

A DESCRIPTION  
OF THE  
U.S.A. PARTICIPATION  
IN THE  
INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

Co-Sponsored by:  
UNFPA  
UNDP  
Canara Bank  
Association of Indian Engineering Industries

Organizing Sponsor:  
Institute of Cultural Affairs International

## THE SITUATION

Post World War II development assistance programs were focused on aspects of macro development. These efforts principally utilized the components of capital inflow and technology transference to improve basic standards of living in countries throughout the world. While such assistance programs have achieved significant results, they have also illuminated a third component necessary for lasting effects at the local level. This third component has been described in many ways including community involvement and local participation. As Denis Goulet has observed: "Development is not a cluster of benefits 'given' to people in need but rather a process by which a populace acquires mastery over its own destiny."(1)

## IN THE U.S.A.

The current recession in the U.S.A. has accelerated the deterioration of rural community life and illuminated the dangers of small town dependency. The rural population has dropped from 9.7 million in 1970, to 6.0 million in 1982.(2) Between 1977 and 1982, the number of farms in the U.S.A. decreased by half a million. The real prices of food are expected to double between 1982 and the year 2000; regional water shortages will become more severe; serious deterioration of agricultural soils will occur.(3) The large migration from the rural to the urban communities continues to occur in the United States. The solutions to these problems, which are as real for the other nations of the globe as they are for our nation, must be found in order to create a viable future.

While there are significant programs being undertaken, each with its own particular insights and learnings for rural development, they continue to exist in isolation from each other. New approaches are already being implemented as the need for alternatives is exposed. However, there are limited structures and networks that encourage involvement and cooperation among community residents, rural business, government agencies, private corporations, service organizations and interest groups to meet the common challenge of rural revitalization. Dr. Holland maintains that, "Within a locality the single most important characteristic that could be generated is an approach that I'll call the Public/Private Partnership...a willingness for elements of the public sector and the private sector to look for areas of agreement, and to work together as closely as they can to try to attack the common problems."(4)

1. James P. Grant, Executive Director of UNICEF, The State of World's Children 1981-82, 1982 pp. 24-26.
2. USDA figures issued in 1982.
3. The Global 2000 Report to the President.
4. Dr. Robert C. Holland, President, Committee for Economic Development, 1982.

## AROUND THE WORLD.

Self sustaining rural development has been difficult to achieve. The breakthroughs of many projects and programs have often been hidden in a tangle of disappointments and inevitable setbacks. All too often isolation of efforts and a mood of pessimism obscure the hard won achievements in humanity's struggle to improve the quality of life. Loss of public support for development efforts is an unfortunate reality. For example, many feel that "too much of our foreign assistance is kept by the leaders of poor countries and does not get to the people."(5)

Yet, progress in world development over the last four decades is evident. Smallpox has been globally eradicated. The average income of people in the developing countries has doubled, their average life expectancy has increased from 42 to 54 years, and the proportion of literate adults has risen from 30% to over 50%.(6) Every nation has experienced successes; for example, self-sufficiency in food has been achieved in the populous nation of India.(7) Effective local efforts must be behind these and other accomplishments.

Nevertheless, it is increasingly evident across the globe that a means must be found for massively accelerating development in rural towns and villages. "The necessary resources already exist or can be found. To mobilize them, however, requires acts of international cooperation and national initiative on an unprecedented scale."(8) The experience of countless groups and individuals needs to be documented and made available to the public. A spotlight needs to be placed on successes in development. People want to see hope in the future which is founded on proven approaches of the past. The IERD is designed to be such a spotlight.

5. World Bank, IDA in Retrospect, 1982, P. 15.

6. World Bank, World Development Report, 1980, pp. 1 and 2.

7. A.W. Clausen, Address to the Board of Governors of the World Bank, Toronto, Sept. 1982.

8. Preface to Consultant Group on International Agricultural Research, 1980.

## THE OBJECTIVES

The INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT (IERD) three year program of activities (1982-84) has been organized into three phases: I. Formation of a National Development Network; II. International Exposition Plenary; III. Initiation of National Project Replication. The objectives of each of these three phases, particularly for the U.S.A., are spelled out below:

The primary objective of Phase I is the establishment of a network of those concerned with rural revitalization through identification and selection of projects and programs with successful components in their approach to rural development.

Investments and technology become most effective when there is shared responsibility and cooperation among all persons participating in locally based planning and implementation. The private, public and voluntary sectors play an important role in linking locally initiated development to available goods and services. The resulting networks provide interchange which accelerates the exchange of methods, approaches, resources and technology among development efforts.

The primary objective of Phase II, the plenary event in India, is to provide over 50 nations with the opportunity to share the successful methods, approaches and technologies of rural development in a format that will benefit local implementation in each nation.

A consensus now exists that new approaches are needed in rural development at both local and national levels. The U.S.A. delegates will share their "workable" efforts with the other participating nations, and join with other participants in identifying current trends in rural development and future implications. The resulting compendium will provide practical material to be used in future development efforts by people working at both the micro and macro levels.

The primary objective of Phase III is to disseminate the results of the International Exposition Plenary and enable the utilization of successful projects and methods by existing networks of rural development throughout each nation.

A key factor in effective development is the participation of local people in determining the objectives of development. The U.S.A. delegation, with the other national teams attending the International Plenary, will have primary responsibility for communicating the results to the nations involved. Results will be shared with local and national development networks to assist existing projects and to promote the initiation of new projects and the application of innovative concepts.

## THE ACTIVITIES

### PHASE I: FORMATION OF A NATIONAL DEVELOPMENT NETWORK

#### PART A. Regional Development Interchange

##### 1. Regional Working Groups

Regional working groups will be formed across the United States. These coalitions representing the public, private, voluntary and local sectors, will consist of individuals who are concerned about and involved in rural development. These groups will be responsible for implementation of all three Exposition Phases in their regions and will select delegates to the national U.S.A. Steering Committee.

##### 2. Field Research

During the periods of preparation and followup of the Rural Development Symposium, each working group will seek out rural development efforts, individuals and participating agencies through their region. Inclusive participation of all sectors will be elicited in the Rural Development Symposia. During the process, a compendium of rural development projects, descriptive of activities and participating agencies will be created.

##### 3. Rural Development Symposia

The Symposia will be held at sites determined by the regional working groups. During each two day event, field workers, corporation representatives, community leaders and government and voluntary agency people will interchange their views and compile their learnings in local development. In the light of present obstacles, the foundational keys to successful project implementation will be identified. Key projects, which are contributing significantly to rural development efforts, will be considered as national displays at the International Exposition Plenary. Each symposium will conclude with discussion of future cooperation, interchange and efforts in rural development.

##### 4. Documentation and Communication

To communicate successful approaches in development effectively, the regional working groups will create project documentation reports and distribute them broadly in order to stimulate and assist similar programs throughout the nation.

#### PART B. National Delegation Preparation.

##### 1. Selection of Projects

Each regional working group will recommend and present a number of significant development projects to the U.S.A. Steering Committee. Using common criteria, the Committee will select projects which most effectively highlight the U.S.A.'s unique contribution to development for presentation at the International Exposition Plenary.

##### 2. Team Preparation and Orientation

The U.S.A. Steering Committee will work with the selected delegates to the International Exposition Plenary to prepare the presentation from the United States. Selected projects will be documented in depth and multi-media presentations created. The delegates will work together

to form a single team representing the United States' contribution to rural development. The delegation will be trained in the methods which will be employed to maximize participation and effectiveness.

## PHASE II: INTERNATIONAL EXPOSITION PLENARY

The United States' delegation will be among 50 national teams which will assemble in India for a three-stage event.

The Global Symposium displays the work of the fifty nations, reviews their documentation, discerns the basic contradictions facing local development and articulates key directions for the future.

The Field Workshops provide "hands on" experience through visits to selected local rural development projects across India for the 750 participants in teams of 20-25 persons.

The Documentation Assembly reassembles the group in New Delhi to compile their learnings into a compendium report on the key factors of successful development and to create a handbook of guidelines for future development.

The key to the International Plenary Event, and indeed, to the IERD as a whole, is the participation of local people from communities in which development efforts are taking place. In order to ensure a balanced participation of local leadership from developing nations, the United States will provide 50 scholarships of \$3,000 each for participants from these nations. Europe and Japan will match this amount, while Canada and Australia will provide 10 scholarships each. These scholarships, raised by the National Steering Committees in each of these countries, will cover 25% of the total participation in the International Plenary.

## PHASE III: INITIATION OF NATIONAL PROJECT REPLICATION

### PART A. Delegates' Debriefing

#### 1. Delegate Implementation Team Training

Following the International Exposition Plenary, delegates representing the U.S.A. will gather. They will complete the Compendium Report and prepare a common reporting design on the results of the Exposition Plenary.

#### 2. Delegates Debriefing and Results Presentation Workshop

On return of the delegation from the International Exposition Plenary, a debriefing workshop will be held with the U.S.A. Steering Committee. During this workshop, the compendium report will be presented and studied. A strategy for presentation of results to regional working groups and for national public communication will be built.

## PART B. National Dissemination of Results

A series of followup events will be held in each region across the nation. The networks engaged in Phase I will participate in workshops in which they will--

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

At national and state levels, workshops will be held to determine the implications of the compendium report for future policy planning and implementation.

### ANTICIPATED BENEFITS

Multiple and varied benefits are expected from the three phases of the Exposition:

Local people will have access to the kind of "lateral sharing" which will expose them to successful local approaches.

Private Voluntary Organizations will be able to re-evaluate their current activities and identify strategic focuses in which their future efforts are most required.

Development Agencies will be able to reassess and refine their programs in the light of practical field and local experience.

The Public Sector will be able to explore ways of using coalitions to accelerate development in their own nations.

Practical benefits expected for Private Corporations and Businesses are--

1. Identification of successful development programs to recommend for corporate support.
2. Location of potential future partners for integrated development projects.
3. Obtaining direct data from rural areas to inform marketing and future industrial development strategies.
4. Establishing community wide recognition of the corporation's role and interest in development.
5. Cooperating in ventures which will foster economic recovery.

## THE SPONSORS

Sponsorship of the INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT (IERD) is being sought from major multi-lateral and national agencies. Co-sponsors include the United Nations Development Programme (UNDP), the United Nations Fund for Population Activities (UNFPA) and the Institute of Cultural Affairs International (ICAI). In India co-sponsors include Canara Bank and Association of Indian Engineering Industries (AIEI). The India Event has the support of the Government of India, an Indian Advisory Board and the India Steering Committee.

Over one hundred prominent persons from thirty-four nations form the Global Advisory Board. These include Mr. William Norris, Chairman, Control Data Corporation; The Honorable Robert S. McNamara, former President of the World Bank; Mrs. Mildred Robbins-Leet, Co-Director, Trickle-Up Program; Fr. Theodore M. Hesbergh, C.S.C., President, University of Notre Dame; Dr. Robert J. Marshall, President, Lutheran World Relief. Other members include His Excellency Vice President Adam Malik, Indonesia; Mr. August J. Vanistendael, President, Caritas Catholica Belgica; Mr. Victor Rice, Chairman, Massey-Ferguson, Canada; and Mr. Varindra Tarzie Vittachi, Deputy Executive Director for External Affairs, UNICEF, United Nations.

As the organizing sponsor for the IERD, the ICAI is providing most of the full time staff necessary to assure adequate coordination and management. In the U.S.A., the Institute of Cultural Affairs was federally incorporated in 1973 as a charitable corporation with tax exempt status for contributions under Section 501(c)(3) of the Internal Revenue Code. Its financial records are audited annually by Arthur Anderson & Company. The ICA programs most widely known across the United States, include the 5th City Human Development Project in Chicago and Town Meeting-U.S.A. conducted in over 5000 communities across the country. Funds raised for the IERD in the U.S.A. will be deposited in the ICA's designated IERD account. This account will be monitored by the finance subcommittee of the National Steering Committee.

PROPOSED UNITED STATES BUDGET  
February, 1983

PHASE I: FORMATION OF A NATIONAL DEVELOPMENT NETWORK

Part A. REGIONAL DEVELOPMENT INTERCHANGE

Field Research

Communications	12,000
Transportation	50,000
Regional Coordination and Staff Support	25,000

Sub-total 87,000

Rural Development Symposia

Speakers' Fees	1,500*
Facilities & Equipment	3,000*
Participant Materials	1,300*
Local Travel	2,500*
Project Exhibits	4,500*
Reception	600*
Facilitation Fee	4,000*
Document Production	1,000*
Regional Coordination and Staff Support	5,500*
Facilitators & Speakers Expenses	1,500*
Food & Lodging	8,000*

\*Cost per Symposium; 8 Anticipated

Sub-total 267,200

Documentation & Communication

Project Evaluation	7,750
Project Documentation	6,250
Media Presentation	16,000
Regional Coordination and Staff Support	27,500
Communications	12,000

Sub-total 69,500

PART A TOTAL 423,700

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PHASE I: FORMATION OF A NATIONAL DEVELOPMENT NETWORK

Part B. NATIONAL DELEGATION PREPARATION

Project Selection

Regional Presentations	8,000
National Project Selection	12,000

Sub-total	20,000
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Team Preparation

Presentation Preparation	24,000
Orientation Program Preparation	11,000
Orientation & Training Seminars	13,000

Sub-total	48,000
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PART B TOTAL	68,000
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National Coordination For Phase I

Steering Committee Meetings	32,000
Coordination Office	48,000
National Communication Program	62,500
Financial Records	5,000
Program Design Cost	42,500
Travel	25,000

Sub-total	215,000
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<u>PHASE I TOTAL</u>	<u>\$706,700</u>
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PHASE II: INTERNATIONAL EXPOSITION PLENARY

Exposition Plenary Participation

Delegation Travel	52,500
Delegate Fees (2,000 ea.)	60,000

Sub-total	112,500
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U.S.A. Plenary Support

Coordination Office and Staff Support	3,000
Communication	5,000
Financial Records	2,000
Plenary Facilitation & Travel	45,000

Sub-total	55,000
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Ensuring Participation Of Developing Nations

Delegation Travel (50)	50,000
Delegation Fees (50)	100,000

<u>PHASE II TOTAL</u>	\$317,500
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PHASE III: INITIATION OF NATIONAL PROJECT REPLICATION

Part A. DELEGATES' DEBRIEFING

Implementation Team Training

Accommodation	3,000
Participant Materials	1,000
Training Facilitation	2,000

Sub-total 6,000

N.S.C. Debriefing

Travel	14,000
Materials	2,000
Accommodation	4,000

Sub-total 20,000

PART A TOTAL 26,000

Part B. NATIONAL DISSEMINATION OF RESULTS

Project Briefings 130,000

National Implementation Workshops 176,000

National Coordination 180,000

PART B TOTAL 486,000

PHASE III TOTAL \$512,000