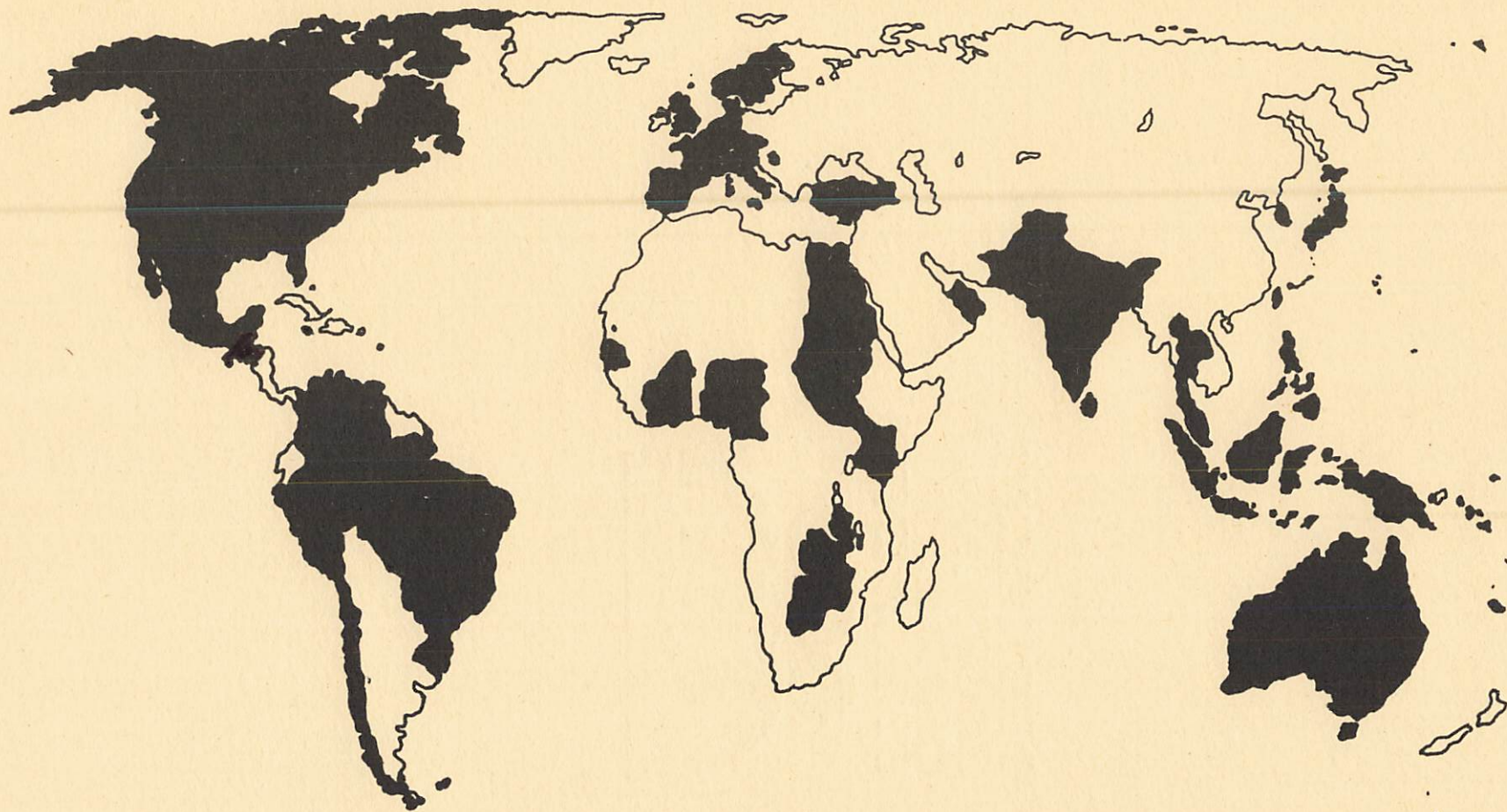


**INTERNATIONAL  
EXPOSITION  
OF RURAL  
DEVELOPMENT**





Mauritius  
Australia  
Malaysia  
Bangladesh  
Austria  
Mexico  
Nepal  
Bhutan  
Brazil  
Canada  
Nigeria  
Chile  
Pakistan

India  
Uganda  
Ivory Coast  
United States  
Jamaica  
Upper Volta  
Venezuela  
Jordan  
Zaire  
Indonesia  
Kenya  
Zimbabwe  
Japan

Senegal  
Guatemala  
Spain  
Korea, Republic of  
Haiti  
Sri Lanka  
Zambia  
Netherlands  
Honduras  
Tanzania  
Hong Kong  
Tonga  
Hungary

China: Taipei  
Turkey  
Peru  
Egypt  
Philippines  
Belgium  
France  
Portugal  
Germany, Federal Rep. of  
Rwanda  
Ghana  
United Kingdom  
New Zealand

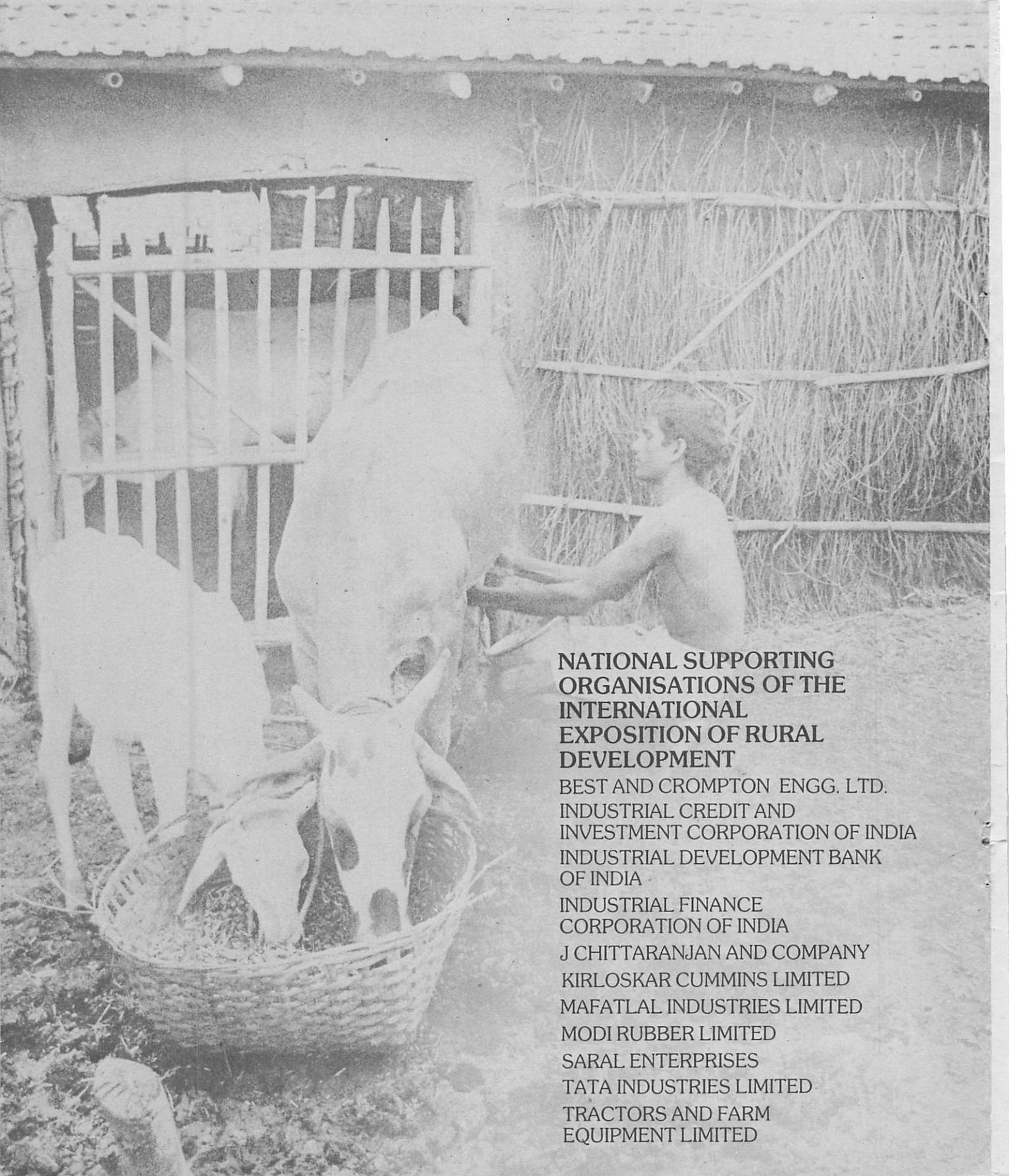


**THE INTERNATIONAL  
EXPOSITION OF RURAL  
DEVELOPMENT**

**ORGANISING SPONSOR: THE  
INSTITUTE OF CULTURAL  
AFFAIRS INTERNATIONAL**

**CO-SPONSORS:  
INTERNATIONAL COUNCIL OF  
WOMEN  
UNITED NATIONS CHILDREN'S  
FUND  
UNITED NATIONS DEVELOPMENT  
PROGRAMME  
UNITED NATIONS FUND FOR  
POPULATION ACTIVITIES  
WORLD HEALTH ORGANISATION  
AGRICULTURAL FINANCE  
CORPORATION  
ASSOCIATION OF INDIAN  
ENGINEERING INDUSTRY  
CANARA BANK**

**SPECIAL TECHNICAL SUPPORT:  
CONTROL DATA CORPORATION**



**NATIONAL SUPPORTING  
ORGANISATIONS OF THE  
INTERNATIONAL  
EXPOSITION OF RURAL  
DEVELOPMENT**

BEST AND CROMPTON ENGG. LTD.  
INDUSTRIAL CREDIT AND  
INVESTMENT CORPORATION OF INDIA  
INDUSTRIAL DEVELOPMENT BANK  
OF INDIA

INDUSTRIAL FINANCE  
CORPORATION OF INDIA

J CHITTARANJAN AND COMPANY

KIRLOSKAR CUMMINS LIMITED

MAFATLAL INDUSTRIES LIMITED

MODI RUBBER LIMITED

SARAL ENTERPRISES

TATA INDUSTRIES LIMITED

TRACTORS AND FARM  
EQUIPMENT LIMITED

## THE INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

The International Exposition of Rural Development is a three year series of events and activities in fifty participating nations. The Exposition, sub-titled "Sharing Approaches That Work," is a process of exchange, documentation and application of successful methods, models, and technologies for rural development. In Phase I, more than 80 Rural Development Symposia and Project Documentation Labs provided a way for 2,000 community projects around the world to articulate their learnings and experience in local development. Phase II was designed as an International Plenary, to bring together

the local project experience from each participating nation. Using this combined experience, participants discussed the basic contradiction to development progress and articulated the key directions and mandates for the future. Phase III will focus on applying the experience of successful rural development to communities and organizations in each of the participating nations. Following the International Plenary, Steering Committees and delegates are meeting in each participating nation to prepare follow-up plans of action.



## THE CENTRAL INTERNATIONAL EVENT — AN OVERVIEW STATEMENT

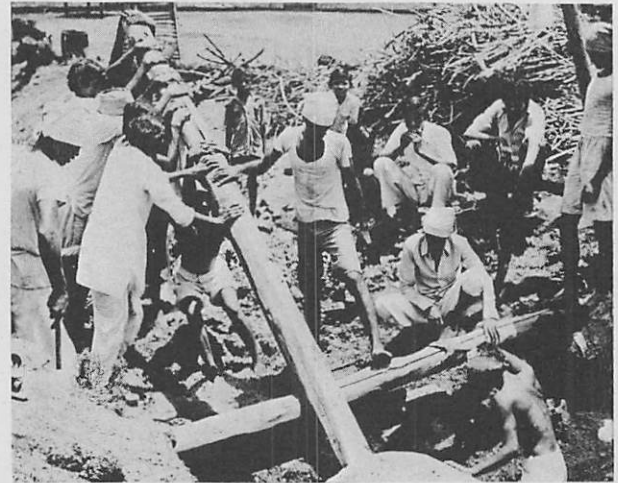
The most important ingredient for success in local rural development seems to be an effective process for sharing information with others who need it. Thus "SHARING APPROACHES THAT WORK" is the theme for the three years of the Exposition. It was used during the two-year preparation period and will continue to be the theme from now through 1985. The delegates from 52 countries who gathered in New Delhi, India, for the Central International Event shared approaches that work with 650 participants from 200 projects around the world, selected for their success. They sought to discover successful aspects and processes out of their own experience that could become guidelines for effective rural development everywhere.

The aim of the Central International Event in New Delhi was to document, from actual field experience, approaches critical to rural development for immediate and long-range application. Farmers from four continents and community leaders in youth programmes, health, housing, commerce and industry, energy, education and communication projects brought exhibits. The 198 colourful displays of literature, slide and video shows and even songs and dances illustrated the lessons learned from direct involvement in development at the grassroots of the world. For two days the delegates took part in a symposium on trends and keystones of rural development projects in 10 states in India. They spoke first-hand with project leaders and local villagers. Upon returning to New Delhi they debriefed their experience, met in special interest networks and in geographical groupings to further share and explore ways to communicate and apply the results of the research effort.

The delegates declared a common belief that local rural development is a vital prerequisite in any significant move towards global development. They confirmed the concept that access to relevant information by rural communities will accelerate rapidly the process of national development. They testified repeatedly that greater local participation in decision-making and planning is a critical factor in projects that work. They used many forms of communication to share their experience with each other. This interaction and the new embryonic, informal network of local practitioners from over 200 projects are possibly the most important aspects of the event. The more tangible results will be documentation of effective approaches, the creation of a global information system and practical plans for future sharing on local, regional, and national levels.

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

The "book" as currently conceived will be 8 pamphlets compiling the illustrations, stories, insights, delegate interviews, project descriptions, and practical steps of implementation that will reveal various facets of the approaches. The 7 "arenas of interest" articulated by the delegates reflect the general sections included in the pamphlets. Also to be included are the background papers on Phase I and overall methods, the addresses presented to the International Exposition Plenary and the participants names and addresses.



A Global Directory of Projects which includes a listing of project briefs from around the world and is the nucleus of a data base, will be a supplement to the pamphlets under separate cover.

Several audio-visual products are being prepared, including slide shows and a documentary film to be adapted for video use. In addition, several topical articles are currently projected for production in periodicals.

By the end of 1985 the delegates from the New Delhi event will have communicated and exchanged a large number of newly formulated or refined approaches in local rural development. These approaches came from what local practitioners found had worked in a variety of locations. The 650 participants represented not only their own projects but also thousands of practitioners in other very successful projects. By spreading and sharing this wealth of experience the participants will contribute to and learn from many other active projects.



Carrying on traditions that are timeless...  
Mafatlal presents  
premium suitings created for our times.

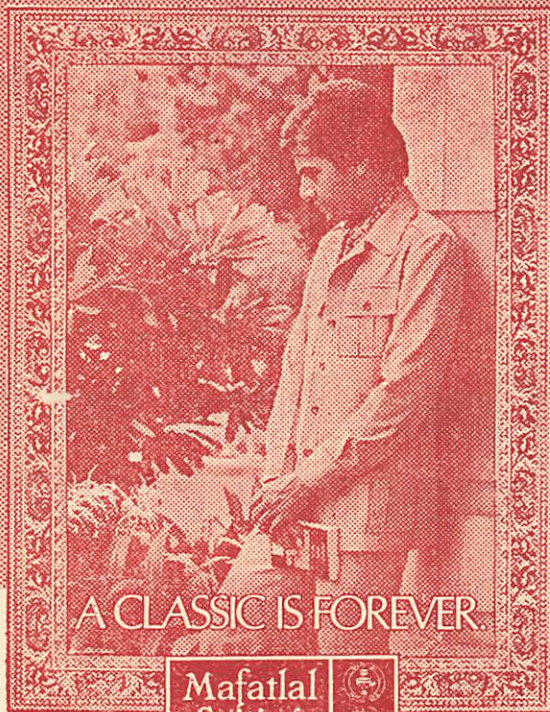
# CLASSIC

FLAWLESS • QUIET • DISTINCTIVE

Now for the first time, Mafatlal introduces a new premium suiting in polyester and polyester blends.

Woven on Rapier shuttleless looms to give an elegant fall, a superb feel. A stylish knife-edged crease.

A feeling of dignity and confidence. That never goes out of style.

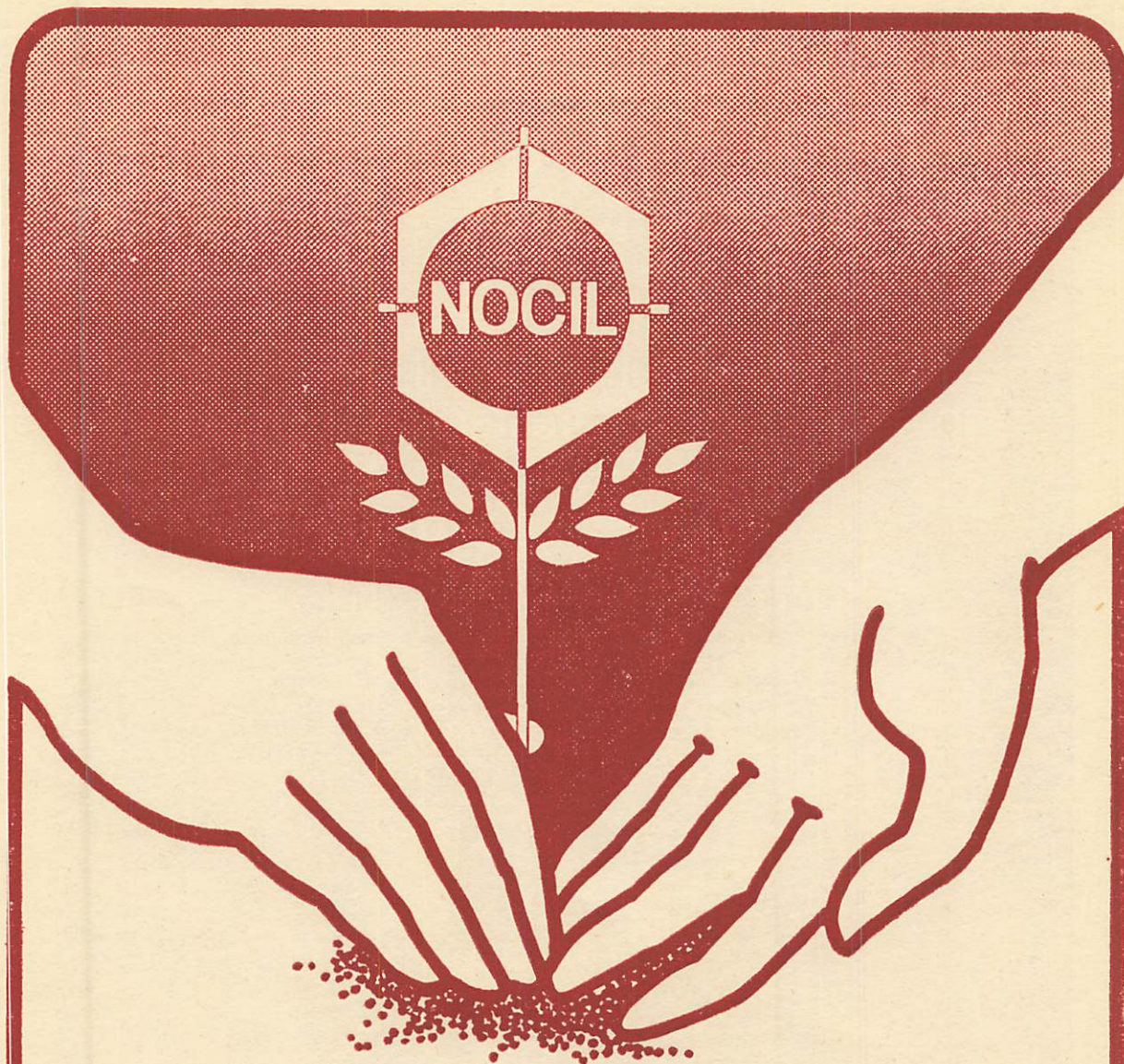


A CLASSIC IS FOREVER.

Mafatlal  
Suiting



MODEL: COURTESY AIR INDIA  
LOCATION: THE TAJ METHAL HOTEL, NEW DELHI



## Planting new hope for farmers all over the country.

Farmers trust NOCIL. For a range of pesticides and other agrochemicals that enable them to reap a record harvest year after year. For the quality that never fails them in their critical hour of need.

NOCIL—A name that means hope. That means Ripcord, Monocil, Miraculan, Aldrex and Vapona. Names to count on as each new crop is planted and harvested.

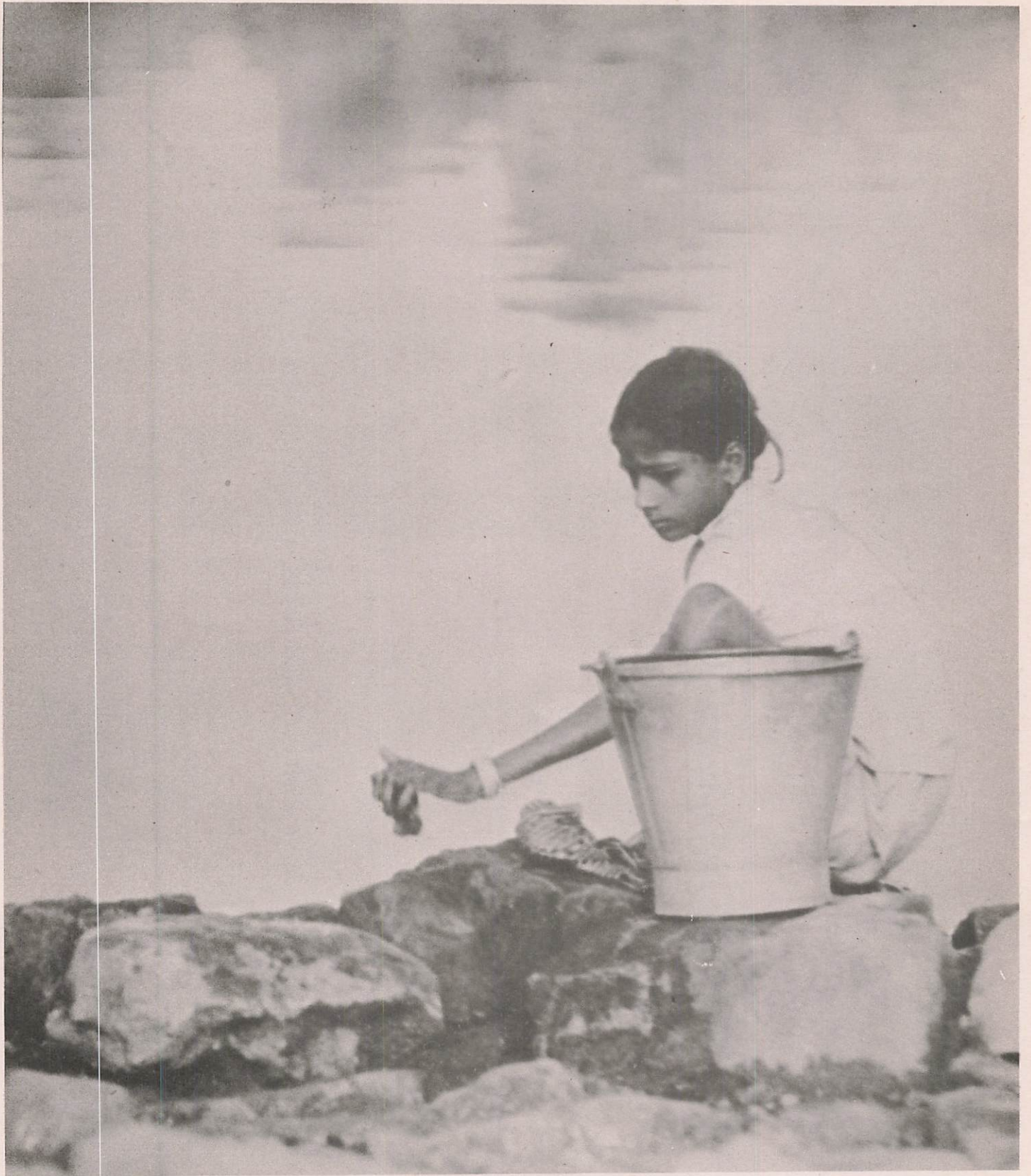




BROOK BOND INDIA LIMITED



BHARAT ELECTRONICS LIMITED



BHARAT CHAMBER OF COMMERCE



ESCORTS LIMITED

17. GONDA GRAMODAYA PRAKALP's "water to every field" phrase resulted in 39,000 tubewells across the District, followed by "work to every hand" campaign.

#### **Punjab**

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

#### **Haryana**

19. HISSAR DISTRICT RURAL DEVELOPMENT AGENCY trains and finances each family in ventures such as basket weaving and other handicrafts.

#### **Bihar**

20. TATA STEEL RURAL DEVELOPMENT SOCIETY applies its business expertise to manage rural development inputs and provide infrastructures to 129 tribal villages.
21. XAVIER INSTITUTE OF SOCIAL SERVICES trains rural people to enable others to start their own projects and assists individuals in entrepreneurial development.
22. VAISHALI AREA SMALL FARMERS' ASSOCIATION represents people's own efforts for tubewells plus an approach to credit that has resulted in fast and fair loans.

#### **Andhra Pradesh**

23. ACTION FOR WELFARE AND AWAKENING IN THE RURAL ENVIRONMENT works with tribals and Harijans toward economic growth with emphasis on catalyzing sustained development.

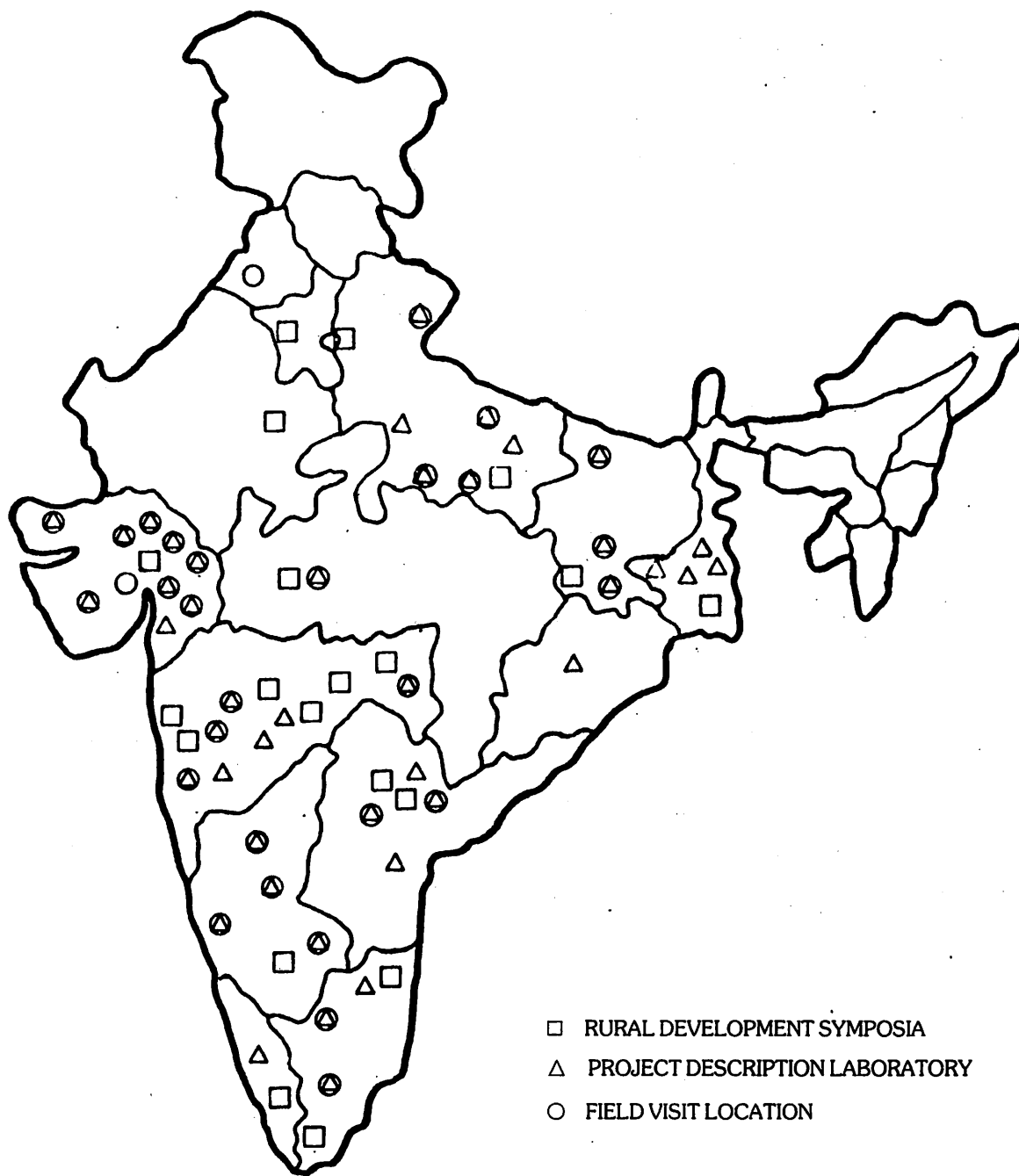
24. COMPREHENSIVE RURAL OPERATIONS SERVICE SOCIETY works to change attitudes of dependence through education, cultural and economic programmes.

#### **Tamil Nadu**

25. GANDHIGRAM, based on the Gandhian plan, has undertaken comprehensive development through education, industry, health, etc. towards rural revitalization.
26. RURAL UNIT FOR HEALTH AND SOCIAL WELFARE, sponsored by Christian Medical College in Vellore, has introduced a comprehensive programme of economic development, starting with health and medical care as the initial entry points to the community.

#### **Karnataka**

27. ASIAN INSTITUTE OF RURAL DEVELOPMENT provides training and consultancy services, and encourages the linking of government and non-government development activities.
28. INDIA DEVELOPMENT SERVICE INTERNATIONAL conducts a programme for organizing the community for social action and economic development.
29. RURAL DEVELOPMENT CELL has pioneered the involvement of banks in villages to reach 7,000 families through agricultural, health, and women's programmes.
30. INDIA'S NEW GROUP FOR RAICHUR'S INTEGRATED DEVELOPMENT reflects the attempts of the new intellectuals committed to rural development, through sports, literacy training, and health programmes.



---

INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT  
INDIA REPORT  
FEBRUARY 1982 — FEBRUARY 1984  
PHASE I AND PHASE II EVENTS AND LOCATIONS

# THE INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

## Field Visit Sites

### Gujarat

1. ACIL NAVSARJAN RURAL DEVELOPMENT FOUNDATION: ANARDE's Jamnagar Centre links the government's integrated Rural Development Programme and bank schemes with landless labourers and marginal farmers.
2. AHMEDABAD STUDY-ACTION GROUP, experienced in building landless labourers' housing, generates economic activity for the poorest 10% of 60 villages.
3. SELF-EMPLOYED WOMEN'S ASSOCIATION promotes access to credit and establishes women's cooperatives and training to provide new opportunities for income.
4. ANAND NIKETAN ASHRAM works in the arenas of small irrigation, family forestry, a "life education school", a legal assistance programme and an "open court"
5. GUJARAT STATE RURAL DEVELOPMENT CORPORATION develops wastelands by producing fodder and fuel trees and provides productive employment to settled landless labourers through the income-generating programmes of rearing milk cows.
6. STANDARD MILLS RURAL DEVELOPMENT PROJECT harnesses water resources in cooperative irrigation schemes, and emphasizes agro-forestry and health programmes.
7. VEDCHI PRADESH SEVA SAMITHI has initiated 40 decentralized industries and institutions built around growth centres as part of an area planning approach. A stop was also made to YANTRA VIDYALAYA SURUCHI campus where rural artisans are trained to produce and use appropriate technology, e.g. redesigned farm tools.
8. NATIONAL DAIRY DEVELOPMENT BOARD has built on the experience of a district level union of dairy cooperatives to build a dairy programme in several states.

### Madhya Pradesh

9. BHARATIYA GRAMEEN MAHILA SANGH, the Indian affiliate of the Associated Women of the World, educates and engages women in comprehensive village development.

### Maharashtra

10. COMPREHENSIVE RURAL HEALTH PROJECT is a three-tiered health service for two blocks of 164 villages with local women health workers and a hospital centre.
11. INSTITUTE OF CULTURAL AFFAIRS: INDIA emphasizes economic, social, and human resource development through training in methods of planning, organization, and implementation.
12. MAHAROGI SEVA SAMITHI has organized new self-supporting settlements for tribals and leprosy patients on wasteland and jungle sites with appropriate education.
13. WALCHANDNAGAR INDUSTRIES LTD. RURAL DEVELOPMENT PROJECT supports and strengthens leadership of cooperatives and provides training in agricultural and employable skills.

### Uttar Pradesh

14. BANAWASI SEVA ASHRAM works towards a cooperative style, involving people through local self-government, revolving village funds and government-planned programmes.
15. EXTENSION TRAINING CENTRE provides practical skills training for tribal and hill people to work with appropriate technology and innovative farming techniques.
16. INSTITUTE OF ENGINEERING AND RURAL TECHNOLOGY develops and tests wind, solar and bio-energy systems, and organizes diploma courses in rural management.

# ANNUAL EVENT: FORMAT

EVENING VISITS		THE ASSEMBLY					
F 10	S 11	S 12	M 13	T 14	W 15		

Leaders

- I: 12 Interest Groups Selection
- II: Experience Application
- III: Future Thrust Determination
- IV: Multi-Cultural Celebration



TRACTORS AND FARM EQUIPMENT LIMITED

A certain kind of man  
will only be seen in plains...



MODEL: COURTESY AIR-INDIA

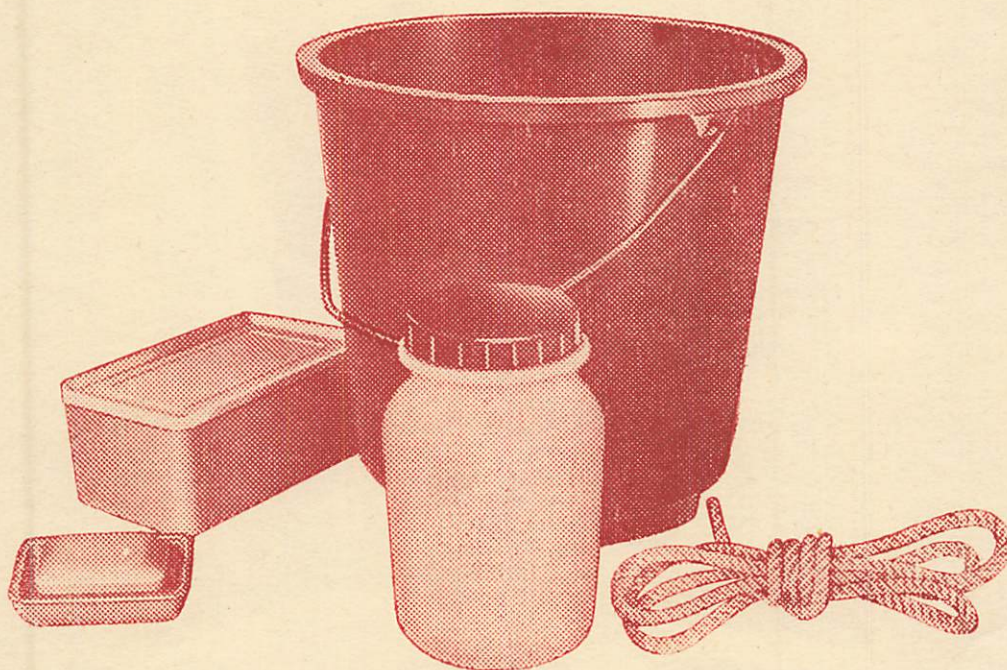
**In polyester and polyester blends  
from Mafatlal.**

A man who has grown into a discerning  
individual. Whose style is never loud but quiet.  
An assertion of a distinctive personality.



**Quick!**  
**Right this minute, can you count at least 5 ways  
in which plastic is part of your day-to-day life?**

- 1/Your water buckets at home. That's easy.
- 2/The cord you hang your clothes on to dry.
- 3/Why, even your bread-box is plastic.
- 4/Your soap-dish is plastic.
- 5/Your vanaspati jar.

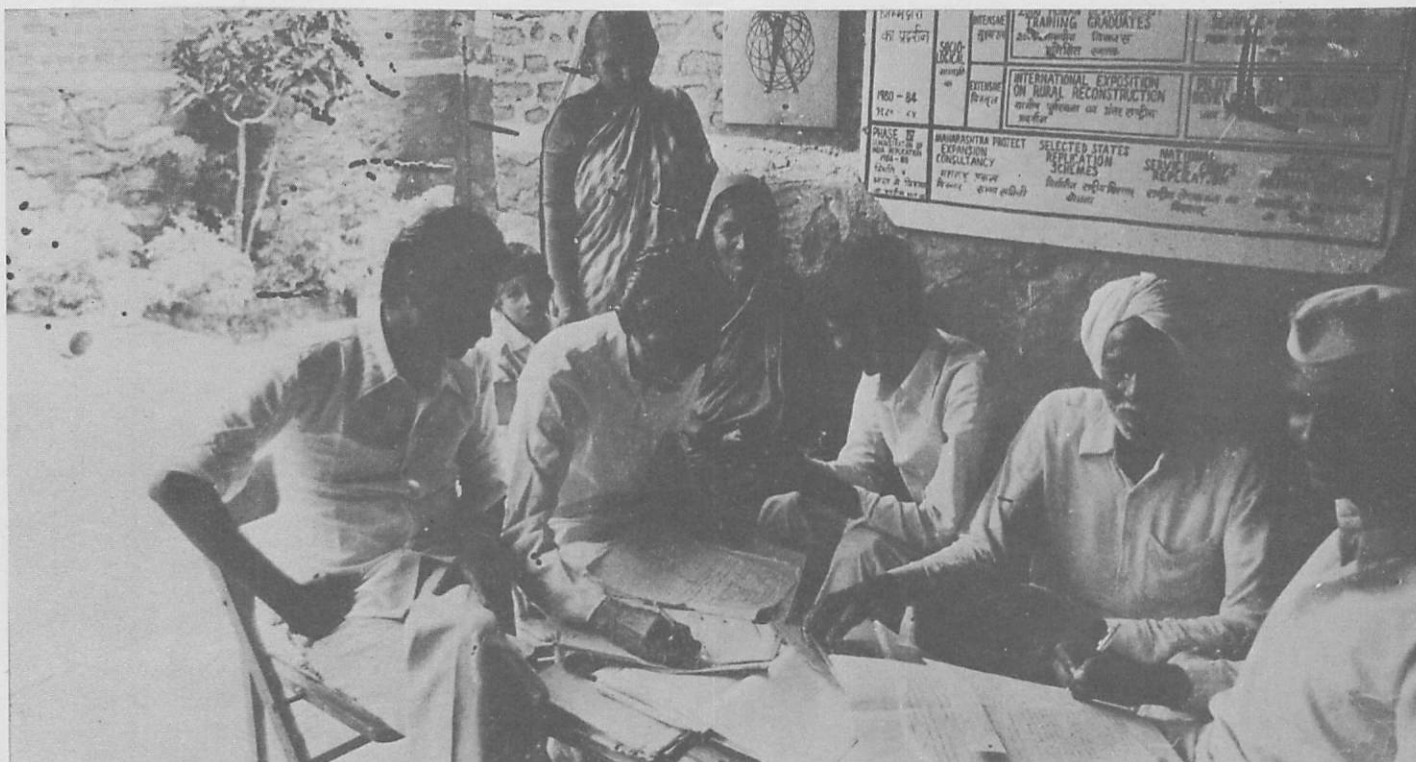


You can keep counting....

All these products have one thing in common. A thermoplastic called HDPE (High Density Polyethylene). Manufactured by PIL. HDPE is not just used for consumer durables. High Density Polyethylene pipes are the ideal answer for irrigation, effluent disposal and a host of other applications. Apart from being leaders in thermoplastics, PIL are also involved in rubber chemicals. So, can you spot any more items around you made of HDPE?



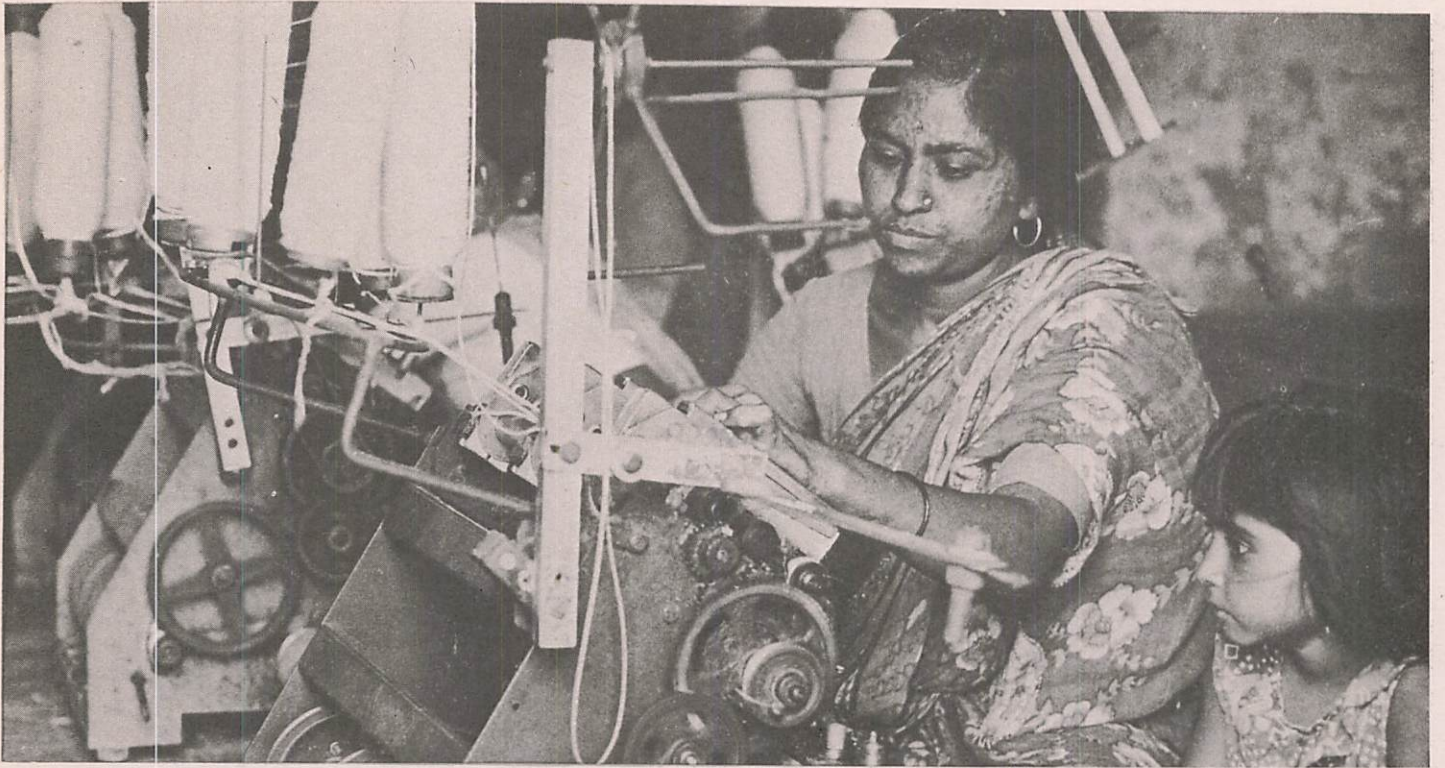
**Polyolefins Industries Limited**  
Mafatlal Centre  
Nariman Point  
Bombay 400 021



**BHOR INDUSTRIES**



**MODI RUBBER LIMITED**



INDIAN XEROGRAPHIC LIMITED



PEERLESS GENERAL FINANCE

# INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

## EUROPE

**Dr. Josef Pernertsdorfer**, Ministerial Advisor, Federal Chancellery-Development Coordination, *Austria*

**Dr. Heinrich Wohlmeyer**, Economic Advisor-Director, Austrian Agrar-Industry Co-op, *Austria*

**Mr. Paul Caron**, Vice President and General Manager for Europe, Morgan Guaranty Trust, *Belgium*

**Mr. August J. Vanistendael**, President, Cooperation et Solidarite; President, Caritas Catholica Belgica, *Belgium*

**Dr. Kaj Baagoe**, Deputy Director, Danish International Development Agency (DANIDA); Ministry of Foreign Affairs, *Denmark*

**Sir Paul J. A. Fabricius**, International Management Consultant; External Examiner, Copenhagen School of Economics and Business Administration; Former Managing Director, UNILEVER, *Denmark*

**Mr. Miche Cepede**, Former President, Independent Council of FAO, *France*

**Mr. Christian D'Aumale**, Ambassador of France, *France*

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

**Mr. Andre Duffaure**, Director, Union Nationale des Maisons Familiales Rurales d'Education et d'Orientation, *France*

**Mr. Stephane Hessel**, Ambassador of France, Haute Autorité de l'Audiovisuel, *France*

**Mr. Pierre Bernard Le Bas**, Director, Aide et Action, *France*

**Dr. Mrs. Johanna Eggert**, Secretary General, National Federation of German Women's Organizations, *Federal Republic of Germany*

**Professor Dietrich Goldschmidt**, Director of Social Studies, Max Planck Institute, *Federal Republic of Germany*

**Prof. Dr. Herbert Kotter**, The Chair for Social Economy, Institut fur Agrapolitik, University of Bonn, *Federal Republic of Germany*

**Prof. Dr. F. Riemann**, Secretary General, Rural Sociology Society, *Federal Republic of Germany*

**Mr. Janos Marton**, Executive Director, Research Institute for Agro-Economics, *Hungary*

**Mr. Guido Carli**, President, Impresit, *Italy*

**Professor Giuliano Cesarini**, Professor of Extension, University of Bologna, *Italy*

**Professor Jan Tinbergen**, Professor Emeritus, Erasmus University, *The Netherlands*

**Dr. Johannes Verkuyl**, Professor Emeritus, Free University, *The Netherlands*

**Professor Maria de Lourdes Belchior**, Professor, University of Lisbon; Former Minister of Culture, *Portugal*

**Dr. Joaquim Lourenco**, Professor of Agricultural Economics, Institute of Agronomy, Lisbon; Former Minister of Agriculture, *Portugal*

**Mr. José de Azeredo Perdigao**, President, Gulbenkian Foundation, *Portugal*

**Mr. Ricardo Diez-Hochleitner**, Member, Executive Committee, Club of Rome; Director, Fundacion General Mediterranea, *Spain*

**Mr. Fernando de Elzaburu**, President, Association for the Development of Agricultural Business; Member, Club of Rome, *Spain*

**Mr. Joaquin Ruiz-Gimenez Cortes**, Defender of the People, Government of Spain, *Spain*

**Mr. Alf Carlsson**, Director, Swedish Cooperative Center, *Sweden*

**Mr. William D. Clark**, President, International Institute for Environment and Development; Former Vice President for External Relations, World Bank, *United Kingdom*

**Mr. Hamish Orr Ewing**, Chairman and Chief Executive Officer, Rank Xerox, *United Kingdom*

**Mr. John Garnett**, C.B.E., Director, The Industrial Society, *United Kingdom*

**Mr. Frank A. Judd, Esq.**, Director, Voluntary Service Overseas; Former Minister of State for Overseas Development, *United Kingdom*

**Lady (Peggy) Lindsay**, Consultant, *United Kingdom*

**Mr. George McRobie**, Chairman, Intermediate Technology Development Group, *United Kingdom*

**Mr. Swraj Paul**, Chairman, Caparo Group, *United Kingdom*

**Mrs. Taya Zinkin**, Author and Journalist, *United Kingdom*

#### MIDDLE EAST

**Mrs. Aziza Hussein**, President, International Planned Parenthood Federation, *Arab Republic of Egypt*

**His Excellency Mohamed Ahmed Labib**, President, Organization for Reconstruction and Development of Egyptian Villages (ORDEV), *Arab Republic of Egypt*

**Dr. Abd El Moneim Shawky**, Former Chairman, Department of Sociology, Minia University, *Arab Republic of Egypt*

#### AFRICA

**Mr. C.A. Lotsu**, Director, Department of Community Development, *Ghana*

**Dr. Mrs. Esther Ocloo**, First Vice Chairperson, Madina, *Ghana*

**Mr. J.B. Yegbe**, Second Vice Chairman, G.E.S., *Ghana*

**Fr. Philippe Dubin, S.J.**, President, National Institute for Social Studies (INADES), *Ivory Coast*

**The Hon. G.K. M'Mbijiwe**, Minister of Energy, *Kenya*

**The Hon. S.M.B. Mudavadi**, Minister of Local Government, *Kenya*

**Mr. Joshua K. Muthama**, Director, Minister of Agriculture, *Kenya*

**Professor Fabian A.O. Udekwo**, Professor of Surgery, University of Nigeria, *Nigeria*

**Mr. Joseph M. Kasonde**, Executive Director, Century Holdings Ltd., *Zambia*

**Mrs. Joyce Mapoma**, Chairperson, Village Industry Service, *Zambia*

**The Hon. Mavis Muyunda**, Minister of State for Decentralization, *Zambia*

**Dr. L.T. Chitsike**, Permanent Secretary for Lands Settlement and Rural Development, *Zimbabwe*

**Mr. Gordon F.J. Handover**, Chairman, Dunlop Zimbabwe, *Zimbabwe*

**Mr. Angelina L. Makwavarara**, Permanent Secretary, Ministry of Community Development and Women's Affairs, *Zimbabwe*

#### ASIA/PACIFIC

**Sir John Crawford**, Chancellor, Australian National University; Senior Agricultural Advisor, World Bank, *Australia*

**Sir Robert Crichton-Brown**, Executive Chairman, Edward Lumley Ltd., *Australia*

**Sir Roger Darvall**, Companies Director, *Australia*

**Dame Elisabeth Murdoch**, Former President, Royal Children's Hospital, *Melbourne, Australia*

**Mr. Menezes**, Country Corporate Officer, Citibank, *Hong Kong*

**Mr. Frank H.B. Richards**, Member, Commonwealth Council on Human Ecology, *Hong Kong*

**His Excellency Adam Malik**, former Vice-President, *Indonesia*

**Mr. William Soeryadjaya**, Chairman, P.T. Astra International, *Indonesia*

**Mr. Shigeo Nagano**, President, Japan Chamber of Commerce and Industry; Honorary Chairman, Nippon Steel, *Japan*

**Dr. Saburo Okita**, Chairman, Institute of Domestic and International Policy Studies; Member, Executive Committee, Club of Rome, *Japan*

**Mr. Takeshi Watanabe**, Former Founding President, Asia Development Bank, *Japan*

**Mr. Tadayoshi Yamada**, President, World Trade Centre; Chairman, Business and Industrial Advisory Committee, OECD, *Japan*

**Dr. Lee Jil Hyun**, Director, Saemaul Undong Studies, Seoul National University, *Republic of Korea*

**Dato Abdullah Ali**, Chairman, Inchape (Malaysia), *Malaysia*

**Tun Tan Siew Sin**, Chairman, Sime Darby Berhad, *Malaysia*

**Mr. Oscar deBrum**, Chief Secretary, Government of the Republic of the Marshall Islands, *Marshall Islands*

**The Hon. Syed Fakhar Imam**, Minister of Local Government and Rural Development, *Pakistan*

**Mr. A. Jamil Nishtar**, Chairman, Agriculture Development Bank of Pakistan, *Pakistan*

**The Hon. Barry Holloway, C.B.E.**, Minister of Education, *Papua New Guinea*

**Mr. A. Lewis Burridge**, President, Sterling Asia, *Republic of the Philippines*

**Ms. Rosendo R. Marquez**, Executive Director, National Social Action Council, *Republic of the Philippines*

**Mr. David Sycip**, Executive Committee, Asean Finance Corporation, *Republic of the Philippines*

**Mr. A.T. Ariyaratne**, President, Lanka Jataka Sarvodaya Shramadan Sangamaya (Inc.), *Sri Lanka*

**Dr. Wikrema Weerasoorya**, Secretary, Ministry of Plan Implementation, *Sri Lanka*

**Mr. Snoh Unakul**, Secretary General, National Economic and Social Development Board (NESDB) *Thailand*

**Dr. Sione Amanaki Havea**, Board Member, Tonga National Council of Churches Rural Development Programme, *Tonga*

#### LATIN AMERICA

**Professor Theophilo de Azeredo Santos**, Vice-President, National Federation of Bankers (FENABAN), *Brazil*

**Dr. Ruy Barreto**, President, Confederation of Chambers of Commerce of Brazil, *Brazil*

**Mrs. Léa Leal**, President, Brazilian Legion of Assistance (LBA), *Brazil*

**Dr. Glauco Olinger**, President, Brazilian Technical Assistance & Rural Extension Agency (EMBRATER), *Brazil*

**Dr. José Borgono**, Chief, International Division, Ministry of Health; Independent Vice Chairman, Executive Board, World Health Organization (WHO), *Chile*

**Mr. Felipe Herrera Lane**, Consultant, Founding President, Inter-American Development Bank (IADB), *Chile*

**Mr. Fernando Léniz**, Executive Vice-President, Grace and Co.; Former Minister of Finance, *Chile*

**Dr. Fernando Monckeberg Barros**, President, Corporacion Para Nutricion Infantil (CONIN), *Chile*

**Mr. Jorge Schneider**, Director Vice-President, Banco Industrial y de Comercio Exterior, *Chile*

**Mr. Roderigo Botero Montoya**, Editor and Publisher, Estrategia, Economica y Financiera; Former Minister of Finance; Member, Brandt Commission, *Colombia*

**Dr. Cecilia Lopez de Rodriguez**, Vice Minister of Agriculture, *Colombia*

**Monsignor José Joaquin Salcedo**, Founder and International Director Acción Cultural Popular Organización (ACPO), *Colombia*

**The Hon. S. Carlton Alexander**, Chairman, Grace Kennedy Group, President, Council of Voluntary Social Services (CVSS), *Jamaica*

**The Hon. Errol Anderson**, Minister of Youth and Community Development, Government of Jamaica, *Jamaica*

**Mrs. M.T. Augusta Payne**, Chairman, Jamaican Development Bank; Deputy Managing Director, National Commercial Bank, *Jamaica*

**Dr. Adolfo Chavez**, Director, Division of Nutrition, National Institute of Nutrition, *Mexico*

**Mrs. Hilda Avila de O'Farrill**, Inter-American Society of Journalism, *Mexico*

**Mrs. Violeta Correa de Belaúnde**, First Lady, *Republic of Peru*

**Mr. Roberto Persivale**, Deputy for Lima, Congress of Peru, *Republic of Peru*

**Mr. Jamil E. Dunia**, Past Governor, District 437, Rotary International, *Venezuela*

**R. Arnoldo José Gabaldon**, Former Minister of Environment and Natural Resources, *Venezuela*

**Mr. Ivan Lansberg Henriquez**, President, International Association for Organizational Development and Application of the Behavioral Sciences; Chairman of the Governing Body, International Management Institute (Geneva); President, Empresas Lansberg, *Venezuela*

**Dr. Alejandro J. Lara Anzola**, Chairman, Fiveca, *Venezuela*

**Mr. John P. Phelps, Jr.**, Director, Sindicato Phelps; Director, Sindicato Mavesa, *Venezuela*

#### **NORTH AMERICA**

**The Hon. Florence Bayard Bird**, The Senate; Former Chairperson, Royal Commission on the Status of Women, *Canada*

**Mr. Norman Jewison**, Motion Picture Director and Producer, *Canada*

**Mr. George Manuel**, Founding President, The World Council of Indigenous People, *Canada*

**Mr. Joseph Morris, Q.C.**, President Emeritus, Canadian Labour Federation; Member, Brandt Commission, *Canada*

**Mr. Victor Rice**, Chairman and Chief Executive Officer, Massey Ferguson Company, *Canada*

**Mr. Douglas Roche**, Member of Parliament, President, Parliamentarians for World Order, *Canada*

**Professor Norma Walmsley**, Founder and Honorary President, MATCH International, *Canada*

**The Hon. Lindy Boggs**, U.S. House of Representatives, *United States*

**Mr. Thomas Jefferson Coolidge, Jr.**, Director, Backbay-Orient Enterprises Inc., *United States*

**Mr. Philip H. Coombs**, Vice-Chairman, International Council for Educational Development, *United States*

**Ms. Millicent H. Fenwick**, Former Congresswoman, U.S. House of Representatives, *United States*

**The Most Rev. Patrick F. Flores**, Archbishop, Roman Catholic Archdiocese of San Antonio, *United States*

**Dr. Robert F. Goheen**, Senior Fellow, Woodrow Wilson School; President Emeritus, Princeton University; Former U.S. Ambassador to India, *United States*

**Dr. David Guyer**, President, Save the Children, *United States*

**The Hon. Mark O. Hatfield**, U.S. Senate, *United States*

**Dr. Dorothy I. Height**, President, National Council of Negro Women, *United States*

**Mr. William L. Hensley**, Chairman, United Bank of Alaska, *United States*

**The Rev. Theodore M. Hesburgh, C.S.C.**, President, University of Notre Dame, *United States*

**Ms. Perdita Huston**, Author and Journalist, *United States*

**Mrs. Esther Hymer**, United Nations Representative for the International Federation of Business & Professional Women, *United States*

**Dr. Howard W. Johnson**, Chairman of the Corporation, Massachusetts Institute of Technology, *United States*

**Dr. George Kent**, Environment and Policy Institute, East West Center, *United States*

**Mr. Glen Leet**, Co-Director, Trickle Up Program; President, International Society for Community Development, *United States*

**Mrs. Mildred Robbins-Leet**, Co-Director, Trickle Up Program; Former Vice President, International Council of Women, *United States*

**Dr. Robert J. Marshall**, President, Lutheran World Relief, *United States*

**Bishop James K. Mathews**, Retired, United Methodist Church, *United States*

**The Hon. Robert S. McNamara**, Former President, World Bank, *United States*

**Mr. William C. Norris**, Chairman and Chief Executive Officer, Control Data Corporation, *United States*

**Mrs. May Rihani**, Vice President and Director, New TransCentury Foundation, Secretariat for Women in Development, *United States*

**Dr. John W. Sewell**, President, Overseas Development Council, *United States*

**The Hon. Cyrus R. Vance**, Former Secretary of State, *United States*

**The Rt. Rev. John T. Walker**, Bishop, Episcopal Diocese of Washington D.C., *United States*

**Mr. E. Morgan Williams**, President, Cooperative League of the U.S.A. (CLUSA), *United States*

**The Hon. Andrew J. Young**, Mayor of Atlanta, Georgia; Former U.S. Ambassador to the U.N., *United States*

**Mrs. Jean Young**, Honorary Chairperson, 1979 U.N. "Year of the Child", *United States*

## THE UNITED NATIONS

**Miss Margaret J. Anstee**, Assistant Secretary General, Department of Technical Cooperation for Development (DTCD)

**Mr. Marino Dizy**, Andean Representative, United Nations Industrial Development Organization (UNIDO)

**Mr. Enrique Iglesias**, Executive Secretary, Economic Commission for Latin America (CEPAL)

**Sir Robert Jackson**, Special Representative of the Secretary General for Humanitarian Operations Arising Out of Kampuchea; Former Under-Secretary General of the United Nations

**Mrs. Chafika Sellami-Meslem**, Director, Advancement of Women Branch, UN Centre for Social Development and Humanitarian Affairs

**Mr. Bradford Morse**, Administrator, United Nations Development Programme (UNDP)

**Mr. Gert Rosenthal**, Director, United Nations Economic Commission for Latin America (CEPAL)

**Mr. Rafael M. Salas**, Executive Director, United Nations Fund for Population Activities (UNFPA)

**Leticia Ramos Shahani**, Assistant Secretary General for Social Development and Humanitarian Affairs; Secretary General, World Conference to Review and Appraise the UN Decade of Women

**Ms. Margaret Snyder**, Senior Officer, Voluntary Fund for the UN Decade of Women

**Dr. M.S. Swaminathan**, Director General, International Rice Research Institute, Manila; Independent Chairman, United Nations Food and Agricultural Organization Council (FAO)

**Mr. Varindra Tarzie Vittachi**, Deputy Executive Director, External Affairs, United Nations Children's Fund (UNICEF)

**CONVENOR: Sir James Lindsay**, Chairman, Henley Training, Ltd., *United Kingdom*

---

## SPONSORSHIP

The organizing sponsor of the International Exposition of Rural Development (IERD) is the Institute of Cultural Affairs International (ICAI), a non-profit, non-sectarian development association of nationally registered and chartered ICAs in 35 nations. The co-sponsors include the International Council of Women, United Nations Children's Fund (UNICEF), United Nations Development Programme (UNDP), United Nations Fund for Population Activities (UNFPA), World Health Organization (WHO); for special technical support, Control Data Corporation; and in India the Agricultural Finance Corporation, the Association of Indian Engineering Industry and Canara Bank, India. The ICAI chose the Exposition, and the preliminary identification of several thousand successful grassroots rural development projects as the most effective means to accelerate the global development process.

The Exposition was financed largely by delegate contributions raised personally or through the support of UN agencies, governments, funding bodies, corporations, communities that sent the delegates and by interested individuals.

---

# INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

*Current Confirmed Members, January 23, 1984*

## THE INDIA ADVISORY BOARD

**Mrs. A Wahabuddin Ahmed**, National Chairman, Bharatiya Grameen Mahila Sangh, *New Delhi*  
**Mrs. Tara Ali Baig**, President, International Union for Child Welfare, *New Delhi*  
**Mrs. Elaben Bhatt**, Managing Director, Self-Employed Women's Association (SEWA), *Ahmedabad*  
**Mrs. B.K. Birla**, Birla Group of Industries, *Calcutta*  
**Mrs. Malika Ghosh**, General Secretary, Family Planning Association of India, *New Delhi*  
**Mr. R.P. Goenka**, Managing Director, Duncan Brothers Group of Industries, *Calcutta*  
**Mr. R.N. Haldipur**, Director, Institute of Rural Management, *Anand, Gujarat*  
**Mrs. Begum Zehra Ali Yavar Jung**, President, National Society for Clean Cities, *Hyderabad*  
**Mrs. Begum Bilkees Latif**, First Lady, State of Maharashtra, *Bombay*  
**Mr. Arvind N. Mafatlal**, Chairman, Mafatlal Group of Industries, *Bombay*  
**Professor M.G.K. Menon**, Member, Planning commission, Government of India, *New Delhi*  
**Dr. Bhupendra Kumar Modi**, Vice Chairman and Managing Director, Modi Enterprises, *New Delhi*  
**Mr. P.C.D. Nambiar**, former Chairman, State Bank of India, *Bombay*  
**Mr. H.T. Parekh**, Chairman and Managing Director, Housing Development Finance Corporation Ltd., *Bombay*  
**Dr. Bharat Ram**, Chairman, Delhi Cloth Mills Group of Industries; former President, International Chamber of Commerce, *New Delhi*  
**Mr. M. Ramakrishnayya**, former Governor, Reserve Bank of India, *Bombay*  
**Dr. G.V.K. Rao**, Chairman, Bharatiya Vidhya Bhawan, *New Delhi*  
**Mr. B. Ratnakar**, Chairman and Managing Director, Canara Bank, *Bangalore*  
**Mrs. Man Mohini Sahgal**, President, Indian Council of Child Welfare, *New Delhi*  
**Mrs. Mrinalini Sarabhai**, The Sarabhai Group of Companies, *Ahmedabad*  
**Dr. (Mrs.) Madhuri Shah**, Chairman, University Grants Commission, *New Delhi*

**Mr. A. Sivasailam**, Chairman, M Amalgamations Group of Industries, *Madras*  
**Mr. M.A. Sreenivasan**, former Minister of Finance, Mysore State, *Bangalore*  
**Dr. M.S. Swaminathan**, former Member, Planning Commission, Government of India, *New Delhi*  
**Mr. Naval H. Tata**, Director, Tata Group of Industries; President, Employers' Federation of India, *Bombay*

## THE INDIA STEERING COMMITTEE

**Dr. Vikas Amte**, Director, Maharaji Sewa Samiti, *Anandwan, Maharashtra*  
**Dr. (Mrs.) M. Arole**, Director, Comprehensive Rural Health Project, *Jamked, Maharashtra*  
**Dr. R.S. Arole**, Director, Comprehensive Rural Health Project, *Jamked, Maharashtra*  
**Mr. M.B. Bhaskare**, Honorary Executive Director, Bombay Management Association, *Bombay*  
**Mrs. Zarina Bhatti**, Consultant, *New Delhi*  
**Mrs. Usha Bhowmik**, Board Member, International Alliance of Women, *Bombay*  
**Mr. Udaysinh Bohsale**, Deputy Education Officer, District Adult Education Office, *Pen, Maharashtra*  
**Professor, Dr. S.S. Chakraborty**, Director, Loka Siksha Parishad, Ramakrishna Ashram, *Narendrapur, West Bengal*  
**Mr. Ashoke Chatterjee**, Executive Director, National Institute of Design, *Ahmedabad*  
**Mr. B.K. Chatterjee**, Chairman & Managing Director, United Commercial Bank, *Calcutta*  
**Mr. N.C. Chaudhuri**, former Vice Chairman, Britannia Industries Ltd., *Bombay*  
**Mr. Pran Chopra**, Visiting Professor, Centre for Policy Research, *New Delhi*  
**Mr. H.J. Chuganee**, Chief Executive, Indofil Chemicals Ltd., *Bombay*  
**Dr. William R. Correa**, Managing Director, Union Carbide India Ltd., *Bombay (Rtd.)*  
**Mrs. Sharayu Daftary**, Managing Director, Bharat Radiators Pvt. Ltd., *Bombay*  
**Professor Ishwar Dayal**, Dean, International Management Institute, *New Delhi*  
**Mrs. Anila-Ben Dholakia**, Director, Rural Wing, Self-Employed Women's Association (SEWA), *Ahmedabad*

**Mr. R.R.N. George**, Executive Secretary and Director, YMCA Rural Centres and Institutes of Rural Development, Kanyakumari District, *Tamil Nadu*  
**Mr. Subhas Ghosal**, Chief Executive, Hindustan Thompson Associates Ltd., *Bombay*  
**Mr. Ghulam Ghouse**, Managing Director, Agricultural Finance Corporation, *Bombay*  
**Mr. S.D. Gokhale**, Assistant General Secretary, International Council on Social Welfare, *Bombay*  
**Mr. A.N. Haksar**, Chairman Emeritus, ITC Ltd., *New Delhi*  
**Mrs. Shaila Hegde**, Immediate Past President, ALTRUSA, *Bangalore*  
**Mrs. Durga Jain**, Immediate Past President, National Association for the Mentally Handicapped, *Bombay*  
**Dr. Ram Joshi**, former Vice-Chancellor, University of Bombay, *Bombay*

#### THE INDIA STEERING COMMITTEE (continued)

**Miss Ivy Khan**, National General Secretary, YWCA of India, *New Delhi*  
**Mr. C.S. Kirloskar**, Chairman and Managing Director, Kirloskar Group of Industries, *Pune*  
**Mr. Vijay Lokhande**, Convenor, Chikhale Cluster Human Development Association, *Panvel*  
**Mr. H.P. Nanda**, Chairman and Managing Director, Escorts Ltd., *New Delhi*  
**Mr. Susanta Nyogi**, Retired Chairman, United Bank of India, *Calcutta*  
**Mr. Prem Pandhi**, Director, International Management Institute; *New Delhi*  
**Dr. Jagdish Parikh**, Director, Lee & Muirhead India Ltd., *Bombay*  
**Mr. Roger C.B. Periera**, Chief Executive, Shilpi Advertising Ltd., *Bombay*  
**Mr. K. Janardanan Pillai**, Chairman, Kerala Gandhi Smarak Nidhi, *Trivandrum*  
**Mr. G.G. Puri**, Executive Director, Resources Development Institute, *Bhopal*  
**Mr. K.S. Radhakrishnan**, President, Association of Voluntary Agencies in Rural Development, AVARD; Secretary, Gandhi Peace Foundation, *New Delhi*  
**Mr. M.A.S. Rajan**, Consultant, Asian Institute of Rural Development, *Bangalore*  
**Dr. Vithal Rajan**, Executive Trustee, IDL Rural Development Trust, *Hyderabad*

**Mr. Arabinda Ray**, former Chairman, Warren Industries Ltd., *Calcutta*  
**Mr. B. Rudramoorthy**, Chairman, Multi Projects Development and Consultancy Pvt. Ltd., *Bombay*  
**Mr. A.K. Rungta**, Chairman, Hind Wire Industries Ltd., *Calcutta*  
**Mr. A.P. Salve**, Advocate; Chairman, Institute of Cultural Affairs: India, *Nagpur*  
**Dr. P.R. Saraiya**, Trustee, Seth Purshotamdas Thakurdas and Divaliba Charitable Trust; Vice President, Narandas Rajaram and Company Pvt. Ltd., *Bombay*  
**Dr. B. Sarkar**, Executive Director, PHD Rural Development Foundation, *New Delhi*  
**Mr. D.D. Sathe**, Chairman and Managing Director, Export Credit and Guarantee Corporation Ltd; former Chief Secretary, Maharashtra State, *Bombay*  
**Mr. Kirtee Shah**, Director, Ahmedabad Study Action Group, *Ahmedabad*  
**Mr. Daljit Singh**, Honorary Joint Secretary, Tata Steel Rural Development Society, *Jamshedpur, Bihar*  
**Prof. K.N. Udapa**, Integrated Rural Development, Banares Hindu University, *Banares*  
**Mr. J.B. Singh**, Executive Director, Action for Food Production (AFPRO), *New Delhi*  
**The Hon. Khushwant Singh**, Member of Parliament, Lok Sabha, *New Delhi*  
**Mr. Vijaypat Singhania**, Director-in-charge, J.K. Organisation (Western Zone), *Bombay*  
**Mr. Ram Tarneja**, Managing Director, Bennet Coleman & Co. Ltd., *Bombay*  
**Mr. Ratan Tata**, Chairman, Tata Industries Ltd., *Bombay*  
**Mr. A.M. Thomas**, Chairman, Khadi and Village Industries Commission, *Bombay*  
**Mr. Bhupat Trivedi**, Chief Executive, ANARDE Foundation, *Jamnagar, Gujarat*  
**Miss Kamila Tyabji**, Chairman, Women's India Trust, *Bombay*  
**Mr. Iqbal Singh**, Director, Sagan Shetra Vikas Samita  
**Mrs. Sarojini Varadappan**, President, All-India Women's Conference, *New Delhi*  
**Mrs. Avabai Wadia**, President, Family Planning Association of India, *Bombay*  
**Mr. S.K. Wankhede**, Former Minister of Finance, *Maharashtra State*



ITC LIMITED

Brochure designed by  
Hindustan Thompson Associates Limited

Official Carrier



**AIR-INDIA**