

SHARING  
APPROACHES  
THAT WORK

# HIGHLIGHTS

INTERNATIONAL  
EXPOSITION  
OF RURAL  
DEVELOPMENT



August, 1983

## Rural Development Symposia — People Sharing Successes

**"You have to tell the truth, you have to know when to go away and you have to love the people," said Nathan Gray of Boston's Center for Education and Communication. His remarks keynoted a symposium on rural development held at the University of Southern Maine in Gorham, June 17-19, for northeastern U.S. states and Canadian rural development specialists.**

Gray, one of the founders of the highly successful relief organization Oxfam-America, also claimed, "the effective organizer or leader doesn't look outside the system for solutions. He looks inside, taking what looks like a disability and shifting it into an opportunity."

Insights into what makes the development process work are being shared in symposia and showcase forums being held across the United States and Canada. These events are leading up to a ten-day international session in India next February, when 55 nations will exchange ideas and models about effective ways to improve rural life through grassroots projects.

"If all the rural development organizations and agencies in my home state knew about each other and worked together, we could develop Arkansas four times over," declared Charles Nash, a member of the Family Farm Development Network in Arkansas. Nash shared his

### Actor Kingsley to introduce IERD film

Ben Kingsley, Academy Award winning actor, has agreed to introduce a twelve-minute documentary on the IERD. Kingsley, when appraised of the project by Global Advisory Board member Norman Jewison and Sir Richard Attenborough in London, expressed enthusiasm and said he would be happy to participate.

The film will be produced by Bill Haviland, a freelance film maker. Haviland is using key sections from *The World of Human Development*, a film produced by the Institute of Cultural Affairs, and footage from rural development symposia and the Gibson, North Carolina Human Development project.

The film's purpose is to promote the IERD in a half-hour television format. It will be produced this month and marketed to public broadcasting stations and cable networks in the United States.

approach with representatives from over seventy organizations and projects at "Success Southern Style," a symposium held at Memphis State University May 11-13. The director of the Network, Dr. Thanh Duc Nguyen, claims the exchange process of the symposium addresses one of their most serious problems — how to share their learnings, methods and successes with rural families around the world. Some participants were sufficiently convinced of the value of the interchange that efforts are now underway to hold regional symposia in central Georgia, northern Alabama and Jackson, Mississippi in the fall.

"Mid-America: Access to the Future," convened some 150 people from 13 states to share success stories on June 1-3 at Drake University in Des Moines, Iowa. Bob Martin, a bank president from Lebanon, Kentucky (pop. 6,500), reported that "a multitude of people now believe you really can do whatever you want to do," after local groups joined hands to renovate a deteriorating downtown business district. Martin and others on the city's Chamber of Commerce hired an architectural firm to draw plans for a revamped downtown, and they raised money from downtown property owners to implement the plans. They persuaded the local newspaper to cover the renovation campaign, the city council to approve a master plan for fixing up the area and the federal government to provide a



\$450,000 grant. A dozen merchants rebuilt their store fronts. Lebanon's downtown improvements have curbed the exodus of merchants and shoppers. "And the net result," Martin said, "has been a new morale."

The morale of local leaders and the key role they play was the subject of comment by Delores Penrod, executive secretary of the Community Services Center in Portales, New Mexico, at the symposium held in Tulare, California on February 5-6. Mrs. Penrod advised, "Hang in there . . . it is possible for volunteers to accomplish a great deal with a very small budget." She feels there is "going to have to be more participation from the volunteer sector for solving problems." Federal government funding can always fall through and then "you've got to find new ways to care for people." Mrs. Penrod's organization grew from 10 volunteers to 250 volunteers in the 18 years it has been serving the Portales farming community, which is 25 percent Spanish-speaking.

The Tulare symposium, which featured 32 displays from communities and organizations from the western states, was held in conjunction with the California Farm Equipment Show and International Exposition. Hundreds of people visited the displays over the four-day exposition, which was sponsored by the International Agri-Center, the University of California Cooperative Extension of Tulare County and the Institute of Cultural Affairs (ICA).

As well as introducing rural development people and their methods to each other, the symposia helped identify projects that will be considered to go to India in February. The selection of 20 projects representative of United States rural development will be finalized in October by the U.S. National Steering Committee (NSC).

Members of the NSC from the Denver area, which include Lt. Gov. Nancy Dick and Andrew Mair, an international trade consultant, are working with ICA in Denver to organize "showcase forums" — one-day sharing events — throughout Colorado, Wyoming, Utah, Montana, and North and South Dakota. The forums have uncovered hundreds of unique self-help projects.

Western Colorado Rural Communities Program is a coalition of seven colleges and universities which implements community-based educational services to help residents cope with change. The Boulder County Gleaning Network organizes people to pick up crops left in fields after farmers complete their harvest. The "gleanings" are given to the poor and to food banks. The Colorado Rural Housing Development Corporation is a statewide, non-profit organization founded in 1971 to help provide affordable housing in rural areas. They work with single-family and multi-family housing and bring together families who help each other build homes in a "sweat equity" effort to save money for all.

The Institute of Cultural Affairs, the organizing sponsor of the entire process, hopes the February, 1984 event in India will be the beginning of a new momentum in self-help development efforts globally, and will be working with national steering committees in the 55 nations to help each national delegation share its learnings upon returning from India.

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## noteworthy events

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OCTOBER 7-9, 1983: Next NSC meeting at ICA International Training Center in Chicago. Please note change from date previously announced.

OCTOBER 19-21, 1983: Appalachia Rural Development Symposium at Morehead University, Morehead, Kentucky.

**Copy deadline** for September issue is  
Friday, August 12.

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## facts&figures

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- Over 50 nations expected to participate in plenary event in New Delhi, India, February 1984
- 580 National Steering Committee members to date in 35 nations
- Over 100 National Steering Committee members in the United States
- 53 Rural Development Symposia held around the world
- 27 forums and symposia held in the United States and Canada, involving over 2,000 people in 42 states and six Canadian provinces
- National Steering Committee fund-raising efforts January-June, 1983: \$413,700
- Fund raising projections for July-December, 1983: an additional \$275,000



### The IERD

The International Exposition of Rural Development is a three-year program designed to facilitate the exchange of effective approaches to rural development and to integrate them with local efforts. The first year (1982) entailed building a global network of individuals and organizations which would ensure local input into the Exposition and the practical dissemination of its results. The second year (1983) focuses on local preparation in each of the participating nations. This will include rural development symposia, documentation of local rural development projects and preparation of national exhibits. The culmination of this phase will be a ten-day plenary event in India in February 1984. Each nation's exhibits will be viewed and field workshops will be held on issues and trends in rural development. A document will be written on the key factors in successful rural development and how to apply them. In the third year (1984), results of the Exposition will be disseminated throughout the participating nations.

# NSC meeting builds momentum for IERD

Which rural development projects are most successful and most representative of rural development ingenuity in America today?

Over 80 people on the 110-member National Steering Committee (NSC) began to answer that question at the third meeting of the NSC held in Chicago July 7-9. They represented more than 2,000 U.S. projects which have shared development insights through symposia and forums held to date across the nation, as part of the IERD.

Two criteria applied to all project submissions worldwide is that they engage human initiative at the local level and that they have the capacity to be implemented transculturally. The selection process includes extensive documentation and site visitation by the NSC and will pinpoint 20 projects at the October NSC meeting which will represent the U.S. at the IERD plenary event in India in February 1984.

Lady Peggy Lindsay of Oxfordshire, England, and a member of the Global Advisory Board, gave the opening address to the committee, reporting on her global travels promoting the local development approach of the IERD. Lady Lindsay, who was born in Burma and lived in India for 25 years, believes that change at the local level, particularly in the poorest areas, depends upon women breaking down the barriers of the past.



One subgroup of the NSC worked on the use of media to promote IERD events. Another group began designing a data base for a local project interchange system and a global project directory.

Louise Singleton, a consultant from Denver, shared a fund-raising approach that worked in her city and had other members signing up to host similar fund-raising events. The sharing approach spread to Chicago members who will host out-of-town members at the next NSC meeting in October.

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## newsflash

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### New co-sponsors for IERD

The Exposition has two new international co-sponsors: UNICEF and the Agricultural Finance Corporation, and a new technical advisor, Control Data Corporation.

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### Journal article

An article on the IERD in India, written by National Steering Committee member Suzy Goldman, is slated for publication by the *Journal of Defense and Diplomacy*. The magazine is subscribed to by diplomats and policy makers throughout the world.

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### International Rural Development Symposia

Representatives from United Nations agencies, private voluntary agencies and private corporations involved in the development process worldwide identified breakthrough projects in human development at International Rural Development Symposia held during April and May in New York City and Washington, D.C.

The participants worked to design criteria for use in the project selection process and thought through recommendations for the structure of the field work during the ten-day plenary event in India in February 1984.

Two of the co-sponsors of the IERD, the United Nations Development Programme and the United Nations Fund for Population Activities, were present at the New York symposium. The New York event cited many projects in small nations such as Bangladesh, Fiji, Cameroon and South Yemen which highlighted the role of women in development and the initiation of small business.

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### Congressman Bedell in Chicago

The Honorable Berkley Bedell and Mrs. Elinor Bedell of Iowa were guest speakers at a dinner in Chicago where they spoke on the role of the ICA and the IERD. This was one of a series of events in the Chicago area to build support for the phases of the IERD.

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# across the globe

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The fourth RDS in India was held in Bangalore. It was attended by 44 people representing 24 organizations. Sixty-nine people participated in a London symposium which included representation by the United Nations Association.

In Paris, representatives of 23 organizations recommended ten projects, featuring the criteria of human fulfillment, self-reliance and economic success. Nigeria's symposium was attended by 150 people and received nationwide coverage by Radio Nigeria and network television news.



## **Korea**

Over 60 participants — predominantly university and government representatives of 18 developing nations — attended the International Seminar on Community Development in Seoul this past spring. The seminar, which was co-sponsored by the Institute of Saemaul Undong Studies of Korea and the International Association of Community Development of Brussels, Belgium, included field trips to rural development projects. Participants were able to observe first hand the dramatic results of Korea's rural development efforts over the past ten years, where the average rural family's income recently surpassed that of the urban family.

## **Pakistan**

A visit by Sir James Lindsay to Pakistan was hosted by the United Nations Development Programme and warmly received by the government, UN heads of missions, and diplomatic representatives. The Hon. Syed Fakhar Imam, Minister of Local Government and Rural Development, hosted Sir James and agreed to join the Global Advisory Board. In doing so, he expressed his personal commitment and that of the government to foster and promote local participation in planning and implementation of a variety of rural development efforts.

Sir James reported that the Agricultural Development Bank's Rural Credit Supervision Programme covering over 15,000 villages had much to offer. Six hundred agriculturally trained credit supervisors ride village circuits of 25 each, twice a month, to plan with farmers their credit needs and repayment plans. Recovery is well over 90%. This represents one third of the villages in Pakistan. The government plans to have the other two thirds under this scheme by 1988.

## **Zambia**

The Prime Minister of Zambia, Mr. Nalumino Mundia, called on his nation to create conditions conducive for the young people to work on the land in rural areas to stem the current exodus to urban areas. His remarks inaugurated Zambia's National Steering Committee at Kapini Human Development Centre, 15 kilometres north of Lusaka, on June 13th before a crowd of 1200 people. "We have the most essential ingredients for rural development — the people and the land," Mr. Mundia said, and called for a "frontal attack on all major problems, both social and economic, that characterize rural areas."

Zambia, since independence, has demonstrated her commitment to the development of rural areas. "Our philosophy has always been production by the masses and not simply mass production." Mundia hailed the 'new' method of the symposium. "It is important that the villagers should be involved. They are in a better position to tell us of the problems existing in the area and should also suggest ways of resolving them."

The prime minister said the rural population must be encouraged to change from subsistence living to the cash economy, and praised Zambia's peasant farmers for surpassing the commercial farmers in maize production. "When this happens, the rural masses will start feeding other Zambians in the urban areas and will improve upon their own standard of living."

Headmen from 42 villages were among Zambia's rural development symposium participants, who recommended that local materials be used in development schemes. They said wholehearted cooperation by villagers would only occur if they felt the project was needed. Their participation was necessary if projects were to be useful and sustain themselves.

## **Denmark**

The Danish International Development Agency (DANIDA) announced the Danish government's commitment to grant \$50,000 toward support of the Exposition's external costs. Dr. Kaj Baago, Deputy Director of DANIDA and an active advisor to the Exposition, made the announcement on behalf of the agency.

## **Vienna**

Mme. Sellami-Meslem, Director of the Advancement of Women Branch of the UN Centre for Social Development and Humanitarian Affairs in Vienna, and member of the IERD's Global Advisory Board, has announced that the Centre is organizing a seminar on the role of women in rural affairs, tentatively scheduled for May 1984, as an activity of the UN Decade for Women.

The seminar will form strategies for the advancement of rural women and methods of enhancing their participation in industrial and agricultural development. Mme. Sellami-Meslem noted that the seminar's objectives parallel some of the objectives of the IERD, and that documentation for IERD projects could contain data useful to the UN's activities for women.

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People were relaxed. The rainfall had been abundant and even dry land wheat farmers had done well. The wheat was almost harvested and for the first summer in years, Lamar residents hoped for the benefits of a good agricultural season coupled with major new economic development in the town.

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From those seeds, a meeting was called in the Lamar Community College assembly hall and over 100 people attended. Health Resources, Inc., an organization which would be an advocate of community health, was formed. Dr. Locke said, "From that time on, Southeast Colorado has had the only citizen oriented health advocate organization in the nation. They have done things for this area that no government agency could do. The list of accomplishments is staggering. All done one at a time."

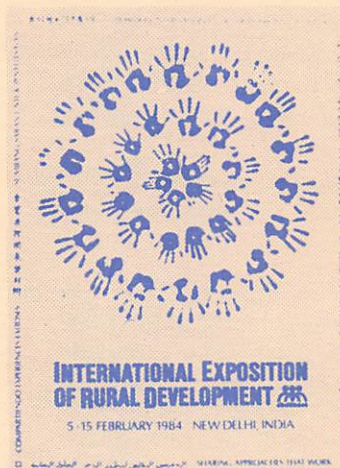
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**Continued**

## NOTEWORTHY

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The IERD commemorative poster is available from ICA Denver, 1741 Gaylord, Denver, Co 80206. Phone (303) 333-2000. The 26" x 40" color poster costs:

\$10.00	single poster
5.00	10-99 posters
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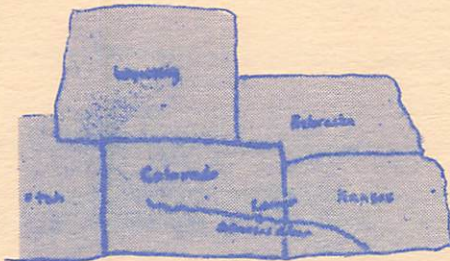
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### Citizen wisdom

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Why not, they said, build hills of trash here in Riverview, and then make a golf course and ski slopes out of the hills?

Studies were done which deemed the project to be ecologically and economically viable, and the question was put to the citizenry in the form of a referendum. With over 70% of the voters responding yes, the community approved a \$3.5 million bond issue in 1966 to buy equipment and 600 acres of land for the project.

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The money has literally been plowed back into the development of the community. Wooded areas were cleared and contoured during the the early 70's and in 1976 greens and tees were put in to complete the first nine holes of the new golf course. A second nine were added in 1978, and the 27-hole golf course was completed in 1980.

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Jack Shoup was the city manager back in 1965 and he has guided the development process as director of the land preserve since its inception. Shoup envisions that by 1993 the city will begin to reduce the land fill operation and shift to reclamation of waste materials. This would be in line with the federal Environmental Protection Agency's new policy of recycling waste. In the meantime, Riverview is getting ready to mine the methane gas produced by the waste, and they already have a buyer.

"It's a real success story," claims Riverview's city manager Harry Kollman, and it's still going on.

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## NEWSFLASH

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Dr. Halfsden Mahler, the Director General of the World Health Organization (WHO), announced their co-sponsorship of the International Exposition of Rural Development. He hailed it as the beginning of a two-year working relationship with the IERD program.

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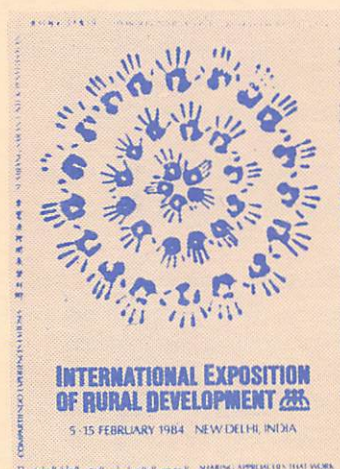
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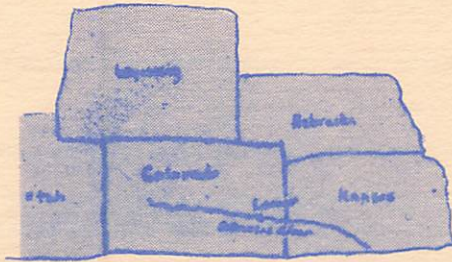
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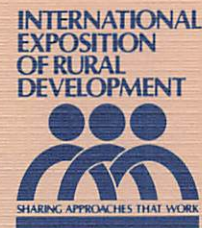
## NEWSFLASH

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Dr. Halfsden Mahler, the Director General of the World Health Organization (WHO), announced their co-sponsorship of the International Exposition of Rural Development. He hailed it as the beginning of a two-year working relationship with the IERD program.

SHARING APPROACHES THAT WORK

# HIGHLIGHTS



October-November, 1983

## 20 Projects to Represent U.S. in India

**"We're sending hope to the world," declared NSC member Marvin Goldman, as 20 local self-help projects from across the nation were selected by the National Steering Committee to represent the USA February 5-15 at the global plenary of the International Exposition of Rural Development (IERD). The selection was made in Chicago October 7-9.**

The best of rural development from over 50 nations will gather in New Delhi, India in February to exchange wisdom and resources, and to visit Indian and Pakistani projects. They will compile their learnings into a guidebook for community projects.

Success in dealing with critical issues was demonstrated by the chosen projects. Su Clinica Familiar in Harlingen, Texas delivers primary health care to low income Mexican Americans in three counties. They have cut infant mortality from higher than the national rate to less than half of the Texas rate, and the clients have picked up increasing financial responsibility for the clinic's operation. The Tilth Association is a network of 14 chapters throughout Washington, Oregon and Idaho, which develops, tests and teaches methods of ecologically sound agriculture for small farmers. Their monthly newsletter, *The Future is Abundant*, reaches 10,000 readers.

Many of these projects have reaped benefits they never imagined when they started. General Baptist Health and Human Services of Raleigh, N.C. is an effort of the General Baptist Convention, in partnership with the state health services. The project has trained 600 volunteers from 10 counties in screening and detection skills. When toxic waste was dumped in their neighborhoods, volunteers blew the whistle and succeeded in changing the laws of North Carolina on the disposal of hazardous wastes. South Guthrie is a small, black community in Tennessee that used to be known as "Squigg," meaning slum. The citizens have transformed their community into one of the governor's 30 models for Homecoming 1986, a project to highlight the history and potential of the state's 3500 communities.

Other criteria for project selection included local initiation, involving the mainstream of the community and significant potential for application elsewhere.

The selection process started with visitation and documentation of projects by Institute of Cultural Affairs volun-

teers twelve months ago. Hundreds of projects shared their successes in more than 40 regional symposia and "showcase forums" on rural development. NSC members visited thirty-five projects recommended by the southern, western, eastern and midwestern regions of the nation. An additional two projects from Alaska will be named as delegates by the end of November.

The IERD was initiated in 1982 with the formation of networks of private, public and voluntary sector representatives to advise and shape the three-year process. The Exposition will continue throughout 1984 when those networks will work with the participating projects to catalyze

widespread application of the findings in rural and urban communities. The 20 projects are "just the tip of an iceberg," according to ICA staff member John Epps, of Denver. The India plenary is a way to call global attention to the presence of the iceberg, Epps said. Vance Engleman, a methods consultant from Pittsburgh, foresees "a new synthesis" of development methodology emerging out of this global process.

The projects selected to represent the United States in India are: **Total Action Against Poverty**, Roanoke, Virginia; **Coastal Enterprises, Inc.**, Wiscasset, Maine; **Central New Hampshire Agricultural Marketing Project**, Concord, New Hampshire; **Clear Fork Valley**, Jellico, Tennessee; **Baconton**, Georgia; **Mississippi Action for Community Education**, Greenville, Mississippi; **South Guthrie**, Clarksville, Tennessee; **Su Clinica Familiar**, Harlingen, Texas; **General Baptist Health and Human Services**, Raleigh, North Carolina; **Bangor Community**, Michigan; **Fifth City Human Development Project**, Chicago, Illinois; **Impact Seven, Inc.**, Turtle Lake, Wisconsin; **University for Man**, Manhattan, Kansas; **Small Farm Energy Project**, Walthill, Nebraska; **Pisinemo Human Development Project**, Sells, Arizona; **Self-Help Enterprises**, .....continued on back page



# The United Nations Co-Sponsors\* of the IERD

## What do they do? Why are they supporting

*"... millions are alive today who would have died — and hundreds of millions are living because of the UN's technical co-operation programs with the world's developing countries. These programs in history has there been such a broadly based, wide ranging and genuinely international program for the betterment of the human condition and individual human lives. Never before has so much been achieved in these fields and in such a short space of time."*

John von Arnold, United Nations

### United Nations Children's Fund UNICEF

UNICEF has worked in cooperation 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.

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

V. Tarzie Vittachi, Assistant Secretary General 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."

### World Health Organization WHO

Established in 1948, WHO plans and coordinates health action on a global basis. It provides technical cooperation 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 coordinated 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 regarding comprehensive development as a method of primary health care. They will be using ICA consultative services over a two-year period and hope to document health results within successful, comprehensive development projects.

**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

\*The other co-sponsors of the International Exposition of Rural Development are the Agricultural Financial Corporation (India), the Association of Indian Engineering Industry, the Canara Bank (India), and the International Council of Women. The Food and Agriculture Organization (FAO) of the United Nations is a participating agency and Control Data Corporation is providing special technical support.

# : Who are they? this program?

ter and more hopefully — because of  
grams are truly unique. Never before  
partnership to improve the human  
ds against such staggering odds

ions Development Programme

## United Nations Development Programme UNDP

The UNDP, established in 1965, is the largest 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 dispenses funds to various UN agencies (WHO, FAO, etc.) to do certain projects.

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 cooperation. The kind of cooperation demonstrated in the IERD may be a precursor of the future.

## 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-one nations and territories 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 percent per year to 1.8 percent in 15 years. UNFPA predicts an annual growth rate of 1.5 percent by the year 2000.

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

Source of information on the agencies: *A Shift in the Wind 15*, 1983, The Hunger Project, San Francisco.

V. Tarzie Vittachi  
Assistant Secretary General  
UNICEF

## Your Work is Your Message

Exerpts from a speech to the ICA, July 1982

The first priority is to remove from our minds the stereotypes that have been lodged in our heads. You may imagine that because you have worked in the field for a few years that you have lost these stereotypes forever, but I ask you to look again.

I went home recently to Sri Lanka and drove a little UNICEF car there. The usual stereotype is that I'm supposed to be given the big UNICEF car — a Humber or a Rolls Royce. The car I took was a little cream-colored Datsun. Off I went to the villages with no driver, just myself. As I was passing through a village I saw a crowd of people. As I'm a journalist, I can't resist a crowd. I stopped the car to find out what the rumpus was about. I saw an incredible contraption which had black on it. It was called "New Model Bullock Cart," produced by the Industrial Development Board of Sri Lanka with Norwegian aid. The price was 6,000 rupees. The villagers were crowding around looking at this fancy object. The roof was like that of a covered wagon with a plastic coating to protect the thatch from the monsoons. It had a long yoke, rubberized wheels, and an enormous undercarriage of truck springs. All this was to relieve the bull from the weight of the cart falling on its neck. I asked the man next to me if anyone in the village had bought one of these. In the direct fashion of the Sri Lankans he said, "You must be mad." I said, "Why do you say that I am mad?" He said, "Do you think if I had 6,000 rupees I'd spend it on a bullock cart?" I said, "If I gave you 6,000 rupees would you buy this?" He said, "If you gave me 6,000 rupees I'd try to borrow another 6,000 and make you an offer for your car."

Here I am thinking that this bullock cart is "appropriate technology." This "appropriate technology" was standing between him and his legitimate aspirations, which was my little car. If that car was appropriate technology for me, why wasn't it appropriate for him? This is the kind of stereotype I urge you to consider when you are planning the International Exposition of Rural Development, because this is typical of the top-down messages.

This brings me to the second important thing I want to talk about — the vertical message. The messages that we've known have always been vertical. They have been spread vertically. All ideas, in fact, that have been produced have seeped down.

You are communicators, people whose work itself is your message. Your work communicates better than anything you say to people. We say that we are now out to replace top-down messages with bottom-up. But again this is vertical. It doesn't work like that. The only messages that work are messages spread horizontally from village to village. They work because they are real.

This is true even of the family planning message in the villages of Sri Lanka. When people begin to realize that the two-and-a-half acres of land they have been given is insufficient to maintain a family of more than two or three, that message gets across. So much so that there are lines now in the villages of Sri Lanka of men asking for vasectomies, which is a very great social change. Those messages spread laterally. It is a great test of the efficacy of your work.

## Meet the Mayor of San Antonio

**Henry Cisneros**



The young, charismatic mayor of San Antonio, Henry Cisneros, couldn't say "yes" fast enough when asked if he would serve on the National Steering Committee of the IERD. His first question was what could he do to assist the program.

When the ICA requested funding assistance, he volunteered to send a letter of introduction to key business leaders in San Antonio asking for their support.

Who is Henry Cisneros and what makes him so enthusiastic about the IERD?

Born in 1947, Cisneros and two sisters and two brothers were raised in the West End, one of San Antonio's poorest *barrios*. Cisneros, a Roman Catholic, still lives in the West End, near his parents, with his wife Mary Alice, and two daughters, Teresa, 12, and Mercedes, 8.

As a student in the San Antonio public schools, he charted an illustrious academic career which led him to Texas A&M. After graduation he was selected for the Presidential Fellowship, which took him to Washington D.C. There he saw national politics at work and Washington caught a glimpse of him. He worked for former Health, Education and Welfare Secretary Elliot Richardson, who referred to the young Cisneros as a "national treasure."

From Washington, Cisneros traveled north to Cambridge, Massachusetts to earn a PhD in urban planning at Harvard. He then returned to San Antonio as a professor at the University of Texas at San Antonio. His interest in urban issues was more than academic and he began his political career as a city councilman while teaching.

San Antonio is the tenth largest city in the United States, with Hispanics comprising more than 50% of the population. In 1981, he became San Antonio's first Mexican-American mayor with a campaign promise to raise the average income-level — the lowest of any major American city — in San Antonio.

To deliver on that promise, Cisneros began to woo high technology business to the sunbelt city. He discovered that San Antonio was considered 15 years behind nearby Austin in the capacity to attract relocating companies. He then led a difficult but successful battle to convince the Coordinating Board of the Texas College & University System to build a long-needed, comprehensive engineering school in San Antonio, one of many steps to get the city's economic juices flowing.

Why get involved with rural development when he is so deeply embroiled in the urban? "No great city can exist without a viable hinterland," says Cisneros.

Perhaps he sees a parallel relationship between nations. Cisneros was recently selected by President Reagan to serve on his National Bipartisan Commission on Central America.

Visalia, California; **Lamar, Colorado; Home Education Livelihood Program**, Albuquerque, New Mexico; **Dineh Cooperatives, Inc.**, Chinle, Navajo Nation, Arizona; and **Tilth Association**, Seattle, Washington.

The projects selected as alternate delegates are: Edgemont Solar Garden, Dayton, Ohio; Center for Community Self-Help, Durham, North Carolina; Homeworkers Organized for More Employment, Orland, Maine; West Virginia Community Cluster Experiment, Charleston, West Virginia; Independence Plan of Neighborhood Councils, Inc., Independence, Missouri; San Luis Valley Solar Energy Programs, Colorado; Lone Star Community Education Program, Otis, Colorado; Bitter Root Resource Conservation and Development Area, Hamilton, Montana; Soledad Local Development Corporation and the Community of Soledad, California; Columbia Basin Health Association, Othello, Washington; Central Farm Management Co-operative, Owatonna, Minnesota; and Addison County CAP Housing Projects, Middlebury, Vermont.

Representatives from policy-making bodies and agencies, and from the National Steering Committee will round out the U.S. delegation.

### What the NSC Members Say . . .

Dileep Rao of Minneapolis believes the delegation will help the world to identify with the United States. John and Barbara Wilson of Albuquerque, New Mexico share Rao's view. The IERD is building "an international community at the social and cultural level," claims John. The Wilsons, in their fifties, lived and taught in India from 1965-67. John, a cardio-vascular surgeon, and Barbara, a sculptress and homemaker, will be returning to India on his sabbatical to work with a rural hosp<sup>ital</sup> started by one of John's former students in Tamilnad, South India. Enroute they will be working with national steering committees in countries where there is no ICA staff.

## NOTEWORTHY EVENTS

OCTOBER 27 — IERD Benefit, Netherlands Embassy, Washington, D.C.

NOVEMBER 1 — National Rural Success Day

NOVEMBER 3-5 — Appalachian Rural Development Symposium, Morehead University, Morehead, Kentucky

NOVEMBER 19 — Valley Resources Development Symposium, Weslaco, Texas

JANUARY 9-10 — Mississippi Rural Development Symposium, Jackson, Mississippi

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IERD *Highlights*

The Institute of Cultural Affairs

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Tel. (312) 769-6363



SHARING  
APPROACHES  
THAT WORK

# HIGHLIGHTS

December, 1983-January, 1984

## Successful Rural Projects: What Makes Them Work?

**"Strong leadership is the center of many of these projects. Heavy personal commitment is another key factor," according to Norm Edinburgh, a 58-year-old student in international economic development at New York University.**

Edinburgh, a former Venezuelan businessman, volunteers part of his time with the Institute of Cultural Affairs documenting the self-help activities of rural East Coast communities and organizations. He recently worked with Coastal Enterprises, Inc. of Wiscasset, Maine and the Central New Hampshire Agricultural Marketing Project in Concord, New Hampshire to document their activities and approaches.

### **Coastal Enterprises, Inc.**

Coastal Enterprises has contributed financing and knowhow to several small fisherman's co-ops, a lumber company and other natural resource industries. They have worked with Heiffer Project International to assist sheep raising projects.

The economic success of these industries has been a

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*Groups that have been outside  
of the economic mainstream  
have created their own current.*

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primary factor in the revitalization of Vinalhaven, Wiscasset, Booth Bay Harbor and several other small Maine communities. Since 1977, CEI has generated 167 direct jobs and indirectly provided a livelihood for 400 fishermen, farmers and loggers.

A non-profit community development corporation, Coastal Enterprises is the brainchild of the project's director, Ron Phillips. He saw the need to create a mechanism to develop strategic industries for the coastal area and the state, and succeeded in "bringing everybody to the table." Phillips has also been adept at obtaining all levels of government and private funding and using it to leverage other monies.

The single key success factor, however, according to Phillips and the project's own report, has been the spirit of partnership and the dedication of the people.

The development of alternative structures and their style of cooperating with established institutions has been possible only as they have developed "their own

power base and sense of self," Phillips reflected. Groups that have been outside of the economic mainstream have created "their own current" and are "part of a family which will be demonstrated worldwide in India."

### **Markets and motivation**

The Central New Hampshire Agricultural Marketing Project (CNHAMP) was started by the Natural Organic Farmers Association to assist the survival of the small family farm. At the core of CNHAMP is a small group of traditional New Hampshire farmers who have struggled financially for years, mixed with a few young college educated people who decided to leave the city and live on the land.

Their dedication is steeped in the reality of financial survival, "the most powerful motivation," says Dick Mark, CNHAMP's staff person. The idealists departed the scene long ago.

New Hampshire imports 85% of its food from other regions and its agriculture industry is losing acreage every year. CNHAMP has banded together to develop markets for small diversified farm products and to promote co-ops and farm leadership. The core group formed the Merrimac Growers Co-op, which now has a profitable relationship with Shaw's Supermarkets, the second largest chain in northern New England.

CNHAMP has assisted in the development of 18 farmers markets throughout New Hampshire since 1980, including a mobile market that caters to low income and elderly housing facilities. Education of consumers, state legislators and other farmers is a major emphasis. They publish a newspaper, *Natural Farmer*, four times a year, and they have published a handbook for small farmers, *Marketing Cooperatively: One Region's Answer*. The Marketing Project's "answer" was to work collectively to reverse the downward trends.

### **A caring church**

The key to the success of the General Baptist State Convention's Health and Human Services Project is the decision of the participants to stick to it, according to its director, Curtis Jackson. Based in Raleigh, North Carolina, the project, with the help of local professionals, trains volunteers in local churches throughout North Carolina to screen people for hypertension, diabetes and prenatal health problems. They also teach self-help techniques and overall fitness practices.

*Continued back page*

# Wholeness and Health . . . Sharing Approaches That Work

Several of the projects involved in the IERD process deal directly with health issues. What do the people working in health care say about the state of our health? What are successful approaches to the human issues underlying the health issues?

We anticipate hearing the insights of other nations on these questions as the reports come out and the delegates return from the IERD plenary in India. In the meantime, we have sampled the opinions of a few health caretakers related to projects in the United States, and their views follow.

## **Obesity**

Obesity is the number one health problem in the United States, according to Don Batts, program manager with the North Carolina State Health Division. Batts works with the Health and Human Services Project of the General Baptist State Convention in Raleigh. He explains that excess weight overtaxes the body's systems to the point where they cannot function as they were designed to, and many common health problems, including arthritis, glaucoma, diabetes and hypertension result. The solution implies not only changes in diet but also in life style.

## **Stress**

"Obesity is a symptom of a much deeper problem. The number one health problem is stress," says James Taylor, Administrator of Columbia Basin Health Association (CBHA) in Othello, Washington. CBHA is a 24-hour comprehensive health care center which serves over 7,500 families in three central eastern counties of the state. More than half of the patients are Spanish speaking, and all are voting members of this nationally recognized association.

"Stress is the result of a deeper problem yet, but I don't want to sound 'religious' by saying that stress is really a spirit problem. Stress is a good secular word to hold the deeper problem, even though stress cannot be cured (controlled) in an individual save through helping

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*Our existence is more than our bodies.  
We also have a mind and a spirit. The total  
concept of care includes all three.*

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that person recognize and deal with their spirituality.

"I will offer that a whole host of dis-eases are caused by stress. And these can be as minor as the simple cold or as serious as cancer. Stress does this because it adversely affects the body's immune system, thus preventing the body's own and very natural defense mechanisms from functioning properly.

"Stress can very well be responsible for 75% of all medical problems in this country, yet very few physicians can deal with stress because they have been taught and trained in a totally scientific approach to medicine — everything has a physical cause and a physical cure. They are not trained in the 'art' of seeing a person as a very complex human being, but only as a body. Our existence is more than our bodies. We also

have a mind and a spirit. The total concept of care includes all three."

The Columbia Basin Health Association has shaped its services to meet the total needs of its patients. A Health Promotion/Disease Prevention program educates people to take responsibility for their own health. Classes, films, brochures and video tapes address the need for eating sensibly, exercising regularly, resting properly, learning how to handle stress, avoiding substances which hurt the body, and becoming safety conscious. They emphasize ways that problems such as diabetes, hypertension and obesity can be controlled through diet and changes in life style rather than medications. Mental health counselling, family planning assistance, and a wide range of screening services are available.

*Caring Creates Success*, the corporate history of the association, documents their beginnings from 1971 when a small group decided to create a solution for a growing medically underserved community.

## **Corn and aerobics**

The Hopi Indians in Kyokotsmovi, Arizona are on the right track with their approach to physical well being. This is the belief of Nancy Williams, a health educator with the Arizona State Health Department, who worked with the community for four years.

The local (38 miles away!) health clinic and Kyokotsmovi's leadership have created a program called *Know Your Body*, based on traditional Hopi medicine and modern exercises. *Know Your Body* works with two groups: industry employees meeting during their lunch

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*The old ways include rigorous physical  
discipline and the traditional diet of  
rabbit and corn.*

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period and a peer leadership group at the elementary school.

The Hopi approach is based on an image of the body, mind and spirit being one entity. The leaders and healers meet with the classes to speak on the old ways, which include rigorous physical discipline and the traditional diet: lean meat such as rabbit, but mostly corn. Ms. Williams says that corn causes the least rise in blood sugar of all grains, but since the people eat less of it and consume more fatty meats, they experience a high rate of obesity and diabetes.

The strong sense of community and family is one enduring weapon that the Hopis have against the modern ills of stress. There is always a klan uncle or someone to listen to their problems. And now they are bringing back traditional games, getting up early and running a lot, and are enjoying the addition of aerobics to their way of life.

The Hopis believe that when the end of the world comes, the strong will survive.

# The International Council of Women: Supporting Women in Development

*"We are at the dawn of 'conscious evolution' when the creature-human first becomes aware of the processes of creation and begins to participate deliberately in the design of our world . . . We will either stumble blindly toward self destruction through misuse of our new powers, or we will move consciously toward a new order of the ages. We will begin the great evolutionary task: the restoration of Earth, the freeing of people from want, the development of the vast, untapped potential of our bodyminds and the exploration of the unlimited frontiers of outer space."*

from *The Evolutionary Journey*  
by Barbara Marx Hubbard

The International Council of Women, which was founded in 1888 to work for equality, development and peace, is a new co-sponsor of the International Exposition of Rural Development.

ICW is affiliated with National Councils of Women in 76 nations. It is a private organization with "Consultative Status" with the United Nations, and has permanent representatives to the UN and to its specialized agencies.

ICW's recommendations on the role of women in development are highly regarded, and the national councils are frequently consulted by their governments on legislation particularly affecting women.

Many of the national councils have been formed since 1960, following the independence of several new states. These new councils are aimed at improving the status of women and obtaining an equal share of development benefits, and in most nations are *the* major women's organization.

## **Miracles**

ICW has sponsored 15 projects since 1980 which achieved "small miracles" in literacy, health and nutrition among rural women in several nations. *Abundance of Vegetables* was a program of the national council in Turkey which instructed women in methods of food preservation. In four regions of Thailand rural women were trained as preventative health caretakers and learned how to grow vegetables and raise chickens, ducks and fish. As people were trained they then trained others, in a multiplying effect. Surinam women have been working with dieticians and child health specialists to promote the preparations of indigenous foods for children.

A mammoth tree planting effort by school children in Kenya, the Green Belt Project, has been so successful that the United Nations Development Programme is considering it as a global model. The project ensures future fuel supplies, retards encroachment of the desert, and spurs construction of wells. It also instills respect for trees in the school children.

These projects were funded by the Food and Agricultural Organization of the United Nations.

## **Motivation**

Alicia Paolozzi, an ICW staff member in New York, says that traditional barriers to the involvement of women in community leadership are fast breaking down, and that third world governments are highly appreciative of the role of voluntary groups such as the women's national councils. "They fill people with great motivation and they're free."

Paolozzi cited the work of Jaqueline Kizerbo, who is working with rural women to introduce a new cooking stove design in the sub-Saharan nations of Mali, Upper Volta and Senegal. The design, which was created by a joint effort of UN agencies, uses only one third of the wood previously required. The impact on the women's energy level and on the expanding desert is enormous since many of the women had to walk as far as five miles to gather the wood. The self-confidence gained by facing and solving problems such as this is changing old social patterns and adding momentum to the drive for further change, according to Paolozzi.

## **International Decade of Women**

Nancy Barker, the president of the U.S. National Council of Women, does not paint as optimistic a picture as Paolozzi does on the global status of women. Many international agencies fear that the position of women has gotten worse rather than better in some cases, Barker claims. She is involved in the planning of the End of the Decade Conference to assess what the real changes have been in the position of women globally during the preceding ten years. (The United Nations extended the International Year of Women in 1975 to a full decade in order to promote the role of women in development.)

Ms. Barker hopes that ICW's involvement with the IERD program will expose new ways to work toward elimination of hunger and health problems globally.

## **Rights and relief**

The U.S. National Council of Women is made up of 26 member organizations which represent 18,000,000 constituents, male and female. Started the same year

*Continued back page*

### **Success continued**

The project is aimed at reducing the death rate for black Americans in these areas, which is two to three times that of whites.

In three years, 751 people have been trained to do the screening in 158 churches. There is a resounding "amen" by the volunteers, those who receive the services, and the professionals who assist the program, that it is working. Many of the volunteers go on to initiate other health related programs, such as the Parent Opportunity Program (POP) for pregnant teenagers. Over 100 participants have been certified by the Red Cross as blood pressure takers and have been called on to perform this service for other community groups.

The General Baptist Convention believes that its 400,000 members represent the largest group of organized black North Carolinians, and that mobilizing their own human and community resources will have a far greater impact than relying on society's health "experts." The project builds on the traditional caring role of the black church, which organized burial societies and mutual aid societies of all kinds to serve the unmet needs of the community, according to Barbara Dixon, the project's health coordinator.

Why have the volunteers stuck to it? Florence Blackwell of Roxboro, N.C., said that she was confident, after her training, that she "really knew how" to apply it.

Other volunteers testified to a new positive attitude toward their personal health, and to a change in exercise and eating patterns. Their own transformation was then the basis for truly helping other people. One 48-year-old woman said, "I lost 40 pounds. If I looked like the Goodyear Blimp, who would listen to me?"

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*Jackson has not let us get in there and take ownership or create dependency. It's their show.*

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These ordinary, church-going folk have succeeded in helping themselves in a domain traditionally well guarded by professionals. And they have not been cowed by the experts who come in to help them. "Jackson has not let us get in there and take ownership or create dependency. It's their show," says Don Batts, program manager for Glaucoma, Diabetes and Hypertension with the State Health Services Division, who has coordinated state assistance for the project. In fact, Batts admits that his department was inspired by the Health and Human Services Project to set up their own community and industry-based screening. They had thought of the idea previously, but needed proof that it could be done.

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### **ICW continued**

as the International Council, it is the oldest, non-sectarian women's volunteer organization in the nation. Groups as diverse as the National Women's Party, which was formed to pass the Equal Rights Amendment, and the Relief Society of the Church of Jesus Christ of Latter Day Saints, join in local and national activities to develop leadership and work for women's rights and advancement.

Annual programs promote women in traditional and non-traditional roles in the work force, and honor the lifetime achievements of largely unsung "women of conscience."

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## NEWSFLASH

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The UN Director of the Branch for the Advancement of Women, Chafika Sellami-Meslem, and the Secretary-General of the World Conference to Review and Appraise the Achievements of the United Nations Decade for Women, Leticia Shahani, have joined the Global Advisory Board of the International Exposition of Rural Development.

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## NOTEWORTHY EVENTS

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JANUARY 29 - JANUARY 31 — Orientation for U.S. delegates to India Plenary and congressional reception in Washington, D.C.

FEBRUARY 1 — United Nations luncheon for U.S. delegates in New York. Departure for India.

FEBRUARY 5 - 15 — Global Plenary of the International Exposition of Rural Development in New Delhi, India.

MARCH 16 - 18 — National Steering Committee Meeting in Chicago featuring reports by U.S. delegates on India event and strategic planning for sharing the results and recommendations.

### **The International Exposition of Rural Development**

The International Exposition of Rural Development is a three-year program designed to facilitate the exchange of effective approaches to rural development and to integrate them with local efforts. The first year (1982) entailed building a global network of individuals and organizations which would ensure local input into the Exposition and the practical dissemination of its results. The second year (1983) focused on local preparation in each of the approximately sixty participating nations. This included rural development symposia and showcase forums, documentation of rural development projects and preparation of national exhibits. The culmination of this phase will be a ten-day plenary event in New Delhi, India February 5-15, 1984. Each nation's exhibits will be viewed and field workshops will be held on issues and trends in rural development. A document will be written on the key factors in successful rural development and how to apply them. In the third year (1984), results of the Exposition will be disseminated throughout the participating nations. The IERD is being organized by the Institute of Cultural Affairs International and the co-sponsors include the United Nations Development Programme, the United Nations Fund for Population Activities, the World Health Organization, the United Nations Children's Fund, the International Council of Women, the Agricultural Financial Corporation (India), the Association of Indian Engineering Industry, the Canara Bank (India). The Food and Agriculture Organization of the United Nations is a participating agency and Control Data is providing special technical support.

*The Institute of Cultural Affairs wishes to thank Clark College in Atlanta, Georgia for the use of its typesetting facilities to produce this newsletter.*

SHARING  
APPROACHES  
THAT WORK

INTERNATIONAL  
EXPOSITION  
OF RURAL  
DEVELOPMENT



# HIGHLIGHTS

February-March, 1984

## Village Visits Highlight of Global Meeting

**Field visits to the furthest reaches of India "to see what people are doing to solve their own problems" was, hands down, the most impressive aspect of the global plenary of the International Exposition of Rural Development held February 5-15 in New Delhi, India, according to returning U.S. delegates.**

The delegates also cited as highlights of the conference meeting delegates from other nations, viewing the project exhibits, and participating in the development of reports and of a handbook on rural development. Approximately 660 people from 55 nations, including 22 U.S. project delegates, participated in the meeting. Of them, 70% were local practitioners rather than professionals accustomed to attending such conferences.

Three days were dedicated to exhibit displays and to identifying the major trends and key elements of sustainable development. During the next four days thirty teams departed on field visits to "test" the conclusions by comparing them to the actual practical success of 30 Indian projects.

Upon returning, the delegates outlined the content for a handbook detailing successful development approaches as they reported on the field trips and as they met by interest arenas. Delegates then met by nations to make recommendations for sharing and implementing the findings in a massive way.

The projects visited exemplified development priorities such as economic diversification (beyond agriculture), the creation of structures for borrowing and repayment, and the involvement of women. Some dealt with a national effort to expand ownership of cows and production of milk. But it was the staggering scope of the task and the human face of the Indian development effort that made its mark on the delegates.

The image of "the sheer mass of humanity on the move" at any time, day or night, remains with Tennessee Valley Authority's Vann Cunningham, an at-large delegate from the South and a member of the National Steering Committee.

"In the middle of the night in a desert area, you couldn't go one kilometre without meeting someone on the road or seeing someone in a field."

Seeing "the rich and the dirt poor" was shocking to Nora Harris of Southpark Housing Project in Charleston, West Virginia. She couldn't believe not having bathrooms, children running around with no shoes on and no clothes on, or only sparsely dressed. "I'd always considered myself poor, but my children have Jordache jeans in their closet. It made

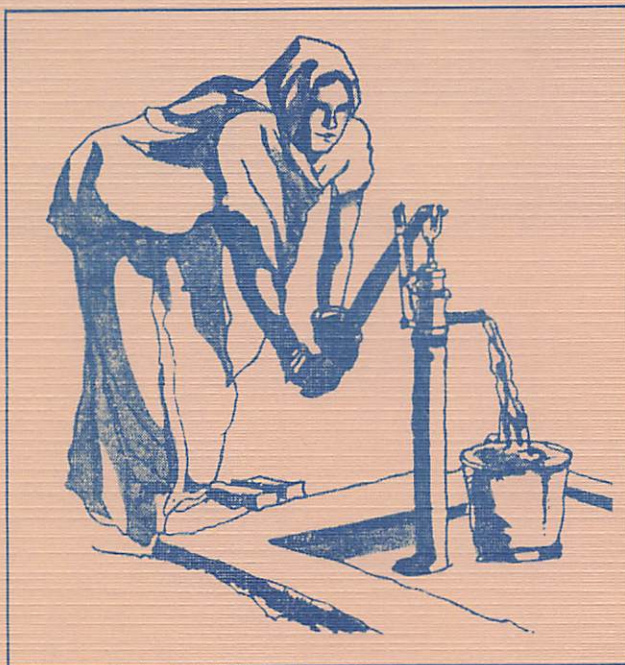
me appreciate the things I have. I learned to appreciate the quality of life."

Nora's group rode with two doctors in a "quaint" ambulance to visit village clinics. She saw a day care program for elderly people who were outcasts from their families and villages. The old people were folding newspapers to sell as bags to merchants. The doctors fitted people for eyeglasses which social workers would later deliver.

In New Delhi they visited a crechemobile, a kindergarten for children of female construction workers who operate from site to site and are paid about \$1.30 (U.S.) per day. The director of the Home Education Livelihood Program, Gene Ortega,

from Albuquerque, New Mexico, reported visiting the CROSS project in Mothpur, southeast India, near Hyderabad. CROSS stands for Comprehensive Rural Operations Service Society, and deals with land and agricultural issues, health, nutrition and housing. Ortega told of one hamlet where the people couldn't get government grants for housing because they didn't have title to the land. The women got together, went to the district office and said, "Look, you've got to help us with this problem." He secured

*Continued Inside*



the land titles and so far, 54 new homes have been built.

CROSS makes loans available which people combine with the government resources to build better homes. The people of Mothpur were proud that their homes withstood the cyclone of last year, while some of the government houses did not.

The Indian people were knowledgeable and "willing to do a lot of things Americans wouldn't do," according to Clyde Kilgore of South Guthrie, Tennessee (pop. 380). They did a lot of the work by hand and with oxen. Kilgore visited a multi-million dollar milk processing plant which put all of its proceeds back into helping the farmers that produced the milk. The project provided assistance with increasing livestock productivity and interest-free loans. It was a "people helping people project," said Clyde.

For practical Cyril Venner, a farmer from Carroll, Iowa, the highlight of the trip was visiting a small village 50 miles northwest of Calcutta which used a solar pump for irrigating winter wheat and rice. The pump, which was purchased from France, was used about six hours per day. By contrast with this advanced technology, he discovered when he wanted to give writing pens to three young teenage boys, that they couldn't read or write.

### Creating peace

The delegates spoke highly of their opportunities for interchange with people from around the globe. Nora Harris said it was like "creating peace," and wishes everyone could have the same opportunity.

Cyril Venner said his biggest concern before he left was, "How in the world are 55 countries going to get along?" In the village, where he was the only American, they "sat down and asked each other questions." Delegates from



**"My life  
is my  
message."  
M.K. Gandhi**

## A Global Plethora

- 1 Australia
- 2 Austria
- 3 Bangladesh
- 4 Belgium
- 5 Bhutan
- 6 Brazil
- 7 Canada
- 8 Chile
- 9 China: Taipei
- 10 Columbia
- 11 Egypt
- 12 France
- 13 Germany, Federal  
Republic of
- 14 Ghana
- 15 Guatemala
- 16 Haiti
- 17 Honduras
- 18 Hong Kong
- 19 Hungary
- 20 India
- 21 Indonesia
- 22 Ivory Coast
- 23 Jamaica
- 24 Japan
- 25 Jordan
- 26 Kenya
- 27 Korea, Republic of



India, Holland and the Philippines asked him why "your country misled us" advising the use of chemical fertilizers. He explained to them that fifteen years ago he got fed up with the harm that chemicals do and he started his organic farming research project. The project is loosely linked with about 100 other farms in southwest Iowa. Venner was very impressed with the other delegates. "They were all there to help each other." He wishes he'd had more time to study the other exhibits, as there were many good ones. A Philippine farmer who had only six acres, all in fruit trees, told him, 'If you're going to have trees, you might as well have fruit or nuts on them.' "I thought that was a good idea. I might try that."

The same kinds of problems were experienced from nation to nation, Gene Ortega learned: Lack of resources and access to resources and services, land and housing issues, health issues, lack of an economic base, and getting government to address specific problems of rural development. However, Ortega has a new appreciation for what he sees as a close working relationship with all levels of government in the U.S., after being questioned by many delegates about the impact of the political structure on development. He thinks Americans should take advantage of this close cooperation.

One of the 'approaches that works,' Ortega also emphasized, is that "you don't give up. You keep plugging away." Others undergo the same frustrations and setbacks, but now "we reinforce each other" and global efforts are rejuvenated.

Similarities in principles of approach across different political systems and economic levels were also seen by Vann

Colman McCarthy

## Strong Women From Appalachia

Positioned in the calm, reasoned and firm center of feminism, Tilda Kemplen and Marie Cirillo are two of America's strong women. They are Appalachians. For three decades, they have been serving the coal-camp families in the Clear Fork Valley on the Tennessee-Kentucky border about 60 miles north of Knoxville.

I met Kemplen and Cirillo in 1966, when I made the first of many visits to their valley. Stories were plentiful, from the obvious ones about the rape-and-run strip-mining of the coal industry to the hidden patterns of mental depression that haunt the children of the hollows. On every visit, Kemplen, a teacher in a one-room schoolhouse, and Cirillo, a community organizer, sounded one message: despite the bleakness, we are going to remain, revive and resurge.

Looking at the valley's variety of destitution, I had my doubts. Last week, many of them were put to rest when the two women came for a stopover in Washington. They were on their way to New Delhi to speak at the International Exposition of Rural Development sponsored by the non-profit Institute of Cultural Affairs. The purpose of the 10-day conference in India was to bring together from more than 50 nations people who have had successes in economic, social and community development in their rural areas. They are the experts who didn't need the experts to improve life.

The Clear Fork Valley project is one of 20 in the United States selected from 2,000 that were under consideration for a year. It is described by institute officials as a success story that "demonstrates the struggle of isolated people to address land use, health, potable water and women's roles without outside money or resources."

In the valley, Kemplen is in her 11th year of running the Mountain Community Child Care Center. She is a woman with a natural love of people, who rubs liniments of affection on the souls of children like a trainer massaging the backs of athletes. Her Olympian goal is to get the children started before they realize how great are the odds against them. They will know soon enough.

With unemployment in pockets of the valley at about 65 percent, all except one of the 60 children in Kemplen's center are from families receiving welfare or food stamps. The cuts in

these programs by the Reagan administration have increased the strain on Kemplen. Every time she thinks that the administration's policies have sunk to a new low, another lowering comes along.

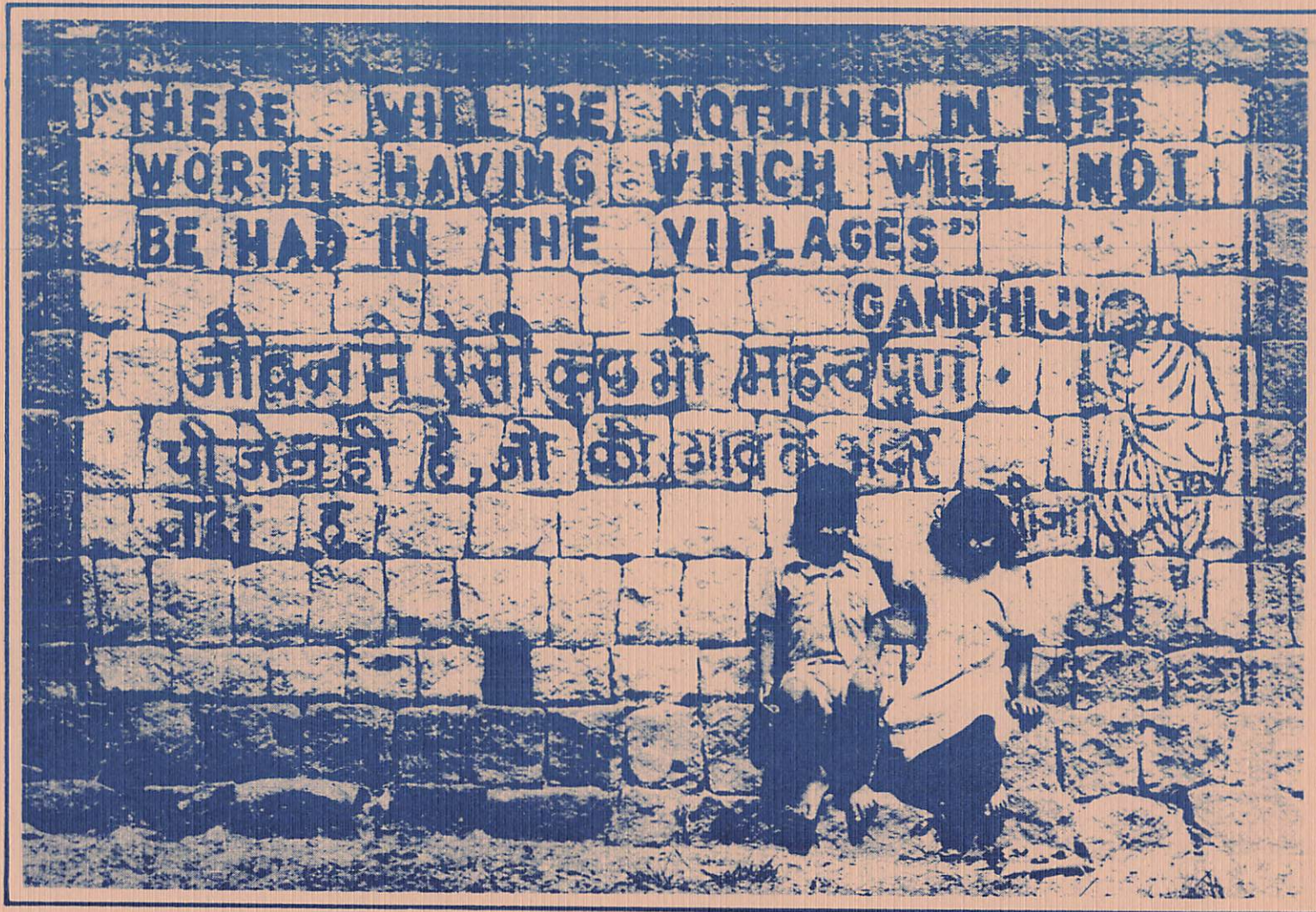
As one example, she tells of families that have been denied food stamps because they own a plot of land that they aren't living on. Land is hard to acquire in Appalachia. Most is owned by coal or timber companies, with much of what's left either rubble or untillable hillside acreage. But a hungry mountaineer who has lucked out an acre or two of hardpan land is too rich by the standards of the Reagan food-stamp program. The choice is sell or starve.

According to the "State of the States," a new report by the American Federation of State, County and Municipal Employees, Tennessee has lost \$819 million in federal aid in the past three years. It is among five states with the severest cuts in programs for handicapped education, health services and Appalachian regional programs. Kentucky lost \$699 million. Cuts of more than 50 percent have been applied to Appalachian programs, with the Appalachian Regional Commission itself scheduled for elimination.

In addition to the Clear Fork daycare center, which is funded by the state of Tennessee and a grant from the Save the Children Federation, Kemplen and Cirillo have helped inspire five other valley projects. These include a tutoring program, craft shops, a health clinic, a land trust and an economic development council. Because of these 140 persons have jobs.

Rural Appalachian women traditionally have been the bonding force in families and hollows. In their paper prepared for presentation at the New Delhi conference, Kemplen and Cirillo write: "Women are the conspicuous leaders in the Clear Fork Valley projects. They are the decision-makers in most community projects. They are also the workers. One woman said, 'Those who work decide, and those who decide work.'"

Kemplen and Cirillo never set out to be feminists. More simply, they would probably prefer to be known only as women who support women, because that's where the strength is. In a weakened Appalachia, strong women have no choice but to turn to themselves.



# ary of Nations

- |                |                   |
|----------------|-------------------|
| 28 Liberia     | 38 Peru           |
| 29 Malaysia    | 39 Philippines    |
| 30 Mauritius   | 40 Portugal       |
| 31 Mexico      | 41 Rwanda         |
| 32 Nepal       | 42 Senegal        |
|                | 43 Spain          |
|                | 44 Sri Lanka      |
|                | 45 Tanzania       |
|                | 46 Tonga          |
|                | 47 Turkey         |
|                | 48 Uganda         |
|                | 49 United Kingdom |
|                | 50 Upper Volta    |
| 33 Netherlands | 51 United States  |
| 34 New Zealand | 52 Venezuela      |
| 35 Nicaragua   | 53 Zaire          |
| 36 Nigeria     | 54 Zambia         |
| 37 Pakistan    | 55 Zimbabwe       |



Cunningham, who is manager of field programs for TVA's Office of Natural Resources and Economic Development. He stressed that all of the successful projects involved integrated local resource development and, that all emphasized improving the quality and quantity of local leadership.

A new insight for Cunningham and for the U.S., he says, is the effective role that the Non-Government Organization (NGO) can play in combination with the private and public sectors and local people. "In the U.S., we tend to rely on the public or private more than the voluntary and the NGO, but NGOs were prominent in the exposition."

The problems of "overdeveloped nations" became clearer to him, Cunningham said. In places like the U.S., some parts of society develop and some don't, leading to pockets of poverty and people that are missed by the development process. The solution for this unevenness is the same as for nations where there is little structured development going on at all — build on the local human and physical resources. Although there isn't the magnitude of poverty in the U.S. that there is in India, he said, our poor face problems as significant to them on our own relative scale, with inadequate housing, water supply, education, health, and a high rate of infant mortality.

## Wasted potential

Seeing the condition of women in India, Cunningham continued, clarified the wasted development potential that exists in developed nations as well as in places like India.

The women got up at 5 a.m. in the village he visited, took care of home needs and animals, packed up one to three kids and walked three kilometres to a brick factory, carried bricks on their head for five to six hours, and cooked lunch

for their families and for male workers. Then after a two hour break to sleep, they went back to work until dark, walked home and cared for domestic duties until about midnight, slept for five hours and started all over again.

A significant difference could be made in productivity and in the quality of life if even the time spent gathering water —1 to 1½ hours—could be devoted to leisure, he believes. "If the traditional role for women persists, a major segment of society is foreclosed for development purposes," Cunningham said.

## Conference results

The conference achieved two basic accomplishments in Cunningham's view: "First and foremost, a great deal of information was shared on specific types and kinds of efforts. Some principles and approaches of development were clarified and refined in people's minds through the research process.

Secondly, out of the intensity of the experience, a network of people was formed who now know the technical resources available and the kind of people involved in local projects, people who have a commonness of purpose beyond particular cultures and political systems."

Does he think people will use this network? "Definitely. It's already happening. I've already been in contact with people from Jamaica, and the four of us who went from Tennessee have already begun a dialogue about bringing the two projects together (South Guthrie and Clear Fork Valley), and about using a similar process in the seven-state area affected by TVA."

India made Nora Harris, who works as a nursing assistant, resolve to work harder to get people motivated. "A lot of people think public housing is a pitfall." But, as president of her resident council for the past ten years, she and her neighbors have shown otherwise. The 84-unit project has implemented summer recreation programs, started a neighborhood watch group, done major cleanup and beautification, and created a sense of involvement and community.

The undertaking was a "learning experience all the way around," said Clyde Kilgore, a resident of South Guthrie for 34 years and the veteran of his first airplane flight as a result of this trip. "You come back with an appreciation for what you have here, and insights of how to treat your fellow man back here at home. People really need people. If the rich would share with the poor, it would benefit everybody."

## The International Exposition of Rural Development

The international Exposition of Rural Development is a three-year program designed to facilitate the exchange of effective approaches to rural development and to integrate them with local efforts. The first year (1982) entailed building a global network of individuals and organizations which would ensure local input into the Exposition and the practical dissemination of its results. The second year (1983) focused on local preparation in each of the approximately sixty participating nations. This included rural development symposia and showcase forums, documentation of rural development projects and preparation of national exhibits. The culmination of this phase was a ten-day plenary event in New Delhi, India in February, 1984. During the third year (1984), the results of the Exposition will be disseminated throughout the participating nations. The IERD is being organized by the Institute of Cultural Affairs International. The co-sponsors include the United Nations Development Programme, the United Nations Fund for Population Activities, the World Health Organization, the United Nations Children's Fund, the International Council of Women, the Agricultural Financial Corporation (India), the Association of Indian Engineering Industry, and the Canara Bank (India). The Food and Agriculture Organization is a participating agency and Control Data Corporation is providing special technical support.

## What People Said

"Gandhi said that the rural poor are 'the last, the least, the lowest and the lost.' Sixty percent of the world lives in rural communities. Therefore, the rural poor are also the most. Of this most, more than half are women. Unless we are bold enough to assert that women are not people, we should be able to accept that women have an even greater stake in rural development than men.

"You will be familiar, I am sure, with the 1980 United Nations assessment of women's position in the world, which says that women work two-thirds of all the hours worked, earn 10% of the money earned and own 1% of the property.

"A growing number of families are headed by women and this is true for many reasons — political upheavals, natural disasters, economic need, social change, conflicts between groups and nations. Women work long hours (of) unpaid work unrecognized in the GNP of nations despite the fact that 50% of national food is often produced this way and up to 80% of agricultural production in some areas.

"We work together to train and assist women to participate in all aspects of public life at all levels, and to create a sisterhood among women around the world. We can all accept that anything that benefits women, benefits their families, the individual members of their family and ultimately, their community."

### — Excerpts from IERD plenary talks by Dame Miriam Dell, President of the International Council of Women

"The IERD was an important achievement. The consensus among very diverse staff and programs represented — about the common key elements in virtually all the programs — constitutes a very important conclusion for policy makers. I hope this will be documented and presented in a way to be used by policy makers.

"There is a lack of appreciation officially about what needs to be done to involve the total village communities in the development process. Financing itself is not a problem in that development funds have been and still are, to a certain extent, abundant. What's needed is recognition of what the critical elements are that need to be funded, and in light of that, development of appropriate funding mechanisms to do so.

"I was surprised and pleased to find representation by appropriate technology people showing both what had been achieved in terms of development and application of low-level and low-cost technology—for example, in solar energy and organic farming—and also information about what's available. This was of tremendous importance. Few official government programs in agriculture and education concentrate on these things. It's not their traditional role."

### — Reflections by Bernard Woods, Agricultural Training Specialist with the Education Department of the World Bank

"It is in the villages the world over that more than 70% 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."

### — From the opening talk of the plenary by Shri Vasant Sathe, Honorable Minister of Chemicals and Fertilizers, Indian government

## What People Saw

Over 160 exhibits from 55 nations were displayed at the Taj Palace International Conference and Exhibition Centre, as part of the interchange between delegates attending the 10-day symposium.

The delegates watched Nigerian pottery in the making, a demonstration of a hand-operated metal plate maker from the U.K. and saw live lettuce growing hydroponically in a Canadian Indian display. Each exhibit was a mini-training center describing what projects have done and how they did it. Visitors saw plans for building a one-person cyclone shelter from local materials, alternative energy models, land reclamation schemes and six ways to get to school in isolated rural areas.

Over 1200 school children were bussed from the schools of New Delhi to tour the exhibits while the delegates were out on the field trips.

## What People Heard

The Voice of America's *Morning Program* aired interviews with U.S. project delegates and congressional representatives prior to and during the 10-day plenary of the IERD. Forty-five million people around the world listen to *The Morning Program*, according to Pat Gates, who conducted the interviews. Ms. Gates also hosts and produces *The Sunday Morning Program*, which conducted a live radio interview on February 12 with a New Delhi correspondent on the progress of the event.

"It's a wonderful story, a marvelous idea to exchange information. It shows the 'barn building' spirit in the United States never really died but is coming back stronger than ever. The Voice of America might give ideas to villagers around the world," Ms. Gates said.

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## NOTEWORTHY EVENTS

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APRIL 29-MAY 1 — Mississippi Rural Development Symposium at Holiday Inn Downtown, Jackson. Sponsors: Governor's Office of Voluntary Citizen Participation, Governor's Office of Community Development, Southern Rural Development Center.

MAY 10-11 — "Blueprints for Success: Sharing Approaches That Work," at the University of Missouri, Kansas City. Sponsors: Mid-America Regional Council, Neighborhood Alliance, Greater Kansas City Business Alliance, Kansas City Regional Council on Higher Education, University of Missouri, Kansas City.

*Highlights* is a monthly newsletter for the individuals and organizations that are involved with the International Exposition of Rural Development (IERD) in the United States. The IERD is a three-year (1982-1984) program for sharing approaches that have worked in local development. We welcome news, photos and suggestions. Please send material to:

IERD *Highlights*  
The Institute of Cultural Affairs  
4750 N. Sheridan Road, Chicago, IL 60640  
Tel. (312) 769-6363

# SHARING APPROACHES THAT WORK HIGHLIGHTS

INTERNATIONAL  
EXPOSITION  
OF RURAL  
DEVELOPMENT



April-May-June, 1984

## Mississippians Moving Forward Together

*"Perhaps it is the sense of place that gives us the belief that passionate things in some sense endure. Whatever is significant and whatever is tragic in its story live as long as the place does, though they are unseen, and the new life will be built upon these things—regardless of commerce and the way of rivers and roads, and other vagrancies."*

Eudora Welty  
*Some Notes on River Country*

Mississippians have a passion for their state and the people in it. They are well aware of the hurdles in front of them and they are looking for new ways to take an unprecedented leap. 'The new life,' they will tell you, can only emerge from their own story of a common past and a shared future.

Over 400 Mississippians brought their love of place and their will to move forward to a 2½ day symposium in Jackson, April 29-May 1. The symposium's theme, "Moving Forward Together," was coined by newly-elected Governor Bill Allain when he announced the event in February. The process was initiated last July by a group of citizens called together by Ruth Wilson and Bill Linder of the Governor's Office of Voluntary Citizen Participation and the Southern Rural Development Center respectively. Mark Nixon, director of The Governor's Office of Community Development, joined Linder and Mrs. Wilson in co-chairing the event.

The program consisted of panel discussions, exhibits, an audio-visual presentation on Mississippi's history of rural development, speeches, and lots of informal conversations in the Holiday Inn convention center. Workshops and general sessions were facilitated by the Institute of Cultural Affairs.

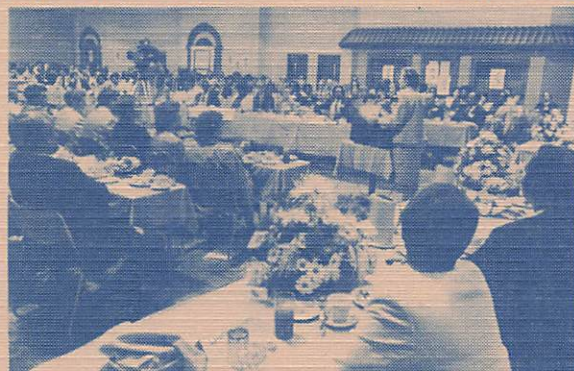
Participants began the deliberations with a celebration of their rural past. On Sunday afternoon they visited the Agriculture and Forestry Museum. A catfish fry showing off the product of the nation's largest farm-raised catfish industry, followed the museum visit. The supper was hosted by the Commissioner of Agriculture and Commerce, Jim Buck Ross.

Dr. Margaret Walker Alexander, 69-year-old author of *Jubilee*, spoke on rural values during a panel presented by the Mississippi Committee on the Humanities later in the

evening. (A bestselling novel, *Jubilee* is the story of Dr. Alexander's great grandmother who was freed from slavery by the Civil War.) Dr. Alexander lauded the hard won gains of the poor and disenfranchised with her storytelling, but cautioned against holding on to the past for its own sake. She claimed that the challenge of "high tech" demands a human touch, a spiritual response, saying "what we're taught in religious beliefs should be broadened into an ethic that includes everybody."

Every evocation of the past brought the future into their midst. It happened again when Betty Carter, who was greeted with a standing ovation, spoke at lunch on Monday. Wife of the late Pulitzer prize winning journalist Hodding Carter, Mrs. Carter told "miracle" stories of achievements in Mississippi development, such as the eradication of tuberculosis and malaria. She reported on the India plenary of the International Exposition of Rural Development, which she attended in February. Mississippians and villagers around the world have a common task — creating "infra-structures for wholeness," she said.

The participants agreed with Mrs. Carter on the nature of the task facing the state. In a written summary of statewide challenges, they cited several interwoven issues. A negative self-image and negative national image "inhibit growth" and keep the state "at the bottom of the economic ladder." Furthermore, "Lack of education fuels these attitudes within the people. These attitudes have contributed to an unskilled labor force, a low tax base, youth migration to other states, and the lack of industrial development within the state. This becomes a vicious cycle that must be broken in order to move forward and begin building a positive image of Mississippi and its people."



Betty Carter telling symposium participants: "The heart of America is where we build community."

PHOTO BY THOMAS J. POWELL

Concrete images of this 'vicious cycle' are evident in these statistics: Mississippi has the highest dropout rate in the nation and is next to last in literacy. Over 50% of youths applying to the Army fail the literacy test and are rejected, compared to the national average of 9%. And, the state has the lowest per capital income in the nation.

Last year Mississippi took a big step in the direction of tougher standards with the passage of the Education Reform Act of 1982. The Act requires for the first time that children ages 6 through 13 go to school, and it provides the



*Workshop participant making a point*

first public support of kindergarten. The current state legislature, however, failed to earmark funds for implementing the reforms, even though they have been collecting increased taxes provided by the Act.

Governor Bill Allain gave the keynote address Monday evening. After demonstrating an entertaining style, Allain turned serious and showed passionate concern over education issues, telling of his efforts to persuade legislators to appropriate the needed funds. The legislature, however, has since adjourned until January.

Many participants were optimistic that the resounding consensus of the symposium on the pivotal role of education reforms would be transmitted to the legislature and would be implemented as outlined in the law. The reforms are slated to begin in 1986. The basis for their confidence is in their realization that fundamental change will not be initiated by somebody else. "There is no 'they' in the phone book," declared Johnny Boswell during a panel presentation on the tourism information center in Kosciusko. "It's you and me that will get the job done."

There's no stopping the education job from getting done, according to Mike Sturdivant, chairman of the Governor's Council of Economic Advisors. Sturdivant, in his closing talk, said that his home town of Glendora already has teacher's aides and kindergarten. The mandate from the Reform Act gave people the impetus to go out and find the money. "There's no doubt we've won," Sturdivant said. "People are going to make sure this will be implemented."

### **Strategic directions**

The participants worked in ten interest arenas on Monday to determine the challenges described above, and to define successful approaches to development in their arena. The following day, people met as ten geographical sections of the state to think through the most effective ways to meet the challenges.

The participants named four other strategic directions for the future in addition to the top priority of educational

reforms and job training. They were: to encourage citizen participation, to enhance local governmental systems, to maximize available resources, and to develop local economic ventures.

### **Interrelationships**

They have a graphic picture of how these directions interrelate. "Educated people participate more in the political process," said N.F. Smith of the State Education Office. "The plight of education in this state is going to teach people how to participate," was a comment in the education workshop. "It will bring down the racial barrier. We'll all be on the same team working together," responded Patricia Butler, a consultant in the Governor's Office of Human Development. Ms. Butler, a young black woman, believes that education is the last arena of segregation. However, the "focus should be on education, not on racism directly. It is one place where we see we can accomplish a lot. The commitment is there."

Les Newcomb has a passion for using information technology in local government. It can bring participation, education and economics together, he said. Newcomb is the director of Southern Mississippi Planning and Development District, which covers 15 counties. In the Southern section workshop, he stressed that it's hard for the public sector "to think outside of what's hurting us." Local officials live from day to day without information that would allow them to project trends and make long range plans. Other sections of the state emphasized the need for private and public sector cooperation, in their workshops.

Such a coalition has been forged in the forestry community to yield more long-range gains from abundant forestry resources. The coalition includes private, non-industrial landowners who own 72% of the state's forestry resources. Sid Moss is State Forester of Mississippi and a man who believes that the future is created by "willing people." He helped put the coalition together to create a vision and plan through the year 2010. The plan emphasizes the integration of forestry planning with overall economic and social goals.

### **Willing people**

All kinds of "willing people" made the symposium a success. Twenty-eight groups prepared exhibits that lined the corridors of the conference space. They ranged from Piney Wood School to the Mississippi State Employment Service to the Craftsmen's Guild of Mississippi. The Voice of Calvary Ministries, which also made a panel presentation, had pictures of people transforming a 'cycle of poverty' into a 'cycle of prosperity.'

Harvey Johnson, Jr. is a member of the steering committee which planned the symposium. He initiated scholarships to enable people to attend. Johnson grew up in a neighborhood of hardworking mill workers and domestics in Vicksburg, Mississippi, where people "didn't ask much and got less." He remembers his aunt's big hands and bent over body from picking cotton. Johnson says he didn't want to grow up to the same life they endured and that his work is a testament to them. "I haven't forgotten where I came from," says Johnson, who founded the non-profit Mississippi Institute for Small Towns.

Much of the success of the symposium can be attributed

to the Governor's Office of Federal-State Programs. Its director, Beverly Hogan, expects that Gov. Allain will appoint a task force to follow through with the recommendations of the symposium. The task force would create an action plan to implement the policy directions and they would create a package to present to the legislature in January.

The 33-year-old Ms. Hogan is a native of rural Hinds County. She credits her family with shaping her ideas on service. They were "always helping others." Ms. Hogan said she "did not internalize" the bigotry, racism and discrimination around her while she was growing up. Her father pointed out that it was the condition of the times.

Those conditions persuaded many people to leave Mississippi from the mid 30's to the mid 70's. Ruth Wilson is one who came back. She has been the Director of the Governor's Office of Voluntary Citizen Participation since 1977. Holding the state-wide symposium on rural development was her idea.



PHOTO BY THOMAS J. POWELL

*Ruth Wilson and Beverly Hogan enjoying the process*

Ms. Wilson and Bill Linder have a long-term commitment to rural development which goes beyond state borders. They were both instrumental in organizing the Success Southern Style symposium held last May in Memphis, as part of the interchange process of the International Exposition of Rural Development (IERD). Along with Betty Carter, they are members of the U.S. National Steering Committee of the IERD.

What will come of it all? Many people got ideas of programs and procedures to try out. But more than that. They became a community. And they know their ability to enact the new directions depends upon building that community.

Each person who attended the meeting needs to reach out to other people, believes Dr. Elton Raby, a District Program Leader with the agricultural extension service.

The passion and purpose of all these people, "united as one," will make itself seen in river country.

*Highlights* is a bi-monthly newsletter for the individuals and organizations that are involved with the International Exposition of Rural Development (IERD) in the United States. The IERD is a three-year program for sharing effective approaches to local development. We welcome news, photos and suggestions. Please send material to:

IERD *Highlights*  
The Institute of Cultural Affairs  
4750 N. Sheridan Road, Chicago, IL 60640  
Tel. (312) 769-6363

## Kansas City Blueprints

It's not just rural citizens who are 'sharing approaches that work.' It is happening in the city too. On May 10-11 in Kansas City, 100 people gathered to share workable approaches to community issues. "Blueprints for Success" brought together business people, elected officials, neighborhood groups and agency representatives to begin giving a focus to a growing movement to meet the future.

The conference took its name from a series of articles entitled "Blueprints for Progress" run by the *Kansas City Star* in June and July last year. The articles highlighted the need to "forge a constituency for metropolitan thinking."

The metropolitan area crosses two states — Missouri and Kansas, and encompasses eight counties, 114 cities, over 50 school districts and 60 sewer districts. It is, however, one interdependent economy. The series called on Greater Kansas City to say "yes" to itself, its resources and its future.

In the spirit of that challenge, the "Blueprints for Success" conference was sponsored by the Greater Kansas City Alliance of Business, Kansas City Regional Council of Higher Education, Mid-America Regional Council, Neighborhood Alliance and the University of Missouri - Kansas City. The Institute of Cultural Affairs was the organizing sponsor.

Mrs. Betty Carter of Greenville, Mississippi, gave the opening talk on the significance of building consensus and getting participation by the whole community. "If you can build consensus, you have lasting solutions," she said.

The participants spent the first day sharing what is currently going on in development via project exhibits, a panel discussion and small group discussions. The second day coalesced the group's thinking on the future through workshops on strategic directions. They produced 29 directions related to education, co-operative planning, communication and a variety of other issues.

The future was further evoked by a multi-media presentation on Kansas City in 1995, and by a closing panel of three *Kansas City Star* representatives.

"This was great. I've linked up with three people I want to keep up with and have five things to immediately implement," said Valerie Bridges of The Learning Exchange, when it was all over. "This has revived us all to go back to work," reflected Majeeda Baheyadeen, with Human Relations in Kansas City, Missouri. "I didn't realize there was that much dedication in KC until I saw this group."

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## NOTEWORTHY EVENTS

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JUNE 8-9 — Local Development Strategy Seminar, Northern New Mexico Community College, Espanola, New Mexico

JUNE 21 — Southwest Michigan Showcase Forum, 9am-4pm, Lake Michigan College Community Center, Benton Harbor, Michigan

JUNE 21-23 — Colorado Exposition for Rural Development, Adam State College, Alamosa, Colorado (noon to noon)

JUNE 27 — Statewide Economic Development Showcase Forum, Sacramento, California

# Liberation Through Energy

by Bob Dunsmore

Bob Dunsmore and Arnold and Maria Valdez were delegates to the plenary of the International Exposition of Rural Development in New Delhi, India in February. They represented the Solar Energy Association, the People's Alternative Energy Services and Akira Kawanabe Solar Architects in the San Luis Valley of south-central Colorado.

There are nearly 3,000 solar collectors in the Valley, compared to four when Dunsmore and his wife, Julie, moved to the area 10 years ago. The collectors are everywhere — "on adobe farmhouses, on mobile homes, on churches and barns and ice cream parlors. Most were built by the people who use them. Not all of them are beautiful. But they all work. And they've punctured the myth that solar is a high-technology plaything for the rich." (New Shelter, May-June 1981)

As a delegate to New Delhi, I was interested in self-reliance and in exploring to what degree energy is an integral factor in this question.

For some time I have been curious about India's global impact in these areas. India's independence cry was a cry for self-rule, or swaraj. Mahatma Gandhi expanded on the theme, or delimited it actually, to true rule of the self, the village, the masses. So the issues of food independence, the weaving of India cloth, and the internal control of salt production manifested themselves as central to the national independence struggle. Today, now that India is politically independent and self-sufficient in the production of these items, the issue is energy. And for many within India, I discovered, it is an issue of liberation.

Many delegates felt that the most important part of the Exposition was the exchange of "shop" ideas with delegates from around the world in twelve areas of human development. Over fifty participated in the energy area and some exciting brainstorming sessions led me to see the commonality of problems and solutions regarding energy globally. But more importantly, I saw how integral indeed energy is to questions of agriculture and food in general, to mental health and individual empowerment, to comfort, leisure and self-enhancement, and to physical health.

In our village visits, though quite varied, we saw energy at the root of irrigation, fertilizers (now causing severe soil depletion in northern India), lighting, cooking, heating, and health issues.

All delegates were impressed with the multitude of uses for manure: fertilizer, principal heating fuel, main cooking fuel, wall stucco base, floor base, lighting fuel. Yet burning manure is 5% efficient. We were able to witness how the government mandated biogas production schemes were working in connection with the federal banking system.

In the villages, contractors, community organizers and village leaders asked questions regarding appropriate technologies for village level applications for solar cooking, solar water heating, passive solar cooling, and thermal storage wall heating. This was exciting stuff.

Back in Delhi, after the village visits, I spoke before students at the Bhagot Sing College, before engineers at the India Institute of Technology, to a public gathering organized by a former minister of the Interior Department, before engineers of a major solar firm and a textile plant, to staff of India House Developments (a private rural development agency), to the chief executive of India's Department of Non-Conventional Fuels, and to the chair and staff of the National Energy Advisory Board of India, which advises the Prime Minister on long-range energy policy.

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## PEOPLE

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### Colorado's Lt. Governor



Nancy Dick

The Lieutenant Governor of Colorado believes that the clock in our civilization is speeding up, that "we do not have time *not* to take advantage of other people's research, successes and failures." Therefore Nancy Dick was an early and enthusiastic member of the U.S. National Steering Committee for the International Exposition of Rural Development.

The biggest challenge of the IERD is spreading the word of what individuals and organizations saw and learned in New Delhi, according to Lieutenant Governor Dick. Toward that end she is one of 13 sponsors of the Colorado Exposition for Rural Development. The Exposition will be held June 21-23 at Adam State College in Alamosa (San Luis Valley).

The 53-year-old state official was impressed by the "diversity, ingenuity and dedication" of the many self-help projects she reviewed when she helped recommend which projects from the six-state Rocky Mountain region would go to India. The community of Lamar is an "extraordinary, unholy coalition that won't take no for answer." The San Luis Valley energy project, very different from Lamar, has created a globally applicable, "bootstrap" model of people working together.

"It is important that people think they can solve their own problems." Locally initiated self-help projects have "the capability of making people more self-reliant. As people become convinced that they can solve problems themselves, in small groups, without relying on third parties, it can have a carryover to the political process. Together we can solve problems that individually are overwhelming, or impossible." This view combines elements of traditional Democratic and Republican Party philosophies: "Self-reliance is Republican and working together is Democratic." The same ramifications exist for other countries. Coalitions can do wondrous things, the Lieutenant Governor said.

One coalition which she has helped mold is the Colorado Rural Council, a "horizontal" rural organization representing a wide spectrum of rural interests. The Council holds forums on rural issues and articulates concerns affecting state and federal legislation. They are also sponsors of the Colorado Exposition.

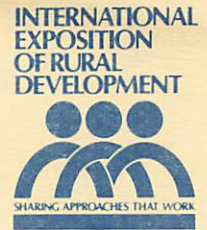
Nancy Dick grew up in Detroit and Cleveland and now makes her home in Aspen, Colorado. She was widowed when her children were ages 3, 4 and 6, and has since remarried. Lieutenant Governor Dick is currently running for the Democratic Party nomination for the U.S. Senate.

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Several of these organizations working together hope to have me return to India to actually implement some of the appropriate technologies we surveyed.

Write Bob Dunsmore at P.O. Box 1284, Alamosa, Colo. 81101 for further information.

# SHARING APPROACHES THAT WORK HIGHLIGHTS



January-February 1985

## The IERD: What Next?

The embers of the peace pipe passed around at the closing ceremony of the IERD plenary in India have long since died down. The exhibits are packed up and returned home and the exciting conversations and sense of comradery are only memories. But the International Exposition of Rural Development (IERD) has three lifetimes and it is now being born into its final phase: that of returning to its local roots and sharing what has been learned in order to reshape the basic images, practices and policies of development.

For the conditions which gave rise to this program still exist. According to Global Advisory Board member Robert McNamara, over "800 million individuals . . . remain caught up in absolute poverty, a condition of life so limited by malnutrition, disease, illiteracy, low life expectancy, and high infant mortality as to be beneath any rational definition of human decency."<sup>1</sup>

The IERD is a response to the question of how development can be accelerated massively to benefit the world's poor. The value of opportunities to exchange information and learnings on a people-to-people and project-to-project basis has been affirmed overwhelmingly in the Exposition process. The original agenda of the India plenary was amended by popular demand in order to devote more attention to direct interchange. As Sir Richard Attenborough states it in the film, *Courage to Care*, "a solution that is born unheard, that lives and dies unheard, is itself part of the ultimate global problem."

The lateral exchange weaves power. It connects different perspectives and has the potential of effecting many arenas. People begin to operate differently and begin to see themselves as part of a larger effort.

On the local level, these changes may improve the situation dramatically. However, without a concurrent realignment of public policy to encourage local development, and without a new popular perception that humanity has the capacity to deal with these questions, no fundamental shifts will occur.

The task of Phase Three is disseminating the learnings of Phases One and Two. Its task is also to begin creating the formats, alliances and strategies whereby local practice change, public policy change, and individual image change will transform the reality of development for millions.

<sup>1</sup>Introduction to Poverty and Basic Needs, 1980

## Spotlight on Youth

"It wasn't the typical 'What's wrong with youth now!' approach." This was one young man's summation of an afternoon and evening symposium called Spotlight on Youth, which was held in Binghamton, New York on November 17. Ninety youth and adults from 26 youth programs heard presentations from five programs, created guidelines for good youth programs and named community challenges.

Many who attended had thought they were working alone. What they encountered was an amazing array of creative projects and a heartening display of dedication. "It changes your outlook," said one adult worker. "Before today I was thinking of

resigning," said one youth officer, but he changed his mind.

Youth and adults worked in separate workshops, where the young people said that a good youth program:

- Trusts
- Provides the chance for youth to communicate with adults as equals
- Gives confidence, helps you learn new things
- Gets youth input
- Lets you meet other youth with the same situation.

The day's events closed with a celebration dinner to honor the accomplishments of the Highland High School program for potential dropouts, and the 30 years of service by Urban League Teen Center's director, Viola Pine.

The Urban League Teen Center is a drop-in center providing activities for young people, mostly from single parent homes. They participate in community service activities with the idea that it is fun to get involved and to reach out to others. For example, 75 kids showed up to learn about cancer and to make posters to educate the community. They also played volleyball and ate hotdogs.

The black heritage events which the Teen Center sponsors are valuable for the entire community. These events help minority young people to "stand up tall and proud, even in an overwhelmingly white environment."

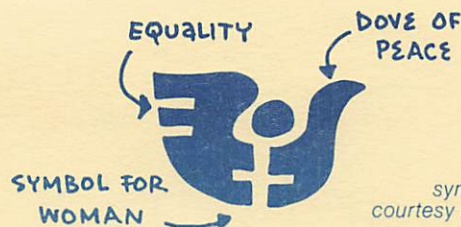


Spotlight on Youth participants getting acquainted

The Highland Experience-Based Education Program motivates potential dropouts to stay in school by putting responsibility for their education in their own hands. One young person designed an Auto Repair Manual which gave him credit in english, business and practical arts. Another person studied the management

*Continued on back page*

# The Decade for Women



symbol of the Decade for Women  
courtesy of the International Women's Tribune

*Kie Kubo of Sawauchi, Japan tells the story of the transformation of women's role in her community.<sup>2</sup> Once "hornless cows" who quietly raised children and worked in the fields, they are now health promoters who have lowered the infant mortality rate and who serve as indispensable partners of the public health system. Jobs for women, organized recreation and care for the growing elderly population are other community benefits which flow from their work.*

Such a transformation is the dream of people working in development. During the past ten years it has become a global dream. July, 1985, marks the end of a decade of United Nations efforts to promote the status of women and to strike a claim for equal participation in the development process.

## One percent of the property

The Decade for Women began with the designation of 1975 as the International Year of Women. The goal of the Year was "to define a society in which women participate in a real and full sense in economic, social and political life, and to devise strategies whereby such societies could develop."

A World Plan of Action for the Decade for Women was adopted by over 100 nations at a United Nations Conference in Mexico City in July, 1975. In December of that year, the UN General Assembly established the Decade and called upon governments and relevant non-governmental organizations (NGO) to aid in carrying out the Plan. The Plan of Action consisted of guidelines for achievements in all aspects of women's advancement, such as population control, health, employment and education.

A Mid-Decade Conference was held in Copenhagen in 1980 to assess the accomplishments of the Plan. UN agency documentation revealed that "while women represent fifty percent of the world's population, they perform nearly two-thirds of all working hours, receive only one tenth of the world's income, and own less than one percent of the world's property." Hence, the Decade has emphasized the economic development of women.

The pervading image among many international agencies is that very little has been accomplished since the Decade began. According to a global survey by the Humphrey Institute, however, "an enormous number of new groups became active and started up new projects and programs. Governments have established new women's bureaus, appointed women to decision-making posts, and changed laws regarding women. A whole new field called 'women in development' has been created. International development assistance agencies are establishing new programs and supporting research on women in developing countries."

What difference has all this made for the Kie Kubos of this world? Many women's organizations around the world want to be involved in addressing this question and its implications. The UN seeks to do that at its Conference to Review and Assess the Decade for Women in Nairobi, Kenya from July 15-26, 1985. Since the UN Conference is for official delegates only, Forum '85, from July 8-17 in Nairobi, is being organized by an International Planning Committee to give NGOs an opportunity to share their assessment.

## Substantial exchange

Some women's groups are interested in broadening the voices that are being heard at the NGO gatherings. Jan Peterson, director of the Brooklyn-based National Congress of Neighborhood Women, attended the Mexico City and Copenhagen meetings. Ms. Peterson has a specific vision for Forum '85 in Nairobi. She

would like to see greater grassroots representation than has been present previously.

Ms. Peterson has experienced the IERD participatory method and likes the idea of promoting what has worked. Instead of an abstract discussion on the pros and cons of issues, which leads to arguments, she envisions an ongoing symposium. Women who have done development locally could spend perhaps four hours per day exchanging successes and problems. "Local development is the best way to work together across nations," she continued. "It could bring out the most substantial real exchange."

Highlights talked with several women on the U.S. National Steering Committee (NSC) about their views and activities in relation to women in development. They are in unanimous agreement that the Exposition process and the documented local success stories have much to offer to the advancement of women. And they believe that the timing of the Conference in Nairobi offers a not-to-be-missed opportunity to bring the IERD learnings to the world's attention.

## Prototype for change

A strategy has been proposed by some of these women to work intensively with the 'women in development' theme globally. This strategy could serve as a prototype for accelerating breakthroughs in the other six arenas of rural development discerned by the IERD process.

The proposal centers on holding symposia for women in development at several locations around the globe. The symposia will identify the successful approaches women are using in development, and state challenges and next steps. These results would be documented in order to inform future planning on women's issues.

There is a substantial media component which includes producing a tabloid, a commemorative poster, and a slide show. A directory of women's projects would also be published. ICA staff and other symposia sponsors would participate in the Nairobi NGO Forum where the symposia results and other materials would be made available to all official delegates and to NGO participants.

Some aspects of this proposal are already being implemented. Symposia are scheduled in New York City, Chicago and Denver, and others are projected. The National Congress of Neighborhood Women is co-sponsoring the New York symposium. A documentation workshop will be held in early April at the Wingspread conference center of the Johnson Foundation, Racine, Wisconsin.

Halfway around the world, ICA staff and volunteers in Kenya are at work organizing opportunities for Forum '85 participants to meet and work with village women across that nation.

The extent to which this proposal is realized depends a lot on people "voting with their feet." As the adjoining article indicates, some of the NSC women already have their running shoes on.

<sup>2</sup>Voices of Rural Practitioners Series, Women and Development

## Women in Development



Mary Warren Moffett  
Chicago

Mary Warren is one of the architects of the IERD in the U.S., and is now helping to shape the thinking and the strategies of Phase Three. Her focus is women in development and she is building on her ties with other women's networks to empower this program.

"Women are becoming a vital part of the development process," she said, and the IERD is revealing *how* vital. "Thirty-two percent of the Delhi delegates were women. Unheard of!" She cites the fact that in the Rural Development Exposition, 'women and development' emerged as one of the seven key arenas, which is evidence of the growing consciousness of this issue's importance. However, the news is not all good, she cautions. We have "a long way to go. It is a horrendous task."

The impact of the IERD, and ICA's methods, are now being shared with other women's groups. For example, Mary Warren served on the resource board for an international women's exchange program held this past summer. In *Our Own Way*, a non-profit organization based in Washington, brought 36 women from 22 nations to the United States. They spent three days visiting in Appalachia with the Clear Fork Valley women's project. Workshops on education, local business development and health care were held next in Washington. Later they met with women from the United Nations and others who are active in building momentum toward the Nairobi conference.

What was the victory of the two-week meeting? "Interchange. In spite of regional differences and huge gaps in need from country to country, they found they had much in common."

As an insider at many conferences, Mary Warren reflected on what makes "interchange" happen. People need to work together, not just talk, she said, and they need to create a common product.

Mary Warren will be bringing her methodological acumen to upcoming women's events in Chicago. There will be a series of small group meetings in homes and offices throughout the city to share what women have been doing in this decade. The dialogues will lead up to a mid-March symposium of exhibits and action-oriented workshops.



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Joy Jinks  
Colquitt, Georgia

Joy Jinks occasionally finds time to pursue her mental health consultancy, but the challenge of developing her community seems to have taken over her life. Like many other NSC members, she has trekked all across her section of the country to locate and investigate projects for the IERD. She has travelled to steering committee meetings, to selection meetings, to implementation meetings and to India. But the most exciting adventure, perhaps, is happening right at home.

Specifically, the excitement surrounds the success of a new business started by a group of women in Colquitt, located in the southwestern corner of Georgia. They produce "the best jelly in the world" from a small red berry, the mayhaw, which grows locally.

The jelly company was born in May, shortly after Joy returned from the IERD plenary. "Being exposed to India," she said, "I got the message of trying to create something from within and selling it."

Over the years there have been sporadic attempts to get industry into this small town. But, Joy believes that industry is not attracted to the low skill and educational level of small towns like Colquitt. So, "you use what you've got," she says, and what they've got now is a growing company with five part-time employees and many back orders for their expensive specialty product.

Another opportunity for women to work has been created through a new preschool for the working poor of the community. Colquitt Children's Center opened its doors this fall after three years of determined effort by Joy and her colleagues. Two of the school's teachers attended the Memphis Rural Development Symposium a year and a half ago. The positive, interracial environment they were exposed to "has made a lot of difference" in sustaining their determination, she believes.

The circle of involvement is steadily growing wider. Women from surrounding counties will meet at the end of January to see how they can generate more economic opportunities for women.

Joy is pleased by this trend and by the groundswell of women's development activities globally. "In my little corner of the world, that's what people are excited about." Indeed, maybe their little corner isn't a corner after all, but the center. At least they seem to think so and it is making a world of difference.

### The International Exposition of Rural Development

The International Exposition of Rural Development is a program in three phases designed to facilitate the exchange of effective approaches to rural development and to integrate them with local efforts. The first phase entailed building a global network of individuals and organizations which would ensure local input into the Exposition and the practical dissemination of its results. The second phase focused on local preparation in each of the approximately sixty participating nations. This included rural development symposia and showcase forums, documentation of rural development projects and preparation of national exhibits. The culmination of this phase was a ten-day plenary event in New Delhi, India in February, 1984. During the third phase, the results of the Exposition will be disseminated throughout the participating nations. The IERD is being organized by the Institute of Cultural Affairs International. The co-sponsors include the United Nations Development Programme, the United Nations Fund for Population Activities, the World Health Organization, the United Nations Children's Fund, the International Council of Women, the Agricultural Financial Corporation (India), the Association of Indian Engineering Industry, and the Canara Bank (India). The Food and Agriculture Organization is a participating agency, and Control Data Corporation provided special technical support.

### Sharing Innovations

The incidence of alcohol related deaths, disabilities and crime is on the rise in Canadian native communities. The economic cost of alleviating the effects of alcohol and drug abuse is estimated at 500 million dollars per year. But the social costs are even more staggering.

"We are going to . . . (be) a psychologically and physically inferior race. We are facing genocide." This is the view of Marilyn Van Bibber, native woman and past director of health and social development programs for the Council of Yukon Indians.

Native leaders have tackled this problem on their own in the past. Chief Andy Chelsea and his wife, Phyllis, of Alkali Lake Reserve, British Columbia, set in motion a decade long community transformation that has led to an 80% employment rate and a virtually alcohol free community. One commentator said, "there are children seven years old here who have never seen a drunk."

Isolated accomplishments and solutions are now beginning to build upon each other. Native elders, spiritual leaders and professionals from native communities met in Lethbridge, Alberta, two years ago and dedicated themselves to the elimination of alcohol and drug abuse in Canadian native societies by the year 2000.

This virtually unthinkable goal is based upon "a clear vision of what a human being is, what a human community is, and what we can become." Intrinsic to this vision is a rediscovery of the life-enhancing values of the traditional culture.

The group determined that the heart of the solution had to come from within the native communities themselves, that it had to come about by each community taking control of its own development, and that a continuing learning enterprise was required in support of this. This learning enterprise would have to "systematically educate human beings from the time they are in their mother's womb until the time they pass out of this world."

The Four Worlds Development Project was constituted to carry out and further develop the approach designed by the

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#### *Spotlight on youth continued*

"tree" at Sears, did a chart, wrote a description of different managers' responsibilities, and worked in the credit department. Another student worked with plants at Castle Gardens, reporting on an experiment which used different kinds and amounts of fertilizer. He earned one science credit and one-half english credit.

In its sixth year, the program works with 20-25 youth each year, from 9th to 12th grade. It has drawn upon 50 resource sites in the community for its learning situations, and has a success rate of 70-80 percent. The Highland Program was modeled on the Far West Laboratory in California.

The Director, Dr. Frank Alessi, said that the national awards won by the school did not mean as much to them as being honored in their own home town at the closing dinner.

Tabernacle United Methodist Church sponsored the symposium in order to find out what youth activities are going on in the Binghamton area. They are considering a program of service to youth needs. Many of the practical set-up tasks were handled by the church's youth. The junior high group decorated the room with blue jeans, tennis shoes and rock star posters. They later appeared as waiters and served the dinner. The Youth Group conducted interviews with 16 community projects, which were then written up into briefs provided for the symposium participants.

elders and their collaborators. The Project developed a curriculum process and package, and a system for supporting communities seeking to transform their own context. It is funded by National Health and Welfare, Ottawa.



*Phil Lane greeting Sikh during India plenary*

One of the first pilot communities to use the Four Worlds approach was the Alexander Reserve in Morinville, Alberta. In the past 15 years, only one student had graduated from the high school. The curriculum, testing and support systems were irrelevant to native people.

With the establishment of the Kipohtakaw Education Centre, the attendance has gone from 50% to 95% in the past two years, a Cree cultural center has been established within the school, and a Resident Elder program is one of many evidences of an integrated school and community life. The staff is 80% native.

The Kipohtakaw Centre was one of Canada's delegates to the IERD plenary in India. Phil Lane, the director of the Four Worlds project and the main consultant to the Alexander Reserve, also attended the India event as a facilitator. He is a Professor of Native Studies at the University of Lethbridge.

Lane credits the IERD with inspiring "Sharing Innovations That Work," a two-year plan for sharing innovations and resources between native communities, and for developing their own consultants. About 150 people will gather at the Alkali Lake Reserve in the spring to begin this process.

### Voices of Rural Practitioners

Insights from over 1000 successful projects on how to go about developing community are documented in a series of eight booklets entitled *Voices of Rural Practitioners*. The series has been pulled together from events and interviews over the past three years of the International Exposition of Rural Development.

More than 500 people contributed to this documentation during the India plenary last February. The booklets were produced in their present form by an editorial team in Rome.

The booklets in the series are:

- The Community: Housing, Environment and Technology
- Economic and Commercial Diversification
- Integrated Approaches
- Health Care
- Learning and Education Processes
- Managing Agriculture
- Women and Development
- The Overview

Recommendations for distribution will be made after they are reviewed by delegates who went to India and by NSC members in each participating nation. The brightly colored booklets average 45 pages and contain many project illustrations which are cross-indexed to a computerized data base. Seminars and briefings based on the IERD learnings in any of the seven arenas can be arranged with the Institute of Cultural Affairs.

## The Learning Process: Key to Development

**“A leader is best when people hardly know that he exists. Less good when they praise and obey him, worse when they fear and despise him. But of a good leader, when his aim is met, his dreams fulfilled, they will say: ‘We did this ourselves!’” The lessons of Lao Tsu are being re-learned today in places one wouldn’t imagine across the globe.**

Woburn Lawn, a rural mountain community in Jamaica (described on back page) where 75% of the adult population is functionally illiterate, has become a showcase of development for that nation. Says one Woburn Lawn supporter, “With a little guidance, a little encouragement, what we are learning here is that each and every one of us can do it for ourselves.”

One of the major learnings of the International Exposition of Rural Development (IERD) is that human transformation results from specific skills training, general education and image education, that is, equipping people with ‘winning’ images which make the impossible seem possible. Such “project learning processes” were identified as a key factor in accelerating the pace of development at the micro level.

This issue of *Highlights* focuses on the role of training and leadership in several development arenas. The Nairobi report doesn’t touch on training explicitly, but it is obviously a crucial step in implementing the vision proclaimed by the participants in that conference, and was recognized as such. The Colorado Exposition is an example of interchange as an invaluable “project learning process.” The article on development education emphasizes our interdependence globally, and states the need to create a climate of public awareness for encouraging local development initiatives.

### Women in Nairobi

The children of Kabiro, Kenya rose early and were in their places at school by 7am, instead of the usual 8 o’clock. The women of the village were decked out in bright yellow, green and brown dresses. The occasion? A visit by the U.S. delegation to the United Nations End of the Decade Conference for Women, held in Nairobi from July 15-26.

Maureen Reagan, head of the U.S. delegation, presented books to the school’s children and teachers, and listened to a demonstration of their English-speaking skills. The delegation went on from there to see the cinder block factory, the health clinic, and a new clean water tank, which saves the women walking long distances for water.

The Kabiro Women’s Project is part of a network of village leadership development comprising over 1000 villages in Kenya. It is sponsored by the Institute of Cultural Affairs.

What did Maureen Reagan think of the Kabiro project? In an interview by National Public Radio, she said, “I liked the school. I liked the fact that the teachers said that they liked teaching young children, and so that means those kids are going to have a start, and that’s very hopeful. And I suppose I like to see that women have been able to create an industry for themselves. But, when I sit in these meetings here and I listen to some of the debate that is so far afield of the problems of those women, who are making bricks with their hands in order to make money to feed their children, it makes me very angry.”

### Tension and consensus

Reagan’s comments reflected the tension between pragmatic concerns for action and ideological debates which permeated both the official conference and the overlapping NGO (non-governmental organizations) conference.

In the end, though, it was the consensus of most reports that both conferences did indeed celebrate the achievements of the past decade and propose significant guidelines for achieving “development, peace and equality” for women around the world.

The NGO forum called attention to more specific, critical needs, while the official conference created broader guidelines for use by governments in policy creation, according to Eunice Shankland. She represented the ICA at the UN conference in its new capacity as an official UN consultant.

At the conference the ICA distributed the Wingspread Document, summarizing the results of a questionnaire which was filled out by some 1000 women from 12 nations during the past year, as a strategy of the IERD’s third phase. The survey results harmonized with a major chord struck by the Nairobi assembly — a call for the means of economic development, which is inextricably bound up with survival and with the self-esteem which makes self-help possible.



Illustration

Ministere de la Sante,  
Republic du Mali,  
H11D  
and the Educational  
Development Center

# The Colorado Exposition of Local Development

If the first Colorado Exposition of Rural Development was about sharing approaches that work, the second annual Colorado Exposition was about training for approaches that work.

On Thursday afternoon, June 27, over 100 people arrived at the Colorado Mountain College in Glenwood Springs. People from all over the state who had met last June at CERD greeted each other as they set up their exhibits around the edge of the college gymnasium. A large banner heralding the Exposition stretched across the wall behind the podium. A clear mountain day set the stage for relaxed sharing — a breather — a chance to recharge the batteries.

Over the next two days, practitioners were teachers and learners, professional resource persons listened avidly to stories from local projects, volunteers caught the excitement of working together — and winning. All absorbed the quiet wisdom of three guests from IERD projects in Mexico — Pablo Garcia, Jesus Nogal and Gabriel Sanchez.

Five laboratories stressed the “how to’s” in five subjects identified to be of special concern to local communities in a preliminary questionnaire.

- *Agricultural Marketing*, featuring the West Slope Agricultural Development Corporation, a pork producers cooperative and a broccoli project, stressed taking advantage of the state’s positive name-recognition achieved by the tourist industry, the cost effectiveness of cooperative approaches to marketing, and tailoring production to fit consumer trends and seasonal opportunities.



Mexican guests Gabriel Sanchez (right) and Jesus Nogal (second from left) exchange tips with Cheyenne solar greenhouse personnel

- *The Solar Energy Lab* featured Amory Lovins, a national expert in the field, as well as the Cheyenne Community Solar Greenhouse. A field trip to the Lovins experimental facility demonstrated “negawatts” in intensive energy saving techniques. The solar greenhouse provides a place for making a social contribution as well as producing food, as elders and juvenile delinquents participate in tending gardens.
- *The Economic Development Lab* considered both attracting industry into a location and supporting small local businesses. State and private resource persons with long experience in local economic development stressed that developing local leadership is the key.
- *The Community Revitalization Lab* worked with Operation Bootstrap of the town of Leadville which lost 2500 jobs when a mine closed, and with the Rural Community Assistance Program which draws on the resources of local community colleges and volunteer expertise to assist community projects. They discussed ways to build commitment and cooperation — to find it, use it, sustain it, expand it, and promote it.
- The participants in *The Human Services Lab* emphasized empowerment of people. Highland Neighborhood Housing, which works in an

older urban neighborhood, tells residents who want to go after slum landlords, “We’ll help, but you’ve got the reins.” Stress management is important to many groups, especially agriculture, and finding ways to preserve the pride and dignity of the elderly and the poor is essential to have the opportunity to deliver services.

Training sessions in Fund Raising, How to Study and Solve an Issue, Building Future Scenarios, and Forming a Consensus to Mobilize a Group reached behind the approaches that work to build skills in the ever present problems of finding operating funds, understanding the problem behind the problem, planning beyond the immediate and motivating the whole group or community.

An evening celebration and awards presentations to five outstanding projects was a different kind of sharing and training. It was a celebrative recognition of demonstrated accomplishment — a surprise for recipients and a challenge for well-wishers.

Luncheon speaker, Hunter Lovins, of the the Rocky Mountain Institute, told a story about a man whose small boat went aground in several inches of water in a large lake. As he was getting out of the boat to push it off, it slipped away to deep water, leaving him standing ankle deep. As boats came by, he waved to them but since he appeared to be “walking on water” he certainly did not need their help. Many went by and as the afternoon wore on, the facts of his situation become distressingly clear. If he were to get to shore, he would have to swim.

For local projects, it is rare that someone will come by and “save” us. Local initiative, knowing the strokes, and risking the dive are the answer.

The primary sponsors of the Colorado Exposition of Local Development were the Colorado Department of Local Affairs, the Colorado Department of Agriculture and the Piton Foundation.



*Highlights* is a bi-monthly newsletter for the individuals and organizations that are involved with the International Exposition of Rural Development (IERD) in the United States. The IERD is a three-year program for sharing effective approaches to local development. We welcome news, photos and suggestions.

Please send material to:

IERD *Highlights*

The Institute of Cultural Affairs

4207 Chartres Street, Houston, TX 77004

Tel. (713) 522-7933

## The International Exposition of Rural Development

The International Exposition of Rural Development (IERD) is a program in three phases designed to facilitate the exchange of effective approaches to rural development and to integrate them with local efforts. The first phase entailed building a global network of individuals and organizations which would ensure local input into the Exposition and the practical dissemination of its results. The second phase focused on local preparation in each of the approximately sixty participating nations. This included rural development symposia and showcase forums, documentation of rural development projects and preparation of national exhibits. The culmination of this phase was a ten-day plenary event in New Delhi, India in February, 1984. During the third phase, the results of the Exposition are being disseminated throughout the participating nations. The IERD is organized by the Institute of Cultural Affairs International. The co-sponsors are the United Nations Development Programme, the United Nations Fund for Population Activities, the World Health Organization, the United Nations Children’s Fund, the International Council of Women, the Agricultural Financial Corporation (India), the Association of Indian Engineering Industry, and the Canara Bank (India). The Food and Agriculture Organization is a participating agency and Control Data Corporation provided special technical support.

At the Heart of the Matter —

## Development . . . A People Process

*“Development education has as a primary goal the building of a committed constituency for development both at home and abroad. It begins with a recognition of global interdependence and the continuing need for justice and equity in the world. Its programs and processes convey information, promote humanitarian values, and stimulate individual and community action aimed at improving the quality of life and eliminating the root causes of world poverty.”*

The above statement is taken from *A Framework for Development Education in the United States*, prepared by Interaction, a coalition of private and voluntary organizations working in the field of development.

The Institute of Cultural Affairs' concern for long-term development led it to launch human development projects in over 1000 villages in 35 nations during the past ten years. Currently, ICA is sponsoring the International Exposition of Rural Development in order to make the successful approaches of micro-level development available to local practitioners, other NGOs (non-governmental organizations), funding agencies and governments.

The Heart of the Matter program is the means by which the Institute is communicating the learnings of the IERD to the people of South Texas. It conveys the evidence of people's capacity to make a difference in their own situation. It conveys how that capacity gets catalyzed, channeled, developed. It communicates what it takes to tackle the underlying causes of poverty and hunger with an integrated system that supports long-term, sustainable development.

There are several trends in Texas and U.S. society in general that call for development education.

### Number 1: THEIR PROBLEMS ARE OUR PROBLEMS

The question of effective development approaches is a very real one for south Texans, who are acutely experiencing the interdependent nature of our relationship with our southern neighbors. John Gavin, U.S. Ambassador to Mexico, said, “If Mexico has problems, they will be not just Mexico's problems, but ours as well.”

Rampant inflation, the decline in food sufficiency, and continuing military conflicts have contributed to a great new wave of migration into the United States. New demands are placed on a whole range of social institutions to teach, house and employ dramatically increased numbers of people.

### Number 2: EXAMINING EFFECTIVENESS

We find people wanting to examine the development policies of nations, of aid organizations, of service organizations. They are interested in being responsible stewards of our national resources, whether public or private, human or financial. When applying resources toward a particular situation, people want them to make a difference.

In a recent interview on people's response to the African crisis, one development agency director said that to sustain necessary long-term development efforts, we need people who don't just give once — “from the heart” — for an emotional appeal, but we need people who give “from the mind.” His concern is based on the fact that U.S. development assistance has dropped from 2.7% of the GNP in 1949 to .27% in 1979, less than one-half of one cent of each tax dollar.

According to the 1983 Agenda of the Overseas Development Council, the U.S. is now competing with Italy for the dubious honor of being the least generous of all Western countries in providing aid to the developing countries. In an article entitled, *If the Poor Countries Go Under, We'll Sink with Them*,\* the editor of *Foreign Policy* magazine, Charles Maynes, states a convincing case that humanitarian appeals to the American people can't be a substitute for effective policy. What is required are ways for the public to think through the long-run effects,

political and otherwise, of neglecting the economically vulnerable regions of the world.

### Number 3: PARTICIPATORY AGE

A third trend which shapes the program is the trend toward individualization, participation, and custom-designing. More than ever, people are ready and willing to participate in shaping decisions, on the job or in their service organizations and communities. They are taking on personal responsibility for health, for peace, for global concerns and local concerns, and for new corporate partnerships in social responsibility.



### Four formats

Four program formats are being developed for the Heart of the Matter program. Development Dialogues provide perspective on the global situation and how that relates to local concerns. The Machakos Simulation Game enables an identification with the perspectives of people from other cultures. Strategy Forums are an avenue for agencies and practitioners to assess their strengths and weaknesses. Development Action Symposia structure the exchange of practical experience and plans in a specific geographical region.

Reflected in each of the constructs is this underlying theme: at the heart of effective long-term development is the human factor — people seeing the possibility of shaping their own future, of being the agents of their own development, and then working together to bring about the future they envision.

The Heart of the Matter programs have participants, not audiences. They include get-involved, you-do-the-thinking workshops and simulation games appropriate to the group. They assume that participants will help shape the program, and that some will join in facilitating future programs.

Development education, as with any education program, is intended to convey knowledge. Knowledge equips people to make informed choices about their lifestyle and their actions. It equips them to enter into decision-making within their organizations with an informed perspective. It causes people to examine and perhaps change their attitudes and their images of themselves, which leads to social change.

As a newcomer to the field of development education, the Institute appreciates the opportunity to work with other NGOs through the Interaction coalition. We particularly welcome exchanges with any groups on the issue of effective development.

\* *The Washington Post*, September 18, 1983

## Leadership Jamaica Style

*"If you think of the leaders you know, you realize they are persons who have been able to accept themselves, reach out to others and to see themselves in relation to the larger community and universe. No one, however, expects this of the poor."*

*"What a surprise when people who don't have TV or never finished 6th grade have the self-confidence to celebrate their achievements and their community's development."*



—Icyline Seaton  
Former Permanent Secretary  
of the Ministry of Community  
Development, Jamaica

Icyline Seaton, in her capacity as the Chairman of ICA's Board in Jamaica, has been responsible for catalyzing substantial government and private sector resources toward assisting the Woburn Lawn Human Development Project. However, she attributes the "phenomenal impact" of that project, on its own people and on surrounding villages, to the efforts of the people themselves. "It's always the people," she says, "appointed by themselves," who accomplish the miracles of development.

Woburn Lawn is located in the parish of St. Thomas in the Blue Mountain range on the eastern end of the island, 26 miles from Kingston. In 1978, when the project began, the average per capita income was \$184 per year, compared to the national average of \$1278. Considerable unemployment and all the accompanying ills of poverty characterized the community of 600 people.

With the assistance of the ICA, the people of Woburn Lawn organized themselves into a team, and began to invest their own energy and labor in realizing their long latent dreams. They built a preschool, an industry building for wicker work and woodwork, and a health center. Sanitation facilities, improved housing, electrification and community beautification workdays were other marks of the new development.

Perhaps the key innovation was the creation of a multi-purpose cooperative, which includes a coffee farm, a piggery and other small industries. With few capital resources and the difficulty of clearing mountainous terrain, the cooperative allowed for pooling land and labor to grow the famous Blue Mountain coffee, a lucrative cash crop.

Another turning point was the decision of the National Commercial Bank to experiment in developing the nation's rural resources by loaning the cooperative US\$80,000, in conjunction with the Inter American Development Bank. The investment has since generated many jobs, a cash economy in the village, and increased the income of most households. The Bank found they were able to create jobs at 3% of the cost required in the cities. Significantly, the loan is managed by the people themselves, after receiving training from private and public sector organizations.

The development process was taken up by 15 villages surrounding Woburn Lawn, known as the Blue Mountain Cluster, in 1982. The Woburn Lawn community has played the role of "teaching village" for the Cluster, hosting four training schools (financed by Rotary International) and sharing their successes and failures. Each of the 15 villages now has a two-year plan of action, and the Canadian government, as well as funding the expansion, is helping to fund economic projects in each village.

Leaders from the BMC, as well as government officials, represented

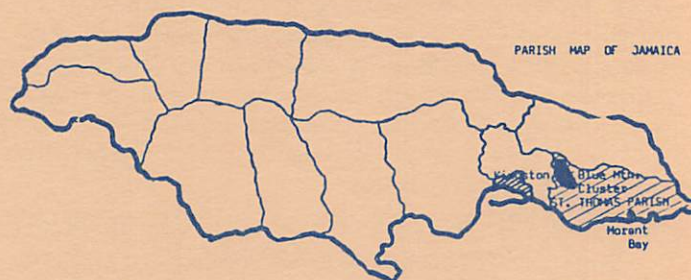
Jamaica at the IERD plenary in India.

Mrs. Seaton is enthusiastic about the formal and informal dimensions of the village leadership training. She cites the fact that the ICA lives in the village under the same conditions as the people, and that the community is encouraged to create an "enlightened outlook" towards its history and customs. "Coming out of slavery, we are very critical of our villages and ourselves, and the ICA presence helps us see that we're not so bad." One dimension of the new leadership in the community is the recovery of old songs, dances and stories which have rejuvenated the culture.

Meanwhile, the training schools taught people how to conduct a meeting, how to meet and talk with people, how to talk about the project, to see oneself as part of a team, and how to manage particular tasks. The training is continuous and the leaders become trainers themselves, serving on the faculty of the training schools and travelling to other villages. One tenth of the 6,000 cluster population is now trained and active in leadership roles.

Woburn Lawn resident Ron Shepherd says the growth in self-confidence through the training schools and through taking up the challenge of development, is "the greatest thing that has happened here."

The Member of Parliament for St. Thomas Parish, Errol Anderson, has supported the work from the beginning, and talks about how people have grown through using the methods of human development. "I was exposed to the [community] forum method by a number



of youths I know very well. I was impressed that they were aware of their community in the structured way that the forum method had exposed them to. They were learning about their history, their priorities, and the things that impact on the developing society. This knowledge is important because only when we understand the forces that govern society, can we break loose from those that have held us down for a long time.

"No where is the growth of community self-confidence more evident than in the Women's Movement in Woburn Lawn," Anderson continues. "Murvis Edwards, who is in her late 40s, never had a job. In 1978 she ran the kitchen for the Woburn Lawn planning meeting. She became a leader of the Women's Movement, is very active on the Management Committee of the Woburn Lawn Cooperative and recently was on the National Steering Committee for the IERD.

"Annabelle Crosdale is in her early 60s. She was born and raised in Woburn Lawn, had an elementary education and worked in Kingston doing housekeeping and embroidery. She participated in the Woburn Lawn Consult, Women's Forums, weekly planning sessions and regular training. She has been the secretary of the Cooperative since 1980. She lectures now in community development courses at the University of West Indies and has taught twice on the faculty of the Human Development Training School. She is a member of the Jamaica Agricultural Society and is an active farmer."

Alice Wright of Woburn Lawn believes they are becoming a training ground for the Caribbean. Coming out of the network developed by the IERD process, there is a conference this fall of leaders from across the Caribbean to further explore the lessons of rural development. They will be visiting the Blue Mountain Cluster as one of three exemplary projects. And with the stark economic realities facing the nations of the Caribbean, an exemplary project that people can be trained to replicate, is worth the exploration.

# INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT



*A trip to India —*

— Lorna Bell Ferguson

## Please take the stairs

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. 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. Room assignments and keys, forms to fill out, meal tickets to sign for, and a hubbub of questions and answers.

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 Cammandant

and I shared our hotel room. (Lyla is Band Administrator and was representing the Mowhawks of the Gibson Band in Ontario.) The hotel was very "basic" -- small rooms with painted concrete floors and very minimal bathroom facilities. We had been told to expect no luxuries. Since both of had raised our families years back without running water Lyla and I agreed that we would manage easily with hot and cold water taps, a pail and a pouring jug, a small sink, a floor drain and a western style flush toilet.

There were colorful 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. 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 weakest man whom you may have seen and ask yourself if the step you

contemplate is going to be any use to him. Will he gain anything by it? Will it restore him to a control over his own life and destiny? In other words, will it lead to swaraj for the hungry and spiritually starving millions? Then you will find your doubts and your self melting away." 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 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 -- 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 in helpless laughter that went on and on!

It was Friday morning - February 3rd. By crossing the International Date Line we skipped Feb. second 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 was delayed.

Seventeen floors below our window hundreds of bus, car, motorbike, and taxiscooter horns blared - but in our room, with the ceiling fan turning, we finally fell asleep. Seven hours later we had a late supper and signed up for the bus tour to Agra - site of the Taj Mahal - which would leave early Saturday morning. What I saw, and what I learned on that trip will be my next story.

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## INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT



*A trip to India —*

— Lorna Bell Ferguson

# The beggars and the beauty of the Taj Mahal

I think I could have nicely done without my trip to see the Taj Mahal. Doesn't that sound odd? You can be sure that half the people in the world have seen pictures of the building. It is listed as one of the Seven Wonders of the World. "This is every tourist's dream come true -- to see the Taj Mahal," our tour guide told us.

Had I flown from the hotel in New Dehli to the garden inside the high wall around the Taj it would have been a dream come true. But we travelled there by bus. On the way we passed through many crowded towns and the city of Agra itself. For the first time I saw men, women and children who were "the poorest of the poor" in India. In my mind and in my heart I struggle to recover from that meeting. And I know that I will never be the same again.

Each time we got off the bus we were surrounded by the beggars. Some were arrogant, demanding payment for pictures they managed to "pose"

in. Others were blind, deformed and pitiful looking. Our bus drivers and guides often shouted at them to get away from us. Pathetic beyond description were the beggar-babies. Beggar men and women sometimes carry these pitiful little creatures on their hips. The men and women do a graphic mime -- no words, just gestures -- that give the message: "Give me rupees so that I can feed this starving baby." And the babies are unquestionably starving -- both for food and for love and care. Later I learned that most of them were not with their parents at all. They very likely would die before they were one year old. They would be of no use to the beggar troupes if they grew too big to carry. Some babies had been sold to the beggars by parents so poor that they could not afford the luxury of keeping another daughter or son. Often that money would serve to keep another older child from starving.

I used to think I knew

what poverty was. Now I honestly believe that if you found the poorest person in Canada, and took away half of everything that person had -- he or she would still be rich compared to the poorest people in India. Ever since the day I visited the Taj Mahal I have been haunted by the impoverished people of India. I have terrible nightmares about the beggar-babies I saw. They have become the symbol of the shocking reality of Third World Poverty for me.

How does India come to have such an overwhelming poverty problem? That is very hard to explain:

Try to picture the small Canadian Village (a town with no more than 2,000 people living in it) that you know best. Now picture two big towns, or one small city that you also know very well. Now imagine that you have moved the whole population of the two large towns, or the one small city into the village you first pictured. The village stays the same -- no new buildings or services such as hospitals, stores, schools, water, sewer, and transportation. Above all, no new jobs. If you have a good imagination you can start to understand what it is like in India.

There are 24 million people living in Canada. We have more than enough room for Canadians to live in. India is a much smaller country with far less land. There are close to 900 million people in India! (When Gandhi died in 1948 there were around 300 million people.) I was told that 100 million babies are born every year.

There are millions of people in India who have no homes. They can never sleep with a roof over their heads. At night, and sometimes during the day, you see them just curled up sleeping beside the roads and streets.

If you spread the population of India evenly over the flat land of that country it would still be too crowded. If you built every Indian family a house the size of an average Canadian home -- there would be almost no land left to grow food. Try to picture moving the whole population of Western Canada onto Vancouver Island, or of Eastern Canada onto Prince Edward Island. Then you may start to picture just how overcrowded India is.

Yes, I got to see the Taj Mahal. I walked down the centre of the perfectly balanced garden. I admired the mirror-image symmetry of the Taj. I looked at the two exquisite Mosques (perfect mirror images of each other) built on either side of the Taj Mahal. "By contrast to these two beautiful buildings the Taj itself looks perfect, doesn't it?" Our guide explained. "If you put a beautiful woman between two pretty girls she seems even more lovely."

An eye height inside the Temple a narrow border of flowers runs around the room. They are made from inlaid semi-precious stones collected from many parts of the world. Every flower is different around half of the room. Then, on the other side, each flower is repeated

*more p.3*

from p. 2

# The beggars and the beauty of the Taj Mahal

with a perfect copy of itself. There is a carved ivory screen around the two ornate coffins in the centre of the Taj. It took many craftsmen ten years to carve the screen. Again -- each panel design is mirrored perfectly from one side to the other. The designs are wonderful to see.

I found it hard to look at all that beauty. There were hundred of tourists walking around inside the gates. We had all paid a fee to enter. The clearest visual memory I have of my visit is the sight of a blind man who was begging just outside the Taj gate.

People ask me, "Why don't they do something about their own poverty in India?" Well, some people are honestly trying. In later stories I will talk about a special problem -- the caste system -- and how that makes it hard to solve the poverty problems. I will also tell about my

field trip visit to a place called Gandhigram where they *are* solving their own problems beautifully.

In India they see that overpopulation is their worst enemy. The government struggles to get

people to practice birth control. Still the population grows by around 100 million a year. We were told that there are 40,000 babies born every day in India.

One Indian woman who

works to help "the poorest of the poor" told me, with tears in her eyes, "Unless some terrible disaster kills a third of the people in our country, I don't see how we can win our battle against poverty."

from p. 2

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from p. 2

# A vision of world citizenship

- Local control of all education by the Alexander Indian Band.

3) Lac La Ronge Indian Band (Sask.) - Band controlled Education, Housing, and local industry programs in six communities. -- giving relative independence to 3,000 Cree people.

4) Be-Wab-Bon (Ont.) - A Metis group own a Construction and Nutrifarm Produce (hydroponic lettuce) Industry.

5) Westman Media Cooperative. (Man.) -

Grassroots control of local media in 20 communities.

6) Mohawks of the Gibson Band (Ont.) - Several Band-run programs including a commercial cranberry growing industry and a culturally suited housing project for the elderly.

7) Pontiac County Regional Municipality (Quebec) - Coordinated regional development, including tourism industry.

8) Voluntary

Association for Community Development (Nova Scotia) - 25 voluntary groups working together.

9) Tignish Cooperative (P.E.I.) - 160 people with 11 very successful co-ops which give them control over primary industries and health care delivery.

10) Our Own Reading and Writing Tutoring Project (Alta.) - Adult Literacy with a Student-tutor team approach.

The national panel showed names and one

picture for each project. It featured our "REPLICS" symbol - a kind of snowflake design we created together showing seven people (seven continents) with their heads and

shoulders together. In a later story I will tell more about this symbol - and how it changed after we returned from India. Next I will describe the impressive Inaugural Programme for the IERD held Sunday evening.

## INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT



*A trip to India —*

*— Lorna Bell Ferguson*

# A vision of world citizenship

Early on Sunday afternoon, Feb. 5th, we were bussed to the splendid Taj Palace International Hotel in New Dehli. This would be the site of almost all the Exposition meetings. We set to work putting us set to work putting up our displays in the Toshakana Exhibit Hall downstairs in the hotel.

People from AVC Grouard and Fairview College had worked with our Steering Committee on my display. There were nine posters and four huge photographs of student-tutor teams. There was an excellent slide-tape show describing our project -- and two brochures -- one that clearly illustrated our adult literacy project, and another that described Fairview College's International Education Program -- which can give agriculture related training to students from the Third World.

We pitched in to help each other set up. But we had only one small hammer, one pair of scissors, and a hodgepodge of tapes,

marking pens and tacks among us. Almost before we finished setting up the "Canadian Corner" word had spread -- and the pens, scissors and tape were in use by people from other countries. Many people were creating their displays from scratch -- cutting out pictures, hand-lettering signs and posters, planning and doing it together as they went along.

My own display took only a short time to set up -- then I was free to wander around the hall enjoying the hubbub there. For a short time I watched two Indian men creating a design with flowers down the sides of the wide stairway. They used vivid red rose petals and orange marigold petals. They had marigold blossoms on long cotton strings to divide the colors and hold the petals in the designs. They worked very quickly -- their hands deft and beautiful to see.

I moved slowly around the hall -- watching close to 200 exhibits going up, from over fifty nations.

There were people from every one of the seven continents. Men and women laughed, talked and shouted in many languages. I could hear a musical mix of Hindi, English, Tamil, Korean, Swahili, French, Chinese, Spanish and many other languages. Before leaving Canada we learned several ICA Rural Development Songs. Now, watching the multinational gathering of ordinary people I caught a glimmer of what it might be like to be a citizen of the world. And the words of one song we learned came to my mind:

"Listen and you will hear  
The future is coming clear  
And everybody alive  
Has something to say  
Sharing a bit of the load  
We're walking down the same road  
Working together  
New earth, new day."

The trip to Agra the day before left me very depressed. My first real look at Third World Poverty made me feel helpless and pessimistic about the future of the world. But as I started to look closely at displays from Third World Nations my depression started to lift.

There was a Press Room at the Conference. Press releases went out in several different "official" languages. The English New Dehli papers received a description of the Exhibits which read in part:

"Each exhibit is a mini-training centre, describing what projects have done and how they did it. Visitors can see plans for building a one-person cyclone shelter from local materials, alternative energy

models, land reclamation, and six ways to go to school to isolated rural areas. There are handcraft displays, scenes of organic farming, photos of improved latrines, youth industry programs, crop and animal husbandry projects, rural health and education from across the world. They can watch Nigerian pottery in the making. They can see a hand-operated metal plate maker from the U.K. and lettuce growing hydroponically in a Canadian Indian Display. Free busses will transport youth from local schools to the Exhibit Hall. It will be open to the public from 9:00 AM to 9:00 PM Feb. 8 to 11."

Feb. 8 to 11 we delegates would be away on field trips. There had been talk that we would have to dismantle our displays and put them up later -- to save on the rental costs for the hall. Then the management of the hotel decided to open the Exhibit to the public -- and Mercury Travel, who were providing all travel arrangements for the delegates, decided to donate busses for high school and college students.

There was one national display panel and each of ten individual projects had three panels in the Canadian Corner. I was amazed at the variety of projects representing Canada. These included:

1) Elkford Community Development Project (B.C.) - good planning for growth when new industries moved into town.

2) Kipohakaw Education Centre (Alta.)

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## A vision of world citizenship

- Local control of all education by the Alexander Indian Band.

3) Lac La Ronge Indian Band (Sask.) - Band controlled Education, Housing, and local industry programs in six communities -- giving relative independence to 3,000 Cree people.

4) Be-Wab-Bon (Ont.) - A Metis group own a Construction and Nutrifarm Produce (hydroponic lettuce) Industry.

5) Westman Media Cooperative. (Man.) -

Grassroots control of local media in 20 communities.

6) Mohawks of the Gibson Band (Ont.) - Several Band-run programs including a commercial cranberry growing industry and a culturally suited housing project for the elderly.

7) Pontiac County Regional Municipality (Quebec) - Coordinated regional development, including tourism industry.

8) Voluntary

Association for Community Development (Nova Scotia) - 25 voluntary groups working together.

9) Tignish Cooperative (P.E.I.) - 160 people with 11 very successful co-ops which give them control over primary industries and health care delivery.

10) Our Own Reading and Writing Tutoring Project (Alta.) - Adult Literacy with a Student-tutor team approach.

The national panel showed names and one

picture for each project. It featured our "REPLICS" symbol - a kind of snowflake design we created together showing seven people (seven continents) with their heads and

shoulders together. In a later story I will tell more about this symbol - and how it changed after we returned from India. Next I will describe the impressive Inaugural Programme for the IERD held Sunday evening.