

Geoffrey will be pleased to make presentations and seminar series to universities, organizations, companies and groups interested in poverty alleviation, and economic development. Below is a **suggested four-sessions presentation of 1 ½ hour each.** [Note: A distilled version of Sessions 1 & 2 is available in a single 1 ½ hour session.] The Four sessions can become a longer seminar series by adding sessions with students' presentations, as noted below. *Geoffrey will be happy to prepare presentations on subjects by specific requests.*

Suggested Presentation Title: *How to Strengthen Systems for Poverty Alleviation in Developing Countries: Crackin' the Code!*

Description: Are you interested in a central development question: Why after \$4.5 Trillion spent by Official Development Aid (not incl. Humanitarian Assistance) over 56 years (1960 – 2016) do 3.5 Billion people (half the world's population) live on \$3.80 OR Less per day (2015 prices)? Having spent nearly four decades as an applied economist working in the Development Industry, Ferster, explains why the vast resources devoted to developmental issues in recent decades have borne so little fruit commensurate with its goals. Armed with the best of intentions (sometimes) and the generous donations of taxpayers, huge foundations and NGOs, a grown cadre of “experts” has, over time, brought into being that self-perpetuating behemoth we call the **Development Industry**. But all is not lost in Ferster's view. The talent and resources are in place: what's needed to get the “*industry*” back on track with concomitant poverty alleviation and significantly improve Living Standard Measurements – is a reorganization of the intellectual infrastructure with a new ‘*Operating System*’ that guides the systems.

Sessions 1 & 2: Ferster gives us examples from the field (incl. agriculture and health), a refresher course in the history of the industry, describes how it works now, and offers a clear and compelling blueprint with five interoperable recommendations for change. This treatise is in the book titled *The Sincere Veneer: What Drives the Development Industry off the Rails and How to get it Back on Track* (see: www.sincereveneer.com – available on Amazon.com.).

Sessions 3 & 4: Discover the book's key concepts, tenants, framework, analysis, thesis and examples that help people interested in poverty alleviation, economic development and international affairs see through the mists and self-serving sensationalism that so often engulf the reporting of current events. Discover the tools to focus on core issues and investigate them productively. Several examples of current affairs are presented. Straightforward references are provided before these examples are presented. Discussion will also include how we all can make a difference – by taking actions to make a *meaningful impact!*

Additional Students' Presentation: Based on the number of sessions allocated to this seminar series – each student would present a Topic of their choosing (*20-minute presentation and 10-minute Q&A*). Students are encouraged to choose a Topic new to them (or they have not worked on previously) and are *events, key issues and wider subjects* of development. Students will be able to discuss the Topic with the instructor before preparing the topic. Hence, 3 students' presentations per 1.5-hour session. Students

would provide key references in advance of their presentation, so the seminar group will be prepared. While not essential for the presentation – distilling their ideas, research into a PowerPoint presentation is likely to provide the student solid experience for their future academic studies and career. The seminar course grade [suggested] would be based on student’s course participation (25%) and their presentation (75%).

Sessions 1 & 2: Main Topics

- ❖ Frame of Reference
- ❖ Scope
- ❖ Thesis: Overview
- ❖ How the Development Industry Works: Diagnoses
 - Some *lessons learned* from the field – highlights
 - Some *lessons* from key international policies & institutional actions
- ❖ How to Get the Development Industry Back on Track
 - Framework & New Dynamic Approach – highlights

Sessions 3 & 4: Topics of Current Events – Key Issues – Wider Subjects

- ❑ The Ebola Outbreak 2014 & Beyond (www.sincereveener.com)
- ❑ Sanitation in India (www.sincereveener.com)
- Child Labor
- Haiti Earthquake Jan 12, 2010 Aftermath
- Landless Peasants (incl. Land Grab)
- Non-Governmental Organizations (some comments)
- Sustainable Development Goals (SDGs) (some comments)
- ❖ *Your Hummingbird – Comments and Advice*

Topics of Current Events – Key Issues – Wider Subjects

Selection Criteria [Note: Each Topic selected with more than one criterion.]

- ✓ Institutional Systemic System(s) Weaknesses and Failures
- ✓ Effects (Impacts) A Significant Number of People, Families and Communities
- ✓ Underlying Factors of Production (Land, Labor, Capital, Knowledge & Technology) Inhibiting Development
- ✓ Development Industry Initiatives and Major Ambiguities
- ✓ Country Level Initiatives
- ✓ Readily Searchable Information – most from Multiple Sources
- ✓ None on separate country or notable Corruption events (examples were in Main Topics and some Topics of Current Events – Key Issues – Wider Subjects – and on the Internet).