

Creating wealth in rural communities: An African Perspective

Mandivamba Rukuni

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Going back *in order to move forward*

- Our ancestors were smarter than us
- We are here to make new history

What is poverty?

- **Physical poverty** –
 - You rely on things you do not produce
 - You are eroding your asset base
- **Intellectual poverty** – You do not value nor leverage your own knowledge
- **Spiritual poverty** – your spirit resides in cultural squatter-camp

How do you create wealth?

- Add value – to what you have or what you produce
- Get your assets to work for you

Wealth creating strategies at community level

- Build physical and biological assets (ABCD)
 - Improved quality of trees, herbs, animals etc.,
 - roads, wells, grain bins, improved houses
- Circulate local products and services
 - Family businesses
 - Use extended family as business model
 - local exchange of goods and services

Wealth creation strategies at community level-- cont

- Refuse to be a dog
 - Start own business, projects
 - Do not work for someone else after a certain age
- Bequeath life and survival skills to your children
 - Food production and preservation
 - Home improvement
 - Project management
- Transmute problems and challenges to business opportunities
 - Cultural industries and cottage industries most lucrative business in future

Wealth creation strategies at community level-- cont

- Family and community food security
 - Availability of food determines ability to create new wealth
 - Develop practical and holistic strategies
 - Harvest and/or sell some product at each period in the year (as opposed to feast to famine syndrome)

Modernize and secure traditional land tenure rights

- Use
- Transfer
- Exclude/include
- enforce

Self-drive mindset:

enables both individuals and communities to

- Find answers that lie from within
- Generate own plans and visions that articulate an attractive future.
- Self-organize to accomplish these plans and vision.
- Demonstrate the confidence to hold their own in interactions with peers and the powerful.

Self-drive mindset:

enables both individuals and communities to

- Ability to recognize and use opportunity and manage conflict and change.
- Change in self-understanding.
- Ability to initiate changes in deep-rooted traditional practices and beliefs.
- Ability to question and interrogate

Self drive mindset

- Individuals and communities develop their capacity for “self drive” and civic participation—taking initiative and engaging with outsiders. They believe in themselves and their ability to shape the future, and are driven by their own aspirations.
- They also learn to think and act in an integrative manner at local level and in different, shared, aligned and comprehensive ways. These behaviors become reinforced as their actions create positive results.

3 levels of applying knowledge for transformation

- Level 1 - Improvement Change
- Level 2 - Intelligent Copying and Borrowing Change
- Level 3 - Self-Drive Mindset Change

Level 1 - Improvement Change

development of African rural communities by:

- Upgrading what they have indigenous and local systems
- Introducing grassroots community projects designed to achieve high impact and diffusion.
- Moving them to recognise and learn from their known achievements.

Level 2 - Intelligent Copying and Borrowing Change

- Copying and borrowing from elsewhere what is useful to their communities
- Benchmarking to ensure intelligent borrowing from global systems, e.g. benchmarking best practices

Level 3 - Self-Drive Mindset Change

- This level entails a paradigm shift for rural communities
- Courage to leap from the known into the discomfort of the unknown future
- The ability to see the world anew, so as to develop creative and innovative solutions

Level 3 - Self-Drive Mindset

CONT'

- The self-confidence and reflection to accelerate the development of African rural communities
- The ability to develop revolutionary break through ideas on rural development challenges
- The ability to improvise and experiment with new development ideas to re-write the rules of human progress, thereby creating a new self-drive mindset/worldview

THE KNOWLEDGE GAP IN AFRICA

- African knowledge which is substantial, is generally not made explicit nor propagated widely. As a consequence, a key knowledge gap is that African knowledge is not sufficiently recognized and valued at home or globally.
- Conspiracy of Silence - indigenous and local people require a certain level of trust before sharing their knowledge
- Power relationships, which are part of the struggle for development, can be changed by individuals and communities valuing their own knowledge and that of others.

Knowledge'

- Development knowledge present in poor rural communities often remains oral, informal, and insufficiently disseminated. As a consequence the voice and perspective of rural communities is insufficiently included in policymaking and planning.
- African communities need to be more strategic in making use of other systematic knowledge in order to compare, combine, and advance ideas.

Modernize *NOT* Westernize

- You are all you have
- Answers lie from within
- The only truth is one you discover for yourself
- These are the highest values that create wealth