



Development can mean many different things.

Economic development is a process that helps a country achieve a better standard of living. **Developed** is a term used to describe a country that has a high standard of living. Most developed countries, except Australia and New Zealand, are in the northern hemisphere. **Developing** refers to poor countries that are trying to achieve a higher standard of living.

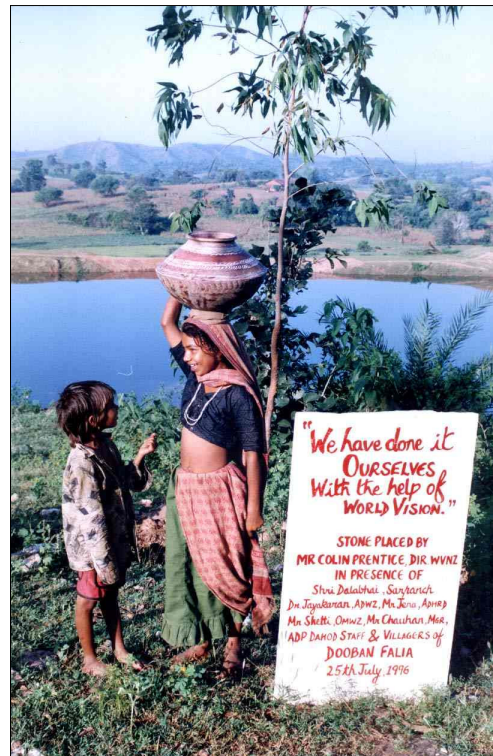
Poverty

Of the world's 6 billion people, 2.8 billion live on less than \$2 a day, and 1.2 billion on less than \$1 a day. But poverty is not just a lack of money. Poverty can be defined as a lack of resources. Resources are things which people use to live, or to make other things. Just to survive, people need food, water, shelter and fuel (for cooking and heating). Most people also need access to land (to grow food) and education (so they can earn money and be aware of things that affect their lives). Some people have very few of these resources.

Lack of resources means a lack of choices. When you are really poor, you lose the power to make choices about how you live. Imagine eating grass and roots because all your food is gone. Or drinking water that is germ infested because there is no clean water in the whole area. Of course you don't want to eat grass and drink foul water – you know these things will make you sick - but you have nothing else.

How World Vision Works

World Vision is committed to working in communities that are desperately poor. They are often isolated and lack basic amenities like clean water and sanitation. Since the 1990s World Vision has worked through Area Development Programmes (ADPs). ADPs link together a number of communities so they can learn from each other and share resources. The area is defined by some social (e.g. a language or people group), natural (such as rivers and mountains), or political (government) boundary. There may be 20-50 villages with a total



The reservoir at Dooban Falia, Dahod Area Development Programme, India. The reservoir has revolutionized agriculture in Dahod. The tablet reads "We have done it ourselves with the help of World Vision". Photo: Manoj Chauhan.

population of 40,000-100,000 in an ADP.

Community Participation

In ADPs, World Vision works together with the local community. In the past many development projects were carried out for the poor rather than with them. Often these projects weren't the best for the community, or did not continue once outside help had been withdrawn.. In ADPs, the local people are involved right from the beginning. They help decide what the needs of the community are, and how they will reach their goals.. They are also required to contribute towards them. They may not have money, but they can give time and local materials.

ADP Timeline

This is a summary of what happens. The details vary between projects.



Villagers in Oudong Area Development Programme, Cambodia, take part in a planning exercise. *Photo: Bernard Gomes.*

Seed phase – 2 years

First contact

The community may approach World Vision. An individual in the community, a group or church may have heard of World Vision's work and ask for help. Sometimes World Vision approaches the community. We may have done emergency relief or rehabilitation work in the area, (see the *How World Vision Works: Relief to Rehabilitation* topic sheet).

Information Gathering

World Vision staff visit the community and carry out "baseline surveys" of the community's needs. Staff measure things like education levels, the child death rate, and the availability of clean water. This information is used to set goals and to measure progress if the ADP goes ahead.

World Vision staff then hold meetings with community representatives. These meetings are often held in a community meeting place and include chiefs, teachers, pastors, parents and community leaders. The community representatives decide what the community's strengths are and how they would like it to develop. They look at what resources they have and how they could work together, and are made aware of what World Vision can contribute. The locals and World Vision decide whether an ADP can achieve what the community wants. Sometimes the process stops here.

Planning

A community committee is established to work with World Vision to plan the programme. It is important that both men and women are involved. They write a proposal, which is submitted to the World Vision national office in their country for approval. The national office then applies for funding from a support office (like World Vision New Zealand) in a developed country.

Project Implementation

World Vision works with the community, giving advice and arranging training for local people to take up community worker roles in the ADP.

Growth Phase – 3 years

Expansion of Project

The ADP begins to expand. Child sponsorship is introduced to fund the programme long-term.

Project Reporting and Evaluation

Four times a year the ADP managers send reports to the national office and to the support office. Staff from the funding office also visit every 2-3 years to check progress.

Consolidation Phase – 8 years

This is the time when most of the real goals of the project are achieved.

Phase Out – 2 years

This is the period when the community takes full responsibility for its development, and World Vision prepares to leave. By this stage the community will be self-sufficient, able to stand on its own.

What ADPs do

Each ADP is different, but most ADPs focus on the following:

Agriculture

Most people who live in ADPs are subsistence farmers.

In a good season they produce just enough food for their families' survival, with perhaps a little left over. In a bad season there may be famine. ADPs help farmers improve their methods.

This farmer in Oudong ADP, Cambodia, raises pigs to improve his income. *Photo: Steve Reynolds.*



They learn to improve soils and to diversify their crops. Often a farmer will grow only one crop, such as rice or maize. Growing a variety of crops means that if one fails, there are others to depend on. The local diet becomes more varied, and there may be a surplus to sell. The farmers may also learn how to raise better animals, including basic veterinary skills

Often ADPs also help by providing seed and animal banks. Seed banks ensure farmers have access to quality seeds at reasonable cost. An animal bank supplies a farmer with a milking cow or a goat. Later the farmer gives some of the animal's offspring to the bank to help other farmers.

Water

About 1 billion people lack access to a constant supply of clean water. Some places have severe water shortages. Some people get their water from sources that are unsafe. The source may be a river, which is also used for washing clothes, watering crops, and by animals to drink and wade in. It may be polluted by human waste. Unclean water carries diseases like cholera, typhoid and guinea worm.

ADPs use a variety of methods to improve water supplies. They build wells, dams and irrigation channels. Improved water supplies help prevent disease and improve agriculture. Less walking to fetch water gives women and children more time for schooling and community activities.

Health

Improved water and agriculture both have an impact on health. Most ADPs also run health awareness programmes, which teach hygiene, nutrition and disease prevention. There may be education about the dangers of HIV/AIDS. The ADP nurse often teaches these. A typical ADP employs one fulltime. The ADP nurse monitors health in the ADP community, especially that of sponsored children and mothers. In poor areas infant mortality is usually high. ADPs often provide some training in hygiene and modern midwifery for traditional birth attendants (local midwives). Immunisation is frequently part of an ADP health programme, often in partnership with local health clinics.

Reforestation

In many poor rural areas, firewood is the only source of fuel. In some areas, almost all of the trees have been

cut down, either for firewood or to clear more land for growing crops. This tree depletion often leads to serious soil erosion problems. Many ADPs have projects to replant trees. Tree nurseries are set up and the seedlings planted around local schools, on farms and in forest areas.

Education

Many of the very poor are unable to read or write. Most ADPs start or improve schools for children and sometimes teach literacy to adults as well. Sponsored children especially are likely to have their school fees paid, and to receive books and school uniforms from the ADP.



Small boy holding school books. Rakai-Kooki ADP, Uganda.
Photo: Helen Green

Gender

Women perform two thirds of the world's work yet receive only ten per cent of the world's income. In some countries women eat last and suffer poor nutrition. Poor health services and lack of education for women lead to high rates of maternal mortality. World Vision encourages women to take part in decision making in ADPs. We also promote education for women. But to successfully address gender inequalities it is necessary to gain the support of both sexes. Our aim is to see both men and women working together for the future of their children and communities.

Income Generation

ADPs loan money to some people so they can start small businesses (e.g. shops, tailoring, craft making, repairing bicycles). There may be training in the relevant skill and in how to run a business.

A Typical Area Development Programme: Banswara, India

Community Participation

Village community leaders have formed village development committees to oversee all the development projects. World Vision staff help with training.

Water

The land in Banswara is generally rocky, dry and undulating. Vegetation cover is very thin. Traditionally farmers grow maize on the sloping parts of the land and other crops such as cereals in the valleys. The ADP builds wells and irrigation channels. Land is levelled, small gullies dammed to create reservoirs, and small earth "bunds" built to ensure that water soaks into the ground, rather than running off and being wasted. Better water retention is improving vegetation cover and reducing soil erosion.

Agriculture

Seed banks are a new concept for Banswara farmers, who have traditionally bought their seeds from middlemen. The ADP teaches improved agricultural techniques and encourages crop diversification.

Health

Malaria, diarrhoea, night blindness and skin diseases are common in Banswara. There is limited awareness of HIV/AIDS. The ADP runs health awareness programmes that teach about hygiene and nutrition. It also supports the immunisation of children and trains traditional birth attendants.



Bhil tribe women from Banswara Area Development Programme in traditional dress. Photo: Franklin Jones

Where: Banswara ADP is located in Rajasthan, in the northwestern part of India.

Who: In Banswara, World Vision is working with the Bhil tribal farmers. Currently over 25,000 people are benefiting from this programme. They live in remote scattered hamlets under desperate circumstances.

What: The ADP focuses on education, health, income generation and leadership development programmes.

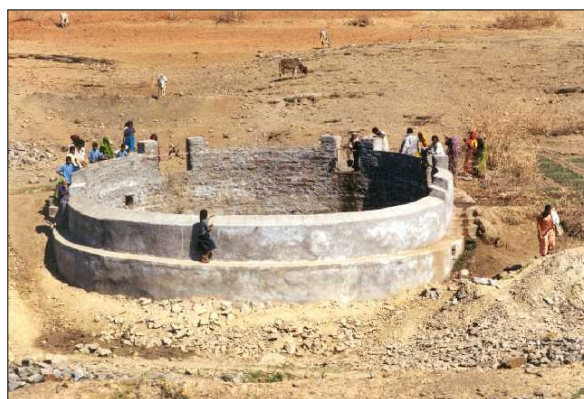
Why: The Bhil are subsistence farmers who depend on the monsoon rains. Lack of water often forces them to migrate elsewhere during the dry season. Illiteracy, ill health, malnutrition and infant mortality are high.

Education

The literacy rate in Banswara is low – 26%. The ADP has built new classrooms, runs adult literacy classes and works to convince parents of the value of keeping their children, especially girls, in school.

Self-Help Groups

The village development committees include women as well as men. Women have not been leaders in this community before. Groups of 8 to 10 women also form co-operative self-help groups. The members contribute small savings to create capital. Once the group has saved a certain amount, it is eligible for a development grant from the Indian government. The ADP helps with training in management, bookkeeping, group dynamics and the co-operative system.



A newly-built community well in Banswara ADP. The dry landscape will soon be green. Photo: Bernard Gomes..

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