

# SPOTLIGHT '84

## INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

### NEWSLETTER

BRUSSELS MAY-JUNE 1982 VOL. I NO. 1

#### **KENYA, ZAMBIA, EGYPT PREPARE FOR THE EXPOSITION**

During recent visits to Africa and the Middle East, invitations to participate in the Exposition were extended to Zambian, Kenyan and Egyptian leading citizens concerned with rural development in their countries. In Zambia the Honourable Mrs. Mavis Mayunda, M.P. from Lusaka, accompanied Sir James Lindsay in visits to Mr. J. M. Kosande, Ex. Dir. of Century Holdings Ltd. and to Mrs. Joyce Mapoma, Honourary Chairman of Village Industry Service, who all joined together on the Global Advisory Board. In Kenya, top level visits with the Honourable Mr. Z. Onyonka, Minister of Economic Planning and Development, and the Honourable Mr. G. K. M'Mbijjwe, Minister of Energy, resulted in their decision to join the Global Advisors and to promote Kenya's participation in the Exposition. In Egypt, a luncheon of key leaders in development mapped out Egypt's preparation plans. The gathering included Dr. Massan Dawoud, Dr. A. F. Ahmed, Dr. Ahmed El Dafraus, Mr. Ibrahim Osman, Mr. Abnel Monem Masnem, Mr. Mouneir Rizk, and Dr. Abd El Moneim Shawky, already a member of the Global Advisory Board.

#### **A. J. ARIYARATNE JOINS GLOBAL ADVISORS**

Following the India Planning Conference, a team of delegates visited with Mr. A. J. Ariyaratne, founder and President of Lanka Jatika Sarvodaya Schramadana Sangamaya (Inc.). Mr. Ariyaratne accepted an invitation to be on the Global Advisory Board. The Sarvodaya Movement is a key expression of rural development and will be an extremely valuable participant in the Exposition.

#### **ROBERT MCNAMARA ACCENTS COMPREHENSIVE APPROACH**

As Mr. Robert McNamara accepted the invitation to join the Global Advisory Board, he noted in conversation with Sir James Lindsay that the projects chosen to participate in the Exposition needed to be those engaged in comprehensive community development — an essential ingredient for effective development aid. Mr. McNamara further indicated that he wanted to be kept regularly informed on the Exposition's development and have occasions for more extensive communications in the future.

#### **INDIA ADVISORS AND STEERING COMMITTEE HOST ADVANCED PLANNING CONFERENCE**

Seventy-five delegates from twelve nations attended an Advanced Planning Conference from 1-5 March in India at Lonavala near Bombay. The focus of the conference was to map out the next two years of preparation for the International Exposition of Rural Development. The conference was hosted by the India Advisory Board and Steering Committee who held their first quarterly Joint Board Meeting in Bombay on 3 March. The Board Meeting was followed by a reception to formally announce the dates and venue for the Exposition and to honour Sir James Lindsay, the convenor of the Global Advisory Board. The dates and venue proposed were February 5, 1984 in New Delhi. The chief guest for the occasion was the Maharashtra Minister of Rural Development, Mr. D. D. Chavan, who encouraged all of India's participation and support for the Exposition. He then presented the announcement booklet to Mrs. Mavis Mayunda, M. P. from Zambia, to symbolize the international significance of this event.

#### **JULY ADVANCED PLANNING CONFERENCE SCHEDULED**

The next planning occasion for the Exposition will be 4-25 July in Chicago. The focus for this planning session will be on the mechanism for the identification and selection of participating projects during the coming year. Other planning activities will include promotional materials' design, continued organizational development, and funding support for Exposition preparation costs.

#### **U.S. CONGRESSIONAL LEADERS HOST SIR JAMES LINDSAY —WASHINGTON, D.C.**

Congressman Berkeley Bedell and his wife Elinor held a reception for congressional leaders and their spouses in their home for Sir James Lindsay to outline the IERD and its significance for U.S. participation and support. The reception was only one highlight of three days of visits on Capitol Hill with congressional and senatorial leaders who gave their endorsement of the Exposition and its intents. Personal visits were paid to Congresswoman Corinne Boggs of Louisiana, and Senator Alan Dixon and Congresswoman Cardiss Collins both of Illinois.

## CANADIANS GIVE WARM RECEPTIONS AND ENDORSEMENT

The Right Honourable Roland Michener of Toronto, the former Governor General of Canada, gave the first in a series of warm receptions in Ottawa and Toronto for the International Exposition briefing by Sir James Lindsay. A total of over 200 people participated in this and succeeding receptions hosted by Carleton University's School of International Affairs and the Indian High Commission in Ottawa; Alfred Caruthers, Dean of the Law School at Carleton University and his wife Jane; Sharal and Madeline Terduf-la of Toronto and Alexander Stuart with Roy Bennet of Toronto. Following a series of individual briefings, several distinguished Canadians accepted invitations to join the Global Advisory Board. These included: Prof. Norma Walmsley, founder of MATCH International; Douglas Roche, M.P., eloquent spokesman for third world development in Parliament; the Honourable Florence B. Bird, the Senate; and Victor Rice, the Chairman and C.E.O. of Massey-Ferguson.

## AIEI INDIA CO-SPONSOR

The Association of India Engineering Industry has announced its decision to join The Institute of Cultural Affairs as a co-sponsor of the IERD. The AIEI is a highly active association of public and private sector engineering industries in India with a serious interest in effective local rural development.

## EXPOSITION COORDINATION CENTRE

rué Amédée Lynen 8  
1030 Brussels, Belgium  
tel. 322/217-4884  
Telex 62035- ICABRU

## THE EXPOSITION IN BRIEF

The International Exposition of Rural Development (IERD) will address the major challenge of achieving self-generating growth in community development efforts. The issue confronting groups concerned with development whether they be small non-government organizations or large multi-lateral agencies is the establishment of schemes that become self-generating once "outside" inputs are removed.

### THE PRIMARY OBJECTIVES OF THE EXPOSITION:

- to enable development practitioners such as field workers, government development agency officials, company representatives and community leaders to share workable and tested project experiences.
- to research successful methods, approaches and technologies, and to document these in a format which will benefit local implementation.
- to catalyze the formation of a network of people concerned to infuse a greater effectiveness and new momentum in the development efforts around the world.
- to dramatize the local approach and motivate those involved in it so that they might move from projects to cost effective, broad-based programmes.
- to design a conference method which encourages full participation, serious exchange and creative action.

### THE STRUCTURE OF THE IERD

In a real sense the IERD will be a three-year event. During the next two years various events and studies will be undertaken in the participating countries to raise awareness and reflection on the issues, to research projects for presentation in India, to analyze what has worked and what has not, and to select and sponsor delegates who will be trained in a common consensus method before attending the India event. The heart of the IERD is a ten-day event in February, 1984 that will comprise three sections:

- **Global Symposium:** (February 5-7) Delegates will study the basic contradictions to development progress and articulate key directions and mandates for the future. Participating nations and organizations will stage a multi-media exposition of their work including edge break throughs in relevant technology.
- **Research Practicum:** (February 8-12) Each of 35 working parties will visit one project in India selected objectively as contributing significantly to resolving development issues. This will get the delegates into a practical mode and provide concrete focus and realism for the depth analysis that will take place in the workshops. The projects will be examined to identify key factors which have produced lasting and self-sustaining results. The delegates in talking with village leaders, government officials and project leaders will be able to compare this with their own experience. An initial consensus of the foundational components of development at the local level will be formulated.
- **Documentation Assembly:** (February 13-15) Delegates will re-assemble in New Delhi to exchange findings and produce a draft of a compendium document appropriate for use at the local level. This will be not only a summary of the discerned pillars of locally implemented development schemes, but in addition will be a directory of ideas, testing projects and technologies that have been brought by the participating delegations.

Following the Exposition, the results will be written into a book and made available at all levels. Where appropriate, a video record of projects will be created to enhance country to country interchange. Again, implementation seminars, training sessions and other activities will allow for study of the document and formulation of local plans for application.

• • • • •

## THE YOUNGS PLAN ATLANTA RECEPTION

The Honourable Andrew Young and Mrs. Jean Young have taken up the role of first family of the city of Atlanta, Georgia, following the recent mayoral elections. Each has accepted an invitation to serve on the Global Advisory Board. Their first activity in service of the Exposition is to host a reception of Atlanta's local and global leaders to hear a briefing on the Exposition.

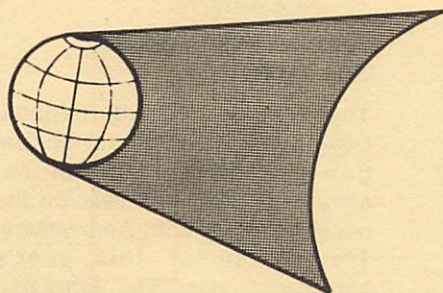
## AFFILIATED COORDINATING OFFICES

P.O. Box 660  
Bombay, India 400 001  
tel. 37-3741

4 Jalan Lembah 5/2, Petaling Jaya  
Selangor, Malaysia  
tel. 567-736

31 Whitfield Rd., 1/F. No. 1  
Causeway Bay, Hong Kong  
tel. 5/786-566

4750 N. Sheridan Road  
Chicago, Illinois USA 60640  
tel. 312/769-6363



# SPOTLIGHT '84

## INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

### NEWSLETTER

BRUSSELS

July-August 1982

VOL. I NO. 2

### UNDP CO-SPONSORS IERD, BRADFORD MORSE JOINS GLOBAL ADVISORY BOARD

The Exposition's spotlight on effective development in over 50 nations has inspired the interest of the United Nations Development Program (UNDP). Earlier this month, Administrator Bradford Morse accepted Sir James Lindsay's invitation to serve on the Global Advisory Board. He also confirmed that UNDP would be a co-sponsoring organization of IERD. UNDP's global network can help assure broader project input which is essential if the IERD is to successfully enable the acceleration of world-wide development efforts.

### LADY LINDSAY MEETS WITH WSA IN CANADA

The local branch of Women for the Survival of Agriculture (WSA) meeting in Winchester, Canada, hosted Lady (Peggy) Lindsay who addressed the gathering regarding the IERD. The Winchester Press Newspaper article on June 9th, 1982 stated that "Members of the WSA said the major advantage of the Exposition will be the practical experience gained by the delegates." "...I'm glad to hear you will be using real people," Mrs. Dianne Harkin said. Lady Lindsay asked the group to think about local (Canadian) examples of rural development that could be displayed during the Exposition.

### TARZIE VITTACHI, UNICEF, ADDRESSES CONFERENCE

Tarzie Vittachi, Deputy Executive Director for External Affairs, UNICEF, addressed delegates at the July Advance Planning Conference with concerns for how the local development task and its message can be communicated today. "The work itself (of local development) is the message," he said, "and messages can no longer be spread top-down. Today we must be concerned with the message from the villages to those of us in organizations that are constituted to serve local development; and we must be aware that these messages spread most rapidly horizontally, from village to village." Vittachi went on to describe the future for local development as one in which there is technical cooperation among villages. "The lateral spread is the real test as to whether something will work." As an IERD Global Advisory Board member, Vittachi concluded his remarks by expressing his hope that the Exposition can serve to accelerate the lateral spread and exchange of the technology of local development through which effective change can take place.

### JULY PLANNING FOCUSES NATIONAL PREPARATION PROGRAMMES

Delegates from 35 nations gathered in Chicago July 4-25 for the third Advance Planning Conference of the IERD. The Focus of the conference was on designing the preparation activities for the nations participating in the Exposition over the next three years. Specific work was initiated on designs for rural Development Symposia and Project Documentation Laboratories in anticipation of further recommendations from Co-sponsors and Global Advisors to complete and test the formats over the next six months. In addition to guest speakers referred elsewhere in this edition of "Spotlight 84" the assembly was honored by guests including Mr. and Mrs. C. S. Kirloskar of Kirloskar Group of Industries, Col. and Mrs. Samart of India; and Mr. and Mrs. Marvin Goldman of Washington D.C.

### JEWISON SITES SATELLITE COMMUNICATIONS AS BENEFIT TO LOCAL DEVELOPMENT

Norman Jewison, director and producer of films which address major social issues, and IERD Global Advisory Board member, addressed the Advance Planning Conference assembly July 15. In addition to talking about the adventure of creating films on issues faced by individuals and society today, Jewison focused on the necessity of developing the satellite communications systems as a vehicle for local people around the world to have access to information, educational resources, as well as entertainment. "More people watch one of my films like *Fiddler on the Roof* in one evening on TV than saw it in a whole year at the cinemas," he observed. "More communications satellites are being put into orbit and more channels for telecommunications are being made available everyday to every part of the world. Wouldn't it be great if TV could be utilized to benefit all mankind." Jewison then left the assembly with a challenge, "You should produce a film on the IERD which can be shown around the world."

## **MARQUEZ, PHILIPPINES, PRESENTS PAPER ON BARANGAYS QUALITY OF LIFE**

Mr. Rosenda R. Marquez, Deputy Minister, Ministry of Local Government, Quezon City, Philippines, delivered a paper to the Advance Planning Conference entitled "The Task of Providing an Adequate Quality of Life in the Barangays". In his opening remarks Marquez talked about his long years of experience with the ICA in the Philippines. The introduction to his paper states the theme of his delivery. "The incessant search for efficient and effective strategies to alleviate the rural people for a better life has been the ultimate dream of visionaries from all disciplines. Social planners are preoccupied with the determination to concretize this dream through realistic, implementable and achievable approaches designed to uplift the rural (person) into a happy and confident individual capable of sustaining himself. . . I am honored to present to you the Philippine experience in providing an adequate quality of life in our rural areas." In his concluding remarks Marquez stressed the importance of self-reliance and sufficient flexibility as important ingredients in solving the crises that arise out of rural poverty. Copies of his paper can be obtained by writing Mr. Marquez in the Philippines.

## **JAMAICA VISITS ELICIT SUPPORT FOR EXPOSITION**

Sir James and Lady Lindsay traveled to Jamaica in early June for visits with prominent leaders in that nation concerning Jamaica's participation in the IERD. "We found in Jamaica an extraordinary reception to the Exposition and its purposes," reported Lady Lindsay, "which I believe reflects their own serious and extensive efforts in local rural development." During their visit Sir James addressed the Kingston Rotary Club and the Lindsay's visited with the Governor General Sir Florizel Glasspole; the British Deputy High Commissioner and his wife, Mr. and Mrs. Jeremy Jasper; the Indian High Commissioner and his Wife, Mr. and Mrs. David Manners; and the President of the Private Sector Organization of Jamaica (PSOJ), Mrs. Avis Henriquez. The Jamaican members of the Global Advisory Board are The Honourable S. Carleton Alexander, President of the Council of Voluntary Social Services and Chairman of the Grace Kennedy Group; the Minister of Youth and Community Development, The Honourable Errol Anderson; and Mrs. M. T. Augusta Payne, Chairman of the Jamaican Development Bank.

## **LINDSAY'S ATTEND SID CONFERENCE 25th ANNIVERSARY, BALTIMORE**

The Society for International Development held its annual conference in Baltimore, Maryland, USA, this year on the occasion of its 25th Anniversary. The theme of this year's conference was "The Emerging Global Village" with respected leaders in development from around the world delivering major addresses and serving on the various panels. Representing the IERD the Lindsay's attended the conference at which Sir James was asked to serve on a panel focused on rural development technologies. "I felt I was significantly updated," reported Sir James. "It was also good to see so many of our IERD Global Advisors there and have the opportunity to visit with them between sessions," Lady Lindsay added. The Lindsay's indicated that the upcoming International Exposition for Rural Development Technology in Zimbabwe 15-19 September 1982 for nine nations in Southern Africa will be a beneficial interface with the IERD in February 1984 in India. "We were invited to send representatives from the Institute of Cultural Affairs International," said Sir James, "and I am also looking forward to further visits and dialogue with the technology organizations sponsoring the Exposition."

## **THE INSTITUTE OF CULTURAL AFFAIRS INTERNATIONAL**

The Institute of Cultural Affairs international is chartered in Belgium as an association of all the nationally chartered and/or registered ICAs in 35 countries. For further information concerning the International Exposition of Rural Development please contact the nearest ICA office listed below.

### **EXPOSITION COORDINATION CENTRE**

rue Amedee Lynen 8  
1030 Brussels, Belgium  
tel. 322/217-4884  
Telex 62035-ICABRU

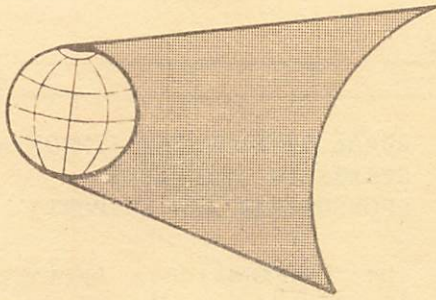
### **AFFILIATED COORDINATION OFFICES**

P.O. Box 660  
Bombay, India 400 001  
tel. 37-3741

31 Whitfield Rd., 1/F. No. 1  
Causeway Bay, Hong Kong  
tel. 5/786-566

4750 N. Sheridan Road  
Chicago, Illinois USA 60640  
tel. 312/769-6363

**National Field Offices:** Australia, Austria, Belgium, Brazil, Canada, Chile, Denmark, Egypt, France, Germany, Guatemala, Hong Kong, India, Indonesia, Italy, Ivory Coast, Jamaica, Japan, Kenya, Kingdom of Tonga, Republic of Korea, Malaysia, Mexico, The Netherlands, Nigeria, Peru, Philippines, Portugal, Western Samoa, Spain, Taiwan, United Kingdom, United States of America, Venezuela, Zambia.



# SPOTLIGHT '84

## INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

### NEWSLETTER

BRUSSELS

September - December 1982

VOL. I. NO. 3

#### SPOTLIGHT 84 FOCUS

This edition of Spotlight 84 contains several articles focusing on activities in countries participating in the IERD three-year programme. Two primary activities are currently underway in most participating nations:

(1) The organization of the National Steering Committee which will guide the national preparation phase programmes.

(2) The scheduling and securing of sponsorship and participation in the Rural Development Symposia which is the first in the series of activities and events in each country participating in the IERD.

Following the Symposia in each nation the NSC will coordinate the following:

(1) Selection of projects and their documentation for presentation in the Exposition event in India in February 1984.

#### THE CANARA BANK OF INDIA ANNOUNCES CO-SPONSORSHIP

The Canara Bank in India, the fifth largest bank in the nation and one of the largest provisioners of rural development credit has accepted the invitation to serve as a Co-Sponsor of the Exposition in India. As a Co-Sponsor they will also provide financial support for India's preparation.

#### XISS AND JAN VIKAS MANDAL TO PROMOTE FIRST RURAL DEVELOPMENT SYMPOSIUM-INDIA

The Xavier Institute of Social Sciences in conjunction with Jan Vikas Mandal are providing major support and coordination for the first Rural Development Symposium in India in preparation for the IERD. This first Symposium is being held in the "tribal belt" of Madhya Pradesh, Southern Bihar and Orissa. The participants will come from organizations working on tribal development and will include both local practitioners and villagers who are engaged in development efforts. The three day event is being held in a tribal village near Ranchi and will place a major emphasis on local participation in identifying the issues, creating proposals and documenting their experience.

The XISS has long been known and respected for its efforts in rural development research and training throughout India. Jan Vikas Mandal, an association of groups working in tribal development with the support of XISS, will be coordinating the Symposium arrangements.

This Symposium will be the first of a series in India focused on India's preparation to host and participate in the IERD activities in February 1984. The series of Symposia will help identify effective rural development methods and models being utilized within India which international delegations may be invited to visit during the February 84 Event.

#### NIGERIAN NSC PREPARES STATEMENT OF INTENT-SECURES INITIAL SUPPORT

The Nigerian National Steering Committee held its first meeting 2 November 1982. Those gathered wrote a "raison d'etre" for Nigeria and Nigerians participation in the IERD to capsule the contribution which they intend for Nigeria to make and the benefits they may receive. In addition to noting the major purposes of the Exposition, the statement concluded with the following: "IERD is an opportunity to exhibit the efforts (Nigeria has) made to date and to learn from other nations who have successfully used grassroots development methods."

The NSC was also pleased to hear the Metal Box Company has offered support for the delegation attending the India gathering.

### MR. JIRO KAWAKITA ACCEPTS NSC CHAIRMANSHIP IN JAPAN

Following a week of visits and consultation with Japan's Global Advisors and prospects for a National Steering Committee, Dr. Jiro Kawakita has accepted the invitation to serve as Chairman of this NSC. Dr. Kawakita, a professor at the Tsukuba University, is the creator of the KJ method, a participatory planning process widely used throughout Japan. The Global Advisors and National Steering Committee in Japan are preparing for a visit from Sir James Lindsay in early March.

### THE STATE BANK OF INDIA AND CANARA BANK CHAIRMEN JOIN INDIA ADVISORS

The Exposition preparation in India has been given major new support with the agreement of the Chairmen of the State Bank of India and the Canara Bank to join the India Advisory Board. In October meetings with Sir James Lindsay, Mr. B. Ratnakar, Chairman of the Canara Bank, and Mr. P.C.D. Nambiar, Chairman of the State Bank of India both agreed to join the India Advisory Board and to seek the approval of their Banks to serve as India Co-Sponsors. The State Bank's and Canara Bank's long standing concern for rural development credit and pioneering roles in this arena will lend a valuable dimension to the Exposition and to the emphasis on new ways to support local development initiatives.

### KENYA NSC PLANS ANNOUNCEMENT DAY EVENT

The Kenya National Steering Committee has scheduled December 14th as an announcement day for Kenya's participation in the International Exposition of Rural Development. The Kenya NSC is comprised of persons from government agencies, private sector, voluntary organizations and local practitioners who bring a broad range of perspectives regarding rural development in Kenya.

### RURAL DEVELOPMENT SYMPOSIA SERIES IN USA GAINS SPONSORSHIP AND SUPPORT

The International Agri-Center (Farm Equipment Show) and Tulare County Extension (UCLA-Davis) are current sponsors of the IERD Rural Development Symposium to be conducted on location during Agri-Action 83 in Tulare County, California, 7 to 9 February, 1983.

The USA National Steering Committee has planned its first full gathering immediately prior to the Symposium. It will meet in Los Angeles, 4-5 February, 1983 to review currently scheduled events and activities and map out the next year's work to prepare for the India event.

The next scheduled Symposium is in Memphis, Tennessee, 17-18 March, 1983 with the sponsorship of the Memphis State University and support from Agricultural Missions, Southern Rural Development Center, and Heifer Project, International. This will be followed by a third Symposium in Des Moines, Iowa in late March supported by Hawkeye Bank and Pioneer Hy-Bred International, Inc. Other Symposia are being scheduled in Eastern States. Additional sponsorship and support is expected during preparation for currently scheduled and future Symposia.

### THE CO-SPONSORS

The Co-Sponsorship of the International Exposition of Rural Development consists of international organizations and organizations in India who are assuming major responsibility for promoting the Exposition. The current Co-Sponsors include the following:

THE ASSOCIATION OF INDIAN ENGINEERING INDUSTRY  
THE CANARA BANK (INDIA)  
THE UNITED NATIONS DEVELOPMENT PROGRAMME

### EUROPEANS GATHER TO PLAN IERD ACTIVITIES- LINDSAY REPORTS

A group of 25 from Europe gathered in Brussels, 29-31 October, to hear reports on IERD world-wide preparation and to initiate plans for Europe's participation. Sir James Lindsay delivered the opening address and a report on India's extensive preparation activities under the guidance of its National Steering Committee and Advisors. The group then worked in three task forces focused on National Steering Committee formation, interchange and coordination, and funding and promotion.

Two national reports from Spain and the United Kingdom indicated signal interest in the Exposition and a number of persons deciding to work on the NSCs. The major product of the task force work was the creation of a National Steering Committee Guide for use by potential and existing NSC members. The meeting closed with brief series of comments from participants. Rajendra Azad, of the Commonwealth Secretariat noted the cruciality of the Exposition being a globally unifying event and the signal importance of European participation to make it possible. The group plans to meet once NSC organization is underway for further planning and coordination directed toward specific activities such as Rural Development Symposia.

### CANADIANS PREPARE FOR NATIONAL EXPOSITION PARTICIPATION

Some 30 Canadians from across Canada gathered in Winnipeg on 26-28 November for three days of planning and preparation for Canada's participation in the IERD. These people represented virtually every arena of concern regarding local rural development including urban and regional planning, education, cooperatives, Native American economic development and affairs, status of women, employment, agricultural extension and research, business credit and assistance, private enterprise, and chambers of commerce. The participants decided that the regional level would be the focal point for National Steering Committee activities. A committee in each region would plan the Rural Development Symposia and other activities for Canada.

In order to coordinate the work across the nation a small executive committee of 6 to 8 persons will be selected to represent the regions. Additional persons will be invited to join the regional committees and the first full meeting of all members will be held in early February.

In addition to the National Steering Committee a group of advisors and National network/government liaison persons is being formed to ensure maximum participation and awareness of the Rural Development Symposia, project documentation and other activities as planned by the National Steering Committee. To be of service to other nations preparing for the Exposition and keep every one informed, the entire proceedings of this and future gatherings are being videotaped and an organization manual prepared and made available to other countries.

### SPOTLIGHT 84 PUBLICATION INFORMATION

SPOTLIGHT 84 is published by the International Exposition of Rural Development Office in Brussels, Belgium. It is compiled every two months from materials sent to the office from other field offices and coordinating centers for the use of those engaged in IERD activities. For further information, additional copies, or reprinting rights, please contact the nearest coordinating office, addresses on page 4 of this edition.

**MRS. BELAUNDE OF PERU JOINS OTHERS ON  
GLOBAL ADVISORY BOARD DURING LATIN AMERICA TREK**

Following an audience of Sir James and Lady Lindsay with President Fernando Belaunde, his wife, Mrs. Violeta Belaunde, and the Minister of Planning, Mr. Carlos Pastano, Mrs. Belaunde accepted her invitation to join the Global Advisory Board. She expressed her hopes that Peru might join with other Latin American Nations in making a significant contribution to the Exposition. The trek across Latin America included four other nations. Some highlights are as follows:

**CHILE:** In Chile, five new Global Advisors were welcomed to the Board: Dr. Enrique Iglesias, Director of the UN Economic Commission for Latin America; Dr. Fernando Leniz, Executive Vice President for Grace Corporation; Dr. J. M. Borgono, International Affairs Chief for the Ministry of Health and member of the WHO Executive Board; Dr. Fernando Monckeberg, leading specialist in Child Nutrition; and Jorge Schneider, Vice President of BICE Bank and former Executive Director of the World Bank.

**COLUMBIA:** In Columbia Dr. Roderigo Botero, Director of Estrategia Econica y Financiera, and Monsignor J. J. Salcedo, President of Action Cultural Popular Organization both joined the Board.

**VENEZUELA:** In Venezuela, two new members on the Board are Dr. Alejandro Lara, President of FIVECA, and Dr. Ivan Lansberg, President of the International Association for Organizational Development and Application of the Behavioral Sciences, and Chairman of the Governing Body of the International Management Institute in Geneva.

**BRAZIL:** In Brazil, Mr. Theofolo Azeredo Santos, President of the National Federation of Bankers, was confirmed for the Global Advisory Board and a number of other invitations extended for consideration. Sir James reports that excellent meetings were held with a number of agencies and organizations including EMBRATER, the Ministry of the Interior and both the Rio de Janeiro and San Paulo Federations of Commercial Associations.

**EXPOSITION RECEIVES  
UNFPA ENDORSEMENT**

The United Nations Fund for Population Activities' New York Office has notified the Institute of Cultural Affairs International of their decision to request all relevant UNFPA field offices to assist in whatever capacities possible to make the IERD succeed. They added they were pleased to see the aims of the IERD directed toward development of local self-sufficiency cooperation. While the form of support may vary by country, UNFPA also views cooperation in IERD activities as making a valuable contribution to matters related to population.

**GOVERNMENT OF INDIA  
CLEARANCE LETTER  
RECEIVED BY SIR JAMES**

Following a week of visits with government officials in New Delhi and a meeting with the India National Steering Committee, Sir James Lindsay, in his capacity as the Convenor for the Global Advisory Board, is pleased to announce he has received the Ministry of External Affairs formal clearance for the Exposition activities to be held in February 1984. The NSC is proceeding with its preparation programmes.

**THE ORGANIZING SPONSOR**

The Organizing Sponsor of the Exposition in the Institute of Cultural Affairs International, chartered in Belgium as an association of the ICAs in 35 countries. Correspondence regarding the Exposition may be directed to the following Exposition Offices:

**Brussels Secretariat**

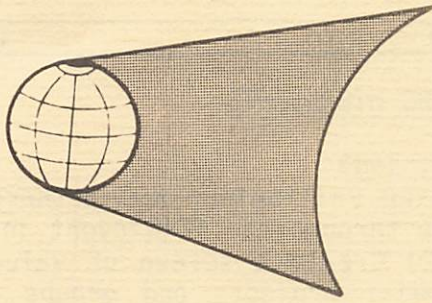
rue Amedee Lynen 8  
. 1030 Brussels  
. BELGIUM  
tel. 322/217-4884

**Affiliated Coordinating Offices**

P.O. Box 660  
Bombay 400 001  
INDIA  
tel. 37-3741

31 Whitfield Rd.1/F,No.1  
Causeway Bay  
HONG KONG  
tel. 5/786-566

4750 N. Sheridan Rd.  
Chicago, Ill. 60640  
UNITED STATES  
tel. 312/769-6363x99



# SPOTLIGHT '84

## INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

### NEWSLETTER

BRUSSELS

January - March 1983

VOL. II. NO. 1

#### RURAL DEVELOPMENT SYMPOSIA PROMOTE DIALOGUE ON WHAT WORKS

##### KOREA RDS ADDRESSES ISSUES

Korea held its first RDS February 18 & 19 in Cheong Buk Province. Approximately 40 participants covered a wide cross-section of their geography. Mr. Berenado Vunibobo from UNDP & Dr. Lee Jil Hyun of the GAB were speakers. Mr. Vunibobo brought three Ambassadors to the RDS, from Thailand, Malaysia, and Indonesia as special guests with Mr. Sung Woo Lee, Director of the Bureau of Home Affairs.

In his address Mr. Vunibobo talked about the Exposition in its global context. He noted the problems facing rural communities as of a global character which requires global action and global cooperation for sharing experiences, exchanging techniques and methods of approach. Rural problems are the same the world over. But the degree and intensity varies from country to country.

Mr. Vunibobo also noted that Korea has had a particularly unique experience in rural development to share with others--joys, frustrations, failures and successes.

"My hope as an observer is that every opportunity should be given to those who live in rural communities to share their experiences of rural life as they live it rather than being made to listen to long expositions of intellectual theories."

(continued page 4, column 1)

##### INDIA SYMPOSIA FOCUS DEVELOPMENT KEYS

Two Symposia held in Ranchi and Hyderabad engaged participants in identifying the keys to effective local rural development--that which leads to self-generating capacities in the hands of local people. The Ranchi RDS sponsored by XISS and Jan Vikas Mandal attracted participants from three states in Northeast India and focused on the work of organisations across the Tribal Belt. The Hyderabad event was hosted at the Ramakrishna Mission with 22 organisations from the four Southern States of India. The participants wrote a document on what they saw to be the ten keys to development with illustrations from projects in South India.

##### TULARE COUNTY RDS HAS A NEW 'WHIRRR'

Tulare California's gigantic farm show, famous for featuring the latest innovations in agriculture technology equipment, this year was host to a Rural Development Symposium (RDS) spotlighting the latest advances in rural human development.

The RDS constituted the educational component of Agri-Action 83, this year's California Farm Equipment Show and International Exposition.

Situated in a special tent, the RDS was sponsored by the Institute of Cultural Affairs, the University of California Cooperative Extension Service and the International Agri-Center.

People, not tractors, dominated the conversations of those gathered for the RDS. The four-day symposium, held on Tulare County's International Agri-Center grounds, addressed the need for organizing rural communities for their betterment.

The "whirrr" of conversation they produced ranged in topic from housing to health to training for people who live in rural communities.

"Sharing approaches that work" was the theme of the symposium, which attracted over 3000 visitors and included 32 displays from communities and groups from throughout the western states. Morning and afternoon small group discussions were conducted by ICA personnel on Thursday and Friday. (Credits to David Watson and Carolyn van Schaik, staff reporters for the Advance Register, Tulare, Ca.)

**GHANA ESTABLISHES NSC**

The inaugural meeting of the Ghana NSC was held February 18, 1983 with 13 representatives from 9 organisations, agencies, banks and the organizing sponsor. This first meeting focused on the task and organisation of the NSC and was opened and chaired by Mr. Kojo Twumasi of the Ministry of Rural Development and Cooperatives.

A sub-committee organisation design was created and commitment was made by the Ministry of Rural Development and Coops to second Mr. R. Kuwornu to a full time secretariat and provide office space. A list of identifiable projects are being prepared for the next meeting which will be chaired by the PNDC Secretary of MRDC, Mr. R. Kuwornu.

**THAILAND PLANS NSC MEET**

A representative of Thailand has been added to the Global Advisory Board. He is Mr. Snoh Unakul, Secretary General of the National Economic and Social Development Board. This Board is a function of the Prime Minister's office and is charged with planning and coordinating development in the nation. The new five year plan places first priority on rural development and the Board has been empowered to facilitate close local coordination between the Ministries of Education, Health, Agriculture and the Interior, which does extensive community development programmes.

The first NSC meeting will be held during Sir James' visit in March in Bangkok and will be convened by the NESDB. Also participating will be the key ministries, the four major NGO groups and three UN agencies.

**NSC MEETING HIGHLIGHTS****PHILIPPINES--January 27, 1983**

The second meeting of the Philippines NSC gathered to 1) Review their timeline through the IERD event in India in February, 1984; 2) Create a screen of values by which to select the major projects and groups which should be carefully documented; and 3) List the projects and groups that are known by the NSC members to fit these values for documentation.

After the context and review of the timeline the 13 NSC members gathered, brainstormed selection criteria, and suggested 31 projects to be considered for documentation. Members were invited to visit the Philippine Rural Reconstruction Movement Project in Bataan.

**SPAIN--February 8, 1983**

The Spanish National Steering Committee has held two meetings this year on January 18 and February 8 and meet regularly the first Tuesday each month. The Committee has selected June for Spain's RDS. At present there are 17 organisations or groups doing or supporting projects with whom the Committee is in contact and who will be responsible for compiling data on projects for participation in the RDS.

**TORONTO, CANADA--January 22, 1983**

The first meeting of the Toronto Regional NSC gathered with twenty-two people to hear reports by Walter Scudds on the NSC Strategy Workshop held in Winnipeg in November. The Toronto group worked through the intents, funding needs and timeline for the regional level Rural Development Symposia.

The morning workshop produced a list of over 150 organisations, people and projects as possible RDS participants. The meeting was chaired by Don Jose, Asst. Dir., Dept. of Information, University of Guelph.

**FRANCE--March 10, 1983**

The NSC has held 5 meetings since its October initiation in preparing for an RDS May 7th in Paris. A sponsoring organisation, ISG-Tiers Monde, a group of students connected with the Institut Superior de Gestion in Paris, work a total of 30 hours a week preparing for the symposium, writing and sending out publicity and talking with potential participants. Meanwhile the NSC has been working on the criteria for participating projects, the content of the symposium, and its name "Rural Development: Some Experiences to Share."

**SRI LANKA--February 15, 1983**

The first meeting of the NSC was held on 25 January, in the National Operations Room of the Ministry of Plan Implementation. Mr. Wickrema Weerasooria, GAB member, chaired the meeting. The 18 present made a firm decision to participate with a delegation. The next meeting will be held on March 31st.

(continued page 3, column 2)

### OFFICIAL LOGO ADOPTED

After a series of meetings of the International Co-sponsors with professional media and advertising consultants, the below logo for the IERD has been designed and approved for global use. It features the slogan "Sharing Approaches That Work", the IERD title, and an abstract image of people standing together to symbolize the global exchange of local human development models and methods that will be the final outcome of the Exposition. The color scheme is "printers blue" on buff.

## INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT



4750 N. Sheridan Road  
Chicago, Illinois USA 60640  
tel. 312/769-6363

### PLANNING MEETING IN BRUSSELS

Representatives of the Institute of Cultural Affairs International met in Brussels, Belgium, January 5-15, 1983 to review progress and to further plan for the three year programme of activities of the IERD.

Models for the three primary programme arenas were worked on by task forces and sent to production for distribution to field offices: the National Steering Committee Guide; the Rural Development Symposia; and Project Participation.

Recommendations of nations to participate in the preparation activities for the India Event were reviewed to ensure that at least fifty nations are included.

A tracking and coordination system was designed to enable regular interchange of models as they are being developed.

The next planning coordination meeting is being scheduled for July 17 to 30.

### INDIA, NEW DELHI ARRANGEMENTS FIRMED

India's preparation to host the International Exposition Plenary in February 1984 has taken several new turns.

The New Delhi Exposition Extension Office was established as of February 15th, to coordinate the hosting arrangements in New Delhi and India with India Advisors, Co-sponsors, and NSC.

The Association of Indian Engineering Industry is publishing a brochure and hosting an announcement event in New Delhi March 31st to further promote the awareness of the Exposition for all sectors.

The Venue for Exposition Activities has been firmied with the Indian Tourist Development Corporation and the Ashoka Group of government owned hotels who are providing hotel accommodations and conference space.

The Conference Agent and Official Carrier have been named as Mercury Travels Ltd. and Air India respectively.

The India NSC and IAB have added some 15 new members across the nation representing the academic community, voluntary agencies, and women's organisations concerned with rural development.

The Agricultural Finance Corporation has offered to provide significant office and secretarial services to the IERD and assist documentation teams in that task.

The Canara Bank is extending its co-sponsor services to include temporary facilities in New Delhi for the Extension Office there.

(continued from page 2, column 2)

### BRAZIL--March 8, 1983

The NSC's first meeting is planned for early April. Brazil now has four Global Advisory Board members: Theophilo de Azeredo Santos, President, National Federation of Bankers; Mr. Ruy Barreto, President, Confederation of Chambers of Commerce of Brazil; Mrs. Lea Leal, President Brazilian Legion of Assistance; and Mr. Glauco Olinger, President, Brazilian Technical Assistance and Rural Extension Agency. In January, all 26 State Extension Agencies were asked by the organising sponsor to submit their best projects for possible presentation at the RDS. Some 19 States have responded. Shell Oil Company is contributing to NSC costs.

(continued from page 1 col.1)

### Korea

Mr. Vunibobo reviewed several critical global issues found in rural development: (1) land ownership; (2) Sahelian countries, desertification; (3) urban migration; (4) a wholesome and clean water supply, and (5) food production. Mr. Vunibobo's concluding remarks were: "The International Exposition seeks to address these problems by exchanging and sharing of knowledge and experience which hopefully will lead to new ideas, new concepts and new approaches in dealing with rural life and rural living."

SPOTLIGHT 84 is published by the IERD Exposition Coordination Centre in Brussels. It is compiled every two months from materials sent to the office from field offices, NSCs and coordination offices for the use of those engaged in IERD activities. For additional copies, further information or reprinting rights, please contact the nearest coordination office.

### PAKISTAN VISITS REVEAL READINESS FOR IERD

A recent visit by Sir James Lindsay to Pakistan was hosted by the UNDP and warmly received by government, United Nations Heads of Missions, and Diplomatic representatives. The Hon. Syed Fakhar Imam, Minister of Local Government and Rural Development, hosted Sir James in his home the first evening and agreed to join the Global Advisory Board. In doing so, he expressed his personal commitment and that of the government of Pakistan to foster and promote local participation in planning and implementation of a variety of rural development efforts--agricultural, infra-structural, and social programmes.

During his stay, Sir James had the pleasure of visiting the newly constructed National Centre for Rural Development where he was hosted by Dr. Akbar S. Ahmed, the Director General, and Mr. Mohammed Azim, the Director. This new centre is intended to train field workers and administrators in simultaneous groupings as a means for promoting better understanding of all aspects of rural development administration from the grassroots up and thereby increase effective interaction in the implementation of both local and government planned schemes.

Among the more interesting programmes Sir James reported that the Agricultural Development Bank's Rural Credit Supervision Programme covering some 15000 villages had much to offer. 600 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 1/3rd of the villages in Pakistan which plans to have the other 2/3rds under this scheme by 1988.

### THE CO-SPONSORS

The Co-sponsorship of the International Exposition of Rural Development consists of international and India organisations who are assuming major responsibility for promoting the Exposition. The current confirmed Co-sponsors include the following:

THE ASSOCIATION OF INDIAN ENGINEERING INDUSTRY  
 THE CANARA BANK (INDIA)  
 THE UNITED NATIONS DEVELOPMENT PROGRAMME  
 THE UNITED NATIONS FUND FOR POPULATION ACTIVITIES  
 THE INSTITUTE OF CULTURAL AFFAIRS INTERNATIONAL (Organising Sponsor)

For Further Information Contact The Following Offices of the Organising Sponsor

#### EXPOSITION COORDINATION CENTRE

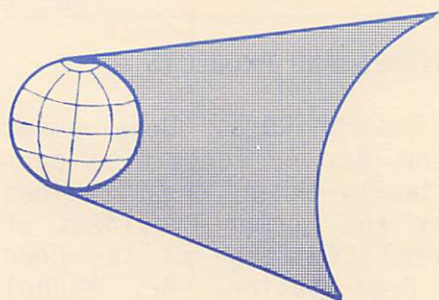
rue Amedee Lynen 8  
 . 1030 Brussels  
 . BELGIUM  
 tel. 322/219-0086  
 Telex 62035-ICABRU

#### AFFILIATED COORDINATION OFFICES

P.O. Box 660  
 Bombay 400 001  
 INDIA  
 tel. 37-3741

31 Whitfield Rd.1/F, No.1  
 Causeway Bay  
 HONG KONG  
 tel. 5/786-566

4750 N. Sheridan Rd.  
 Chicago, Ill. 60640  
 UNITED STATES  
 tel. 312/769-6363x99



# SPOTLIGHT '84 NEWSLETTER



BRUSSELS

April - June 1983

VOL. II. NO. 2

## UNITED NATIONS CENTRE IN VIENNA SEEKS INPUTS ON WOMEN'S ACHIEVEMENTS

In responding to a request for suggestions on the International Exposition of Rural Development, Mrs. C. Sellami-Meslem, Director of the Advancement of Women Branch of the UN Centre for Social Development and Humanitarian Affairs, advised Lady Lindsay that the Centre is in the process of organising a seminar on the situation of women in rural areas. The event will be an inter-regional function, tentatively scheduled for May 1984 as an activity of the United Nations Decade for Women. It will be one step on the way toward the world conference to review and appraise the achievements of that decade.

The proposed seminar will focus on recent actions to improve the situation of rural women in developing countries. In this regard, its objectives run parallel to some of those for the IERD, Mrs. Sellami-Meslem noted. The U.N. seminar will aim at exposing strategies for the advancement of rural women and at demonstrating methods to overcome obstacles to their participation in both industrial and agricultural development. Topics for the U.N. Seminar on Women in Rural Areas are derived from the 1978 FAO World Conference on Agrarian Reform and Rural Development.

Mrs. Sellami-Meslem suggested that documentation for IERD projects could contain data useful to the objectives of the United Nations activities for the advancement of women in development; particularly, data on local participation in IERD projects, sponsorship and support, resolution of problems, benefits accruing to the status of women as well as to the community at large, and notes on self-sufficiency and on the requirements for general application of learnings from the projects.

Mrs. Leticia R. Shahani, Assistant Secretary General for Social Development and Humanitarian Affairs and Secretary-General for the World Conference to Review and Appraise the Achievements of the UN Decade for Women, has joined the Global Advisory Board, along with Mrs. Chafika Sellami-Meslem.

## MEXICAN NSC ANNOUNCES PARTICIPATION

In mid-May, at a breakfast meeting in Mexico City attended by the Ambassador to the United Nations, Gustavo Silva Arranda, the India Ambassador to Mexico, N. P. Jain, GAB member Dr. Adolfo Chavez and UNICEF delegate, Dr. Vesna Bosnjak, the Mexican Steering Committee announced that nation's participation in the International Exposition of Rural Development. The meeting set in motion the plans for the future rural development symposium, to be held near Mexico City, at which development project activities will be reviewed.

## ZAMBIA PRIME MINISTER INAUGURATES NSC

The Right Honorable N. Mundia, Zambia's Prime Minister and Minister of Finance, officially inaugurated the National Steering Committee on June 13 during the Rural Development Symposium at the Training Centre in Kapini Village. In his remarks to the crowd of visitors at the event, the Prime Minister advised that "rural development calls for a frontal attack on all major problems, social and economic, that characterize rural areas." He went on to indicate his government's emphasis on decentralized assistance to village development activity throughout the nation.

## NATIONAL/REGIONAL RURAL DEVELOPMENT SYMPOSIA IDENTIFY KEYSTONES AND PROJECTS

**LAGOS** On May 12, at the University of Lagos, Professor O.O. Hunponu-Wusu of the faculty of Medicine and the University Teaching Hospital delivered the opening address to 150 people attending Nigeria's first Rural Development Symposium. He cited contributions of community health to rural development. His audience was drawn from three regions of the nation, East, North and West. Participants studied field reports from twelve projects in rural areas and drew up a tentative list of fourteen points for evaluating rural development projects. Mr. A. M. Sharta, Retail Sales Manager of Texaco Nigeria served as Chairman of the symposium which was given coverage by Radio Nigeria and network TV news over the 19 states of the Federation.

**BANGALORE** Forty-four people representing twenty-four organisations including seven banks and fourteen volunteer groups met at the Canara Bank Auditorium in Bangalore on May 30 in the fourth rural development symposium held in India. The session was inaugurated by the General Manager of the Canara Bank, Mr. G. P. Prabhu. Guests were welcomed by the bank's Rural Development Section Manager, Mr. Narusa Reddy. Participating organisations shared concerns over the repeal of national tax benefits for donors to rural projects. In a series of workshops, they cited as keystone activities programmes to change attitudes toward public health and education in city slums and tribal villages, slum dwelling rehabilitation in Bangalore, organizing and financing village dairy co-operatives, and hospital construction by tribal associations.

**LONDON** Mr. John Davies, Chairman of the Foundation for Alternatives, pointed to the relationship of energy consumption to urbanisation and to the value of population distribution into rural areas for energy conservation in remarks to the 69 participants in the British Rural Development Symposium on May 21. Participants in the symposium represented 30 non-government organisations, academic groups, government agencies, private enterprise and the United Nations Association.

**PARIS** At the French Rural Development Symposium, held on May 7, forty-nine participants from twenty-three organisations were addressed by the Former President of the Interministerial Committee of the Food and Agriculture Organisation, Mr. Michel Cépède, who advised the use of common sense in the selection of technology. "Let us have the humility to discuss with those concerned what kind of development they want and how to use the means that exist for attaining it," he concluded. The participating groups concurred that mutual understanding and respect marked successful approaches to development. They recommended ten projects as French representatives to New Delhi in 1984, featuring the criteria of human fulfillment, self-reliance and economic success.

**KINGSTON** The vital importance of rural areas and attitudes to national development was stressed at the symposium on Jamaican rural development held in late May at the University of the West Indies Social Welfare Training Centre. The Honorable Carlton Alexander, O.J., in his opening address noted that urban areas monopolize popular attention but fail to provide answers to national economic problems. He then pointed to the rural values of cohesiveness, self reliance and hard work as important to national development. His observations were supported by those of Dr. Sang Jin Choi, Ambassador of the Republic of Korea, who remarked that the greatest potential for Jamaican development would be found in agriculture. He recalled the heavy emphasis placed on human resources in the remarkable development of his own country.

**DES MOINES** About 150 people, representing projects from 13 middle American states met June 1-3 at Drake University to share approaches that work. The accomplishments of 45 organisations and communities were displayed covering agriculture, commerce, manufacturing and municipal services. Their guidelines on development advised practitioners to always present facts to media for wide coverage, follow up on assigned actions, involve local people in planning, and share the load. They also warn never to brag in a press release.

## INTERNATIONAL SYMPOSIA FOCUS ON TYPOLOGIES AND DOCUMENTATION

## WASHINGTON TIES DATA BASE TO HISTORY

At the end of April, sixty people representing private business, universities, government agencies, the World Bank, the Inter American Development Bank and over twenty non-government development agencies shared their knowledge of international rural development projects at a symposium arranged by the Institute of Cultural Affairs Washington, D.C. office. The keynote speaker at the symposium was Mr. E. Morgan Williams, President of the Cooperative League of the United States of America. Among the products assembled by the participating groups was a list of preferred methods for project documentation, containing the following notes:

- Train local people to record data and encourage this responsibility.
- Develop an adequate data base, revise it to fit new observations and continue to use it as history of progress.
- Assess needs for data from local perspective but continue to pass information from local scene to regional and national levels.

## DANISH AGENCY TO PROVIDE FUNDS

Dr. Kaj Baago, Deputy Director, Denmark's International Development Agency, announced in late May that DANIDA has committed a substantial amount toward support of the external costs of the Exposition. The statement followed periodic discussions between Dr. Baago and Lady Peggy Lindsay, both of whom are active as advisors to the Exposition.

## THE IERD CO-SPONSORS

United Nations Development Programme  
 United Nations Fund for Population  
 Activities  
 United Nations International Childrens'  
 Emergency Fund  
 Agricultural Finance Corporation (India)  
 Association of Indian Engineering  
 Industry  
 Canara Bank (India)  
 The Institute of Cultural Affairs  
 International (Organising Sponsor)

## NEW YORK NOTES THIRD WORLD PROJECTS

Associates of the IERD co-sponsors from the New York area met with representatives of twenty-three non-government development organisations, the Food and Agriculture Organisation and private business people on May 25 at the New York office of the Institute of Cultural Affairs to review their wide spread experience in rural development. In one workshop the symposium participants recalled projects in smaller nations as models for particular emphasis. The role of women in economic development shared the spotlight with the initiation of small business as the most significant focus of activity. Projects engaging women were cited in Bangladesh, Fiji, Grenada, Tanzania, South Yemen and Swaziland. Small business activities drew notice in Cameroon, Costa Rica, Haiti, Panama, the Peoples Republic of China and the Solomon Islands. Agriculture, nutrition and farm credit were also high on the list of model programmes. Another workshop produced a list of key elements for model project selection.

## UNICEF JOINS IERD CO-SPONSORS

UNICEF has advised ICA International of its decision to co-sponsor the Exposition. Under the guidance and assistance of Mr. V. Tarzie Vittachi, Deputy Executive Director for External Affairs, and Ms. Shiela Barry, NGO Liaison Officer, UNICEF staff have been working on the Exposition over the past 15 months. UNICEF will provide an exhibit of instructional materials with special emphasis on nutrition of rural children. The proposed display would be a backdrop to an active clinic staffed by rural community health workers engaged in demonstrating the use of oral rehydration salt as part of a home nutrition programme. UNICEF is concerned with appropriate feeding practises, weaning with locally available foodstuffs, the value of immunization and the need to keep children's growth records. The exhibit will be portable for use in communities after display in New Delhi. In addition UNICEF Resident Representatives from around the world will be promoting the participation of local practitioners.

## ACADEMIC AND DEVELOPMENT COMMUNITY ADVISE EXPOSITION DOCUMENTATION

Seven US educators have joined Dr. Mohammed Ahmed of the United Nations Development Programme as IERD advisors on requirements for documentation of projects to be reviewed for the Exposition. On three consecutive weekends, members of the group consisting of Dr. Ahmed, Prof. Phillip Coombs of the International Council for Education Development, Dr. Norman Uphoff of Cornell, Dr. Thomas Carroll of the Center for Advanced Study of International Development at Michigan State, Dr. Mary Joy Pigozzi of the Non-Formal Education Information Center at Michigan State, Mr. Norman Edinburgh of New York University, Dr. David Blanchard and Dr. Bonnie Mahadeva of the University of Wisconsin have responded to requests for assistance on documentation techniques and style posed by an IERD study team based in Chicago. Current emphasis on documentation reflects the growing realization of the value of a wide spread data base on rural development activities drawn directly from local reports. The study group assisted in the design of procedures for the assembly of this data from sources within communities involved in the rural development projects. These design efforts are aimed at expanding the utility of the project data base.

## GERMANY TAPS RURAL NETWORKS

Two symposia have been scheduled with Landliche Heimvolkshochschulen in the states of Baden-Wurttemberg and Rheinland-Pfalz. These two rural academies are part of an educational network for rural dwellers and workers in the Federal Republic of Germany. Another symposium will be held in Hamburg with participation by the Deutscher Landfrauen organisation of rural women. Some of the administrative details at the Frankfurt office in preparation for the Exposition have been assumed by young volunteers with experience in German and foreign rural development projects. An academic and professional team will meet there July 5 to commence design of an Exposition data base for continuing use.

## VILLAGE LEADERS, KENYA, MEET WITH ICAI ON MULTI-COMMUNITY DEVELOPMENT RESEARCH AND DOCUMENTATION

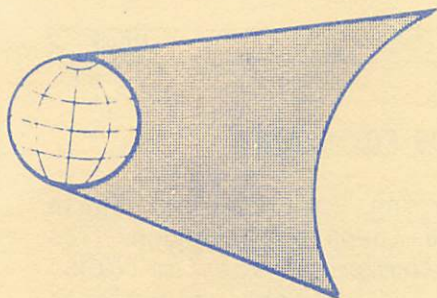
141 village leaders and ICA staff from 14 nations gathered in the Kamweleni Training Center, Machakos District, Kenya to review experience in multi-community development. The group was hosted by 50 village leaders in the Machakos District and ICA Kenyan staff.

After 14 national delegations presented oral, written and visual documentation of their work the Kenyan staff took the delegates on three days of field visits to villages in the Machakos District where they participated with local residents in a variety of training, planning, and implementation activities that provided a context for the remaining research task. Upon returning to Kamweleni the delegates compiled data from their field experience in the villages and from their own countries to describe "elements" essential to local development in multi-community projects ongoing research. These "elements" would provide a set of categories for critical self-evaluation in documenting what works and does not work.

In reviewing what was being learned regarding documentation from visiting other organisations and projects, and working with National Steering Committees in the 14 nations represented, the delegates discussed and identified several arenas that had emerged as "clues" to future documentation and interchange among development organisations. (1) Local citizens participation in all aspects and phases of any projects development; (2) Project effectivity as discerned and articulated by local people involved in the projects in conjunction with their own plan and intents; (3) Replication potential of the project through available curriculum methods, models, technical and fiscal feasibility, which places a high emphasis on being "doable" and implementable by local people.

---

SPOTLIGHT '84 is published by:  
Exposition Coordination Centre  
Institute of Cultural Affairs International  
Rue Amedee Lynen 8  
1030 Brussels, Belgium  
Telex 62035 ICABRU  
Telephone 322/217-4884



# SPOTLIGHT '84 NEWSLETTER

INTERNATIONAL  
EXPOSITION  
OF RURAL  
DEVELOPMENT



BRUSSELS

August - September 1983

VOL. II. NO. 3

## INDIA ARRANGES PDL SCHEDULE

The India National Steering Committee has scheduled Project Description Laboratories for fifty projects as possible exhibitors at the IERD. Four labs were held in July and forty-five more were planned for and October.

The emphasis is on a wide review of projects from those with a broad scope to those with special emphasis such as new technology, health, etc. Candidate project sponsors include the government, private business and voluntary groups.

Some prospective types of exhibitors are:

- A Small Farmers Association.
- A Self-employed Women's Group.
- A Comprehensive Rural Health Project.
- A Gandhian Rural Project.

## WALES SITE OF FIRST EUROPEAN PROJECT DESCRIPTION LABORATORY

Dan-y-Castel Farm in Wales was the first project visited by the UK Steering Committee examining approaches that work. The farm, emphasising local participation, is moving to remedy the problem of youth unemployment. Through initiatives of the local parish in Mythyr Tydfil, the farm was created to train unemployed youth in agriculture and introduce the responsibility of the work place. The NSC team utilised an approach which avoided making judgements, but asked questions that helped the farm staff to create their own story and evaluate results. The staff told the NSC team that this "evaluation" was a contrast because of its non-judgemental and non-ideological form compared to previous evaluations.

## APPROACHES THAT WORK - - - GLOBAL PROJECT DIRECTORY IN DESIGN STAGES

Development organisations and practitioners will have access to a product of the International Exposition of Rural Development: **The Global Project Directory**. A preliminary publication of the directory containing briefs of the projects in the plenary exhibits and those participating in Rural Development Symposia during the research phase of the IERD is being prepared. A more extensive directory, having at least 1000 project descriptions is anticipated after the New Delhi Plenary. Each reference will include:

(1) Project Contact Information; (2) Programmatic Summary; (3) Typology Description; (4) Problem Arena Description; (5) Project Activities Summary; (6) The story told by the project about its purpose and role in rural development; (7) Project relationship to the identified "keys" of rural development for its nation; (8) Participation of women in project development and benefits.

Emphasising "Approaches That Work", selections may be made through five categories:

(1) Geographic Location; (2) Statistical Ranges; (3) Programmatic Arena; (4) Project Typologies; (5) Descriptive Summaries including background, accomplishments, local participation factors, replicability, etc. Still in the design stage, the directory is intended to access project data for a wide range of users.

### DEPARTMENT OF AGRICULTURE SYMPOSIA IN NEW SOUTH WALES

Three Australian Rural Development Symposia were held during the month of July under the sponsorship of the Department of Agriculture of New South Wales in Sydney, Dubbo and Yanco. The Sydney Symposium covered Australian overseas agricultural assistance as well as local projects. Common trends cited in the three meetings were: a decrease in livestock raising, an increase in crop production; an increased risk to agriculture ventures because of unstable markets and the high cost of money.

Experience, management skills and new technologies stood high on the list of requirements for successful farming.

### THREE BANKS AND CHAMBERS OF COMMERCE SPONSOR EVENT IN WEST BENGAL

The United Commercial Bank, the United Bank of India and the Allahabad Bank; together with the Bharat Chamber of Commerce; the India Chamber of Commerce and the Bengal Chamber of Commerce sponsored a Rural Development Symposium attended by 100 delegates from 50 organisations on 24-25 June in Narendrapur. The governor of West Bengal; His Excellency Shri B.D. Pande, in his opening address, affirmed the availability in his province of technology and talent for development.

### 150 CONVENE IN MID-AMERICA

"Mid-America: Access to the Future" convened some 150 people from 13 states to share success stories on 1-3 June at Drake University in Des Moines, Iowa. Bob Martin, Lebanon, Kentucky bank president 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. Lebanon's downtown improvements have curbed the exodus of merchants and shoppers. "And the net result", Martin said, "has been a new morale".

### FIRST RDS FOR SPAIN

The National Steering Committee of Spain reported that 56 people attended its first Rural Development Symposium (RDS) in Madrid in June. Representing projects and organisations from the provinces of Madrid, Barcelona, Avila, Burgos, Almeria, Granada, Malaga, Palencia, Salamanca and Seville; the group developed guidelines for the steering committee to use in the process of selecting representative Spanish projects. They emphasised the importance of consensus among people interested in the progress of a development project.

### LOCAL EXCHANGE CONFERENCES IN ALBERTA

About 32 projects from the province of Alberta, Canada demonstrated approaches that work in a series of local exchange conferences in Lethbridge and Stony Plain during June. People from all across Alberta were invited to set up displays on their successful projects and to participate in workshops focusing on successful approaches to local development. 5 of the 32 displays had video sets to tell their story while others used wall space up to 10 feet high to put up colorful posters and pictures. One woman, driving 700 Km from Fort Vermilion pointed to the success of a reading and writing tutorial among residents in her community. Her display occupied one entire corner.

### DOCUMENTATION FACTORS STUDIED - GERMANY

At a symposium in Frankfurt on 5 July, Prof. Dr. A. Bodenstedt of the Institute for Rural Sociology at Justus-Liebig University; Dr. W. Otte, leader of the Working Groups for Intercultural Communication; Dr. G. Schanne-Raab and Mr. K. van den Hoogen of Celcon & van den Hoogen GmbH collaborated in a study of factors contributing to village development. They identified arenas in which traditional documentation techniques fell short, finding that distinctions between facts and people's perceptions become blurred in problem identification.

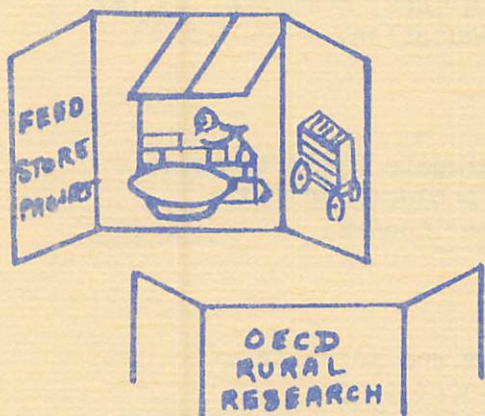
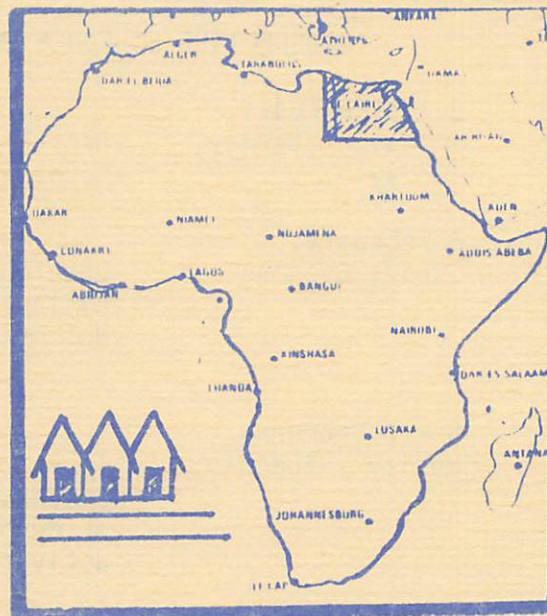
## PROSPECTIVE SCHEDULE OF EVENTS PLANNED FOR NEW DELHI PLENARY

- 3 - 5 February,**  
Friday, Saturday,  
Sunday:  
-Arrival of delegations and briefing by IERD hosts.  
-Mounting of exhibits & assembly of project displays.
- 5 February,**  
Sunday Evening:  
-Opening ceremonies with delegates dressed in national or traditional attire.  
-Welcoming address.
- 6 - 7 February,**  
Monday - Tuesday:  
-Tours of exhibits. Sharing of observations and experiences.  
-Conversations on "Keystones to Success" in particular arenas of development including agriculture, commerce, social activities, rural health and education.
- 8 February,**  
Wednesday:  
-Preparation and briefing of delegate field teams.  
-Travel to village development projects in India.  
-Welcome and briefing by village leaders.
- 9 - 10 February,**  
Thursday - Friday:  
-Site visits to village projects and locations.  
-Sharing of experiences among local people.  
-Determining "Keystones to Success" of local programmes.  
-Village celebration.
- 11 February,**  
Saturday:  
-Debriefing for project report. Return to New Delhi.
- 12 - 13 February,**  
Sunday - Monday:  
-Sharing project reports.  
-Determining Approaches that Work. Report documentation.  
-Preparation of outline for plenary compendium.
- 14 February,**  
Tuesday:  
-Planning reports for home nation organisations, projects etc.  
-Delegations consider programmes and products for presentation of findings and the exposition story in their home nation.
- 15 February,**  
Wednesday:  
-Closing plenary sessions. Final reports by task forces.  
-Draft statements preparation.  
-Closing ceremonies.
- 16 February,**  
Thursday:  
-Departure of delegations.

NOTE: Final procedures and format will be provided to delegates upon arrival.

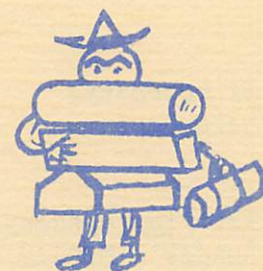
## REVIEW OF PROJECTS ON DISPLAY

**National Delegations**, preparing for the Exposition in New Delhi, will have space in the Exhibit Hall to display a continental or national map nation highlighting their nation with a short description of the situation in their country regarding rural development or the results of their Rural Development Symposia. Large photos highlighting the exhibited projects may also be used.



Most of the displays which are two dimensional graphics will normally accompany the delegation as part of their checked luggage and can be documented at the airport in New Delhi with notice in their passports for re-export.

**Individual Projects** from each nation will be displayed in a special exhibit hall in paneled booths. The national booths may tell the story of the project through multi-media displays and other graphics showing the scope of the project, methods used and peoples participation. Please refer to the **IERD Operations Manual** of 24 July 1983. Further details will be provided to NSCs.



Should the exhibitors wish to bring heavy or bulky materials these can be air freighted to New Delhi with proper import/export documents to:  
**Mercury Travels India Ltd.**  
 c/o of New Delhi Airport  
 New Delhi, India.

**Air India** has been designated as the Official Carrier for the IERD. They have issued a statement to ICA locations outlining preferential treatment for delegations and materials for transit.

**Additional Questions** regarding reservations of space for displays at the exposition and rental of audio equipment should be directed through the National steering Committees to:  
**Exposition Coordination Centre: ICAI**  
 8 rue Amedee Lynen Straat  
 1030 Brussels, Belgium

The New Delhi Staff can be contacted at:  
 POB 57, GPO New Delhi, 110 001 India. Tel - 319134

## PRESIDENT OF INTERNATIONAL WOMEN'S ORGANISATION JOINS GLOBAL ADVISORY BOARD

Dame Miriam Dell, President of the International Council of Women, has agreed to serve on the Global Advisory Board of the International Exposition of Rural Development. In her letter of 13 August to Lady Peggy Lindsay she expressed her pleasure at the opportunity to work with the exposition team of advisors. Dame Miriam, a resident of Wellington, New Zealand carries a world-wide responsibility in her position as leader of the ICW. Her council has its international headquarters in Paris and maintains national offices around the world. See ICW Article Page 6.

## COLUMBIAN OFFICIAL BECOMES GLOBAL ADVISOR

Dra. Cecilia Lopez de Rodríguez, Vice Ministra de Agricultura of the Republic of Columbia, joined the global Advisory Board of the Exposition early in July. In her letter of acceptance, the Vice Minister remarked that "undoubtedly our country's participation in the IERD will mean a significant and helpful way to share with other countries our successful experiences in rural development and learn from their achievements in this field". Dra. Lopez de Roderiguez is the third Columbian member of the Global Advisory Board.

## AGRARIAN EXPERT REPRESENTS HUNGARY

Mr. Janos Marton, Executive Director of the Research Institute for Agro-Economics has joined the Global Advisory Board. His appointment in July followed discussions in Budapest between Lady Lindsay and staff of the Institute of Cultural Affairs International and the Minister of Foreign Trade (a special advisor to the Hungarian Chamber of Commerce) and the director of a foreign trade company, concerning rural projects in Hungary. The progress of the national cooperative farm program led to the proposal that Mr. Marton to serve as the liaison for organising Hungary's participation.

## GHANA AND FRANCE REPRESENTED

Three new members from Ghana and one from France have recently joined the IERD Global Advisory Board. From Ghana, Dr. Esther Ocloo, First Chairperson of Madina, represents the volunteer sector of community service. Mr. J. B. Yegbe, Second Vice-Chairperson of the GES Corporation has also joined the IERD Board and represents the business community. Representing the public sector is Mr. C. A. Lotsu of the Department of Community Development of Ghana. Mr. Lotsu's department is assisting the Ghana National Steering Committee in locating projects for description and selection in representing Ghana in the New Delhi Exposition.

The new global advisor from France, Mr. Andre Duffaure, is Director of Union Nationale des Maisons Familiales Rurales d' Education et d' Orientation. The union, founded in 1937 by a consortium of farmers in Lauzun, has the objective of preparing young people for a productive life in agriculture and has developed a system of pedagogy uniquely adapted to rural needs in which students alternate two weeks of theoretical education with two weeks of practical work on local farms that are frequently family owned. The union operates 500 training centres in France and another 250 abroad.

## THE CO-SPONSORS OF THE INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

United Nations Children Fund	United Nations Development Programme
International Council of Women	United Nations Fund for Population Activities
World Health Organisation	Agricultural Finance Corporation of India
Association of Indian Engineering Industry	The Canara Bank (India)
The Organising Sponsor: The Institute of Cultural Affairs International.	

## INTERNATIONAL COUNCIL OF WOMEN TO CO-SPONSOR EXPOSITION

The Board of the International Council of Women resolved in September to co-sponsor the International Exposition of Rural Development. With a long history of service for women, the council can be a significant factor in promoting the participation of women in the exposition. The council, established in 1888, holds the status of consultant to United Nations agencies and had previously served the League of Nations. In 1960, the ICW was recognised by the International Labour Organisation for its service to working women. More recently, the council has been actively engaged in signal events promoting the status of women through such events as the International Women's Year of 1975, co-sponsoring the Manila Conference on Rural Women in 1979 and the 1981 International Crafts Conference for Women which focused on the production of income for rural regions. The activities of the council include studies by permanent international commissions for use in consultations, encouragement, organisation and sustenance of regional symposia on human rights, literacy, education and promotion of women's participation in economic and social development. The ICW is active in 70 countries.

## WHO AND UNICEF BECOME CO-SPONSORS - UNICEF PLANS MODEL CLINIC DISPLAY

Both the World Health Organisation and the United Nations Childrens Fund have announced their co-sponsorship of the International Exposition of Rural Development. In a cable notifying the IERD coordination centre, WHO Chief External Coordinator Dr. G. Mutalik emphasised the concern of WHO for basic approaches to primary health care and community participation in health aspects of development. UNICEF Deputy Executive Director for External Affairs, Mr. Varinda Tarzie Vittachi informed the IERD coordination centre in July of UNICEF acceptance of the co-sponsoring role. UNICEF plans to show a working model of a rural community health centre at the exposition in New Delhi. The clinic demonstrators will explain the importance of nutrition and immunisations in family health and child care. An important aspect of the exhibit will include a demonstration of how to use Oral Rehydration Therapy to save children's lives.

## CONTROL DATA PROVIDES TECHNICAL AID

The Control Data Corporation, which delivers information handling equipment and services to many countries participating in the IERD is assisting in the search for approaches that work by designing a system to manage the format, storage and retrieval of information relating to projects in all corners of the world. The system employs techniques of searching text by means of verbal selectors, or key words, in order to retrieve information. It is equipped to extract specified portions of files on projects with development approaches in related fields. This system will access the comprehensive data-base on rural development projects now being assembled by national steering committees and others in preparation for Phase III: IERD, Sharing Approaches That Work.

## ORGANISATION FOR ECONOMIC COOPERATION AND DEVELOPMENT PREPARES EXHIBIT

In pursuit of its aim to contribute the results of its research directly to the nations designated as in The Third World, The Development Centre of the Organisation for Economic Cooperation and Development will present a display at the exposition in New Delhi.

This exhibit will feature some fifty publications on development research completed by the centre. Delegates to the IERD plenary sessions in New Delhi will be able to order copies of these research findings at the OECD exhibit area.

Some national delegations will also qualify for an OECD subsidy providing free delivery of the research materials to their home countries.

### DELHI TEAM REVIEWS FACILITIES FOR PLENARY IN FEBRUARY

Meeting in September in Delhi, Sir James Lindsay, IERD Convenor and the India ICA staff reviewed the needed plenary and lodging facilities for the IERD plenary in February. The team looked at the preliminary procedures developed at the advance planning conference held in Chicago in July in order to make necessary decisions and recommendations. Working in three major arenas, the team concentrated their efforts on:

1. Review of needed meeting facilities in relation to procedures.
2. Review of hotel facilities in order to accommodate the anticipated numbers of delegates and staff.
3. Deciding the optimum facility use for the overall exposition needs.

The team decided to select the Taj Palace Hotel Convention Facility. Key factors in this decision were described as adequate exhibit space, keeping the overall costs as low as possible and providing high quality service and management. The Taj Palace is government owned but privately managed. Hotel bookings were also confirmed with the India Tourist Development Corporation for both delegates and staff.

### EXHIBITS TO HAVE PUBLIC VIEWING

The India ICA Staff has recommended opening the project exhibits to the public and the media on the 6th of February in the evening. This was described as the time where some delegates could staff their exhibits without being absent from the plenary workshops. It was also recommended that more time be allotted for setting up the exhibits, that more travel time be provided for field visit procedures and that registration be shifted to the hotels to allow everyone to obtain meal tickets and exhibit setup information when they arrive.

### NIGERIA SELECTS PROJECTS

The National Steering Committee of Nigeria has announced that it has selected 10 projects thus far to represent that African country in the IERD Plenary and Exposition in New Delhi. They said that they hope to have a delegation of 30 people in India in February. 80% of the delegates will be local project participants and 30% of the delegation are expected to be women. Thus far the NSC has obtained a significant portion of the fees needed for its delegation as well as some in-kind air tickets for travel to and from the New Delhi site for the project representatives and other delegates.

One of the projects is a Rural Health Programme in Garkinda which began in 1956 to aim at teaching preventive medicine in the rural. Since 1973 the programme has followed a plan which directly involves the village in assuming responsibility for fund raising, sponsoring candidates, building a health post, assisting their village Health Workers with their farm work and building a latrine. In this way 118 villages have been involved and 355 Health Workers have been trained since 1974.

Other projects include a women's project in Ono State, a Shell Community Development Project in the East of Nigeria and a health project which is situated in the North of Nigeria.

The Project Selection sub-committee reported that the product of the Project Documentation Lab: "Keys to Verification" is being used to push documentation to a new level in the projects being selected for representation.

The NSC also reported that promotion and National participation in the IERD was being helped through press releases, local publicity campaigns built around local events and what the NSC called a comprehensive approach to public relations, promotion and publicity for all regions in Nigeria.

## JULY PLANNING CONFERENCE SETS SCHEDULES AND GUIDLINES

Meeting at a planning conference during July in Chicago a group of about 100 people from around the world participated in advance planning for the next two phases of the three year event called the International Exposition of Rural Development. The three phases of the IERD, local documentation and selection, the New Delhi Plenary and local implementation of learnings were reviewed with the consensus that phase I was nearing completion, Phase II plans were being formed and phase III was being initiated. The emphasis of the conference was put in three arenas: national delegation and participation guidelines, the New Delhi plenary and the project documentation process. Products of this planning are presented elsewhere in this edition of Spotlight '84.

### DELEGATION CRITERIA RECOMMENDED

The emphasis on Sharing Approaches That Work among local development practitioners was reflected in the recommended delegation guidelines put forth at the advance planning conference held in the first two weeks of July in Chicago where participants representing National Steering Committees were looking forward to both the New Delhi plenary and the implementation phase of the International Exposition of Rural Development, Phase III, which follows the plenary.

Two principle facets of delegation participation are being recommended to National Steering Committees. The first is that 80% of every delegation needs to consist of local development practitioners and community leaders who have, "mud on their boots". "These are the people", remarked one spokesman, "who actually know about what does and doesn't work from their own practical experience based on very real involvement and experimentation at the local level". The second recommendation is that at least 30% of each delegation should be made up of women who are directly involved in local development, but are frequently overlooked relative to their contribution, skill and wisdom.

National Steering Committees are strongly encouraged to follow these guidelines to insure the "real" objectives of the IERD and India Plenary can be met; that is, according to one spokesman, "a genuine exchange and a product that is useable and practical for local development participants in their own project situations wherever they might be".

### BELGIAN AGENCIES PLAN PARTICIPATION

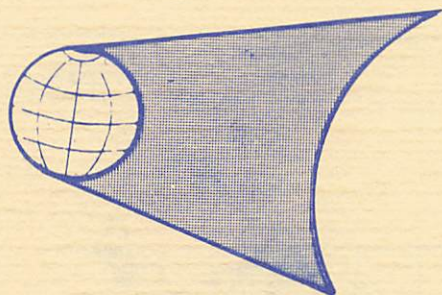
Two major rural development agencies from Belgium are planning their participation in the IERD. One Wallonian and one Flemish rural development project are ready for documentation in November and will send at least one delegate each. The well established Flemish Farmers Coop Union is looking for creative projects for the exhibition. Other development organisations working in Belgium as well as internationally have been visited and appointments set with government ministries to provide inclusive representation of "approaches that work" from Belgium.

### TONGA DOCUMENTS PROJECTS

208 people representing Vava'u, Haapai, Eau and Tongatapu as sectors of The Kingdom of Tonga participated in The 1st National Rural Development Workshop held in Tonga. The symposium was a three day event and was co-sponsored with the Department of Central Planning. Reports from Tonga say that 15 delegates have been selected and 11 projects documented in this Pacific Ocean Kingdom, along with 36 out of 37 villages visited.

---

SPOTLIGHT '84 is published by:  
The Exposition Coordination Center  
The Institute of Cultural Affairs  
International  
Rue Amedee Lynen Straat 8  
1030 Brussels, Belgium  
Telex 62035 ICABRU  
Telephone (32-2) 217-4884



# SPOTLIGHT '84 NEWSLETTER

INTERNATIONAL  
EXPOSITION  
OF RURAL  
DEVELOPMENT



BRUSSELS

October - November 1983

VOL. II. NO. 4

## INTERNATIONAL RURAL DEVELOPMENT SYMPOSIA SET FOR GENEVA AND BRUSSELS

Representatives of International organisations related to the public, private and voluntary sectors have been invited to join in the International Rural Development Symposium (IRDS) set for the 7th of December in Geneva and the 14th of December in Brussels. Sir James Lindsay, President of The Institute of Cultural Affairs International and Convenor of the IERD Global Advisory Board announced the meeting in October. Sir James said, "Based on their own appreciation of what is needed in rural development, the participants will be able to help design the shape and use of the International Exposition of Rural Development (IERD) results in ways that could accelerate rural development world-wide".

The day-long IRDS for both Geneva and Brussels will follow the same basic outline of events for the day. The day opens at 9:00 O'clock in the morning with participant introductions followed by a guest speaker to help set the context for the day. This is followed by a period of questions and discussion involving the entire group. The morning workshop will be concerned with trends in rural development today. The afternoon workshops will look at issues such as; the form for reporting the insights of the IERD, the strategies for effectively utilising the concrete results of the IERD and developing traditional media and other communications networks.

Sir James said, "The challenge before us is to form new global networks and coalitions toward the accelerating of rural development".



## OVER 76 NATIONS PLAN PARTICIPATION

The staff of The Institute of Cultural Affairs International in Brussels has moved into high gear as coordination of national delegations, projects and documentation is involving over 76 nations and 750 national delegates from around the world. A ten-foot high tracking board has been built as one way to display the national data arriving daily as delegates and staff respond to correspondence, telephone calls and telexes. Registrations and delegate fees are being received in Brussels and the necessary confirmations returned.

The ICAI Staff and volunteers have completed visits to nations where the ICAI does not have a local office including Ghana, Uganda, Botswana, Malawi, Zimbabwe, Mauritius, Pakistan, Bangladesh, Thailand, Hungary, El Salvador and Columbia. Other visits are being readied for Turkey, Central America, the Carribean and South America as well as to island nations in the South Pacific.

## HUNGARY IDENTIFIES "KEYSTONES" AT RURAL DEVELOPMENT SYMPOSIUM

The "Indices of Success" or "Keystones" of the Approaches that Work were identified in the Rural Development Symposium (RDS) held in Budapest, Hungary on the 18th of October. Seven project leaders, representatives of the Research Institute for Agricultural Economics (RIAE) and members of the staff of the Institute of Cultural Affairs from Vienna met in the offices of the research group. Lady Peggy Lindsay and Global Advisory Board Member, Mr. Janos Martin, Executive Director of RIAE, also participated in the symposium.

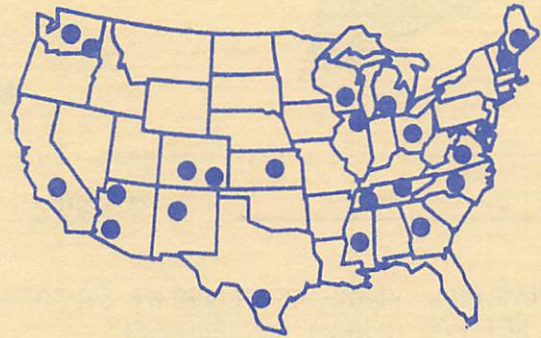
The Keystones were identified as:

- 1) The Decision of the District Council to support a project.
- 2) The availability of technical expertise.
- 3) The creation of new jobs, especially jobs for women.
- 4) Financial support with necessary re-budgeting by the government.
- 5) Faith in the future.

The RDS was arranged through the cooperation of the Hungarian Government, RIAE, the Women's Committee of the National Co-operative Council and the ICA.

Mrs. Maria Nagy, President of the Women's Committee and member of the Global Advisory Board acted as liaison throughout Hungary by taking the IERD Project Documentation Form 1 to the projects involved and inviting their participation in the RDS.

The project leaders represented projects in Hungary involved in various kinds of agricultural cooperatives, rural housing needs, county planning and agricultural research.



### 25 PROJECTS SELECTED IN USA

The National Steering Committee of the IERD for the USA met in Chicago during 7-9 October to select 25 projects to represent the United States in New Delhi, India. Two additional projects will be selected from Alaska later this year. Eight projects were selected from the Western USA. Three of these were from the Southwest and include an economic development project on a Navajo Indian Reserve in Arizona, a health care network in New Mexico and a community development project on the Papago Indian Reserve in Southern Arizona.

The five other Western USA projects selected are: an economic and health care project in Colorado an alternative energy project in Colorado, a "build-it-yourself" farm worker housing programme in California, a three-state programme in the Pacific Northwest to improve soil conservation and a rural health project in Central Washington State.

Other projects selected to represent the USA in New Delhi feature agriculture, energy, housing and rural health care. Four of these projects are in the State of Alaska among the Eskimo, Indian and Aleut people.

Project delegates will meet with national officials in Washington D.C. and United Nations Officials in New York before leaving for India on February 1st.

### COORDINATION CENTRE PREPARES FOR IERD DIRECTORY PUBLICATION

The IERD Coordination Centre in Brussels has completed an illustrated supplement to the DATA INPUT MANUAL for documenting project data. The IERD Data Base will serve as the documentation basis for projects participating in the IERD from around the world. The project description data will be prioritised for input as follows:

- 1.) Form 1 plus Practitioner's Abstracts.
- 2.) Background descriptions from the Project Description Labs.
- 3.) Full text from the Project Description Labs.

Input of this data can be done on any available terminal that will convert the data to ASCII Code. The information can then be relayed by Modem to Control Data Corporation. The IERD Coordination Centre in Brussels is in the process of expanding its computer system to handle the necessary information. The staff in New Delhi will also have access to computers for project and approaches descriptions.

### EXHIBITOR DISPLAY PANELS READIED

According to the staff in New Delhi exhibitor panels have been arranged for use by national delegations. The panels are rigid, one meter wide (about 3 feet) and 2.5 meters (about 7.5 feet) long. The panels are white-painted plyboard with aluminum edges. Panels join at angles of 0, 45 or 90 degrees and materials attach with tape, tacks or small corner brackets. The price of each panel is US\$35.00 and that includes the 220 volt/50 hertz electrical hook-up as well as the erection of the booth.

Exhibitors are reminded that video tapes need to be recorded in VHS/PAL format if compatibility with local systems in New Delhi is necessary.

### PAKISTAN DEVELOPMENT BANKER TO BE FEATURED SPEAKER

Mr. A. Jamil Nishtar, Chairman of the Agriculture Development Bank in Pakistan has agreed to be one of the featured speakers at the IERD Plenary Event in February in New Delhi. Mr. Nishtar will be accompanied by four delegates representing projects funded by the bank.

The bank's Rural Credit Supervision Programme, working with over 15,000 villages in Pakistan has much to offer in rural development. Six-hundred credit supervisors, who are trained in agriculture as well as finance visit 25 villages each on a monthly basis. They work with local farmers to discuss their needs in credit and repayment plans. According to the bank, recovery is well over 90%. This scheme represents one-third of the villages in the country. The government plans to have the other two-thirds of the country working with the scheme by 1988.

The Hon. Syed Fakhar Iman, Former Minister of Local Government and Rural Development and a member of the IERD Global Advisory board, has expressed his personal commitment to foster and promote local participation in rural development efforts and to encourage local participation in the exposition.

### BRITISH ACTOR INTRODUCES IERD VIDEO

Ben Kingsly, Academy Award winning actor, has given his support to the IERD by introducing a twelve-minute video tape documentary on the IERD. Mr. Kingsly expressed enthusiasm when appraised of the exposition by Global Advisory Board Member Norman Jewison of Canada and Sir Richard Attenborough of London.

The film, produced by the Bill Haviland Agency, uses sections from "The World of Human Development" produced by the Institute of Cultural Affairs.

### EXHIBIT GUIDELINES SET

National delegations to the IERD in New Delhi are being informed of the exhibit guidelines for the February event. If the delegations wish to be assured of having the kind of booth design needed for their exhibit, their designs need to be in to the New Delhi Coordination Centre by December 15th. (See page 3 of this edition of SPOTLIGHT '84 on "EXHIBITOR DISPLAY PANELS"). The mailing address is P.O. Box 57, GPO New Delhi, 110 001 India.

Delegates will need to select the number of panels they want for their exhibit and then decide on the arrangement. Both sides of the panel may be used if the arrangement allows it. National delegations are welcome to have one panel in the Main Exhibit Hall to display a continental or national map highlighting their nation with a short description relating to rural development in their country. The ICAI, as Organising Sponsor, is asking that no national flags be used in displays in order to enable certain nations to participate on a non-political basis.

An architect and a professional company is coordinating the total design of the exhibition space. The size and form of each booth will determine their location but all exhibits will be equally accessible and attractive for viewing.

Delegations are being reminded that English is the official language for the IERD. If an exhibit is in another language translation should accompany it.

### RURAL DEVELOPMENT SYMPOSIUM DATES TO BE SET FOR TURKEY

The National Council of Turkish Women in Ankara has notified Lady Peggy Lindsay that the board of the council were unanimous in wanting to participate in the International Exposition of Rural Development. The women's board suggested that they would like to hold a Rural Development Symposium sometime after Turkey's parliamentary elections in November. Ms. Nüzhet Mengü, President of the National Council of Turkish Women and Board Member of the International Council of Women, mentioned that the National Council of Turkish Women would like to work in co-operation with the related government agencies in fostering rural development.

Lady Peggy Lindsay said that she had also been in contact with another interested Turkish organisation in Istanbul. Lady Lindsay has suggested that it would be possible to hold a Rural Development Symposium and form a National Steering Committee in Turkey in time to select appropriate project and delegate representation from Turkey at the IERD India Plenary Event in February.

---

SPOTLIGHT '84 is published by:

The Exposition Coordination Centre  
The Institute of Cultural Affairs  
International  
Rue Amedee Lynen Straat 8  
1030 Brussels, Belgium  
Telex: 62035 ICABRU  
Telephone: 32-2-217-4884

---

### THE CO-SPONSORS OF THE INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

United Nations Children's Fund-UNICEF  
International Council of Women-ICW  
World Health Organisation-WHO  
Canara Bank-India

United Nations Development Programme-UNDP  
United Nations Fund for Population Activities-UNFPA  
Agricultural Finance Corporation-India  
Association of Indian Engineering Industry

Special Technical Assistance: Control Data Corporation  
Organising Sponsor: The Institute of Cultural Affairs International