

“Facts and Fiction of Applying Technology to Rural Development”

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26 May 2011

Outline of **Presentation**

Background: Contexts &
Challenge (3 Slides)

Technology & Development:
“Facts & Fiction” (3 Slides)

A Place Beyond: Process &
Human Enterprise Network (1
Slide)



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National & CSIR Strategic Contexts



MTSF Priorities:

The priority areas to give effect to the 2009 election mandate are:

1. More **inclusive economic growth**, decent work and **sustainable livelihoods**;
2. Economic and social infrastructure;
3. **Rural development**, food security and land reform;
4. Access to quality education;
5. Improved health care;
6. The fight against crime and corruption;
7. **Cohesive and sustainable communities**;
8. Creation of a better Africa and a better world;
9. **Sustainable resource management and use**; and
10. A developmental state including improvement of public services.

12 Presidential Outcomes:

1. Improved quality of basic education.
2. A long and healthy life for all South Africans.
3. All people in South Africa are and feel safe.
4. **Decent employment through inclusive economic growth.**
5. A skilled and capable workforce to support an inclusive growth path.
6. An efficient, competitive and responsive economic infrastructure network.
7. **Vibrant, equitable and sustainable rural communities with food security for all.**
8. Sustainable human settlements and improved quality of household life.
9. A responsive, accountable, effective and efficient local government system.
10. **Environmental assets and natural resources that are well protected and continually enhanced.**
11. Create a better South Africa and contribute to a better and safer Africa and World.
12. An efficient, effective and development oriented public service and an empowered, fair and inclusive citizenship.

New Growth Path

1. Identifying **areas where employment creation is possible on a large scale**
2. Developing policy package to facilitate employment creation in these areas through:
 - a. Enhancing social equity and competitiveness;
 - b. **Systemic changes** to mobilise domestic investment in activities that can create sustainable employment; and
 - c. Strong social dialogue to focus all stakeholders on encouraging growth in employment-creating activities.

CSIR Research Impact Areas:

1. Natural Environment
2. Built Environment
3. Health
4. Industry
5. Defence and Security
6. Energy

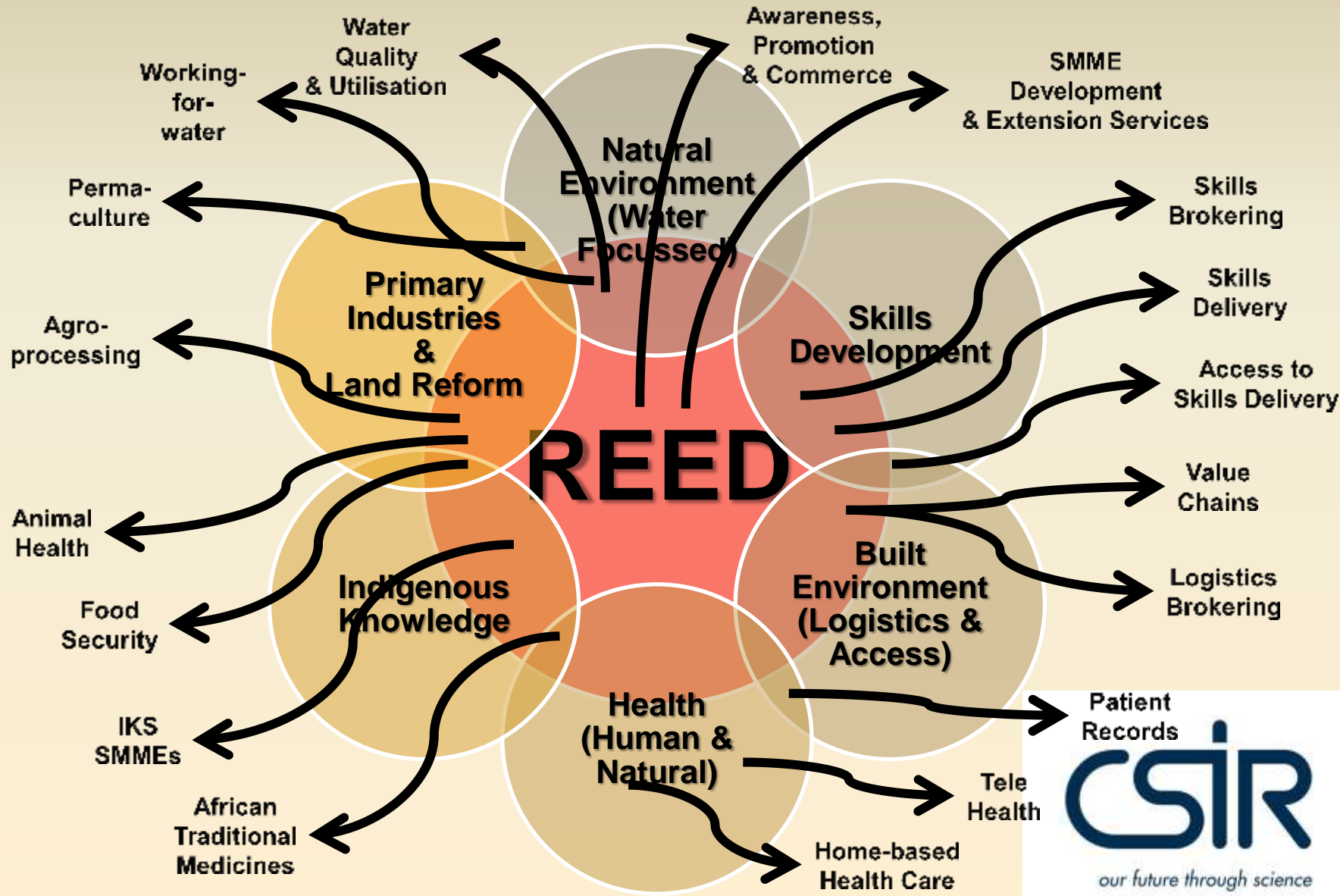


Pres. J. Zuma (SoN): “...2011 a year of job creation through **meaningful economic transformation and Inclusive growth.**”

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Rural Enterprise & Economic Development (REED)

Impact & Strategic Focus Areas



The Challenge...

Changing the *nature* of rural *enterprise* and *economic* development in a *way* that can ...

...and change cattle traffic-control...



Prevent young talent leaving...

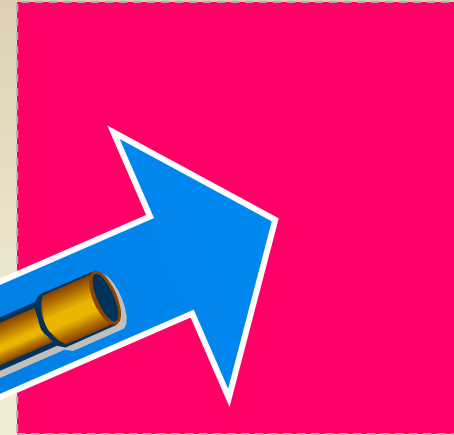


...to a new place beyond!

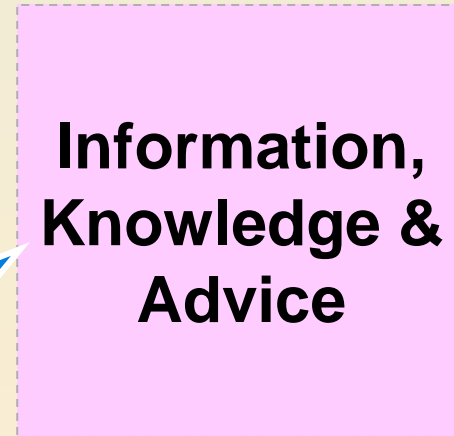


A Place Beyond?

Export
Orientation



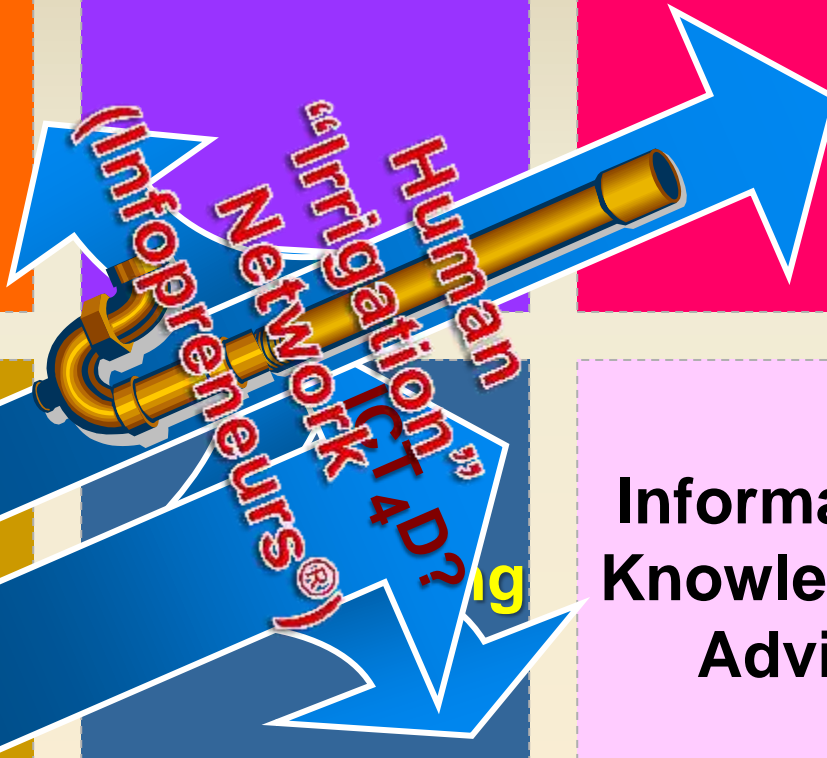
Consumer
Orientation



Agricultural
Society

Industrial
Society

Information
Society



Information,
Knowledge &
Advice

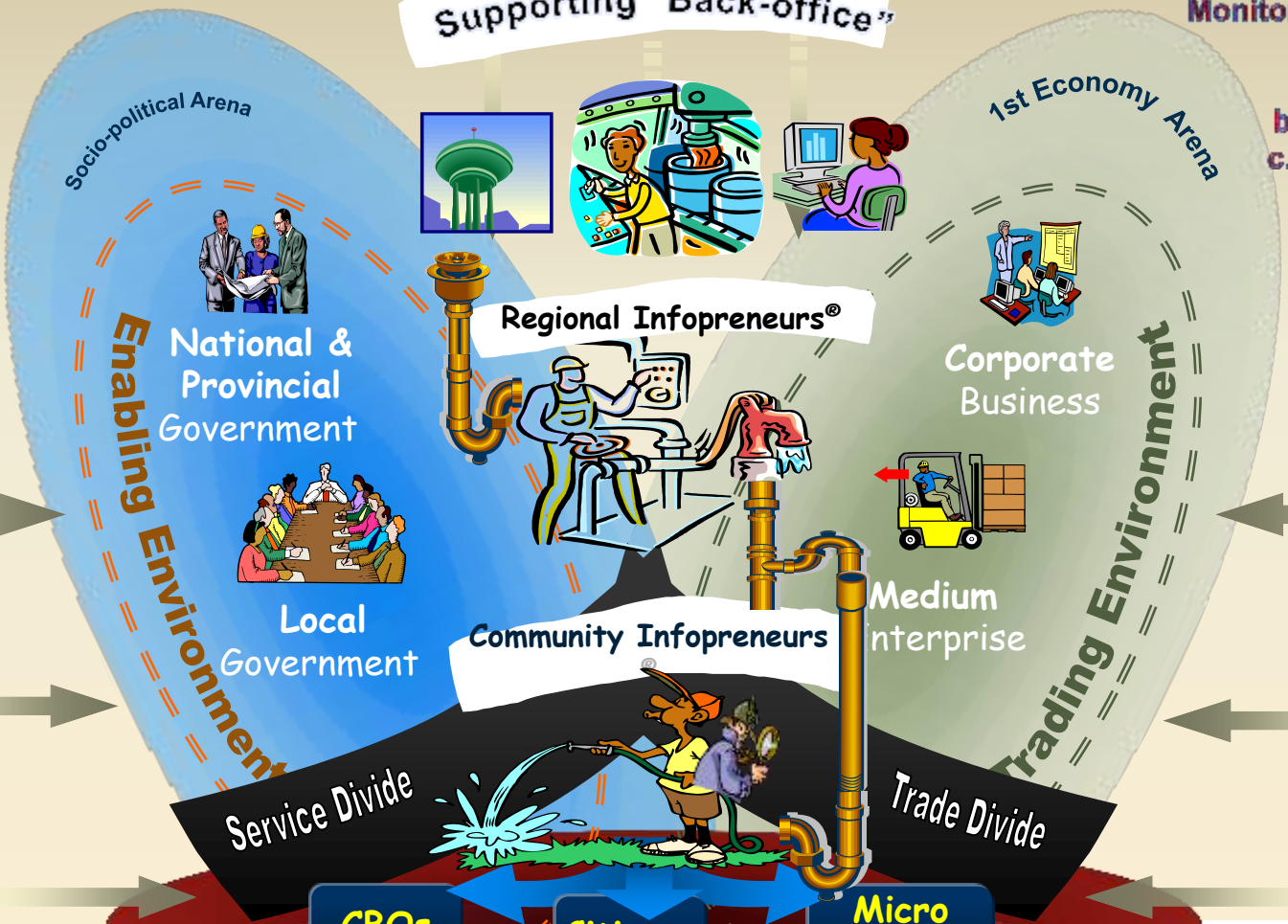
Solution Components

Democratization

Globalization

Supporting "Back-office"

Outcomes Based Monitoring & Evaluation
M&E:
 a. Boxes
 b. Business
 c. Behaviour



Asset Based Community Development Rebuilding:
 a. Human Capital
 b. Social Capital
 c. Physical Capital
 d. Natural Capital
 e. Financial Capital

Developing (Rural) Communities

Technology Convergence

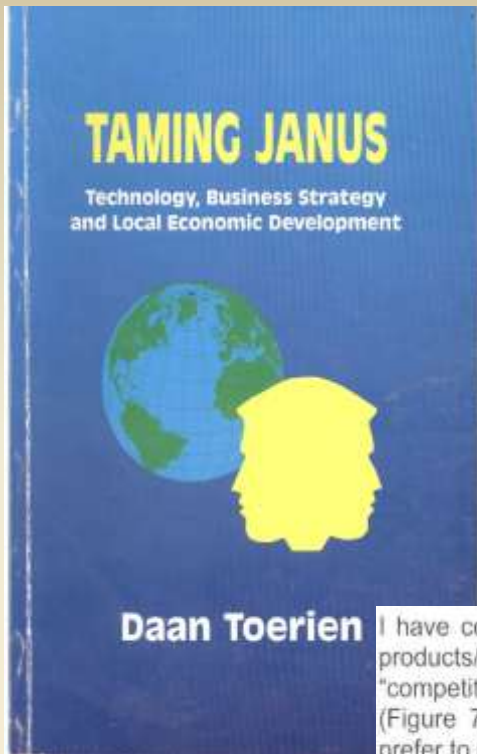


Thank you!

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“Taming Janus”



I have combined the low-tech/high-tech axis with a commodity products/services-differentiated products/services axis to form a "competitive positioning diagram" that I call the "Quad Tool" (Figure 7.4). It is a two-by-two matrix with four quadrants (I prefer to call them quads).

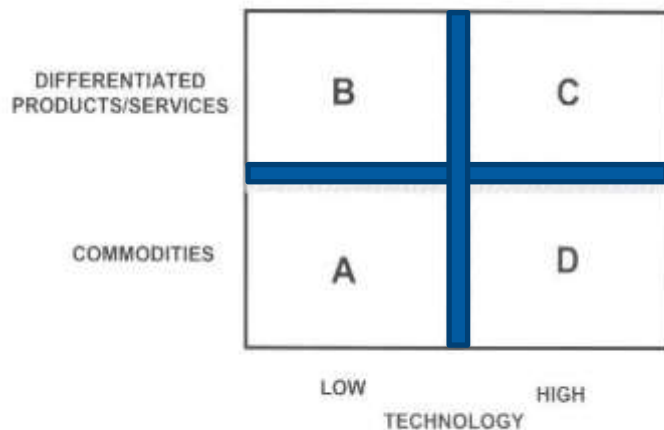


Figure 7.4 The Quad Tool

Strategic positioning of South Africa

The changes in the repositioning of Quad A South African enterprises since 1996 is summarised in Figure 13.5. The continuing restructuring of the economy in the 1996 to 2003

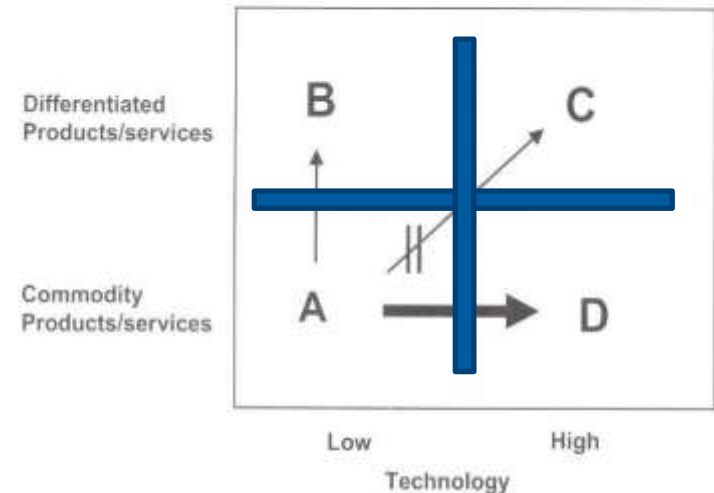


Figure 13.5 The changes in the strategic positioning of South Africa in 1996 to 2003

period resulted in many Quad A enterprises becoming more **technology-intensive** and moving towards Quad D (shown by the heavy horizontal arrow). However, in the process **many jobs were sacrificed**. Sadly, there were few, if any, specific government policies to **allow the strengthening of Quad B**, either by creating new Quad B enterprises or refocusing existing Quad A enterprises (shown by the light vertical arrow). It was also **impossible to reposition Quad A enterprises in Quad C** given the need for **highly trained human resources in Quad C** enterprises. This requirement could not be met from the relatively poorly trained workers made redundant in the restructuring of the South



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