האוניברסיטה העברית בירושלים
The Hebrew University of Jerusalem, Faculty of Social Sciences

Glocal 2013
NEWSLETTER

INSIDE:

Glocal Community-Development Studies Celebrates Three Years of Innovation and Creativity

The Glocal program at the Hebrew University is now entering its fourth academic year. As the first international development studies program in Israel, we have been steadily developing and expanding upon our unique approach to the blending of theory to practice, literally bringing the classroom to the field, and vice versa!

The 'Skills for Development' course exposes students every year to different aspects of development as it is practiced by a range of organizations in Israel. This year we introduced a new component to the class, a practicum- providing students with the chance to learn from, and work alongside, such organizations as the ARDC, Unitaf, Siftech, and Shatil. As part of the course, the students also arranged a field trip to Israel's south (the Bedouin city of Rahat) under the theme of Insider/Outsider views of development.

Industrial as ever, our students also reached beyond the field of classic development, organizing a intimate talk with leading Israeli genocide expert Yehudah Bauer connecting holocaust memorial day with the broader theme of genocide prevention. Bauer's talk provided an eclectic mix with the regularly scheduled speakers in Glocal's seminar series. This year these talks included: a return visit from the Canadian Ambassador the Right Honorable Paul Hunt, who spoke about bilateral funding, alongside talks by a local Israeli representative of Fair Planet- a start up seed company, and a critical theoretical talk on the legitimacy of international advocacy given by a representative of CARE in the West Bank.

Glocal switched gears in early spring as we began to ready ourselves for our gala event, the second annual End of Year Conference. This year the event included the unveiling of a photo exhibit composed of shots that students took in the field, alongside an academic student poster fair outlining the work they engaged in on their internships, and for the first time ever, a series of student-led panels on various development themes. The event was a huge success, with over 150 attendees from more than 15 countries, many of whom were exposed to Glocal and our growing base of students for the first time.

As we ready ourselves to welcome our fourth cohort of students, including for the first time a group of students from developing countries, we are excited about the future. This year's newsletter is the sole initiative of our students, and we invite you to learn about the program through their eyes. Join Liat as she takes you on a virtual tour of our End of Year Conference; listen to Inbar as she tells you more about the growth of the field of social entrepreneurship and of her own entrepreneurial initiative here in Israel; and accompany Sabita, Adar, Amy and Ben, four of our newest alumni as they share their internship experiences with you.

We are happy to have you with us as we review another great year of Glocal!

Sincerely,
The Glocal Staff

Thinking Global, Acting Local

Liat Schlesinger

What's the connection between cooperatives in Uganda, women's health in Nepal and the use of Facebook in Sri Lanka? These and many other topics were among the issues that students from the Glocal program grappled with during their field internships which took place between September and December 2013. The students are part of the 2nd cohort of a new and unique program at the Hebrew university called "Glocal – Community-Development Studies".

Many global development issues were presented in the program's annual end of year conference that took place April 11th at the Hebrew University. As part of the event, students also presented a special photo exhibition named "Through Our Eyes" depicting remarkable scenes from their experiences during their four month internships around the world, in countries such as India, Kenya, Uganda, Tanzania, and Benin among others. The opening was followed by moderated panels dealing with core development issues and rising dilemmas. "We don't think we have all the answers, but we definitely have a lot of questions"' said one of participants.

Ilan Flus, Director, Policy Planning & External Relations Dept of Israel's Agency for International Development Cooperation (MASHAV), said at the conference that, "the Glocal program is an important one because it deals with global issues with local voices. There are big challenges facing development today and the students are joining a global community that is growing also in Israel where more experts are getting involved. Opening the Glocal program is an achievement to the University".

Prof. Vered Vinitzky-Seroussi, the Dean of the Faculty of Social Sciences said that "The program represents our intension to not be just research oriented but also practice in Tikkun Olam. For this job you need to have social commitment but more important you need to have a soul. We can say that we owe it to the public to help the less fortunate than us, but first of all we owe it to ourselves".

Avihai Stollar, one of the students who presented an academic poster as part of the event worked during his internship in Sarvodaya, an organization in Sri Lanka spearheading a Citizen

> "The program represents our intension to not be just research oriented but also practice in Tikkun Olam. For this job you need to have social commitment but more important you need to have a soul"

Journalism project aimed at empowering local communities."The internet platform already exists there, and there is so much potential in the technology that can really change people's lives".

So you want to change the world, in what ways?

Avihai explains: "Social media today allows people to connect for a cause and provides the ability to demand that policymakers be accountable for their actions. For example, if in a village in rural Sri Lanka people want to fix the road leading to their village they can use Facebook to raise the demand to fix the road. It gives the opportunity to people to raise their voice and be creative. If they make enough noise they can't be ignored".

Gaining a new perspective:

The conference was also a platform for students to exchange ideas and thoughts with other development practitioners from all around the world. Betewulign Adem, an agriculture teacher from Jimma University in Ethiopia attended the conference as one of the participants of a program at the the Weitz Center for Development Studies in Rehovot, Israel.

"I think it's important to learn from other people's experience and ideas and you never know who you can meet that will open a new door you did not know exist before," reflected Adem. "I want to learn about the way Israeli do things in agriculture. You have a lot of technology that we can learn from, things we are not familiar with".

What can Israelis learn from you?

"I think collaboration could benefit both Israelis and Ethiopians since we have bio diversity which doesn't exist here, so with the right collaboration we could only grow stronger," said Adem.

As the worker in the health ministry in South Sudan, Betty Eyobo takes part in fascinating state-building in the young country. "When I traveled here I saw that you guys have so much desert and mountains but when you go to the market there is all the variety of food. Literally, there's everything. Where I come from, the land is flat and fertile and still people are hungry. We have so many water sources but people don't have water in their homes. This is what we need to change in order to survive".

Another Glocal student, Anne Sophie Cardinal, spoke in one of the panels titled "Human rights and migration: From vulnerability to empowerment" sharing her experiences working with CARE Benin in flood affected areas, and dealing with the displacement of thousands of people.

She was surprised to discover that there could also be positive outcomes to such a disaster.

What surprised you?

I met a woman called Salamatu who was 50 years old. When we visited her village after the floods she told me: 'I lost everything I owned. I am thankful to be alive, and all I have left is my soul. I hope that my community will be able to rebuild itself soon and start over. If the men decide to go back and build in the old location, we women will not agree."

"I was amazed. It made me see how disasters sometimes turn out to be opportunities for change within communities".

The event was also dedicated to say goodbye to the Academic Head of the program Prof. Steve Kaplan, who is leaving for year sabbatical. Kaplan congratulated the students for their achievements. Later, when asked what his advice was for his students past, present and future he said, "My best advice is to plan and plan and then be ready to change everything".

The Fourth Sector

Finding the Right Balance through Social entrepreneurship

Inbar Ziv

Impact investment; corporate social responsibility; social enterprises; venture philanthropy; for-profit organizations. These terms, among many others, reflect the trend that we have all been witnessing in the past few years: the attempt to harness the power of the free market and the dynamics of capitalism to advance social welfare. The boundaries between the public, private and social sectors are blurring, and a fourth sector is emerging: a sector of entrepreneurs who challenge the common models of both businesses and non-profit organizations, by creating ventures that are making a social impact while at the same time generating revenues. These models are quickly spreading around the world, and I personally believe that in the coming years the field of development will become increasingly characterized by different social businesses.

"Start-up Launch Night of the first wave of SifTech's Entrepreneurship Accelerator Program - 10 exciting new ventures participated in an intensive four-month program in which they developed their initiatives with the guidance of personal mentors and professional instructors"

SifTech's Start-up Launch Night

"SifTech's founders and directors, Stav Erez (left) and Inbar Ziv (right) - SifTech is based on a model that links entrepreneurship to social causes and encourages entrepreneurs to find the right balance between the financial and social revenues of their initiatives"

Stav & Inbar - SifTech's founders and directors

As a student in Glocal's third cohort, and as the Co-Founder and Deputy Director of SifTech, the Jerusalem Entrepreneurship Center of the Hebrew University and its Student Body, I have had several experiences that led me to see a very clear connection between entrepreneurship and development. First of all, in the course of our studies in Glocal and during my travels around Southern Africa, India and Nepal, I was exposed to some of humanity's most pressing challenges such as poverty, hunger, disease and inequality, as well as to the many varied approaches of NGOs attempting to address these challenges. Second, through my position in SifTech, I meet many entrepreneurs on a regular basis, both in Israel and abroad, who are leading amazingly innovative start-ups, some of which are truly making our world a better place. Third, throughout my search for an internship placement as part of the Glocal curriculum, I came across a few incredibly inspiring organizations that combine the two fields I am most involved in: entrepreneurship and development. While there are many unique social ventures operating in today's globalized world, I would recommend familiarizing yourself with a few –beginning with the Angels Initiatives, the Unreasonable Institute and Medic Mobile.

Inbar presenting SifTech at Google conference for women entrepreneurs

These encounters have led me to perceive the link between development and entrepreneurship as a double-sided coin: on the one hand there are entrepreneurs and investors from developed countries, and on the other hand there are initiatives from the developing world. I believe that both sides of the coin are needed in order to create a social enterprise that truly manages to address crucial problems in the developing world (such as women and youth empowerment) by providing innovative solutions. Without the equal participation of local entrepreneurs, who are familiar with the challenges their own people are dealing with and who know the local culture and customs, any attempt is likely to fail.

I strongly believe that the fourth sector has found the right balance between financial interests that bring with them efficiency and credibility, and social motives, which are characterized by a vision to bring about positive change in the world. Many different actors, such as governments, INGOs, NGOs and companies, play significant roles in the field of development. The newly emerging realm of social businesses, which manages to leverage profit to solve critical social challenges, truly has the potential

" As a student in Glocal's third cohort I have had several experiences that led me to see a very clear connection between entrepreneurship and development."

to become a key player in the development world, and I sincerely hope to take part in innovative ventures of this kind both on my internship and as a future development professional.

Musings from the Field

In the following section, Glocal alumni share reflections from the work undertaken during their field internships over the fall of 2012. Hear from students in their own words as they recall their experiences. Join Adar on her photo exploration of the Mising Youth Tribe in northern India, learn from Amy's experiences in working with child brides in the Amhara region of Ethiopia, read from Sabita's work in reproductive health trainings in rural India, and share a few laughs as Ben takes a harrowing night journey through the mountains of Madagascar.

Photo Exploration of the Mising Youth

Adar Zehavi undertook her internship with the Institution for Rural and Cultural Development (I-CARD) in Northeast India where she worked in research and analysis, assessing the state of youth in the Mising community on issues related to youth livelihood, employment, and urban migration.

The state of Assam in Northeast India is home to the Mising tribe. Having been located along the Brahmaputra River since the year 1200, the Mising are a peaceful community of approximately 1,300,000 people, with unique cultural and social characteristics which have evolved from their independent and isolated way of life.

At present, the Mising, like other tribal communities around the world, struggle to adjust to the effects of diverse global phenomena, including climate change, social inequality and food insecurity.

The Mising youth, at the crossroad into adulthood, are highly affected by those global challenges; no longer able to thrive by using traditional agricultural methods, they also lack sufficient skills for employment and role models (i.e. adults) who have successfully integrated into the market economy in their immediate vicinity. This situation poses a tremendous obstacle to their identity formation, and challenges their perceptions of self, inhibiting them from becoming successful members who contribute to society.

Kalbari village: 'Tea garden'
"I don't have the tools necessary to gather the tea leaves."
Kalbari village: 'My own Tea garden'
"...I want to be an owner of a Tea-garden... I need money... if I'll work hard and save money I will have my own Tea garden."

Borgarah village: 'Well-educated children'
"We don't have money for books or pencils, we don't have chairs or tables and teachers in our village are not committed to their work but, we can spend time with small children and teach them what we know, so that they will have better chances than ours".

" Borgoyan village: 'Flood-resistant paddy fields'
"Good crops of rice are our tribe's symbol of success. A Cow grazing in rotten paddy field will show our challenge on the way to success."

Vjani village: 'Company job'
"Knowing computers is a must for finding good job in the city. When you have good job in the city you can save money and become successful man."

Salmora village: 'Long-term solutions'
"Bamboo Bridge is a symbol of our society's dependence on temporary solutions. We should invest in children's education so that they will develop long lasting solutions for our society."

The pictures presented here are part of the research that I conducted with youth from the Mising tribe. The research focuses on the rural to urban migration of these youth and its effects on their personal development, as well as on rural development overall. In this photography project, the research participants were asked to take a picture that reflects an obstacle to their personal success.

The pictures were taken in the villages of the Mising tribe, highlighting the perceived gaps between the notion of success and the present situation in the village, all as seen through the eyes of the participants. These pictures also reflect the possible means for change, and the participants' vision regarding the effective and available ways for bridging those gaps.

The emphasis on images of success in these photos is designed to draw attention to the struggle, representing a process of change within itself. The tension between the image showing the current situation and the title that describes a desired future situation is intended to highlight what is missing in the development process of rural areas.

Moreover, these photos also allow the viewer to get a glimpse of the courage and creativity displayed by the Mising youth, thus enabling us to observe our global village from their unique point of view.

Escaping the Confines of Child Marriage

Amy Cowen undertook her four-month internship with CARE Ethiopia where she worked on documenting the best practices and implementation approaches employed in programs dealing with safe water, hygiene and sanitation in rural areas, and the promotion of sexual reproductive health among child brides in South Gondar.

With her deep brown eyes cautiously peering out from behind a scarf draped loosely around her face, Belet appeared quiet and bashful upon first glance. Yet, as she began to recall the events of her life, Belet's seeming timidity faded, revealing a strength, courage, and resilience beyond her fifteen years of age.

The fourth child of seven children born to low-income agriculturists in the Amijaye village of northern Ethiopia, Belet was married off by her family without her knowledge - a child bride at age eight to a 22 year old man. The wedding was held under the guise of a religious ceremony after which she was quickly taken by her younger brother to the home of her new husband and in-laws; it was only there that she discovered she was married and consequently forced to drop out of school.

After three years of living with her husband's family, they urged her at age eleven to have sexual intercourse with her husband despite the fact that she had yet to begin menstruation. But, Belet refused. "How long will you continue to live under this roof without having intercourse with your husband," she vividly recalls them asking. Following a second attempt at coercing her to have sex with her husband, she ran away to the nearest town with another young girl in a similar circumstance.

Upon her escape, she was found by one of her brothers and taken back to her husband's family. She was once again forced to share a bed with her husband. After attempting to have sex with her, she again avidly refused and ultimately left him, leaving her divorced at the young age of 12.

Belet's family began to arrange a second marriage for her, hoping to solve the family's poor economic status through another arranged marriage. Yet, this time, Belet did not remain silent. After gaining new life skills and a sense of empowerment through her involvement with CARE Ethiopia's TESFA project, an initiative working with child brides in northern Ethiopia, she shared how she ultimately convinced her family to release her from the marriage and allow her to continue her education. She is now in second grade and aspires to be a teacher in order to give others the opportunity to learn from her experiences and the knowledge she acquired. Empowered with new skills and equipped with a greater sense of confidence, she not only discovered the power within her to change her own life, but is now using her voice to impact others within her community.

Belet went on to prevent three other child marriages in her village while her elder sister and mother now use family planning as a result of Belet's counsel. Though currently only fifteen years old, the life of Belet is truly an inspiring story of one girl's escape from the confines of forced early marriage to go on and transform her life by continuing her education, empowering other girls and combating child marriage within her own community.

Raising Healthcare Awareness among Rural Women in India

My internship was undertaken at Samaj Pragati Sahayog (SPS), a grassroots NGO located in a rain-fed area of Central India. Located in a rural region of India, the area is among the poorest in the entire country. It is characterized by a high level of poverty along with a high incidence of adult and child under-nutrition, an extremely low level of female literacy (5-21%) and a high infant mortality rate (91 per 1000 live births).

My internship focused on women's reproductive health, combining preliminary research, and evaluation with the

Sabita Deshu undertook her four-month internship in Samaj Pragati Sahayog Pragati an organization in India where she designed and facilitated a training program for local women and female staff on healthcare and sexual reproductive health.

development of a healthcare training program for women. I conducted a baseline survey on the state of reproductive health and the complexities faced by women in the area. During the research, I encountered the poor eating habits of pregnant women and nursing mothers, adolescent girls and women in different stages of their lives, along with cultural practices related to pregnancy and childbirth that also play a part in shaping the health of these women. The research I conducted revealed that women in the area experience difficult situations in their everyday lives. Still, the women I encountered managed to remain happy and smiling, which tells us about the courage and strength with which these women face life's obstacles. The other challenge is the delivery of high-quality social services to the poor. Moreover, individuals in a setting like rural India often either misdiagnose themselves and thus end up taking medicine which worsens their condition or are simply unaware of their need for medical attention. Realizing the fact that there is a growing need for awareness, a 'Reproductive Health Awareness Project' was initiated.

In order to identify the specific needs and interests of the target population, we began by meeting the women directly through trainings. We used the first round of trainings to undertake an assessment of the needs of these women. Based on this information, we adapted the methods, materials and content. Our original idea was to work on Reproductive Health, but as we discovered the need to discuss more urgent topics and how vast the subject of reproductive

health is, we decided to divide into specific groups according to the following concerns: Anemia, STIs and STDs, UTIs, and Family Planning.

We chose to work with local staff, Self Help Group cluster leaders, Kumbaya team members (the organization's income-generating program), pregnant women and Matri Sahayogini Samiti Groups (support groups for pregnant women). During my work with these groups, I drew on my previous work experience. As a native of Nepalese, I worked for six years in health and education among Nepali marginalized women. Aa well as drawing on my past professional work during the course of my internship, I also utilized the knowledge and skills I gained as a student in the Glocal program, especially the skills I learned in developing research methodologies, designing projects, and evaluation. Of course, speaking the local language (Hindi and Nimadi) made my internship even more successful!

> "Still, the women I encountered managed to remain happy and smiling, which tell us about the courage and strength with which these women face life's obstacles."

He'll Be Coming 'Round the Mountain

Ben Vorspan completed his four-month internship in Madagascar with "L'Homme et l'Environnement" NGO, working to develop the capacities of partner associations and facilitating workshops, strategic development and monitoring and evaluation.

The descent from Antananarivo to Ambavaniasy is spectacular. As Route-National 2 winds slowly from the high plateau to the tropical coast, the phenomenal diversity of Madagascar's people and landscapes is exposed. The red mountains are dotted with swaths of pine forests; the valleys are terraced with rice-paddies. As the road descends, the crisp mountain air thickens with the aromas of nature. The red earth births temperate forests, an impossible array of flowers, and raging streams. The air is no longer crisp, now sitting heavy amongst the tropical trees.

The journey traverses vast mountains, more often than not on dilapidated roads, clinging precariously to the sides of cliffs. For this Glocal intern, the journey was made by taxi-brousse ("bush taxi" en francais) the local form of "transportation," which has become such a cultural pillar that entire art galleries and restaurants are themed taxi-brousse. So what exactly is a taxi-brousse?

The taxi-brousse is Madagascar's one and only mode of transportation, plowing the roads of this particularly under-paved island, the world's fourth largest. Roughly the size of a monit-sherut (a service taxi in Israel), drivers unabashedly employ the 'more-the-merrier' business methodology, and fill the poor things to the brim. Malagasy people tend to be smaller in stature, which only encourages drivers to pile 'um in. Worry not - taxi-brousses are not discriminatory. These pluralistic, diesel spewing, metal cages hardly limit their load to human cargo (whose seats include, but not limited to, laps); any negative space is tightly packed with baskets, fruits, rice, and of course, no small amount of livestock.

Now, I consider myself a taxi-brousse veteran of sorts, having accrued enough taxi-brousse frequent-flyer points to take me to the moon and back, business class. I did, however, adhere to the "NEVER TRAVEL AT NIGHT" rule instilled in me by friends, Malagasy and foreigners alike. After one particularly exhausting field visit, my boss and I decided to head home to Antananarivo early. The only problem was -- it was getting late. We calculated that we could arrive in Moramanga by dusk, from where we could take a 2.5 hour taxi-brousse journey back to Antananarivo, putting us in at around 20:30. Reasoning that bandits and armed highway robbers probably need a good dinner before a night's work of stopping taxi-brousses at gunpoint, we decided to head home. We'd have a hot shower by 21:00. So off we went.

Half-way through the journey, my boss asked, "Is the driver slowing down?" "I don't know," I replied absent-

mindedly. "But it sure is dark." And then it dawned on us, or rather, "dusked" on us. The headlights had gone off, as had the rest of the taxi-brousse's electrical system. We were now being guided by the cellphone lights of passengers hanging their hands out the windows. It was pitch black, and the deep valleys beneath us were no more distinguishable than the road in front of us. So, we pulled over.

"No hot shower tonight," I mumbled to my boss, as we all shuffled out of the car, wary not to lose footing and suddenly plummet to the rice-paddies hundreds of meters below. As I began to ponder

"As the road descends, the crisp mountain air thickens with the aromas of nature. The red earth births temperate forests, an impossible array of flowers, and raging streams."

how I would locate my sleeping bag, everyone piled back into the car. To my dismay, the driver was going to attempt to continue. He pulled into the middle of the road, but couldn't see the road ahead of us, so he decided to wait it out.

"At least the bandits can't see us," I joked. "And neither can the approaching camion," my boss

replied. "C'est quoi un camion (what is a Camion)?" I asked, deciding to utilize this time to practice my French. But she didn't need to respond.

The headlights were approaching fast, and we were pitch-black and silent. Rounding the bends at harrowing speeds, the camion (tractor-trailer truck) was probably not in the condition to break. So I closed my eyes, waited for impact, and considered releasing the contents of my bladder.

'Hooooonnnnnkkkkkkkkkk"

Narrow miss. But, our driver, un-phased by the open doors of our taxi-brousse, saw his moment. Having narrowly escaped a head-on collision with a semi-truck that would have undoubtedly sent us careening to our "rice-y" deaths, the driver adopted the "make-friends-with-your-enemies" philosophy and took off after the semi-truck. Hurling around curves and diving into potholes, the driver maintained a "safe" distance of about 1.5 meters from our new source of light, an 18-wheeled camion, oblivious to our presence.

You get the picture. Six-harrowing hours later, we arrived in Antananarivo. As I moved through the city's streets at midnight, I counted my lucky stars, only on this particularly dark night, they were behind clouds. I got home and hopped in the shower. It was cold.

Moral of the story, when you work in development, there is more to life than hot showers.

Glocal:
A Year in Review

To learn more about the Glocal Community-Development Studies program
Please visit our website: http://glocal.huji.ac.il
Write to us at: glocal@savion.huji.ac.il