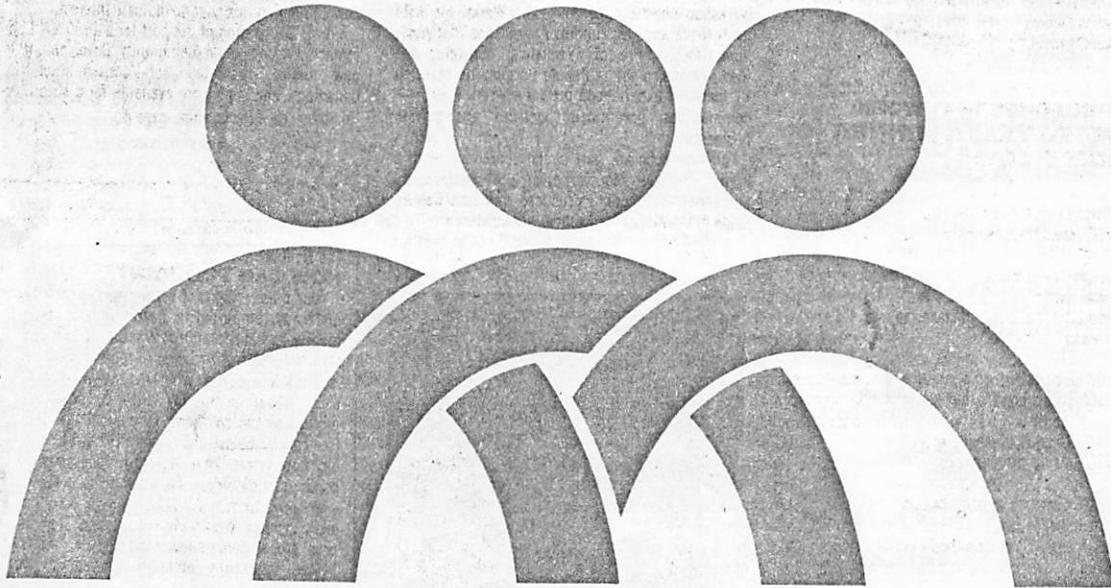


A Report on the INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT



SHARING APPROACHES THAT WORK



Sir James Lindsay explains why and how the IERD came to be at Colourful Opening Ceremony, page 6.



Shri Vasant Sathe reveals why 'grassroots initiatives' are The New Wave of Global Development, page 7.



Field visits to 10 States of India highlighted the Exposition. See II the Plenary and Assembly Reports and the Exhibits illustration on pages 8, 9, 10, & 11.



U.N. Sponsors 'Show the Flag': Global Family co-operates for Community Development, pages 12 & 13.



Who was there? From Canada and the World? Why were they chosen? What did they do? Read on... Pages 17-21.



Funding strategies for the Rural Poor, and the Trickle Up Program, were two 'approaches' divulged in Delhi that you shouldn't miss... page 16.



More than half the world are women, and IERD Co-Sponsor, the International Council of Women, was ably represented in Delhi by Dame Miriam Dell, page 15.



Simple solutions stop village children dying; UNICEF launches New Campaign, page 14.

Phase III of the IERD is well underway in Canada!

On 16 - 18 March, 1984, returning Canadian delegates to the Central International Event of the IERD in New Delhi met in Winnipeg with Canadian Steering Committee members, staff members of the Canadian Institute of Cultural Affairs and several others concerned with local development acceleration.

Twenty guests joined the delegates and Canadian Steering Committee for a dinner/reception Friday evening at the Winnipeg Chamber of Commerce Club. Mr. Ed Robertson, Deputy Minister of Industry, Trade and Technology (Government of Manitoba) opened the evening with welcoming words.

Delegates told stories of their experience at the New Delhi event informally, around the table, as well as through several verbal reports and a presentation of their slides.

The workshop sessions on Saturday and Sunday enabled the group as a whole to begin to understand the implications of the Central International Event, and to develop an initial plan for the next phase of the IERD in Canada. Working in small groups, dialogue centred around the key of the "human factor" in development, and forms for interchange activities across Canada. The Saturday evening celebration was highlighted by a talk by Christian de

Lafet of the Canadian Plains Research Centre and an exchange of pictures and slides.

At the closing session, all the participants resolved that REPLICs be the name for the Canadian Group which will be actively working to implement Phase III of the IERD, to further the interests of Community Development. It was resolved that the REPLICs Group would provide continuing communication, and active participation, to facilitate in-depth human sharing through exchange conferences, regionally and provincially. They undertook a continuing exchange from people-to-people and project-to-project, that will share the IERD ex-

perience and extend the process to facilitate the sharing of new ideas, and information, on approaches that work in grassroot development everywhere. They agreed to formulate a policy approach to further their endeavours, and they prepared a draft petition calling for an international conference on local development to be organized under the aegis of the United Nations.

The following reports on the first three Regional Exchange Conferences indicate that Phase III is well underway!

IN ONTARIO, MANITOBA, ALBERTA AND ELSEWHERE!

Ontario led the way in taking next steps in accelerating local development initiatives during A SYMPOSIUM ON LOCAL DEVELOPMENT held May 11 - 13, 1984. Under the theme of "Sharing Approaches that Work" 88 people from across Ontario gathered at the Geneva Park YMCA Conference Centre, near Orillia, to share insights and document their learnings.

The key role of local residents working with voluntary groups, local agencies, government and business representatives was demonstrated as people from 31 local projects or programmes met with representatives of seven branches of local and provincial government and from seven companies.

The participants in the conference talked together about what was working in the local situations and what to avoid because it would not work. They found a 12 point checklist for local development to be very helpful, and a tool they are going to use in their own communities. They created plans for what they will be doing back in their own work situations.

At the end of the weekend they said they had "ideas for inter-linking communities and how to draw together and share." Another said, "I am very encouraged by what I have seen and heard; the way in rural areas and in native communities people are putting their lives into making creative change." Another had "found a group of new friends, an expanded network of contacts." A key to the weekend was bringing people together from many networks and providing linkages between networks. The P.E.I. delegate to the February event in India contributed to the Symposium, as did facilitators from Quebec and Alberta.

The nine Manitoba delegates to the Central Event in India met together in Brandon in April and decided unanimously to host a "Crackerbarrel Conference" as the Manitoba Event of the IERD. This is to be held the first weekend in June at Brandon University, and will be a time of sharing approaches that work. It starts on Friday evening with a buffet supper and a review of the Central Event. Saturday will be devoted to learning about various grassroots initiatives in community development which have already been identified throughout the province; Sunday morning the participants will be asked to look into the future and see how they can strengthen existing initiatives and projects, and disseminate even more widely the insights and approaches which they have gathered over the weekend's meeting.

APPROACHES THAT WORK: HOW TO TELL A WINNER FROM A LOSER

A WINNER says, "Let's find out."
A LOSER says, "Nobody knows."

When a WINNER makes a mistake, he says, "I was wrong."
When a LOSER makes a mistake, he says, "It wasn't my fault."

A WINNER goes through a problem.
A LOSER goes around it, but never past it.

A WINNER makes commitments.
A LOSER makes promises.

A WINNER says, "I'm good, but not as good as I can be."
A LOSER says, "I'm not as bad as a lot of others."

A WINNER says, "There ought to be a better way."
A LOSER says, "That's the way it has always been done."

"Promoting Excellence in Local Development" is the theme of the Alberta/B.C. conference to be held at Red Deer College on June 7, 8, & 9.

The Kipohakaw Education Centre from the Alexander Reserve, the Reading, Writing, Tutoring project from Ft. Vermilion and Elkford Community Development Project from Elkford, B.C. will host the festivities on the opening night with a presentation of the International Exposition of Rural Development's central event which they attended in New Delhi, India, in February. Canadian project delegates from the other provinces are specially invited guests.

Besides the Project Fair with displays from local community initiatives across Alberta and south-eastern B.C., there will be an array of Acceleration Workshop choices to attend. The Workshops with lively topics such as: Funding Approaches That Work, Managing for Project Excellence, Managing the Media, and Promoting People Participation are led by teams of experienced project-workers from local communities, government agencies and private businesses.

Fun and frolic are part of the conference with a barbeque dinner and choices of local videos, films and slides. The recently produced movie, *To Call An Eagle* of the Alexander Reserve will be shown.

Upcoming this fall in IERD Phase III, is a Regional Exchange in the Maritimes being considered for Fredericton, New Brunswick; also a Saskatchewan Event is being planned as follow-up to the successful province-wide Local Exchange Conference held in Prince Albert, last November.

Other Phase III activities include the production of this tabloid, "The Next Wave", being distributed with and beyond Canada, and a "Next Wave" sync-sound-slide audio-visual presentation, being made available, by late summer, on videotape and for single or multi-image projection by local community projects or cable T.V. presentation. A documentary film being adapted for video use and several topical articles are currently in production for periodicals. See coupon on this page to indicate interest.

A draft Declaration of Support for a 1990 UN Conference/Exposition on Community Development is now being circulated for consideration by Canadians, and copies are available for distribution to others. (See Declaration, page 8.)

The Next Wave HOW CAN YOU JOIN?

Your most important action may already be underway, an initiative begun in your community, or being planned! Whether it is or not, start "networking" by being in touch with other 'seekers and doers' who have information to share about community projects, problems, prototypes and solutions. Or contact the CICA (see coupon below) and utilize their global data on 'Approaches That Work' in thousands of community developments around the world. If you want to be a re-disseminator of "Approaches That Work" promoting local projects or a global conference, send in the coupon below, requesting appropriate materials to assist you.

Remember, a WINNER says 'Let's find out. There ought to be a better way. I'm good, but not as good as I can be.' That's the first step into "The Next Wave". Don't wait, sign up!



"We, as Canadians, have a will to contribute to something of value to the world, as well as to create in this country a new kind of society, more egalitarian, more open to talent, more humane. Hopefully, we will learn from other nations. And, in turn, have something to teach them. Community development may flourish as an integral part of our national development in a way that was never possible in the affluent, acquisitive, individualistic decade we have just survived."

- Jim Lotz in *Understanding Canada*

At the National Reporting Meeting after the IERD, the Canadian Delegates started to identify, out of their "India" experience, what is the HUMAN FACTOR. Can you add to their litany?

A LITANY ON THE HUMAN FACTOR

- The Human Factor is -
- a role model who doesn't roll away.
 - the difference between alternatives and answers.
 - responding to vibrations.
 - heart language.
 - the first spark of human pride.
- There are two types of Human Factor Time
- BC and AD: Before the Crunch, and After Deciding.

- The Human Factor is -
- Yes. We Can! and Here We Are!
 - seeing it's not "the other guy's show."
 - the magic is in the middle.
 - a degree course, with no certificate
 - heart language, in their own vocabulary.

IERD

YOUR PARTICIPATION IN "THE NEXT WAVE"

PHASE III

I declare my interest in 'Sharing Approaches That Work' in rural and community development, locally and globally. Please tell me more about the subjects, I have indicated.

NAME _____

STREET _____

P.O. BOX _____

CITY _____

PROVINCE _____

POSTAL CODE _____

TELEPHONE NO. _____

PROJECTS _____

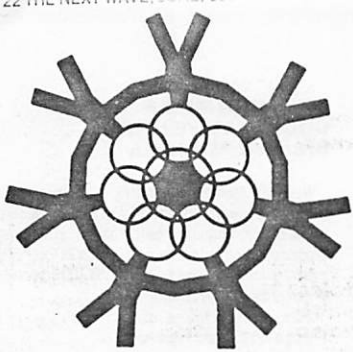
Send to:

ICA: Edmonton
9720 - 111th Street
Edmonton, Alberta
T5K 1J8
tel. (1-403) 482-6794

ICA: Toronto
99 Bellevue
Toronto, Ontario
M5T 2N8
tel. (1-416) 961-2989

ICA: Montreal
5206 Avenue de l'Esplanade
Montreal, Quebec
H2T 2Z5
tel. (1-514) 276-1933

- More copies of this newspaper
- Sent to me
- To attached list
- 35 mm slide show
- 1/2 video cassette
- 16 mm film
- Multi-image
- 1/4" video cassette for T.V.
- Black & white photos for publication
- Articles for periodicals or my community paper
- Speaker's Notes on "Approaches that Work"
- Local Cable T.V. program outline
- Classroom kit on grassroots initiatives
- Quick quotes on tape for radio talk shows
- Project questionnaire for 'Sharing My Approaches that Work'



SYMBOL OF ACTION

During the Preparatory Meeting for the Canadian delegation to the IERD, a symbol was created which has become the logo for the Canadian Replics Group working for Phase III of the IERD.

The acronym REPLICS stands for:

- R - Resources
- E - Evaluation
- P - Planning
- L - Leadership
- I - Involvement
- C - Communication
- S - Spirit

When all these are pooled together, augmenting each other, they become more than the sum of the individual components. REPLICS also implies a shortened form for "replication", which is what "sharing approaches that work" is all about.

The REPLICS logo symbolizes the people of the seven continents of the world, holding hands, thinking and working together with one central spirit. The overall design symbolizes a Canadian snowflake (of which we see so many!), and it is also a stylized version of the lotus flower. The lotus is a central image in Indian mythology, embodying a cluster of complicated concepts in ancient Indian thought. (*See symbol, page 5.)

In the beginning, says the Indian myth of creation, our planet was entirely covered by a desolate expanse of water. In the course of time, a lotus flower sprouted and blossomed out, single and solitary, initiating the creative process of life. Thus, it became the symbol of creative power, translated and transformed into the first visible shape. Today, growing mainly in ponds of murky and stagnant water, this flower dramatizes the power and beauty of divine creation amidst the shambles of natural disorder.

The lotus is a frequent theme in Indian art and mystical literature. It is used as a 'mandala' - an object of meditation and a discipline designed to create mental order out of its habitual chaos. It also symbolizes spiritual openness, leading to understanding and insight; the flow of emotion in all-embracing love and compassion; the triumph of knowledge over ignorance. Thus, the symbolic lotus in the REPLICS logo is especially appropriate.

Now it becomes the symbol of Canadian action for 'Sharing Approaches that Work' in community developments across the nation!

CIDA/CICA

PROVIDED BEST BRIEFING PREP FOR INDIA TEAM

Thanks to CIDA's Briefing Section, in cooperation with CICA, the 27-member Canadian IERD Delegation was well-prepared for India. Comparing notes with other country delegations, including the U.S., Canadians felt fortunate and grateful to CIDA/CICA. The multi-faceted Briefing on Jan. 31st, Feb. 1st and 2nd at CIDA Ottawa, avoided much personal confusion and discomfort, and thereby intensified the insights and effectiveness of the whole Canadian team in India.

From the commonsense "Health Tips" of Nancy Garrett and the graphic humorous reverence for India of Michael Kaufman, the welcoming assurances of 'host nationals' (Indians) and the earthy, perceptiveness of India-experienced CIDA and CICA staff, to the spirit-moving integrity of Attenborough's "GANDHI" and Kantowsky's illuminating article on Gandhi's urgent relevance to global development today, - the CIDA Briefing Room sent forth its product much better prepared than any could have asked or expected.

Baden-Powell's scouts never had it so good!

PRESIDENT 'MAGGIE' and

CIDA STAFF ENSURE SERENDIPITY SEND-OFF

(Margaret Catley-Carlson, President of the Canadian International Development Agency, at a reception in the West Block of Parliament, 30 January 1984, to the Canadian IERD delegation on the eve of their departure for India, and, following a film about some of the world's development problems and projects)

"I suppose that when you look at 'international development,' many people immediately get very 'offput,' and make an immediate assumption that this must be something very complicated. Why? Because it's expressed in very big numbers. Canada gives something called 0.5 per cent of its gross national product to development assistance. That's already a concept that appeals more to economists than human beings. That comes out to about 1.6 billion dollars a year that goes through CIDA. It's hard to understand what that kind of figure means. But what it means is that it's supporting Canada's effort to try and come to grips with exactly what you just saw in the film. And I suppose we have gone through, as a global community, about four ways of coming to grips with these kind of situations.

The First Idea

"The first idea was that if you added money and stirred, development would happen. The model then was the Marshall Plan after World War II, where the economies of Europe and, to some extent, Japan, were revitalized simply by adding a good deal of cash flow. When the developing countries started to become independent there was, therefore, an idea that if you simply put in this kind of cash-availability, development might happen. Well, looking back at that approach it's easy to see why it didn't work. There were not the people who knew the processes, there wasn't the educational base, there wasn't the sense of community mobilization towards efforts (which this film is about), and there wasn't the necessary resource capital. There was very little that could be mobilized in many of these areas. Of course, there were exceptions. You're talking of some countries (particularly the one you are lucky enough to be going to) that have very ancient civilizations indeed. But while this phase worked in a few areas, it didn't really work in many.

The Next Phase

"The next phase was to say, 'Well, I guess what we need is what has been done in Canada and other developed areas, which is to look at the geography of the place and to rearrange a few rivers, and to put in some hydro-electric dams. We all know, who live in Canada, a little electricity goes a long way, particularly when it is 30 below, and it also helps to run industrial processes, and makes our lives better, lights things up, allows us to communicate better.' And so we became involved in a stage of rather large projects, on the assumption that if we put these projects in place, then a kind of development would naturally come along, because there would then be an airport, or a series of physical installations, which would pull along the human capital to make them work. Well, that worked in a number of countries, but, it was basically again in those that already had the human resource base to make it happen.

The Third Phase

"In the third phase we said, 'You know, this is working in some countries, but it's very clear that without some very profound investment in education, health, social mobilization, et cetera, development really isn't going to happen in the countries which have been left aside by the first two phases.' And so the investment began a few years ago in the things that some said we should have started with - in promoting more literacy, more education, more training, more sharing of expertise.

What We Found

"Do you know what we found? That there is still one more phase to go. And that phase (and I think it is the most important one of all) is that all of these three things are necessary, but none of them will really take root unless the people, for whose benefit they are being put in place, are convinced that this is the most important thing to happen for them. And whether you call it community participation, or whether you call it grassroots development, it is simply the case that it is not too difficult to put a well in a village, it's not too difficult to put in a

station where the animals can get water, but it is terribly difficult to make that village feel that it owns the well enough to (for example) turn the tap off, enough to have the kids not steal the taps, and enough to have somebody make sure that the animals aren't using the wrong part of the installation so that the water is damaged. There is, however, a very simple way to do that. If people feel that this installation is theirs, if they've worked on it, if they've identified it as being the thing which is the most important for them to have, then you had better believe that no little boys are going to be allowed to steal the tap, and you had better believe that those installations are going to be looked after.

"I think it's very clear from what ICA and the projects that I've seen here are doing, that this approach is very much a part of the way that you conceive of development. It's an affair, first of all, of people asking themselves what they want. The second very important stage is their asking what they can put into the process to achieve it by themselves. And the third is possibly asking what the outside might contribute to that process, whether an outside organization, a government, or an aid agency.

"It's taken us a long time, some 20 years in the international development scene, to come down to the realization that to promote certain kinds of development, this kind of community involvement from the very beginning is an essential phase. It's needed for water, it's needed for community health, it's needed for literacy, it's needed for employment-generation, it's needed to help women to try and escape the kind of double jeopardy that they've often had. Did you know that women are responsible for 80 per cent of agricultural production in Africa? Eighty per cent of agricultural production! Ask me how many development assistant programs are aimed at women, as farmers, in Africa. We don't even have one, but we know the statistics, so maybe we can get it to change. I hope that I have made it very clear that I think that the approach being pursued here has everything to commend it, in development terms.

Four Orders

"I would give four orders to you people who are going out to India. The first one is to enjoy yourself. It is a change of a lifetime. It is going to be a magnificent opportunity - quite scary at first, to move into a completely different culture, where the language will be different, the food will certainly be different (but very enjoyable, if you happen to love Indian cuisine as much as I do), but I think you will very soon discover a common language; first a sense of humour, then of food, of shared perceptions, of laughter. So the first thing is to enjoy.

"Secondly, I know that you'll learn, because you are people who have struggled very hard to figure out what concept might be applied to problems in your own communities, in your own lives. So I know that you will automatically, without even trying, learn very much from the experiences around you.

"The third one is teach! I'm sure that one will come very automatically, too, because obviously you've discovered a way to do things, like those taps. To discover how not to have little boys in villages steal taps doesn't sound like a very high technology discovery, but believe me, it can mean all the difference to whether projects succeed or fail. There's nothing like a tap being stolen so that the water cannot be turned off, and the well is drained dry, to totally eliminate the project!

"So there's enjoy, learn, teach, and the fourth one, if I dare give you these orders, is that when you come back to Canada, talk about what you've learned. Talk about the fact that development is a shared and global problem, and talk about the fact that it is not a very complicated matter - it's a very large bunch of people trying to find a better life for themselves, through the application of not terribly complicated methods which have their counterpart in Canada, as well as in many other countries.

How Change Takes Place

"There are too many Canadians who think that development is confusing, large, remote; that it's something that happens to 'those people over there' because, in some obscure way they've done something wrong to deserve the kind of life that they have, where forty thousand kids die every day and about two thirds of the people don't have access to water. That simply is not the case! They are people just like we are.

"When you return you will discover that the more often you explain that this is just a shared world with a series of global problems, you will serve not only your own community but be well on the way to winning the real battle of global development. But we need a lot more concerned advocates to say, 'Of course this can be won, I've been to a village, I've seen how the changes took place in three years, it didn't cost that much money, here's the formula, here's what needs to be applied, this is what can be done!' So that maybe the most important thing of all for you to do.

"Enjoy, learn, teach and talk. I hope when you do come back that you will, too, become an advocate by saying 'I've seen it, I know it can happen, I know it can work.'"

- Margaret Catley-Carlson, Parliament Hill, Ottawa, Ontario 30 January, 1984



SHARING
Alberta's Lorna Bell Ferguson presents a "Directory of Canadian Projects" to CIDA President Maggie Catley-Carlson at Parliament Buildings Reception & Farewell to IERD Delegation.



ABSORBING
CIDA President, Catley-Carlson, after giving 'Four Orders' to departing IERD delegates, reads the book summarizing their projects and over 200 others of 'grassroots initiatives' in Canada.

CIDA HELPED MAKE IT HAPPEN

Because of a grant of \$50,000 from the Canadian International Development Agency, 23 delegates from community projects in Asia, Africa and Latin America were assisted in attending the International Exposition of Rural Development Central Event in India. Each person or project contributed also to the travel/registration/accommodation package, but without the generosity of the Government

of Canada, several countries would not have been represented.

Included in the Canadian assistance package were delegates from Brazil, Chile, Egypt, Ghana, Guatemala (2), Haiti, Honduras (2), India (3), Ivory Coast, Malaysia, Mauritius, Pakistan (2), Rwanda, Sri Lanka (2), Tanzania, Tonga, and Uganda.

MORE CANADIAN PROJECTS

KIPOHTAKAW EDUCATION CENTRE Morinville, Alberta

The Kipohatakaw Education Centre is a powerful tool for human development and self-determination of the Alexander Reserve of Alberta, involved in holistic education of children on the Reserve from Grades 1 to 6.

Project Sponsor
Alexander School Board

Project Description
Issues addressed.

It was felt by the community for a long time that unless they changed the education system in the community, the Alexander people would cease to exist spiritually, culturally and economically. In the past 15 years only two students have graduated from Grade 12 through the regular system. The failure rate has been approximately 95%. There was no coherent program to study problems and no evaluation of the actual academic and functional standing of students. The curriculum and testing were irrelevant for native people and the facilities, eg. gymnasias, were inadequate. The standard curriculum did not recognize the needs of the individual and the culture. Little support and development for both staff and students was present. Band education, prior to September 1982 under provincial and federal administration, was mechanistic, linear and oriented toward technology, and had produced completely inadequate results on the Reserve. A lack of direction and development on the Reserve itself manifested in poor self-esteem with resulting social problems such as alcoholism and apathy.

Accomplishments

The Kipohatakaw Education Centre provides a quality holistic approach to educational programmes for people on the Alexander Reserve. The project provides cultural enrichment, along with a quality early childhood education for children in the community through Grade 5, as well as upgrading existing skills of local people to become educators and managers. In conjunction with a strong academic programme, the project activities include a nutrition programme, health screening, elders advisory component, psychological and academic testing, elders-in-residence, cultural enrichment, junior high school recovery programme, university programme in teaching and tutoring, staff development and training, home and school liaison, student counselling, special education, community newsletter, curriculum development, community outreach and participation in a support group which consists of a group of women involved in community issues.

Objectives

- Spiritual, cultural and economic revitalization
- Quality education
- Band self-determination

Accomplishments and Learnings

- Specially developed curriculum
- High attendance rate
- Extensive community involvement
- Cree cultural centre

Contact

Ms. Adele Arcand
Alexander Education Centre
Box 1440
Morinville, Alberta T0G 1P0
(403) 939-3551

MOHAWKS OF THE GIBSON BAND Bala, Ontario

Mohawks of the Gibson Band are a native band of 250 who have developed the Iroquois Cranberry Growers, housing for the elderly, and cultural awareness.

Project Description

We have addressed the following key issues - unemployment, housing for the elderly, and awareness of our culture.

1. Employment

As the chief was looking for another economic development effort, he hit upon the idea of producing cranberries commercially in an area where wild cranberries grew. A feasibility study was done and funding sources were secured. The first of 10 acres were cleared and one acre planted by hand in 1969. The general manager hired was originally from the reserve and came back with his family when the position opened up. Trips to Wisconsin were made by members of the reserve to study techniques of cranberry growing and the use of machinery for harvesting. Much of the machinery used in the harvesting was designed by the general manager for our size of operation. Iroquois Cranberry Growers now has 27 acres.

2. Housing for the Elderly

The issue was that the elderly were living in housing that was either substandard or large and difficult to maintain. Also they were located throughout the reserve so care or services were difficult to provide. Our objective was to provide a home of dignity for an elder to live, not a place to go to die. When the Band Council investigated funding for housing for the elderly, we discovered it was only available for multi-unit buildings, and the only value being held was low cost. The Council visited with each of the elders to ask them what type of homes they would like. An architect was then brought in at the Council expense to design small attractive homes that took into account the needs of the elderly. Construction was done totally by band members. Those with more skills have been training those just beginning.

Objectives

- Housing for the elderly
- Cultural awareness
- Attain economic self-sufficiency through job development

Accomplishments and Learnings

- 2 new parks for camping and trailers
- Recreational facilities
- Native education in local public schools
- Encouragement of self-employment opportunities
- Effective funding methods
- Development of local political system in which the reserve sets the rules
- Cranberry growing of 630,000 pounds per year
- Construction of 6 homes for the elderly
- Using outside expertise
- Local community activities
- Effective proposal development
- Development of a team

Contact

Bud Rennie, Manager of Iroquois Cranberry Growers
P. O. Box 327
Bala, Ontario
(705) 762-3343 or (705) 375-5275

LAC LA RONGE INDIAN BAND La Ronge, Saskatchewan

The Lac La Ronge Band consists of over 3,000 Cree people living in six communities on reserves, which are as much as 200 miles apart in the Parklands Region of Central Saskatchewan. They are involved in the total development of their economic, social, educational and cultural life.

Project Sponsor
Local

Project Description

Education: The Lac La Ronge Indian Band was dissatisfied with the education process. It took the children away to attend school miles from home. Leaving home and being exposed to a foreign world (language and culture) threatened the children's own culture and mother tongue. Realizing this, the Band requested band control of education, but convincing the Government that they could handle money was a problem. School systems have been set up, teachers trained, curricula and materials developed.

Social Services: Delivery of social services was slow. The people who handled this had little understanding of the Band's customs. Children were taken away from the Reserve and frequently put in white homes. This again threatened the Indian population, depriving children of their own language and culture. Most communities were without adequate transportation services, cutting them off from the outside world.

The economy: Trapping was no longer providing a sufficient livelihood for families. Band members had problems getting into some good lakes because the outfitters were restricting fishermen's production to very specific limits, and continue to do so. Since the mines shut down, band members were laid off. In the economic arena, a development corporation has been established to control the various companies of the Band. These are trucking, forestry, wild rice, meat processing and the commercial laundry industries. Training programs are an ongoing process, in realizing skilled workers and sound managers.

Self-control: Since the Band achieved self-control, they have had problems getting enough funding through Indian Affairs, to carry on their projects. Funding delivery is slow, which restricts the cash flow.

Objectives

- Band control of funding sources to expedite cash flow
- Native control of social services
- Provide education on the reserves controlled by the Band

Programme Activities

- New businesses employ Band members with entrepreneurs on own
- Instruction in Band schools is bilingual and bi-cultural
- High school at Stanley Mission prepares Band members for university

Accomplishments and Learnings

- 625 students in Band-operated schools, with five new buildings
- Public money, administered by Band, doubled yearly for five years
- New homes and buildings, water and sewer installed
- Band members in all arenas of development
- Use of collective leadership, not only in Council, but all arenas
- Utilization of experts for training and learning new methods

Contact

Tom McKenzie, Band Chief
Box 480
La Ronge, Saskatchewan
(306) 425-2183

WESTMAN MEDIA COOPERATIVE LTD. Brandon, Manitoba

Westman Media Cooperative, a multi-community owned and controlled cable TV in Western Manitoba, provides community participation in program production and selection in a region of over 80,000 square kilometres to a potential 200,000 people.

Project Sponsor
World Media Institute Inc.

Project Description

There was grassroots concern over the growing power and influence of electronic mass media on individual, family and community life. Existing mass media commercially exploited the communities while maintaining privileged power in programming because of their monopoly control. Therefore, there was minimal access to media, and almost no opportunity to influence or participate in determining policies, profits or programmes.

In the early stages, no participatory media model was obvious or available. Vertical media models all excluded local citizen control. There was a sense of intimidation because of audio-visual illiteracy and the apparent need for professional mastery of the technology and artistry of communication. There was no vehicle for expressing and asserting higher community values and interests, and no opportunity for expression of global consciousness and concern. Project Activities

Access is the key word at Westman Media. It is the name given to local programming television channel and describes a process of information flowing into the process, and being transmitted outward into people's homes. The elected community media committees in the twenty towns for which Westman Media is presently licensed, provide local autonomy for the administration of each local access television channel. Through regular meetings they take responsibility for the operation of small access studios for the playback of prerecorded programmes of local and special interest, and for the updating and airing of the electronic community bulletin board. Training workshops are coordinated for volunteer camera people, producers, editors, interviewers, and technicians, who in turn accept responsibility for the on-going operation of the local access channel. All shareholders receive regular newsletters, have the right and responsibility to vote for their community media committee and for the board of directors, and are encouraged to attend the general meetings, as well as participate in local access programming, and accept responsibility for assessing and evaluating all media which impacts on their community.

Objectives

- Establish locally-controlled and operated cable TV system
- Equip and train local population to broadcast own programming

Accomplishments and Learnings

- Ensure excellence in cable TV program content
- Media committees active in 20 communities
- Government permit to broadcast secured
- Financial base secured with 20,000 subscribers

Contact

Gary Cooper, General Manager
Westman Media Cooperative Ltd.
P. O. Box 1086
Brandon, Manitoba R7A 6A3
(204) 727-6413

or
Wayne Kines, President
World Media Institute Inc.
Box 1115,
Brandon, Manitoba R7A 6A4





Wide-Ranging Canadian Projects at IERD

READING AND WRITING TUTORING PROJECT Fort Vermilion, Alberta

The Reading and Writing Tutoring Project, Fort Vermilion, Alberta is a grassroots literacy programme in isolated Northern Alberta which takes non-English or uneducated adults to seventh grade literacy in as little as four months, using each-one-teach-one principles, in which beginners become tutors for others with only a small honorarium to cover expenses.

Project Sponsor

Fairview College

Project Description

Issues addressed:

The project takes advantage of the neighbourliness which a rapidly-developing area often creates. It also has to deal with the independence of the people and the invisibility of illiteracy.

1. A large percentage (33%) of the adults 30-75 years old in the area, due to various circumstances, did not have the opportunity to go to school.
2. Adults hide their inability to read, write and do maths.
3. Cultural separation of the Indian, Metis, German and English speaking communities.
4. The Canadian Government states grade nine skills are needed to function adequately in society.
5. Many students are also leaving school functionally illiterate.

Accomplishments:

Approximately 160 students between the ages of 14-70 have been helped within three years to gain personal survival skills, such as banking, filing, completing forms, mail order purchasing. As many as 75 people have been trained to become tutors. Honoraria has made it possible to expand the number of tutors. The local newspaper has introduced a "new readers" page, aimed at the students involved in the programme. Through negotiations with the Department of Education, tutors who are enrolled in high school above the Grade 10 level, can now gain 5 high school credits. The self-esteem of the participants has been increased, because the stigma of being illiterate has been reduced. The level of hope has risen, thus personal growth for individuals has increased. Improved literacy skills have increased the opportunity for greater social interaction and higher self-expectations. The programme has helped the cultural barriers to be levelled. Through greater independence, the feeling of remoteness has been overcome. Greater information-access to both students and tutors has broadened their world-view and also increased the value of education within the community.

Background Description:

The reading and writing tutoring project in the Peace River, north area of Alberta, is an adult literacy project in a development agricultural area which experiences an average frost-free growing period of 97 days.

Objectives

- Train large number of local volunteer tutors
- Teach basic English reading and writing skills to adults

Accomplishments and Learnings

- 75 tutors trained
- 160 students taught

Contact

Lorna Ferguson, Coordinator
Box 377
Fort Vermilion, Alberta
(403) 927-4431

BE-WAB-BON Port McNicoll, Ontario

Be-Wab-Bon in Port McNicoll, Ontario is a group of Metis and nonstatus natives initiated in 1975. It now has 60 members and has built 52 homes and launched a hydroponic lettuce-growing project, by skillfully using outside aid.

Project Description

The key problems that have been addressed are substandard and overcrowded housing, unemployment, and recreation needs. Our two key projects have been the construction of 52 homes and the development of Nutri-Farm Produce. We spent a year researching funding possibilities. Much volunteer time was put-in visiting federal and provincial offices, working through possible scenarios of funding. Funding was approved for us to create a construction company to do the homes, so that the program would provide jobs for the community at the same time. As a down-payment for the home, each new resident has to pay \$1,800 or put in the equivalent in work or "sweat" equity. The latter was the route most families took. Care was taken to purchase lots throughout the community so that a new "ghetto" was not formed. Operation Beaver, a program of the Not-For-Profit Frontiers Foundation of Toronto, provided volunteers to work with the residents to help with the training and encouragement to complete the task. The next year Canada Rural Youth provided volunteers. A key method was to hire a professional to show them how to erect the first four pre-fabricated houses. Then they put up 48 more themselves in three years, employing 45-50 people. Be-Wab-Bon next decided to focus on long-term employment possibilities, because of high unemployment. The group had been pondering about a job-creation project for years. They turned to the native development consultant of the Native Community Branch (NCB) for help with a business feasibility study. NCB gave them access to a ministry of citizenship and culture grant of \$25,000. Four viable businesses were identified in this "new initiatives feasibility." Then L.E.A.P. gave \$91,180 to further investigate these four business possibilities.

Objectives

- Training in business skills
- Employment
- Community awareness

Accomplishments and Learnings

- Recreational program started
- Hydroponic lettuce greenhouse constructed and operational
- Good housing 52 homes constructed
- Creation of 5 permanent jobs
- Community awareness and organization
- Patience required to accomplish long term objectives
- Need to learn business management skills
- Need multi-sector involvement for success

Contact

Ken Morin, President
Be-Wab-Bon P. O. Box 6
Port McNicoll, Ontario L0K 1R0 (705) 534-7337



TIGNISH Prince Edward Island

Tignish, Prince Edward Island, a town of 1,000, has established 11 cooperatives since 1925, including fisheries, credit union, health, consumer services, service station, etc.

Project Description

Background Description:

Around the turn of the century attempts were made to form agricultural cooperatives in Tignish. Although they did not flourish, they set the stage for the formation of the first fisheries cooperative about 1925. This was followed in later years by the formation of a consumer cooperative service complex. There are now 11 cooperatives in Tignish (pop. 1,000).

Problem Arena

The initial cooperatives were formed to give the fishermen control over their own operation. Previously, boats and gear were owned by outside interests. The fishermen went together and bought this material, when the co-operative was formed in 1925, for the price of \$1,500.

Project Activities

Eleven cooperatives have been established:

1. Fisheries (fishing, processing, marketing)
 2. Health
 3. Consumer services (food, clothing, building supplies, feed mill and saw mill)
 4. Blueberries
 5. Normalisation (handicapped, slow learners)
 6. Wood lot owners
 7. Credit union
 8. Moss plant (readying sea moss for shipment to extraction plant)
 9. Club Ti Pa (French participation)
 10. Service station
 11. Jardin Beausoliel
- Everyone in the village participates in one or more of the cooperatives.

Objectives

- Local producer cooperatives
- Local economic control
- Health cooperative
- French participation

programme Activities

- Moss plant (readying sea moss for shipment to extraction plant)
- Producer cooperatives

Accomplishments and Learnings

- Maintaining cultural heritage is key
- Local people volunteer and work hard for their own economic organization
- Local cooperatives work
- Government financing helpful but never allowed to have a majority interest

Contact

Louis Shea, Assistant Manager
Tignish Credit Union
P. O. Box 40
Tignish, Prince Edward Island C0B 2B0
(902) 882-2465



ELKFORD COMMUNITY DEVELOPMENT PROJECT Elkford, British Columbia

A comprehensive community development programme in an "end-of-the-road" mountain hamlet in which a single coal-based resource opportunity was turned into town reconstruction, industrial diversification, population explosion and social turnaround through long-term planning and timely action by the town council over a period of only five years in this western Canadian town.

Project Sponsor

District of Elkford

Project Description

The Elkford community has gone through one of the most extensive programmes of planning and financial analysis for development of residential, industrial and commercial needs in the province's recent history. The programme has created a permanent, stable and self-sufficient community and is seen nationally as a model of effective planned growth. To meet the needs of continued growth within the municipality and the expected upsurge of population, Elkford has:

- provided areas where land could be developed to create more schools, better educational facilities and health facilities within areas of growth where needed.
- initiated the preparation of appropriate administrative structure, hired the necessary specialists (consultants), along with the administrative staff team, to control and guide the development of the community.
- provided affordable land and encouraged a wide range of housing types, which are now developed.
- developed a human services plan to contribute to the well-being of individuals, families and the community as a whole.
- improved recreational facilities including a golf course, ski hill, a skating arena and curling rink.
- established a new town centre to serve as commercial, recreational and administration centre for the community.
- expanded its economic base by creating an industrial park and promoting tourism. A regional recreation and tourism plan is now underway in cooperation with other Elk Valley municipalities.

Objectives

- Expansion of economic base
- Development of new town centre
- Provision of housing for population increase

Accomplishments and Learnings

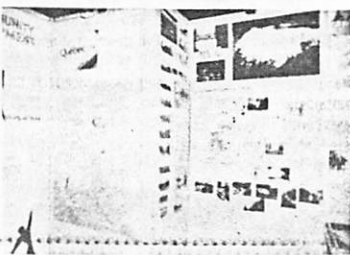
- Successful land development programme
- Development that is affordable and minimizes risk
- A well planned community

Contact

Richard L. Pinotti, Mayor
P. O. Box 340
Elkford, British Columbia V0B 1H0
(604) 865-2241



PONTIAC COUNTY ECONOMIC DEVELOPMENT COMMITTEE Waltham, Quebec



History

The Committee du Developpement Economique du Pontiac (Pontiac County Economic Development Committee) was founded in 1982, based on efforts begun in 1978, by the Pontiac Tourists Association, the Pontiac Business Association and others.

Problem Arenas

With a population of 20,000 unchanged over the past decade, the people of Pontiac have experienced great economic stagnation. The County's economy is based primarily on agriculture and forestry, with some industry and tourism. Many elements within the County have, however, begun to veto the closure of firms, unemployment, poverty,

exodus of young people to large urban centres and general disinterest in the decline of communities.

Programmatic Efforts

Along with others, the Committee has begun to take these issues in hand. The Office du Planification et du Developpement du Quebec (Quebec Planning and Development Office) has recently published a study outlining the major development options and is working with the Committee. As signs of the initial response to the challenges, two new cooperative forest development companies have been established and one of the historic residences of the County has been restored and is now a local community service centre.

Objectives:

Economic development

Accomplishments and Learnings:

- 2 new cooperative forest development companies established
- Historic residence restored and transformed into community service centre
- Coordinated approach to economic development

Contact:

Gerald Dempsey, President
Committee du Developpement Economique du Pontiac
B.P. 58 Waltham, Quebec J0X 3H0
(819) 689-2055

TORONTO STAR reports: Third World poverty afflicts Canadians, Conference told

By Haroon Siddiqui, Toronto Star

NEW DELHI — Canada has its own pockets of "Third World" poverty, an international conference on rural development has been told.

Lyla Commandant, administrator of the Mohawk Gibson Band from Bala, Ontario, told the first-ever Global Exposition on Rural Development here that "living conditions on some Indian reserves are like Third World countries."

"The department of Indian affairs in Ottawa doesn't like to hear that, but that's the truth," said Commandant, part of the 22-member Canadian delegation at the conference.

Her sentiments were echoed by Lester Settle of Debert, N.S., who condemned the presence of "Third World spots in Canada."

Some of Canada's poor rural communities face problems similar to their counterparts in the underdeveloped world, said Settle, secretary of the Nova Scotia Federation of Agriculture.

The conference has attracted 500 delegates from 56 nations, including rural Americans, as well as Australian aborigines, Mexican and Peruvian Indians and Harijans — the "untouchable" Hindus of India.

Eight of the delegates are Indian or Metis

Eight of the Canadian delegates are Indian or Metis. None, however, fits the stereotype of feathered natives from the frozen North. Young, confident and proud, they're proving popular here, as are the other Canadians.

The biggest visual impact has been created by eight Manitobans from a cable television co-operative, who stroll around in bright red jackets adorned with the maple leaf.

"We took the red off our flag and the design from our Olympic team outfits," chortles Wayne Kines, leader of the team, dubbed the Red Brigade.

The conference is sponsored by the Institute of Cultural Affairs, a non-profit group active in 35 countries. The institute's Canadian executive secretary, Brian Williams of Toronto, is leading the Canadian contingent, drawn from eight provinces.

This is a global gathering like no other. There are no polished politicians, no smooth diplomats, no double-talking bureaucrats. Delegates are mostly rural folk from "the sticks," many of whom sat in a plane for the first time to get here.

For 18 of the Canadians, it's their first visit outside of North America; for some, their first outside of their province.

For dozens of Asians and Africans, Delhi — capital of impoverished India — is proving too urban, its hotel escalators too sophisticated to negotiate. The contraptions are causing traffic tie-ups between floors at the convention centre where the gathering is being held.

The delegates constitute the first effective non-Communist coalition to tackle poverty.

The institute's leaders are a Who's Who of the capitalist world and include Senator Hartland Molson of Canada. Its staff of 1,200 consists of management experts who believe throwing foreign-

aid money at problems won't solve anything if grassroots motivation is lacking.

A total of 161 projects are represented here, mini-success stories of local initiatives in partnership with the private sector and governments. Some of Canada's delegates and the projects they represent:

- Commandant's band pulled itself out of abject poverty by converting 9½ hectares (27 acres) of wild Muskoka marsh into the largest commercial cranberry plantation in Ontario, with a yearly yield of 271,000 kilograms (600,000 pounds).

- Ken Morin of southern Georgian Bay would have loved to fly his fresh, hydroponic (grown in a nutrient solution) lettuce half way around the globe to show off here.

- His Metis and Non-Status Indian Association in Port McNicoll is selling 2,500 heads of pesticide-free lettuce in the Midland area, edging out California imports.

- Barbara Gallant won many admirers here talking about her work and her home town — Tignish, P.E.I., the Co-op capital of the Maritimes.

- Her umbrella group of 11 co-operatives has changed the inaccessible, poverty-stricken fishing village on the Gulf of St. Lawrence into a thriving community of 1,000 that runs everything the Co-op way.

- Kines of the "Red Brigade" is a Prairie native who returned home in 1977 after working for the United Nations in New York City and Nairobi.

- Wanting to "return thought-control to the people from media moguls," he helped secure a licence from the Canadian Radio-television and Telecommunications Commission for a cable TV co-operative.

Organization now serves estimated 100,000 people

The organization now serves 100,000 people in 20 western Manitoba towns and villages scattered over 80,000 square kilometres.

- Harry Cook of the 3,000-member La Ronge Band, 240 kilometres (150 miles) north of Prince Albert, believes Canadian natives can beat deprivation and alcoholism in urban centres and move back to their roots — as he did.

- After living in Regina for 13 years, he returned to "my own environment," where he has helped to build 72 homes and create job opportunities in six communities.

- George Arcand, 25, of the Alexander Reserve, 20 kilometres (12 miles) north of Edmonton, tells Australian aborigines he's "once again proud to be Indian."

- "It wasn't too cool to be Indian not long ago in Canada. But now it's okay."

- As vice-chairman of his reserve's school board, he has helped to teach Indian history, culture and language. The strap has been put away. The student dropout rate has fallen to 5 per cent from 85 per cent.

- Lorna Ferguson travels 8,000 kilometres (4,800 miles) a month in northern Alberta teaching Indian adults how to read and write.

- She's proving a hit with Third World delegates here.



Projects Represented

Elkford "Community Development Project"

Elkford, British Columbia

Robert A. Miles, Clerk Administrator

Kipoptakaw Education Centre, Alexander Band

Morinville, Alberta

Adele Arcand, Education Coordinator

George Arcand, V.P. of Kipoptakaw School Board

Janice Arcand, Teacher

Cindy Ladoceur

Reading and Writing Tutoring

Fort Vermilion, Alberta

Lorna Ferguson, Coordinator

Lac La Ronge Indian Band

La Ronge, Saskatchewan

Thomas McKenzie, Chief

Harry Cook

Westman Media Co-operative Limited

Western Manitoba

Ivan Traill, Board Vice-President, School Teacher

Doug Paterson, Board Member, Lawyer, President,

Brandon Chamber of Commerce

Clint Whetter, President Manitoba Farms

Conservation Institution

Ross Martin, City Alderman, President Brandon

Labour Federation

John Maskell, General Manager, Parkland Regional

Development Corporation, Dauphin

Wayne Kines, Chairman Westman Media Board of

Directors, and co-founder

Jane Kines, Vice President, World Media Institute Inc.

and co-founder, Westman Media

Be-Wab-Bon

Port McNicoll, Ontario

Ken Morin, President

Mohawks of the Gibson Band

Bala, Ontario

Lyla Commandant, Band Administrator

Pontiac County Regional Municipality

Campbell's Bay, Quebec

Gerald Dempsey, County Warden

Tignish Co-operatives

Tignish, Prince Edward Island

Barbara Gallant, President, Health Centre Co-op

Voluntary Associations for Community Development

Truro, Nova Scotia

Lester Settle, Chairman

Facilitators

Don Jose, Department of Information,

University of Guelph, Guelph, Ontario

Marion Jose, Nurse, Guelph, Ontario

Phil Lane, Native Studies, University of Lethbridge,

Lethbridge, Alberta

Jack Nesbitt, School of Agriculture,

University of Manitoba, Winnipeg, Manitoba

Rea Nesbitt, Registered Nurse, Homemaker,

Winnipeg, Manitoba

Haroon Siddiqui, Journalist,

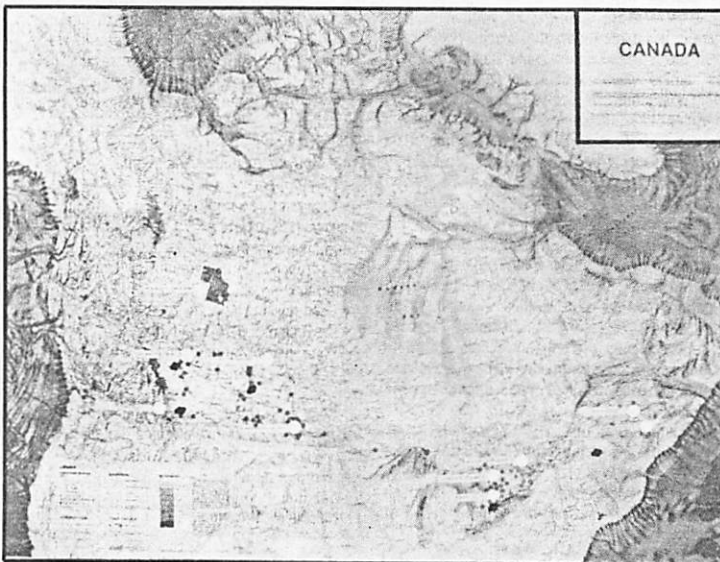
Toronto Star, Toronto, Ontario

Iona Staples, Institute of Cultural Affairs,

Edmonton, Alberta

Brian Williams, Institute of Cultural Affairs,

Toronto, Ontario



VOLUNTARY ASSOCIATIONS FOR COMMUNITY DEVELOPMENT Truro, Nova Scotia



VACD in Nova Scotia is a coalition of 25 rural development groups which encourages local initiative, influences public policy on development and provides a coordination function.

Project Sponsor

Voluntary Planning of Nova Scotia

Project Description

Background Description

"The Seed of an Idea"

Rural community development organizations in Nova Scotia were encouraged into existence and action in the 1960's by provincial and federal government participation in ARDA (Agricultural Rural Development Act), and further aided in the 70's by funding for grassroots organizations under company of Young Canadians, Information Canada, and a host of funding proposals offered to community groups to encourage local initiative. Many of these groups, once launched through "seed funding" were left to their own to survive or die.

"Experimental Plot"

As an experiment, voluntary planning, at the urging of John MacGregor, gave support to an exploratory meeting held in June, 1981. Fourteen groups were presented, and all indicated the need to form an organization that would give them

recognition, a sense of empowerment, and bring about coordination and support of the voluntary community development process.

Project Activities

"Cultivation and Growth"

The first sector meeting was called October 21, 1981, and a process of clarifying objectives and developing a prioritized action plan was entered into. The following list of priorities was eventually developed:

1. Funding
2. Communication
3. Provincial coverage
4. Establish credibility
5. Training
6. Resources
7. Input into public policy
8. Warning system re mega projects
9. Resource Library of mega projects

"Sustaining Growth"

From October, 1981 through 1982 and 1983 VACD has been able to sustain its growth and activities by regular meetings, where members have become better acquainted with each other's programs, achievements and failures, and where they have been plugged into resource people at provincial and

federal government levels by having the opportunity of meeting them face to face, and hearing presentations from them on what their programs offered.

Objectives

• Provide for stable funding for community development work

• Increase participation in changes that affect communities

• Improve communication linkages

• Provide training

• Provide resources

Accomplishments and Learnings

• Input into development strategy for Nova Scotia

• Holding sessions for sharing ideas that work

• Formation of a network of 25 groups across the province

• Regular communication with member groups is necessary

• Flexibility with members and issues needs to be maintained

Contact

Lester Settle, Chairman, VACD

R. R. No. 1

Debert, Nova Scotia B0M 1G0

(902) 893-2293 (office)

global grassroots initiatives ...

TECHNICAL AND FINANCIAL FARM MANAGEMENT ASSISTED BY COMPUTER Toulouse, France

Software programmes are created by an agricultural university for use by farmers. These programmes are a link between research and the farmers.

Project Sponsor

Ecole Supérieure d'Agriculture Toulouse et Beauvais
Centre Mandial Informatique et Ressource Humaine

Project Description

The software programmes used by the farmer permit efficient management of the farm on the financial level, as well as more ease and efficiency in managing his or her dairy herd.

Objectives

- Increased economic feasibility
- Autonomy in decision-making
- Simplicity and ease of use

Programme activities

- Making software programmes
- Training farmers who desire to use these programmes

Accomplishments and Learnings

- Farmers with small farms can profit greatly from the use of computer

Contact

Jean-Paul Patacq
Ecole Supérieure d'Agriculture de Purpan
217 Ave. Grande Bretagne
E1076 Toulouse (Cedex)
France
Tel. (61) 49668

Dominique Peccoud, S.J.
World Centre for Informatics and Human Resources
22 Ave. Matignon
75008 Paris
France
Tel. (1) 268-1100

Institut Supérieur Agricole de Beauvais
Rue Pierre Vaquet
60000 Beauvais
France

UGANDA FOOD AND PEACE PROJECT Kampala, Uganda

Local people, especially women, buy their own training material and participate in creating clean water and income-generating activities in this project.

Project Sponsor

African Food and Peace Foundation

Project Description

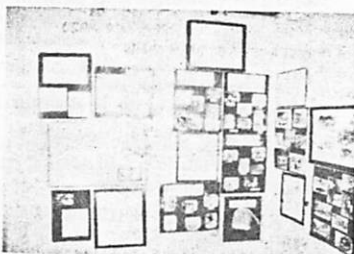
This project aims to acknowledge unifying values in individuals and communities. It is built on an organic, rather than synthetic, process of growth and development, building on what people already know, and what they are involved in. The starting point is that people are our best resources, they know what is needed. The available resources must be drawn upon.

Objectives

- Create clean water in villages
- Self-sufficiency through economic and community activities

Programme activities

- Health and nutrition training
- Agricultural extension work



CULION FOUNDATION INCORPORATED The Philippines

The Culion Foundation Incorporated Project located on Culion Island, Palawan, Philippines is supported and sponsored by the A. Soriano Foundation and is a comprehensive development project.

Project Sponsor

A. Soriano Foundation

Project Description

The programme arenas are professional training, agriculture, community leadership and health. The underlying contradictions are undeveloped individual responsibility, resistance on the part of Hansenites to local participation, poverty, leadership, "dole out" mentality and Hansenite stigmatism. This has been addressed by community meetings, facilitating self-help images, initiation of local projects and utilization of indigenous resources. The unifying story of the project is seen through work-ethic, self-reliance and upgraded income. Results are more real-income, broader participation of Hansenites, improved health in the arenas of sanitation, nutrition and eradication of malnutrition in children, improved food quality and self-sufficiency. Phase-names of the project are discovery, awakening and towards progress. Skills acquired were that many professionals are in the community, such as social workers, pharmacists, agriculturalists, medical personnel, a nurse and community leadership.

Objectives

- Promoting preventative health care
- Promoting family life education
- Increasing small business
- Improving livestock and poultry production
- Establish community organization
- Creating cultural heritage education

Programme Activities

- Increased income
- Improved living conditions
- Improved health
- Broader participation

Contact

Joy Duran, Project Co-ordinator
8776 Paseo de Roxas, Makati
Metro Manila,
Philippines 881011

ACTION POUR LE DEVELOPPEMENT RURAL INTEGRE Adri, Rwanda

Action for Rural Integrated Development is an organization to support local development initiatives.

Project Sponsor

Simeon Musengimawa

Project Description

Since it started in 1979, this project has been involved in 3 arenas; 1. promotion of co-operative movement in villages. For example: a multi-functional co-operative; Twese Harwe (agriculture, commerce, carpentry, bricks, pharmacies); Mhuzampyango Tuzanuke (supporting groups of villages, seeking finance, management); Caisse de Solidarite Inter-Groupements (finance and credit systems) 2. support of projects of community interest (water, roads, schools, hydroelectric projects) 3. support to projects of better conditions of family life (collection of rain water, economizing wood in the household, Biogas, photovoltaic energy, housing).

Contact

Simeon Musengimana
BP 25
Kabanga
Rwanda



John Dalton (R), from the Philippines and Simeon Musengimawa (Centre) from Rwanda, discuss the field visit with a delegate from Zimbabwe and Charles Lingo of the ICA staff.

DIOCESE OF CENTRAL TANGANYIKA Dodoma, Tanzania

A project which covers specialized needs for blind, handicapped and leprosy patients, as well as the supportive organization of the entire community.

Project Sponsor

Diocese of Central Tanganyika

Project Description

Several comprehensive development projects in an area with a population of 1.6 million are being undertaken. A leprosarium is supported by a vegetable garden, poultry and dairy farm. Mothers' Unions organize gardens, tailoring, handicrafts, home economics and other projects. Training has been held in organization, administration, accounts, managerial, secretarial, medical, agricultural, veterinary, carpentry, theology and other areas.

Objectives

- Combat conservative customs in health, agriculture, animal husbandry

Programme Activities

- Projects for blind and disabled
- Leprosarium
- Mothers' Unions
- Training

Accomplishments and Learnings

- Higher literacy
- Improved nutrition
- Improved housing
- Drought-resistant crops
- Improved agricultural yield and livestock quality

Contact

H. D. Semboghe, Project Director
P. O. Box 15
Dodoma, Tanzania

SU CLINICA FAMILIAR Harlingen, Texas, U.S.A.

Su Clinica Familiar is a community based health care system providing quality health care for the medically underserved residents of two counties South Texas, U.S.A. It was initiated by pennile local people who experienced the need for improved health care and who through their vision, perseverance, and creativity, raised and attracted funds and personnel to establish three clinics.

Project Sponsor

Catholic Charities, Diocese of Brownsville

Project Description

Economic and social conditions in Su Clinica Familiar's geographical area are very poor, and the increase the prevalence of disease while decreasing the opportunities to treat it. Infants and children suffer from typical third-world diseases, such as upper respiratory, gastrointestinal and parasitic infections. Older age groups suffer from chronic diseases associated with higher economic status: hypertension, cardiovascular disease and cancer. All of these diseases are exacerbated by poor nutritional status. Su Clinica Familiar's objective to improve the health status of the residents, and primarily that of the needy population, of Cameron and Willacy Counties.

Activities include administration, community relations and the provision of basic, comprehensive primary health care with an emphasis on family health from prenatal to geriatric care. Back-up systems include radiology; laboratory, pharmacy, social services and transportation. Su Clinica Familiar has established a viable health care delivery system that addresses the medical problems of the less able to pay, integrates modern and folk medicine and provides cost-effective service through utilizing professional staff, mid-level practitioners and a system of community input and support. It has pioneered new immunization standards, upgraded local skills through employment, and improved the population's self-care.

Learnings have been: community input is crucial to identify felt local-needs, and consumer participation (51%) on the board of directors provides an on-going link with communities served; initial involvement of volunteer local physicians helps to legitimize a health project; a participatory planning process enables administration and the clinic program to respond to demands for increased services; practically demonstrated local commitment attracts funding.

Objectives

- Land acquisition
- Job creation
- Improved housing
- Community organization
- Community infrastructures

Accomplishments and Learnings

- Supplemental income schemes
- Project exchange system
- Lands trust
- Health clinics
- Emergency services
- Educational cooperative
- Development corporation
- Child care facilities

Contact

Francisco G. Gonzalez
1314 Ed Carey Drive
Harlingen, Texas
(512) 428-4345



Francisco Gonzalez discusses the field visit to the AIRD with several other members of the team.

RAGHUPATI RAGHAVA

This song was written by Mahatma Gandhi during the riots between the Hindus and Moslems. The message in the song is that people should not be divided on the basis of religion. It is now used by communities all over India to express their sense of unity in working together, and it was sung on many occasions and in varying locations by delegates to the IERD.

*Raghupati Raghava Rajaram,
Patita pavana Seetaram. (3 times)*

*Seetaram, Seetaram,
Sabhuko Sanmati de Bhagawan.*

*Ishwar, Allah tere naam,
Sabhuko Sanmati de Bhagawan.*

*Mandir Masjid dere dhaam,
Sabhuko sanmati de Bhagawan.
(Repeat verse)*

- Food storage facilities
- Spring construction
- Handicraft, blacksmith

Accomplishments and Learnings

- 7 spring sites under construction, 1 completed
- 80 women attending health and nutrition training
- increased health awareness

Contact

Rev. Dr. Eustace Rutiba
Makerere University
P. O. Box 7062
Kampala, Uganda

Who came! LOCAL PROJECTS, GLOBALLY SHARED

Australia
Austria
Bangladesh
Belgium
Bhutan
Brazil
Canada
Chile
China: Taipei

Egypt
France
Germany, (Fed. Rep.)
Ghana
Guatemala
Haiti
Honduras
Hong Kong
Hungary

India
Indonesia
Ivory Coast
Jamaica
Japan
Jordan
Kenya
Korea, Rep. of
Malaysia

Mauritius
Mexico
Nepal
Netherlands
New Zealand
Nigeria
Pakistan
Peru
Philippines

Portugal
Rwanda
Senegal
Spain
Sri Lanka
Tanzania
Tonga
Turkey
Uganda

United Kingdom
Upper Volta
USA
Venezuela
Zaire
Zambia
Zimbabwe

a cross-section of global grass roots initiatives

THE SERUMBUNG HOUSING & FISH FARM PROJECT Desa Serumbung, Kab. Bengkulu Utara, Indonesia

The Housing and Fish Farm Project is located in Desa Serumbung, Kab. Bengkulu Utara, Bengkulu Province, a transmigrant village in Southwest Sumatra.

Project Sponsor
Village council (LKMD)

Project Description

Located in an area without abundant arable land, Serumbung began the Housing and Fish Farm Project to increase agricultural quality and income and to improve the overall appearance of the village and its pride in itself. It won the Bengkulu Province village competition in 1983. The programme has relied on a system of village consensus meetings, house to house visitation, religious support and encouragement, all-community workdays, and donation of time and money from each.

Objectives

- Increase agricultural production and quality
- Expand fish farm
- Beautify village environment

Programme Activities

- Volleyball and music for youth
- Village consensus meetings
- Reliance on volunteer labour
- Pool money from local contributions
- Lectures from village leader
- Irrigation of farm lands
- House to house visitation
- Home gardens competition
- Farm production competition
- Family planning lectures
- Community work days

Accomplishments and Learnings

- 27 new houses built
- 10 fish farm ponds
- Story of success resulted in visit of Governor and wife
- New soccer field
- New drinking water wells
- Mosque built
- Every house has a home garden
- Contribution of time and money from everyone in village
- Community centre building
- Asphalt road
- Women's involvement is key to success
- Train youth
- Still eager to learn from other villages
- Organize support of religious leaders
- Learn business skills
- Demonstrating learnings to others helps tell village story

Contact

Kasiman K. A., Kepala DS
Desa Serumbung, Kec. Berkap
Kab. Bengkulu Utara, Bengkulu
Indonesia

COMPREHENSIVE WOMEN'S DEVELOPMENT SOCIETY Nuku'alofa, Lapaha, Tonga

The Comprehensive Women's Development Society is a group of women in Lapaha, Tonga, who working together have brought about significant breakthroughs in both rural and community development.

Project Description

The underlying contradiction arose in the late sixties, concerned with improving the quality of life of the families, churches, education and the economy. A group of women decided by themselves to do something. They did research for inputs which could help initiate the ideas they had. This very effective group put themselves in different arenas of development. They tried to find out what were the effective approaches that could remove the underlying contradictions.

This group has used the resources in Tonga in agricultural development. They have their own local market in the village for the people to use. They buy and sell their own produce at their own local market instead of going to Nuku'alofa market. They established a society store by means of up-grading their economic development, as a result of saving their profits. They built their own shop for the purpose of helping the people, in terms of prices. They also used their profits from the store to help other developments, like the pre-school and the community centre. They also brought water pipes to their houses. Thus the group really touched the different kinds of development.

In terms of community development, this group encouraged the people to build new up-to-date houses, to plant flowers and to decorate their property. They planted vegetables and fenced their fields. To check that this work has been done, they have monthly inspections. They formed a committee to organize the whole group and the members run the store, take care of the market, and manage the pre-school.

In relation to the work that this group has done so far, it is a good demonstration for the people of Lapaha, and Tonga as a whole. The people of Lapaha started to become aware of this development work and joined in this group. They keep on pushing the development in different ways and try to lead Tonga into a prosperous future.

Contact

Talaha Fotofili, Chairwoman
Lapaha
Nuku'alofa
Kingdom of Tonga



ASIAN INSTITUTE FOR RURAL DEVELOPMENT Bangalore India

The Asian Institute for Rural Development (AIRD) provides training, interchange, and consultancy services on issues ranging from land reform to sericulture in India, Africa and Southeast Asia with an aim to encourage the interlinking of governmental and non-governmental development activities. They have programmes in training of rural animators and policy makers, field work and poorest families, technology transfer and research.

Project Sponsor

AIRD

Project Description

The first major focus of AIRD is 'human resource development' accomplished through its training programmes. The second is in technology transfer, especially regarding sericulture (silk production). The third focus is on field projects. The fourth is operational research into appropriate technology.

Objectives

- Train rural development workers
- Orient development policy makers to relevant issues
- Promote involvement of rural youth and women in rural development

Programme activities

- 15 day course in land reform and rural development in India
- Asian Rural Service Corps - three month course for rural animators.
- One month course in 'Training in Skills' for South India regions
- Rural Youth Training Programme for residents of field projects
- 'Social Audit System' which gives villagers control of decisions
- Sericulture technical training
- Field or 'Action Projects' launched in 20 villages in South Bangalore Taluk
- Courses for women in income generating activities
- Agriculture
- Horticulture
- Animal husbandry

Accomplishments and Learnings

- 125 men, 14 women from 10 countries study Asian Rural Service Corps course
- 303 completed land reform and rural development course
- 30 Training in Skills courses held - animal husbandry, fisheries, sericulture
- 111 completed Rural Youth Training Programme
- Villages are trying two crops, instead of one crop, per year
- Villages understand higher inputs yield higher income
- Women and youth participate in income-generating activities

Contact

Mr. M. V. Rajasekharan,
7/A Ratnavitara Road
Basavana Gudi 2, Bangalore 560 004
Karnataka, India



Gururaj and Shyama Pagad, AIRD Village Animators.

AUC-NSF-BASAISA VILLAGE PROJECT Basaisa, Gonerorate, Egypt

Basaisa has been, for the past five years, the locale of an integrated field study concerned with exploring the possibilities, relevance and appropriateness of utilizing natural local resources to meet the human needs of small rural villages. From its inception the AUC-NSF Basaisa Project was based on two fundamental premises; people's participation and involvement in whatever is going on in their community, and the appropriate utilization of the local natural resources (including renewable energy resources) available for the community. Such premises cannot be realized or have any appreciable impact without appropriate programmes in awareness, education and training, linked to increasing income and production and accompanied by in-depth studies.

Project Sponsor

American University in Cairo, NSF

Project Description

Basaisa was one of the least developed villages in Egypt, with virtually no public services. The Project in Basaisa began with a one-day visit and village consultation, held in September 1975 after the Friday prayers in the village mosque. It began with only one person and since then the Friday visits have continued up to the present. The nucleus of the project effort was initiated in the satellite village, Basaisa and it is now spreading outwards toward an area development. The local people are now playing a major role in the development of their village and actively participating in a long-range development process. The major objectives of the project include: 1. discovering how to use natural available resources in an appropriate way to improve the quality of life of rural people in ways that they themselves decide; 2. promoting community-based innovations that satisfy village energy demands, reduce drudge labour and stimulate income-generating activities, especially among women; 3. providing other people with a working system to be implemented in other areas of similar ecologic, socio-economic and cultural conditions; 4. monitoring and studying the economic and socio-cultural impact of such innovations to assess relevance for wider dissemination.

Objectives

- increasing income and production of village families
- improving the living conditions for the rural poor
- integrating these activities for the comprehensive development of the village

Programme Activities

- knitting and handcraft training and production
- Biogas project
- Carpentry, electronics, solar systems, metal work, English training
- village cooperative for development
- saving and individual loan project
- solar technologies

Accomplishments and Learnings

- depending on local people leads to self-reliance
- encouraging small scale production units disseminates appropriate technology
- project team is catalytic agent
- energy cooperatives need to administer new technologies
- Biogas plants and small photovoltaic power systems most adaptable to local village structures are necessary to carrying out plans

Contact

Salah, Arafa, Professor
The American University in Cairo 113 Kasr El-Aini St.
Cairo, Egypt Tel. 22969/29330

FUNDING STRATEGIES FOR THE RURAL POOR

Recognizing that donors and governments committed to assisting efforts by the rural poor experience that funds rarely reach their intended beneficiaries, representatives of several international funding agencies - governmental, private and voluntary - joined local and non-governmental organizations to discuss how to develop more effective funding strategies for the rural poor. After looking at constraints faced by both donors and recipients, they made recommendations in four arenas: 1. rural poor implementation; 2. non-governmental operations; 3. government systems; and 4. donor policies.

1. RURAL POOR IMPLEMENTATION

a) Constraints

Governments and donors are generally unaware of how to fund the great variety of hidden informal structures which exist at the grassroots level and often constitute the principal mechanisms through which the rural poor sustain their livelihoods. Formal structures of both the public and private sectors fail to reach down to the poorest segments of the population, thus leaving a gap between the efforts by the poor themselves, on the one hand, and official development agencies, on the other. The latter often fail to utilize local processes that engage the rural poor. The very poor are often constrained by affluent groups in society, who are more skillful in manipulating external funds.

b) Recommendations

- Informal groupings of the rural poor should be nurtured and their capacity to claim public funds enhanced through such means as enabling village leaders from one location to serve as consultants to other villages, thereby encouraging a village-to-village movement;
- Ways to make it possible for villagers to engage in direct observation and learning, from demonstration projects initiated and run by villagers, should be created;
- Various expressions, including folk dancing, drama and songs should be created to promote a better understanding of the many critical issues facing the rural poor;
- Poor farmers should be helped to organize cooperative legal resources which would guarantee credit worthiness of individual borrowers;
- Various legal formulae, eg. the cooperative or common ownership company, should be explored to enable the poor to participate in business.

2. N.G.O. OPERATIONS

a) Constraints

NGOs are generally not recognized by governments and donors as strategic partners in development. Thus, their views are rarely sought on important questions relating to the development of rural areas. Nor are current government and donor formulae conducive to strengthening the role of NGOs in development.

b) Recommendations

- Being well placed to identify and articulate the needs of the rural poor, NGOs should be encouraged to take a greater share in the responsibility of mobilizing local resources and raising funds from external sources;
- NGOs should receive greater support from funding agencies in the improvement of their own management capacities, to enable them to engage

Bernard Woods

International Bank for Reconstruction and Development, Washington, D.C.

in training and income-producing activities, as well as employment-generating activities benefiting the rural poor;

- NGOs should be encouraged to play a greater role in national development planning efforts and be provided with institutional linkages that facilitate their contribution to the task of improving the status and welfare of the rural poor;
- NGOs should be provided with more effective ways of interacting with the donor community.

3. GOVERNMENT SYSTEMS

a) Constraints

Government systems are generally inadequately equipped to deal, unassisted, with the problems of the rural poor. Treasuries are characterized by red-tape and strict regulations, that inhibit the flexibility needed to accelerate the development of rural areas. Attitudes and morale of government staff are usually such that they discourage, rather than encourage, development. A delay in the delivery of a key item to the rural poor may mean nothing to the government servant, but may be a matter of life and death to the former.

b) Recommendations

- Government officials should be trained to work more effectively with rural communities;
- Governments should run public education programmes to acquaint people with their activities;
- Governments should implement an employee incentive programme based on performance criteria, including the proven ability to assist the rural poor;
- Governments should be willing to give the extra time needed to incorporate participation in the design of projects by spokesmen chosen by the rural poor;
- Governments should devise mechanisms for project formulation and implementation which, as much as possible, reduce the risks of undue "politicization" of development programmes;
- Governments should develop a more flexible and decentralized system of fund-disbursement which, while recognizing overall government responsibility for matters of public finance, facilitate effective use of government resources;
- Governments should, wherever appropriate and legitimate, seek the involvement of other agencies, eg. cooperatives, voluntary agencies or community-based organizations, in the implementation of public development programmes focused on the rural poor.

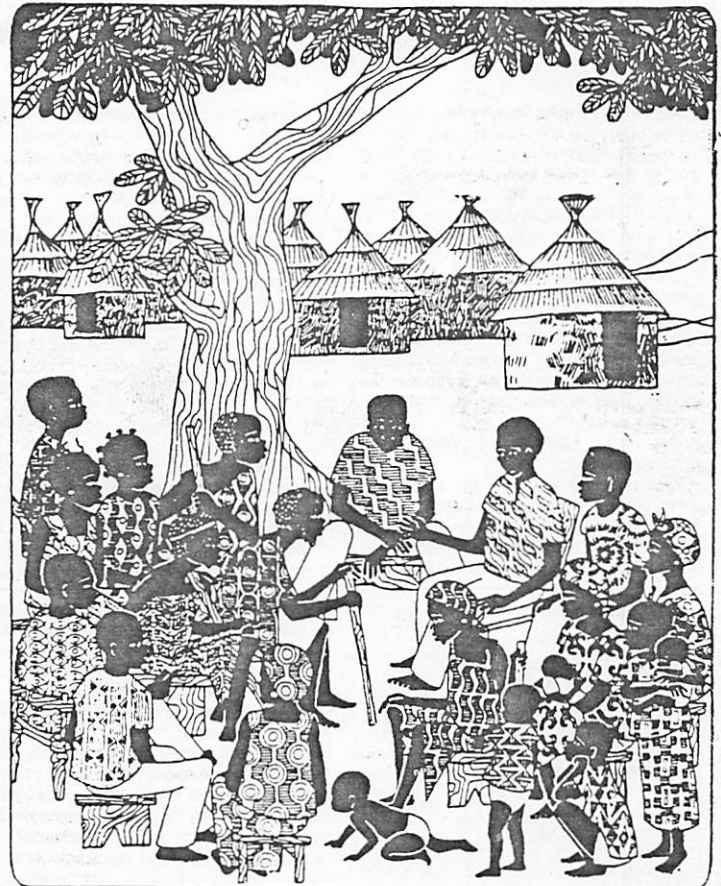
4. DONOR POLICIES

a) Constraints

Development projects sponsored by donors are usually designed by professional consultants with little or no representation from the perceived beneficiaries. The process of project design and formulation tends to be too agency-based. Aid funds are generally transmitted on a government-to-government basis, without much sense of involvement in their ultimate uses. At a time when the political support for foreign aid in the industrialized world appears to be declining, this is a serious threat to any effort to enhance the resource-flow from the North to the South. Donors tend to be too shortsighted in their perspective on foreign aid, as demonstrated, for instance, in the insistence on funding only hard cost investments, instead of recurrent costs of programmes or projects.

b) Recommendations

- In order to promote "sustainable" rural development strategies, donors should - with host government approval - be involved in a more decentralized and grassroots-oriented approach to the design and formulation of specific programmes or projects for the rural poor, thereby being able to learn from past experience, participate in active project work, facilitate "piggy-back" types of funding, and promote greater involvement by local NGOs and consultants;
- In order to implement a programme for the rural poor, donors should be ready to accept a more staff-intensive approach;
- Donors should be willing to accept that the problems facing the rural poor often lie outside the realm of the formal sector, and that solutions can only be found through quite drastic rethinking of strategies and methods - as for instance in the educational field, where current attitudes only tend



- UCODEP, 15 ave. Trudaine, 75009, Paris

"Trickle Up Program"

The "Trickle Up Program" an independent non-profit-making organization is dedicated to creating new opportunities for employment and economic well-being among the low income populations of the world.

It was founded in 1979 by Glen and Mildred Leet who are operating from a modest apartment on 54 Riverside Drive in New York.

In five years, some 818 project grants of 100 U.S. dollars each have been assigned to some 200 coordinators in sixty-one countries - representing a financial obligation to the organization of some 81,800 U.S. dollars in project grants.

In 1983 alone, a total of 134 enterprises in some twenty countries qualified for, and received, the final 50 U.S. dollars TUP grant. To qualify, they had to have invested at least 1000 hours of work, operated for profit, saved or reinvested at least 20 per cent of their profit.

The "Trickle Up Program" encourages people to invest time in business enterprises they plan themselves. It is an experiment in income production through group self-employment, based on respect for the ability of women and men to think, plan, and

work together. Though small in size, it is large in impact.

Belief

TUP believes that there are people in almost every community with practical ideas that can increase productivity and improve the quality of life; that some of these ideas can be implemented with the group's own resources; can generate substantial income; and can trigger a chain reaction of development activity and that such increased activity and productivity by women and men "trickles up", accelerating national economic and social development.

"Trickle Up Programs" are initiated by coordinators who are not paid by TUP, but who use TUP as a means of advancing their own development work. They now include 102 individuals and professional personnel of indigenous and international voluntary organizations, the United Nations Development Programme, UNICEF, and the Peace Corps. A programme may begin with a training workshop and field demonstrations, or by correspondence.

to perpetuate tendencies that are detrimental to development of the rural areas;

- Donors, in collaboration with host governments, should identify new mechanisms (eg. lines of credit or revolving funds with local banks or other relevant institutions) that permit a long-term involvement in a given programme-activity, yet mitigate the recurrent cost-burden of the host institutions.

CONCLUSION

In conclusion, the meeting agreed that development must be seen not as a product, in which internal rate of return is the predominant criterion, but

as a process in which the liberation and self-reliance of the people matter most. To realize this, governments and donors must abandon the blueprint approach, which stresses implementation of projects designed above the heads of the rural poor, in favour of the greenhouse approach, which emphasizes the need to create a climate of growth that encourages and sustains local initiatives. This implies putting in the seed of development and allowing it to warm itself gradually, becoming, in the long run, self-generating.



WOMEN: MORE THAN HALF THE WORLD

One of the Co-sponsors of the IERD is the International Council of Women. Council President, Dame Miriam Dell of New Zealand opened the Exhibition in New Delhi with some 'fighting words' and challenging thoughts about 'Women's Role in Community Development.'

"We have had a tremendous learning experience here from the exhibition of projects and from the field visits themselves in both practical and human terms. We have learned from the members of our groups. The issues raised from all these processes will be discussed in the next few days. I must, of course, make particular reference to women in the development process.

"I questioned earlier in this gathering the meaning of "development" and in answer the assumption was made that we are working for an improved quality of life for each individual. We are committed here also to "grassroots" participation. So may I just make these points again - not erudite principles, trends, keynotes - just basic points:

- Women are individuals.
- They carry unbelievable physical and psychological burdens.
- Their well-being will affect the well-being of their whole family, village and community.
- A community development project that does not include women from the very beginning will fail, because it will not improve the total well-being of all

its individual members in their own terms.

- In order to be included from the very beginning, women need to be assisted and encouraged. There must be programmes that give them skills, confidence and economic independence that allow them to participate on equal terms with men.

- Programmes which do increase the range of women's skills need not, and should not, perpetrate the traditional activities of women, or the traditional methods of work. The smallest change of technology can improve working conditions (eg. light to sew, weave and embroider, can be improved by simple means - not only by the introduction of electricity.)

- Women in nontraditional activity will bring to that activity the full talents of the community.

- Basic to any improvement in the quality of life is improvement in the health, nutrition and educational level for all - clean water and sanitation, improved use of available food, immunization programmes, child care and literacy are still the foundations of development.

"What we have seen and learned here, by the generosity of the Indian communities we have

visited, should help us to re-examine our own work, and see with new eyes the situation in which our own people live wherever they are.

"I hope that one of the greatest insights you carry away with you will be that women, as well as men, are the instruments of the development process. They need special help to be able to contribute equally to, and share equally in, the environment of local and national life.

"Now, a word to the sponsors. This has been a brilliantly-conceived and admirably-carried-out event. We will all no doubt have regrets that there was not enough time to do this or that - but we can have no doubt about the human connections that have been formed, the exciting exposure to ideas, experiences and understanding that will remain with us. The next phase of the three-year programme is perhaps the most important to you. I urge you to make every effort to include the National Councils of Women in your countries in all the follow-up activities of the International Exposition of Rural Development."



**Dame Miriam Dell, DBE
President, International Council
of Women,**

Continuation:



Ted Howard

- community development of fuel lots in the neighbourhood so that the daily search for, and cost of, cooking fuel is cut down;
- pre-school and child-care centres release the mother for productive, part-time employment while assisting in the child's own development and preparation for life;
- finally, birth-spacing and family planning help to conserve the resources available to a family and optimize their use.

Before I conclude, I would like to share with you a couple of observations which perhaps coincide with your own development experience.

Co-operation is Key

First, the poor are entitled to the strongest support from the resources of the government. Presently these do not always reach them, even when governments are willing. It is for voluntary organizations to play a crucial bridge-building role. The more voluntary bodies cooperate with the government agencies and among themselves, the better it would be for the rural poor.

Village Level Workers

Another aspect is the paramount importance of village level workers. It is their competence and commitment which will make the difference in rural development. They have to come from among the members of the community, rather than from the staff of the government or of the voluntary agencies. Their social background, training, functions and

conditions of work need to be determined in a manner that accord fully with the concept and values of rural development.

Village People on Stage

A third aspect is the question of leadership in the development process. In this third development decade, we have, I hope, allowed the people to take the stage. The lead role in rural reconstruction has to be restored to the villager, and in child development, to the mother. The government administrator, the fund provider, the professional consultant, the development facilitator and the community worker must play a supportive role, not a dominant one.

We are yet to get used to this imperative of development. This is not surprising, because the urge for rural development is a historical response to feudal and colonial exploitation, followed by imitative industrialization and unbridled growth of the city and town at the expense of the village and its wealth - all of which relegated the rural people to the margin of life.

Given this background, how realistic is it to expect poor, 'unlettered' people to play the lead-role in their own development? The answer is offered by the promise of collective self-reliance. By pooling their insights, abilities and resources, the group is able to neutralize the limitations and overcome the helplessness of its individual members. For us, the non-rural and the non-poor, the time has come to believe in the power of the group as the dynamic of development.

A WOMEN'S PROJECT

Action for Welfare and Awakening in Rural Development (AWARE); Andhra Pradesh.

... The most important element of AWARE's rural development strategy revolves around the function of the Village Association and the 'Mahila Mandals' (women's groups). In both the tribal and the Harijan communities these associations function to bring cohesion and identity to otherwise fragmented and isolated groups of people. These associations are totally governed by village people and are given assistance and guidance from AWARE's field staff who live with them in the village. The Associations organize the group into active and purposeful action to respond to issues raised in the group meetings. For example, alcoholism has been totally eradicated in most villages, due to a series of actions taken by the village association, such as fines for drinking which are paid into the village association fund, denial of food by the women if husbands are found drinking and other strong moral pressures exerted by the village community. The unifying dimension of the village associations has brought confidence in the capacity of the poorest of the poor to meet their needs through cooperative planning and action.



"Our aim is to restore to the villages the power to meet their own requirements"

Rabindranath Tagore



Almost all the training and technology for improving agriculture is given to men...

50 per cent of the agricultural production and all of the food processing is the responsibility of the women.

Source: New Internationalist, No. 89

India 1984

We drank of the beauty
And eye-perfect serenity
Of the Temple of Love
(Fourteen children and death
She bore for him)

But
There was a blind man
Begging
At the Taj gate

And
In grief
I found myself weeping

There were beggar-babies
With terrible flat eyes
And granite faces
Hipheld by beggar people
Who extracted rupees from
The five-hundred-dollar-camera
Tourists
That we seemed to be

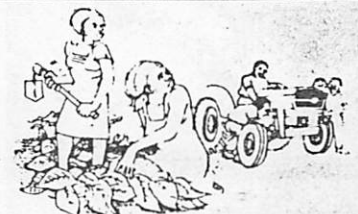
And
In rage
I found myself weeping

We saw one man
Radiant
With eye-shining
Gandhian certainty
About serving the castoff
Women and children
Of the south

"Otherwise," he explained,
"They have no clear
Forwarding address."

Then
For joy
I found myself weeping.

-Lorna Bell Ferguson
February 12, 1984



CHILDREN ... IN RURAL DEVELOPMENT

Continued:

Greatest Challenge Ever!

When you fan out into the countryside in the next few days, you may be visiting those areas where something is being done about the situation, and done with, hopefully, success; and therefore you may not realize the gravity of the daily depletion and degradation of the young human resource. I would suggest that this situation represents not a dilemma but the foremost challenge of rural development.

What is the trend like and is the present condition likely soon to get better or worse? If we take India, which is in many ways a world in itself, and also typical of the developing world, that is where it is today, after three decades of impressive economic advance and perceptible social progress. The strides on the economic front are naturally better noticed: near self-sufficiency in food-grain production, tenth-rank in industrial prowess, fourth in scientific manpower and so on. In fairness, we must also note the appreciable progress, over the past three decades in the reduction of infant mortality, as well as the overall death rate, and the increase in life-expectancy and literacy. The task at this point of time, is to sustain and to strengthen these reasons for guarded optimism. Clearly social indicators have not yet so improved as to indicate a dramatic drop in the birth rate, or a socially significant change in the national nutritional status. There are, in fact, a number of apparent sub-national contradictions like material prosperity co-existing with relatively high infant mortality and female illiteracy. No less incongruous, is the low level of infant mortality and female illiteracy in Kerala, accompanied by the generally depressed nutritional profile of the population as a whole.

How Can You Respond?

Whichever way we look at the present juncture, in any country, an autonomous trend towards "better living" is difficult to see. More so in a context of global recession and unemployment, environmental degradation and armaments. It is precisely this challenge that we in UNICEF would propose being turned into an opportunity. In the remaining time given to us, I shall try to outline how the community, at the local, national and global levels, may go about this task.

Principles and Priorities

I am conscious that no two villages, or villagers, are alike and I refrain from presenting a common panacea for poverty. Rather, I would like to map a way to development, despite present privation.

This approach, as I shall try to show, should weaken the hold of poverty and in time get the better of it - as shown by brave examples scattered in the countryside of nearly all developing countries. Happily, the principles of rural development which have been distilled from experience (both positive

and negative) square with the priorities of child-health and development in poor communities. It is my hope that in all programmes that you will be promoting, there will be an increasing interlocking of these principles and priorities, to the advantage of development in general, and children in particular. As I proceed, I shall invite your attention to the possibilities of such interlocking.

Current literature is, as we know, replete with inferences as to the main aims of development. These can be identified as **growth, well-being, equity and participation**. These are often confused with programme components, which they are not. Rather, they are the criteria by which programme design and outcome are to be judged. Those programmes succeed which combine these aims, as indeed they do, given an opportunity.

"Integrated" Development?

"Integration" is a term frequently figuring as a prefix to "Rural Development". This could mean one or more of many things: the bringing together of various programme components, of different programmes, of horizontal and vertical processes, of different organizations or government and non-government agencies, or people and their environment. I would like to touch on one aspect of it - the implanting of practical ideas or social priorities into each of a wide variety of rural development programmes.

Foundations for Health

Consider for example, the planning, construction and maintenance of an irrigation project. Integral to the project design and execution, can we not appraise its impact on children and turn it to the advantage of their health and development? A way to begin this process is to start with the children of all those working for the project: what are the nutritional and health-care facilities available to pregnant and lactating mothers? How practical is it for all children to be breastfed, properly weaned and fully immunized? Can there be a provision for supplementary nutrition, not only in calories and proteins, but also of iron-fortified salt, Vitamin A, iodized salt and other needed sources of micro-nutrients? How do we measure how well and fast the children grow? Do we ensure that all children and women have access to learning opportunities relevant to their lives, presently and in the future? Can we promote income-generating activities for women? And on the basis of this cluster of measures, and the employment avenues available directly or indirectly through the project, can we also promote the acceptance of birth-spacing? This way we would have laid the foundations of child health and development in and around an irrigation project. And this nucleus could be built upon to reach children and their families in more villages the neighbourhood.

Basic Needs Known

Programmes specifically for the development of children do not escape the logic of "integration". Those programmes that incorporate all of the elements that answer the needs of survival, protection and development of young children at risk, generally, meet with success. The basic needs of children are known: nutrition during pregnancy and after birth, safe water and a clean environment, primary health care and early learning opportunities. We have tried to interpret the concept of convergent services even as we cooperate with agencies in and outside government. The convergence is not a final consummation, but a coming-together of the various services from the earliest stages of and through the development process. At the level of the community, the nutritionist, the health worker, the sanitarian, the water-supply technician, the pre-school teacher and child development worker have to learn to work together. This has several implications: they need to be trained not only in techniques, but even more strongly in their attitudes. They need to be exposed to one another's aims and disciplines. And finally, where there is only one multi-purpose worker within the community, he or she will have to imbibe the basics of all the basic services.

Communities Must Support

It is our understanding that services of this kind for a community cannot be generated from outside on a viable basis. They can be established and maintained durably and on the required scale only if the community wants to have, and works to keep going, these mutually supportive services.

Certain implications of the Strategy follow:

1. First, active involvement to the maximum possibility of men and women of the community in planning, establishing and maintaining the services;
2. Second, the use of trained local men and women, part or full-time, chosen by the community to work in the services;
3. Third, the use of the needed number of auxiliary staff with substantial responsibilities together with the local workers, would make it possible for professionally-qualified personnel to concentrate on more specialized roles as trainers, facilitators and advisers;
4. Fourth, the application of technology appropriate to the local social, cultural and economic conditions; and
5. Fifth, contributions in cash, kind, labour and other services from the community itself to start and sustain basic services.

Within Our Means

At the beginning of my address, I drew attention to the socially unacceptable condition of a large segment of the population. And I said that it is within our means to brighten those conditions. In this task, certain priorities are necessarily established, within the 'basic services strategy'. These are dictated by the specific conditions presently obtaining in the country. For example, anaemia and iodine deficiency, both of which are common, can be combated by the relatively simple, tried and tested method of fortifying common salt with iron and iodine.

Child's Natural Rights

Certain other priorities follow from the numbers of children at risk, which in turn has been traced to the link between malnutrition and infection. In any community - rich or poor - the best food for an infant is its mother's milk. Even malnourished mothers have a natural capacity to lactate. This is of course not to suggest that nutrition for expectant and lactating mothers is less of a priority. What is needed is to ensure, through regulatory, educational and supportive means, that nothing comes in the way of a child's natural right to its mother's milk. Similarly, the most important single check on a child's normal healthy growth is its regular gain in weight and height. It is not argued that monitoring will assure growth, but in its absence, neither mother nor health worker, may notice growth faltering in time



to arrest and reverse it relatively easily. It is therefore an elementary function of any community health system to make growth measurement possible for children, in addition to whatever else it may provide. Likewise, the best treatment for the thousands of children at daily risk of dehydration is the early administration of oral rehydration therapy. A mixture of salt, sugar, and water in the right proportions, is within the means of all families, as experience in Bangladesh and India shows. And the best protection against six of the most dangerous diseases of childhood is complete immunization during the first year of life. About a million children succumb to these diseases each year in India. There is no technological or financial reason for a country not to achieve universal immunization within the next few years, irrespective of the status of current coverage. These, and similar protection priorities in child health, hold together, to promote each other and support nutritional improvement. Indeed, mother's milk and oral rehydration are themselves major answers to malnutrition.

Earlier in this address, I linked the relative neglect of the young child to the lack of equity in development. This applies to a comparable extent to women. I am not suggesting that women could develop in isolation from the family and community, any more than children should. In fact, the concern for children is congruous with that for mothers and mothers-to-be.

Literacy VS. Mortality

For example, experience suggests that a relatively high proportion of literate women is an important factor in relatively low infant mortality. This is the background in which the needs of rural women in maternal health and nutrition, functional education, skills training and addition to the family income are increasingly elements of programmes of UNICEF cooperation in many countries. Our focus falls on simple and inexpensive but technically sound and socially relevant approaches. I shall mention some of the most typical among them.

Nine Simple Steps

- appropriate technology to lighten the daily labour;
- better ways of managing existing resources;
- increasing use of local low-cost sources of nutritive food for infants during the weaning phase, as well as for normal adult consumption;
- breastfeeding of infants for as long as possible; this costs nothing, and is within the physical capacity of mothers from poor families;
- preventative health care which is simple enough for illiterate women to learn, but saves money, time and trouble for the family and the government;
- safe drinking water and cleaner personal, home and village environment come in the same category of conserving health and saving expense in money and energy;



Continued on following page ...



Hopefully because of the UN's
Never before in history has
man condition and individual
ch a short space of time."

United Nations Fund for Population Activities (UNFPA)

UNFPA was established in 1969 to promote population programs and awareness, and to integrate population planning into overall development strategies.

One hundred and forty nations have population programs today, compared to two nations 20 years ago. As a result, many people have decided to limit their family size. The world's population growth rate has dropped from 2 per cent per year to 1.7 per cent in 15 years. UNFPA predicts an annual growth rate of 1.5 per cent by the year 2000.

This success has encouraged UNFPA to continue promoting awareness of population planning as an essential development component. We see the IERD as an opportunity to provide exposure of successful population programs to the development community world-wide.

World Health Organization (WHO)

Established in 1948, WHO plans and coordinates health action on a global basis. It provides technical co-operation in such fields as disease control, environmental health, family planning, mental health, training of health workers, and strengthening of health services.

"Health for All by the Year 2000" is their global campaign to enable all people to lead socially and economically productive lives. An impossible task? So was the eradication of smallpox, but it happened in 1976, after a nine-year global effort co-ordinated by WHO. It was "a sign," according to Director-General Dr. Halfdan Mahler, "of what can be achieved in breaking out of the cycle of ill-health, disease and poverty."

At the heart of "Health for All" is primary health care — exemplified by community participation and the empowerment of local people, especially women, to act as health care workers.

WHO anticipates valuable insights from the IERD process for their division for strengthening basic health services. They will be using ICA consultative services over a two-year period and hope to document health projects within successful, comprehensive development efforts as a basis for future work.

A message addressed to the IERD Convenors by Sellami Meslem, Deputy Secretary-General, World Conference to Review and Appraise the Achievements of the UN Decade for Women:



"My division is fully aware of the crucial importance of rural development for the advancement of women and of the more effective role women can play in promoting rural development. I wish you full success in your Conference. Hope IERD can identify viable and feasible approaches to rural development on a large scale in development countries which can benefit women. This would be a significant contribution to the issue on the international level. We look forward to receiving the results."



ON IERD

Organizing sponsor of the event was the International Institute of Cultural Affairs - a private, non-profit, non-partisan, non-sectarian voluntary organization operating in 40 countries in all types of cultural settings from the humblest village to crowded urban slums.

CO-SPONSORS: International Council of Women; United Nations Children's Fund; United Nations Development Programme; United Nations Fund for Population Activities; World Health Organization; Agricultural Finance Corporation; Association of Indian Engineering Industry; Canara Bank. SPECIAL TECHNICAL SUPPORT: Control Data Corporation.

ment Forum?

For over a decade, former Editor-in-Chief, Peter One, built a model of co-operative exchange of ideas, information and opinion, both breezy and profound, about global and local development, environmental concerns, NGO initiatives, and international 'sacred cows', fearlessly scrutinized.

Last year, DEVELOPMENT FORUM moved to UN Q. New York where it is edited by M. Jacques Buchere under the auspices the UN Division of Public Information. For subscriptions or editorial contributions, write to the Under-Secretary General, Division of Public Information UN H.Q., New York NY, 10017.

"Progressively, we are moving closer towards each other in the consideration and understanding of our common fate on planet Earth.

"This is the most important task we must perform for the moment and it is taking place in dozens of world agencies and innumerable meetings on practically every conceivable subject, difference and tension. Once the last conflicts have disappeared, the leaders of nations will discover a completely new world in the making, a new age of which they had no idea but which they themselves helped to prepare in the network of international organizations they created. These are becoming a sort of brain, heart, nervous system and soul for the human species. Yes, the UN's first and paramount task is to build bridges, to help avoid the gigantic and murderous conflagrations which could well erupt during the present period of change."

- THE NEW GENESIS, Robert Muller, Assistant Secretary-General, United Nations, Doubleday Books.

SIMPLE SOLUTIONS TO STOP VILLAGE CHILDREN DYING!



Address by David P. Haxton, Regional Director, UNICEF, South Central Asia, to the Plenary of the IERD, New Delhi, 7th February, 1984.

I appreciate your concern for children in relation to rural development. And I value this opportunity to expose myself to the wealth of varied development experiences and insights from many communities and countries brought together by the distinguished delegates gathered here.

UNICEF has an abiding interest in accelerating rural development, for some simple reasons:

- The majority of children, and therefore the majority of children in need, live, or struggle to live, in villages.
- second, the child cannot be developed as an individual, independent of the family and of the wider context of the social environment provided by the community; and
- third, basic services for children, like nutrition, water, health care, sanitation and mental stimulation cannot be sustained except in a community on the move towards increasing rural employment; higher productivity of small farmers and other rural workers; full participation of all the rural people in the development process; equitable distribution of the benefits of development; and meeting the basic material and non-material needs of the poor. All of these are, I am aware, integral to your vision of rural development.

With these preliminary remarks, I would like to focus on that facet of rural development which relates to children. I shall attempt to do this by raising certain child-related issues fundamental to our common future, and by trying to suggest how these may be resolved through a programmatic consensus for action.

Men Not Serious

It is inexplicable that adult men do not take children seriously enough. The evidence of this irony is the fact that the young child has hardly ever been a concern of development planning in developing countries. School-age children (or a good number of them at any rate) figure on the planners' horizon as a potential resource, a future factor of production. And, besides this, there is also political pressure for more schools and teachers.

Under Six Neglected

Even in a growth-oriented development strategy, the child below six years suffers relative neglect. If equity were a central aim of development, the need to enrich the present life of the young child, would have been a major concern. In which case, human resource development would have received attention as a universal goal helping in turn the aim of growth itself. In such a view there is no dichotomy between economic and social development. This indeed is the lesson learned the hard way over two decades or more, and incorporated in the "International Development Strategy for the Third UN Development Decade". Equitable growth implies that social and economic development pull together in support of the human being. There is no stage in life when such support is more needed and more useful than in early childhood.

One In Ten Die

What is happening today to young children? In many developing societies a large number of them, maybe a third or more, are born with less than the minimum weight (2500 grams) that would permit them to develop steadily. A sizable number of them, one or more in ten, die within the first twelve months, a large proportion of these in the first few days. Not all those who survive are in good health. Under-nutrition and infection are so widespread that, in this part of the world, about half the children below six years, as well as pregnant mothers, are assessed to be anaemic, from iron deficiency. In one of the districts of the Gangetic belt, usually considered a fertile tract, four per cent of all newborn are cretin, due to hypothyroidism traceable to environmental iodine deficiency. Anywhere between 150 and 200 million people in India are exposed to this disease, the consequences of which range from lethargy and low productivity on the one hand, to mental retardation and cretinism on the other. This problem extends beyond India to Nepal, Bhutan and, to one degree or another, to other Asian countries.

To give another instance of the current situation, some 1.5 million children die in India every year as a consequence of an easily curable, common childhood episode like diarrhoea. Another quarter of a million lose out in the struggle against measles, complicated by pre-existing malnourishment. The upshot of these and similar conditions of child-life in a country like India is that of the 23 million children born in 1983, only a seventh stood a fair chance of healthy development. The situation is all too similar in many countries represented here - only the numbers change, but hardly ever the percentage!



JAMES GRANT, Director of UNICEF's world-wide action programme, launches the Eastern Africa campaign at a Press Conference on February 22, 1984, in Nairobi, Kenya, with Dr. Mary Raelis, UNICEF Regional Director for Eastern Africa. He had flown into Africa overnight from India after meetings with Prime Minister Indira Gandhi, to introduce the programme graphically described above, by UNICEF's David Haxton, at the IERD Plenary.

If you plan for a year, sow a seed
If you plan for a decade, plant a tree
If you plan for a century, educate the people

Chinese proverb



FORUM

Published by the United Nations

DEVELOPMENT

SHARING APPROACHES THAT WORK

Despite the doom and gloom presaged for the 1980s, not to mention Orwell's bleak vision, February 1984 was host to a unique event in the history of humankind, and a positive one to boot.

Government policymaker and humble villager locked in debate. Planners of development programmes actually listening to the poorest and the powerless. Well-heeled funders taking tea with the lowest classes, the social outcasts. A representative of the World Bank chatting to an untouchable from a rural village in India. Unlike most meetings where development is debated, 70 per cent of those present were local practitioners, including many of the poor themselves, and 30 per cent were women.

Where and what was this unlikely occasion? Sister Brenda Walsh reports:

Six hundred and fifty participants from 52 nations convened in New Delhi, India from 5-15 February to study and share approaches that work in local development, with special emphasis on rural areas. The aim of the gathering was to discern key breakthroughs in local approaches and to document effective methods from actual field experience.

India was selected as the site for International Exposition of Rural Development because the original concept of the exposition was born in that country, where nearly one-sixth of the world population lives and where dire poverty is evident everywhere. In addition, the Indian Government is demonstrating a commitment to local development efforts where 35,000 individual projects are working at a local level.

Eighteen months prior to the Exposition, projects were selected from each of the participating nations. Approaches that work were identified and documented. The information was entered into a computer data base which now contains an index of activities and a brief description of each project. This resource will be available to people around the globe. 150 of these projects, representing 52 nations, were exhibited at the Exposition.

The ten-day India event began with a global summary of trends in local development. Following this back-drop, participants left in groups of approximately 20 to visit projects in different situations across India.

After the field visits were completed, the entire group returned to New Delhi to spend three days exchanging their findings. Practical implications were drawn from the visits and the findings were summarized. They will be published at a later date for the benefit of development communities and organizations around the world. In the last two days of the assembly, participants met by national and continental groups to plan out the next steps for their particular areas.

In addition to the major sessions and to the small group gatherings, there was ample time for one-to-one sharing with people from around the world and for viewing the exhibits to find out what worked, why it worked, as well as when and where it worked. Photographs, films, video-tapes, maps, diagrams, and other materials were used to demonstrate the projects.

A number of guiding principles were identified by the exposition participants.

All were in agreement that every development project must be based on the reality, the resources, the interests and needs of the local community and that local people must be involved in the planning and implementation of their own projects. Evaluation and monitoring are needed to ensure that the development programmes continue to meet local needs.

March 1984

It was also stressed that leadership development is critical. People must have access to information and appropriate technology and the capacity to translate it and share it in their local situation. Leadership is learned by doing.

Low-cost materials must be at the basis of sustained development. Appropriate technology that supports people in their world of work must be available, not technology that replaces people. Low-cost alternative energy sources must also be made available.

Education and skill-training for people of all ages would continue to be a requirement. The aim of education and training is to make people self-reliant and not dependent. Education and skill-training must be available to every segment of the community and must take into consideration the aspirations of the learners, the job market, traditions, felt needs, and relevant technology.

Clearly, women are integral to community development. Women's involvement in child and youth programmes is emerging as a pathway to broader participation in decision-making. Linking local women's organizations and support groups at regional, national, and international levels is influencing necessary changes in planning and in policy of development activities.

Community Health both curative and preventative must be a concern of and within the reach of all. Leaders from the community can be identified and trained for this purpose. Essential to training and general awareness-raising are information systems such as clearing houses, newsletters, face-to-face exchange, computerized data base exchange, to make information on development approaches readily available to people around the globe. Net-

working among people reduces duplication and rivalries. Communication forms and styles must be made relevant to local cultural patterns and needs.

There was general feeling that integrated and comprehensive community development must be the goal, dealing with all aspects of the community life simultaneously: health, education, economic, social, political. Environmental concerns such as housing, water supply, land use, clean air have all to be considered.

The overall goal of economic and commercial development must be self-sufficiency for people at a local level. This can be ensured through launching locally-owned and controlled ventures. Sustainable development requires community investment in local ventures. Working capital is not readily available to most local communities around the world and credit needs to be made available. Development of a marketing system that allows maximum profit for the producer is another problem that must be addressed. Skill training is required in the skills of production, purchasing, marketing, and management.

It is essential that awareness of local needs be promoted among the planners and the affluent in our societies in order to elicit responsible participation.

Among the achievements of the India Exposition are:

- the establishment of a computerized data base which will be continually updated and expanded
- as a repository of programmes and approaches that will allow present and future exchange long after the Exposition is over.
- Person-to-person idea exchange through dialogue at the Exposition. Caring people at all

levels are now readily in touch with each other.

• A book is presently being written and will be made available to conference participants in their own nations, to government officials, to planners and funders. Thus the benefits and wisdom gained at the Exposition will be readily disseminated. A film has also been produced.

• Each national group will work out the implementation for a particular region. National exchange will continue to take place to ensure that the principles and approaches to local development articulated at the Exposition will happen at the local level. National steering committees and a global advisory board will discern the next steps in implementation.

The International Exposition demonstrated that much progress has already been made in local development around the world. There is also evidence everywhere that much more of the right kind of development needs to happen. Progress will depend on sharing approaches that work where local people everywhere are given the power and resources to shape their own destiny.

At the conclusion of the Exposition, a strong connection was made between development and peace. Supporting delegates signed a petition that read: "Every year US\$ 700 billion are spent on arms. This is a huge loss of energy, raw materials, and human resources. Even more it is a danger to all human life and activity. Arms do not solve problems. They increase them. Let us oppose increasing defense budgets and start more research and training in non-violent methods of conflict solving." Development, not military solutions, leads to lasting peace and security for all people.



CO-SPONSORS OF THE IERD:

Who are they? What do they do?
Why are they supporting this program?

"... millions are alive today who would have died - and hundreds of millions are living better and more technical co-operation programs with the world's developing countries. These programs are truly unique there been such a broadly based, wide ranging and genuinely international partnership to improve the human lives. Never before has so much been achieved in these fields against such staggering odds and in - John von Arnold, United Nations Development Programme

United Nations Children's Fund (UNICEF)

UNICEF has worked in co-operation with governments of developing nations since 1946 to reach the most disadvantaged children and their mothers. Supplies, equipment, training and/or emergency relief are provided by UNICEF in 112 nations to meet basic needs for survival and development.

UNICEF's basic working strategy is a "Broad-based integrated approach to the problems of children through community participation," combining efforts in health, water and sanitation, education, nutrition, urban services and services for women.

UNICEF has launched a global campaign to reduce malnutrition and cut in half the deaths of infants and young children. In its yearly report, "The State of the World's Children," UNICEF detailed four simple measures which can achieve this goal without requiring any addition to the world's food supplies.

First is the use of oral rehydration therapy (ORT), an inexpensive mixture of sugar, salt and water, easily prepared at home, which can stop the dehydration caused by diarrheal infection, the largest single cause of death among the developing world's children.

The second key measure is worldwide immunization of children against the six diseases that annually kill 5 million children - measles, diphtheria, tetanus, whooping cough, poliomyelitis and tuberculosis.

Third is the promotion of breastfeeding, which, compared to bottle feeding, may mean the difference between life and death in many developing nations.

The fourth measure is mass use of child growth monitoring, such as simple growth charts kept by mothers in their own homes, as a stimulus and guide to the proper feeding of the pre-school child.

United Nations Development Programme (UNDP)

The UNDP, established in 1965, is the premier development agency of the United Nations system. It supports some 5,000 economic and social projects each year in 150 developing nations and territories. Many of its projects have a direct effect on food production. Providing safe water and sanitation facilities, a development focus for the 1980s globally, is the aim of many UNDP partnerships.

The UNDP works with nations in establishing their development plans and priorities, and decides which of the UN agencies (WHO, FAO, etc.) will do certain projects. It has therefore, the capacity to set new directions.

The UN agencies have recognized the importance of local participation, and the critical role being played by non-government organizations (NGOs) and the need for greater UN/NGO co-operation. The NGO community's work is known to be very cost effective. Since UNDP expect 40-45% budget cuts, this kind of co-operation may be a precursor of the future.

These steps are available now. The only question, according to UNICEF, is "its priority."

V. Tarzie Vittachi, Deputy Director of UNICEF, is an enthusiastic supporter of the IERD. "Lateral project expansion and the global sharing of approaches that work could be the most ambitious and most important effort of our time."

Development is not a cluster of benefits "given" to people in need, but rather a process by which a populace acquires mastery over its own destiny...
- The State of the World's Children 1981-82, UNICEF.

CO-OPERATION

CO-SPONSORS OF THE Exposition include several United Nations Agencies,* two financial institutions from India, an international women's organization, and an industrial co-sponsor. These groups served as a partnership, representing a mix from the public, private, and voluntary sectors of society. They provided an informal supporting framework and contributed money for delegate fees, and provided technical advice on the preparation of the India event. Financial assistance also came from government funding agencies in Canada, Denmark, the Netherlands, Australia, and the US as well as from Foundations and corporations. Technical assistance was provided by Control Data Corporation.

What is Development

DEVELOPMENT FORUM is one of the finest initiatives taken by the United Nations in the Second Development Decade, and is a superb example of 'networking' among governmental, non-governmental, inter-governmental, local and voluntary agencies. It was begun in 1982 in Geneva by the U. N. Centre for Economic and Social Information, supported by a contribution from the Dutch Government. Governments of Scandinavia, Germany and Canada also assisted, with the World Bank and the United Nations University providing sustaining funds, and other specialized agencies of the U. N. system helping with special thematic issues (FAO, WHO, ILO, UNDP, UNICEF, UNEP, etc.)

PEOPLE WHO SHARE

TATA STEEL DEMONSTRATES CORPORATE CARE AND CONCERN FOR COMMUNITIES

An abridged article from the Deloraine Star & Times
Editor: Ben Kroeker

Clint Whetter and his wife Dorothy operate a mixed farm north of Deloraine near the Chain Lakes, in Manitoba, Canada. Clint acquired a bachelor of agriculture degree before World War II, then served in Britain with the Royal Air Force bombing command before returning to southwestern Manitoba to farm. He has long been active in conservation and 4-H youth work.

His recent stint in India, however, was unique for him, he says.

He was invited to the International Exposition of Rural Development (IERD) in Delhi, as one of seven Manitobans who went there to display a regional cable TV co-operative.

"The aim of the Exposition was to document, from actual field experience, approaches critical to shaping rural policies for immediate application," he says. "The most important ingredient for success in rural development seems to be an effective process for sharing information with others who need it."

Whetter is accepting that challenge. He has submitted some information to this newspaper and is prepared to speak to groups who would like to know what he learned in India and en route.

Solutions that work were not only shared at the Exposition itself. Groups of up to 25 travelled out from Delhi to see, first hand, some 30 rural projects in India.

"The object of this was sharing projects that work with folks back home," Whetter says.

Making that his current challenge, Clint Whetter reports below on his side trip to Jamshedpur (a city of 700,000) and to the neighbouring countryside. His story starts by looking at the workers in that industrial city.

Tata steel employees

"The labour force, consisting of men and women, are for the most part employed by Tata Steel and other industries in the immediate area, as well as supporting services. This, then, results in the standard of living for the people of Jamshedpur and surrounding area being quite adequate.

However, in the fringe area outside the area of employment are many villages, of differing tribes, where the standard of living is less than adequate. Because of this inadequacy, the village people are

moving to the urban area, or the tribes are becoming extinct - both of which are undesirable from the well-being of the people, as a whole.

Tata Steel, realizing this situation, has in the past few years formed a Rural Development Society for the sole purpose of revitalizing the villages in these fringe areas, thus giving them the desire and means of supporting themselves in a manner which is financially and socially acceptable to the village people, thus creating an atmosphere of stability and contentment.

Procedure or method

Tata Steel have set up a committee or organization of skilled and semi-skilled personnel who assess the village situation. Then, in consultation with the village leaders, they make recommendations as to which industry or industries would best suit their needs, giving due consideration to ability and skills of the people, agricultural productivity of the land, and the availability of markets for the proposed produce.

Through the organization of local committees, station supply centres, peoples' co-operatives, etc., services and supplies are made available to the villages. In the early stages of development Tata Steel provides financial support in varying degrees as is necessary, thereafter reducing that support until ultimately the village is self-governing and self-supporting.

The services supplied are professional advice, knowledge received from research which is carried out at Tata's research station, and the practical application of it.

Supplies consist of seed, fertilizer and chemicals for the recommended crops; livestock seed stock - cattle, hogs, poultry, etc.; and artificial insemination semen for improving the quality and productivity of the livestock.

The health of the people receives much attention - family planning information sessions are held at regular intervals, and sterilization procedures are performed on both males and females at their request. The ladies are advised to have this procedure performed after the birth of the second child.

Clinics are held at central points periodically, where necessary vaccinations are given to the children and adults. Vitamins are also given and the



general health of children and mothers is checked by competent doctors.

Water for drinking is of utmost importance, consequently Tata supplies well drilling equipment and pumping equipment. Wells, if possible, are located within convenient walking distance of all dwellings.

Schools for children and vocational training schools for men and women are held in the various villages.

This is a very brief description of the Tata philosophy. In all cases suggestions and recommendations are made in complete confidence and consultation with the village people. In all situations, financial and management support is withdrawn gradually and completely, as soon as is deemed appropriate.

Results

Because of the dedicated concern and the personal touch of the Tata Rural Development Society, a gradual change is taking place in the life of the villages. This change is exemplified in a variety of ways.

Some of the more visible signs of improvement are health, small families, women playing a greater role in village affairs, over-all pride in achievement, financial security and gain, education, better housing, contentment and general stability.

The method of approach appears to be working very well with optimum motivation coming from the grassroots. Tata is to be highly commended in structuring, promoting, guiding and giving person-to-person relationships a boost in this tremendous program which, to date, includes 230 village communities.

We were most cordially received by Tata personnel. The dialogue was very useful to us in gaining a greater understanding of India and its many challenges.

It appears that India, with its 700 million people, is ever increasing in its ability to care for itself - politically, economically, socially and culturally - a nation of a wonderful people."

I do not want my house to be walled in on all sides and my windows to be stuffed. I want the cultures of all lands to be blown about my house as freely as possible. But I refuse to be blown off my feet by any. I refuse to live in other people's houses as an interloper, a beggar, or a slave.

- Mohandas K. Gandhi



This song was composed by the Team which visited the Standard Mills Project. On their return to New Delhi, unknown to them, copies of the song were distributed to all the delegates, and it was sung at the opening of the Assembly.

(Tune: "It's a Long Way to Tipperary")

It's a long way from here to Delhi
It's a long way to go
But we loved to see your village
And your projects on the go.

We want to go and tell the people
What a good thing you have planned
So they can try to do the same thing
When they go home to their land.

We liked to see your field
So thick and so green
But we liked more to see your people
Who were happy and so keen.

Your children looked so healthy
And so happy in their schools
When they grow up, then maybe "sharing"
Will be their Golden Rule.

-With acknowledgements to Ivan Trail,
Westman Media Cooperative Ltd.
Western Manitoba

A LITTLE STORY

This is a story about four people named Everybody, Somebody, Anybody and Nobody. There was an important job to be done and Everybody was sure that Somebody would do it. Anybody could have done it, but Nobody did it. Somebody got angry about that, because it was Everybody's job. Everybody thought Anybody could do it, but Nobody realized that Everybody wouldn't do it. It ended up that Everybody blamed Somebody when Nobody did what Anybody could have done!



INDIA'S WHITE REVOLUTION

"One of the most important developments in rural India is the growth of village milk producer co-operative societies. These co-operative societies are part of Operation Flood, India's nation-wide milk scheme which meets the requirement of sound development. Operation Flood is an indigenous undertaking not dependent on aid, but providing a framework for the efficient use of aid funds and overseas technical assistance. It encourages rural milk production and is meeting the need for pure, safe milk in the towns and cities of India. Above all it ensures a daily cash income to the small farmers and the landless labourers who keep one or two milking animals.

In the long term by developing rural milk production the foundation is being laid for the removal of all cattle from the towns and cities by providing an alternative supply of milk from city dairies. Milk production will become a major and important rural industry, and nursing mothers and children will be able to have the milk they need for sound health and growth. Already over one million village milk producers are members of milk producer co-operative societies. Present plans provide for the expansion of Operation Flood to include over ten million village milk producers by 1985."

Stanley Barnes.
"200 MILLION HUNGRY CHILDREN,"
Grosvenor Books.



Ted Howard

FIELD VISITS IN TEN STATES

The Field Visits were built to portray the strong and varied tradition of rural development in India. Long before Independence, the Freedom Movement had set the stage for serious thinking on the role of India's villages in the nation, and subsequent efforts have worked toward provision of infrastructure, agricultural development, full rural employment, social justice, and the participation of the poor in the fruits of development. From the 8th to 11th February, the delegates to the Central International Event traveled in 30 teams for the field visits.

The India Steering Committee solicited advice from many sources on the criteria for adequate selection of field visit sites, as well as which projects best met the criteria. Forty-three projects hosted four-day Project Description Laboratories in which project staff worked with people from other agencies to look at which of their learnings could be helpful to others, perhaps in quite different circumstances. Many other projects participated in Rural Development Symposia. Through this process, 30 Field Visit sites were selected, representing a panorama of approaches that had yielded results.

The 30 selected projects ranged from 3 to 35 years in duration. Their leadership varied from dependency on one charismatic leader, to leadership teams, to loosely-related community institutions. The agencies worked with 3 to 100 villages. Some, such as AWARE and CROSS, are locally-based movements in which strategies of awareness and economic development are employed. Some, such as India Development Service and ICA: India, work with clusters of villages. Some represent massive efforts, like the National Dairy Development Board's single-

commodity cooperatives or Gonda Gramodaya Prakash's campaigns (30,000 tubewells as "water to every field"). Some expedite the utilization of bank and government schemes (ANARDE Foundation and Syndicate Bank's Rural Development Cell).

Nine of the projects work primarily with tribals. Various approaches to women's participation in development can be seen in the work of the Self-employed Women's Association and the Bharatiya Grameen Mahila Sangh. Gandhian efforts range from the traditional to the highly flexible, with a number of projects being built up around an ashram. Maharogi Seva Samithi has worked to create new communities. Several represent government efforts - Gujarat State Rural Development Corporation, the Hissar District Rural Development Agency, and the People's College at the Extension Training Centre, Haldwani. Private sector resources and management expertise have been applied in differing ways on projects like the Tata Steel Rural Development Society and Walchandnagar Institute. Institutions serving development agencies include Xavier Institute of Social Service and the Asian Institute of Rural Development.

Particular interests vary from appropriate technology (IERT and Yantra Vidyalaya) to housing for landless labourers and local economic systems (Ahmedabad Study Action Group). Several of these projects have developed prototype institutions like Jamkhed's three-tier health care system, Banavasi Ashram's revolving village fund, and Anand Niketan's open court and legal assistance programme.

Gujarat

1. Acil Navsarjan Rural Development Foundation: ANARDE's Jamnagar Centre links the government's integrated Rural Development Programme and bank schemes with landless labourers and marginal farmers.

2. Ahmedabad Study-Action Group, experienced in building landless labourers' housing, generates economic activity for the poorest 10% of 60 villages.

3. Self-Employed Women's Association promotes access to credit and establishes women's cooperatives and training to provide new opportunities for income.

4. Anand Niketan Ashram works in the arenas of small irrigation, family forestry, a "life education school", a legal assistance programme and an "open court".

5. Gujarat State Rural Development Corporation develops wastelands by producing fodder and fuel trees and provides productive employment to settled landless labourers through the income-generating programmes of rearing milk cows.

6. Standard Mills Rural Development Project harnesses water resources in cooperative irrigation schemes, and emphasizes agro-forestry and health programmes.

7. Vedchi Pradesh Seva Samithi has initiated 40 decentralized industries and institutions built around growth centres, as part of an area-planning approach. A visit was also made to Yantra Vidyalaya Suruchi campus where rural artisans are trained to produce and use appropriate technology, eg. redesigned farm tools.

8. National Dairy Development Board has built on the experience of a district level union of dairy cooperatives to build a dairy programme in several states.

Madhya Pradesh

9. Bharatiya Grameen Mahila Sangh, the Indian affiliate of the Associated Women of the World, educates and engages women in comprehensive village development.

Maharashtra

10. Comprehensive Rural Health Project is a three-tiered health service for two blocks of 164 villages with local women health workers and a hospital centre.

11. Institute of Cultural Affairs: India, emphasizes economic, social, and human resource development through training in methods of planning, organization, and implementation.

12. Maharogi Seva Samithi has organized new self-supporting settlements for tribals and leprosy patients on wasteland and jungle sites with appropriate education.

13. Walchandnagar Industries Ltd. Rural Development Project supports and strengthens leadership of cooperatives and provides training in agricultural and employable skills.

Uttar Pradesh

14. Banavasi Seva Ashram works toward a cooperative style, involving people through local self-government, revolving village funds and government-planned programmes.

15. Extension Training Centre provides practical skills training for tribal and hill people to work with appropriate technology and innovative farming techniques.

16. Institute of Engineering and Rural Technology develops and tests wind, solar and bio-energy systems, and organizes diploma courses in rural management.

17. Gonda Gramodaya Prakash's "water to every field" phase resulted in 39,000 tubewells across the District, followed by "work to every hand" campaign.

Punjab

18. Food Specialties increases the regular income of village people by assisting them with seeds, fertilizers, etc. and creating infrastructures for development.

Haryana

19. Hissar District Rural Development Agency trains and finances each family in ventures such as basket weaving and other handicrafts.

Bihar

20. Tata Steel Rural Development Society applies its business expertise to manage rural development inputs and provide infrastructures to 129 tribal villages.

21. Xavier Institute of Social Services trains rural people to enable others to start their own projects and assists individuals in entrepreneurial development.

22. Vaishali Area Small Farmers' Association represents people's own efforts for tubewells plus an approach to credit that has resulted in fast and fair loans.

Andhra Pradesh

23. Action for Welfare and Awakening in the Rural Environment works with tribals and Harijans toward economic growth with emphasis on catalyzing sustained development.

24. Comprehensive Rural Operations Service Society works to change attitudes of dependence through education, cultural and economic programmes.

Tamil Nadu

25. Gandhigram, based on the Gandhian plan, has undertaken comprehensive development through education, industry, health, etc. towards rural revitalization.

26. Rural Unit for Health and Social Welfare, sponsored by Christian Medical College in Vellore, has introduced a comprehensive programme of economic development, starting with health and medical care as the initial entry points to the community.

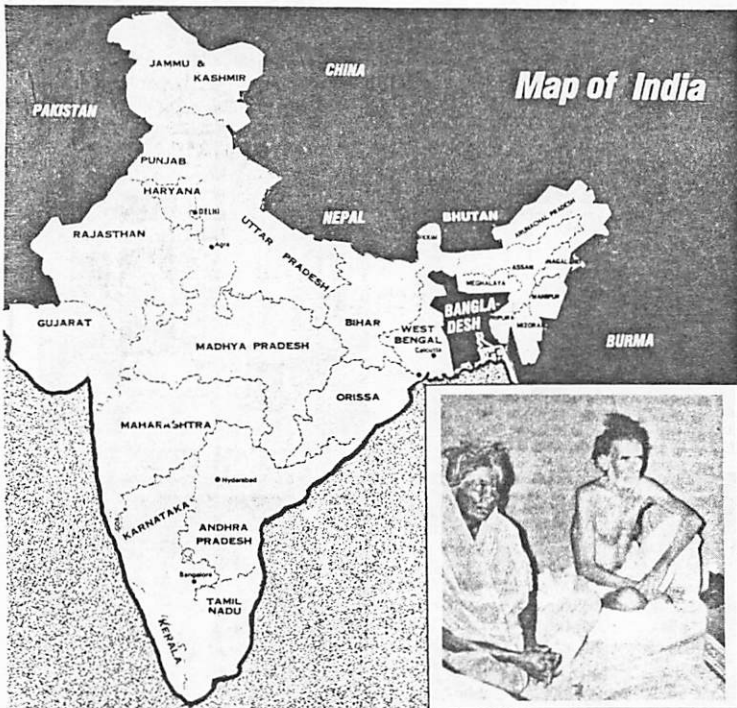
Karnataka

27. Asian Institute of Rural Development provides training and consultancy services, and encourages the linking of government and nongovernment development activities.

28. India Development Service International conducts a programme for organizing the community for social action and economic development.

29. Rural Development Cell has pioneered the involvement of banks in villages to reach 7,000 families through agricultural, health, and women's programmes.

30. India's New Group for Raichur's Integrated Development reflects the attempts of the new intellectuals committed to rural development, through sports, literacy training, and health programmes.



SUCCESSFUL FIELD VISIT PROCEDURES: THE SIX COMPONENTS ACHIEVED

1. A "Dialogue" among Practitioners in the Rural Development Setting

The Field Visit will be a 3-way interchange among:

- local people, project staff and others involved in the project;
- the field-visit team of delegates from various nations; and
- MOST IMPORTANT**, the physical and human reality of the rural development effort being visited.

This dialogue will enable interchange between local practitioners from various backgrounds, exchange of shared concerns, worldwide presence of people with the same struggle and mission, in the practical context of a particular human resource development project.

2. Project Context and Briefing.

There will be an adequate context on the specific project the IERD team will be visiting. The context in Delhi will build anticipation, clarify practical details, identify the particular approach of the project and focus the field visit. Exhibits and delegates from the project will help with this context. PDL documents and one-page briefs will also be available. Soon after arrival at the location, the team will be briefed by the agent and/or community representative. This will provide a view of the project's intent through the eyes of the local people.

3. Overview Tour/Visit of Project.

The project tour around the village/project/institution reveals the programmes, methods, and approaches used; the specific ways local people are involved; and the involvement of other organizations

(or agencies) in the project. This tour will probably take half a day and will be followed by informal reflective conversation over tea. It could be done as a whole group or in smaller groups. This tour is intended to give delegates an overview of the whole project - not a depth analysis of one or two aspects.

4. Unique Approach Probe. The field visit will probe the unique approaches and elements which the project has for the IERD. The intent of the visit is to discern the underlying approach. Teams will also visit village meetings, particular people and outside agencies and supporters. This component will permit opportunities for dialogue about similar programmes, approaches and learnings.

5. Joint Celebration. Toward the end of the field visit, a joint celebration will be held. This event will be a cultural exchange to celebrate the

shared experience of both the visitors and local people about their common efforts. It provides a contrast in mood to the dynamics of the workshop, site tour and report writing. It is an occasion for enjoyment, relaxation and personal exchanges.

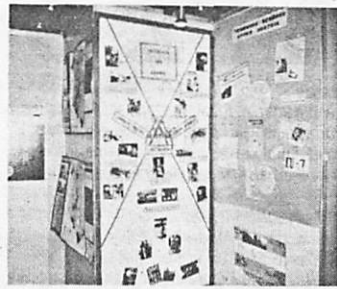
6. Reflection-Workshop and Writing.

The final component of the field visit is corporate reflection and report writing - to think beyond surface experiences of the project to the grassroots significance, and to ensure that learnings from the project visit are stated clearly and accurately recorded. As many of the local entities involved in the field visit as can attend, should. This would be held late in the site visit when local people, project staff and delegates could spend several hours together. This material will form the basis of the team report back in Delhi.

A visual feast of ideas



AUSTRALIA



AUSTRIA



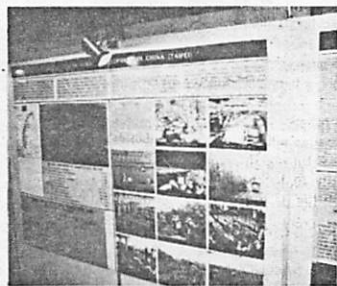
BRAZIL



BELGIUM



CANADA: Tignish, P.E.I.



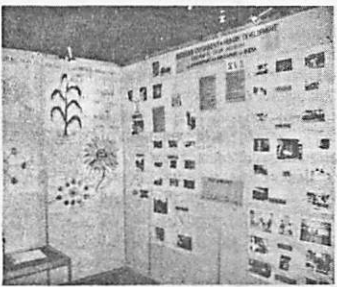
CHINA: Taipei



GUATEMALA & HONDURAS



HOLLAND



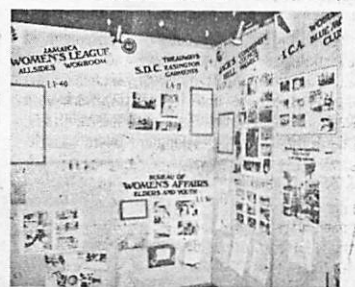
INDIA



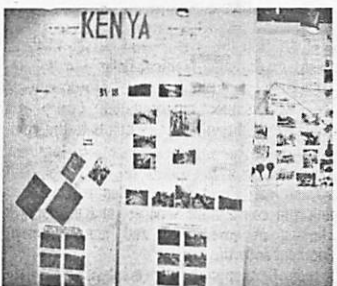
INDIA



INDIA



JAMAICA



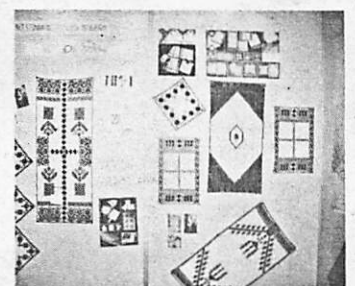
KENYA



KOREA



NIGERIA



PALESTINIAN NEEDLEWORK



PERU



PHILIPPINES



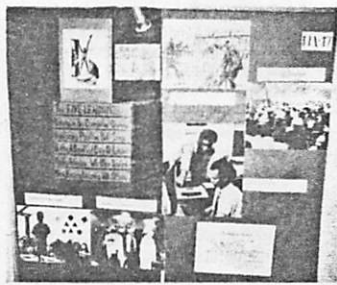
UNITED KINGDOM



U.S.A.: Bangor, Michigan



U.S.A.: Carroll, Iowa



U.S.A.: Fifth City, Chicago



U.S.A.: Wiscasset, Maine



ZAMBIA

"The Main Event" AN APPROACH THAT WORKS



Hands Across the World.

THE BOOK ...

The written report of the Exposition will be a way of presenting a new understanding and approach to development.

Until now, the emphasis of development has been on the creation of infrastructure and on economic growth. Recently, policy and funding agencies have begun to recognize the need for the development of human resources, but they have few channels or methods or institutional structures to approach this new challenge effectively.

The International Exposition of Rural Development demonstrated the centrality of the human resource to development. People shared approaches that work. Practitioners were primarily interested in the effective delivery system for health, the training process for farmers, the decision-making and planning system that gives equal opportunity and responsibility to women and men. If the concept is grasped, then development becomes a question of creating the capacity in rural people to carry out their own development, rather than the installation of the material products.

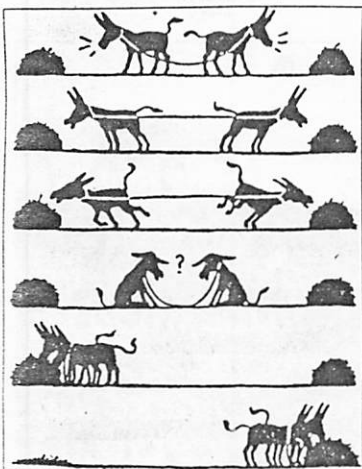
The book, as currently conceived, will be a compilation of the illustrations, stories, insights, delegate interviews, project descriptions, and practical steps of implementation that will reveal various facets of "the approaches." The 12 "arenas of interest" articulated by the delegates reflect the general sections included in the book.

Also to be included are the background papers on Phase I and overall methods, the addresses presented to the Central International Event, and the participants' names and addresses.

A GLOBAL DIRECTORY OF PROJECTS, which includes a listing of project briefs from around the world and which is the nucleus of a data base, will be a supplement to the book under separate cover.

An illustrative story related to the book is as follows:

Projects Piartla and Projimo, Mexico. In rural areas where families are large and older children are left to care for younger children - an approach that works is teaching children to be health workers - to care for their younger brothers and sisters. Children are taught through songs, puppets, plays - how to apply oral rehydration and other primary care techniques, as well as health promotion and disease prevention techniques.



FEBRUARY THE IERD PLENARY 1984

5	6	7	8	9	10	11	12	13	14	15
THE SYMPOSIUM			THE PRACTICUM				THE ASSEMBLY			
New Delhi			Project Visitation				New Delhi			
<ul style="list-style-type: none"> Opening Ceremonies Exhibit Visitation discussion discerning development challenge determining priority approaches 			<ul style="list-style-type: none"> Site visits to village projects through India Sharing experiences of local people Village celebrations 				<ul style="list-style-type: none"> Sharing project reports Determining approaches that work Documentation National Implementation plans 			
<p>The International Exposition Plenary opened with 650 delegates from 52 nations at the Vignyan Bhavan, International Assembly Hall. During the first three days, participants visited 198 stunning project displays and discussed development efforts represented. Attention then moved toward discerning the major challenges facing rural development in their own situations around the world. On the third day they determined implementation priorities for rural development.</p> <p>Priorities for Rural Development</p> <ol style="list-style-type: none"> Local Control with Committed Leadership. Developing Appropriate Education. Functional Education & Skills Training. Participative & Balanced Planning. Involvement of Women in the Process. Management & Implementation Skill. Appropriate Financial Mechanisms. Maximizing Resources & Productivity. Community Motivation & Participation. Effective Communication & Interchange. Holistic or Integrated Approach. Sustainable Agricultural Advances. Partnerships with External Agencies. Community Self-Help & Reliance. Upgrading Community Health. 			<p>The highlight for all the delegates at the International Exposition Plenary, was the field visits. They traveled in teams to 30 sites of successful rural development projects in 10 states of India. They spoke first-hand with project leaders and local villagers. During these visits, delegates had the opportunity to look at their own project experience through the perspective of local development in India. In every instance, the delegates were overwhelmed by the accomplishments of these efforts and were honoured by the hospitality of their hosts. Each team created a report on the project they had visited, such as these examples:</p> <ol style="list-style-type: none"> Housing the Landless 3-Tier Health Care Revolving Village Funds Single Commodity Co-ops Open Courts and Legal Aid Women's Effective Involvement Private Sector Resources Gandhian Ashram System Tribals Survive and Thrive Institutional Development Local Government Agencies Appropriate Technology 				<p>Upon returning to Delhi, delegates selected one of the twelve interest groups listed below to work on the application of experience in future development efforts. These groups determined the major thrust needed in their arena of development. The "arenas of interest" included the following:</p> <ol style="list-style-type: none"> Local Management and Planning - Cooperatives Leadership Development Energy Alternatives and Appropriate Technology Education and Skills Training at All Ages Integrated Comprehensive Community Development Agriculture - small farm development, organic farming, forestry Role of Women in all development efforts Health Communication and Information Technology Sociological Factors' Impact on Development Environmental Concerns - housing, land, water Rural Economic and Commercial Development 			

PLANNING PHASE III ... AND BEYOND!

Highlights of Phase III Activities:

The International Exposition of Rural Development was conceived as a three-year programme with a central international event to be held in New Delhi at the midpoint. On the last full day of this event, delegates, working in geographical groups, created recommendations for how Phase III could accelerate the "sharing of approaches that work." The following are examples of the work of the delegates.

- Delegates from each participating nation will deliver full reports to their organizational networks and plan ways to inform government bodies, business institutions, organizations and communities about Phase III participation opportunities.
- In participating nations National Steering Committees will hold a series of seminars and special events to share the findings of the Central International Event and to accelerate dialogue between local projects, funding agents, and national governments.
- National Steering Committees will be encouraged to become an ongoing information centre for communicating the breakthroughs in local development.
- Full use of media will be made in covering events for the next 12 months and for reporting how the results of Phase II are being implemented in participating nations.
- Training events and planning sessions will be held that relate government and non-governmental agencies and local project workers.
- Delegates will communicate the Central International Event's strong belief in the role that women are playing in local development and highlight this in the scheduled symposia and training sessions.
- Audio-visuals from the Central International Event will be used to tell the story of what happened, to share the results, and to encourage people to hold programmes to further "share approaches that work."

DECLARATION OF SUPPORT FOR 1990 UNITED NATIONS CONFERENCE/EXPOSITION ON COMMUNITY DEVELOPMENT SHARING APPROACHES THAT WORK

We the undersigned representatives of community development projects of grassroots initiatives from widely-different parts of the world, considering our common experience as delegates to the International Exposition of Rural Development in New Delhi, India, call upon the people and governments of Canada to host a similar international conference and exposition on community development, in 1990, which would bring together the member-states' representatives of all the United Nations in a consultative process of sharing approaches that work in community development, world-wide.

We believe, as a result of our work to create grassroots initiatives in community development, and as a result of meeting in India last February, 1984, to exchange ideas and information with representatives from 52 countries and over 300 successful projects, that Canada has much to contribute by sponsoring such an inter-governmental world conference. Canada also has much to gain, being a nation of rural villages, widely scattered communities, and vast under-developed areas where community and individual initiatives, ideas and inspiration, personal effort and energy will be an essential ingredient and example for the future development and prosperity of the world.

We believe that all our governments and institutions need to realize the significance of the IERD Central Event. We therefore commit ourselves to assist a process whereby our Governments will support the initiative (by U.N. resolution) for a similar world conference on community development and will participate in the arrangements and preparatory processes so as to ensure representation from grassroots initiatives for community development from all nations, to be included in their countries' official delegations. Such delegates should be given the greatest possible opportunity to share their experience with each other and to assist and affect a determination of those policies which governments should adopt, and those procedures and infrastructures for regional, national and international co-operation which should be followed in the next decade, if local, national and global prosperity is to be achieved and maintained.

We declare our willingness to support and participate in the preparations required for such a world conference on community development and to facilitate, advise and assist the continuing process of sharing ideas and information on a people-to-people and project-to-project basis. Such networking and continuing project and personal exchange will be fundamental to any successful local, national or global community development prior to, and following upon, the proposed 1990 World Conference Exposition.

This declaration was drafted in Winnipeg in March, 1984, and is being circulated among the IERD Canadian delegation for consideration of support and further action.

CHALLENGING VIEWS

Address by Shri Vasant Sathe, Honourable Minister of Chemicals and Fertilizers, Government of India.



"The hall has a vibration now of international understanding. There is a spirit of international co-operation. It was present a few months back when the highest level of the head of states met here in NAM (Non-Aligned Movements) and then in CHOGM (Commonwealth Heads of Government Meeting)."

Down to Grassroots

But this vibration, this spirit has now gone down to the grassroots level, to the people whose representatives are seen here in this gathering today. Therefore, I feel that it is befitting that we discuss the problems of local people. Not the concerns that governments, as such, handle at the United Nations level or at other levels, but those problems which concern the common people of this whole human family, most of whom reside in villages. Maybe, some countries do not have the same type of villages, which we may even call small towns. But by and large, particularly in the developing world, we have these villages and hamlets. It is in the villages the world over, where as Sir James Lindsay has been pointing out, more than 70 percent of the human population lives. It is obvious if we can solve the problems of these people, the whole quality of life of the human race will improve.

How do we go about solving the problems of our common fellow human being? I have been talking about it with Sir James Lindsay and his colleagues during his visits throughout this last year while the preparation for this get-together was going on. I have seen the solution in very intensive work, in my constituency. The test of whether rice is cooked or not, is you just feel one grain and the lady knows if that rice is ready for service. If that is the test, then I can say that what I have experienced in the rural areas of my district, will more or less, apply to everywhere. Situations, of course, change according to local conditions.

Simple Things of Life

So what do we find? When I go to the tribal areas in the interior what are the expectations of the common people of the villages? Do they ask for grandiose programmes or projects? No. All they want are the simple things of life that will make their living just bearable, not even highly comfortable. They ask for drinking water. They ask for electricity, so that they can use pumping devices to irrigate their fields. They ask for road connections. Even today, nearing the end of the 20th Century, a large number of villages are disconnected from the rest of the world during the rainy season. They do not have roads. They ask for roads. There are no bridges over the small rivulets or nullahs to connect the rest of the world. There are no health centres, not only for human beings, but also for their animals. The forests are being denuded. Contractors come from the urban areas with their army of modern equipment and cut away the forest. The result is that the whole ecological balance is destroyed. I was told the water table was hardly 10 ft. below the surface a few years ago. Now, because of this denudation of forests, the water table has gone down to 80 and 100 feet.

"For us, freedom and development are inseparable. Without development, freedom would remain an idea in the void for millions of our people ..."

In fact, the vision of the removal of poverty was the driving force of our struggle for Swaraj."

- Prime Minister Indira Gandhi
(November 16, 1983, Silver Jubilee Function of the Institute of Economic Growth)

Now look at these problems. These are manmade problems. When I look at it, 50% or more of human misery is on account of manmade conditions, or conditions which could have been prevented by human effort. If we can just change these conditions (do miracles) I am sure the necessities of life could be fulfilled. After all, the basic necessities are food, shelter, medicine and clothing to protect you from the inclement weather. Can we not provide even these minimum necessities for a better quality of life with better things? After all, friends, what is it that makes for quality of life?

What is Wealth?

Even in general economic terms, what is the meaning of the word 'wealth'? We say a man's quality of life changes when he is wealthy. We differentiate between human beings as "wealthy" human beings, and "poor" human beings, that is, those who have no wealth. What is this wealth? Every student of even elementary economics knows that it is nothing but goods and services. So it is these basic real goods, the consumer goods, that we describe as the necessities. Then come comforts, the little better things, better furniture in the house, better utensils, more clothing, radio, television, heating arrangements and it goes on. That is what you call the good life. But first and foremost as you have seen in the slide presentation just now, the necessities of life are needed. Can we not ensure these necessities of life to all our fellow human beings?

How can we do that? Pious hope and good wishes declared from all will not do now. You people, gentlemen and ladies who are assembled here today know the problems at the grassroots. Apart from the children and the very old, all that the rest of the people need is work, productive work for two hands to produce goods and exchange those goods in the form of what is known as services. All that is necessary is for all those hands to produce the goods necessary for life - first food, edible oils, good drinking water, clothing and shelter. We have seen by experience that this can be done mostly from local materials. For housing the soil can be converted into bricks, the wood converted into other items of furniture. It does not require anything more.

No Purchasing Power

But why is this not happening? The main reason is when they produce the goods, where are those goods to be sold? I would request you to pause a moment and consider this. The entire distortion in human relationship today is because of this single factor, what is known in economics as the market, resulting from the law of supply and demand. Because what you call the economic demand is restricted to too few people who are the market. And for the vast majority of human beings, even if they produce consumer goods, there is nobody to purchase those goods. In the rural areas themselves, where you work all over the world, the rural areas are not the market. They have no purchasing power. How can they (a) produce, and (b) even if produce, buy? So markets are those urban pockets where vertical growth has taken place, symbolized by the skyscrapers, and where you see sprawling slums, into which the people from rural areas have come just to eke out a living. Living in utter penury and poverty. Why? Again no purchasing power.

Deft Fingers

How are you going to change this universal picture. Dedicated workers are giving their lives to work in the rural areas. Yet friends, this has not brought about this global transformation, which this whole conference of representatives who have come from 52 countries, 550 delegates who have worked actually at grassroots level is aiming at, discussing and deciding. Hence, in my humble opinion, with what little experience I have, the crux of the problems is how are we going to convert this 70% population in rural areas into an effective market with purchasing power. An effective segment which can not only produce goods, but buy goods. For some time it may be thought that the goods are not of excellent quality. Although, as you all must now, the rich handicrafts, when you go round in India are

produced in those villages, whether it is Kashmir, Kerala, Assam or Goa. Our people know they have the skill to produce the most beautiful things, which no machine can produce. Women do this with their deft fingers.

But again the question is of market. We have got this factor of few centres exploiting the whole human race. We land ourselves in a vicious circle of a limited market, more exploitation, more goods produced only for this limited market and advertised only for this limited market. It is a whole artificial world, a rat-race as it were. It is oblivious of the conditions of such a vast number of our vast family of brethren. Sometimes we feel emotional when we are shown some pictures or slides of the conditions, but because we cannot really do much to change the conditions, to quench our conscience we think of doing some charity. This charity will not do. It may be conscience tranquilizers, as I call them, for the affluent to take out a little pittance to be given to the hungry in the world, but that is not going to change life here.

Change the Structure

If you really want to change the living conditions of the overwhelming majority of our fellow human beings, you will have to change the whole structure of production and distribution. Production must be done by the people in the village, in their habitat. The whole distributive mechanism should be such that those goods and services can be distributed right there, where they are being produced. It cannot be that first you pool all these things at a centre and then decide how to distribute them. That is one thought which I want to share with you.

Ladies and gentlemen, I know most of you have had more experience than I with the practical problems, because you are working daily among the people. But I have made bold to suggest what, for many years in my life, I have felt are the basic issues, the fundamental problems. It is no use doing superficial patchwork, white-washing. Because you work at the grassroots level, I am pleading with you to think of the grassroots problem, the basic problem, the fundamental problem. How much wastage is taking place in the world today on non-essentials? I am not going to mention the armaments on which billions of dollars per day are being spent, thrown away, wasted. Even apart from that, how much is being spent on non-essentials. An artificial demand created, the so-called 'in-thing'. Day-in and day-out you are told, "Do not wear this dress again. Throw it away. Wear another one..." by persistent and pervasive advertising.

Why can't we have a system where this surplus, known as capital, generated by the entire human effort can be so defused, so shared, so spread, that

India Will Leave Its Mark, Forever

To have an uneventful, smooth-as-silk visit to India is to miss the point of the exercise. For, more than anything, India is excessive, sloppy and culturally anarchic. It has 18 languages on its one-rupee note. It has an abundance of regional cuisines and regional costumes as well as jungles, desert and the Himalayas. All the world's great religions and thousands of lesser ones are in constant evidence. Bewilderment is natural and moderate confusion is just the right frame of mind with which to experience the country.

Travel in India is hard but worth it. Prospective first-time visitors should first of all examine their motives. If they are seeking sybaritic delights or such creature comforts as direct-dial telephones, proportionate martinis, night life or cosmopolitan sophistication, they should be on the way to someplace, almost anywhere, else. But if they wish to be immersed in a rich and totally alien culture - then India will do quite well and will leave its mark forever.

- MICHAEL T. KAUFMAN, Chief of the Ottawa Bureau of The New York Times, was Chief of the New Delhi Bureau.

the majority of human beings can have work, can have jobs to produce goods again? If there is a will, I have no doubt that it is you, the people who are here in this hall today, who will do it. If you sincerely believe that the entire human family is one family, then you can all think and feel a single thought - "We can do it". That feeling will inspire us.

Universal Thought-Waves

Scientifically and psychologically I believe in the force of vibrations of good thoughts. They go on in the whole universe. The speed of thought is the fastest. It is superior to anything else, electricity, light or anything. We must send these waves. If you think of the whole human family I have no doubt that such waves will spread all over the world. The common people in the villages will then start thinking of the kind of life they want to have by the turn of the century. By the turn of the century! How far is that? Just fifteen years, that is all. I am sure most of you will be there ringing out a whole century, not a year and ringing in a new century. What kind of a world shall we have by that time, when the world population will be 6 billion? Today science and technology are capable of providing for this population, and of providing work by "modern industry which is decentralized.

One example is of a factory to assemble modern watches. And who works there? Women, some of whom had never before seen a watch in their lives. Do you know that factory's record is the best of all watch factories in the whole country. How does this happen? It is possible, when people are given the opportunity. Our women, our men, all over the world can do these miracles. All they need is the opportunity to improve their lives. With them the life of the whole human race is linked.

Gross Human Product

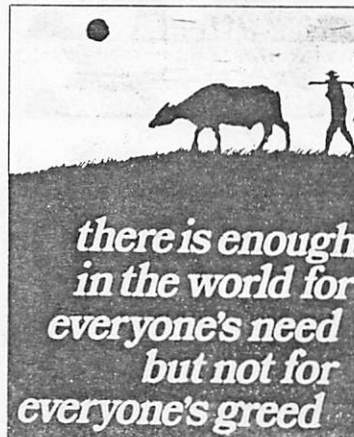
Now what is the GNP? At least I understand it as gross national product. Similarly it can be GIP, as gross international product or GHP, gross human product. Gross human product is the sum total of the product of all human beings. So, give these individual human beings of the world an opportunity to produce goods, - first the necessities of life and then goods which provide a modicum of comfort. That will bring about a change in the basic structure of life, and also in the quality of life. I believe this change is the purpose for which we all have gathered here. In the next few days, I am sure you will be discussing, sharing your experiences and coming to some concrete conclusions that will benefit all people in the future.

"Find out how much God has given you, and from it, take what you need; the remainder which you do not require, is needed by others.

The superfluities of the rich are the necessities of the poor.

Those who retain what is superfluous possess the goods of others."

St. Augustine



FIRST INTERNATIONAL EXPOSITION FOR COMMUNITY DEVELOPMENT FINDS SUCCESSFUL FORMULA BY 'SHARING APPROACHES THAT WORK'

The most important ingredient for success in rural development is an effective process for sharing information with others who need it. Delegates from 52 nations gathered in New Delhi, India for the International Exposition of Rural Development during early February, have proven that fact, and practiced it during their ten days together. They 'shared approaches that work' with 650 other participants from 200 projects around the world, selected for their success as 'grassroots initiatives'. They sought to discover common formulas out of their own experience, that could become guidelines for effective rural development everywhere.

The delegates declared their common belief that rural development is the vital pre-requisite to meaningful progress in global development. They confirmed the concept that creating access to relevant information by the people of rural communities, accelerates rapidly the process of national development. They testified repeatedly that greater local participation in decision making and planning, is a critical factor in 'projects that work'. They used almost every form of communication to share their experience with each other, and then those delegates to the Central Event of the International Exposition of Rural Development began an 18-month process of sharing what they have learned, with people in their home communities and nations.

Fresh Hope for the World

The aim of the Exposition was to document, from actual field experience, approaches critical to shaping rural policies for immediate application. Farmers from four continents, successful in multiplying food production, and community leaders in youth programs, health, housing, handicrafts, energy, education and communication projects, brought 198 colourful displays of literature, slide and video shows and even songs and dances.

They illustrated the lessons they have learned from direct involvement in development at the 'grassroots of the world'. The official languages of the Exposition were Hindi, English, French, Mandarin and Spanish. The mother-tongue "languages of learning" were ten times as varied and those are the tongues now telling the tales of new ways to improve and increase the benefits of rural development. They are already giving fresh hope for the world.

See for Yourself!

During their ten days of sharing, delegates travelled in teams to 30 sites of successful projects in 10 states of India. They spoke first-hand with project leaders and local villagers. They returned to New Delhi and met in special interest networks and national groupings to formulate and agree on ways to communicate and to apply the results of their grassroots research effort.

Next Phase

They are now back in their home countries, sharing information and ideas, conclusions and recommendations with government agencies, private industry, and voluntary organizations, as well as with fellow citizens and project colleagues. Their India experiences will shape a major publication on rural development, and form the basis for a report to sponsoring organizations of the Exposition which include: International Council of Women, United Nations Children's Fund (UNICEF), United Nations Development Fund (UNDP), United Nations Fund for Population Activities (UNFPA), World Health

Organization (WHO), Agricultural Finance Corporation, Association of Indian Engineering Industry, Canara Bank of India.

The organizing sponsor of the International Exposition of Rural Development (IERD) was the Institute of Cultural Affairs International (ICAI), a non-profit, non-sectarian development association of nationally registered and chartered ICA's in 35 nations. The ICAI chose the Exposition, and the preliminary identification of several thousand successful grassroots rural development projects, as the most effective means to accelerate the global development process. 'Sharing Approaches That Work' is the theme for the Exposition during the two-year preparation period, as well as for the campaign follow-up, from now through 1985.

It is planned that by late 1985, the 650 participants who attended the New Delhi event and the thousands of their fellow citizens who helped to select and support their participation, will have spread the newly-formulated 'approaches' and the already-proven components of successful projects from 50 countries, to the farthest corners of the earth and the highest centres of influence in every nation.

Common Cause and Credo

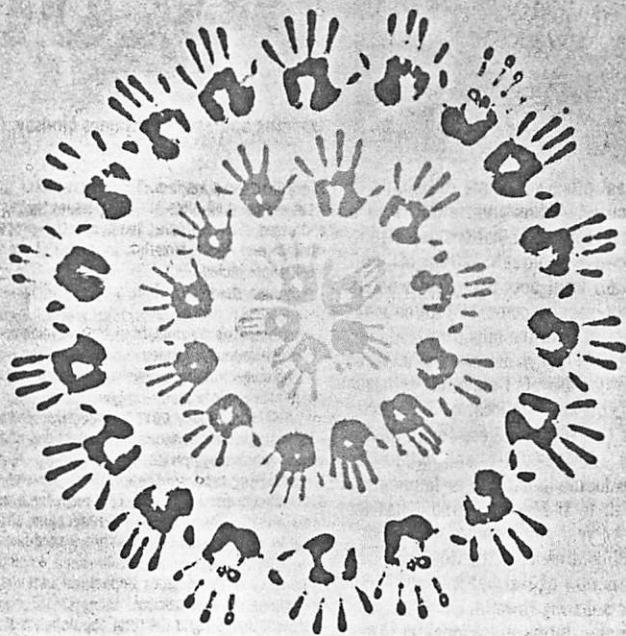
The belief that individual initiative and grassroots participation in the rural development process is the key to lasting and meaningful global development, was a 'common cause and credo' of all the delegates at the IERD. The 12 'arenas of interest' that now comprise the recommendations of their report include: Local Management and Planning; Leadership Development; Energy Alternatives and Appropriate Technology; Education and Skills Training; Integrated Comprehensive Community Development; Agriculture, Environmental Concerns; The Role of Women In Development; Health; Communication and Information Technology; Rural Economic and Commercial Development; and Sociological Factors Impact on Development.

The IERD 'book' is supported by an information system which includes a computer data-base, coded to the book, and able to provide project briefs, world-wide, illustrating how the approach works, as well as a written directory of projects and contact people. Finally, the research of the past two years of preparation is on file as background data providing additional documentation.

The three main products of the Exposition, only a dream and vision as the new year began, have become a reality because of the dynamic interaction of the energetic community leaders during their time together in India:

1. the document of effective approaches, with practical steps for implementation;
2. the global information system (computer data-base, written directory and back-up documentation) of projects which have demonstrated approaches that work; and
3. practical plans for communicating and using their findings and conclusions in the national and local campaigns, which will continue to 'Share Approaches That Work', until the poorest of the world's poor have participated in, and prospered from, practical projects of rural development.

The Exposition was financed largely by delegate contributions raised, in turn, by individuals, community, corporate, and government contributions.



INTERNATIONAL EXPOSITION
OF RURAL DEVELOPMENT

5-15 FEBRUARY 1984 NEW DELHI, INDIA

COMPARTEENDO EXPERIENCIAS UNIPES

SHARING APPROACHES THAT WORK

The IERD Poster

Michael Signorella of Boulder, Colorado, created the striking two-colour poster to commemorate the IERD. The central theme is concentric circles of open handprints. In both primitive and contemporary societies, the hand-print is one of the oldest symbols of man's presence, and is still in use today. The raised palm has long been a sign of friendship, and the print made by a hand implies getting one's hands dirty through work. The in-

dividual prints form a greater image when placed together - a reference to a lotus flower or 'mandala', or to a burst of fireworks as in celebration.* A blue background alludes to water and sky, a spiritual environment, and also to the colour of the UN flag. Around the edges of the poster has been printed, in 10 languages, the words "Sharing Approaches That Work". (*See page 22.)



THE COURAGE TO CARE

(Tune: Theme from Chariots of Fire)

This world in transition, old forms torn apart
Creates a new mission, demands a new heart.
The new world is crushing the one that we knew.
Our minds barely touching the change rushing through.
But ours is a dream that gives the world
A vision to share
And ours is the hope that gives the people
Courage to care.

If ever a singer were needed to sing,
If ever a dreamer were needed to dream.
If ever a people were called on to stand,
It's surely this moment, it's surely this land.
Hold on to the dream that gives the world
A vision to share
And cherish the hope that gives the people
Courage to care.

The globe is a village some 4 billion strong
We're building the home where each one can belong.
The cry is beyond us, it beckons us on.
Our passion upon us, eternity-long.

(Repeat)

... a vision to share ... the courage to care.





Vigyan Bhavan:

COLOURFUL OPENING

Opening address by Sir James Lindsay, Convenor, International Exposition of Rural Development

It is a real privilege for me to be able to address you all at this great event. It is a great event because 52 nations are assembled; because uniquely 70% of 550 delegates are local people or field workers who do not usually come to international conferences or have the opportunity of conferring with UN and government officials or with other local people from other cultures. It is great, because its location is in India which has the second largest population in the world (700,000,000) and where so much development activity is happening. Giving birth to the event in India has involved a two-year global 'pregnancy' taking place in all continents of the world. The actual birth is now at last happening. (As an aside, it is sobering to reflect that in India 40,000 human births are happening every day.)

The Three Year Programme

What is being born as far as we are concerned is the 11-day Central International Event of a three year programme aimed at enabling those involved in rural development in 52 countries, to exchange workable solutions to the challenges facing them, in achieving accelerated and sustainable growth. Its focus is on bottom-up grassroots methods following the finding of the FAO's 1979 World Conference on Agrarian Reform which identified comprehensive integrated development and grassroots approaches as the keys to sustainable growth. This three-year programme started with two years of intensive activity sharing approaches that work in each nation. During this time 168 Rural Development Symposia, and many times that number of Project Description Labs, led to about 300 projects being represented in India today. In the lead-up activities many hundreds of projects have been involved. So there has already been a tremendous building-up of networks and truly significant interchanges at a national level.

The Central International Event in India

We now meet to share approaches across the cultures here today. We have 52 nations here, represented by 550 delegates and team leaders. There are people from Africa, Latin America, North America, South-East Asia, Oceania, West and East Europe, West Asia and the Subcontinent.

Let me describe these ten days in India: First, there are the exhibits which explain the different approaches in the 300 projects. These will bring about a cross-fertilization of ideas. Second, a two day symposium in which 30 teams draw together the conclusions of the world-wide Rural Development Symposia and identify the major trends and key elements of sustainable development. Then four days of field visits to test these conclusions in a practical setting. The 30 teams visit 30 projects, each of which is an illustration of effective development in India. Finally, a three day documentation assembly to digest information and formulate conclusions.

Implementation Workshops to follow

The output of all this will be publications documenting the factors making for sustainable growth. These are backed up by a computerized data base in the process of formation with special technical support from Control Data Corporation, and by Rural Development Symposia documents and a video record of the India Event. These products of the Assembly bring us to the beginning of the real work of the three year programme namely

- getting implementation achieved during the ensuing 12 months
- getting the products disseminated
- reassembling and expanding the Rural Development Symposia with national delegates present at Implementation Workshops
- reassessing policies, priorities and methods for the next ten years.

Key Issues to be Addressed

Let me mention some of the key issues that will be addressed. For example, there are the processes whereby self-reliant growth is promoted at the local level. These include:

- human development to motivate villagers and their leaders
- participative planning involving local people
- organization for implementing the village plan
- in-village training in the skills required to implement the village plan
- integrating local efforts with the resources which government, voluntary organizations and the private sector may provide
- achieving rapid replication. Rural development does not consist of doing nice things for a single lucky village. There has to be replication strategy capable of implementation within a credible time span.

Another issue is the impact of women on development and vice versa:

- more than 50% of the rural population is female, so is most of the manual labour
- bearing this in mind, the UN Decade for Women has put a high priority on improving women's status and quality of life. Four of the 30 projects to be visited have this as their prime aim.

Next, how to improve borrowing facilities and repayment in rural credit. If you renege on your loan you may never borrow again for the rest of your life. But if there is an on-going cycle of borrowing and repayment, local people have behind them a regular development resource. 23% of the projects to be visited pay great attention to this.

The Vital Importance of Economic Diversification

Let me mention the issue of non-farm employment. A serious concern of our times is the gravitational pull of the big cities. The population drift towards them from the rural areas is worldwide. It happens because agricultural income grows more slowly than industrial income; and because the agricultural cycle has workers idle and not earning during the down time between sowing, weeding and harvesting. The problem affects northern countries where villages, denuded of population, may have so few people left that they cannot support such services as shops, banks and transport. The need then arises for community action; even the application of appropriate technology. In practice the circumstances may resemble, quite remarkably, a bootstrap operation in the third world.

Gandhi's Talisman

"Whenever you are in doubt or when the self becomes too much with you, apply the following test:

Recall the face of the poorest and the most helpless man whom you may have seen, and ask yourself if the step you contemplate is going to be of any use to him.

Will he be able to gain anything from it?

Will it restore him to a control over his own life and destiny?

In other words, will it lead to Swaraj or self-rule for the hungry and also spiritually starved millions of our countrymen?

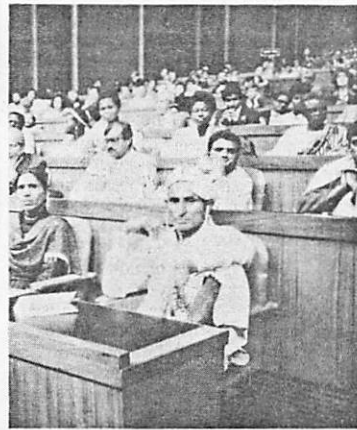
Then you will find your doubts and yourself melting away.

- M. K. Gandhi

If the present trends continue, by 2000 AD in India there will be 70% of the population in the rural areas compared with the present 80%. The Planning Commission says there is no way agriculture will support the full-employment of the 700,000,000 people living in the rural areas. What is called for is not merely the diversification of agriculture, but the diversification of village economies everywhere. Some 55% of the projects to be visited by the delegates are engaged in promoting non-farm activities which include village industry and the development of local entrepreneurship. Bearing in mind the difficulty village industry has in finding worthwhile markets for its products, an important issue for discussion is the extent to which there can be a greater symbiosis between the established and the village sectors of industry. Such cooperation could secure much greater non-farm employment in the rural areas, so that villagers may earn money throughout the year; and so that their life could be both viable and of such quality that even the more vigorous souls are reasonably content with it.

Village as good places to live

The Japanese find villages to be good places to live in, though more than 90% of the villagers work in industry.



A TRIP TO INDIA:

"Please take the Stairs"

- Lorna Bell Ferguson

New Delhi — I was half way around the world. It was three o'clock in the morning, but I was wide awake. Our charter bus pulled into the Ashok Yatra Niwas hotel entrance. Stacks of luggage were unloaded, and up a wide granite staircase to the small mezzanine we went. Here two rather harried women from the ICA staff had a registration table for the Exposition, with room assignments and keys, forms to fill out, meal tickets to sign for, and a hub-bub of questions to be answered.

The hotel was 18 floors high. There were four elevators. We soon learned that the elevators ran with no regard for the people in them! Eventually I chose to walk down 17 flights of stairs and sometimes I even walked UP. One day, jammed into an elevator that took almost half an hour to lift seven floors, a group of us decided to name the elevators. We called them: "Up To Go Down", "Learn to be patient!", "Everyone out, so I can level off and shut the door" and "Please take the stairs!"

Lyla Commandant and I shared our hotel room. Lyla is a Band Administrator and was representing the Mohawks of the Gibson Band in Ontario. The hotel was very "basic" — small rooms with painted concrete floors and very minimal bathroom facilities, but we had been told to expect no luxuries. Since both of us had raised our families, years back, without running water, Lyla and I agreed that we could manage easily with hot and cold water

In the Punjab where the green revolution's effects in India are most obvious, there is no great drift to the towns. Local people are investing their money, made out of farming, into village industry.

In Venezuela, and elsewhere in India, we do have the occasional evidence of reverse flow - back to the village - because the village, by community effort, has been made worth living in.

This really is what rural development is all about.

Conclusion

In conclusion, a word about why successful rural development is so important to the world. The majority of the world's population lives in the rural areas; in many countries of the South 70-80% live there. Even in the USA 25% of the population live in rural towns, even if only 2% of the population are concerned with agriculture. Development means the mobilization of a country's human and material resources. When it comes to what you can do about it at the grassroots level, most countries' stock of capital available for improving physical resources is decidedly limited. So by far the biggest possibility for ready achievement lies in the rural areas where most of the people on our planet live and where there is such tremendous potential for human resource development.

taps, a pail and a pouring jug, a small sink, a floor drain and a western-style flush toilet!

There were colourful woven rugs and peacock-feather fans to brighten the room. A basket of candy on the small cupboard that served as closet, and pictures taped to the wall were a nice "welcoming" touch. One picture was of Gandhi with a poster of his saying: "I Will Give You a Talisman . . ."

Later, especially on my field trip, I was to begin to understand Gandhi's philosophy of caring for "the poorest of the poor".

Lyla and I decided to volunteer to help the women who were handling registrations. They had mentioned that a large number of delegates, including the people from the U.S., were due to arrive shortly after our group. The women asked us to report to one of the rooms on the 18th floor, and help the man there "fix" the rooms for the incoming delegates. They handed us a pile of room keys and some mimeographed "checklists" to fill in for each room.

It turned out that the rugs, fans, pictures and candy baskets had all been added to OUR rooms by the ICA staff. Now it was OUR turn to do that job. I took charge of spreading rugs on the floors, taping pictures, and hanging fans. Lyla began checking taps, toilets, lights, and so on and filling in the checklists which would go to the hotel housekeeping staff for attention. Gradually our first touch of "jet lag" crept up on us - after many trips up and down stairs and in and out of rooms, we were a little giddy. One of my tasks was to put coathangers in the cupboards. In one of the last rooms, I checked in the closet and then told Lyla, "There are no hangers in this cupboard - but there is a lot of mildew." She was sitting on one of the beds writing on the list, and looked at me and asked calmly, "Are there two ells in mildew?" That set me off, with Lyla following, and we dissolved into helpless laughter, that went on and on!

It was Friday morning - February 3rd. By crossing the International Date Line we had skipped February 2nd all together. We ate the "western" breakfast (two boiled eggs, two slices of toast and a banana) and rushed onto an elevator, just ahead of the U.S. delegates - late arriving because their flight had been delayed.

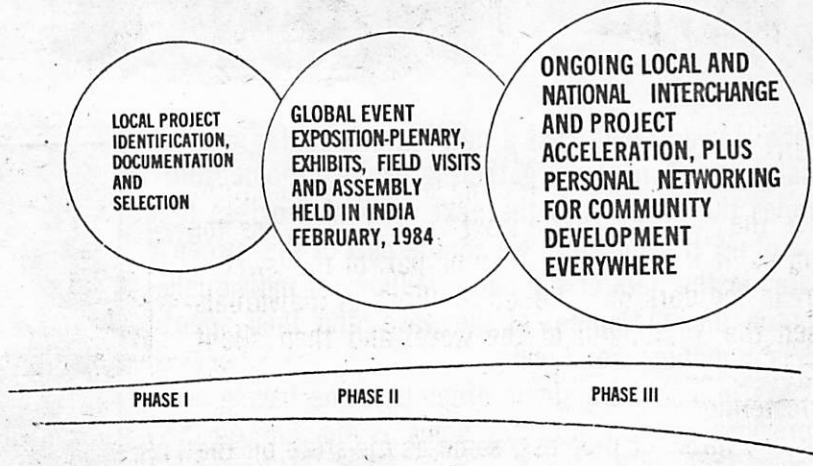
Seventeen floors below our window, hundreds of bus, car, motorbike, and taxi-scooter horns blared - but in our room, with the ceiling fan turning, we finally fell asleep!

- This article, by Lorna Bell Ferguson, the delegate from Fort Vermilion, Alberta, is a re-print of one of several she wrote on her return from the IERD in India, and which were printed in the "NORTHERN PIONEER", Fort Vermilion.



The logo used for the IERD consists of three intertwined arches, surmounted by three large dots, and standing on a base which carries the motto "SHARING APPROACHES THAT WORK". This symbolizes people working jointly, sharing a common base, and being interdependent. It also symbolizes the three Phases of the IERD, which merge into each other, and which are dependent on each other.

IERD PHASES I, II, III



'Sharing Approaches That Work' is the dynamic theme for the 3-phase process which the IERD's Co-ordinating Sponsor, the International Institute of Cultural Affairs, conceived and implemented, and is still facilitating ...

PHASE I

ICA Canada staff at CIDA Ottawa Briefing said farewell to the Canadian Delegation and to Phase I, after spending 18 months identifying and documenting 300 'grassroots initiatives' across Canada, considered replicable and worth 'sharing'.



PHASE II

IERD Organizers close Phase II at the Delhi Assembly on February 15, 1984, by presenting individualized certificates to each of 550 participants.



PHASE III

CICA Facilitators and IERD Canadian project delegates, gather in Winnipeg, March 18, 1984, to plan and launch Phase III across Canada for 1984/85, and beyond!



QUESTION: WHO IS THE ICA?

ICA PROFILE: IN INDIA AND THE WORLD

For almost 29 years, the Institute of Cultural Affairs has been pioneering educational methods, curriculum designs and participatory problem-solving techniques. Originally a program division of the Ecumenical Institute, the ICA is now a private, non-profit, non-partisan, non-sectarian, voluntary organization. It is deeply committed to improving the quality of human life - urban and rural - by acting as the catalyst for community participation in self-help projects. Such programmes are currently taking place in 40 countries, in all types of cultural settings, in the humblest village and crowded urban slums.

The goals of the ICA are simply stated: development is a community affair, a partnership between the public, private, voluntary and local sectors that is all-emcompassing and involves everyone in planning and implementation. The ICA acts strategically as a catalyst for change. Its methods have been adapted to many cultures during 30 years of practical field experience, and applied world-wide.

The ICA is interested in local participation. Local groups are cooperating to achieve significant social and economic changes. They are revitalizing their aging urban neighbourhoods and small towns, modernizing their underdeveloped villages, improving the working environment in their corporations and other organizations.

The ICA encourages community spirit - a commit-

ment to the common good. People learn practical problem-solving methods that help make their communities self-sufficient, self-reliant and self-confident. The people to be served determine their own goals, draw up the plans for reaching those goals and implement the plans through their own efforts.

Like the people and villages they help, the Institute itself strives for self-sufficiency. Most of the 1,200 full time staff members work without salary and all the part-time volunteers cover their own expenses.

With the combination of research, training and demonstration, the ICA is helping people help themselves, getting them involved in working together to shape their own futures and thereby building a better world.

The ICA: India is a registered not-for-profit voluntary organization with area offices in Bombay, New Delhi, Calcutta and Bangalore. The ICA undertook single village development, then concentrated on village clusters involving groups of ten adjacent villages. The ICA: India also runs training and planning seminars for companies, schools and organizations. Primary support for the work has come from private individuals, trusts, foundations in India, industrial houses and small businesses, and from direct grants and development schemes provided by the government.

COMMONLY ASKED QUESTIONS.

From February 5th-15th in New Delhi, 500 delegates from 52 countries gathered to highlight successful approaches in rural development. As the Exposition gained momentum through regional and national preparation events, common questions were asked about the Exposition.

What is the role of the Global Advisory Board and the National Steering Committees?

A Global Advisory Board of 100 prominent world leaders from 37 countries have guided the direction of the Exposition. Their major role has been to provide ad hoc advice and moral support, but many have taken an active role in particular events for publicizing or supporting the IERD. Forty National Steering Committees directed the efforts in their own nations. Their role included ensuring local input into their national Rural Development Symposia and the Project Documentation Laboratories, selecting the projects and delegates to go to Delhi, and generating the funding for local participation in the Delhi event.

What about the Co-Sponsors and Supporting Organizations?

Co-Sponsors of the Exposition include several United Nations agencies, two financial institutions from India, an international women's organization, and an industrial co-sponsor. These groups serve as a partnership, representing a mix from the public, private and voluntary sectors of society. They have served as an informal supporting framework and

have contributed money for delegate fees, provided technical support and critical advice on the preparation of the India event. Delegate fees for the Exposition have come from government funding agencies (in Canada, Denmark, Netherlands, Australia, and the USA), from foundations (such as Ford Foundation), and from corporations (eg. Tata Industries, British Petroleum), etc.

Why was India selected as the site?

The original concept of the Exposition was born in India. Nearly one-sixth of the population of the world lives there. The Indian government has demonstrated a deep commitment to rural development. Some 35,000 individual rural projects are working at the local level. The possibility of accelerating rural development through sharing approaches that work grew from the desire to link together not only India's efforts, but the world.

Why the focus on local practitioners?

The Exposition has focused on people working in local development. 70% of the delegates are directly involved in small self-help projects. The documentation of approaches is built from the basis of field experience. The Exposition is concerned that this experience be in dialogue with international agencies, government ministers and others with project experience to create a basis for reviewing rural development policy and financial support.

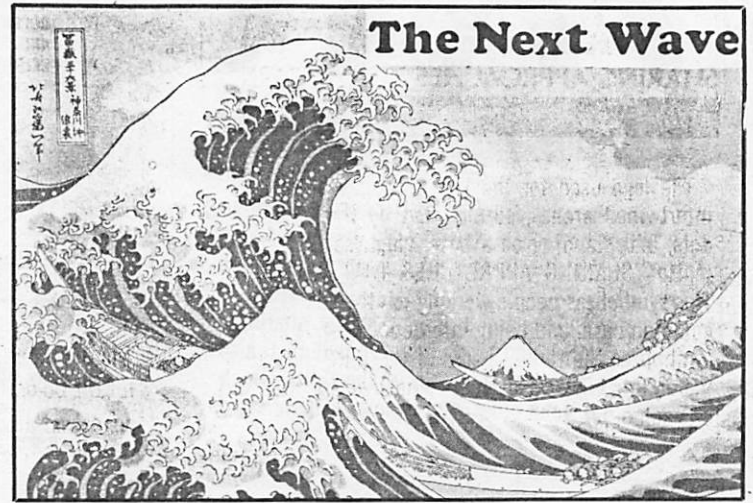
The Next Wave

Evidence is everywhere that a new wave is rolling across the global ocean of mankind, gathering size and momentum as it circles the earth. It is the next wave of progress for each one of us. If we choose, we can be part of the 'sweep' or can stay in the dark of the deep. Millions of individuals have chosen the 'movement of the wave' and their silent strength is in motion, world-wide.

Waves are formed from single droplets, some having served in previous waves of progress, some as moisture on the winds of change that stirred earlier waves of universal human betterment, and some as new rain or fresh springs joining the ocean-current for the first time. In such diversity there is commonality, strength, unity and direction.

What is this next wave? If it is not the first nor the last, might it be the most significant thus far? It is being formed by the personal decisions reached in widespread and growing numbers of people everywhere, quietly accepting individual responsibility for the global and local conditions of the earth, their home. Countless and growing numbers of individuals, are creatively determined to accept change in themselves and to fight for it in their communities. Their decisions and actions are what is forming the next wave, and it is beginning to roll around the earth with great force and effect.

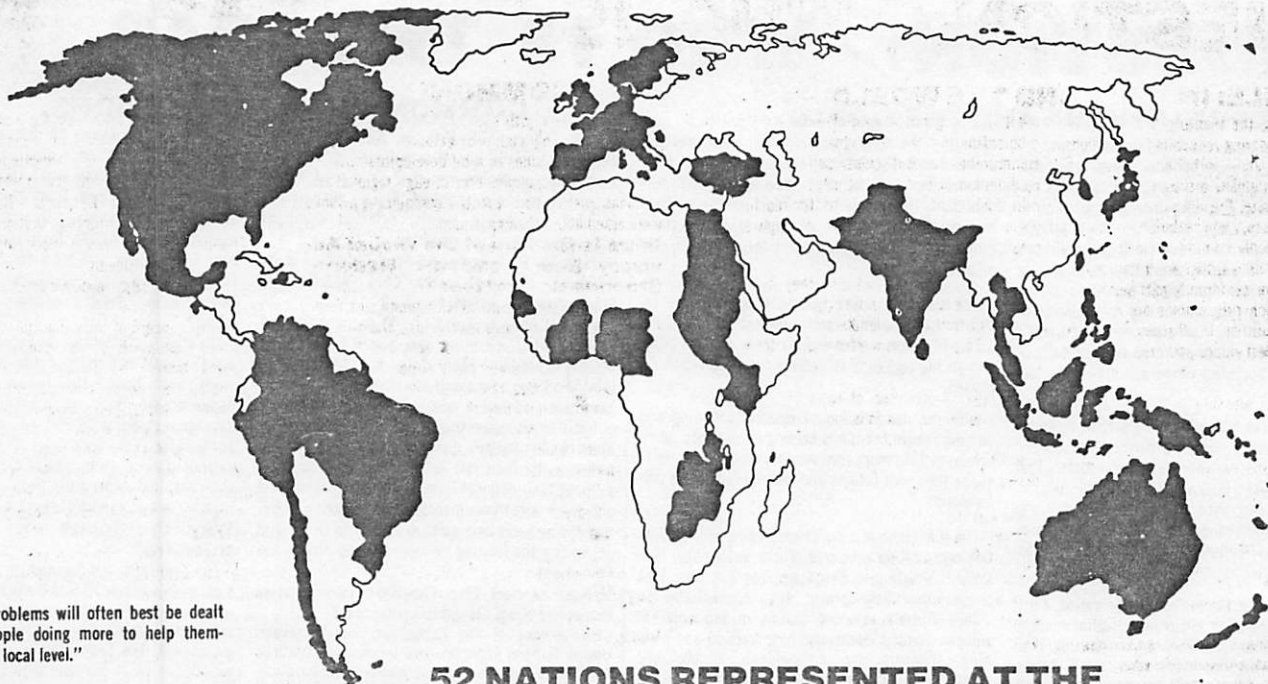
This tabloid newspaper report provides only a small glimpse of the vast and largely unseen movement that is stirring in the world. It is a reflection of the new dawn of realization



that men and women everywhere are creating and demanding that development must be without destruction and without domination or dependency; that personal, community or even global development cannot be left to government, or something or someone else; that development works for you and your community only when you yourself get involved, with patience, persistence and personal commitment to 'grassroots' initiatives, and inspire your fellow citizens to do likewise, becoming with you, one of the droplets in the 'Next Wave'.

"...The total situation depends, in the end, not on governments and on the UN but on the people. You cannot expect the world to change before you change yourself."

- The New Genesis. Robert Muller, Assistant Secretary General, United Nations. Doubleday Books.



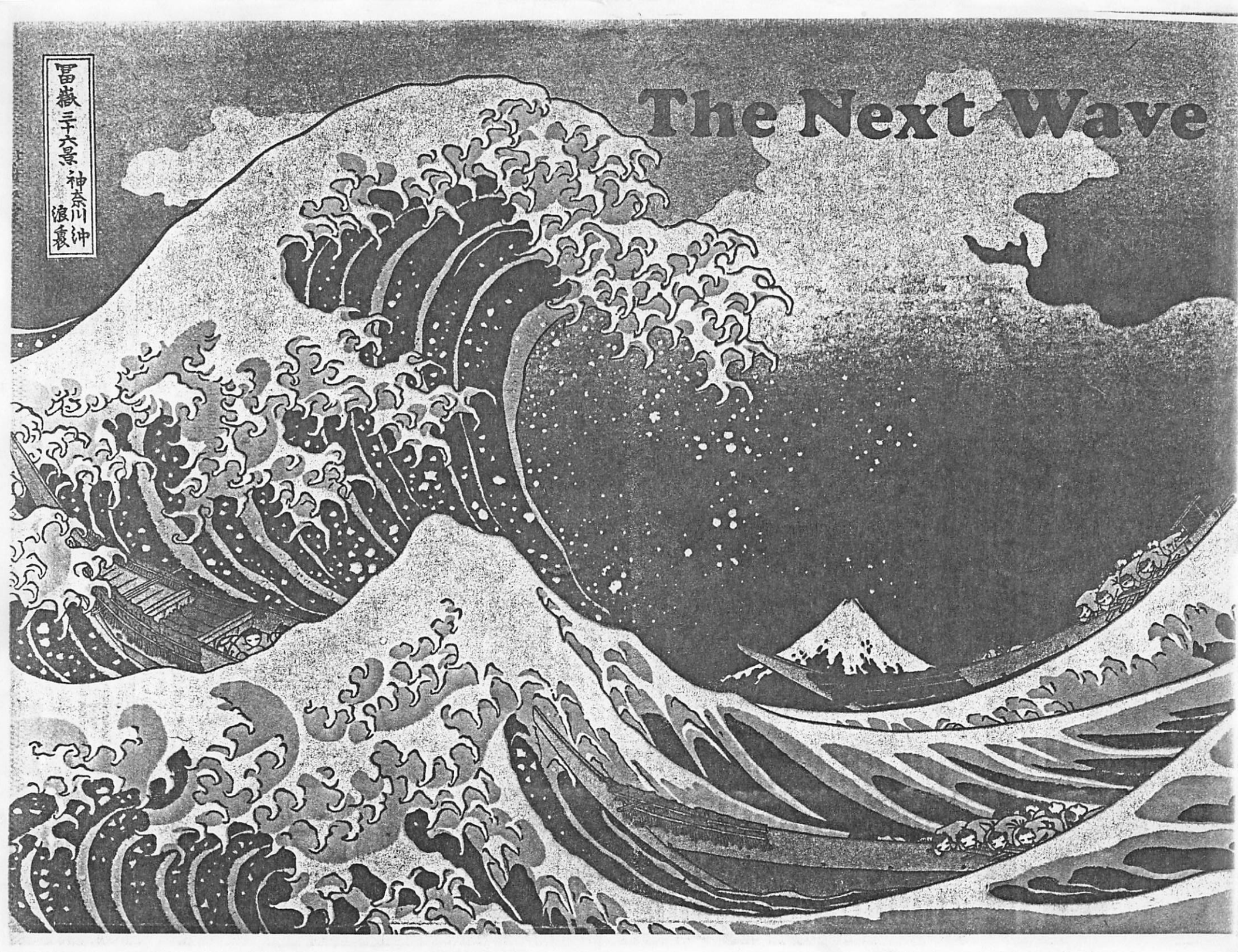
"Global problems will often best be dealt with by people doing more to help themselves at the local level."

HELPING OURSELVES - 'Local Solutions to Global Problems' by Bruce Stokes. W.W. Norton & Co. A Worldwatch Institute Book.

**52 NATIONS REPRESENTED AT THE
IERD CENTRAL EVENT 1984**

雷藏三六景 神奈川
浪裏沖

The Next Wave





INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

Table of Contents

June 1984

The Next Wave	3
IERD Phases I, II, and III	4
Commonly Asked Questions	4
Successful Formula	5
IERD Poster	5
"Please Take the Stairs"	6
Vigyan Bhavan: Colourful Opening - with Sir James Lindsay	6
"Challenging Views" - by Shri Vasant Sathe	7
"The Main Event"	8
The Exhibit: A Visual Feast of Ideas ...	9
IERD Highlights: Field Visits in 10 States	10
Projects That Work, People Who Share	11
Sister Brenda Walsh Summarizes IERD for UN's Development Forum	12
UN - Co-Sponsors of the IERD	
• UNICEF	
• UNDP	
• UNFPA	
• WHO	12/13
UNICEF: Simple Solutions To Stop Village Children Dying!	13
Women: More Than Half the World ...	15
Funding Strategies for the Rural Poor - Bernie Woods, IBRD	16
Trickle Up Program - with Glen & Millie Leet	16
Cross-section of Global & Grassroots Initiatives	17/18
Toronto Star Reports: Third World Poverty In Canada, Haroon Siddiqui in Delhi	19
Canadian Projects Represented & Facilitators	19
Wide-Ranging Canadian Projects ...	20
More Canadian Projects	21
CIDA Serendipity Send-Off	22
REPLICS - Symbol of Action	22
CIDA Helped Make It Happen	22
Participation In the Next Wave ...	23
Get Involved: Phase III of the IERD	
Gandhi's Talisman	6
Poetry: India 1984 - Lorna Bell Ferguson	15
Songs:	
"It's a Long Way From Here to Delhi" ..	11
"Raghupati Raghava"	18
"The Courage to Care"	5

WHAT'S IN IT FOR YOU?

If you are interested in 'approaches that work', there are dozens of projects described herein, that were started by the vision, concern and conviction of one or only a few people. If you have a project and some 'approaches that work' of your own, share it with others by sending in the coupon on page 23, to receive a Project Questionnaire, or more information.

On page 6, Sir James Lindsay describes how this world-wide exchange of ideas and information got started, and how it became the three-phase International Exposition of Rural Development, which is still underway.

Be sure to read how the global process of identifying and documenting 'Approaches That Work' was evolved by the International Institute of Cultural Affairs, into a unique exchange and exhibition of 'grassroots initiatives' from 52 countries.

A graphic example of effective personal initiative is the Trickle Up Program, started by Glen and Millie Leet, described on page 16.

Whatever your interest, the world's children are your future, and some simple solutions to stop children dying have been recently introduced. David Haxton tells you about them on page 13, just as he told the IERD Delegates in New Delhi.

Maggie Catley-Carlson, the President of CIDA, gave the Canadian IERD delegation something to think about as they were leaving for India in February. Old 'sacred cows' of what works in development get 'put out to pasture' on page 22.

Does national economic planning scare or bore you silly? Try reading the Gandhian simplicity of Shri Vasant Sathe, the Indian Government Minister who welcomed the IERD delegates at the colourful Opening Ceremony on page 7.

Sister Brenda Walsh, writing in the UN's DEVELOPMENT FORUM shares insights and overviews of the IERD, and you'll see the UN Agencies, that helped make it happen, reviewed on page 12 & 13.

For some on-the-spot comment, the Toronto Star's own colourful editor, Haroon Siddiqui went to New Delhi and describes, on page 19, the Canadian projects represented. Ben Kroeker and Clint Whetter tell about the Tata Steel village project, and Stanley Barnes describes the 'White Revolution' in India on page 11.

Dame Miriam Dell, this year's President of the International Council of Women, gives nine simple steps to improve the role of women in community development on page 15. Lorna Bell Ferguson from Alberta gives some vivid first impressions of India in "Please Take the Stairs" on page 6.

'Funding Strategies for the Rural Poor' is a brilliant summary of problems and solutions as seen by project initiators and funders, presented by Bernie Woods on page 16.

The exhibition of 'Approaches That Work' was a visual feast for do'ers and seekers. See the photographs on page 9, and a few of hundreds of project descriptions on pages 17 & 18. (and all available in "The Book" - page 8).

Who made it all happen? Essentially, the International Institute of Cultural Affairs, as described on page 4, but they'll tell you that 'grassroots initiatives' made it happen, and they'll be right.

It's the NEXT WAVE. Be sure you're on it!

The International Exposition of Rural Development is a three-year, three-phase programme for sharing approaches that have worked in local development. During Phase I, with extensive documentation, representatives from local projects gathered together to share approaches and successes, creating networks of interchange and support in 76 nations. In Phase II over 500 delegates from 55 nations gathered for the Central International Event in New Delhi, India, to compile and field-test internationally-successful approaches and identify necessary directions for local development. During Phase III delegates and local practitioners will discern ways to encourage the effective ground-swell of initiatives in each nation using the combined experience and resources of all sectors of society.



Publishers:
The Canadian Institute of Cultural Affairs, Toronto, Ontario
Editorial Preparation:
World Media Institute, Inc., P. O. Box 1115, Brandon, Manitoba
Jane Kines and Wayne Kines, Co-Editors
Photography and Graphic Preparation:
Jane Kines and Wayne Kines, WMI,
Dirk Abersson, Brandon Sun

Typesetting and Production:
Shirley Cooper and Irene Danis of the Cross-Country Shopper,
Brandon, Manitoba
Printing:
Courtesy of the Brandon Sun Ltd.
Lewis D. Whitehead, Publisher
Enquiries to:
CICA, 99 Bellevue, Toronto, Ontario, Canada M5T 2N8

With thanks to Toronto Star's Haroon Siddiqui, UN Development Forum's Sister Brenda Walsh, The Deloraine Times' Ben Kroeker, CIDA's President, Margaret Catley-Carlson, The New York Times' Michael Kaufman, Grosvenor Books and Stanley Barnes for "200 Million Hungry Children", Lorna Bell Ferguson for both prose and poetry, Jim Lotz for "Understanding Canada", the UN's inspired writer Robert Muller for "A New Genesis", and most of all, the people in grassroots initiatives, who made the whole story possible.