

SOCIAL DEVELOPMENT COMMISSION - APRIL 1966 TO MARCH 1967.

The Social Development Commission, a statutory body under this Ministry, is charged primarily with administering the Community Development Programme. The main aims of this Programme are to stimulate self-help and community spirit, raise standards of living and brighten village life, thus helping to reverse the trend towards the stagnation of village life and the consequent exodus to the towns and cities.

2. The Commission's staff includes trained resident Village Officers at 89 Community Centres throughout the Island, whose tasks are to stimulate self-help and community spirit. Specialist Officers visited the Centres during the year to guide the Village Officers in the different activities undertaken at the Centres, which include Craft Work, Home Economics, Literacy, Arts, Sports and Cooperatives.

3. The overall programme is carried out through four specialised Agencies of the Commission - the Social Development Agency, Craft Development Agency, Youth Development Agency and Sports Development Agency. A report on the work of these Agencies is given below.

SOCIAL DEVELOPMENT AGENCY

4. The primary responsibilities of this Agency are Community Organisation, Leadership Training, Research, Co-operatives, Literacy, Home Economics, Arts and Recreation. It is responsible for the operation and maintenance of the Community Centres which are directly run by the Resident Village Officers.

5. If the Community Development Programme is to succeed, it is essential that Village Officers and Village Supervisors be well trained and kept abreast of new developments. Accordingly, Induction Training Courses for new Village Officers and Conferences for Supervisory and Operational staff were held during the year.

Jamaica's Community Development Programme has had wide recognition abroad, and nine students from other countries - Nigeria, Libya, Kenya, India, Virgin Islands and British Honduras - also received training at the Agency in Community Development practices.

Research

6. During the period under review the Research Section investigated 130 rural areas, of which 55 were selected for the establishment of Community Centres in the next phase of the Community Development Programme. The Section also prepared the data for the Commission's Report.

Home Economics

7. During the period, interest in food preservation and millinery was heightened. Millinery is now being undertaken in 10 Centres. Investigations were made abroad by the Chief Home Economics Adviser into the possibility of having a machine made to process cassava for making wafers.

27 Village Officers and 2 Social Workers from abroad were trained by this Section in Home Economics.

8. The Home Economics Section has ambitious plans for the coming year, which include the establishment of 500 home-food production plots, expansion of Home Economics activities to 60 Community Centres, equipment of 800 homes with the accepted basic facilities (bathroom, smoke-free kitchen, W.C. or fly-proof latrine), assistance to the National Family Planning Programme and work in collaboration with the Scientific Research Council on a Nutrition Experiment in four selected villages. An Inservice Training Course for Home Economics officers is also planned.

Fruit Preservation Unit

9. This Unit was set up last year with the assistance of a Food Technologist from the United States of America, who helped with the selection and laying out of equipment and with investigational work. The objectives were to make a scientific study of local exotic fruits with a view to preserving them in various forms, and to investigate the commercial feasibility of the operations.

22 local fruits were preserved - some, like the paw-paw, guava and tamarind, in commercial quantities. The Unit plans to intensify work on certain items which showed possibilities for preservation in commercial quantities, namely - guava, soursop, paw-paw, mango, jew plum, jimbilin, banana, cashew and jackfruit.

Literacy

10. The evaluation of a pilot literacy project, which was carried out using radio and television as teaching aids, shows that it is feasible to use these media, beamed simultaneously, as aids to the teaching of reading, that the technique aids both teachers and students alike, and that the learning process is shortened, thus reducing costs - a major problem in the teaching of literacy on an Island-wide scale. In collaboration with the Department of Statistics, it is proposed to conduct a wider Literacy Programme, involving 120 classes and 2,400 registered persons, in order to ascertain the administrative requirements of an Island-wide programme.

In relation to this special programme, the Section plans to enumerate 40,000 persons, train 300 volunteers, provide 100 lamps for use at literacy classes, and to edit and publish basic reading

and teaching materials.

UNESCO is interested in this experiment and in the Programme as a whole.

Co-operatives

11. This Section's main plan for the coming year is to promote a degree of specialization among craft workers, thereby increasing their proficiency and also making possible a higher level of quality control. By these efforts it is hoped to increase sales considerably, up to about £60,000.

Friendly Societies

12. During 1966/67, the requirements of the new Friendly Societies Act were studied, and arising from this, new forms, certificates and accounting books have been devised for use when the new Act is brought into force.

SPORTS DEVELOPMENT AGENCY

13. The primary responsibilities of this Agency include organizing country-wide schemes to provide sports training at beginner and intermediate level in the rural areas; disbursing funds for the development of sports; keeping records of athletic standards; surveying sports facilities; evaluating coaching programmes; bringing forward talented persons for coaching; and investigating the availability of playing fields and other facilities.

14. The organisation of Coaching Clinics forms a major part of the Agency's work. Eight continuous Clinics for Youth Club members in the Corporate Area were conducted during the year - two each for Cricket, Netball, Volleyball and one each for Table Tennis and Football. Three 2-week residential clinics were held for Youth Club members from rural areas and for Youth Camp members.

15. Allocations totalling £4,850 were made to various sports bodies during the year for short term coaching, enabling each sport to enhance the level of performance of its members.

In order that local teams could compete abroad or that foreign teams could be invited to compete locally, the Agency made travel grants, totalling £17,300, to the various sports bodies.

16. Individual outstanding or promising athletes were also given grants to enable them, in the one case, to maintain and raise their standards by exposing them to top competition abroad (e.g. George Kerr, Track Athletics; Russell and Lumsden, Tennis) and, in the other, to receive coaching and competition abroad to enable them to raise their standards (Campbell, Boxing; Sue Leyden, Tennis).

17. The Agency plans to continue its programmes during the coming year.

YOUTH DEVELOPMENT AGENCY

18. This has been the first full year since this Agency came into being, absorbing the functions of the Jamaica Youth Clubs' Council and the Jamaica Youth Corps. The amalgamation has had the effect of unifying and streamlining the administration of the Youth Development Services.

Youth Camps

19. At present there are 2 Youth Camps, Cobbla and Chestervale, in full operation, and one under construction at Kenilworth. It is intended that each camp should have an area of specialization in order that the staff will be better utilized and that better training facilities may be provided for the campers. Chestervale will specialize in tailoring, electrical servicing, light woodwork (toy-making), shoe-making, cooking and baking. Cobbla's specialties will be electrical installation, plumbing, sheet and other metal work, auto and farm mechanics, barbering, catering and commercial practice. Kenilworth, when completed, will specialize in ceramics, leather-work, barbering, auto and farm mechanics, cooking, baking, waitering, cadet training and joinery.

20. In addition, work has been done at Cobbla and Chestervale on the planting and commercial production of exotic fruits, woods and vegetables, including mushrooms and strawberries. This programme offers many advantages. Not only will marginal lands at the Camps be commercially utilised, but the boys will be provided with additional occupations and the Camps will have an additional source of revenue, thus making them more self sufficient. Further, the Camps will provide a source of exotic fruit for the fruit preservation project which recently got underway in the Social Development Agency. Many of these new crops provide high and profitable yields per acre, thus providing the boys with new ideas for the profitable utilization of their own lands at home which will in many cases be small and marginal.

Youth Clubs

21. There has been a great increase in Youth Clubs Membership, which now stands at 17,000. Although there are numerous outstanding requests for new Clubs to be established in many Villages, it has been decided that, for the moment, emphasis should be placed on raising to a satisfactory standard the 362 affiliated Clubs throughout the Island.

22. An important part of the Youth Clubs Movement has been the establishment of Youth Centres in several towns in the Island, to form focal points for Youth Club work in the respective areas. During the year Centres were built at Falmouth in Trelawny and Old

Harbour in Clarendon, and work was commenced on a Centre at Tivoli Gardens in Western Kingston. In addition, there are existing Centres at Springfield Park (St. Thomas), St. Ann's Bay, Buff Bay, Montego Bay, George VI Memorial Park, Seprod (in collaboration with the Company) and Tinson Park (to be relocated). It is proposed to establish a Centre at Rennock Lodge in East Kingston, and another at either Port Maria or May Pen, during 1967/68.

23. The success of the Youth Clubs movement will depend greatly on the quality of the administrative and coaching staffs, and on voluntary assistance. Accordingly, plans are afoot to improve the calibre of the staff by Inservice Training, and to recruit more volunteers.

CRAFT DEVELOPMENT AGENCY

24. This Agency is responsible for the implementation of a large-scale centralised programme for the development and commercial promotion of craft work. In collaboration with Crafthings Jamaican Limited, the Agency continued its training, research, promotion, and marketing in straw-work, needlework, metal work, leather work, ceramics, upholstery, brass and copper work, weaving, garment making, woodwork (including wood-carving) and silk screening.

25. As a result of increased production, Crafthings Jamaican acquired additional premises at 72A King Street, where woodwork, upholstery, brass and copper work are now being done. Silk screening and loom weaving are being done at 114 King Street, where a retail store for handicrafts has been established.

26. During the year the Agency received the assistance of 6 Consultants - two from the United Nations and four on contract with Government.

27. The Agency has been doing much to promote the sale of its handicrafts, and to this end has participated in several shows, including the Festival Crafts Exhibition, where it mounted a large and varied display (which was well received), and the Manufacturers' Association Trade Exhibition at the National Arena, where it received the First Prize Award for exhibits of outstanding merit. The Agency now operates retail outlets at the Palisadoes and Montego Bay Airports, the Victoria Crafts Market, Ocho Rios and 114 King Street.

28. A new Craft Estate with approximately 50,000 sq. ft. of factory space is being constructed at Bumper Hall, where the Company will pursue all its activities. It is expected that, on its completion, it will be possible to rationalize the training, production, and administrative aspects of the craft programme. With this in view, plans have been laid for the early and complete re-organisation

of the organisations responsible for craft work, involving -

- (a) the establishment of a new company to be known as "Things Jamaican" to replace "Crafthings Jamaican", which will provide central production, research, design and marketing services - this operation to be run on a strictly commercial basis, aiming at complete economic viability; and
- (b) retention of the Craft Development Agency, with responsibility for training and for the craft operations of the Community Development Programme.

All these operations will be centred around the new facilities at Bumper Hall.

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