

INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT



**OPERATIONS
MANUAL FOR**

THE INTERNATIONAL RURAL DEVELOPMENT SYMPOSIUM

**Washington D.C.
April 28, 1983
New York**

**INTERNATIONAL
EXPOSITION
OF RURAL
DEVELOPMENT**

June 3, 1983



Dear Colleague,

The enclosed manual is for a one day International Rural Development Symposium. The model has been tested in both WDC and NYC with the international development community.

CO-SPONSORS

United Nations Development Programme
United Nations Fund for Population Activities
Association of Indian Engineering Industry
Canara Bank (India)
The Institute of Cultural Affairs International
(Organizing Sponsor)

The IRDS has several intents:

1. To introduce the IERD process to the international community in a corporate setting.
2. To gather organization, project data and contacts for initiating involvement with IERD from as many nations as possible, particularly the ICA non-resident nations, and thereby assist those NSC's in their task.
3. To introduce the participants to ICAI associate ICA offices as the organizing sponsor and facilitator.
4. Communicate openness to active participation in the IERD process.
5. To begin to prepare the way for Phase III implementation networks.

The WDC event revealed the importance for the NGO and GO community to have an opportunity for authentic dialogue. The absence of the private sector revealed a need for a tensional dynamic. The private sector has the capacity to provide a new (although not totally welcome) perspective on the largely liberal mindset of both the NGO and GO community.

We do not have a clear grasp of how to move the private sector mindset beyond "They want money" to "we do have a lot of wisdom relative to approaches that work in rural development." The relationship they take to management/market training, the building of complex infrastructures and job provision is all part of creating enterprise. They would not call these routine efforts "Rural Development" in the same context as an NGO or government agency. The private sector is often viewed as the "bad guys" in development when in fact they contribute a great deal to the effort. In NYC, the keynote speaker Ruth Karen, Vice President for Corporate Public Policy of Business International Corporation certainly did provide the tensional dynamic which was sought.

Those present seldom attend authentic participatory conferences and therefore have great difficulty hearing the value of their comments. Our methods are critical in allowing the objectification of the spoken word.

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

The IRDS provided the occasion around which UNDP/FPA were forced to think through an appropriate response as co-sponsors of the Exposition. In New York they were both formally represented. In each case they were asked to provide posters and display table materials.

The IRDS has also proven to be a newsworthy event. Both events were carried on the UPI/AP wires. AP was present at the NY event. A total of 150 news releases were mailed to interested parties. The timeline however needs to include some visits to interested editors for scheduling of a press conference on the day of the event with the guest speaker, NSC/GAB member and ICA representatives present.

A network is initiated with the development community that previously was not there both for the IERD and a deepened web of contacts within the development community itself that is begun by having participated in the event. Seventy five organisations participated in the WDC/NYC events. This will require nurture. The nurture, however can take many forms, from a series of programs on rural development to regular updates on the progress of the IERD. Between the 2 events in NYC/WDC several requests for program have resulted. The credibility of ICA is established. And the IERD has become a program that the participants not only grasp as necessary but also as a process in which they already have invested.

The success of the two events gives us courage to strongly recommend that similar events be held in any major city that has International Development Communities present. Cities such as Ottawa, Sydney, Geneva, Copenhagen, Tokyo, Rome, Vienna, Brussels, London, Amsterdam, Paris, Bangkok, New Delhi etc. These events will prepare the "powers that be" for an active role in Phase III.

The underlying public story used in inviting participation has been that the NSCs concretely need common guidelines from folk with a global development perspective. International Rural Development Symposia that are not held before September will require some fresh thinking on more timely workshop subjects.

Let us know of your reflections and plans.



for IERD Chicago



THE OPENING FORMALITIES	THE SECTORAL INTERCHANGE			THE CLOSING PLENARY
<p>9am</p> <ul style="list-style-type: none"> -informal gathering -formal welcome -introductions conversation -guest speaker and keynote address <p style="text-align: right;">120min</p>	<p>CONVERSATION</p> <p>11am</p> <p style="text-align: center;">TRENDS IN RURAL DEVELOPMENT CONV/WORKSHOP</p> <p style="text-align: center;">60min</p>	<p>BRIEFING</p> <p>12noon</p> <p style="text-align: center;">LUNCH AND BRIEFING ON THE I.E.R.D.</p> <p style="text-align: center;">90min</p>	<p>WORKSHOPS</p> <p>1.30pm</p> <ul style="list-style-type: none"> A) PROJECT SELECTION CRITERIA B) NATIONAL EXHIBIT EMPHASES C) PHASE III IMPACT SCHEME OR ... D) PHASE II - 5 DAYS IN THE VILLAGES <p style="text-align: center;">120min</p>	<p>3.30pm</p> <ul style="list-style-type: none"> -singing -workshop reports -reflection on workshops and on the day -reception <p style="text-align: center;">90min</p> <p style="text-align: right;">5pm</p>
<p>R.O. INITIATE PARTICIPATION</p>	<p>R.O. DEVELOP A CONSENSUS ORIENTED IN A POSITIVE DIRECTION</p>	<p>R.O. CLARITY ON IERD OBJECTIVES AND PROCESS</p>	<p>R.O. TAP THE PRACTICAL, GLOBAL DEVELOPMENT WISDOM IN SUCH A GROUP</p>	<p>R.O. CELEBRATE EXPENDITURE VICTORY</p>
<p>E.A. HAVE PEOPLE EXPERIENCE THE UNIQUENESS OF THEIR SECTOR & ITS INTERDEPENDENCE BEFORE THE UNIVERSAL CHALLENGE</p>	<p>E.A. EXPERIENCE OUR COMMON FUTURE/ COMMON CHALLENGE</p>	<p>E.A. I WILL ALSO TAKE RESPONSIBLE FOR THE SUCCESS OF THE IERD</p>	<p>E.A. MY INPUT IS OF SIGNIFICANCE I SHARE IN THE OWNERSHIP & THE CREATION OF THE IERD</p>	<p>E.A. BE ADDRESSED BY THE METHOD THE IERD HAPPENED HERE TODAY</p>

THE PRESENTATIONS

THE NOONTIME BRIEFING

- 1) ONSTAGE
 - 2) THE EVENT (PHASE I)
 - Intent
 - How it will happen (circle center board image)
 - 3) THE LEAD-UP AND AND FOLLOW-UP (PHASE II & III)
 - Intent
 - How it is being done/how it will be done
 - Anticipated benefits
 - 4) CURRENT UP-DATE - GLOBAL IMAGES
 - 5) OFFSTAGE - including questions/answers
 - ask for their:
 - a) project recommendations/ country name
 - b) names of potential promoters/ "
- (cards and markers available at each table projects green ink and names blue ink).

THE SPEAKER

a In both WDC and NYC, the guest speaker played a very important role in the dynamics of the event. In both instances they had a private sector bias which jarred and challenged the 'development community' present. This later accounted for very lively conversation in the workshops. With both E. Morgan Williams, Chairman of the USAID/PVO advisory committee and President of CLUSA, and Ruth Karen there was more unease and challenge to their position than they anticipated. In turn they learned from the experience. Ruth Karen was astute enough to turn the latter part of her presentation into a free wheeling exchange of opinions and advice. Both found it an extremely valuable and successful encounter. Although unique as an organization in the degree to which we were familiar with and open to the private sector we were identified clearly with the voluntary (NGO/PVO) community. This impression was definitely strengthened by the nature of our facilities.

CONVERSATION: TRENDS IN RURAL DEVELOPMENT
INTERNATIONAL RURAL DEVELOPMENT SYMPOSIUM--NEW YORK CITY
MAY 25, 1983

PROCEDURE	SCRIPT
CONTEXT	Welcome to the _____ Team. We want to spend a bit more time getting acquainted before we begin our workshop.
OBJECTIVE	If you would, say your name and the number of years you have been associated with development efforts. I'll begin (go around table).
REFLECTIVE	<p>* Let's go around the table once more and give the name and country of one project you have seen or read about which impacted you over the last 12 months. For now, just the project name and country, you don't need to say <u>why</u> yet.</p> <p>* Thinking back on the project you named and your full range of experience in development in the last two years. What have been the breakthroughs in development for you. Be as specific as possible, give a concrete illustration if possible (get out 10-12).</p> <p>* I want to flip the question. Again, out of your personal experience, what concerns you most in the area of development as you begin to think about the future. I know you all have long lists, but select the one that troubles you most. (get ou 8-10).</p>
INTERPRETIVE	This is a rich, full reflection. If you would, what are for you the most hopeful signs in rural development: how would you state it and one illustration. Take a minute to jot your response on paper. (Go around room and get one from each--some people may have two-three. Get those out next. Make certain recorders are writing out the cards.)
DECISIONAL	(Place cards up in random order) Looking at cards, are there two that are very similar? (Get 3-5 pairs) Looking at this group, what is the new direction emerging in rural development that, in your opinion, will greatly enhance developmental effort. (Repeat for each cluster. Put name on large card and place at top of cluster.)
OFF-STAGE	This conversation will provide a helpful backdrop to our workshop. We will publish this material for the document. Let's turn to our workshop.

CONTEXT	BRAINSTORM	ORGANIZE	NAME	WRITE	REFLECT
<p>1. Explain objective & product: name critical comp. of project select'n</p> <p>2. All have exp. field, etc.</p> <p>3. Screen "sharing approaches that work"</p> <p>4. Method</p> <p>Context BrainStorm Organize Name: Write Reflect</p>	<p>Context: Look at the trends from morning. Use your experience in the field.</p> <p>1) What are contributing factors to effective rural development?</p> <p>2) If sitting on NSC, what are 3 characteristics looking for in considering a project which would participate in IERD?</p> <p>3) Star most significant one</p> <p>4) Write on card & pass to front.</p>	<p>1) Place data in like categories on paper, wall, etc.</p> <p>2) Ask for any different ones</p> <p>3) Review cards in each column.</p> <p>4) Assign letter to each.</p>	<p>1) Give different name to each arena</p> <p>2) Ask participants to mark remaining cards and put them up in appropriate columns.</p> <p>3) Review values held in each column, asking "What is this about?"</p> <p>4) Give final name</p>	<p>1) Divide large group in to # groups. Assign each arena to a group.</p> <p>2) Review form and write up: "In the arena of _____, the key criteria to be considered are: 1 _____ 2 _____ 3 _____ 4 _____ The methods of documentation that could best reveal the effectivity of this criteria are: 1_ 2_ 3_ 4_</p> <p>3) Write on butcher paper</p> <p>4) Assign reporter</p>	<p>1) Groups report to each other.</p> <p>2) Surprise Break-thru</p> <p>On target Learned</p> <p>3) What have we been doing</p> <p>4) What key for reporter</p>

IN THE ARENA OF _____

THE KEY CRITERIA TO BE CONSIDERED ARE:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

THE METHODS OF DOCUMENTATION THAT COULD BEST REVEAL THE
EFFECTIVITY OF THIS CRITERIA ARE:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

PRELUDE				POSTLUDE
	CONTEXTUAL CONVERSATION	WORKSHOP	STATEMENT WRITING	
<p>1) Around table introduce team participants.</p> <p>2) Context ICA workshop participatory method.</p> <p>3) Context workshop task: Look at PhII in the concept paper. Give context of the '3' parts of the 10days This wkshp is focused on the 5 days the people will spend in/with a rural devel. project in India. IERD Objectives of the 5 Days are: Practical Experience of the delegations in</p>	<p>1. What have been some of the site visits you have participated in? What was the purpose?</p> <p>2. What are some of the activities you participated in?</p> <p>3. What are some of the activities you wished you had more contact?</p>	<p>1. Context: Now place selves in the position of the India Steering Committee. They have the task of planning the 5 days this wkshp will be mailed to them. There will probably be limited translation in the projects.</p> <p>2. On your paper list 5-7 activities you would want the delegates to have during the 5 days. Put best three on 3x5 card.</p> <p>3. Pass up most clear</p>	<p>1. Divide into groups by columns. B4 breaking into sm.grp</p> <p>2. Corporately fill in one of the report forms</p> <p>3. In the arena of <u>X</u> (column name) critically aspects of the 5 days w/villages are:1,2,3,4,(pull from data in column the key activities that accomplish the arena) These could be implemented by:1,2,3,4,(sm. group decides ways to assure implementation)</p>	<p>1. Gather group together Read reports.</p> <p>2. Send small report form to production asap</p> <p>3. Appoint Reporter REFLECT ON WKSHOP</p> <p>Send out to plenary</p>
<p>"field setting" Human interaction See commonness & uniqueness Dialogue w/ approaches that work.</p>		<p>Begin column gestalt.</p> <p>4. Pass most different.</p> <p>5. Begin the naming of the columns into arenas of activity.</p> <p>6. Get remaining cards and any that are on ind. lists not mention</p>	<p>4. Put on small report form and butcher paper size for plenary.</p>	
		<p>7. Review ea. column Consense on a column names.</p>		

In the arena of _____

THE CRITICAL ASPECTS OF THE 5 DAYS WITH VILLAGES IN India are:

1)

2)

3)

4)

These could most effectively be implemented by:

1)

2)

3)

4)

PRELUDE				POSTLUDE
<p>1. Go around the table introduce members of team name and what do.</p> <p>2. Context the task of the day.</p> <p>3. We need to have an image of the particular arena nations are noted for in the arena of development in order to guard against high duplication of efforts in the exhibits. For example, one nation may be doing very well in population control another very well in agri.development another may do well in both arenas what would be the most noted.</p>	<p>National Emphasis</p> <p>1. The room will already have on the wall in 3 groupings the nations. one group are the ICA non-resident countries that are developing nations. one group are the ICA developing countries we are resident third group are the developed nations</p> <p>2. Have team look at the list of nations in their packet and where they can name the emphasis that nation should emphasize in their exhibit (3 top priorities).</p> <p>3. the facilitators plot under the appro. nation all the cards that have been turned in (refer to registration section in manual)</p> <p>The green ink = project the red ink=promoters</p>	<p>Nat'l Emphasis Part II</p> <p>1. Call attention of group to the front of room with the cards all posted. Focusing on the non-resid.nations developing, have them state what emphasis is revealed by the data that has been turned in on the cards. If no cards ask if anyone present has data.</p> <p>2. After review of data have individ. check their list -is this in line with the wall data what more needs to be added?</p> <p>3. Consense on the 3 exhibit emphasis of each nation. If time allows due same w/the developing resident nat' then developed.</p>	<p>REPORT FORM</p> <p>1. Divide the 63 nat'ns among the team which is also divided into small groups, of 2-4 people depending on size of wkshop.</p> <p>2. On sheet of boarder paper, put data from the cards: a.Nation b.Exhibit emphasis c.Project names and contact name d.Promoters names e.Next steps</p> <p>3. Appoint 2 people to prepare the plenary report.</p> <p>4. Reflect on the work of the day.</p> <p>Note: time is very short for this wkshp. people in NYC volunteer to get the data to ICA they didn't have w/them</p>	<p>1. In the plenary have a verbal report & on butcher paper the national emphasis of the non-resodent nat'l emphasis. Also report to whole group the summary of what else was accomplished.</p>

PROJECT QUESTIONNAIRE

Please fill out this form on projects you would recommend from around the world. Please bring this form to the Symposium or mail in. Thank you.

1) PROJECT NAME _____

CONTACT PERSON _____

ADDRESS _____

2) PROJECT NAME _____

CONTACT PERSON _____

ADDRESS _____

3) PROJECT NAME _____

CONTACT PERSON _____

ADDRESS _____

4) PROJECT NAME _____

CONTACT PERSON _____

ADDRESS _____

YOUR NAME _____

ORGANIZATION _____

ADDRESS _____

PHONE _____

List of Nations

TARGETED PARTICIPATING NATIONS

With ICA Location

Australia
Austria
Belgium
Brazil
Canada
Chile
Egypt
France
Guatemala
Hong Kong
India
Indonesia
Ivory Coast
Italy
Jamaica
Japan
Kenya

Korea
Malaysia
Mexico
Netherlands
Nigeria
Papua New Guinea
Peru
Philippines
Portugal
Spain
Tonga
United Kingdom
United States of America
West Germany
Venezuela
Zambia

Without ICA Location

Bangladesh
Bhutan
Bolivia
Botswana
Colombia
Costa Rica
Denmark
Fiji
Ghana
Haiti
Hungary
Marshall Islands
Nepal
Niger
Norway
Pakistan
Peoples Republic
of China
Samoa, West
Saudi Arabia
Senegal
Sri Lanka
Sudan
Sweden
Tanzania
Thailand
Tunisia
Turkey
Uganda
Upper Volta
Zimbabwe

<p>PRELUDE 15 min.</p>				<p>POSTLUDE 15min</p>
<p>Introduction of team mem</p>	<p>BLOCKS 20 min</p>	<p>Strategic Approaches 35 min.</p>	<p>Statement Writing 30 min.</p>	
<p>1) ICA Participi- method context. Ind. Data Org. data Name arenas</p> <p>2) Phasse III Wksh. Context</p> <p>3) Review Ph.III Implementation Pg.10-11 Image (concept paper)</p> <p>Wkshop task: Push intents to a more concrete level of activities. How most effectively impact the 4 sectors.</p>	<p>!. CONTEXT: OVER THE past 6-7 yrs., many new insights and knowledge has been accumulated that points to effective approaches in development. Ex.- loc.participation, learning approach vs. "blueprint". Yet these approaches are not a matter of policy and are sporadically used</p> <p>The issue is: How to turn this knowledge into action.--What would you see hapening if this issue was resolved</p>	<p>Context: Now that we know the blocks we can now articu- late the strategic actions that will re- lease these arenas of blocks to assure the effectiveness of PH.III.</p> <p>2) Ind. write 3-5 ap- proaches an Org. as yours could do w/in 1-2 years eliminate the power of the blocks & release a new mode of development based on what we know will work. Put on cards. #3. Choose most power- ful. Pass to front</p>	<p>Context: Divide into small grps. by columns.</p> <p>Do corporate demonstratn of task to fill out form. One form per 'clump' in each column.</p> <p>1) In arena (column name). 2) we recommend (decide name of strategic pro- gram or action of the 'clump'. 3) Activities such as: 1,2,3,4,(decide activi) 4) The <u>X</u> sector or sectors would mosteff.</p>	<p>Have small groups re- gather and read reports</p> <p>Put on large butcher paper forms</p> <p>Appoint a reporter for plenary.</p> <p>Reflect on the workshop</p> <p>Send report forms to production as soonas possible for documnt</p> <p>Send out to Plenary.</p>
	<p>2) Ind. make list of blocks to more rapidly turning know. to act. put best 3 on cards 3) Do cluster gestalt Name Arenas.</p>	<p>4. Begin Column gestalt. 5. Send most Diff. 6. Name the arenas of action being pointed to by the col.(training, policy, educ..admin,etc)</p>	<p>implement.(decide the sector).</p>	
	<p>(This is get to the actions for impact & does not need to be part of Document)</p>	<p>7. Mark the rest of crds. Plot into columns. 8. Col.byCol. decide the 'programs or actions being pointed. Name the clumps in the columns.</p>		

In the arena of _____ we recommend that

the _____ Strategy be initiated to release
the
implementation of the results of the IERD.

Activities such as:

1) _____

2) _____

3) _____

would implement this strategy.

The _____ sector would most effectively initiate this
strategy.

HELPFUL HINTS
In Implementing The Event

PARTICIPATION AND RECRUITMENT

1) Create a participation strategy that anticipates specific target groups. For example, in NY, NGOs on the ground in the targetted nations where ICA is not resident became a priority target group. It was discerned that the private sector's presence was critical to providing a fresh context for the dialogue between the UN and consultant status international NGOs who are constantly in dialogue in NY.

2) Do nail down an appropriate guest speaker before mailing the invitations.

3) Two mailings are recommended - the first one 6 weeks in advance takes the form of an announcement; the second mailing is 3-4 weeks in advance. The second includes a brochure of the event with agenda and housing/location information, a project information questionnaire, and an IERD brochure.

4) Use a third party to sign a cover letter with the second mailing. For example we used:

a) Dr. Robert Goheen (GAB) to sign the invitation letter to the private sector;

b) Millie Robbins-Leet (GAB) of Trickle Up signed letters to NGOs (was well known in that community);

c) Tarzie Vittachi (GAB/UNICEF) signed the letter of invitation to a selected list of UN personnel.

5) Personal visits to key targets were found to be very helpful in getting word out and getting them to the event. Starting six weeks in advance.

6) Phoning all who have received the second mailing to nail down their RSVP was very helpful in assuring a good turnout. Approximately one third of those invited actually attend and each event had a third of the "YESs" not show up. Just assume that the first mailing went into the basket and the second was misplaced until you made your phone call asking for a decision and being able to say who else (eg CRS, CARE, CWS, Save the Children etc) was currently expected.

THE MEDIA:

The spokespersons for the event were kept busy-

- a) for two days one week in advance of the event,
- b) the day before the event, and
- c) the day following the event.

Their time was spent-

- a) on the telephone introducing the IERD to the press editors/media etc and inviting them to the IRDS,
- b) delivering press packets (our poshest) to those who showed interest,
- c) inviting participation again a day or two before the event,
- d) being available to meet with the press/media throughout the day of the event in special space set aside for the press with donuts, coffee available. They were generally available for one hour toward the latter part of the morning in time to hear the briefing on the IERD in the revised NY design. If many from the press are expected arrange a 'press conference' separately after the group briefing for their questions and answers. A panel of the guest speaker and NSC member, ICAI spokesperson etc would be ideal. Simultaneously the group would move directly into its own workshops.
- e) reporting immediately by phone on the success of the event and promising a release,
- f) sending out the final release (95 press releases were mailed out in WDC)

PACKETS:

- 1) IMAGE (concept paper)
- 2) Most recent Spotlight
- 3) IERD Brochure with GAB, India Advisory Board, NSC
- 4) Press Release for their use in their own house organs
- 5) ICA House address list
- 6) Day's agenda
- 7) Additional questionnaires (also at the registration desk)

SPACE PREPARATION

A high value was placed on holding the event in the RH if space allows for a large collegium room (40-60 people) and two additional workshop areas. Our RH answers unspoken questions as to who we are and in most cases demonstrates our identification with the local (i.e the NY House in the lower east side of Manhattan).

DECOR VALUES

Large, prominent IERD logo, an international array of rural development pictures of the HDP type, UN posters and a Peters projection of the world map are key decor items. There was also a materials table with co-sponsor's, ICA and other organization's brochures, reports, etc.

REGISTRATION AND PRODUCTION

Be certain to have registrations completed in bold block letters for ease in reproduction. The communication age (micro-computer) has been of great value in having the participants list available for the press by noon should they ask.

Having the name tags prepared in advance for those expected allows a more intentional use of a code (A,B,C) for the workshop assignments, speeds the overall registration process and assures that name tags can be read. Display them on the registration table.

Check those who are present over against your preliminary team assignments from the night before so that you have an accurate, balanced team list useable for the afternoon workshops.

Encourage registrants to hand in or to fill in their project questionnaires. The production team will need to transfer these to 4X6 cards (green ink) in time for the 1.30pm National Exhibit Emphases workshop. These will be added to at the end of the noontime briefing when people will be asked to fill in more cards of projects and potential promoters that have come to mind during the morning. Both in NYC and WDC the input fell far below expectation. Persistence is required to have the grist needed for the afternoon workshop.

The production team must keep the final participant list open to include late morning and afternoon arrivals for the participants list in the document at the end of the day.

At noon the team recorders will bring the results of the trends conversation in rough gestalted form. These can be prepared immediately for the document to take some of the pressure off of the 3.30pm-4.30pm period during which workshop results have to be typed, reproduced and distributed prior to the closing reception. Precollating of all components of the document before 3.30pm is essential.

Time is tight in the present construct. Some flexibility, especially so that people can mill around and chat between sessions, can be provided by starting at 9am. However, the half hour built in for 'coffee and donuts' gently accomodates the propensity to straggle in and allows for the symbolic opening activity to start with a 'full house'.

The fee to cover snacks, lunch, reception, materials, etc. was \$20. This was well below the usual NYC/WDC cost for such an event. Yet the standard of our 'care' contrasted favourably with their accustomed fare.

**INTERNATIONAL
EXPOSITION
OF RURAL
DEVELOPMENT**

May 10, 1983



CO-SPONSORS

United Nations Development Programme
United Nations Fund for Population Activities
Association of Indian Engineering Industry
Canara Bank (India)
The Institute of Cultural Affairs International
(Organizing Sponsor)

I would like to call your attention to the Rural Development Symposium to be held May 25, 1983, in New York City.

The symposium will help identify successful projects in 56 countries which should be represented at the International Exposition of Rural Development in India. It will define practical ways in which organizations like yours can participate in the Exposition and in the implementation of its findings. Further information is in the enclosed brochure.

*VARIABLE
Paragraph
for PARTICULAR
SECTOR*

Private volunteer organizations have demonstrated the ability to provide skills in community leadership, preventive and primary health care, early and adult education, housing and technological skills with rural and urban communities around the world. This vast pool of experience and learnings needs to be articulated in order to accelerate and replicate rural development globally.

"Sharing Approaches That Work" will focus on the part of the public, private, voluntary and local sectors to accelerate effective development.

The International Exposition of Rural Development co-sponsoring agencies include the UNITED NATIONS DEVELOPMENT PROGRAMME, THE UNITED NATIONS FUND FOR POPULATION ACTIVITIES, THE CANARA BANK OF INDIA and the ASSOCIATION OF INDIAN ENGINEERING INDUSTRY, with The INSTITUTE of CULTURAL AFFAIRS INTERNATIONAL as organizing sponsor. The Institute of Cultural Affairs in New York is hosting the International Rural Development Symposium..

Please fill in the enclosed registration form ensuring your participation. For early reservation call Beret Griffith at 475-5020.

Thank you for your consideration and interest.

Sincerely,

Mildred Robbins Leet
I.E.R.D. Global Advisory Board

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

206 East Fourth Street
New York, New York 10009
tel. 212/475-5020

**INTERNATIONAL
EXPOSITION
OF RURAL
DEVELOPMENT**



CO-SPONSORS

United Nations Development Programme
United Nations Fund for Population Activities
Association of Indian Engineering Industry
Canara Bank (India)
The Institute of Cultural Affairs International
(Organizing Sponsor)

CONTACT: JERI CHARLES
202-362-9118
BERET GRIFFITH
212-475-5020

FOR IMMEDIATE RELEASE

ORGANIZATIONS WITH INTERNATIONAL OUTREACH

‘SHARE APPROACHES THAT WORK’

AT NEW YORK DEVELOPMENT SYMPOSIUM

"Putting a global spotlight on human development projects that work" was a prominent theme of a symposium held recently in New York City. Representatives from various United Nations agencies, private voluntary agencies and private corporations involved in the development process worldwide identified breakthrough projects in the area of human development. They took the first steps toward forming coalitions that can trigger rapid acceleration and replication of effective access to only 20% of the world's resources.

The keynote speaker at the Symposium was Ms. Ruth Karen, Senior Vice President, Corporate Public Policy Division, Business International Corporation.

The Rural Development Symposium (RDS) held in New York City is one of six symposia to be held in the USA for the purpose of locating the most effective development projects both in this country and abroad. Similar RDSs are being held in fifty other nations in an attempt to identify the best development wisdom of projects in agriculture, nutrition, health, education, and cottage industry. In addition to the traditional economic and social emphases of development projects, the Rural Development Symposia highlight the human factor in the development process.

Rural Development Symposia held in each of the fifty participating nations are convened by National Steering Committees composed of prominent citizens of those nations. One function of the National steering Committees is the selection of projects to be represented at the International Exposition of Rural Development (IERD) to be held in New Delhi, India in February '84.

"Sharing Approaches That Work" is the theme of the New Delhi plenary event which will showcase the best development projects of fifty nations. The practical wisdom gathered from this unprecedented Exposition will be organized into a comprehensive document that will be made available to the private, public, voluntary and local sectors of the development community --from grass roots to governmental. The primary intent of the three-year IERD is to accelerate the replication of tested methods and models of rural and urban development.

This three-year program is being co-sponsored by the UNITED NATIONS DEVELOPMENT PROGRAMME, the UNITED NATIONS FUND FOR POPULATION ACTIVITIES, CANARA BANK OF INDIA AND THE ASSOCIATION OF INDIAN ENGINEERING INDUSTRY. The organizing sponsor for the Exposition is the INSTITUTE OF CULTURAL AFFAIRS INTERNATIONAL (ICAI), a private, non-profit development association of all the nationally registered and chartered ICA's in 35 nations. In the U.S. the INSTITUTE OF CULTURAL AFFAIRS is headquartered in Chicago and maintains 22 regional offices. IERD communications will be coordinated by ICA offices in Chicago, Houston, Los Angeles, New York City and Washington, D.C.

INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

BACKGROUND PAPER



CO-SPONSORS

United Nations Development Programme
United Nations Fund for Population Activities
Association of Indian Engineering Industry
Canara Bank (India)
The Institute of Cultural Affairs International
(Organizing Sponsor)

THE INSTITUTE OF CULTURAL AFFAIRS

For almost 30 years, the Institute of Cultural Affairs has been pioneering educational methods, curriculum designs and participatory problem-solving techniques. Originally a program division of the Ecumenical Institute, the ICA is now a private, non-profit, non-partisan, non-sectarian, voluntary organization deeply committed to service in the process of improving the quality of human life - urban and rural - by acting as the catalyst for further community participation in self-help projects.

Such programs are currently in place in 40 countries, in all types of cultural settings, from the humblest village to crowded urban slums. During the past three decades, it has been estimated that more than 2 million people have directly benefitted from the Institute's programs.

The goals of the ICA are simply stated: "Development is a community affair, a partnership between the public, private, voluntary and local sectors that is all-encompassing and involves everyone in planning and implementation. The Institute acts as the catalyst for change."

For the ICA, "the process is the product." It is the process of development - techniques, programs, projects that work - which is shared with participating nations. The process developed by the Institute during 30 years of practical field experience has been applied worldwide.

The ICA is a catalyst for grassroots participation in improving the quality of life. Local groups are cooperating to achieve significant social and economic changes. They are revitalizing their aging urban neighborhoods and small towns, modernizing their under developed villages, improving the working environment in their corporation and other organizations.

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

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

Programs created by the ICA have been employed by companies including HUGHES TOOL, IBM, and MCDONALDS. In its foundation projects, the ICA has worked with the FORD and ROCKFELLER foundations as well as with government agencies and other organizations concerned with development.

**INTERNATIONAL RURAL DEVELOPMENT SYMPOSIUM
NEW YORK, NEW YORK
MAY 25, 1983**

CONTENTS

MAY 25 AGENDA

DISCUSSION

TRENDS IN RURAL DEVELOPMENT

WORKSHOPS

A. PROJECT SELECTION CRITERIA

B. NATIONAL EXHIBIT EMPHASIS

Data Sheet

C. IMPACT SCHEME

PARTICIPANT LIST

* * * * *

The following document is a compendium of participant products from an International Rural Development Symposium involving over 60 people from the international development community, private industry and private/voluntary organizations. The group gathered at the Institute of Cultural Affairs' facility in New York City to discern the trends in rural development globally, and participate in Phase I of the International Exposition of Rural Development--proposing criteria for project selection for representation at the Phase II event in New Delhi, India--and prepare for the impact of Phase III.

- 9:00-9:30 REGISTRATION
- 9:30-10:00 WELCOME AND INTRODUCTIONS
- 10:00-11:00 KEYNOTE ADDRESS - RUTH KAREN
SENIOR VICE PRESIDENT
BUSINESS INTERNATIONAL CORP
- 11:00-12:00 TRENDS IN RURAL DEVELOPMENT WORKSHOP
- 12:00-1:15 LUNCH AND BRIEFING
INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT
- 1:15-1:30 BREAK
- 1:30-3:30 IERD (IMPLEMENTATION) WORKSHOPS
- 3:30-4:30 PLENARY - WORKSHOP REPORTS
- 4:30-5:00 RECEPTION

Trends in rural development as discerned by the two discussion groups are:

GROUP ONE

SUPPORTING SYSTEMS

- * World-Wide Distribution System
- * Use of Intermediate Technology

AWARENESS OF POTENTIAL OF EVERY INDIVIDUAL

- * Grassroots Development in Sri Lanka
- * Human Rights Recognition
- * Mayoral Elections in Chicago/Philadelphia
- * Local People Working Together
- * Local Formal/Non-Formal Education
- * Destitute are Seeing Possibility
- * People Learning to Transcend Differences
- * Exponential Growth of Trickle-Up Programs
- * Local People Ready to Move

SECTORAL LATERAL INTERCHANGE

- * Willingness of Collaboration Between Sectors
- * Infrastructure Village Linkage
- * Improved International Collaboration
- * Horizontal Linkages
- * Private Sector Interest

CHANGED OPERATIONAL FRAMEWORK

- * Learn From Mistakes
- * Better Understanding of Development Problems
- * Rural Development Seen as Necessity -- Must Be Worked On
- * Rural to Urban Trend Reversed
- * Trend of Population Growth -- Down

ACCEPTANCE OF GRASSROOTS DEVELOPMENT

- * Awareness of Youth/Women -- Decision, Not Fate, is Power
- * Role of Women
- * Personal Growth Emphasis
- * Proto-Types of Trickle-Up
- * Bottom Up Emphasized in Personal Growth
- * Recognizing Development as Individual Process

GROUP TWO

RECIPIENT INVOLVEMENT IN DESIGN AND IMPLEMENTATION

- * Recognition of Grass-Roots Initiatives
- * People's Participation in Design and Implementation of Projects
- * Participation
- * Listening
- * Individual Responsibility at the Community Level Everywhere
- * Increased Production through Human Involvement and Participation Jointly with Agricultural Credit and Cooperative Bulk Marketing

WOMEN'S PARTICIPATION IN DEVELOPMENT

- * Empowerment of Women
- * Self-Sufficient, More Economic Development
- * Role of Women in Economy/Social Fabric
- * Women in Development
- * Bringing Women Fully into the Development Process

COLLABORATIVE SECTORAL APPROACHES

- * Diversity of Power Bases
- * Organization of the Rural Poor
- * Dissemination of Principles of Nutrition and Health
- * Beneficial Role of Private Sector in the Development Process
- * Communication of Work on a Mass Level Through Film
- * Entering Economic Mainstream on Today's Terms

TANGIBLE RESULTS

KEY CRITERIA

1. Visible sign of socio-economic achievement
2. Achievement of immediate objectives
3. Tangible benefits to participants
4. Degree to which the project benefits the total community

DOCUMENTATION METHODS

1. Monitoring & evaluation system
2. Data collection through surveys
3. Data analysis
4. Preparation & publication of reports

PARTICIPATION/PARTNERSHIP

KEY CRITERIA

1. Local community involvement in all project phases
2. Extent to which local leadership energizes and is strengthened by project
3. Continuing commitment to project objectives

DOCUMENTATION METHODS

1. Recorded interviews
2. Photographs/Films/Videotapes

APPLICABLE RESPONSIVE OBJECTIVES

KEY CRITERIA

1. Reflects actual needs
2. Based on available resources
3. Creative response to major critical issues
4. Objectives are comprehensive

DOCUMENTATION METHODS

1. Number of people involved
2. Extent of implementation of programs

OWNERSHIP

KEY CRITERIA

1. Realistic & positive attitude
2. Consensus by most of those involved
3. Adjust to new insights (flexibility)
4. Plan/method of action

DOCUMENTATION METHODS

1. Individual/group evaluation (regular surveys)
2. Baseline survey, group meetings
3. Written document agreed upon by participants
4. Periodic monitoring

PROGRAM SUSTAINABILITY

KEY CRITERIA

1. Transferable approaches
2. Self-renewing program
3. Equal access to resources
4. Responsive external support systems

DOCUMENTATION METHODS

1. Computerized directory of effective programs

VIALE PROJECT ORGANIZATION

KEY CRITERIA

1. Trained functioning local leadership
2. Basic infrastructure
3. Procedure for monitoring and evaluation

DOCUMENTATION METHODS

1. Availability of local manpower
2. Availability of material resources in project area
3. Project implementation plan

<u>NATION</u>	<u>FIRST PRIORITY</u>	<u>SECOND PRIORITY</u>
BHUTAN	Health	Education/Training
BANGLADESH	Women in Development	Health/Nutrition
BOLIVIA	Health	
CAMEROON	Micro Enterprise	
COSTA RICA	Micro Enterprises	Small Farm Agricultural Development
FIJI	Women in Development	
GRENADA	Leadership Training for Women	
HAITI	Small Business Development	Proper Land Use
HONDURAS	Credit	Marketing
LEBANON	Small-scale Agriculture	Credit Programs
LESOTHO	People's participation in Devel.	Role of Women in Rural Devel.
LIBERIA	Self Help	
NEPAL	Agr. Credit & Group Org.	Training Village Health Workers
PANAMA	Production and Marketing	
PR of CHINA	Production	
SOLOMON ILS	Income-generating Activities	Non-formal Training
SRI LANKA	Local Participation	
SWAZILAND	Income-gen. Skills for Women	Training
TANZANIA	Women in Econ. Development	
UGANDA	Nutrition	
UPPER VOLTA	Water	Energy
WESTERN SAMOA	Agriculture	
SOUTH YEMEN	Income-gen. Skills for Women	
ZAIRE	Food Industry	

I. PRIVATE SECTOR INITIATION

INTENSIFY NETWORKING ACTIVITIES

Private Sector Associations--Speaking Engagements

Implementation:

1. Trade associations--public & private
2. Agricultural Associations
3. Mission programs and service clubs

FUNDING ACTIVITIES

Local Capital Development

Implementation:

1. Savings & Loan Organizations
2. Local Credit Ratings
3. Bartering organizations

II. CROSS-SECTOR IMPLEMENTATION

STRATEGIC ALLIANCES

Creative Application of Cultural Traditions

Implementation:

1. Utilizing cultural groups in partnership with rural workers
2. Training & presenting appropriate communications & education programs with development messages for targeted groups.

MEDIA CAMPAIGNS

A. Visual/Audio Technology

Implementation:

1. Educational T.V.
2. Integrating the Arts in media forms
3. Cultural art forms & stories to communicate learnings

B. Education

Implementation:

1. Informal education programs between villages
2. New educational systems for local men, women & children
3. Adult global education programs

CULTURAL EXCHANGE

Country to Country

Implementation:

1. Delegate Visitation to neighboring country
2. Newsletter on delegate activities

III. VOLUNTEER/LOCAL IMPLEMENTATION

INTENSIFY NETWORKING ACTIVITIES

Promote Communications Networks

Implementation:

1. Key organization newsletters
2. Develop further symposia
3. Focus on successful jointly sponsored projects

MULTIPLAN APPROACH

Methods Know-how

Implementation:

1. Use bilingual trainers in community development training courses
2. Use key people with knowledge of area as public advocates of new development trends
3. Use returning delegates as catalysts

REPORT PREPARATION

Overall Dissemination

Implementation:

1. Local preparation & presentation of project reports
2. Delegates report to national government and National Steering Committees
3. Delegates report to local village groups

LATERAL EXCHANGE

Expanding Women's Involvement in Development

Implementation:

1. Rural women's fairs
2. Literacy programs
3. Mobilizing women's associations

INTERNATIONAL RURAL DEVELOPMENT SYMPOSIUM
PARTICIPANTS LIST

Page 1

ORGANIZATION	NAME	OFFICE PHONE #
African Medical & Research Foundation	Rosaline Sheriff	(212) 986-1835
American Inst. for Free Labor Dev.	James Holway	(202) 659-6300
Business Administration - Kenya	Joseph Kameme	
Business International Corp.	Ruth Karen	
Business World	Jon Naar	
Cabin Creek Center	Barbara Kopple	(212) 533-7157
Catholic Relief Services	Donald Crosson	(212) 838-4700
Challenge for Those Who Dare	Dora Collazo-Levy	
Church Women United	Patricia Roache	(212) 870-2347
Church World Service	Nancy Nicalo	(212) 870-3289
D.T.C.D.	Mr. Mohammed Ahmed	(212) 754-8426
Development Consultant	David Drucker	
FAO	Gabriel Saab	(212) 754-6036
FMME	Paul Henry Rye	(212) 535-9386
Human Development I Program	Emily Henriquez	(203) 762-2803
Human Development I Program	Linda Jellerette	(203) 834-0893
Human Development I Program	Minnie Larson	(203) 762-8143
IBM (retired)	Richard Seacord	(914) 271-5764
ICA: Chicago	Sarah Allen	(312) 769-6363
ICA: Jamaica	Eric Wellington	(809) 922-5033
ICA: New York	Robert Booher	(212) 475-5020
ICA: New York	Ann Ensinger	(212) 475-5020
ICA: New York	George Ensinger	(212) 475-5020
ICA: New York	Eugene Hunter	(212) 475-5020
ICA: New York	Kay Lush	(212) 475-5020

ORGANIZATION	NAME	OFFICE PHONE #
ICA: New York	Timothy Lush	(212) 475-5020
ICA: New York	Doris Morris	(212) 475-5020
ICA: New York	Dorcas Rose	(518) 273-6797
ICA: New York	Lorraine Rozendal	(212) 475-5020
ICA: New York	Joan Seacord	(212) 475-5020
IERD - US Nat'l Steering Committee	Silvana Veltkamp	
IERD Communications	Richard Kitney	(312) 769-6363
IERD Communications	Sandra True	(312) 769-6363
IERD Documentation	Mary Laura Bushman	(312) 769-6363
IERD Documentation	Joseph Crocker	(312) 769-6363
IERD Public Relations	Jeri Charles	
IERD Public Relations	Beret Griffith	(201) 249-9532
IERD US Nat'l Steering Committee	Mary Coggeshall	(201) 543-6341
IERD US Nat'l Steering Committee	Norman Edinburg	
IERD US Nat'l Steering Committee	Henrietta Thomas	(201) 543-4723
IERD Volunteer	Christine Wilcox	
IERD Volunteer	George Wilcox	
ILO (retired), IBPW	Emma Broisman	(212) 486-7977
Meals for Millions	Lorna Greaves	(212) 986-4170
Morristown Memorial Hospital, IERD USNSC	Bayard Coggeshall M.D.	(201) 538-6116
Paradigm Computer Services	Dale Sieben	(212) 460-9170
Paradigm Computer Services	Shelley Wagener	(212) 460-9170
Peace Corps. (formerly)	Ruth Waddington	(201) 267-7709
Playtex Corp.	Jim Armour	(201) 265-8000
Pres. Synod Program Development	Louisa Whitlock	(201) 766-0585
Rural Development Leadership Network	Starry Kruger	(212) 925-0733

ORGANIZATION	NAME	OFFICE PHONE #
Rural Development Services	George Baldino	(212) 974-9406
School of Adv. Int'l Studies	Hans-Peter Brunner	(212) 785-6200
Techno-serv	Barbara Magner	(203) 846-3231
Trickle Up Program - IERD GAB	Glen Leet	(202) 362-7958
Trickle Up Program - IERD GAB	Mildred Robbins Leet	(202) 362-7958
UNFPA	Jeannie Peterson	(212) 850-5632
United Church Board of Homeland Ministries	Douglas Rozendal	(212) 239-8700
United Nations Development Program	Alfred Edwards	(212) 986-4186
United Nations Development Program	Paulos Abraham Ludwig von Reiche	(212) 906-5038
Vol. Fund - UN Decade of Women	Kyo Naka	(212) 754-7291
YWCA Board of Directors	Leela Kanter	(201) 276-6806
Save the Children	Wendy Wakeman	
Babcock Foundation	Kenneth Mountcastle	
Folk Arts & Communication in Development	Cecelia Daquote'	
International Leadership Conference Translator	Martime Parmentier	