

# CAMPAIGN NEWS



NEWSLETTER OF THE INSTITUTE OF CULTURAL AFFAIRS

VOL. I, NO. 3

JANUARY, 1979

## "MISSISSIPPI IS LEADING THE WAY"

The historic Mississippi Governor's Mansion in Jackson, Mississippi, was the setting for the first Global Women's Forum (GWF) to be held in the state. On December 5, 1978, 120 women from across the state gathered to participate in this kick-off event for Mississippi Town Meeting: 200. After the event, the Director of the Governor's Office of Volunteer Services stated, "Mississippi women have been moved to a new awareness, and from here on I think they are going to be on the move."

*This event launched a six-month program to hold 200 Town Meetings and related Forums throughout Mississippi.*

The sponsorship of these local community events has come through the State of Mississippi Governor's Office of Citizen Participation. The services of the ICA's Town Meeting Program and its local staff from the Delta Pace Human Development Project have been enlisted. Local training sessions will expand the core of volunteers from local communities who will provide the leadership. This joint effort will be coordinated through the Department of Volunteer Services. Each of the 10 planning and development districts of the state will host 20 Forums and an Assembly by June, 1979.

In the last two years, 100 communities spread across all 82 counties of the state held Town Meetings, providing the foundation for this new citizen participation wave. Successful Town

Meetings were held in communities of 200 as well as cities. The Mayor of Greenville comments, "The Greenville Town Meeting was a tremendous success bringing about a clean-up campaign and reflecting other needs and solutions for our city." Another county leader stated, "The Town Meeting held in the unincorporated area of Saucier, Mississippi, was, in my opinion, an outstanding success. This type of program is great for communities that do not have community government such as a town or city has." Other reports from communities that held Town Meetings indicate a new level of citizen participation—with work days, town celebrations and emerging leadership.

Another key has been the Delta Pace Human Development Project (HDP). Initiated in January, 1977, it is a pilot demonstration project in comprehensive social and economic development at the local level. Pace is 50 miles from Greenville. The Project focuses on local citizen involvement in implementing programs which were targeted in 1977 by the community.

*You are cordially invited  
to Mississippi's first  
Global Womens Forum  
Governor's Mansion  
Jackson, Mississippi  
December 5, 1978 from 9:00 A.M. to 4:00 P.M.*

*Sponsored by  
The Governor's Office of Volunteer Services  
in consultation with  
The Institute of Cultural Affairs*

*R.S.V.P.*

*354-7790 ext. 55*

The Delta Pace HDP is one of sixteen U.S. communities demonstrating local development methods. This year, the leaders of Pace will participate in Mississippi Town Meeting: 200 as involved citizens of the state. And Delta Pace will serve as a demonstration community for other communities where Town Meeting is awakening local citizens to the possibility of doing their own development.

WELCOME



CHALLENGES

Challenges  
What is our  
situation?

INTERLUDE



PROPOSALS

Proposals  
What can  
we do?

PLENARY

TOWN  
MEETING  
DOCUMENT



## GWF LINKS TWO WORLDS

Rio de Janeiro and Bananeiras, separated by just a three-hour drive, stand worlds apart. Rio is the major business port of Brazil. Bananeiras, a small agricultural village, rests in the mountains above Rio and is reached by traveling over a very rough road. In June, 1978, with the assistance of business leaders from Rio de Janeiro and the people of the village, a comprehensive Human Development Project was begun in Bananeiras. On November 30 and December 2, 1978, Brazil's first two Global Women's Forums were held in Bananeiras and Rio de Janeiro.

Women of Bananeiras seldom work or gather socially outside the home. The GWF brought new possibility for participating in the life of the community. Invitations were extended through door-to-door visits. On the day of the Forum, the ICA women met the village women at their homes and accompanied them to the Forum site. Last minute approval from husbands, arrangements for child care and changing of clothes made it clear that this was a very special event in the life of the whole community.

Thirty women participated, sitting in the room, standing in doorways and windows, discussing their community—perhaps for the first time—ignoring barriers that have separated them for years. Curious men passed by several times. Other activity in the community came to a halt. The women spoke clearly about their concerns: no electricity, no industry, limited commercial facilities, no school beyond fourth grade and inadequate medical and dental services. Their proposals called for a health fair and further research into cottage industries. Many women stayed long after the Forum was over, talking about the day.

In Rio de Janeiro, the Forum was attended by a cross-section of working women, students and housewives, American and Brazilian. It was conducted in English and Portuguese. Excitement and enthusiasm broke loose as women began to articulate their unique role in the world. Educational reform was a key concern, along with women's participation in community action groups, augmenting teachers' salaries and providing comprehensive health services. Several women requested a trip to Bananeiras.

After the Forum one woman wrote these reflections:

*When I got home, I was looking at the card I received at the Forum. On it there are a lot of women's faces from all the distant parts of the world. I started thinking that I would like to know some of those people's lives. Every person there caught my attention because they showed different feelings in their smiles and regards: Happiness, hope, sorrow, friendship, joy, dreariness, amusement, magnanimity, love, courage. Then I thought of how it is important to us, who have a better life, to try to help the poorer people. For we cannot be completely happy if we know that next to us people are hungry and don't have a proper place to live. I felt that women may really have a great importance in the world today.*

## JAPAN'S MOUNTAIN OF CARE

A new day is ahead for Japan. **One thousand Town Meetings** are planned for 1979-80. The key is gaining the support of Japanese companies in undergirding the cost of the Town Meeting Program and assigning personnel to work one day per week. Two companies have already agreed to supply volunteers.



A LENS course was held with Japanese, Korean, Danish and American businessmen. Participants discussed their responsibility for global issues and how their corporations might respond. The businessmen expressed interest in holding the seminar in their corporations.

The first GWF held in Japanese took place on Nov. 10 in Osaka after four women spent three months in training and translation of GWF materials. The 30 women at the Forum were students, housewives, mothers and grandmothers. One woman came because "It is the only time I can talk about things that concern the future of my eight-year-old daughter."

Fukuoka held its first CYF with 14 students, members of the Fukuoka University English Speaking Society. Two of the students were trained to lead the workshops and do the lectures. Since the students had experienced only limited conversation with foreigners, the CYF tested their capacity to express their insights and accelerated their teamwork and leadership abilities. They are now ready to conduct additional Forums.

## development

### TOTALING UP THE MILLION

Global Development Centrum: Chicago posted its first \$1,000,000 victory this past quarter. A simple 1-2-3-4 approach assured the *Miraculous Million* from the beginning. First, the Systems Patrol with a bottom line of \$100,000 witnessed a breakloose in the Thanksgiving and Christmas grassroots mailings which brought in nearly ten times their cost. They uncovered many new donors and provided a much-needed regular contact with all donors. Second, the Circuits Patrol with a \$200,000 bottom line achieved victory working with the Houses by assigning each House a \$6,000 target. Several Houses far surpassed their target. This maneuver quickly and dramatically actualized the Memorial on localizing Development. The Student House raised \$1,000. Third, the \$300,000 which the Public Sector Patrol raised came from various government agencies who saw the ICA's effectiveness with programs for local man. A seminar on the Maharashtra Replication Project at the World Bank climaxed the quarter. Fourth, the Private Sector Patrol's \$400,000 goal was actualized primarily through broadening the support from wealthy patrons across the continent. Some gave for the first time and others dramatically increased their previous gift.

## research

### HDTS: 5TH CITY IS UNDERWAY

HDTS: 5th City opened on Jan. 7 with over 100 around the table, including School participants, faculty, 5th Citizens and invited guests.

The 50 participants are a kaleidoscope of people from HDPs across North America, Project associates, long-time colleagues and people who answered a rather strange newspaper ad. They represent diverse cultural groupings and seven nations: Great Britain, Jamaica, Indonesia, Egypt, Philippines, USA, and Canada.

Two things characterize the School thus far. First, a depth collegiality emerged early—a collegiality grounded in a common task born out of a concern for the globe's future and local man's rise. Second, the School is proving to be a point of profound interchange for North America as colleagues share insights from their common engagement in Human Development.

What lies ahead for these 50 students of Human Development? Is this the beginning of something like *Nava Gram Prayas* for North America? On March 3, Graduation Day, some of the questions the School is raising in North America will be answered. Others, the Movement will continue to struggle with.

## operations

### TEAM DOCUMENTS HDP GAINS

In October, a team of two people, one from Brussels and one from Chicago, traveled to Bombay to document what has happened in the 25 district-level HDPs since their Consults. The documentation focused on the economic arena with particular emphasis on the change in gross village income, agricultural productivity, and per capita income. Maliwada was described in detail in both economic and social arenas. The current situation was contrasted with the situation before the December, 1975 Consult.

Interviews with the Maliwada residents and Project staff revealed that the number of salaried jobs had more than quadrupled since 1975 and gross village income had tripled. Equally significant gains had been made in the education and health arenas. Somewhat more intangible have been the gains in leadership capability. At present, thirty to ninety Maliwada residents meet weekly to review accomplishments and plan the next steps in Human Development.

Details on the 25 villages, now only 25% of the Maharashtra HDPs, are available in two different reports. One was published in Bombay; the second was published in Chicago for presentation to the World Bank in December.

## management

### MEDIA MAGIC

The expanded mission and its visibility has stimulated a great deal of public interest in the ICA and its programs. This raises the question of the style and form of presenting the Institute's work to an expanding audience. In the past we have relied primarily on printed publications in single color. Lately, we have begun experimenting with slide shows, movie films and limited color printing.

During Quarter II a video tape of the 15th Guardian Consult was produced at Chicago and shown to the staff. The intent was to demonstrate the simple technology and short production time. The proliferation of video cassette recorders in industry, schools and the home have made this an attractive area of media for experimentation. The availability of simple, low-cost, light-weight, color and sound equipment seems to fit the Movement's needs. Supplying cassettes that display our work in a new audiovisual form is an exciting possibility. During these next few months, the Media Production Post will be experimenting with this and other areas of technology to evaluate its promise and potential for the Movement.

# GLOBAL INTERCHANGE

VOL. I, NO. 3

JANUARY, 1979

**INDUSTRY FEASIBILITY**

1. What are the skills that exist in the community?

SKILLS	SKILLS

2. In which trades or skills are there persons who could play a managerial, supervisory or training role?

SKILLS

3. Which products were once made in this community?

GROWN	PROCESSED	MANUFACTURED	ASSEMBLED

4. Why are they no longer made?

**PERSONNEL**

9. How many hours per day and per week will your employees be on duty?

	PER DAY	PER WEEK
MANAGER		
WORKERS		
ASSISTANTS		

10. When and how often is payday?

PAYDAY

11. What will you pay for maternity leave?

MATERNITY LEAVE PAY	STARTING AT _____
	UNTIL _____
	AFTER BIRTH _____

12. How many paid sick days will you have per month?

13. How many unpaid sick days will be allowed?

14. What criteria will you use to determine illness? (e.g. Doctor's note, phone call before work)

5

## LOCAL MAN STARS IN INDUSTRY WORKBOOK

If a Human Development Project is a demonstration that local man can plan his own destiny, then the *Local Industry Workbook* shows how. A question-and-answer kind of think-and-do book of Human Development, the workbook has eight sections. The first three sections enable a community to decide what industry is appropriate for them. Sections four through eight deal with the continuing successful operation of the industry. The key to the workbook is that it has put the experts in supporting roles while bringing local man to center stage.

The *Local Industry Workbook* is currently being used in three ways:

1. The community guilds in HDPs who are working on industry start-up use the workbook to do their planning and critical decision making.
2. HDPs which already have established industry are using the workbook to answer the important questions which have not as yet been dealt with in a systematic way.
3. The Human Development Training School is using the workbook in its curriculum.

The *Local Industry Workbook* is one of a series of "local man workbooks." Now ready for production is the *Local Leadership Workbook*. Still in first draft form are living environment, agriculture and commerce workbooks.

## LOCAL INDUSTRY WORKBOOK FOR HUMAN DEVELOPMENT PROJECTS

INDUSTRY FEASIBILITY

PRODUCT FEASIBILITY

CAPITAL REQUIREMENTS

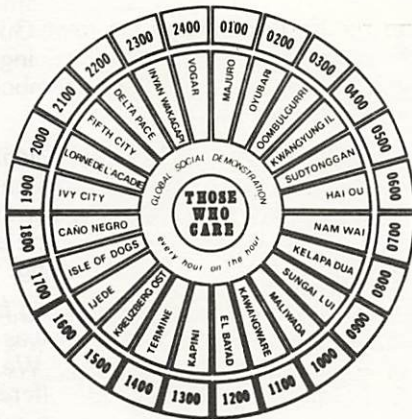
PROMOTION

MARKETING

PRODUCTION

TRANSPORTATION

PERSONNEL



## KELAPA DUA STANDS TALL

The Kelapa Dua Human Development Project (HDP) is becoming a demonstration in its own back yard as well as across Indonesia. Initiated in August, 1976, it is one of the Global Band of 24 HDPs located one in every time zone around the world.

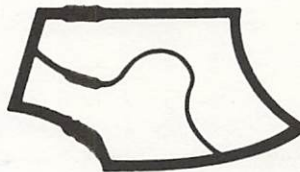
With local leadership the programs are accelerating. The fifth chicken house is under construction, completing one per stake. Profits are forcing a formal, corporate economic structure. Ten hectares of demonstration crops and rice is under way. There are now 12 health caretakers (two per stake). Three babies have been born in Tangerang Hospital, an historical first. The Education Guild has set as its target that all villagers will be literate by August. The construction of a new community center in the heart of the Project is soon to begin. The Voice of Nurada, the community newsletter, is now regular. The Youth Corps has become key to the village breakloose with these 40 young men, ages 20 to 30, coming forth to be leaders and seeking hard training. Planning is happening weekly with 20 village leaders and ICA auxiliary staff. This quarter five new homes have either been built or are under construction, a trend which indicates the village people have made new decisions about the future.

At the Community Assembly, attended by over 500, 11 members of the Village Secretariat were formally installed by the West Java government. The key event was the two-year review and the next two years' phasing led by village residents.

Stakes and guilds, along with the Assembly and the Secretariat, have been the key to a dynamic resurgence. Participation in the stakes has jumped at least 50%. The guilds, now focused around actuation tasks—the Chicken Industry Guild, the Transportation Guild and, for the 16 men who work in Jakarta, the Jakarta Guild—

have come alive. Great spirit and concrete planning is happening weekly. Singing has broken loose and now the village people are writing love songs to the village. They have renamed their three villages of Nurdin, Asam and Dahung as one village—Nurada—which includes all three names and means light exists.

Kelapa Dua is giving light to the province of West Java and the nation of Indonesia. This past quarter four Kelapa Dua residents attended the Consults in Bubun and Bontoa which launched these new Projects. Their presence and the sharing of their insights and practical experience in Human Development has given these new villages encouragement and the ability to move rapidly with development. Two other nearby villages have made formal requests through their leaders for the KHDP and the ICA to help them in their development. The government of West Java has requested the ICA to become consultants to the 5,000 desas in West Java, to set up training programs for government and villages. Kelapa Dua, the place where light exists, now has a new life and a key role to play upon the stage of history.



## SUNGAI LUI KEEPS THE MONEY IN

At one time fresh produce and fish could not be purchased in Sungai Lui (Malaysia). People of Sungai Lui had to travel by bus three miles to the next village to supply their kitchens. They paid their fare and spent their time and carried their load of food home. Their hard-earned money they left three miles away.

Then one day, all of a sudden, the subtle cycle of poverty and the exported fruits of labor was brought to an end. Eleven families in Sungai Lui got together. They requested the community truck to be at their homes at 4:00 a.m. Together they had created a fund and formulated a plan. They took the truck to Kuala Lumpur Central Market and filled it with fresh vegetables, fruits and fish. In Sungai Lui that day they sold everything. The next day they took the truck again and sold everything. On the third day they loaded the truck and circulated to outlying parts of Sungai Lui and neighboring villages. The forward-thinking families then scheduled two work days a week in the village to plant bananas and papaya so they can directly supply the market. Now the village is well on its way to self-sufficiency.

# GLOBAL SOCIAL DEMONSTRATION

# GLOBAL SERVANT FORCE

## MONTHLY MAILING

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1—March 3
June 1—30
March 18—24
30—April 1
11—May 27
... April 6—8

**CAMPAIGN NEWS**  
ICA: Chicago  
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**ICA THE INSTITUTE OF CULTURAL AFFAIRS**  
is an intra-global research, training and demonstration group concerned with the human factor in world development. The ICA, a not-for-profit organization, serves twenty-nine nations. The programs of the ICA are funded through government agencies, foundations, corporations, and concerned individuals.

Donations of twenty dollars or more for the work of the ICA will place you on the mailing list. Checks made payable to ICA are tax deductible.

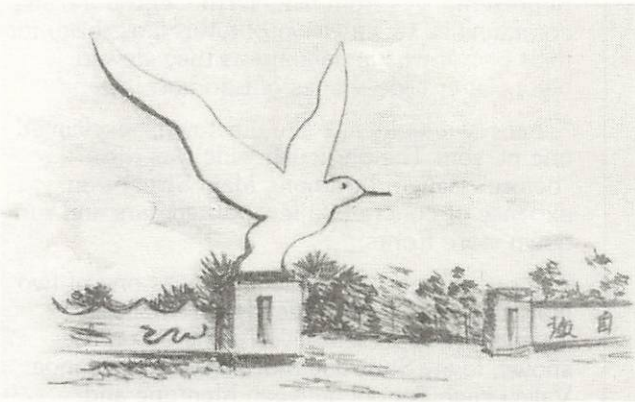
# CAMPAIGN NEWS



NEWSLETTER OF THE INSTITUTE OF CULTURAL AFFAIRS

VOL. I, NO. 4

FEBRUARY, 1979



One of the unique features of the Hai Ou community is its dramatic entryway.

## VILLAGE INVESTS IN ITS OWN FUTURE

When a local community begins the task of Human Development, the investment of resources—cash and material—is essential. This investment usually comes from outside the community for use as seed funds for programs. While this start-up money is essential, a far more important indicator of development is *when a community decides to invest in itself.*

In the 17 months since the Hai Ou Human Development Project (Taiwan) began, a total of \$968,157 has been invested in the community. Only \$67,763 has come from private or government grants. Using these outside grants, Project programs have generated enough enthusiasm and hope in the future for local people to utilize their own resources, (\$900,394 through savings and loans), to equip themselves and the community for comprehensive development.

A large part of this investment was for economic improvement. Upgrading farm equipment and livestock, establishing small business ventures and constructing export facilities accounted for \$700,000. The remainder was used for non-profit-making ventures, such as park beautification, road repairs, preschool equipment and home repair. Amazingly, these figures do not include the enormous amount of "sweat equity"—the hours of labor contributed by local residents to make their community a human place to live.

## HDP PRODUCTS AROUND THE WORLD

### HDPs Market Products Globally

*What do baskets, placemats and quilts have in common? They are all products from Human Development Projects. But more importantly, these products are now being marketed globally.*

In November the Cooperative Action Program sponsored its annual *Vente D'Objets Artisan* (handicrafts sale) at UNESCO Headquarters in Paris. Among the hundreds of items displayed, there were baskets from Kawangware (Kenya), placemats from Serusup (E. Malaysia) and quilts from Vogar (Canada). The fair director, Mme. Barraud, indicated that the quality of the products from the HDPs was the highest she had seen in many years. She encouraged these three HDPs and any others to submit entries next year.

The projects netted over \$800 for their products, commitments for future sales and much goodwill from the more than 2,000 participants in the fair.

### Native Citizens Share Economic Breakthrough

The Inyan Wakagapi HDP (Native American), located in Cannon Ball, North Dakota, has established *Trash-Barro* production as one of its industries. The *Trash-Barro* is a heavy-gauge metal wheeled cart for hauling trash cans. The assembly plant now produces up to 25 barros a day.

Recently a letter arrived at the Inyan Wakagapi plant from Australia. It was a request from the Murrin Bridge HDP (Australian Aboriginal) for the plan and details for establishing a similar plant there. Representatives from Inyan Wakagapi are now on their way to Murrin Bridge to assist in establishing its first industry.

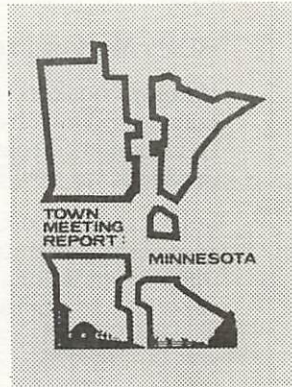


*The Cannon Ball Industries trademark appears on every Trash-Barro.*

## 116 COMMUNITIES REPORT

**Town Meeting Report: Minnesota**, an attractive blue-covered document is appearing on coffee tables in small towns, on the desks of state and local officials and in the offices of major corporations and small businesses. The report, an excellent summation of Minnesota Town Meetings is being used as a prototype for other states. The experience of 116 towns, reflecting the hopes and dreams of over 8500 citizens is analyzed. More than 660 challenges and 120 proposals from all the communities served as the basis for this analysis.

The report begins with a history of the Minnesota Future Day Program launched by Governor Perpich's proclamation in April 1977. This introductory section contains an explanation of the Town Meeting format. The intent of the report is the presentation of a statement based on what local citizens are thinking and deciding about their communities. Section II is a summary of the economic, political and cultural contradictions, aspirations and directions of local communities.



In the third section, the five demographic areas of the state are represented. A brief history and the development of each area is included. The regional challenges and proposals are summarized.

The concluding section deals with the implications revealed by the study relative to human community. A look at all of the challenges and proposals across the state enabled the creation of a state challenge chart and a state proposal chart. This section also includes a compilation of stories of "What Happened After Town Meeting".

An appendix lists each community, the date of its TM, the number of citizens present, and the challenge and proposal statement titles. Representative songs are included in the appendix, as well as an explanation of the planning process used in the Town Meeting.

The document has been beneficial in three ways. First, it has served as authorization for the Town Meeting program with new towns and potential sponsors. Second, the document has illuminated the desirability of a cluster of towns with similar interrelating concerns having Town Meetings during the same period of time. Third, the document has served to surface a network of local people who care.



## WE'VE ALREADY WON

Representatives from five North Central Indiana communities saw a vision of future possibility for their own towns in January as they viewed before/after slide scenes of Lorimor, Iowa.

"That town looks just like our town," exclaimed one person. The particular slide was the "before" view of Lorimor's Main Street—an expanse of concrete, a few parked cars and run-down store fronts.

The occasion for the slide show was one of two North Central Town Meeting assemblies. Twenty-five representatives gathered on the snowy, foggy Saturday morning at Tippecanoe Valley High School between Mentone and Akron.

Task forces mapped out their practical actions from an "already won" stance: "*Government Funding Obtained!*" The next week three government classes at the high school held their own Town Meeting.

## BRAZILIAN YOUTH WRESTLE WITH THE FUTURE

Brazil is a nation of startling contrast between rich and poor. This contrast is especially evident among the youth, who comprise 60% of the population. The energy of these youth is a huge potential resource largely wasted by illiteracy, unemployment, poor health and widespread parental neglect.

Brazil's first *Community Youth Forum* (CYF) was held in Rio de Janeiro on December 9th. The youth looked at current world issues and their vision for the year 2000. They struggled to move beyond a future vision filled with dread and catastrophe to one that is humanly possible to create. With intense concentration and concern, the youth pinpointed technical education as their primary need to move forward in the future.

Oh very young,  
what will you leave us this time—  
you're only dancing on this earth  
for a short while.

—Cat Stevens



# development

## BAND RESOLVES TO WIN \$5.5 MILLION

It was 32° in Brussels, but the heat was on at the Global Development Centrum Band meeting. The first two days focused on reporting the results of the first six months by nexus. **The victory march** included the EEC (European Economic Community) grant for \$360,000, approval of the income tax exemption and the Khatau grant in India, doubling of the average contribution across the Hong Kong Nexus zone and USAID Indonesian grants (\$100,000 for Bubun and 65% of Bontoa's \$220,000 budget). A total of \$2.5 million has been raised through the end of January.

Major sessions in the last three days were: 1) targeting 100 multi-national corporations, 2) preparing a world frame in 12 major arenas, and 3) orchestrating a global campaign to close the year on July 31 at \$5.5 million. Twenty-four paramount maneuvers were outlined with 182 zonal tactics. Detailed charts were created with specific accountability built in. Weekly mailgrams will report tactics accomplished to Chicago. These will be compiled and returned to every nexus weekly. A campaign warboard at Chicago Nexus will symbolize the corporate resolve.

# research

## GIBSON ADVOCATES LINKED TO GLOBAL CARE

*In a nutshell, Gibson folks are functioning under a nothing is impossible philosophy. And you'd best not express a doubt about their ability to climb the mountain because they'll quickly convince you they will. If you're interested in a quick lesson in positive thinking, spend a little time in Gibson.*

*Editorial in the Laurinburg Exchange*

Representatives from the public and private sectors of Gibson and surrounding Scotland County gathered recently at a luncheon hosted by the Board of Directors of the Gibson Community Development Association and the Gibson staff of the ICA. The luncheon acknowledged their partnership and support of the Project.

Kamala Parekh, from India, and Robert Duffy, from Australia, represented the ICA global leadership. Mary Warren Moffett told of the role of a Guardian.

Guests viewed the film, *The World of Human Development*. This film celebrates local man caring for his community through the structures of an HDP. One man commented that the film should be shown to the entire establishment of America. It was a special day in Gibson.

# operations

## STRATEGIC THINKING

LENS, Leadership Effectiveness and New Strategies, is a method of strategic decision-making. It is a process of team planning that uses existing and potential contingencies as the basis for deciding an effective strategy.

Goal concentration elicits abstract reasoning that

does not necessarily lend itself to practical action, much less considerations of strategic action. Concentration on that which is blocking effective action, i.e., **contra-dictions**, elicit a visualization capability that enables a broad overall perspective. It is this practical perception function that allows one to see the "forest" in conjunction with the "trees" Focusing on goals stimulates the standard thought processes that are linear, rational and quantitative; however, by focusing on the contradictions the imaginative processes that are creative and innovative are released.

LENS is based on the assumption that the practical resolutions to a company's contradictions are to be found within the organization. LENS demonstrates new techniques in tactical battleplanning that have enabled corporations to effectively analyze and respond to major contradictions.

# management

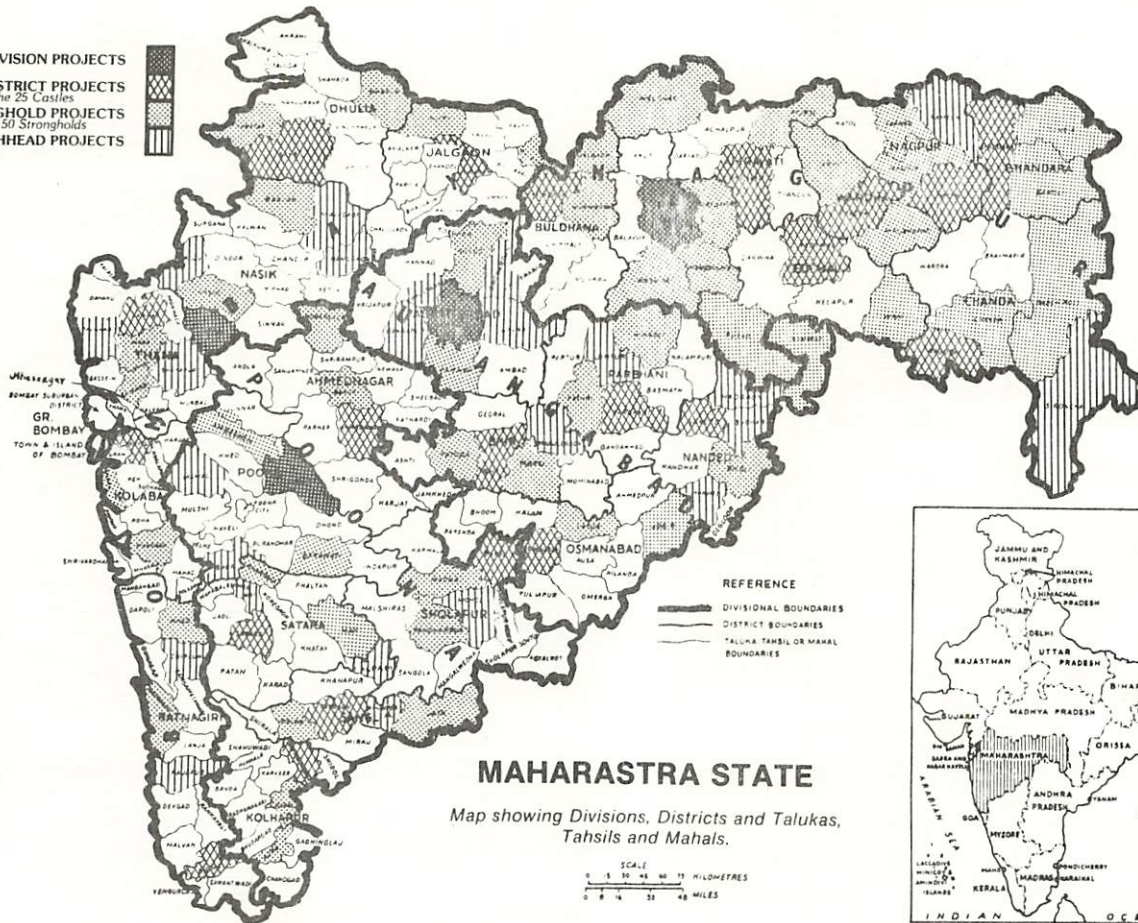
## AUDITS PAVE THE WAY TO THE BAND MEETING

Global Management Centrum is prefacing its Global Band Meeting with *Internal Audits* at each Nexus. The internal audit is a response to four trends in the Institute's current history: First, the increase in public and private grants calls for effective systems for administration of funds. Second, increasing visibility through publicity requires ensuring that the public sees that we are doing what we say. Third, the time is right to practically broaden the breakthroughs of the *Year of Management* and to identify and brood through the remaining arenas of unclarity. Fourth, in deciding future directions of our missional thrust, it is necessary to put in place the systems which guard the mission and provide flexibility.

The internal audit will provide clarity on current fiscal operations. It will underscore the common financial structures and forms by which the centurms operate as a Global Band. It will catalyze a sense of confidence and competence in Management personnel. The internal audits will provide a backdrop for the consensus on basic systems and procedures necessary for global commonality and local functioning.

# GLOBAL INTERCHANGE

DIVISION PROJECTS  
 DISTRICT PROJECTS  
*The 25 Castles*  
 STRONGHOLD PROJECTS  
*The 50 Strongholds*  
 BEACHHEAD PROJECTS



## MAHARASHTRA STATE

Map showing Divisions, Districts and Talukas, Tahsils and Mahals.



## THE MARCH OF THE 232

Three hundred people gathered during the last week of December to celebrate the initiation of the first 100 HDPs in Maharashtra. This Bombay Area Council included Project Directors; Circuit Support Forces (2-4 people from each of the 27 circuits), Bombay Nexus, and at least three village elders from each circuit.

During the Council, attention was turned toward the creation of tactics to establish another 132 HDPs by July, for the grand total of 232. *The March of the 232*, a song written on the Nanded-Parbunic Circuit underscored the resolve to win.

### The March of the 232

Chorus:

*March on through to the 2-3-2  
 It's the only task for you.  
 With the twenty-five as the district signs  
 And the fifty strongholdings true.  
 Then saturation sweeps through the six,  
 And those districts are never the same.  
 Now all the rest, those talukas left,  
 Bring us home to the two-thirty-two.*

*We see industries in the twenty-five  
 Each at twenty people strong  
 And with district schemes for each HDP.  
 Visibility can't go wrong.  
 But for those who may have doubts  
 The village jewels shine out.*

Initiating 132 new HDPs in six months demanded new consult procedures. The consult has become part of an existing circuit. The new consult format allows the villagers to move more rapidly with their plans. In addition it launches the stakes and guilds. Local and district officials are invited to the closing celebration. There they see the progress that's already been made, look at the timelines and implementaries, and find ways to assist in their completion.

Polishing the six spotlight villages was the focus of January. During February, the 25 district Projects are the main emphasis.

*Maharashtra Month*, the month of 60 new Projects begins in late February. Sixteen North American colleagues are joining the Circuit Teams. *The March of the 232* is a global resolve.



## WORKING TOGETHER IN CUSICK

People in the Cusick Human Development Project (HDP) are not just "getting together". This community has experienced a decline since the big lumbermill left in 1959. The main concerns of its citizens today are for light industry to provide jobs, improved appearance of buildings and space, expanded citizen involvement and constructive engagement of youth.

Since the beginning of the USA Project in May 1978, community task forces have been active. The **Industry Group** of the Economic Task Force is working on the Window Frame Industry while the **Commercial Group** is planning relocation of the grocery store and the Cusick Development Association. The **Education Task Force** has put up fencing around the Day Care Center and is finishing licensing for the Center. An after school program has begun and the youth are now responsible for community movie nights. The **Environment and Services Task Force** has formed the Volunteer Fire Department and improved street signs. The **Community Life Task Force** sponsored a Halloween party at the mini-park, Christmas festivities and a six-month celebration of the Cusick Project.



## THE VILLAGE CORNER IN VOGAR

Vogar HDP (Canada) is a Metis village in the midst of a farming community. The main corner is becoming a lively commercial and industrial center.

The community board recently transferred ownership of the Vogar Store to Ralph and Lillian Pelletier. These long-time community residents will enable stable management. The renamed *R & L Grocery* has expanded hours of business and expansion/renovation has begun. A coffee bar and pool room will increase revenue and provide a congenial gathering place for the community. Work has begun on a garage to be operated locally, a service much in demand in the area.

*Vogar Products, Ltd.*, the quality quilt industry has a new home. A Winnipeg architect contributed a loft design to increase the effective floor space of the former one-room schoolhouse. *Vogar Construction Co. Ltd.* did the basic construction. Now the women have enough space to work effectively and to store materials. They are testing new systems to improve quality and decrease production time.



## The 5th CITY VOICE



**What's in a newsletter?** *Voices* from HDPs undergird the village social and economic development and present an image of the community's time, space and relations.

In the U.S., Lorimor's November newsletter details events from 1945 in "Headlines from Lorimor's Past." In the Pacific, the Majuro HDP newsletter features a myth about a Marshallese god—Etao, and a story about the community garden rehearses traditional wisdom concerning self-sufficiency: "Use your hands to feed yourself." Thus, these communities are linked to their past greatness and understandings of humanness. Community calendars map out eventful time. Reports on community meetings and events set community life in an historical context. The Widen (U.S.) *Voice* reports:

*In the freshly painted back room of the grill, just after the mail comes in, is a time to gather to coordinate the many new things happening in Widen. This week reports were heard on the library, the visiting architects, the pallet industry, the Halloween party and the preschool. Anyone is welcome to attend this coming Wednesday's meeting, 11:00, to continue planning Widen's future.*

The newsletters expand local man's space by linking him to the globe. Several recap global news. All self-consciously relate local residents to the Global Band of HDPs. *La Voz de Sol de Septiembre* (Chile) links the village efforts of two Latin America countries:

*Conacaste (Guatemala) began about the same time we did. They are also making progress. For example, they have a pre-school and electricity which they did not have before.*

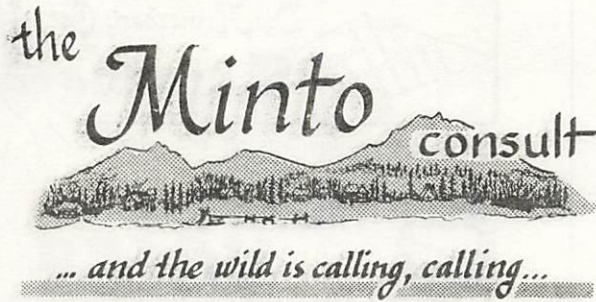
The newsletters highlight relationships of care within the community and call each person to engagement. The *Ijede Voice* (Nigeria) illustrates this:

### Health and Education

*Last week—Arike and Saidatu weighed 31 babies on Saturday—several under one month old—and no one had lost weight . . . Next week—The caretakers will help gather children for injections.*

Finally, the community newsletter announces that local man is winning. He is creating his own future with his own hands.

# GLOBAL SOCIAL DEMONSTRATION



**FIRST HUMAN DEVELOPMENT PROJECT IN ALASKA**

Minto, a village of 260 persons located about 120 miles northwest of Fairbanks, will become the first Human Development Project site in the State of Alaska when the town hosts a Consult there March 19-25.

A rural, native village, Minto residents are Athabaskans, the most widely scattered linguistic family in North America. Like most native Alaskans, they live mainly by subsistence hunting, fishing and trapping, but in recent years their age-old way of life has come into conflict with land claim settlements, oil explorations and fish and game laws.

In 1969, Minto was relocated off a flood plain where water, sewage and electrical systems were hastily installed to accomodate the new village. Minto residents are now eager to prepare themselves for a more permanent settlement and to demonstrate to their neighbors a new alternative in rural Alaskan living.

Volunteer consultants are invited to meet with these villagers during the one-week Consult to help them plan overall socio-economic development programs. Persons interested may call: 312/769-5635.

**THE GLOBAL ACADEMY**

*global in scope . . . local in application*

You are invited to participate in a unique educational adventure called *The Global Academy*. The 8-week training program was created in response to hundreds of requests from concerned people in local communities around the world. It is a short-term training experience to equip "those who care" with practical methods, skills and models.

The focus of the curriculum is:

- intellectual methods
- social methods
- spirit methods

The Spring Academy begins on April 1 and concludes on May 27. For more information, return the form below or call 312/769-6363.

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# CAMPAIGN NEWS



NEWSLETTER OF THE INSTITUTE OF CULTURAL AFFAIRS

VOL. I, NO. 5

APRIL, 1979

## MIRACLE IN MACTAN

*Four and a half centuries after Chief Lapu-Lapu called to a halt-Magellan's colonial voyage, history is again being created on the Island of Mactan, in the Philippines.*



In December, 1978, 39 Mactan villagers graduated from the Human Development Training School (HDTS) in Sudtonggan, signaling the launch of the **Mactan Cluster Experiment**. Sudtonggan Human Development Project (HDP) which began in May, 1976, is the demonstration village for the cluster which involves four nearby villages: Basak Mercado, Malingin, San Miguel and Suba Panas. In January, 30 HDTS grads began the practical task of development.

*First came the Consult.* A great show, not unlike a circus, appeared in the first village. It was Wednesday, community workday. The task was to prepare the village for the Consult which would launch this new HDP. The main road through the village was lined with white painted rocks—a startling announcement that something new was about to begin. At the end of the day, over 100 people, tired but excited, gathered to talk about their community—their hopes and dreams for its future.

*Thursday was set-up day.* A huge tent was erected in the center of the village. Chairs and tables were arranged for the opening feast. A huge crowd participated in the flurry of activity. Teams walked around the village drawing maps and grids. Kitchenware, tables and chairs, food, gas lamps, an electric generator and many willing helpers appeared from all corners. A huge banner was hung across the road announcing that the Consult was about to begin.

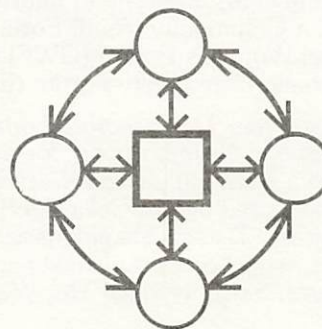
*Friday was filled full.* First, the village's hopes and dreams for the future, expressed at the end of the workday, were drawn together into one picture in the vision plenary. Then the Consult

divided into teams—education, industry, agriculture, and living environment—and made visits around the village analyzing blocks to the community's vision. Again the work was drawn together into one picture. More visits focused serious planning for the future. The final task of the day was to write up proposals.

*The work of Saturday* included the proposals plenary, the teams' work on tactics and *miracles*, key transforming events that would demonstrate possibility. Babies weighed, preschool opened, mangrove trees planted, agricultural land secured, industry workers signed up—announced to all that the village was on the move! The Consult concluded with a banquet. Outside consultants and villagers presented to the community the plans they had together created.

The Consult barely over, three waiting jeepneys collected equipment, materials and HDTS grads and bore them to Sudtonggan for two days of writing up the village's plan. Tuesday evening's celebration marked the completion of the document writing. Wednesday morning in the next village began another workday, more rocks to paint, another tent to set up, another village on the road to a new future!

The four village Projects were underway in three weeks' time. The HDTS grads became so confident of their skills and corporate power that they divided themselves into two teams to do the third and fourth Consults simultaneously. During the Consults they catalyzed village participation, engaged residents, led teams, then wrote and produced the documents. They now form the core of the resident auxiliary staff of the Projects. As a body of people, they are creating the *Miracle of Mactan*, forging history for the next century.



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4-H & Youth • Phone 633-3035

December 7, 1978

Elsa Bergel  
Institute for Cultural Affairs  
Indianapolis, IN

Dear Elsa,

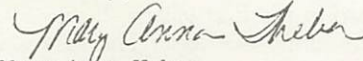
As I reflect on the Global Women's Forum I attended in Indianapolis something occurs to me and I would like to share it with you.

I am a professional Home Economist; I work with many women and I attend many programs - but at the Global Women's Forum I sat with women from all walks of life and the fear of intimidation was not prevalent. I think that the idea of introducing yourself by name and birth place is very healthy. No one has a label ---. With the controversial issues over roles of women - this has caused homemakers to wonder if they are losing credibility to the career woman, etc. - this causes difficulty in discussing issues. I sat at the table and felt safe. Many topics of concern were discussed and no one had to say why they were interested or not interested in the issues.

I will try to use this same technique when I do program planning with other women.

The program from the Forum was excellent and I feel any person who professionally works with groups could benefit from this day of sharing.

Sincerely,



Mary Anna Weber  
Extension Agent  
Youth - Home Economist (Human Development)

MAW/cr

### CLEVELAND EAST HOSTS TM

Community associations in Cleveland's East Side (USA) have begun to pick up the Town Meeting (TM) program. In February 1979, 17 TMs, a Community Youth Forum (CYF), a Global Women's Forum (GWF) and an Economic Community Forum (ECF) were held.

*The first few TMs generated others.* The West Collinwood Neighborhood, for example, produced a plan that called for seven more TMs to be sponsored by the Collinwood Community Congress. These TMs emphasized educational issues, neighborhood planning and agency services. Since its initial TM, West Central

Neighborhood has requested a GWF and additional TMs which students from the Cuyahoga Community College are being trained to lead.

*Eager to learn a method and anxious to engage residents in community activities,* associates of the East End Community Center sponsored a TM for employees focused around the issue of desegregation. With an emphasis on training the staffs of East End and Murtis Taylor Community Centers, two more TMs were scheduled and held. Some who received in-depth training in these TMs conducted five more. *In Cleveland East, TM is becoming a helpful bridge between community organizations and the local people whom they serve.*

## development

### SINGAPORE GOES OVER THE TOP

Global Development Centrum: Singapore reports February's thermometer went over the top with \$55,430. The result of a tremendous effort on the part of both Centrum and Houses, this amount far surpasses the \$40,000 monthly bottom line.

Sources were an exciting mixture of public and private monies, program fees, and grassroots giving. Private sector funding was topped by the \$27,500 Potter Foundation grant, bringing the total from this Australian foundation to \$55,000 since July. The North Sumatra Province of Indonesia in February granted \$8,446 for the Bubun HDP, bringing the two-month total from this source to \$16,500. The Dutch Embassy granted \$5,400 to Kelapa Dua and CIDA granted \$2,500 to Sungai Lui. Two LENS seminars in Medan, Indonesia, netted \$4,000. Australian donors contributed \$2,000. The remaining came from companies and small foundations.

Toward the global target of \$500,000 for the year, GDC: Singapore celebrates the formal signing of the US AID agreements with Bubun and Bontoa. This means \$60,000 in March and \$25,000 in June of this program year. A \$100,000 month is anticipated in March.

## research

### SERVANT FORCE ADVANCES IN RETREAT

"What is the spiritual adventure of our moment?" is the question raised in the experimental **retreat**. In a time of intense engagement, we have a new consciousness of the journey of humanness. In times past this was called "the return"—to service, to the world, to suffering humanity. The retreat is focused on discerning our moment as a culmination of the whole journey of our century.

A pilot retreat was held at Chicago Nexus during Week 8 of Quarter II with the 24 team priors. The four-session construct included exercises in comprehensiveness, turning poetry into truth and truth into poetry, historical and global awareness using a *wall of wonder* and seeing through to the future indicatives and *maneuvers of the void*. Participants reported that the most exciting exercises had to do with the social and the future.

While this is still an experimental edge of Research Centrum, further pilots are scheduled for Quarter IV. Much of the substance of the retreat is contained in the Quarter IV ecclesiola. Experimentation with the retreat will provide essential input into Summer '79.

## operations

### STRIKE UP THE BAND!

On February 23-26, 1979, 13 representatives of the GOC Band met in Brussels to take a mid-year look at where we are in our global mission and continental strategies. The four-day meeting format included Reports to the Globe, The Victory of '79, Grand Strategies and Theater Maneuvers.

The experience of the meeting was to walk around the globe seven times. **1.** The **reports** by Nexus brought to light how the continents and areas were moving. **2.** The exercise of discerning the **ground** for each continent clarified the basis for moving in Quarter IV. **3.** The description by continents of the **Victory Circle** relative to the 14 priorities reconfirmed the decision to win by July. **4.** A conversation about the next four years and a workshop on **continental strategies** for the next year refocused the year's thrust. **5.** The creation of the **global calendar** indicated the critical movements of troops and supplies that would be called for in Quarter IV. **6.** The writing of **maneuvers** put the resolve to win globally into practical form. **7.** Finally, the singing, celebration and informal talk rehearsed the **global collegiality** of those for whom every place is home.

## management

### COMPUTER CATALYZES DEVELOPMENT

Organized communities have a critical need for simple management systems. In Fifth City an experiment is underway that could be a breakthrough in the appropriate use of technology for the management and care of urban neighborhoods.

In February a \$1,000 micro computer with terminal console, keyboard console and recorder joined the Fifth City HDP. This home computer, made possible by the same technological advances that birthed the pocket calculator, is run by cassette tapes played on a conventional recorder. At present, one auxiliary staff and a high school youth are working on entering stake records which are too unwieldy for a card file. In addition, this team is experimenting with doing the accounting for Fifth City businesses. Many businesses currently use an accounting service that costs \$150 per month. The micro computer accounting package can be offered for \$99. When two or more businesses subscribe, the stake work can be done at no cost. If several businesses subscribe, a terminal operator could be hired, thus creating another local business. This new management tool has already become the catalyst for both social and economic development in Fifth City.

# GLOBAL INTERCHANGE

VOL. I, NO. 5

APRIL, 1979

STAKE CHECKLIST			
STAKE MEETINGS		STAKE CONSCIOUSNESS	
Attendance		Key Stake Issue	
		What are they most proud of in their stake?	
		Celebrations:	Workdays
Decisions on Space Care	Decisions on Family Care	Stake Signs/Symbols:	Housing Map:
Issues Raised		Other:	
Who are the leaders in this stake?			
STAKE CARE			
What are the key events in caring for the stake?			
Stake Calling:		Cleanliness:	
Health:		Housing:	
Public Space:		Recreation:	
Utilities:		Roads:	
Elders:		Other:	

6

LEADERSHIP DEVELOPMENT			
	PROGRAMS	STAKES	GUILDS
Established Leadership			
Emerging Leadership			
YOUR SHADOW			
Training Events	Present Training Scheme	Critical Training Gaps	Roles to be Assumed
Up Front Roles			
Global Community Forum			
Model Building			
Pedagogy			
Exchange			
Visits			
Other			

7

## LEADERSHIP HANDBOOK IS READY TO GO

Second in a series of local workbooks, the *Leadership Handbook for Human Development Projects* is now available. Unlike the *Local Industry Workbook* which journeys the novice through the actual steps of setting up an industry, the *Leadership Handbook* is a collection of independent worksheets. Created primarily in response to the need for local leadership training in HDPs, it will be used by stake and guild leaders, Project auxiliary and students in the HDTS.

The *Handbook's* nine pages include planning, contexting and evaluating formats and critical checklists for the leader. The planning worksheets outline the procedures for creating **quarterly tactics**, writing **weekly maneuvers** and conducting **daily collegiums**. Another worksheet deals with the **week's time, tasks and assignments**. The **remaneuvering** worksheet enables the leader at critical junctures to deal

with a new approach to program implementation. The **stake checklist** helps the leader discern and plan the stake's care in relation to stake calling, stake consciousness and stake meetings. The **leadership checklist** focuses the development of new leadership in the programs, stakes and guilds by the journeying of the auxiliary *shadow* through various training events. The **context** worksheet lines out the format for creating a context, complete with reflective questions, rational objective and existential aim. Finally, the **evaluation** worksheet presents the art form conversation method with work space to adapt and rewrite the questions.

Far more important than the content in leadership training is the form and methodology for dealing with persons and tasks. The *Leadership Handbook* has been created by putting the experience of what has been effective in the training of local leaders in the first 24 HDPs into a workbook form. The consistent use of this workbook, it is hoped, will accelerate the development of effective leadership at the local level.



## LORIMOR IMPLEMENTS A DREAM

In Lorimor (USA) it never took long for people talking about health services to get around to the topic of an emergency vehicle to serve the area. Lorimor is a typical Midwest farming community located about 50 miles southwest of Des Moines. About 400 of the community's total population of 1200 live in town. The other 800 live in the surrounding area. More than 35% of the residents are over 65 years old and live on a fixed income. Two thirds of the people have an income of \$9,000 or less.

In June, 1978, Lorimor decided to undertake its own social and economic development. Now the town is doing more than talking. At the quarterly Community Assembly in January, plans for an emergency transportation service were made. Early in February a team went to Macedonia, Iowa, to look at an ambulance that was for sale. There they learned the details of how the Macedonia Ambulance Squad operated and was funded. They returned with great excitement.

Next, a Community Forum was held to look at how to begin a volunteer emergency squad and the options for training and staffing. Community residents met with a Red Cross instructor from the Macedonia Emergency Squad. The Forum made the following recommendations:

1. Put emergency service in operation by mid-May. In the meantime, do the research regarding operating procedures and the purchase of equipment and supplies.
2. Train 12-15 people in advanced first aid to run the service.

On February 24th, the community held a benefit ball to raise money to purchase the ambulance and equipment. The whole preceding week the drama built. In town, people went door to door selling tickets. Those out in the country received them by mail. The youth Boosters led the way with over \$100 in door to door sales. Finally, the ambulance appeared on Main Street. A sign on top invited all to the ball. Two hundred attended. A special feature of the ball was a huge cake in the shape of an ambulance. Through ticket sales, raffles, passing the hat and just plain good will, \$950 was raised.

In March, 25 people began first aid training. By May, Lorimor anticipates this dream of an emergency vehicle will be implemented.

## STAKES ALIVE!

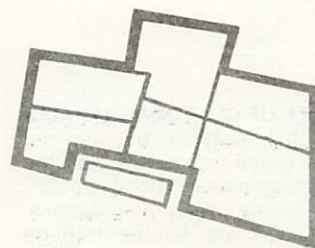
About 120 kilometers from Cairo lies the Egyptian village of El Bayad. In November, 1976, a Human Development Project was begun to improve the economic and social condition of El Bayad's 1700 people as a demonstration sign for the villages of Egypt and the world.

*How does a community care for all of its people?* This is one of the critical questions of development. Traditionally, the people of El Bayad were cared for through their families. Times have changed and this is no longer adequate. The people of El Bayad are now experimenting with a new form of geographically-based care which includes every individual in the community.

Every week the residents of the five stakes (neighborhoods) of El Bayad meet to plan the care of their stake. The meetings are led by village people and include reading and discussion of the village newspaper. They inform residents about the dentist's visit and the work of the clinic. Plans created during these meetings have ranged from making sure that the streets are clean and the rubbish cleared away to the decision of one stake to raise money for a toilet and shower to be built in their stake.

Working through the stake network, the villages are systematically visiting every household in El Bayad. From 4:00 to 5:30 each afternoon visiting teams talk with family households about their hopes for the village and their needs. They have uncovered elders who have been without food for days, children eager to go to preschool and women who would like to attend literacy classes. They have also created a tremendous awareness of the common concern of all the villagers for El Bayad.

Stake activity is increasing. Each stake now has its timeline for the completion of its own toilet/shower/laundry unit and is collecting money for the stone and labor costs. Through the efforts of the community kitchen, children and elders are looking good. You have a very hard time now, unless there has been some debilitating disease, finding a child who looks malnourished. Despite an unusually cold winter, this year none of the children died of pneumonia, the biggest killer. *The stakes are alive and well in El Bayad!*



# GLOBAL SOCIAL DEMONSTRATION

**MY CHICKENS ARE FLOURISHING**

March, 1979

*Greetings from Brazil!*

*Summer is turning into fall here in Bananeiras. This year has really gone fast.*

*I have spent most of my time in the Project trying to get things started in health. Bananeiras has a health outpost, but no scheduled doctor. The nearest doctor is 30 km. away. Almost all of the villagers acutely need dental attention. We were lucky to make contact with a dentist who came out to the village several times to give lectures on dental care and pull teeth. She then put us in touch with Projeto Rondon, a group of university students on vacation (two doctors, a dentist, a pharmacist and an agronomist) who spent several days in the Project. We tested for parasites, which everyone has, and discerned the three main types here. We tied in with a public health nurse from Rio Bonito who spoke to large groups of community women on health, first aid and giving injections.*

*The program that consumed a huge chunk of my time was getting eye exams and glasses for all the villagers. Eye problems are very common here. People have badly crossed eyes due to nutritional deficiencies. An eye doctor in Rio Bonito did the exams. A government agency from Rio de Janeiro is providing the glasses.*

*Since January, I have accompanied four people three times a week to the eye doctor. Because their treatment is complicated, we have had to return numerous times. Most of them do not read. This makes interpreting the eye chart a real challenge. I could write a book on my experiences accompanying Bananeiras villagers to the eye doctor. I have missed the last bus out of town and had to hitch a ride. I've been in buses with flat tires and ones that have completely died on the way. In the rainy season it has not been unusual to push the bus when it got stuck on the dirt road.*

*Life is good in Bananeiras. My chickens are flourishing. I get a lot of exercise. My clothes are all wearing out. I have been hanging around the local store a lot at night, singing my heart out with the local musicians. My eyes are adjusting to lantern light. Beans and rice is a real taste delight. And the village is gorgeous! If you want the adventure of a lifetime, come along.*

TWC

The Bananeiras Human Development Project was begun one year ago. Bananeiras is a small village of 230 located in the mountains outside Rio de Janeiro.

**CONSULTANTS NEEDED FOR COMING EVENTS**

North American Project Acceleration	May—June
Lima HDP Consult	June 4—10
Okinawa HDP Consult	June 10—16
Calcutta HDP Consult	June
Langub Cluster Consults (Philippines)	May 30—June 17
Global Research Assembly: Chicago	July

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# CAMPAIGN NEWS

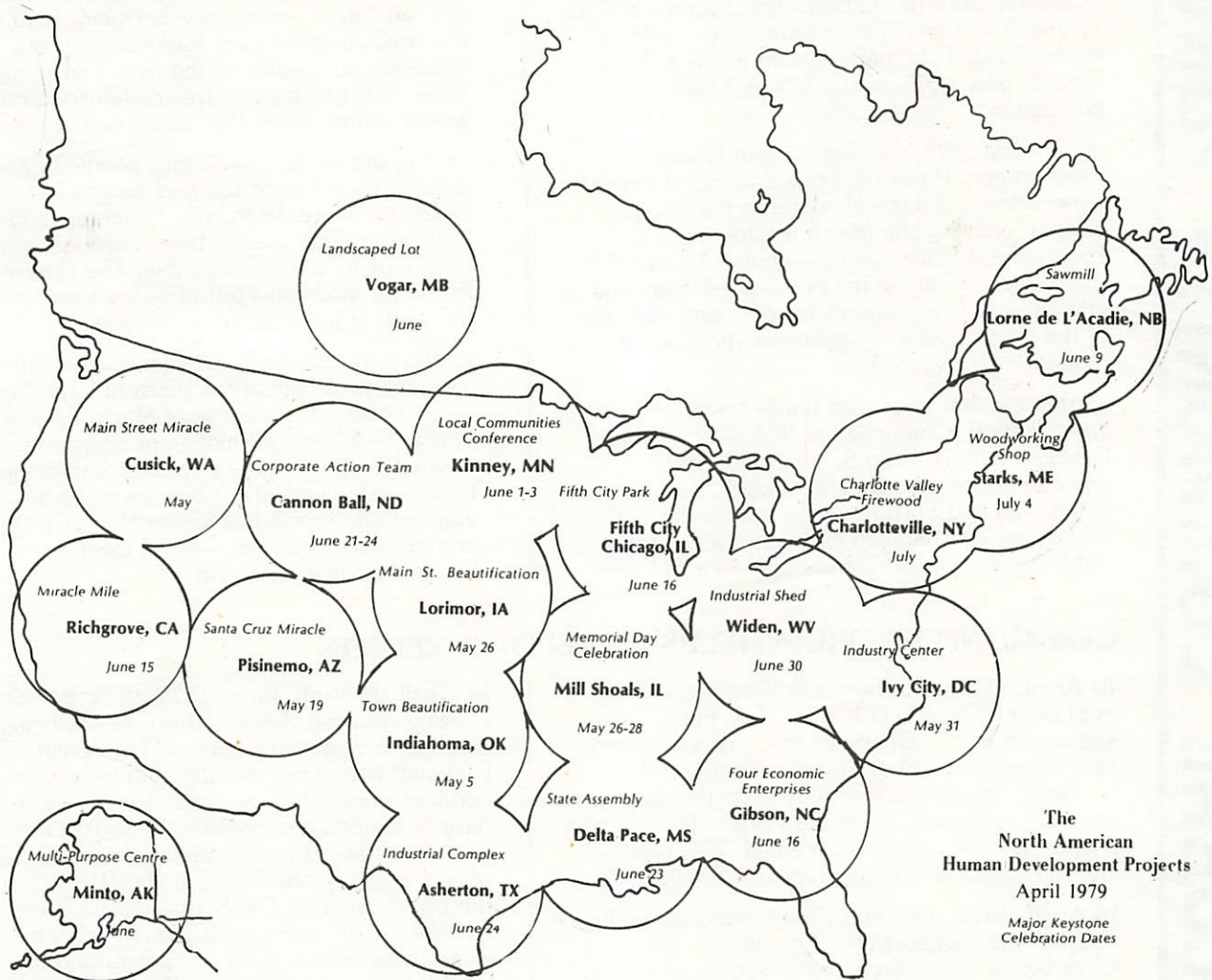


NEWSLETTER OF THE INSTITUTE OF CULTURAL AFFAIRS

VOL. I, NO. 6

MAY, 1979

## 16th GUARDIAN CONSULT LAUNCHES MIRACLE MONTH OF MAY



The  
North American  
Human Development Projects  
April 1979  
Major Keystone  
Celebration Dates

On April 6-8 over 300 gathered in Chicago for the 16th Guardian Consult. The theme was the acceleration of the 19 North American Human Development Projects in the month of May. Nineteen project task forces worked all day Saturday and Sunday morning to build plans for keystone implementation and a year-end celebrative event.

The weekend was highlighted by two events. Friday's demonstration *Evening at the Institute*

presented the film, "The World of Human Development." At the noon meal on Saturday Ruth Wilson, Director of the Governor's Office of Citizen Participation, reported on the Town Meeting program that her office, in cooperation with the ICA, is sponsoring across Mississippi. Comments by Guardians about the weekend reflected appreciation for the practicality of the task force work and the opportunity to participate in its implementation throughout the Miracle Month of May.



## MACTAN 222 INVOLVES EVERY ISLAND VILLAGE

Mactan Island  
Philippines

March 5-17, 1979, 222 Forums were held on the Island of Mactan in the Philippines. Four kilometers by 15, Mactan supports a population of 100,000 in its 100 villages and one city. In the first week 97 Community Forums were held; the following week there were 28 Youth Forums, 31 Economic Forums, 32 Education Forums and 34 Women's Forums. *Two Forums were held in each village.* Total participation in the 222 Forums was 9,000, nearly 10% of Mactan's population.

In January, 1979, the Sudtonggan Human Development Project extended its development experience and methodologies to four nearby villages, creating the **Mactan Cluster Experiment.** (See *April Campaign News.*) For the purpose of doing the Forums, Mactan was gridded into five geographical divisions with one of the Cluster villages serving as the base of operations for each division.

During the first week two teams operated in each division. Comprised of ICA staff, Human Development Training School grads and volunteers from the Cluster villages, each team conducted two Forums a day for five days. The scheduling was handled by mail. A letter from the Governor of Cebu and the Mayor of Lapu

Lapu City requested the cooperation of all *barangay* captains. The whole program was funded by the Philippine National Economic Development Administration (NEDA). Leaders were trained on the weekend prior to the Forums. Teams visited each village to check the set-up.

Each team carried with them a portable blackboard which fitted neatly on the back of a tricycle (motorcycle with sidecar). Plywood painted with blackboard paint, the three by four foot board was hinged in the middle. When folded and latched, it served as a carrying case for materials. Carried over the head, it provided shade on long walks to the next Forum site. When set up against a tree or house, a crowd would gather. Then the Forum would begin.

During the second week four people in each division coordinated the four types of Forums: Youth, Women's, Economic and Education. The division team covered anywhere from four to 10 Forums a day. The Education Forum, a modified Youth Forum, was held with the sixth grade class of each village.

At the conclusion of the second week an assembly was held in the plaza of Lapu Lapu City to claim the promise of Mactan's new future. Five hundred ninety-four proposals created in the Forums give direction to that future while five Cluster villages serve as implementation models. Now in Mactan's 100 communities local man's excitement about the future is turning to action.

## COMMUNITY FORUM HELPS DEVELOP A REGION

**In April, 1977,** a Community Forum was held in Sudbury, Ontario (Canada). The Forum was sponsored by the Chamber of Commerce in an attempt to focus the future development of Sudbury. The proposals focused on the downtown rehabilitation. Since the Forum, 80% of the proposals have been implemented. *This represents an investment now exceeding \$50,000,000.*

**In April, 1978,** a second Forum was held with the multiple sponsorship of the unions, the Chamber of Commerce and all segments of the political structures. The focus of the Forum was future economic self-sufficiency. *It was one of the few occasions in recent Ontario history that this type of event with multiple sponsorship has been held.* The proposals focused on how the community should look in the year 2001. This catalyzed the Sudbury 2001 Project. The major contradiction identified was unengaged neighborhoods and small communities surrounding Sudbury. Releasing the creativity and energy of these neighborhoods was seen as the key to building an economically self-sufficient region.

**In April through June, 1979,** the contradiction is being resolved. *Over 40 Forums* are being held in the Sudbury Regional Municipality. The ICA staff is training volunteers in the region to conduct Forums. A volunteer core of six work daily in the office to provide the logistical system that keeps teams on the road. Funding is being provided by the the Sudbury 2001 Project and the private sector. The Sudbury 2001 Project has also made space for ICA in its offices and given them access to its equipment and materials. It is also providing the ICA staff room and board. Materials and travel expenses are being covered by private sector funding.

**On June 23, 1979,** an assembly will be held in Sudbury. All of the communities which held Forums will be represented. Together they will create the practical form of local community development for the Sudbury Region.

**sudbury 2001**

## SOL DE SEPTIEMBRE DEMONSTRATES WOMEN IN DEVELOPMENT



On February 3, 1979, 35 women from Santiago (Chile) and the municipality of Lampa participated in a unique program called *Women in Development*. Held in the village of Sol de Septiembre, the program brought together for one day prestigious women of the international business and diplomatic community and the women of Sol de Septiembre. *The focus of the day's events was to demonstrate effective engagement of the village women in the economic and social programs of the community.*

To prepare for the day, 50 Sol de Septiembre women worked in task forces—on publicity, hosting, food and registration. Workshops were planned in arenas in which the community could benefit most from additional outside resources: health, handicrafts, adult training, preschool and community beautification.

As the guests arrived, the village women greeted them with the story of the Sol de Septiembre Human Development Project and enrolled them for one of the workshops. A brief talk illustrated the timeliness of this moment for women. Then the Sol de Septiembre women took their guests on a tour. In horse-drawn carts they went to see the industries and services of the village: the bakery, the rabbit project, the sewing industry, the health clinic, the community garden, the preschool.

The men of the community prepared and served a meal which included products of the village: bread from the bakery, tomatoes, melon, corn and local cheese. This allowed the women of the village to participate fully in the day's program. Children were cared for at preschool and *Ninos del Sol* (Children of the Sun), an after-school program for elementary-aged children. During the meal the children entertained the guests with songs. Slides and a brief discussion followed the meal. Then came the workshops.

*The day involved everyone in the community and gave the village women increased confidence in their ability to demonstrate the care they invested in the community. All of the visitors were deeply impacted by the engagement of the whole village. Wherever they went, they saw what a village in action looked like. When many of them attended the Global Womens Forum the following month—and brought their friends—they came with an image of local community engagement and a sense of how they might participate with village women in the rural development effort.*

## KAMWELENI IS NATIONAL DEMONSTRATION

The village of Kamweleni is located 74 kilometers east of Nairobi (Kenya) in a series of hills and valleys of dry bush. In February, 1978, the village, in consultation with the ICA, undertook its own social and economic development. Kamweleni's accomplishments during this first year of program implementation are impressive.

*Land erosion was a major problem. The village has constructed 50 silt traps and planted 4,000 trees and many acres of holding grass.*

*Clean water was a major problem. The villagers built a subsurface dam and pump house, laid pipes to distribution points and put in a chlorination facility. They also built model clay container jars of 500 to 2000 gallons. Eventually every house will have a water jar along with a guttering system to catch rain water from the roof.*

*Underemployment was a major problem. Agricultural production has been diversified to keep pace with the land reclamation project and has brought increased returns for labor expended. The upgrading of the livestock has had a similar effect upon the income of families. A construction company has been formed. They now have contracts for water jars from all over Kenya.*

Everyone in Kamweleni participates in the Project. Weekly meetings involve representatives of each family. Both young and old take part in community workdays. *At a recent workday to build the subsurface dam, 500 people participated. Early in the day a problem arose. There was a 150 yard hill down to the dam site. The road was too muddy for the truck to transport the ton and a half of sand required by the builders. Forty of the old women who couldn't get down into the water to help build the dam carried the ton and a half of sand in baskets on their heads.*

Kamweleni is situated in the middle of Machakos District, one of the 41 districts of Kenya. Machakos has been named as Kenya's demonstration district for rural development and Kamweleni has been chosen as the demonstration village for the Machakos Integrated Development Program. Village Meetings are taking place throughout the district with government assistance. The steering committee for the district scheme is made up of heads of all government departments plus village residents from Kamweleni. Recently this steering committee spent five days in conference, with leadership provided by the ICA. The first day was a site visit to Kamweleni. The next three days the LENS Seminar was held. The last day was implementation workshops for Machakos District.

*The villages of Kenya are on the move!*

# GLOBAL SOCIAL DEMONSTRATION

**THE VILLAGE DREAM OF GANDHI**

Address made to Continental Council of the *Nava Gram Prayas* by Mrs. Nirmala Gandhi, resident of the Sevagram Ashram, leader of the Gandhi movement and daughter-in-law of Mahatma Gandhi, at the Sevagram Ashram, April 3, 1979.

*I draw no distinction between the work of Mahatma Gandhi and yourselves. Your work only differs according to the changes in the times since Gandhi's death. He was not interested in freedom as such, but in the rise of local man. He wanted to see to it that local man was better served; therefore, India needed to get its freedom.*

*At the time of independence Gandhi was the guest of a Muslim family in Calcutta. He fasted for three days prior to the day on which independence was granted. In Delhi independence was being celebrated with great public fanfare. Gandhi was fasting in a corner. He said that it was a time to do his own soul searching. He concluded that the only way the country could symbolize its freedom was by exhibiting harmony and unity. We must not forget his thinking and his dreams.*

*In terms of the history of this place Gandhi believed that India must go to the villages first if she was interested in freedom. He reminded us that 80% of the people of India live in villages. He was truly interested in serving the lowliest and the poorest man. Therefore, he came to Sevagram . . .*

*Gandhi's dream for the villages was not achieved in his lifetime. He left it to you to do his dream. You must decide for yourselves what must be done for the rural areas. I only urge you not to ignore the wisdom of the past.*

*Nava Gram Prayas (New Village Effort) is the Human Development effort being made by a growing body of people who are committed to developing India's villages. By July, 232 village projects will be established, one in each county of the State of Maharashtra.*

**GLOBAL ASSEMBLY TO CELEBRATE DECADE OF DEVELOPMENT**



*"Unpredictably and unexpectedly. . . in most of our two million villages we are showing a startling capacity to change."*

—Richard Critchfield  
in *Human Behavior*

**People from around the world** will gather in Chicago during July to give focus to their work with local communities. The results of 8000 Community Forums and 290 Human Development Projects will be drawn together into practical forms of effective service for local development. The role of corporations, agencies, governments and religious bodies will be discerned. Forms of engagement for short and long periods of time will be reviewed.

*The Assembly itself will serve as a global symposium of local humanness celebrating the decade of development since the Earthrise. Current learnings from replication experiments in India, the Philippines and North America will be shared using field personnel as resources. Proven local social and economic programs will be presented. Participants will receive training in the methods of Human Development and explore the significance of the new felt responsibility of local people throughout the globe. They will begin the task of designing the tactical systems for mass awakenment and Human Development which will become the basis of next year's research.*

For information, call (312) 769-6363, ext. 60.

**CAMPAIGN NEWS**

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Donations of twenty dollars or more for the work of the ICA will place you on the mailing list. Checks made payable to ICA are tax deductible.

# CAMPAIGN NEWS



NEWSLETTER OF THE INSTITUTE OF CULTURAL AFFAIRS

VOL. I, NO.7

JUNE, 1979

## EL BAYAD—A MIRACLE WATER TOWER IN THE DESERT

**Water Tower inscription:**  
"There is no life in the desert without water." —Koran  
And water is the hope of Bayad.



El Bayad, a village 120 km. from Cairo, Egypt, now has clean water for the first time in 500 years. For centuries people got their drinking water from the same canal where they bathed, did their laundry and urinated. Eighty percent of the population was infected with bilharzia, a debilitating disease caused by a parasite which enters the human body through breaks in the skin, passes through the blood stream, liver and kidneys and is excreted in the urine.

About a year and a half ago the people of Bayad began drilling wells by hand. The new desert clay brick industry enabled the construction of a water tower and water storage tank which now provides a continuous supply of clean running water to all six stakes (neighborhoods) of the community. New toilets and showers were officially opened in May with ribbon cutting ceremonies.

The people of Bayad are excited by the new beauty they have created. The flowers which they planted around the toilets and showers are now watered by the new system. This has generated a mood of possibility and interest in overall village care including sustained efforts in street cleaning.

The most dramatic benefit of having clean water available for the past year and half since the first well was dug is the reduction in the incidence of bilharzia from 80% to 30% of the village population. The farmers still stand in the water in the fields and continue to be infected, but the incidence of the disease should decrease still further as people use the new latrines and bathing and laundry facilities. Other less dramatic benefits of the clean water are improved skin condition and a lower incidence of dysentery.

Recently a British firm doing a survey of water systems in Egypt visited Bayad and described their water system as "the best demonstration of local initiative and maintenance" they had seen. Bayad has demonstrated that, through the efforts and labor of the village people, clean water is possible in the villages of Egypt and the world.



## ADDRESSES THE HUMAN FACTOR

As many private corporations struggle with researching the human potential of their hourly and salaried workers, the Institute of Cultural Affairs offers a management tool that emphasizes the human factor. Over the past six months, LENS (Leadership Effectiveness and New Strategies) Seminars have been held with companies and government and private agencies such as the North American Society of Corporate Planners (NASCP), Community Action Program (CAP), Planned Parenthood, Sears, Roebuck & Company, McDonald's, Energy Log Company and the Fund for Multinational Management Education (FMME).

McDonald's employed the LENS methods to make operationally effective their marketing department's horizontal decision-making dynamic. A series of three Seminars held at the Hughes Tool office in Houston for top level management marked the first time one company utilized LENS methods for planning with foreman, supervisor and officer levels. Breakthroughs came as participants in the Seminars integrated their logical thinking with a process that also utilized intuitive thinking.

The success of last year's LENS series with the Minnesota Department of Natural Resources led to four Seminars with the state's Department of Transportation during March and April. MNDOT's favorable response to LENS brought introductions into other states. There is tremendous need for methods which allow government agencies and departments to effectively use limited human and material resources to fulfill their commitments. LENS has been helpful here. LENS is also of increasing service to the economic community as it trains executives in methods which allow a company to discern and act out its social responsibility in the midst of visioning and planning its own future development.

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On June 16, 1979, in the village of Maliwada (India), a celebration was held to mark the completion of the initiation of Human Development Projects in the 232 counties of the State of Maharashtra.

## HOUSE MEETINGS MAKE GOOD NEIGHBORS IN KREUZBERG OST



Today in Germany, Kreuzberg is known as an area where the major challenges of urban life are focused. Located adjacent to the Berlin Wall in West Berlin, the Kreuzberg Ost Human Development Project involves a 16-block area of closely packed five-story walk-up apartments factories. Over one third of the 16,200 population are Turkish "guest workers;" another third are over 60 years of age.

On the 20th of January, 1979, the tenants of Wranglestrasse 66 started what had been in many people's minds for a long time—contact, exchange of ideas and corporate action among neighbors. This all began with a *haustreffen* house meeting held in the living room of Regina Buchwitz who invited other tenants to come and talk together over coffee and cake. As people talked they recognized how similar their problems were and decided to solve them together.

At first, people were worried that hardly anyone would come. But the ten people at the first meeting got so involved they found it hard to end the session. Ten days later over 20 people showed up at the second meeting. Junk clearing was set up. An exchange of tools and help with repairs was organized. A letter was sent to the house administrator with regard to the use of the backyard. Finally, dates for further meetings were agreed upon.

At the third meeting plans were made to hold a special tea in honor of the house's eight senior citizens. One elder remarked: "I had already sent in my application for a seniors' home because I cannot carry coal up and down stairs any longer. When I learned about all the activities in the house, I changed my mind and cancelled my application."

*This type of house activity is a demonstration model for community action in Kreuzberg Ost.* In urban situations like this, neighbors often do not trust one another. What the people in Kreuzberg Ost have discovered is that mistrust can be overcome by sharing common concerns and resolving them with united actions.

Since the 20th of January, house meetings and followup get-togethers been held in five other houses. Others are planned. Major proposals for action in all six houses share common directions. Of particular concern are the use of the enclosed *hinterhoff* (backyard) areas, festivals, common meeting space inside the houses, hobby rooms, house renovation and maintenance. In addition to further house meetings already scheduled, an assembly was planned for May in which all houses would meet together to celebrate and to discern common directions for the renewal of the community.

## THOMPSONVILLE TURNS AROUND

*Thompsonville, Michigan, a town of 400 people located 30 miles southwest of Traverse City, held a Town Meeting in November, 1977. This is a view of Thompsonville two years later.*

Thompsonville, Michigan has made the turn from a dying town to a new and spirited community. Two years ago the future looked dim for the once booming rail and lumbering center. The school had consolidated. Children were riding to three different towns. The lumber yard and grocery store had just closed, leaving the bar and gas station the only surviving commercial establishments.

The people were not about to quit, although at the time of the Town Meeting (TM), they weren't sure what they could do. The Town Meeting gave them new hope as they came up with new and creative ways to revitalize their community using their own resources.

In March, 1979, two of the volunteers who had been involved in Town Meeting went back to Thompsonville and reported: *We saw a different community. We anticipated some changes when Mayor Wayne Nordeck told us to meet him at the new restaurant next to the post office. When we got to town, we also noticed that a grocery store was open and busy. Later we saw the new library. Over coffee, the mayor told us about the lunch counter at the community center in the vacant school. We saw the new ambulance, tennis courts built during the fall, and the extension and reseeded of the airport. Money for the ambulance came from donations, proceeds from pancake and barbeque suppers and a \$2,000 commitment from the county.*

But Thompsonville has just begun to move. Installation of a water and sewer system is expected in 1979. Lights on the ball field, a fence around the tennis courts, a bank and a doctor are also in the works.

"How did you do it?" the visitors asked. Mr. Art Clark of Thompsonville summed it up this way: "Desire, support of the people, communication and tenacity are required. The first three places we went to for the water and sewer system turned us down. You've got to want it and keep going after it. You can't wait for it to come to you."



## development

### WIRING TOGETHER THE GLOBAL BAND

Trailing a long wire anchored in Chicago, and traveling by jet, tube, tram, taxi, train, feluka, ferry, motorized tricycle, bus, boat, auto and cable-car, a Development Systems team from January to May circuted the globe to wire together Global Development. Beginning at the Development Band meeting in Brussels, the team spent two weeks in each Nexus and one to seven days in selected Houses in Europe, NAME, Africa, Sub-Asia and SEAPAC.

In between eating Belgian donuts, French bread, Italian pizza, African beans, Indian curry, Indonesian *satay*, Malaysian coconuts and Bayad marmalade, the team created Master Index systems and filled out cards, webbed corporations, updated 15 national frames, set up mail and calling logs, established a weekly aerogram interchange, tracked global maneuvers, re-created Development offices and file systems and enabled the Sydney Area Council.

With Development systems now operational around the globe, a new day of practical globality lies ahead.

## research

### 1978 ANNUAL REPORT DOCUMENTS EFFORTS OF TWC

In early March a special working group was set aside to determine the public materials needed to describe the work of the ICA to its various audiences. The *1978 Annual Report*, one of four key pieces recommended by the group, has just come off the press.

As a recent *Washington Post* editorial indicated, the structure and design of an annual report is perhaps the most flexible, open-ended form of any generally used public piece produced by corporations, agencies, organizations and institutions. The creation of a fresh image for the ICA's public statement posed a stimulating challenge for the 20 people who worked on various aspects of the *Report*.

This 20 page, two color annual report is refreshing in its documentation of efforts by *Those Who Care* around the world to "return the investment society has made." It stands as a salute to the creativity, resourcefulness and dignity of local men and women in the diverse communities hosting Institute programs during 1978.

## operations

### FUNDING THE AWAKENMENT CAMPAIGN

*Program funding has broken loose this year across the North American continent.* In Sudbury, Ontario, the third year of Community Forums has released staff expenses and salaries from the private sector and corporation support for 50 TMs in the region. A Houston corporation has offered to fund 50 Forums in Harris County. The Louisiana State Commission on Aging and The Louisiana Endowment for the Humanities have approved \$64,000 for 200 TMs across the state. The Minnesota Department of Agriculture is funding LENS and 50 TMs in selected rural counties. The Community Service Administration (CSA) granted the State of Mississippi \$20,000 to complete the funding for the current 200 TMs being held across the state. Both CSA and Action have received a proposal for the funding of 250 impact events in Mississippi for 1979-80.

LENS, GWF and CYF brought in \$21,600 in April. This represents almost 10% of the Institute's \$222,000 April income, compared with about 2% of April, 1978. A similar amount is due for May. State and regional agencies, corporations and foundations have begun to see the Awakening Campaign as a public service and a way to significantly participate in releasing new life in local communities.

## management

### LORIMOR TELLS THE STORY OF HUMAN DEVELOPMENT

*Lorimor, Gem of the Heartland*, a 16-minute color video tape filmed in Lorimor, Iowa, is an exciting demonstration of a communications media that is an economical, portable and versatile new way of telling the story of Human Development. The video tape focuses on local people telling what is happening in Lorimor with pictures of what the community was like before the Project and live scenes of the new programs and facilities in operation now.

The film was shot by professionals from the University of Missouri who donated their services, working with one of our staff who provided the context. Then rough editing was done by our staff with our own equipment, followed by a final cleaning at a professional studio.

The finished product is a polished, stimulating audio-visual tool which can be used for development, for conferences and meetings, in the Projects for training and P.R., in many situations to present the Lorimor story to a group of people. *Using the procedure tested with the Lorimor tape similar video tapes could also be made for any of our programs.*

# GLOBAL INTERCHANGE

VOL. I. NO.7

JUNE, 1979

## VILLAGE TREASURY WORKS FOUR WAYS FOR DEVELOPMENT

What does a rural village do to give form to a breakloose in its economic life? What enticement does it create to get everybody involved? What structure will ensure that renewal is self-sustaining? Kuh Du E Ri (Republic of Korea) has created a model for a Village Treasury which will inform other villages and nations who have these questions.

The Village Treasury is a **registered financial venture** organized, directed and managed by the village. It provides **savings and investment** possibilities as well as **a way to underwrite the social programs of the community**. While in other villages only a few families make use of these services, in Kuh Du E Ri 100% of the village families participate.

Kuh Du E Ri's model was not created overnight. Now, however, it can be set up in a few days and within months involve an entire village. The process starts with a village meeting. The Treasury's necessity and benefit to the village is quickly established when an alternative is seen to the staggering 40-95% interest rate on private loans which the tight economy has suted. Once a consensus is reached and the village decides to organize a Treasury, the directors are elected. This all takes place at one meeting! Then a charter is drawn up stating membership requirements, fees and the Treasury's purpose. Armed with the charter, the list of board members and the minutes of the first meeting, the village presents its plan to the Ministry of Finance for approval. This is achieved within a matter of days.

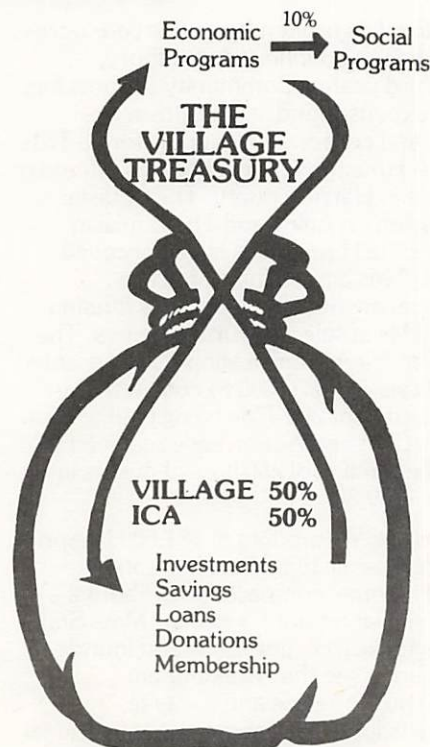
The Treasury begins with a small membership fee of 5,000 won (US\$10) which becomes the seed money. A savings plan available to both members and non-members attracts more capital. The Treasury is also able to take loans and may accept donations to increase capital. While membership is open to every family, no large-scale effort is made to solicit members. The advantage of membership soon becomes obvious.

The real advantage of the Village Treasury becomes apparent when a community business is planned. A viable business can attract matching grant money from various outside sources. Therefore, once a member family buys a share in the business for 10,000 won (US\$20) the family is immediately given a second share made available through the matching monies. These shares must be held for a set period of time, usually two to five years—long enough for the business to mature. Once the business is initiated and share

values begin to increase, more families join until only the very poorest are left. For these families who cannot afford even one share, the Board can authorize a loan, out of the Treasury, with interest low enough to be paid with a few days labor per quarter. In this way each village family, rich or poor, benefits from the community's new economic ventures.

The Village Treasury has, in less than a year, financed a store, a piggery, a cattle farm and a truck operation in Kuh Du E Ri, tripling the village income. Every family owns stock in each enterprise. The Treasury employs a manager and a bookkeeper. Each business employs several villagers. Further, a formula on profits written into each business' charter channels about 10% of the overall profits into the support of social programs. Finally, for the enterprising villager, a low-interest loan gives him the chance to start his own business. For perhaps the first time, he may experience himself as director of his own life.

At the request of the Korean government the ICA is presently training about 200 other villages of the province in the establishment and operation of the Village Treasury. And the people of Kuh Du E Ri, through their participation in the Town Meeting program, are sharing the story and methods of Human Development with the surrounding villages.



# MAY OF MIRACLES

## THE NORTH AMERICAN HUMAN DEVELOPMENT PROJECTS REPORT

**Minto:** The Tanana chiefs contribute the use of the roto tiller and seeds for the planting of 20 family gardens.

**Vogar:** Young Canada Works program covers and grades the dump, builds fences around the church, the park and the dump and begins to lay a series of sidewalks in the village.

**Kinney:** Larry Buchholz, Minnesota Department of Natural Resources, works with Kinney residents to plan the community landscaping and clean-up. Fifty residents clear the mini-park and playground and plant 45 spruce trees.

**Cusick:** The old blacksmith shop, an eyesore and safety hazard, comes tumbling down and the lot is cleared.

**Inyan Wakagapi:** Four residents assume total responsibility for the truck farm. Twenty acres are plowed and onions are planted.

**Richgrove:** Community clean-up day brings out residents as county personnel provide trucks and equipment. Plaza landscape designs are displayed in the community following a landscape workshop with residents and California Politechnical Institute students.

**Pisinemo:** Four hundred people celebrate the Feast of the Holy Cross with an early morning mass, a parade, a chili beef feast and dancing until dawn. The celebration catalyzed completion of the feast house (community center), renovation of the church, construction of a band shell, children's park and a village welcome sign.

**Lorimor:** Town receives approval of pre-application for \$1.5 million from HUD for housing rehabilitation and street and sidewalk construction.

**Indiahoma:** Downtown sidewalks are completed; the Health Care Center and the Community Center are operating; and EDA approves \$120,000 for development of the community store.

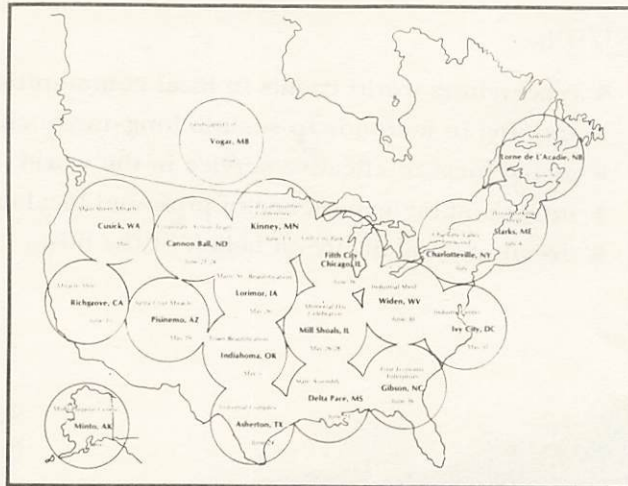
**Asherton:** Twenty-three attend Health Issues Forum and lay the groundwork for a part-time

clinic. Three graduate from Emergency Care Attendant course and are certified.

**Lorne de L'Acadie:** Jim George, CPA, works with local residents to write sawmill proforma and Mr. Dixon, retired fine wood furniture consultant from North Carolina, advises woodworkers on the use and care of equipment.

**Starks:** Woodworking shop has a verbal contract with a housewares company in New York to market Starks products. The Chintz Shop (thrift shop and cottage industry) will market the products in Starks.

**Widen:** Three hundred red and white petunias are planted in the downtown area as youth paint "stunning" mural portraying the history of Widen.



**Charlotteville:** Firewood industry is set up and two loans of \$32,000 and \$37,000 are secured to finance the equipment and beginning operations.

**Fifth City:** Equipment from International Harvester plows nine vacant lots where neighborhood residents plant vegetables and flowers. At Homan and Van Buren streets 22 families plant garden plots in demonstration garden.

**Mill Shoals:** The farm machinery repair shop is operating and receiving an order a day from community people.

**Ivy City:** Two hundred local residents clean up the community, paint doors and windows and plant flowers. All celebrate at the Victory Ball with a live band, wishing well, victory lounge, indoor fountain, food, cash bar and prizes.

**Gibson:** Recommendation of power company representative who asked local residents about the Project results in promise of new lighting system for downtown Gibson.

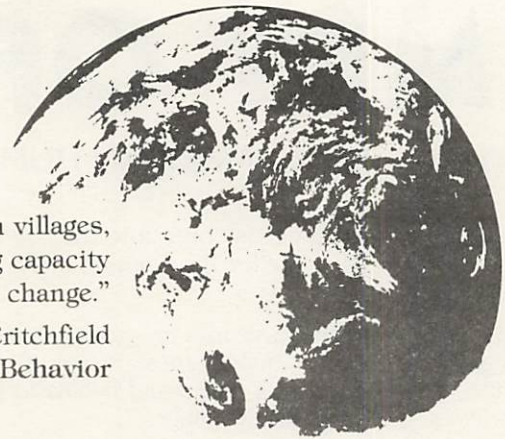
**Delta Pace:** Mr. Jesse Pace presents a history of the community, and the mayor gives a report to two key Korean officials who are impressed by the unity in Pace.

# GLOBAL SOCIAL DEMONSTRATION

"UNPREDICTABLY and UNEXPECTEDLY . . .

. . . in most of our two million villages,  
we are showing a startling capacity  
to change."

—Richard Critchfield  
in Human Behavior



## **The Global Research Assembly**

**Chicago**  
**July 1-15, 1979**

Summer '79 is:

- researching world trends in local communities
- training in methods to sustain long-range effectivity
- giving form to effective service in the world
- interchanging experience of profound local care
- dreaming practically on behalf of the 80's

**\$275 per person total cost**  
**\$ 50 pre-registration**

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# CAMPAIGN NEWS



NEWSLETTER OF THE INSTITUTE OF CULTURAL AFFAIRS

## THE GLOBAL RESEARCH ASSEMBLY — 1979

Over 600 people attended the 1979 Global Research Assembly (GRA) in Chicago this July. The participants included people who had come in contact with the ICA through courses; Human Development Project residents, colleagues and auxiliary staff of the ICA. The theme of

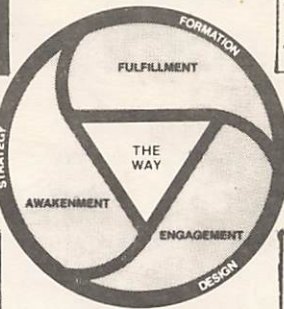
the summer was *convergence* of the three campaigns, the coming together of the awakening and engagement campaigns with the peoples of this earth in a common effort to give form to a Global Service Force. There are six "Urs" of the world, six cultures which formed and represent the peoples of the world. A major emphasis of the GRA was bringing the teachings and wisdom of 24 nations together, contributing and assisting each other in building the global community.

The summer is an intense time. Nine task forces worked on practical products. These groups took seriously their commissioning to spell out the implications of what happens when community awakening and engagement occur. The highlight of the first week was the Saturday

night *International Revue*. Participants representing diverse cultures of the globe performed their national dances and songs. This event forged a new globality beyond a coagulation of nationalities and languages. The informal interchange gave a sense of knowing what it

is really like to be global citizens. There were hilarious skits, new songs, and personal conversations with people who have been in the villages and "on the road." Solutions to issues never dreamed of came to the surface. New ideas and courage to go to the field and continue campaigns passed from person to person. Mutual support swept like a wave over the whole assembly. On the tenth anniversary of the first moonwalk, the Assembly sat before a twelve foot

picture of the earth rise representing a new era for mankind, a time when all men and women across the world are asking what they can do to release their care to practically help others. The compiled research of GRA 1979 may not be a total answer to this question, but it was a beginning.



# GLOBAL RESEARCH ASSEMBLY — 1979

## THE WAY

Every community has a core of people who time and again are willing, capable and trusted to keep alive the structure of community life and care. Others are afraid of involvement, leadership or responsibility. They realize that serving humanity uses up their lives and threatens to burn them out. This is the struggle to live The Way — a classical reference to the life service used by many of the world's cultures and religions

*"How do I replenish the stores of inner strength needed to keep serving?"* is a question asked as often in Singapore as in Scarsdale.

GRA participants explored answers to this question through talks, conversations and celebrations as they shared their experience of The Way.

## THE MYTH FACTOR

Time and News-week articles with titles such as *Where Have all the Heroes Gone?* have acknowledged a fundamental need in society. The collapse of old myth heroes who gave meaning to community and individual lives indicates that the task of our times is to recover the power of myth and to "remythologize" daily experience. Profound and sustaining truth can only be expressed in poetic terms, images and symbols. The process of turning truth into poetry occurs when one attempts to communicate one's own story about the way life is. It is clear the Myth Factor is an underlying element of vital community.

## THE VOYAGE

The Voyage is a four-session event which enables people to see their lives as continual discovery on the journey of service. Each session opens with a conversation which establishes a dialogue between a myth and the participants in the light of their own life events. Included are workshops on comprehensive thinking, the historical journey, profound humanness and myth creation. Throughout the *Voyage*, the group reflects on an evolving *Wall of Wonder* which holds historical events. Each participant keeps a journal to record his own thoughts. The final product of the Voyage is a story in which participants write a new myth using history as the inspiration for future service.

## THE SPIRIT EDGE

## THE MASQUE

The Masque, a form of entertainment which originated in England in the 16th century, consisted of elaborate productions of pantomime, dance, dialogue and song. The Masque presented on the closing evening of the Global Research Assembly 1979 was produced and performed by participants from several different countries and included songs, pantomimes and sketches reflecting the abundance of life lived on *The Way*. Highlights were "Everyman and his Donkey," in which Everyman experiences victory in the midst of life's adversity, and "The Twentieth Century Shuffle" which rehearsed the last 100 years on planet Earth. In the finale, the song *I'm On My Way* framed a sketch tracing historical events which created great historical movements. As evidenced by the response of performers and audience alike, the Masque could be used as a community art form.

## THE AMBIENCE

During the Global Research Assembly the reception area outside the Great Hall of the Training Center was transformed into a permanent public mezzanine. comfortable seating areas with brightly colored throw pillows were site for informal conversations. Crafts from several Human Development Projects were displayed along with photographic exhibits and slide shows. The television in the lounge at one end of the Mezzanine kept everyone in touch with world events. The stage at the other end was the scene of nightly entertainment with a distinctly international flavor. Lunch was served on the Mezzanine. Activities as diverse as trolling clowns, singers and even a Chinese cook demonstrating skill were part of the noon interlude. The power of *Ambience* to invite active participation and enable creative interchange is an arena for continued experimentation.

GRA 1979 was an intense two weeks of task force effort in nine practical arenas. The arenas and questions the task forces were to answer were:

- *Foundational Context*: What are the strategic methods which release care for the globe?
- *Saturation Campaign*: Where do people who care now move with the various campaigns in serving a particular geographical area?
- *Replication Schemes*: What avenues are available for HDP replication as more communities and agencies become aware of the nature of depth community depth care?
- *Permeation Probes*: How can ICA programs best enable the public and private sectors to care for the whole of society?
- *The Demonstration*: How can the first 24 Human Development Projects be showpieces of human engagement?
- *Convergence Tools*: How do those who care make the methods of Town Meeting and Human Development Projects available to every person and every community across the globe? Str
- *Impact Forums*: What is the depth impact of each awakening forum on the individual? How do we intensify this awakening and train more people to lead the forums? Doc
- *Spirit Edge*: What tools and methods are called for today as people struggle to stay on the journey of caring?
- *Forces Mobilization*: How can the necessary forces to sustain communities be trained? How can care be provided for those people across the globe who are now asking for help?

These task forces produced 24 documents which will be the reference books for continuing work in communities this year.



## MAHARASHTRA CELEBRATES 232 HUMAN DEVELOPMENT PROJECTS



On June 16, 1979, as the sun spread its rays over the early morning sky, the day of the 232 celebration began in the village of Maliwada, the first Human Development Project (HDP) in India. The launching of 232 Human Development Projects across the State of Maharashtra was completed. Residents of the 232 project villages, concerned individuals and organizations in the private and public sectors of India and people from many nations were responsible for the fruition of this dream in just three years.

*Maliwada was alive with people and activity on this day.* Maliwada hosted 800 people: 500 representatives from each of the 232 HDPs, men and women volunteer "auxiliary" staff, 50 Guardians — professionals and businessmen who provided training, financial support and contacts for these villages — and international representatives from the Institute of Cultural Affairs.

Residents of Maliwada organized the proceedings of the entire day. It began with breakfast in the new community center. At 9:00 a.m. everyone gathered in a large colorful Shamianas (tent) erected on the Nehra Chowk, the village's central plaza. The Shamiana was covered with flying streamers and flags representing the 232 Human Development Projects. The traditional village welcome of breaking a coconut, lighting incense and placing a vermilion dot on guests' foreheads began the celebration.

While 1,200 people sang, a processional drama was staged with each project represented by a flag set before the main dais. Mr. Pundilick Dhangare spoke of the history of Maliwada, of how Maliwada gave birth to

the Nava Gram Prayas (The New Village Effort) movement across Maharashtra. "The greatest learning of Nava Gram Prayas," he said, "is that the destiny of the village is in the hands of the villagers themselves." Other speakers, representing all walks of life in India, gave tribute to the amazing work done in Nava Gram Prayas over the past three years.

A sense of caring for the entire world was apparent when Mr. J.S. Dethé, representative of the ICA India Board, presented a plaque of the Maharashtra map with all 232 names printed on it to Mr. Chokha Abab Sathe, the 84-year-old symbolic leader of Maliwada. Mr. Sathe recalled that three years earlier Mrs. Lela Mosley, from the first Human Development Project in 5th City, Chicago, presented him with a picture of 5th City's Iron Man. "I am especially proud today," he said, "to receive the plaque of the 232 villages which grew from the inspiration of the Iron Man."

Village leaders took all the visitors on a tour of their rejuvenated village. They visited the Human Development Training School, where exhibits of village programs were on display. The day culminated with a feast of traditional food prepared by the women of the village.

It was a great day for Maliwada, mother of the 232, and for the Guardians and supporters of *Nava Gram Prayas*. A young Indian Guardian commented, "Nowhere in history has there been such a disciplined corps of young volunteers who have taken rural development so seriously."



The 30th Global Academy begins in October. The focus is now on the 1980's! Many colleagues are raising the question of how to serve the need of our times in a new decade. This is one of the few intensive courses for comprehensive training, learning how to sustain oneself and all those who are engaged in the day-after-day care of the needs of communities across the globe. People are eager to obtain the ability to lead groups of people in communities, planning methods, leadership skills and motivational methods.

The Academy is the only program which makes possible an inclusive review of the Institute's underlying philosophy, discipline and methodology. This is no abstract study, however; it is a continually renewed challenge to self-understanding and practical understanding of the world.

This fall, the Global Academy will begin October 7 and conclude December 2, at the International Training Center in Chicago, Ill. This 30th Academy celebrates 10 years of intensive work in providing a broad in-depth course of study in intellectual and social methods. It has gone through many adaptations to keep current with breakthroughs in sociology and in the ICA's research.

Those in this Academy will be formulating the curriculum for the new decade! There will be participants from at least 14 nations — all concerned with the development of human resources in this local communities and nations.

For more information contact Jane Booher at 312/769-6363 ext. 24.

The North American Human Development Training School (HDTS) will be held October 21 to December 16, 1979, in Fifth City, Chicago, Ill.

The HDTS is an intensive residential program focused on effective leadership skills and methods in the midst of an active demonstration community, Fifth City, Chicago.

Once considered a "hopeless situation," Fifth City has served as a laboratory in comprehensive community reformulation for over 15 years. The west side Chicago neighborhood has developed strong local leadership which conducts a full range of social, economic and cultural development programs from preschools to shopping centers.

Fifth City has led the way for demonstration communities in 29 nations across the world. The HDTS was developed in response to the desire of local citizens to have a formal training program. They asked to learn methods and skills which have been developed and tested in Human Development Projects.

The HDTS was first held in Maliwada, India, where leaders for 232 villages in the State of Maharashtra have been trained over the past three years and are now engaged in a movement called *Nava Gram Prayas*, the New Village Effort. Since this original school began, other schools have been held in the Philippines, Latin America, Korea, Australia, Kenya and the U.S. The Fifth City HDTS is focused on the skills needed by local citizens in small towns and urban neighborhoods in North America.



#### CAMPAIGN NEWS

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