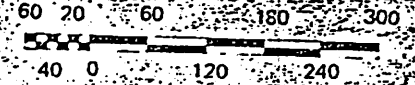


GRA  Task Force M	Republic of the Philippines Village Development Project 10 Year Plan	July 1977  SHDP Replication
Phase One 3 years	One Model Village Establishing A Sign	Maneuver I  1 year
	3 Model villages National Sign	Maneuver II  1 year
	7 Model Villages Regional Sign	Maneuver III  1 year
Phase Two 2 years	100 Signal Villages Replication Sign	Maneuver IV  1 year
	300 Orbital Villages Pilot Intensification	Maneuver V  1 year
Phase Three 5 years	3000 Orbital Villages Village Saturation	Maneuver VI  2 Years
	30,000 Basic Villages Completing the Plan	Maneuver VII  3 years

THE PHILIPPINES



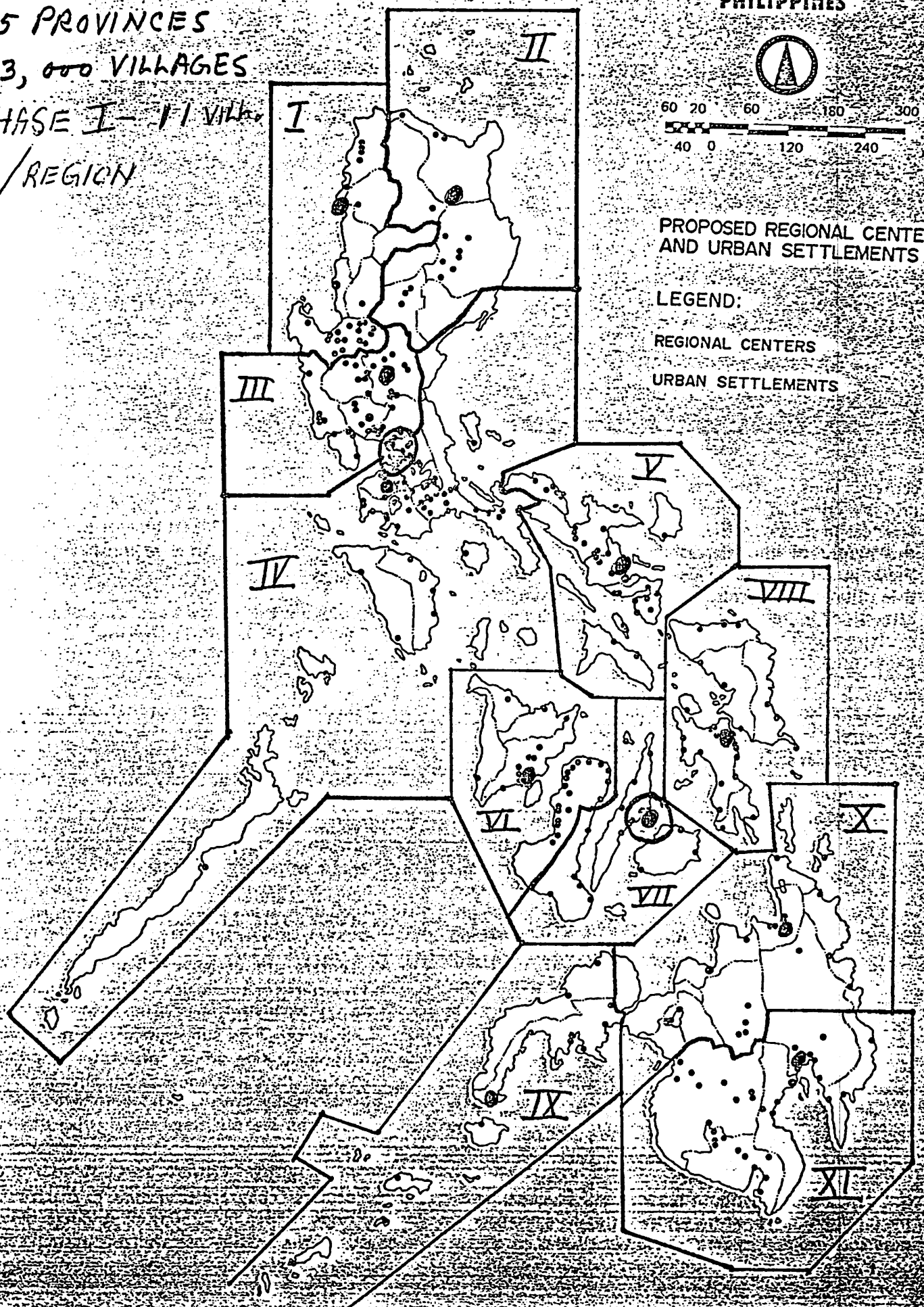
PROPOSED REGIONAL CENTERS AND URBAN SETTLEMENTS

LEGEND:

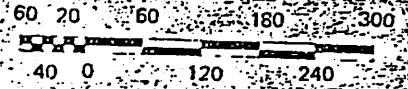
REGIONAL CENTERS

URBAN SETTLEMENTS

11 REGIONS  
65 PROVINCES  
33,000 VILLAGES  
PHASE I - 1/1 Vill.  
1/REGION



# THE PHILIPPINES



PROPOSED REGIONAL CENTERS AND URBAN SETTLEMENTS

LEGEND:

REGIONAL CENTERS

URBAN SETTLEMENTS

11 REGIONS  
65 PROVINCES  
33,000 VILLAGES

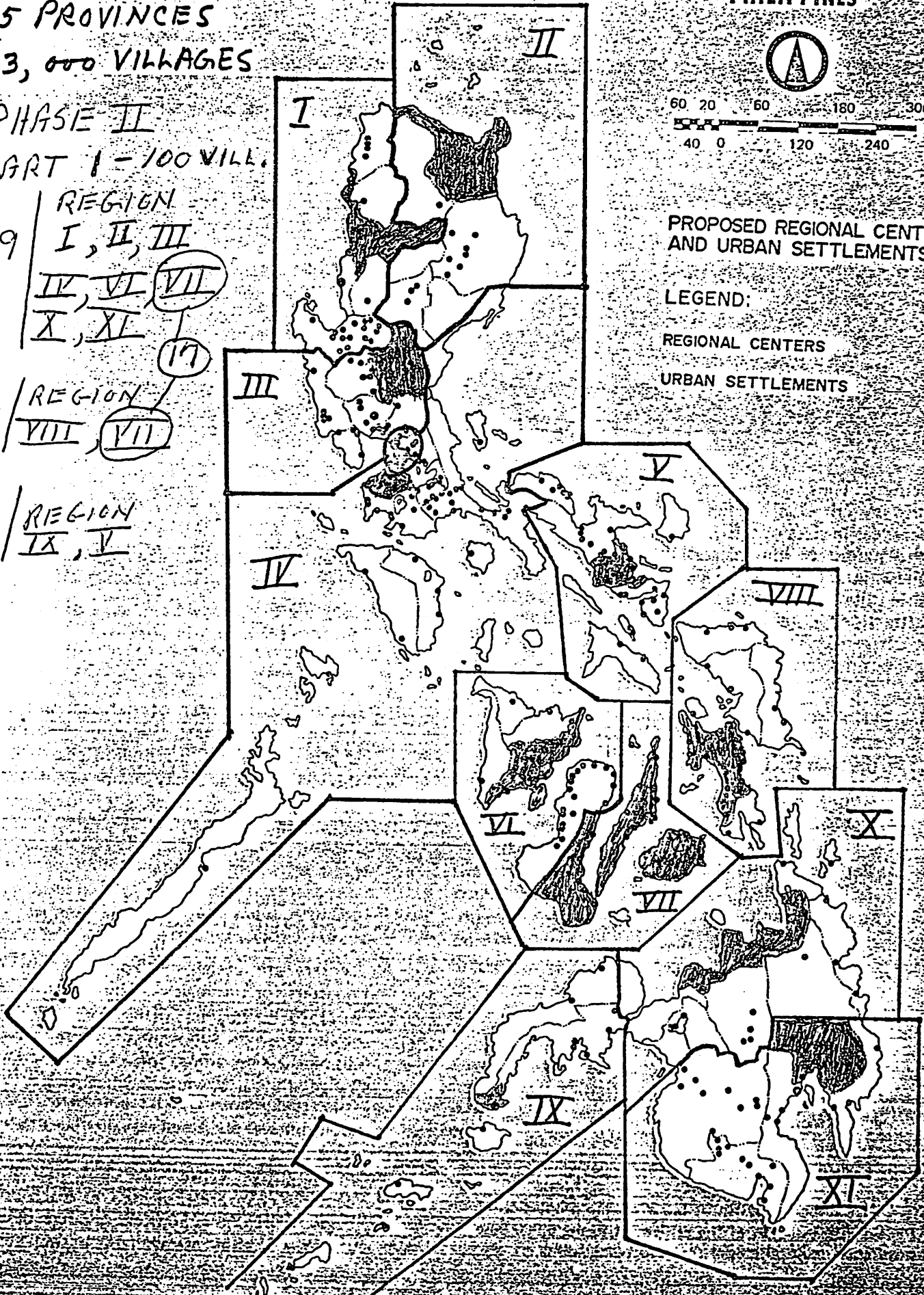
PHASE II  
PART I - 100 VILL.

9 | REGION  
I, II, III  
IV, VI, VII  
X, XI

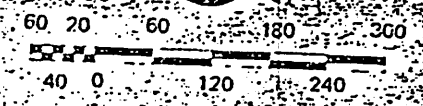
17

8 | REGION  
VIII, VII

6 | REGION  
IX, V



THE PHILIPPINES



PROPOSED REGIONAL CENTERS AND URBAN SETTLEMENTS

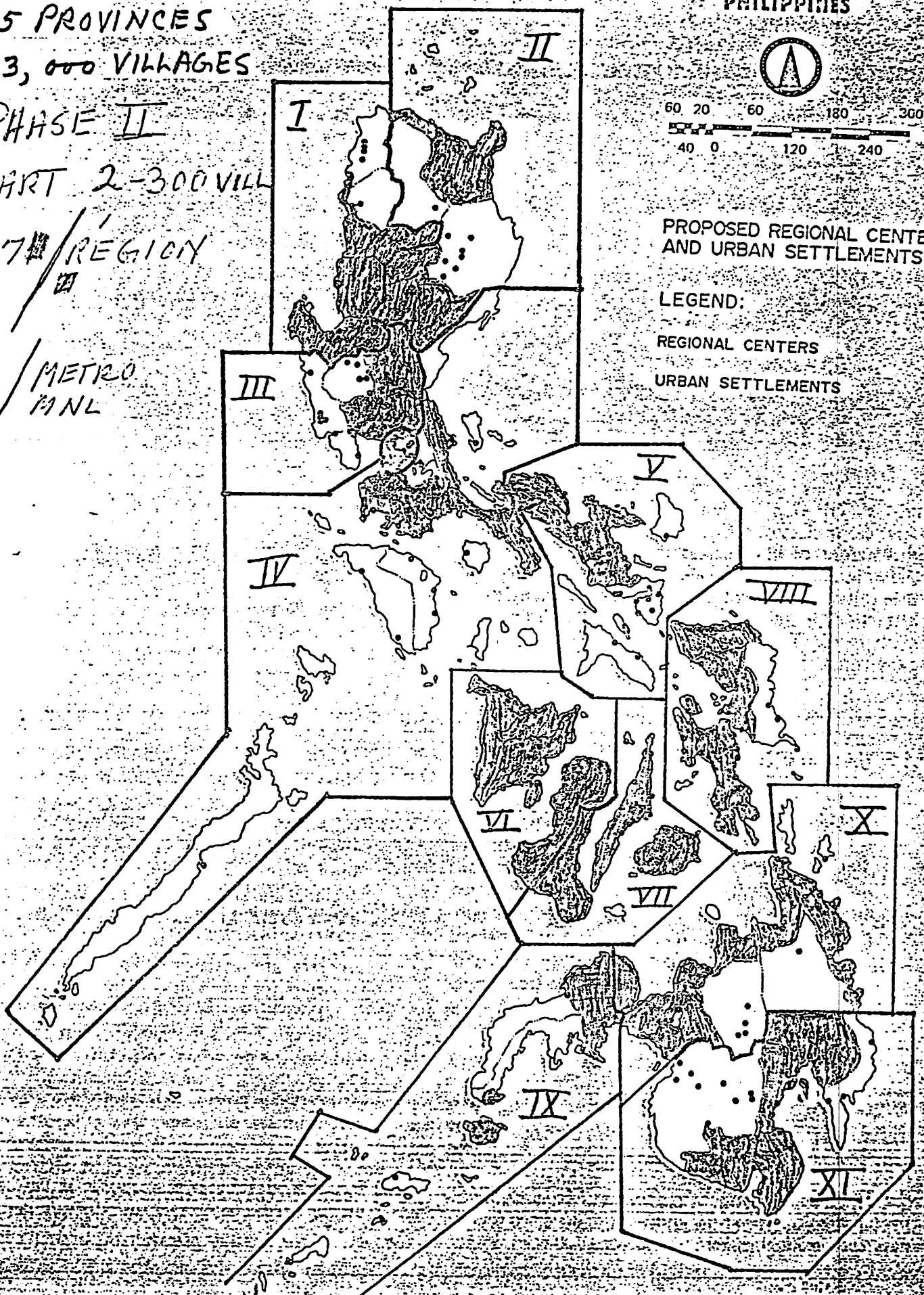
LEGEND:

REGIONAL CENTERS

URBAN SETTLEMENTS

11 REGIONS  
65 PROVINCES  
33,000 VILLAGES

PHASE II  
PART 2-300 VILL  
27 / REGION  
3 / METRO  
MANILA



GRA

Task Force M

### REPLICATION BRIEF: SUDTONGGAN

The nation of the Philippines began a new phase in its history in 1972 with the initiation of the New Society Program. The New Society emphasizes the increased concern for reactivating the role of local man and local community. The key is the transformation of the barangay, the smallest local political unit, and the training of effective local leadership. Only comprehensive social and economic development at this very local level can begin to reverse the heavy migration to the overcrowded urban areas. For this reason the Sudtonggan Human Development Project has been significant for the Philippines as a pilot effort in rural development. The project has experienced the support and affirmation of local and national government structures and of private sector organizations. The affirmation of the project by government officials is reflected in their eagerness and excitement to use the ICA methods of community renewal. For this reason, the ICA sees the necessity to commence replication of the Sudtonggan Human Development Project in concert with the aims of the New Society, and in cooperation with the government on behalf of the 33,000 villages (barangays) of the Philippines.

GEO-SOCIAL  
SITUATION

Since 1967 the Institute of Cultural Affairs has been working throughout the islands of the Philippines with people concerned with the reformulation of community life at the local level. By 1973 resident staff were situated in Manila, Lapu Lapu City and Davao City. Research was begun along with ICA International staff to

locate a pilot project in which to demonstrate the effectiveness of a comprehensive approach to community development. This was done following consultations with the citizens of the community and with the Mayor of Lapu-Lapu City. There are a number of reasons why Sudtonggan was chosen as a demonstration site. First, although the village is relatively isolated, it is near enough to Cebu City to be easily accessible by air and land transport. Second, the extreme poverty of the people, which typify a large part of rural life in the Philippines, means that it carries a degree of symbolic significance across the nation. Third, it is a village of craftsmen, not greatly changed from endless past decades and yet impacted daily by the style, economy, news and expectations of the outside world. Fourth, the villagers know that the future requires a new way of living but find themselves in a closed economic and social circle from which they must escape either by leaving or by falling victim to the changing trends for which they are unprepared. Today, Sudtonggan is a "Show-piece".

Though much remains to be done, the village is fulfilling its demonstration functions. The village will serve as a laboratory where methods can be refined for mass replication. Sudtonggan will serve as a training center where both consulting staff and village organizers can be trained in the methods of initiating and sustaining projects. Sudtonggan itself will provide staff for other villages to begin the process of development. For this reason, special care will be taken to protect the symbolic power and presence of Sudtonggan as a success.

STATE OF  
THE PILOT  
PROJECT

Since June 1976 each of the 14 programs has been initiated. The participation of the local residents has been outstanding. Employment has reached almost 100%. Women and youth are engaged in new industries such as buri furniture making, rope making, rope handicrafts, rabbit and goat breeding. Agriculture has expanded from one crop of Casaba to varied crops such as peanuts, squash, eggplant, tomatoes, beans and fruit trees. Men are employed in deep sea fishing and in the construction of the fishing boat and in the cultivation of the fishpon industry. A new school for the first through third grades has been built and staffed. The Early Learning Center enrolls 150 preschoolers and also has a feeding program which has reversed the malnutrition and also educated the community in good nutrition. A health center building has been donated and is in full operation daily. There are 7 trained health care persons. The space of the village has been transformed with paint, landscaping and the creation of a village commons. Care structures called stakes, and implementation forces called guilds meet regularly for planning and actuation. Workdays involve the entire community 2 times a month. Electricity is newly available in the community areas for a few hours each evening.

CIRCUMS-  
TANTIAL  
READINESS

The Sudtonggan HDP is intended to be a sign which will catalyze social and economic development among rural villages throughout the Philippines. An important factor is that the Sudtonggan HDP enjoys

the support of national and local officials charged with rural development. Since 1972 the government has promoted the image of the New Society in all arenas of life with particular emphasis on social and economic growth going hand in hand. The government has initiated large numbers of seminars to do mass theoretical training in the subject matter of all government departments. Because there is a hesitancy in proceeding with practical application many government officials have attended a good number of ICA training programs and have requested materials and information concerning our methods. ICA has completed a series of training consults for officials in one of the Regions. The private sector of the Philippines is also seeking avenues of responsible direct involvement in rural development. It is anticipated that with the commencement of one model village project in each of the eleven Regions of the Philippines we will experience a melding of forces and a dynamic thrust by government and private sector to assume responsibility for mass replication to 33,000 villages.

#### REPLICATION STRATEGY

Replication of the Sudtonggan HDP will be launched from the 3 geographical divisions of the nation. The 42,000,000 people are organized into 11 political regions; 5 regions in the North, 3 in the Central area and 3 in the South. There is a total of 65 provinces within the 11 Regions containing 33,000 villages or barangays. Replication will be nationwide from the start. The phasing design is threefold covering a total of 10 years. Phase I is divided into 3 one year parts. Part 2 will see the start of 3 villages; one in the North in Region II, one in the central area in Region VI and one in the South. Region XI. By the end of three years, part three, all eleven Regions will have a model village in operation. Phase II has 2 parts. Part one will see 100 new villages; 17 in Region VII, 9 in Regions I, II, III, IV, VI, X, XI; 8 in Region VIII, and 6 in Regions IX and V. This makes a total of 111 villages across the nation. Part 2 will see 300 new villages with 27 in each Regions and 3 in Metro Manila. This will make a total of 411 villages. The following 5 years, in Phase III, 3,000 villages will be started in Part 1 and 30,000 in Part 2. Thus by 1986 every village within the Philippines will have been comprehensively engaged.

#### REPLICATION METHOD

In launching this systematic replication effort five practical steps will be followed for each village. First, a team of at least three persons (a Sudtonggan resident, a member of the staff of ICA: Manila, and a concerned person from outside the community) will search out and visit selected villages to tell the story of Sudtonggan. Second, a team of at least 10 concerned men and women from the selected villages will visit Sudtonggan for a day or two. During this time the visitors will see for themselves a renewed community and have a chance to talk at length with local residents. Third, a one day community forum will be held in each of the selected villages. This will be an opportunity for the village as a whole to come together and articulate their own practical vision for their community.

Fourth, an eight week Human Development Training School will train villagers, students and other concerned adults in the methods of comprehensive community development at the local level. Fifth, a consultation similar to the Sudtonggan consultation will be held in each village to prepare the practical programs for that village.

The most critical factor in replication across the Philippines is the creation of a corps of well trained people who will live and work in the villages as the catalyzing auxillary staff. This assignment will last for at least two years. The function of the auxillary corps is to provide the incentive and training necessary for local villages to pick up the task for their own development. The training of the catalytic core involves two stages. A social methods school (Humand Development Training School) and an internship program. The school is 8 weeks long followed by 2 years of intership. The school will deal with the fundamental methods of comprehensive social - economic development on the local level. This will include training in local economics, local resources, production, marketing, capital, labor, community service, community identity, and community structure. The staff of the eight week school will include: a Filipino dean who is a first teacher, has demonstration experience and is highly respected academically in his/her own country, five additional instructors who have first-teacher capability and who are able to manage large groups of people, four assistant instructors (including internal trainees), three Filipino administrative assistants. The intership is designed to provide on-the-job training in simple methods related to pre-school, basic health, sanitation and nutrition and to provide skills in intermediate technology relating to farming, light industry and local commerce. Most important, the trainee learns to live and work creatively as a catalyzer along with local people.

TRAINING  
PROCEDURE

Just as Sudtonggan is a demonstration for its region as well as for the nation, the 10 other villages started by the end of Phase I will serve as models for each Region. Each of the villages will be selected in consultation with government and/or the private sector, and of course, finally at the village level. Since the villages are demonstrations, other villagers will come from across the provinces to visit them, and residents of the pilot villages will be engaged in village treks, community forums and training schools. Because of the need to repidly build the villages into demonstrations, the ICA will provide one staff member to work along side the new training school graduates. The 11 villages will become the focus around which the national network of replication villages will be built. Part one of Phase II entails the setting up of 100 more villages making a total of 111. This rapid advancement is possible as the trainees repeat the same steps used in creating the previous Regional Pilot Villages. During Phase II Part 1, the Training school will increase the number of trainees according to the need for auxillary staff per quarter. This wealth of newly trained grad-

MONITORING  
DYNAMIC



uates will live in barrios (barangays) working side by side with the people in building self-reliance so necessary in creating the New Society. This core of dedicated persons will also travel and tell the story of Sudtonggan and their own village, and will also conduct planning days for citizens assemblies which involve decision making at the local grassroots. By June 1979 not only will the momentum be built for rebirth of local communities to expand rapidly, but a large core of experienced people will be on hand. Obviously, Phase I and II of the design are preparation for Phase III which escalates the project into the New Society's rural development program across the Philippines.

1. The Sudtonggan HDP has been significantly successful and highly visible in its first year.
2. There are 2,500 course grads throughout the Philippines assuring a strong network of support.
3. There is a strong guardian network throughout the nation already actively engaged in Sudtonggan HDP.
4. We have excellent relationships with the church and business community at large.
5. The mindset of the three sectors of society: church, state and business is moving rapidly in the direction of national rural development.
6. Our national government authorization is broad and could be solidified and strengthened readily since we have already been employed consultants for government programs.
7. The major population of the Philippines is rural and very depressed economically and socially.
8. Global Community Forums have been demonstrated around each House.
9. We have developed excellent working relationships with local government offices across the nation.
10. The mindset of the Filipino is very much oriented to his home village or region regardless of where he may currently live.
11. The Sudtonggan HDP has received a broad base of financial support from the private sector and recent contracts with the government for consults moves the ICA: Manila, Inc. towards total self-support.
12. The sign of National Replication in the Republic of the Philippines would catalyze the countries of Indonesia and Malaysia to do national replication and therefore help confirm to the globe ASEAN countries claim to leadership and self-reliance.

REPLICATION  
READINESS -  
12 POINTS

REPUBLIC OF THE PHILIPPINES

TACTICS FOR REPLICATION

Fiscal Year		1 <sup>st</sup> Quarter			2 <sup>nd</sup> Quarter			3 <sup>rd</sup> Quarter			4 <sup>th</sup> Quarter			Fiscal Year	Tactics	
		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June			
PHASE I	Part 2 3 villages 77-78	Part 1 SUDTONGGAN 1 village 76-77			vil. 2-4						vil. 5-8			Village Treks		
						vil. 2-4						vil. 5-8		Sudtong. Visit		
							vil. 2-4							vil. 5-8	Ugnayon	
											Tr. Sch. 50			Tr. Sch. 50		Training School
													vil. 2-4			Consult
	Part 3 7 Villages 78-79				vil. 9-11						vil. 12-25	vil. 26-37		Village Treks		
						vil. 9-11						vil. 12-25	vil. 26-37	Sudtong. Visit		
							vil. 9-11						vil. 12-25	Ugnayon		
		Tr. Sch.	50		Tr. Sch.	50			Tr. Sch.	100		Tr. Sch.	100	Training School		
				vil. 5-8						vil. 9-11				Consult		
PHASE II	Part 1 100 Villages 79-80	vil. 38-49	vil. 50-61		62-73	74-85		86-97	98-111		112-186		Village Treks			
			vil. 38-49	vil. 50-61		62-73	74-85		86-97	98-111		112-186	Sudtong. Visit			
		vil. 26-37		vil. 38-49	vil. 50-61		62-73	74-85		86-97	98-111		112-186	Ugnayon		
		Tr. Sch.	200		Tr. Sch.	200		Tr. Sch.	200		Tr. Sch.	200		Training School		
				12-25	26-37		38-49	50-61		62-73	74-85		86-97	Consult		
	Part 2 300 Villages 80-81	187-261			262-336				337-411			412-1161		Village Treks		
			187-261			262-336			337-411			412-1161		Sudtong. Visit		
				187-261		262-336			337-411			412-1161		Ugnayon		
		Tr. Sch.	600		Tr. Sch.	600		Tr. Sch.	600		Tr. Sch.	600		Training School		
		98-111		112-186				187-261			262-336		336-411	Consult		
PHASE III	Part 1 3000 Villages 81-83	3,411 villages spread through 11 regions														
	Part 2 30,000 Villages 83-86	33,411 villages spread through 11 regions														

R. P.

## QUARTERLY SITE SELECTION

GRA  
JULY 1971

REPLICATION SCHEMES T/F M.

SUDTONGGAN HDP

PHASE	MARKET	QTR + MONTHS	# SITES PER QTR.	REGIONS														
				I ILOCOS	II CAGAYAN VALLEY	III CENTRAL LUZON	IV SOUTH EAST LUZON	V BICOL	VI WESTERN VISAYAS	VII CENTRAL VISAYAS	VIII EASTERN VISAYAS	IX WESTERN MINDANAO	X NORTH MINDANAO	XI SOUTH MINDANAO	XII METRO MANILA			
I	1	1 YR.	1								1							
	2	1, J-S																
		2, O-D	3		1 CAGAYAN					1 ILOILO								1 DAYAO DEL NORTE
		3, J-M			CONSULT													
		4, A-J	4				1 NUEVA ECISA	1 CAVITE	1 ALBAY	CONSULT			1 LEYTE					CONSULT
	3	1, J-S					CONSULT											
		2, O-D	3		1 ILOCOS DEL SUR			CONSULT	CONSULT				CONSULT	1 ZAMBANGA DEL SUR	1 AGUSAN DEL NORTE			
		3, J-M			CONSULT													
		4, A-J	26							9	9	8	CONSULT	CONSULT				
	II	1	1, J-S	24						CONSULT	CONSULT		6	9	9			
			2, O-D	24		9	9		6			CONSULT	CONSULT	CONSULT				
			3, J-M	26	9	CONSULT		9	CONSULT		8							CONSULT
4, A-J			81			CONSULT		27	27		27							
2		1, J-S	81						CONSULT	CONSULT			27	27	27			
		2, O-D	81	27	27	27						CONSULT	CONSULT	CONSULT				
		3, J-M	57	CONSULT	CONSULT		27			27							CONSULT	3
		4, A-J				CONSULT	CONSULT			CONSULT								CONSULT
III		1	2 YR.		3,000 VILLAGES													
		2	3 YR.		30,000 VILLAGES													

GRA

BUDGET

JULY 1977

T/F M. REPLICATION SCHEMES

HUMAN DEVELOPMENT TRAINING SCHOOL

SUDTONGGAN IADP

FACILITY	PHASE I 1977 - 1979				PHASE II 1979 - 1981				PHASE III 1981 - 1986
	PART 2 - 100 STUDENTS		PART 3 - 300 STUDENTS		PART 1 - 800 STUDENTS 3 SITES		PART 2 - 2400 STUDENTS 11 SITES		
	\$500/mo	\$1,000	\$500/mo	\$2,000	\$500/mo	\$4,000	\$500/mo	\$44,000	OUTSIDE FUNDING
FOOD/LODGE	\$50/STU/MO 4 MO.	\$10,000	\$50/STU/MO 8 MO 50/50/100/100	\$30,000	\$50/STU/MO 8 MO 4 SCHOOLS	\$80,000	\$50/STU/MO. 8 MO 4 SCHOOLS	\$240,000	
MATERIALS	STARTUP + \$500/MO	\$1,000 \$2,000	\$500/mo	\$4,000	\$500/mo/SITE	\$1,200	\$500/mo/SITE	\$44,000	
ADMIN. COMMUNIC.	\$1,000/mo 4 MO.	\$4,000	\$1,000/mo 8 MO.	\$8,000	\$1,000/mo 8 MO 3 SITES	\$24,000	\$1,000/mo 8 MO 11 SITES	\$88,000	
STUDENT TRAVEL	STUDENT TRAVEL \$50/TRIP	\$5,000	\$50/TRIP		\$50/TRIP		\$50/TRIP		
STAFF	FACULTY	\$4,500		\$15,000		\$40,000		\$120,000	
SALARIES OF STAFF	\$18/mo 12 STAFF 6 MO.	\$1,296	\$18/mo 12 STAFF 12 MO	\$2,592	\$18/mo 12 STAFF 12 MO SITE	\$7,776	\$18/mo 12 STAFF 12 MO 11 SITES	\$28,512	
TOTAL		38,796		61,592		167,776		564,512	