My research program for over a decade has focused on low-literate consumers in the US and low-literate, low-income buyers, and sellers, in subsistence marketplaces. Whereas, past research in the social sciences has focused predominantly on literate, resource-rich individuals and societies, this area of research focuses on contexts where a majority of humanity resides and survives. Distinct from macro-level economic research on impoverished contexts, or mid-level approaches, such as the base of the pyramid approach in business strategy, my approach is at the micro-level, enabling bottom up understanding of buyer, seller, and marketplace behaviors. The choice of the term that I coined, subsistence marketplaces, reflects the spirit of this work, which is to understand these marketplaces in their own right, and to view them not just as markets to sell to, but as individuals, communities, consumers, entrepreneurs, and markets to learn from. This micro-level perspective aims to enable subsistence marketplaces to move toward being ecologically, economically, and socially sustainable marketplaces.

Estimates of functional low-literacy are sizable in some industrialized countries and much higher in other countries: conservative estimates are as high as a fifth of the population in the US. Skills associated with functional literacy carry important implications for buyers and sellers in the global marketplace. Over many years, I have studied functionally low-literate individuals in the US.
research has identified several cognitive predilections, decision-making heuristics, and coping mechanisms of low-literate consumers. For example, low-literate consumers may engage in concrete thinking – processing single pieces of information, such as price, while facing difficulties with higher-level abstractions (e.g. considering price and package size together) – or pictographic thinking – viewing brand names as images in a scene rather than symbols to read, and visualizing desired product quantities by picturing them. Maintaining self-esteem, even at the cost of giving up functional attributes, is a central aspect of shopping and decision-making for low literate consumers. The predominant tendency with low literacy is to live and think in the immediate, visual, graphic, world of here and now.

The initial focus on low-literate consumers in an advanced economy was broadened to examine the marketplace of low-literate, low-income buyers and sellers, and subsistence marketplaces in India characterized by widespread poverty. The subsistence marketplaces we studied are characterized by the existence of pervasive and highly-social one-on-one relationships among interdependent consumers and sellers. As a result of shared experiences of the same trials and tribulations of subsistence living, consumer-seller relationships extended well beyond their marketplace roles. For consumers, the 1-to-1 interactional style of the marketplace appears necessary to cope with the consumption challenges thrown up by severe economic and socio-cognitive constraints. Although resource-poor, these communities can be network-rich, and although lacking formal literacy, consumers can gradually develop a socially embedded form of marketplace literacy. In these contexts, the relationship between consumption and entrepreneurship is symbiotic; consumers and sellers share adverse circumstances, and consumers are often vendors themselves. This research also highlighted a number of deep tensions that characterize subsistence contexts – such as between a naturally occurring predisposition to conserve and the compelling need to consume natural resources to survive in the short term (e.g. using firewood for cooking).

We used our research to develop a socially embedded form of marketplace literacy through a consumer and entrepreneurial literacy educational program. In concert with a non-profit organization that I founded and run, the Marketplace Literacy Project, we developed and assessed nutrition education materials for programs in the US and developed a unique marketplace literacy program in India. Much of the previous work in research and practice has focused on market access and financial resources (e.g., microlending), two important elements that enable impoverished individuals to participate in the marketplace. We focus on a third important element that has not been emphasized in research and practice - marketplace know-how, through an educational program.
that focuses on a socially embedded form of marketplace literacy. I authored a book published by Springer in an education series in alliance with UNESCO that documents our research-based approach. After several years of offering and customizing our program, it is currently being scaled through large organizations.

Reflecting the synergies between research and teaching, this research has led to a yearlong, innovative inter-disciplinary graduate-level course on sustainable product and market development for subsistence marketplaces, among the first of its kind to be offered in business schools. Based on this experience, we have piloted a module for first semester undergraduate students on developing sustainable businesses for subsistence contexts which is being scaled to all incoming business majors, and piloted a first-year MBA course on sustainable marketing enterprises. My teaching innovations aim to challenge students to appreciate diverse perspectives across the globe and imagine circumstances beyond one’s immediate experience, while working toward a better world.

Madhu Viswanathan is Associate Professor of Business Administration in the College of Business at the University of Illinois at Urbana Champaign. He can be contacted at mviswana@illinois.edu. For more information on the Marketplace Literacy Project, see http://www.marketplaceliteracy.org/.

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IRENE TINKER COLLECTION
NOW AVAILABLE

The University Library is pleased to announce that the Irene Tinker Collection is now available to researchers at the University of Illinois Archives <http://www.library.uiuc.edu/archives/>. This rich collection, donated and supported by generous gifts from Dr. Tinker, consists of conference papers, grant and contract reports, conference study group reports, government information, books, and articles relating to issues of women in international development. In addition, it includes archival materials of the Equity Policy Center (EPOC), a non-governmental organization founded by Irene Tinker and others in 1977. Many of the resources in the collection can be described as “fugitive” or “grey” literature.* Materials in the collection have a strong emphasis on such topics as agricultural development, water resources, health, education, food production and preparation, energy, technology, women’s rights, and peace and violence.

The overall volume of the collection when received in October 1999 was 204.2 cubic feet in 136 boxes. The final volume of the processed collection is 93 boxes. NOTE: This collection is not housed onsite at the University Archives. Faculty, students and researchers wishing to use the collection must contact the University Archives by calling 217-333-0798 or emailing illiarch@illinois.edu. A full description of the collection can be found at http://www.library.uiuc.edu/archives/archon/index.php?p=collections/controlcard&id=5827.

Irene Tinker is professor emeritus from the University of California-Berkeley. She performed action-research for several non-profit organizations including the Equity Policy Research Center, ACTION, and the American Association for the Advancement of Science. Her research area is world development and the different impact development has on women and men. More information about Dr. Tinker is available at her website http://irenetinker.com.

The University Library will be hosting an event to celebrate the acquisition of this collection. Stay tuned for details about this event. For more information, please contact Cindy Ingold, Women and Gender Resources Librarian at 333-7998 or cingold@illinois.edu.

*Editor’s note:
Grey or fugitive literature refers to nonconventional, often invisible and unindexed, sources of information. The third International Conference on Grey Literature held in Luxembourg in 1997 defined grey literature as “that which is produced by government, academies, business, and industries, both in print and electronic formats, but which is not controlled by commercial publishing interests and where publishing is not the primary activity of the organization.”
The Global Economic Crisis:
Gender Implications
Friday, October 24, 2008
1:30 - 3:00 pm
210 Illini Union
Afternoon snacks to be served

Global Credit Markets, Anne Villamil, Economics; Education and Food Security, Mary Arends-Kuenning, Agricultural and Consumer Economics and WGGP; Income and Jobs, Gale Summerfield, WGGP and Human and Community Development; and Remittances, Jorge Chapa, Center for Democracy in a Multiracial Society and Sociology; and Noreen Sugrue, WGGP.

Sponsored by Women and Gender in Global Perspectives Program (WGGP) and co-sponsored by Academy for Entrepreneurial Leadership, Agricultural and Consumer Economics, Center for African Studies, Center for Democracy in a Multiracial Society, Center for East Asian and Pacific Studies, Center for Global Studies, Center for International Business Education and Research, Center for Latin American and Caribbean Studies, Center for South Asian and Middle Eastern Studies, European Union Center, Gender and Women Studies, Human & Community Development, Latina/o Studies, Russian, East European & Eurasian Center, and Sociology.

NEW PUBLICATION:
Responding to the Global Food Crisis:
Three Perspectives
IFPRI 2007-2008 Annual Report Essays
Joachim von Braun, Josette Sheeran, and Namanga Ngongi
September 2008
The International Food Policy Research Institute has just published three essays by Namanga Ngongi, President of the Alliance for a Green Revolution in Africa; Josette Sheeran, Executive Director of the World Food Programme; and Joachim von Braun, Director General of the International Food Policy Research Institute, in response to critical questions relating to the global food crisis. They point to the dangers and pitfalls of misguided policies but also to the very real opportunities for responding in a way that prevents future crises and assures food security now and in the long term. The publication can be ordered in hard copy or it can be downloaded from their web site at http://www.ifpri.org/pubs/books/ar2007/ar2007_essay.asp.

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Global Food Crisis
Still Hovering in the Background

Gale Summerfield


In spring 2008, the world caught a glimpse of the human side of the global food crisis as men and women in more than 25 developing countries, from Haiti to Egypt to Indonesia, demonstrated against surging food prices. Richer countries, such as the U.S., also felt the impact of the rapid rise in food prices and saw some stores rationing large bags of rice. The World Food Programme (WFP) appealed for donations because they could not meet the needs of the 850 million chronically hungry people and the additional 100 million being driven into poverty. The World Bank and USAID sent out press releases noting that decades of poverty reduction efforts were being undone.

Fortunately, the crisis in early 2008 was not based on a sharp fall in food availability globally but on factors discussed below. Nations, including the U.S., stepped up to send more donations to the WFP and other organizations. The crisis subsided to the extent that the demonstrations ended, and media have moved on to other issues. The food crisis, however, still hovered in the background of our daily lives and threatens to return in greater magnitude. We need to understand its causes and take steps to provide food security here and around the world.

Causes

Growing demand in developing countries for better nutrition, especially for higher food chain products like milk and meat, soaring oil prices, drought in food producing countries such as Australia, competing demands from subsidized biofuels, bans of certain food exports at critical times, and speculation all contributed to the rapid rise in prices for basic grains. These complex causes require a broad-based approach to solutions.

Steps to take now

The World Food Programme (WFP) is the main international organization addressing immediate food relief, but because of the jump in prices, they experienced a large shortfall of approximately $755 million for this year. Many countries, including the US, have increased their donations to the WFP to cover the current deficit, but at the same time other aid programs are threatened by the rising costs. The most attractive programs for addressing hunger are those that support rather than destroy local markets. Short-term interventions include food transfers, feeding programs at schools, and public works projects to put more income in the hands of the poor. Expanding support for these groups will reduce the human costs of the food crisis.

In the longer term, social safety nets need to be improved, more support should go to agriculture, grain funds should be expanded, and trade issues need to be addressed. The rise in oil prices led to increasing costs for fertilizers, use of farm machinery, and transportation to market. Combined with pressures of global warming, high oil prices remind us that we need to support development of alternative energy technologies. Recent experience, however, cautions against moving too quickly on biofuels subsidies and mandates because of the association with higher food prices. Controversial issues of appropriate biofuel subsidies, biotechnology, and removal of trade barriers need to be openly discussed and acted on.

We need to support more agricultural research and implement discoveries. This area has been downplayed over the last 15 years while urban areas received more attention. Especially important in promoting policies to relieve poverty is addressing the needs of poor women farmers, who produce much of the food in developing countries. These farmers typically have to buy additional food at market prices and therefore do not benefit from the higher world prices for grains.

Overall, food security interventions should include pregnant women and young children because inadequate nutrition at these times can reduce capabilities over the lifetime of the children.

Inaction can be expected to lead to illness and death for thousands of poor women, men, and children around the world. But we do have a chance to intervene over the next few years by supporting the activities described above and pressing the next president in the U.S., as well as leaders in other countries, to place the food crisis high on the government’s agenda.

Gale Summerfield, Director, Women and Gender in Global Perspectives Program, and Associate Professor, Human and Community Development and Agricultural and Consumer Economics, University of Illinois at Urbana-Champaign. She can be contacted at sumrfd@illinois.edu.

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Migration today directly affects all of the world’s societies. The United Nations estimates cross-border migration at 192 million people and this fails to account for much unauthorized immigration. The issue has generated remarkable controversy. The concentration of immigrants is extremely uneven, with most settling in the more developed countries like the United States, where legal immigrants comprise about 11 percent of the population. Since 9/11, nations are increasingly implementing regulations to restrict the flows of immigrants at the same time that they are promoting flows of good and services. Workers in rich countries fear immigrants will work for lower wages, leading to wage cuts and job loss for longer-term residents. Work permit programs institutionalize transnational families. Millions of women and children are trafficked annually as domestic or sex workers. The positive side of immigration is less visible. Contributions of immigrants to the economies, cultures and political landscapes of their host countries rarely make the headlines.

Immigration: History and Policy, the Center for Advanced Study (CAS) campus-wide initiative for 2008-09, is in full swing this semester, chaired by Jim Barrett, History, and Gale Summerfield, WGGP and Human and Community Development. Bringing together scholars from numerous disciplines, this initiative explores new approaches to immigration and its implications for our society and our own lives.

Fall 2008 CAS Immigration Initiative Events

Sept. 11, 4 pm, Alejandro Portes, Professor of Sociology and Director, Center for Migration and Development, Princeton University: Migration and National Development, Knight Auditorium, Spurlock Museum, 600 S. Gregory, Urbana.

Sept. 24, 4 pm, Enchiladas, Dim Sum, and Apple Pie: Immigration and Food: Chancellor Richard Herman, Jorge Chapa, Martin Manalanson, Amy Gajda, Third Floor, Levis Faculty Center, 919 W. Illinois, Urbana. We launched the CAS Campus Initiative by probing our understanding and experience of the relationship between immigration and food. Chancellor Herman addressed the significance of immigration for our university and for us as individuals. Several scholars briefly and informally discussed the relationship between Asian, Latina/o, and other migrations and the notion of “ethnic” and “American” food. We finished up with informal conversation and the experience itself—a spread of ethnic foods representing a range of immigrant communities.

Oct. 7, 4 pm, Nancy Foner, Distinguished Professor of Sociology at the Graduate Center, City University of New York: What’s New About the New Immigrants? Knight Auditorium, Spurlock Museum, 600 S. Gregory, Urbana.

Oct. 22, Wed., 4 pm, Forum/Panel on Comparative Immigration Policy: Doug Kibbee, Alejandro Lugo, Dorothee Schneider; Moderator, Gale Summerfield, Third Floor, Levis Faculty Center, 919 W. Illinois, Urbana.

Spring 2009 CAS Immigration Initiative Events


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CAS 587 Immigration: History and Policy

Graduate Seminar
Mondays, 3:00 – 4:50 pm
Instructors: Gale Summerfield and Jim Barrett.
Enrollment by permission of instructor

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PLEASE NOTE: CHANGE IN NEWSLETTER MAILING

We are sending this issue of *Perspectives* as a hard copy. Our March-April Issue will be available electronically only, so if you aren’t on our email list and wish to receive our email with the link to the next issue, please send us your email address to kcmartin@illinois.edu. You can also check our web page for our current newsletter and other information about our programs at http://www.ips.uiuc.edu/wggp/. We will continue sending a printed version of our newsletter once each year and an email notification of the electronic version in the next semester.
Adu Achi, Enugu State, Nigeria, has been without a clean or easily accessible water supply since a former government system failed without warning or explanation in the 1970’s. Since then, primarily women and children walk several kilometers several times a day to fetch water from the Ahuruma Stream for simple household uses such as cleaning, cooking, and drinking. Children will often miss class to fetch water, and the elderly must solicit help when the steep walk to the stream becomes too difficult. The government has failed to provide assistance due to rampant corruption and misappropriation of funds.

The Engineers Without Borders (EWB) team was first connected to the village water project through NGO ties to the community in 2005. The team is currently a working group of only about 10 committed undergraduate and graduate student members. These few “EWB soldiers” have combined hard work and commitment to bring a new water system closer to reality and the reality of the village life closer to home. Though students only travel on breaks, work is done year round. At UIUC, the team raises funds through grants such as the EPA People, Prosperity and the Planet (P3) grant, the Mondiologo Engineering award, and locally through Design Council and IPENG. Members also create awareness about the water and health situation in Sub-Saharan Africa through presentations at national and international conferences and on campus. But most importantly for the projects, the students educate themselves in water system design and implementation, community development, participatory practices, and rural health. The second half of the job of many of the members is to spend a few weeks to many months in the village. For those who have traveled, it is clear that the project is and must be a partnership with the community. Expertise, time, labor, patience, and wisdom from the community has proven invaluable to the project as well as the members themselves.

The first task of the water project was to choose the source of water that will meet the village’s needs. The team studied the possibility of a water
system sourced by rain, stream, or groundwater and chose groundwater via a borehole well. It is now two years since that choice was made and the well should be complete by the time this article is printed! The village now has water storage tanks, the first stretch of the gravity-fed distribution system and two water collection points ready for the completion of the well. The final system will reach six community centers as well as three schools and may take as much as another year to complete.

One of the team’s visions is that the project will bring health improvements to the community. When participatory health assessments were done with women, their primary concerns were malaria, typhoid and birth control. Research is being done to find solutions to these concerns.

Few of the women reported use of bednets, though many were aware that they reduce mosquito bites that spread malaria. They were either not available locally, or were too expensive. The problem was approached by reaching out to a local NGO (Society for Family Health) who used the power of small monetary incentives for nurses to keep the bednets in stock and cheap for pregnant women and children. The program is now provided at the local hospital.

The groundwater in the region is free from the pathogens that cause diarrheal diseases that currently affect the villagers so the well should reduce diarrheal incidence. However, the water can still become contaminated after it is collected. In order to understand the true health effects of the project, incidence of diarrheal disease is being studied before and after the well installation. Information has been difficult to obtain because of poor hospital records and reluctance for people to admit being affected by diarrhea. After discussion with the community, they agreed to random-sample blood and stool tests. Further testing is still being done and possible sanitation and education measures are being researched to supplement the well.

Birth control and family planning are difficult subjects in this highly Catholic region. Some women are desperate to take control of their family size, but many are afraid or uneducated about birth control methods. In addition, HIV/AIDS is highly prevalent in the area (estimated to be 13%). There are local NGOs that provide resources and education that we hope will extend to Adu Achi and surrounding villages.

The students are planning to return to the village in the coming months to finish the water distribution system and continue to work with the local women and NGOs to study and improve health.

Cheryl Weyant is a student in Agricultural Engineering at the University of Illinois at Urbana-Champaign. For more information, contact Cheryl at cweyt8@gmail.com.

Or check out the project website, http://www.ewb-uiuc.org/.
**NEWS FROM WGGP ASSOCIATES**

**Jessica Horn**, GRID alum, joined ACCION Chicago in June of 2007. She was promoted to Loan Officer in January of 2008 and Senior Loan Officer in August of 2008. She previously worked as a loan portfolio manager at Ithala Finance Development Corporation in Durban, South Africa while researching her master’s thesis on how low-income South Africans use savings accounts. Her responsibilities include analyzing small business owners’ financial and technical needs, guiding them through the loan process and developing relationships with community organizations and banks in order to promote ACCION Chicago’s microlending program. Jessica has focused her studies on microlending and poverty reduction, earning a MA in African Studies with a minor in Gender Relations and International Development.

**Grace Malindi**, PhD, Human and Community Development, GRID alum, has been appointed Director of Agriculture Extension Services in the Ministry of Agriculture and Food Security in Malawi. She is responsible for a national Extension programme that has the following subprogrammes: (i) Extension Methodology Systems, (ii) Agriculture Communications, (iii) Agriculture Gender Roles Extension Support Services (AGRESS), (iv) Food and Nutrition and (v) Agri-Business. Currently, she is leading the team that is mainstreaming Gender and HIV and AIDS into the Agriculture Development Programme (ADP) which is a 5-year preamble to the Sector-Wide Program for Agriculture.

**Paul McNamara**, Agricultural and Consumer Economics, received the Champaign-Urbana International Humanitarian Award for Research and Education in October.

**Dorothee Schneider**, History, joins WGGP this year as a project coordinator. With a PhD from the University of Munich and a long career as an immigration historian, she is currently working on a book, to be published by Harvard University Press, called *Crossing Borders: Migration and Citizenship in 20th Century America*. She has published in the *Journal of American Ethnic History and Labor History* and in collections on citizenship and migration in the US and Europe. She is also a lecturer in the Department of History. Welcome, Dorothee!

**Coryn Shiflet**, MA, Geography, GRID graduate, successfully defended her master’s thesis in April on “They Asked for Students, But Instead Came People With Families: A Study of Higher Ed Migrants in the United States from Brazil, India and China.” Congratulations, Coryn!

**Madhu Viswanathan**, Business Administration, won the Social Entrepreneurship Award from the Academy for Entrepreneurial Leadership in March for his work with the Marketplace Literacy Project (see article on pp. 1-3). In October, he also received the Champaign-Urbana International Humanitarian Award for Research and Education.

**Joy (Williams-Black) Coates**, PhD, History, GRID graduate, successfully defended her dissertation, “The Expansion of Higher Education for Kenyans, with Special Emphasis on Women, from 1959-1969,” in June. She accepted a position as Assistant Professor of History at the Clements Department of History, Southern Methodist University in Dallas, Texas and is now teaching Modern Africa from 1800s to the Present and Problems in African History: Colonialism. Her chapter entitled “Social Rebels: Women, Rebellion, and Organizational Participation in Colonial Kenya” will be published by the University of Rochester Press in a forthcoming volume, *Remembrance, Truth and Reconciliation: Representations and Gender Dimensions of War and Peace in Africa*. In July she married Ray Coates, Jr., and they are currently residing in Texas. Congratulations, Joy!

*WGGP Perspectives, Vol. 29(1), Page 10*
WGGP Annual Award Opportunities

APPLY BY FEBRUARY 15, 2009

Donors have generously set up a fellowship and several grants to support UI graduate students’ research on issues facing poor women in developing countries.

A FULL FELLOWSHIP is available to new and continuing graduate students in any program at the University of Illinois at Urbana-Champaign.

RITA AND ARNOLD GOODMAN FELLOWSHIP: A full fellowship of $14,000 plus tuition and service fee waiver to support a graduate student working on such issues as literacy, reproductive rights, political participation, economic security, child welfare, and environmental protection with preference given to students whose work promises to make a significant practical contribution to the improvement of women’s lives and gender equity in the developing world.

GRANTS are also available to new and continuing graduate students in any program who select the multidisciplinary graduate minor, Gender Relations in International Development (GRID), offered by WGGP [see GRID enrollment details below]*:

DUE AND FERBER INTERNATIONAL RESEARCH AWARD FOR DOCTORAL DISSERTATION RESEARCH: Grants of up to $1,000 for expenses related to dissertation research addressing international issues of women, gender, and development for international students from developing countries whose work promises to make significant contributions to the improvement of women’s lives and gender equity in the developing world.

BARBARA A. YATES INTERNATIONAL RESEARCH AWARD: Awards of up to $500 to support graduate students focusing on policy-oriented research on socioeconomic issues related to women and gender in developing countries for study on campus, conference presentation, or research abroad.

EVELYNE ACCAD INTERNATIONAL RESEARCH AWARD: Awards of up to $1,000 will be given to graduate students working on issues related to women in North Africa and the Middle East.

*TO ENROLL IN THE GRID MINOR: Submit the one-page GRID minor form available at the WGGP office, or you can download the form at http://www.ips.uiuc.edu/wggp/grad.shtml.

TO APPLY FOR WGGP AWARDS: Submit the application form available at the WGGP Office or at http://www.ips.uiuc.edu/wggp/grantfund.shtml. A student can submit a single application form to be considered for one or more awards. To apply for the fellowship or grants, submit the application and required materials (listed on the form) by the deadline of February 15 to: Women and Gender in Global Perspectives, 320 International Studies Building, 910 South Fifth Street, Champaign, IL 61820 (phone: 217-333-1994; fax: 217-333-6270); WGGP website: http://www.ips.uiuc.edu/wggp/.

Award Presentations at WGGP 2008 Spring Reception:

Gale Summerfield, WGGP Director, and Wolfgang Schlör, Associate Director, International Programs and Studies, with award recipients: Monica Yanez-Pagans, Marizel Dávila, Aidé Acosta, and Tahreer Araj.
Perspectives: Research Notes & News

Perspectives: Research Notes & News is a publication of the Women and Gender in Global Perspectives (WGGP) program. WGGP offers a graduate minor in Gender Relations in International Development (GRID). Perspectives is published once each semester and distributed to WGGP associates and other individuals interested in issues of women and gender in global perspectives.

WGGP welcomes your input in the form of news and articles for our newsletter as well as financial contributions of any amount. Please contact us at address and email below:

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