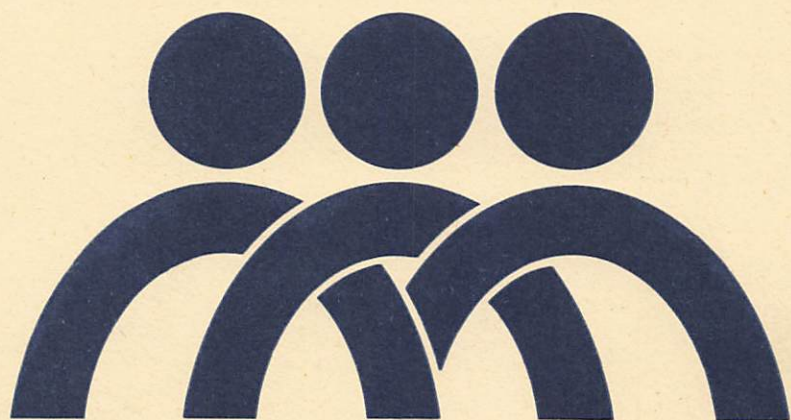


**INTERNATIONAL  
EXPOSITION  
OF RURAL  
DEVELOPMENT**



**SHARING APPROACHES THAT WORK**



# Revitalising the Rural

## A New Response

Out of its own work in village development worldwide and in India, the Institute of Cultural Affairs saw the need to bring together representatives of those engaged in rural development to document and interchange their breakthroughs and to feed their findings back to those in the field. Thus, the idea of an International Exposition of Rural Development was conceived and explored with development officials, companies, voluntary organisations and local communities. Interest was strong, not only in India but around the globe.

## Accent on Action

To avoid the pitfall of 'just another conference on development' where theories are espoused and ideas mooted, it was decided to make the Exposition a three-year series of working seminars with much time spent in field research to document the work of rural development programmes and projects. In addition, membership of all delegations will be heavily weighted towards those currently involved in development at the local level. The whole three year task is oriented toward action research and practical plans, not just another reference book. Over 50 nations are being invited to participate.

## Objectives

The primary objectives of the Exposition are:

- i) To establish a network of those concerned with rural revitalisation through identification and selection of projects and programmes with successful components in their approach to rural development;
- ii) To provide the opportunity to share successful methods, approaches and technologies of rural development in a format that will benefit local implementation in each nation; and
- iii) To disseminate the results of the International Exposition and enable the utilisation of successful projects and methods by existing networks of rural development throughout each participating nation.

## Working Groups

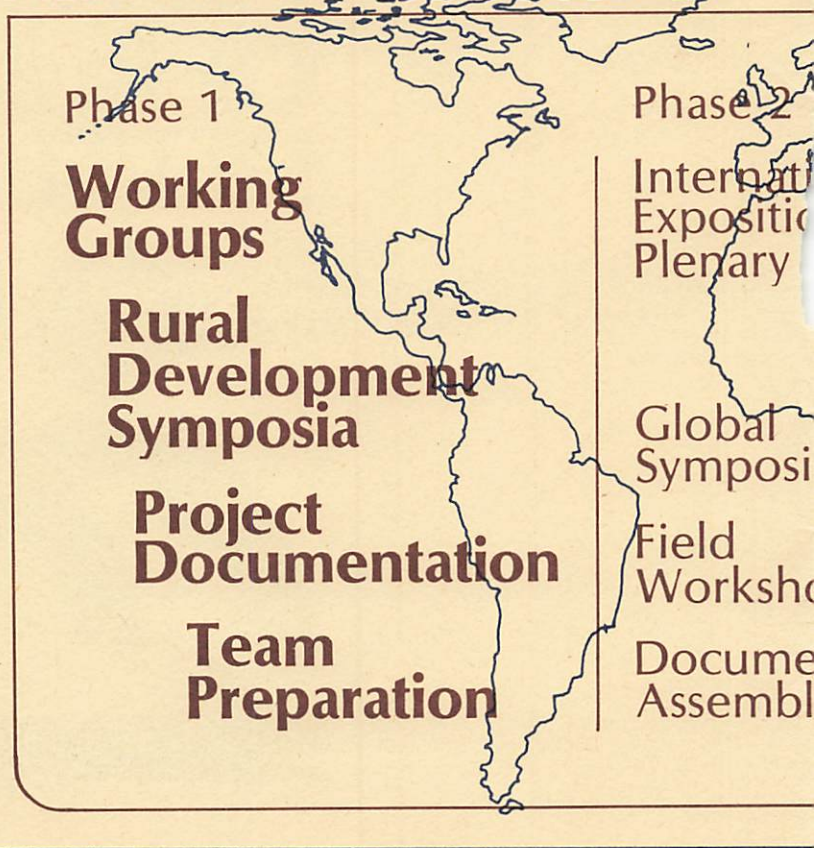
The first phase focuses on promoting awareness of rural development, preparing projects and delegate participation. Beginning with the formation of a National Steering Committee, regional working groups will be organised in each nation by individuals concerned about and involved in rural development, representing the public, private, voluntary and local sectors. Within India, these groups will work regionally — to be responsible for the implementation of the Exposition in all phases. The working groups will begin by doing the field research necessary to create a summary report describing the activities of grassroot rural development.

## Rural Development Symposia

Across India at the regional level, Rural Development Symposia are being scheduled at sites secured by the regional working groups. During each event, representatives of the various sectors involved in and concerned with rural development will interchange their views and compile their learnings in local development. In the light of present obstacles, the foundational keys to successful project implementation will be identified. Projects will be considered for documentation and national displays at the International Exposition Plenary. Each symposium will conclude with discussion of future cooperation, interchange and efforts in rural development.

Preparing the

## ALL AROUND ONE TABLE



## e Framework

### Project Documentation

Each regional working group will recommend and present a number of significant development projects to the India Steering Committee. Using common criteria, the Committee will select projects for presentation at the International Exposition Plenary which will most effectively highlight India's unique contribution to development. These projects will represent a wide range of methods and emphases, as well as geographical and cultural diversity. After selection, each project will prepare a detailed report of its aims, successes, difficulties and learnings. Some 35 projects will be visited during the Plenary while the documentation of numerous projects will be utilised and featured in the India exhibits.

### Team Preparation

The India Steering Committee will work with the selected delegates to the International Exposition Plenary to prepare the presentation from India. The delegation from India will be a team of approximately 200 persons representing a broad cross-section of those involved in development at the grassroots level. Selected projects will be documented in depth and multi-media presentations created. The delegates will work together to form a single team representing India's contribution to rural development. The delegation will be trained in the methods which will be employed at the Plenary to maximise participation and effectiveness.

## Charting the Course

### International Exposition Plenary

From February 5th-15th, 1984, India will host representatives from 50 nations for a ten-day programme. This International Exposition Plenary, a three-stage event, will highlight successful rural development efforts in India and abroad.

### The Global Symposium

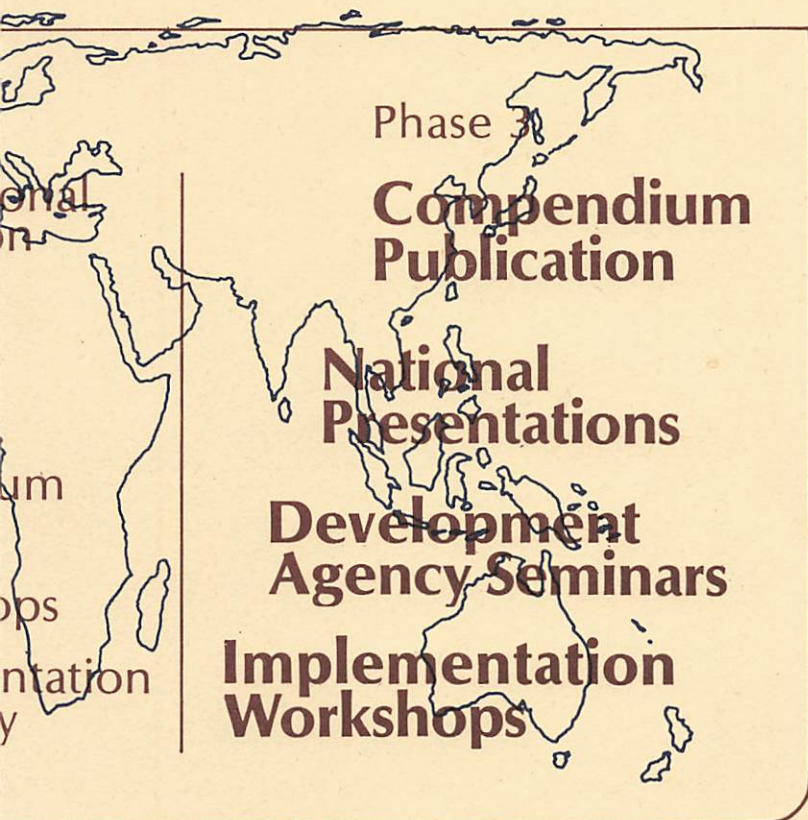
The Global Symposium from February 5th-8th will display the work of the fifty nations, review their documentation, discern the basic contradictions facing local development and articulate key directions for the future. The display will be open to the general public for the duration of the International Exposition Plenary.

### Field Workshops

Following the Global Symposium from February 9th-12th, teams of 20-25 delegates will visit 35-40 selected rural development projects in the Sub-Continent to examine the work first-hand. These field visits will provide direct experience through workshops and interviews with the local people, field workers, and the supporting organisations and agencies related to each project. The delegates will assess the key factors which have contributed to the project's success and prepare a report for the Documentation Assembly.

### Documentation Assembly

After the Field Workshops, delegates will reassemble in New Delhi from February 13th-15th for the Documentation Assembly. Working in team and plenary sessions, they will create a compendium report on the key factors of successful development and design a handbook of guidelines for future development. National delegations will prepare a presentation of results for each of their countries which is finally focused towards utilisation of their research products to prepare action plans.



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**The International Exposition of Rural Development** is a three-year series of events in 50 countries that highlight significant breakthroughs in local rural development.

Self-sustaining rural development has been difficult to achieve. The breakthroughs of many projects and programmes have often been hidden in a tangle of disappointments and inevitable set-backs.

The focus of the Exposition is a ten day programme in India (February 1984) during which participants from a variety of backgrounds and nations will discern and document the most effective methods of grassroots rural development from actual field experience at work today. Extensive preparation and follow-up programmes in the participating countries will assure comprehensive input and global impact.

# SHARING APPROACHES THAT WORK



## Spotlight on Success

### Acquiring new dimensions

Post World War II development assistance programmes were focused on aspects of macro development. These efforts principally utilised the components of capital inflow and technology transfer to improve basic standards of living. While such assistance programmes have achieved significant results, they have also illuminated a third component necessary for lasting effects at the local level. The third component has been described in many ways including community involvement and local participation in both the planning and implementation of local development efforts.

### Around the world

Many innovative efforts have been tried and tested but often the fruits of these efforts have not trickled down to the masses.

Yet progress over the last four decades has been evident. Globally, smallpox has been eradicated; incomes of people doubled; average life expectancy increased and adult literacy has risen.

Nevertheless, means for massive acceleration of rural development must be found. Local experience needs to be documented and publicised. The I E R D is designed to spotlight the successes in development.

### Implementing new approaches

While significant programmes are being undertaken, each with its own particular insights and learnings for rural development, they often continue to exist in isolation from each other. New approaches are already being implemented as the need for alternatives is exposed. There are emerging structures and networks that encourage involvement and cooperation among community residents, rural investors, government agencies, private corporations, service organisations and interest groups to meet the common challenge of rural revitalisation.

# RELEASING POWER TO THE VILLAGES



## National Implementation Plans

Following the International Plenary, a one year implementation programme will be initiated within the participating nations. Several aspects for doing this are envisioned:

- 1) Using the resource manual and audio-visual material, delegates will make PRESENTATIONS to members of their National Steering Committees.
- 2) SEMINARS will be held with development organisations and government agencies to share programme research results and to solicit input for implementation of the findings.
- 3) IMPLEMENTATION WORKSHOPS will be held with planning bodies to see how the insights of the

International Plenary can be incorporated into national and international development schemes.

Within India, it is expected that a series of follow-up events will be held in each region across the nation. The networks engaged in Phase I will participate in workshops in which they will:

- a) Receive and study the compendium report from the International Plenary;
- b) Discern the implications for their own work; and
- c) Build practical steps to incorporate the implications into existing projects or to initiate new projects.

## Anticipated Benefits

Multiple benefits are expected from the Exposition:

**Local people** will be able to share successful approaches;

**Private voluntary organisations** will be able to evaluate their current activities and identify strategic focuses;

**Development agencies** will be able to reassess their programmes through practical local field experience;

**The public sector** will be able to explore tested methods and models to accelerate development in their own nations; and

**Corporations, businesses and banking** will be able to illuminate the corporate sector role, activities, and intents as partners in rural development.

**Participants in international efforts** such as the UN Decade for Women will be able to share learnings and experience gained in working to integrate their efforts in all aspects of rural development.

# ORGANISATION AND SPONSORSHIP

## Committees

To set up and follow through on the Exposition, two organising bodies have been established. A GLOBAL ADVISORY BOARD, presently composed of over 100 members from 37 nations, will guide the direction of the Exposition and lend support where necessary. The convenor of the Board is Sir James Lindsay, Kt, FBIM, FInstM, the former President of the Associated Chamber of Commerce and Industry of India and present Chairman of Henley Training Ltd. in the United Kingdom. The NATIONAL STEERING COMMITTEES, composed of concerned people from within the participating countries, will promote the Exposition, help prepare national exhibits, select delegates and raise funds to cover expenses. Within India an INDIA ADVISORY BOARD and INDIA STEERING COMMITTEE are jointly guiding India's preparation programmes and plans to host the International Exposition Plenary.

## Co-Sponsors

The International Exposition of Rural Development is being co-sponsored by a number of prominent Indian and international organisations concerned with various aspects of rural development. Initial co-sponsors include the Canara Bank, the Association of Indian Engineering Industry (AIEI), the United Nations Development Programme (UNDP), and the United Nations Fund for Population Activities (UNFPA). The International Exposition Plenary scheduled from February 5th-15th, 1984, in India, has the approval of the Government of India and the active support of the India Advisory Board and the India Steering Committee. Additional organisations are considering joining as co-sponsors or providing support for its activities.

## Organising Sponsor

The Organising Sponsor for the Exposition is the Institute of Cultural Affairs International. The I C A is a research, training and demonstration organisation concerned with the human factor in world development. It is a private, not-for-profit and voluntary organisation registered autonomously in each nation where it works. The I C A has been involved in community development for twenty years and is currently working with rural and urban communities in thirty-five nations. I C A offices are providing coordinating services for the Exposition. The I C A India, working with the India Advisory Board and Steering Committee, and the India Co-Sponsors, will be the hosts for the I E R D Plenary Event in February 1984.

**Participate in this unique venture :** Since its inception, the Exposition has created a groundswell of interest. Apart from those involved in the organisation of the programme, many others have expressed enthusiasm in participating. Some have offered financial assistance, others have volunteered their expertise and resources. An invitation is extended to all those persons and organisations wanting to join in this unique venture. For further information, please contact the Organising Sponsor at the addresses indicated on the back of this brochure.