural Reconstruction to begin on October 2nd, 1983. Held within the State of Maharashtra, the Exposition will bring together people from the public, private and voluntary sectors, as well as village leaders from many countries. Commencing on the 114th anniversary of the birth of Mahatma Gandhi, the event will commemorate three decades of the Community Development Programme in India.

To open the Exposition, companies, agencies and government departments will provide displays on their rural development work, with the theme of "Spotlight on Success". Following this, teams of delegates will visit a number of selected rural development projects around India. After studying the projects in depth, the teams will come together to discern and document the factors which have contributed to success. The resulting document will be given to participants, their organisations and their governments for their use. It will underscore the fact that everything needed to succeed is now within grasp. The Exposition will close with a celebration of the nations.

It is intended that the Exposition be a cooperative venture among many parties. National and international steering committees of prominent individuals are presently being formed to guide the planning and the preparation for the event. Those interested are warmly invited to serve as co-sponsors or to assist in other ways. The exposition will be a decisive step in turning the corner on rural reconstruction around the world.

## THE INSTITUTE OF CULTURAL AFFAIRS: INDIA

The Institute of Cultural Affairs: India is a private agency registered under the Societies Act of 1860. Contributions to its work are granted 100% tax deduction under Sections 35CCA/80GGA of the Income Tax Act. In India, the 350 full-time field workers who form a voluntary service corps come primarily from villages where development programmes have been undertaken. Extra-national volunteers are from several different nations. Primary support for the Institute's work, both funding and expertise, has come from the industrial houses and commercial institutions of India, as well as from direct and indirect assistance by the government. This support has been augmented by external grants, especially from the Directorate for Development of the Commission of the European Communities.

## THE ICA REPLICATION SCHEME - MAHARASHTRA STATE, INDIA

July 1980 marked the completion of five years (Phases I and II) of the Maharashtra Village Development Project. The two primary emphases of this period were comprehensive, single-village development and catalytic coverage of the entire state. The first emphasis was accomplished through intensive implementation of one integrated demonstration village project in each of the 25 districts of Maharashtra. The second emphasis was undertaken by catalytic replication of another 207 projects through extension efforts such as regular monitoring circuits and mobile training events. Together, the 232 village projects cover every taluka of the state. This endeavour was made possible by the training of 1700 men and women who participated for one or more years in a full-time voluntary service corps of village workers. During this same time, pilot projects were taken up in Medak District of Andhra Pradesh and Ghaziabad District of Uttar Pradesh State. Training and awakenment programmes have also been offered from a field office established in Calcutta.

Phase III (1980-1984) will mark a shift from single-village development and expansive coverage of the state to multiple-village concentrations in a limited number of strategic locations near major urban centres. Four priorities will be pursued: i) Three Block Demonstration Projects will be undertaken, encompassing 100 villages in each block. The selected blocks are Panvel Block, near Bombay, Khandala Block (Satara District), near Pune and Wardha Block, near Nagpur. In addition, single-cluster projects of ten adjacent villages will be taken up near 15 secondary cities of the state. ii) Proximity to urban centres will facilitate an international experiment in four-sector cooperation on rural development. Delivery of the human and material resources of the public, private and voluntary sectors and the village leaders will be focused and coordinated in order to demonstrate the integrated support mechanisms needed for mass reconstruction. iii) Over 20,000 people will participate in mobile or residential training programmes over the four-year period. This will require construction of three training centres to be located in Panvel, Khandala and Wardha Blocks. iv) Gram Sabha (town meeting) programmes will be conducted in all the villages of 36 blocks. This represents 10% of the villages of the state.

## OTHER PARTICIPATING PROJECTS

There are significant rural development projects around India and the world. Some of these projects will display their work by being the focus of site visits during the Exposition. They will include projects of private industries within India like the pioneering dairy schemes of Mafatlal Industries. The Association of Indian Engineering Industries, the State Bank of India and various Chambers of Commerce will be involved. Public sector projects within India and projects of international voluntary organisations will be invited to participate. World-wide participants will include other ICA replication experiments in Kenya, the Philippines and Indonesia. Also included will be local people and concerned citizens from the other 20 nations in which the ICA has done single village rural development projects. It is envisioned that some of these participating organisations could act as co-sponsors with the ICA and the honorary steering committee of the Exposition.

## IERR SPONSORING COMMITTEE

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OFFICE OF THE  
STATE PLANNING BOARD  
MAHARASHTRA STATE  
Mantralaya, Bombay 400 032.  
17th February, 1961.

Dr. V. Subramanian, M.L.A.  
Vice-President  
and  
Executive Chairman

Dear Sir James,

Thank you very much for your wonderful letter dated the 11th February, 1961.

I must say that I was overwhelmed by the tremendous interest you are taking in the development of human resources in this part of the world. That such an extremely perceptive individual who has been an outstanding success in the business and management profession should take such an interest in human resources development, augurs extremely well for the development process in this country.

I entirely agree with your suggestion about inviting Mr. Antulay to witness the development work which has been done by your remarkable institution in Sevagram. I am sure he is bound to appreciate the impact of the development process initiated by the Institute of Cultural Affairs.

I shall be extremely happy to exchange thoughts on rural development from time to time and also take an opportunity of meeting you whenever it is possible.

With warmest personal regards,  
Yours sincerely,

Sir James Lindsay,  
Christmas Cottage,  
Lower Shiplake, (Oxon R9G 31 LH.



R.V. Swaminathan

राज्य मंत्री

कृषि मंत्रालय

कृषि भवन

नई दिल्ली-११०००१

MINISTER OF STATE  
MINISTRY OF AGRICULTURE  
KRISHI BHAVAN  
NEW DELHI-110001

Camp: Pune, Dated 1 Dec 1960.

Dear Shri Antulay,

During my visit here at Pune, I had an opportunity to visit the village by name 'Javali' yesterday and acquaint myself of the progress that is being made by self-help of the villagers themselves.

I understand Miss Saroj Khaparde, M.P., has introduced you to the Institute of Cultural Affairs--India. Yesterday, I visited the village, 'Javali' Kandhla Taluk, Satara District. From the enclosed list of accomplishments for this village, I find some useful work has been done. What has impressed me most is that over 60% of the costs of the works has been borne by the village people themselves in the form of loans, collections, voluntary labour, etc.

The representatives of the said Institute have requested me to write to you for fixing up a suitable time and date so that they can meet you personally and give the details of their programme and plans, which include cluster and block-level development.

I shall be glad if you will kindly spare some time for them to discuss their programmes, etc.

With kind regards,

Yours sincerely,

(R.V. Swaminathan)

Encl: as above.

Shri A.R. Antulay,  
Chief Minister, Govt. of Maharashtra,  
Bombay.



**UNICEF**

**UNITED NATIONS CHILDREN'S FUND · FONDS DES NATIONS UNIES POUR L'ENFANCE**

**UNITED NATIONS, NEW YORK**

9 March 1981

Dear Jan,

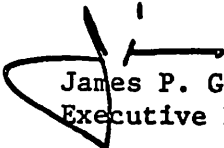
Thank you for your letter of 19 February. I look forward to meeting with the representatives of the Institute of Cultural Affairs; I always welcome the opportunity to meet with people whom you recommend highly.

I enclose a copy of UNICEF's State of the World's Children 1980/1981 which you may find of particular interest. It bears the imprint of the Rio report, whose social goals have been largely incorporated in the New International Development Strategy adopted by the United Nations General Assembly in December.

It was good to see you in late 1980 and I hope our paths cross again soon.

With best wishes.

Sincerely yours,

  
James P. Grant  
Executive Director

Mr. J. Tinbergen  
2566 XD The Hague  
Haviklaan 31  
Netherlands.



1979 International Year of the Child

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HUMPHREY SLADE, F.B.S., K.B.E.

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YOUR REF:

WHEN REPLYING PLEASE QUOTE OUR REFERENCE

12th February 1981

Mr. Richard H.T. Alton,  
Area Director,  
Institute of Cultural Affairs,  
NAIROBI.

Dear Mr. Alton,

I have much pleasure in placing on record my appreciation of the work that your Institute has done, and is doing, in Kenya.

Both as Honorary Legal Adviser and otherwise, I have been acquainted with the activities of the Institute since it first started operations here, and I am very much impressed by its aims and methods.

I have observed that what the Institute tries to do, and has already done in several other countries, is to teach people in poverty stricken communities (particularly in rural areas) how to develop themselves both economically and socially, and to make the most of whatever resources may be available to them. The main activity is that of getting the people together and showing them how to organise themselves; not staying long in any one place, except where regional headquarters are established, but moving on somewhere else as soon as the community concerned appears to have developed its own momentum.

In Kenya the Institute started at Kawangware village on the outskirts of Nairobi, which is also its regional headquarters, and its achievements there have been really quite remarkable. The inhabitants have not only developed considerable self respect but have done a lot by way of voluntary effort by improving the amenities of the village as well as organising themselves in agricultural production, improvement of trade etc..

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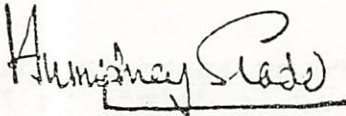
Now it is moving out into 12 villages in other parts of the country with a view to achieving the same thing.

For all of these activities, the Institute relies mainly on local personnel, for which purpose it finds and trains voluntary leaders in each community. It works closely in co-operation with Community Development Officers, and I know that its work is very much appreciated by the Ministry of Social Services.

I am of the opinion that the Institute has a very enlightened approach and original methods which might well be emulated by others in the field of social welfare.

In case my own credentials are of interest to anyone to whom you may wish to show this letter, I have been in Kenya for the past 50 years, mostly practising as a lawyer, but also for some years a Member of Parliament including 10 years as Speaker of our National Assembly.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'H. Slade', written in a cursive style. The signature is positioned above a horizontal line.

H. SLADE

February 19, 1981

Mr. James Grant  
Director UNICEF  
United Nations  
New York, N.Y. 10017

Dear Jim,

I would like to introduce you to the Institute of Cultural Affairs. They are an international group who seem to have both the advantage of globality and yet are also rooted in each of the 36 countries of their work through active autonomous national organisations. In the last two years, I have been assisting the various national ICA organisations in Europe through their Brussels co-ordinating centre. Their work in both the developed and developing worlds is most encouraging.

I understand that the ICA:India has received a small gift from UNICEF in India and are known to your staff there. It would be worth your time, I believe, to meet with representatives of the Institute. If you agree, I will suggest that they arrange an appointment.

Thanking you in advance, I am, with kind regards,

Yours ever

(J. Tinbergen)

# SOCIETY OF JESUS

Eastern Africa Region

98 Riverside Drive  
P. O. Box 14877  
Nairobi, Kenya.  
Telephone: 43103

February 16th, 1981

Mr. Richard Altan,  
P.O.Box 21679,  
Nairobi, Kenya

Dear Mr. Altan:

I would like to take this opportunity to commend the ICA for its work in Kenya.

I was particularly impressed by the Kamweleni project in the district of Machakos when I paid a visit there a few months ago.

A visit to Kawangware-Kabiro has also impressed me very much.

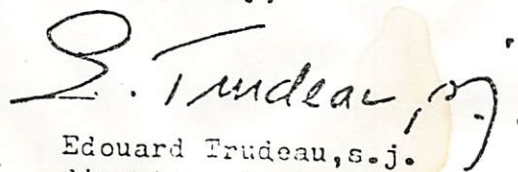
I am told that the initial project in Kawangware has multiplied and developed into 22 village-human development projects in the Machakos District.

It seems clear that the grassroots approach to comprehensive community development is an important key to the future of the villages of our world.

Through the work of ICA peoples' attitudes are shifting from "Somebody needs to help us" to "we can do our own development with what we have".

I wish ICA will continue to develop its programmes in Kenya and receive all the support it needs.

Yours truly,



Edouard Trudeau, s.j.  
director of planning  
Catholic Higher Institute of Eastern Africa.