

UNIT 6.1

ALTERNATIVE OPPORTUNITIES FOR LOCAL DEVELOPMENT

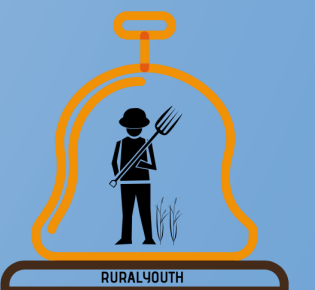
MODULE 6: RURAL ALLIANCE FOR ENTREPRENEURS

OBJECTIVES

In Unit 3.3, you will learn about local development and innovative ways for developing the rural areas.

Keywords:

- Local development
- Local resources
- Evolving and adapting
- Youth



AT THE END OF THIS UNIT, YOU WILL BE ABLE TO...



Understand what the current situation is & how to improve it



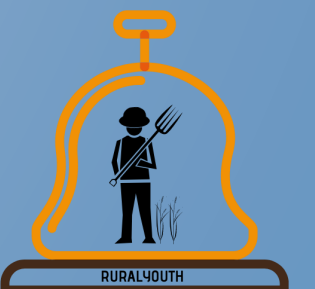
Understand how the strategy of local development should be



Recognize the potential of youth on local development



Understand how to take advantage of new opportunities





TOPICS

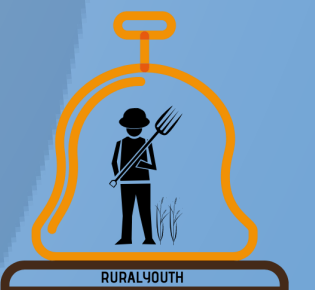
1. Current state of local development
2. Strategy for good practice
3. Local ideas for local triumphs
4. Effective use of local opportunities

Current State of Local Development

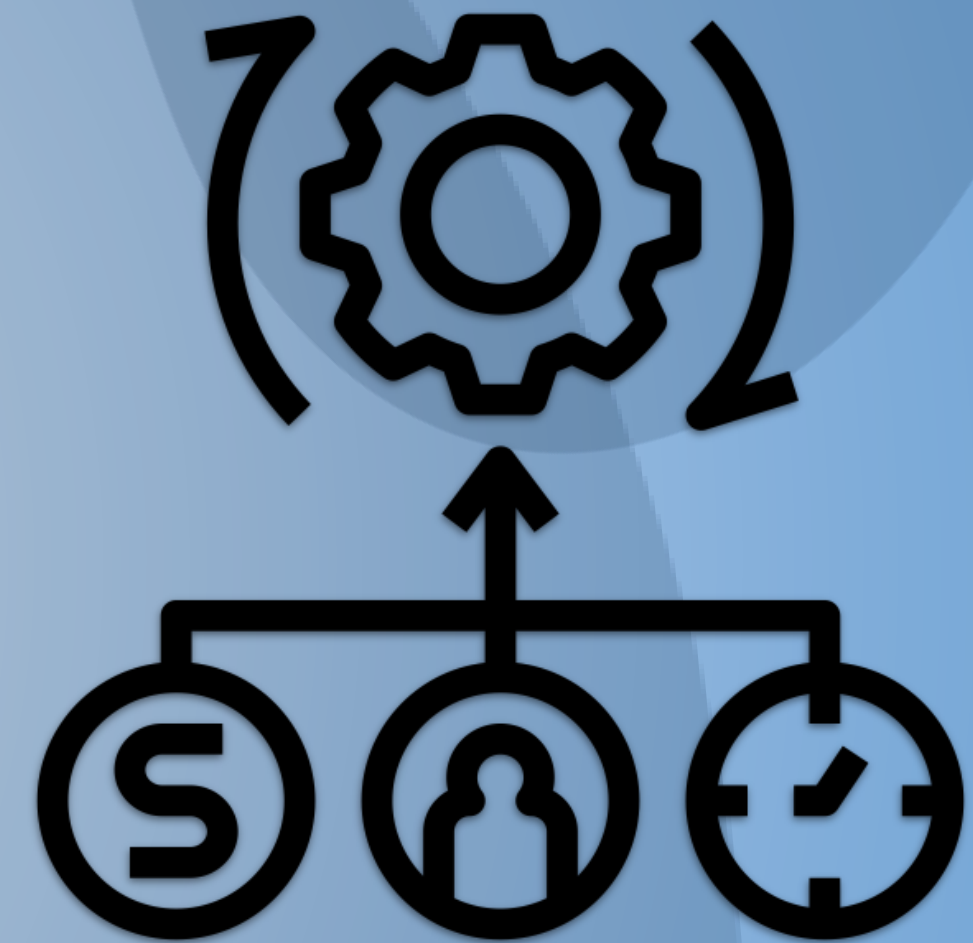


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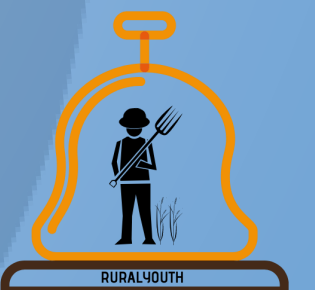
- Local production goes under a trial of compatibility, innovation, accordance and advancement of institutions, respectively.
- Therefore, the following questions appear in anyone's mind:
 - How is the local production to be transformed into a key concept within the current market?
 - What the local development history can teach us?
 - How sufficient the local development policies are, and how they affect the situation when the local actors come into play?
 - Finally, can innovative entrepreneurs make the local production system compete with the major companies within the global markets?



- Institutional development, cooperation amongst the local actors, entrepreneurship and innovation seem to be the key factors of a competitive and well-running local production system.
- As a part of this research, the possible entrepreneurship strategies as well as the highly cost-effective and alternative opportunities for local development are to be investigated.
- Utilizing local resources in an innovative way may be the anticipated answer.
- Mutually integrating the local actors and skillful entrepreneurs into the production system not only provides a more efficient usage of resources such as land, labor, equipment and time, but it would also yield marvelous results.



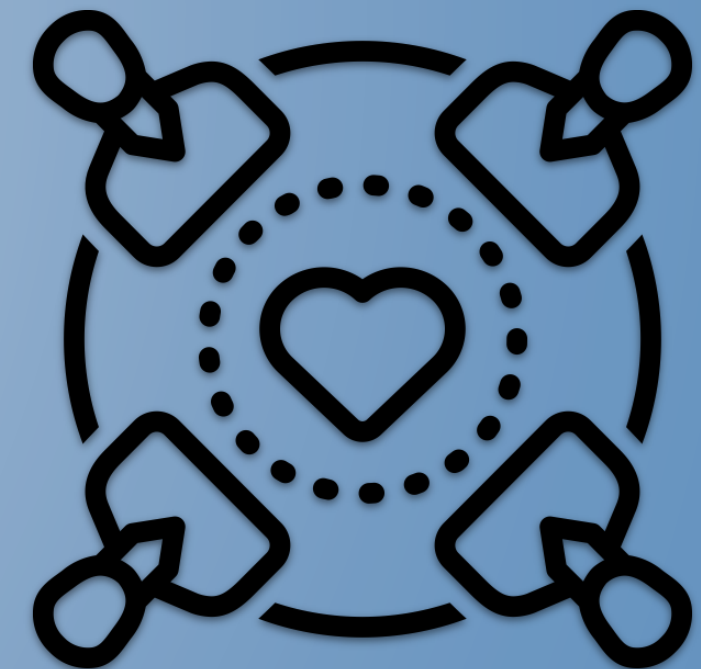
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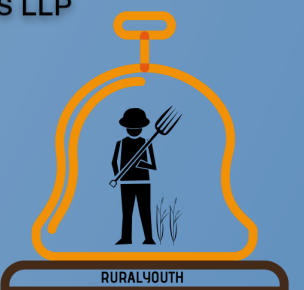
- Although developing a region is seen as a duty of the local administration, and although this development process is maintained by using funds coming from the central government, it could sometimes be tough for a local administration to get by with only the funds provided by the central government, especially in less developed countries.
- If the funds provided by the central government are insufficient to fully develop a region, instead of wasting these low funds, they could be used to create an environment in order to attract some skillful entrepreneurs.
- Once the entrepreneurs arrive and initiate the investments, the region would start to develop and become a ripe environment for both local actors and entrepreneurs.
- Consequently, this might be a suitable way for underdeveloped or developing countries to build up regions when the hopes are high and funds are low.



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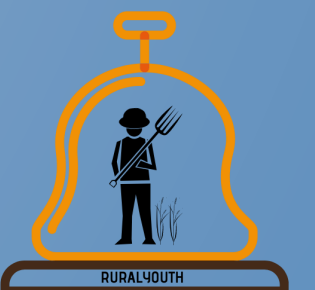
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- Although supporting entrepreneurs and local actors is crucial to develop rural areas, it is not enough by itself.
- Local development comprises much more detailed steps.
- If the development ideas come from a single perspective only, everything will be led into a void.
 - For example, think of a place where there are many hotels, restaurants, souvenir shops and historical buildings attracting lots of tourists with a poor infrastructure... (e.g., poor public transport system, water supply, waste treatment, telecommunication systems, etc.)
 - Such imbalanced areas are not only a waste of funds, but they also create a notoriety for the whole region.



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Poor Infrastructure

- Transport
- Telecommunication
- Water supply
- Waste management
- Recycling
- Etc.



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Weak Human Capital

- Characterized by the low education & training levels



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Low Industrial Efficacy

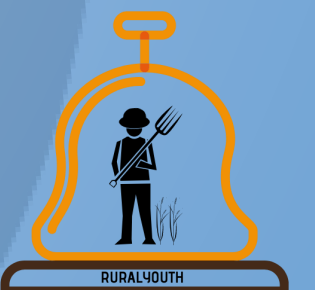
- Debilitated industries
- Lack of modern and high tech agricultural facilities
- Lack of high-value added products' manufacturing
- Sectoral overdependence on imports



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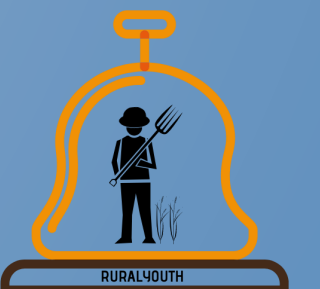
Bad Institutional Management

- Lacking networks of firms, organizations & individuals
- Poor public sector capacity to implement local development solutions



Our most important & promising responsibilities lie in the task of national education. It is a prerequisite to be successful there. The real salvation of a nation can only be achieved in this way.

– MUSTAFA KEMAL ATATÜRK (1922)



Strategy for Good Practice



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Occasionally, due to the presence of sheer amounts and varieties of initiatives, those with keen eyes may even be inadequate to catch the optimal strategies for a good practice in local development.



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Skyrocketing the Local
Potential



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Entrepreneurship,
Tourism promotion



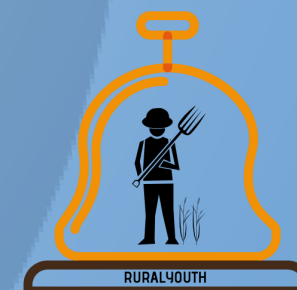
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Developing the
Training Levels & Skills

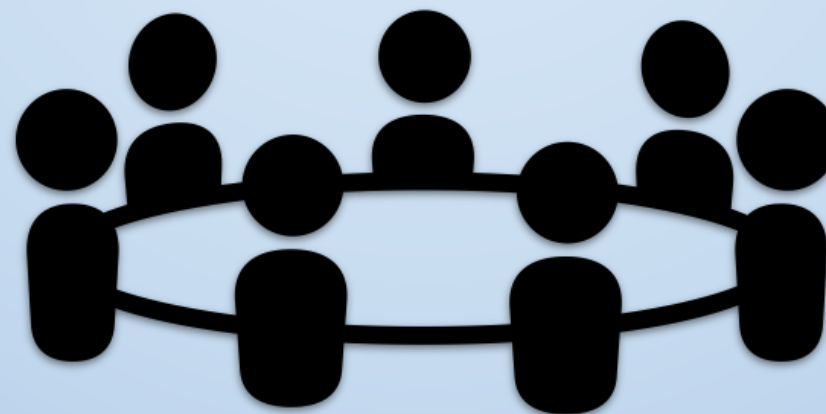


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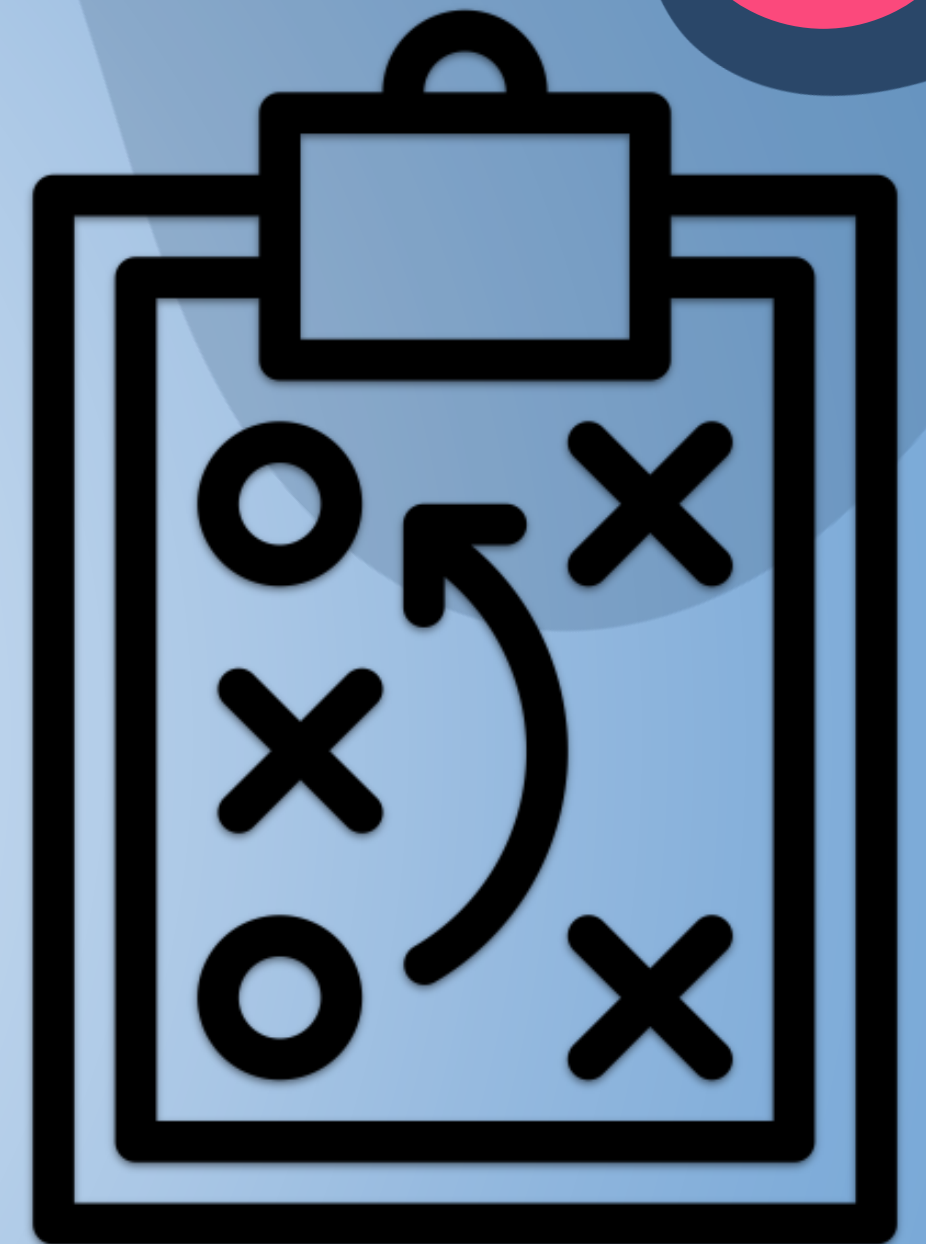
Environmental
Management



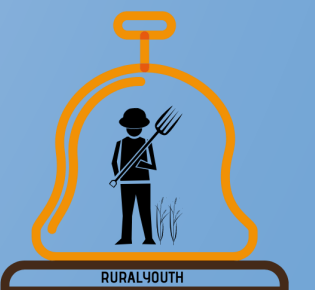
- A successful local development initiative requires a detailed planning at the developing phase of the strategy.
- Thus, the initiative spots other possible opportunities and significant actors in the area so that it can adjust the main priorities accordingly.
- The strategy should encompass all of the partners' ideas and should be built on their collective vision.
- The partners should reevaluate and update their strategies regularly since the conditions are perpetually changing.



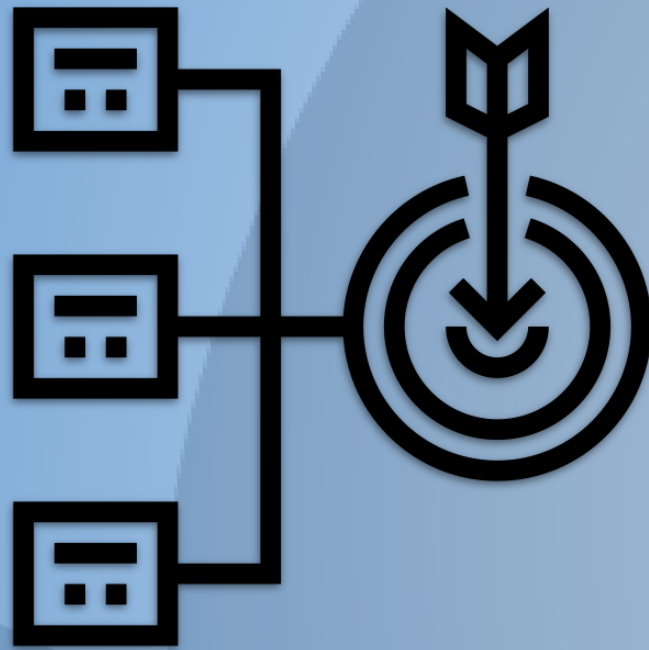
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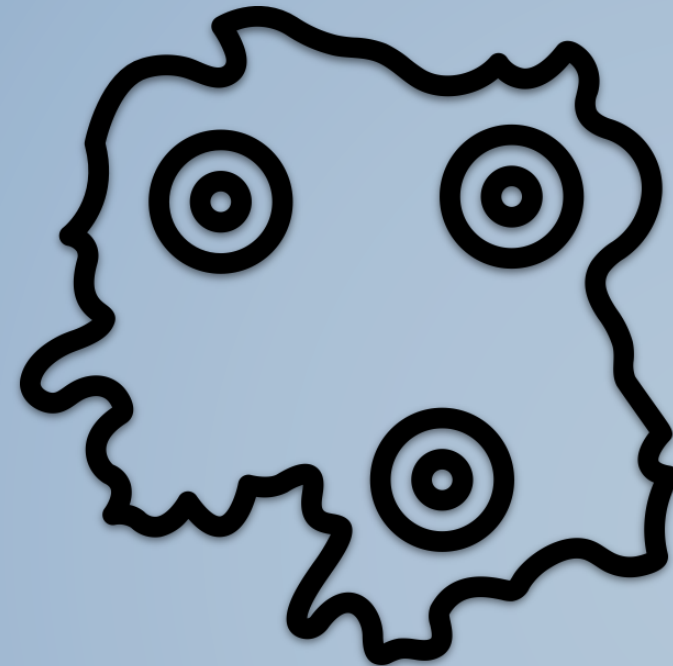


Key factors for a successful strategy are:



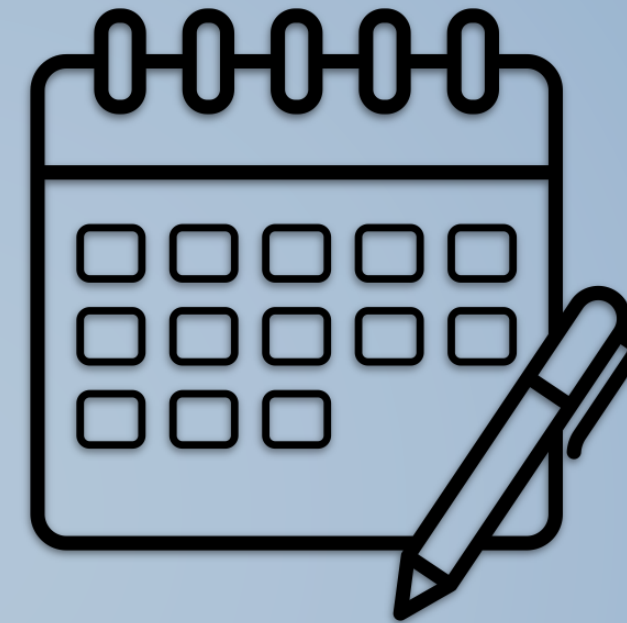
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Setting strategic goals
that are clear, attainable
and foreseeable.



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Choosing a suitable
region for the initiative



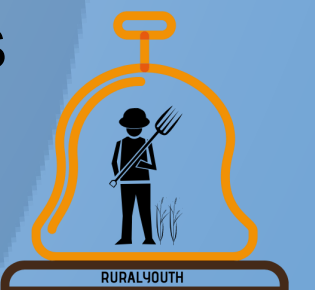
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Choosing a suitable
schedule

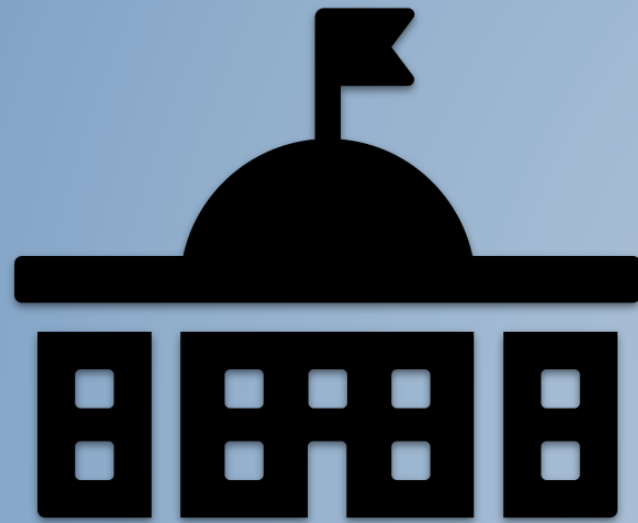


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Focusing on precise
monitoring, evaluation
and continuous
enhancements and/or
readjustments



Common mistakes that can be done while selecting strategies:



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Depending too much on
government programs



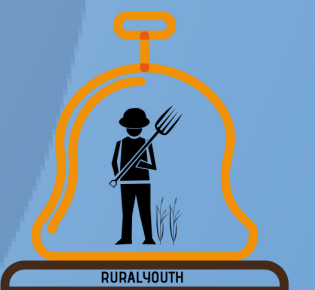
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Letting the tools
determine the strategy



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Overlooking the
development capacity
by failing to properly
assess the region's
competencies and
resource capacities



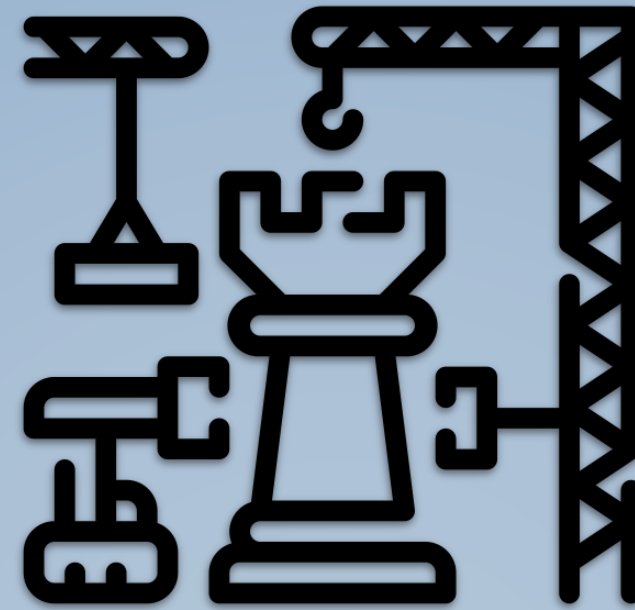
Regular and constant evolution of the strategy cannot be emphasized enough. Although it usually disregarded by local actors, EU LEDA program offers a three step solution for this:



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The foundation stage of “acquiring the know-how” of local development normally occupies five or more years.

Efforts should focus on a small number of flagship projects and on public awareness-raising.



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The second stage, “using the know-how” takes place usually between the fifth and tenth years of the local development process.

During this stage, the established core of people, institutions and infrastructure mean that projects are initiated spontaneously, evaluation and targeting are improved and there is more innovation, exporting and inter-firm cooperation.



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If conditions are right, the area may then move into the stage of “self-sustaining development”.

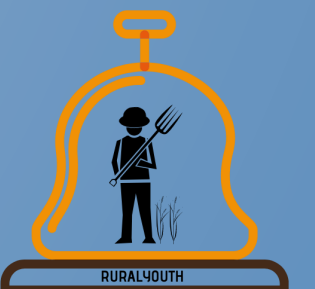
Continued action should then concentrate on filling gaps in service provision, improving SME finance & exploring new opportunities.



Without effort, there is no food.

– TURKISH PROVERB

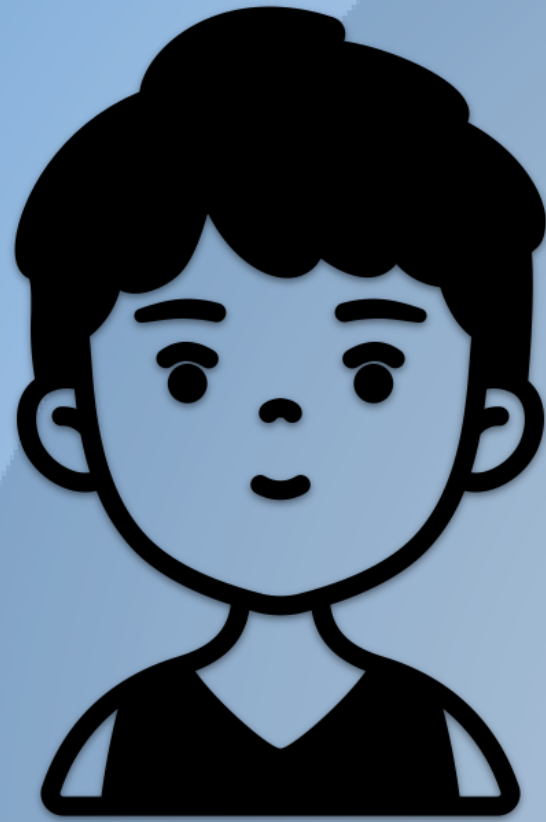
(English Equivalent: Nothing ventured, nothing gained.)



Local Ideas for Local Triumphs



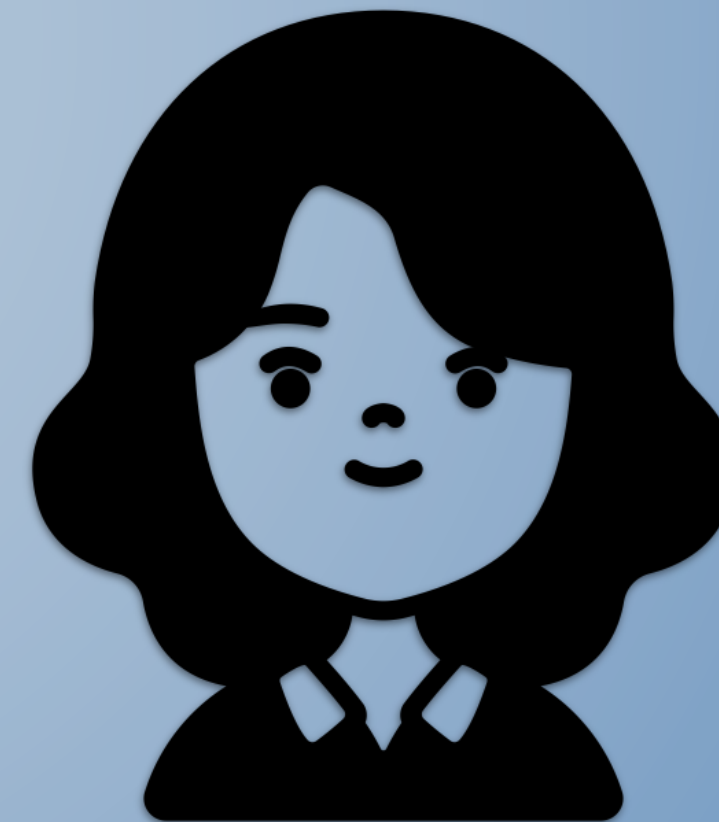
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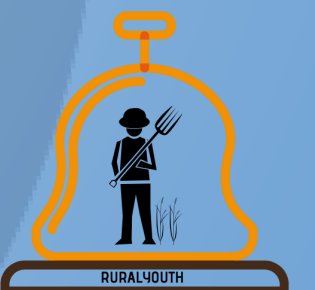
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- Communicating with local people can illuminate our journey of local development in a quite impactful way.
- Especially, the youth tends to spot problems surprisingly easier than their elders, and possibly introduces innovative and efficient solutions on them.

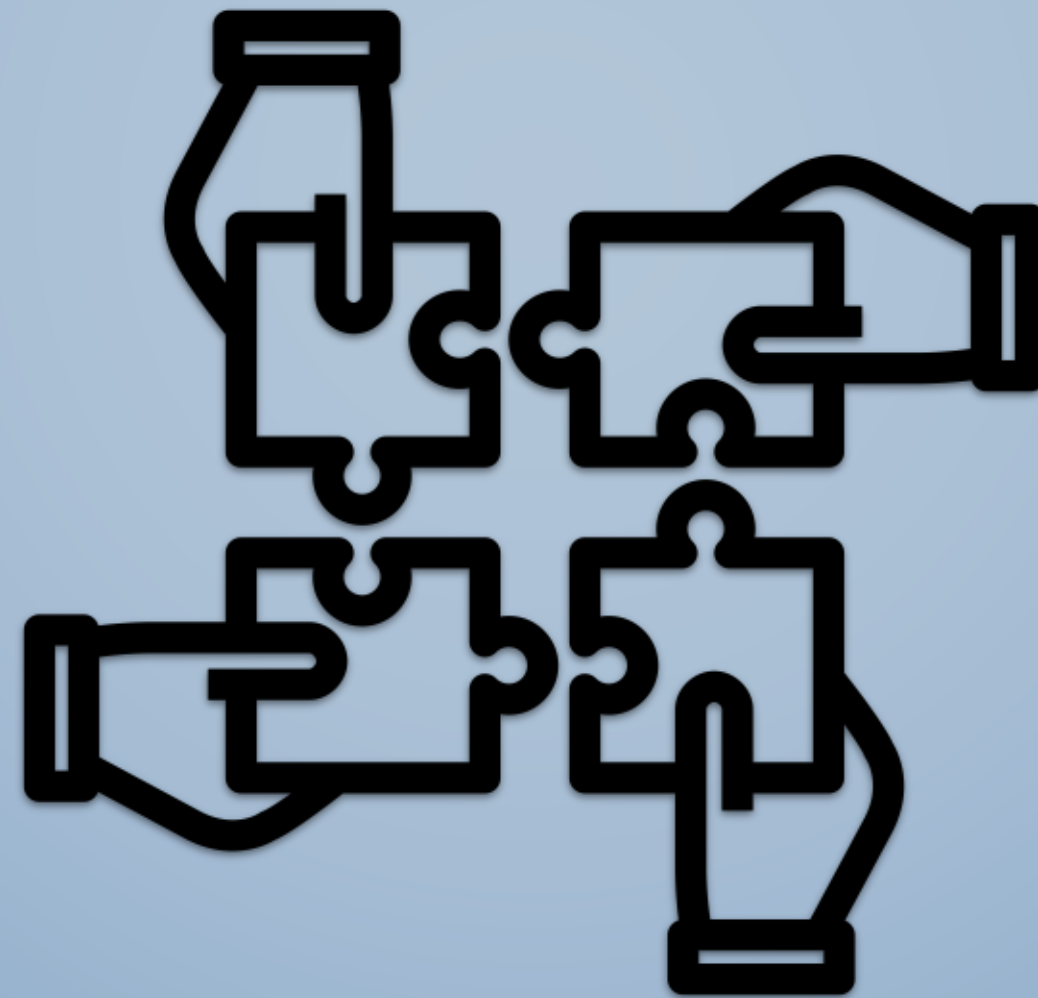
- Therefore, surveying the thoughts of the youth shows alternative opportunities and provides the information required for the future of local development.
- Promoting the ideas of young people can encourage them to think on developing the areas they live in.
- Consequently, people who have been gaining experience since their youth eventually become the future's skillful entrepreneurs.



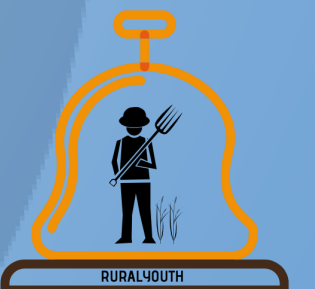
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- There is a project called “Restless Development” focusing especially on young people being local actors and leading the way for local development.
- Increasing the number of local actors might present new ideas and opportunities.
- Widening the area of investment can attract the attention of more entrepreneurs.
- The more ideas come to life, the more opportunities appear.
- Therefore, this snowball effect can lead to a tremendous development.



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Restless Development Project trains the youth in India to build a sustainable model for successful youth-led advocacy. This training contains:



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How to gather & process the data in order to prioritize issues as well as to collect evidences in order to support the claims & demands.



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How to build coalitions and partnerships with other organizations working towards the same goals.



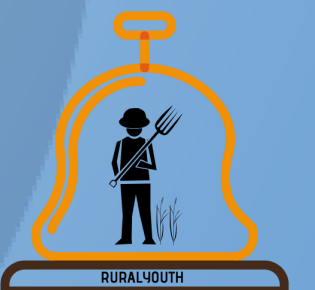
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How to lead campaigns, amplify the voices and advocate for change at the local and national levels.



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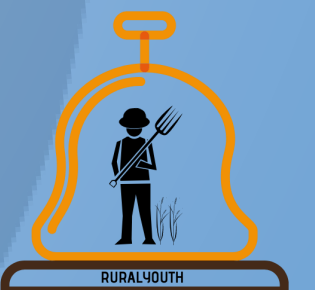
How to demand an increased transparency and accountability from decision makers.



Are there any organizations in your country? Let's have a research on the organizations like restless development and see if you can contribute to development of local areas in your country.

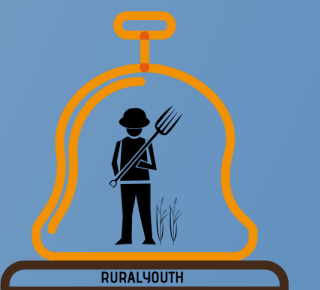


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*Freedom and independence are my characteristics.
There are death and decay in a country lacking
freedom. The mother of development and liberation
is freedom.*

– MUSTAFA KEMAL ATATÜRK (1906)

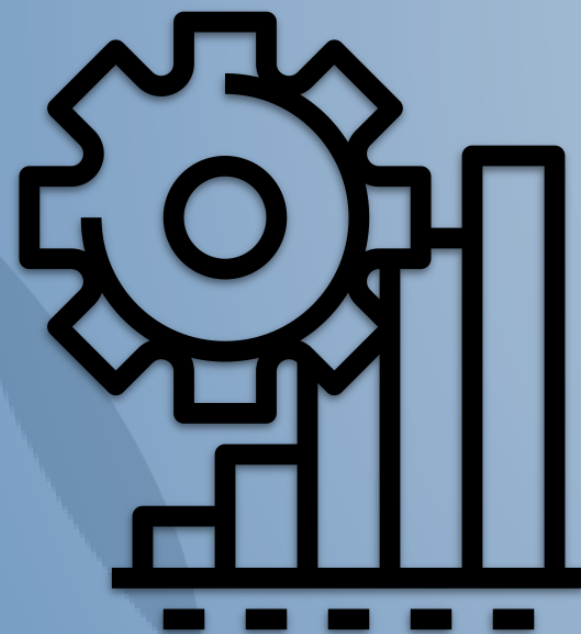


Effective Use of Local Opportunities



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- Rural tourism is a type of tourism that contributes to the development of regions both socially and culturally.
- The rural tourism is also of great importance in terms of realizing rural development and keeping the local people's interest since it provides employment opportunities in the region.
- Rural tourism has many fields of activity, and correct usage of these fields will create several opportunities to establish an example of a sustainable tourism environment.
- In the light of this information, local opportunities should be used in a quite beneficial way.



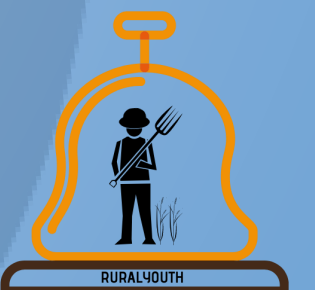
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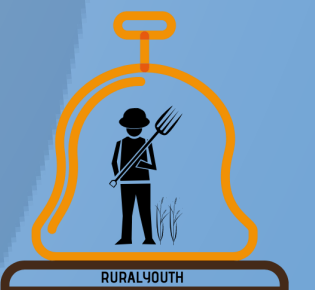
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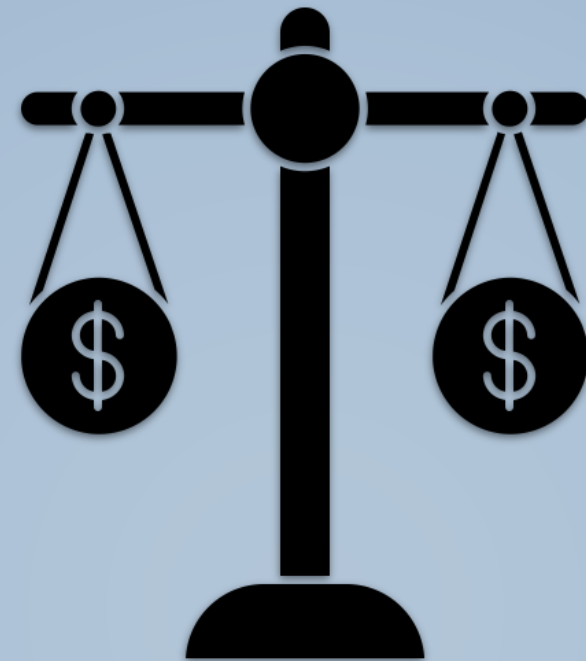
- Identifying the local opportunities is primarily accomplished by measuring the potential of the region thoroughly.
- Particularly, the most effective way to benefit from culturally and historically rich regions is to boost the touristic demand of natural and historical assets in such regions.
- Here, raising awareness of the local people living in the region will be the most effective step towards the success.
- Involving local people in tourism activities ensures that the resources are used more effectively, and tourist expectations are fulfilled.
- This way, new job opportunities will be created for the local people and they will contribute to the development of the rural tourism in their region.





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Identifying an opportunity
that fits the main goal



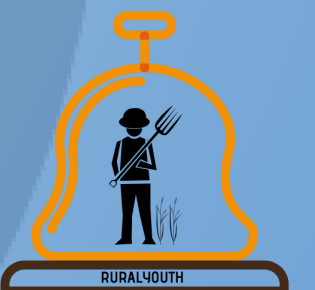
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Measuring the potential of
the region for finding out the
best way to benefit from the
opportunities



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Inform the local people and
raise their awareness about
the opportunities of local
development

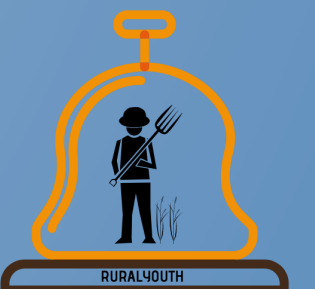


RURAL YOUTH

You reap what you sow.

– TURKISH PROVERB

(English Equivalent: As you sow, so shall you reap.)





SURF
TO FIND OUT
MORE



Watch Tanzania Alumni Documentary about a development story in Tanzania!



Examine this document for broaden your horizon about local development!



Studying this project may spark new lights in ones head!



If you want to have fun while learning about local development, you can watch this lesson!



Watch this animation to learn some of the fundamentals of local development!



Restless development is a web site that provides alternative ways for local development!

Entrepreneur: someone who starts their own business.

Development: the process of growth and becoming more advanced.

Production: the process of making or growing goods to be sold

Rural: countryside

Marketing: a job that involves encouraging people to buy a product or service.

Youth: the period of your life when you are young.

Creativity: the ability to produce or use original and unusual ideas.

Evaluation: the process of judging or calculating the quality, importance, amount, or value of something.

Innovation: the use of a new idea or method.

Local Resource: a useful or valuable possession or quality of a country.

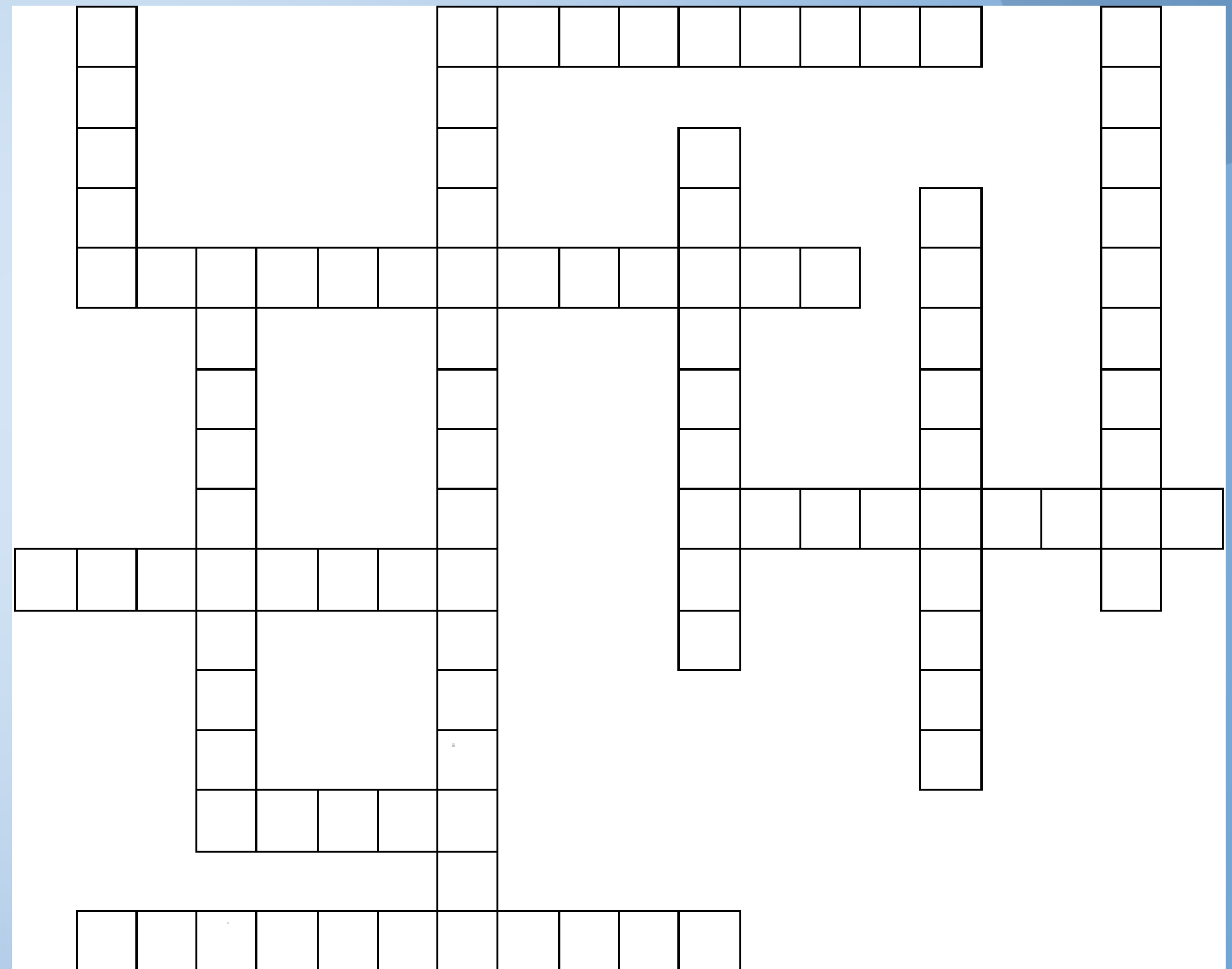
Education: the process of teaching or learning, especially in a school or college, or the knowledge that you get from this.

Alliance: a group of people who have agreed to work together.

Crossword



Fill the blanks with appropriate terms!



MATCH THE PARAGRAPHS!



Therefore, surveying the thoughts of the youth shows alternative opportunities...

...to uncover historical values that can attract tourists.

Rural tourism is a type of tourism that ...

... and provides the information required for the future of local development.

Raising awareness of the local people living in the region will be the most effective way...

... contributes to the development of regions both socially and culturally.



TEST YOUR KNOWLEDGE!

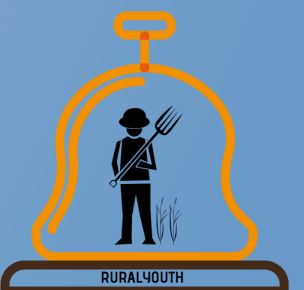


1- Which one is cannot be counted as a new opportunity for local development?

- A.) Finding an alternative way to use local resources.
- B.) Letting only the government to handle local development.**
- C.) Creating new policies to support entrepreneurs in local areas.
- D.) Supporting young people's original ideas for local development.

2- Which one below cannot be counted as a local development?

- A.) Improving infrastructure.
- B.) Updating local institutions to achieve better organization.
- C.) Depending on a debilitated resource.**
- D.) Improving the overall education level.



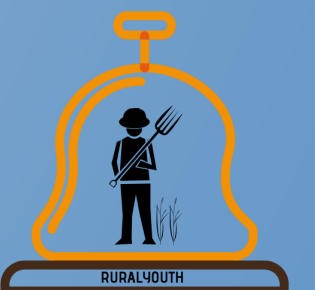


3- Which one below is a good strategy for local development?

- A.) Choosing a relevant territory
- B.) Setting up the goals
- C.) Preparing a detailed time Schedule
- D.) All of above**

4- Which one below is not an appropriate way of local development?

- A.) Environmental management
- B.) Raising endogenous local potential
- C.) Promoting entrepreneurship and tourism
- D.) Raising the taxes of agricultural products**





5- Institutional development, cooperation among the local actors, entrepreneurship and innovation are key factors for a compatible local productivity.

(**True/False**)

6- Developing singular sector is enough for local development.

(**True/False**)

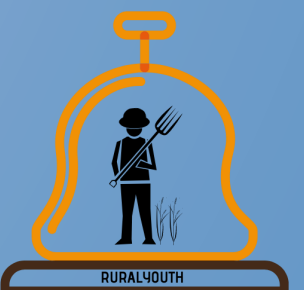
7- The government should stick to a development strategy and never change it.

(**True/False**)

8- The second stage, “acquiring the know-how” takes place usually between the fifth and tenth years of the local development process.

(LEDA)

(**True/False**)





9- Using the fresh eyes of the youth can be very helpful to illuminate our way through local development.

(**True/False**)

10- Informing local people about regional potential can interrupt local development.

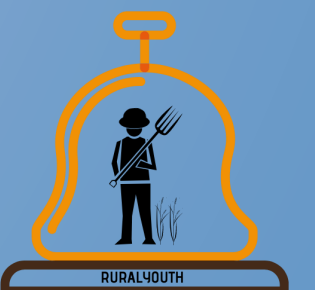
(**True/False**)

11- Rural public can contribute in the development of rural tourism if they are informed well.

(**True/False**)

12- A good developing strategy shifts and evolves through changes in the state of the region.

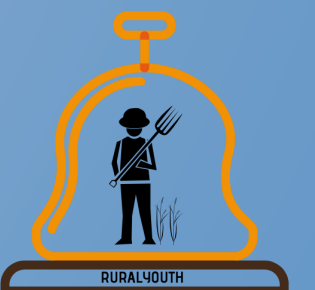
(**True/False**)



FILL THE BLANKS WITH APPROPRIATE WORDS!

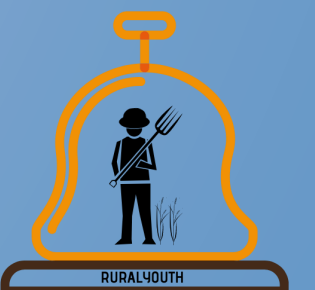
A successful initiative requires a detailed planning at the developing phase of the Thus, the initiative spots other possible opportunities and significant actors in the area so that it can adjust the main priorities accordingly. The strategy should all of the partners' ideas and should be built on their collective vision. The partners should and update the strategy regularly since the are perpetually changing.

- 1- Strategy
- 2- Local development
- 3- Encompass
- 4- Reevaluate
- 5- Conditions



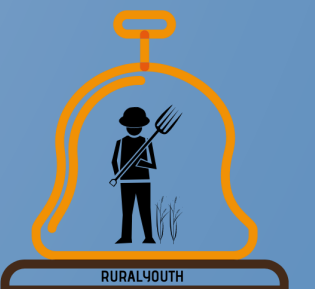
DISCUSSION

1. What is the future of local development? Do you have an idea for local production to keep up with the global market?
2. Do you think local development should be left to central government to handle, or its future depends on an alliance established between local actors and entrepreneurs?



Thinking is the hardest work there is, which is probably the reason so few engage in it.

– HENRY FORD



SUMMARY

- In this unit, you have learned about what can be done to develop local areas, and what kind of strategy we do need to follow in addition to the current state of countryside.
- In Unit 6.2, you will learn about the importance of the cooperation between the entrepreneurs and the state.
- Additionally, you will learn how to achieve wonderful results by a joint action between the entrepreneurs and the state.

