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Gender, Culture and Business Assistance in Western Samoa

A thesis presented in partial fulfilment of the requirements for the degree

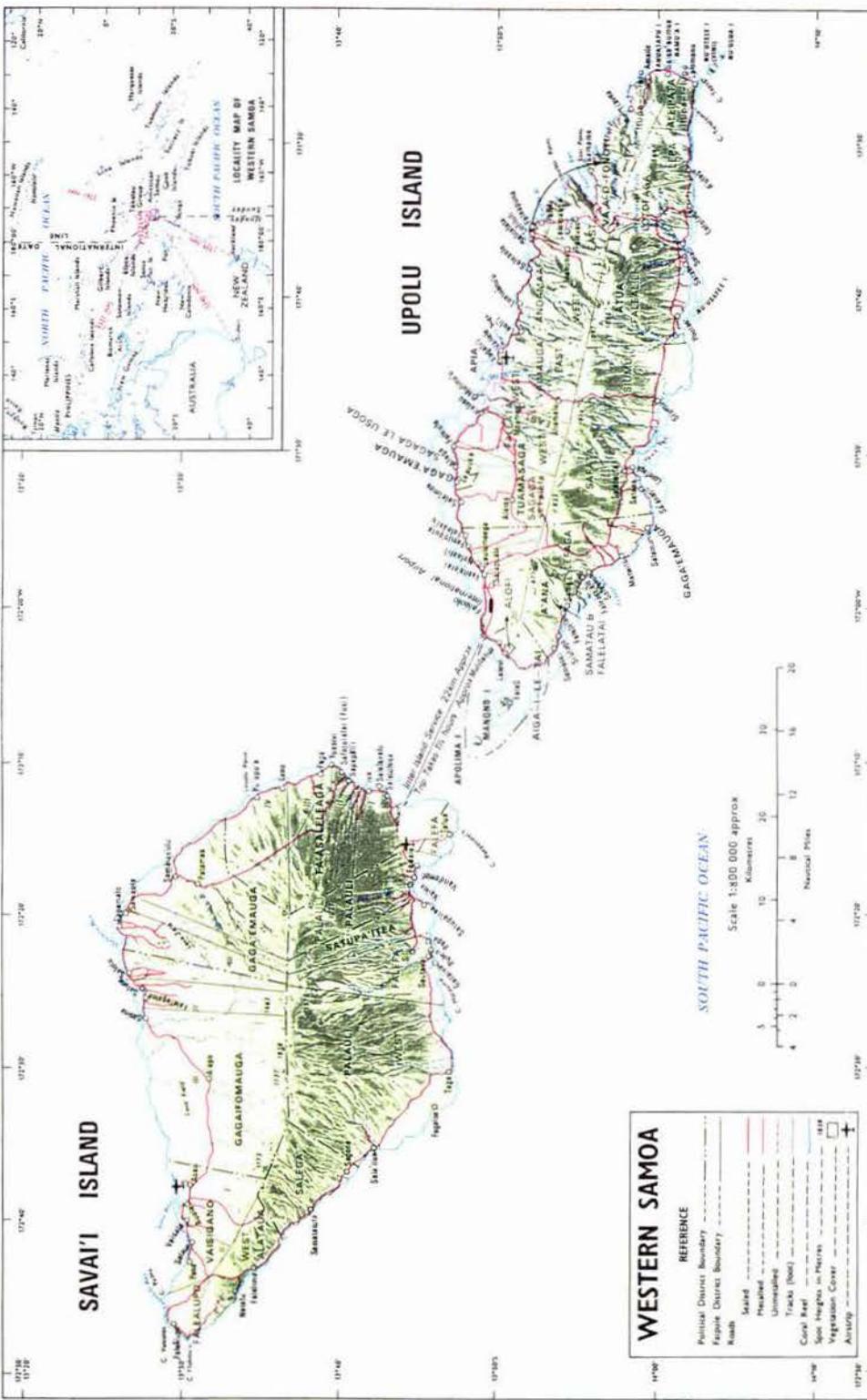
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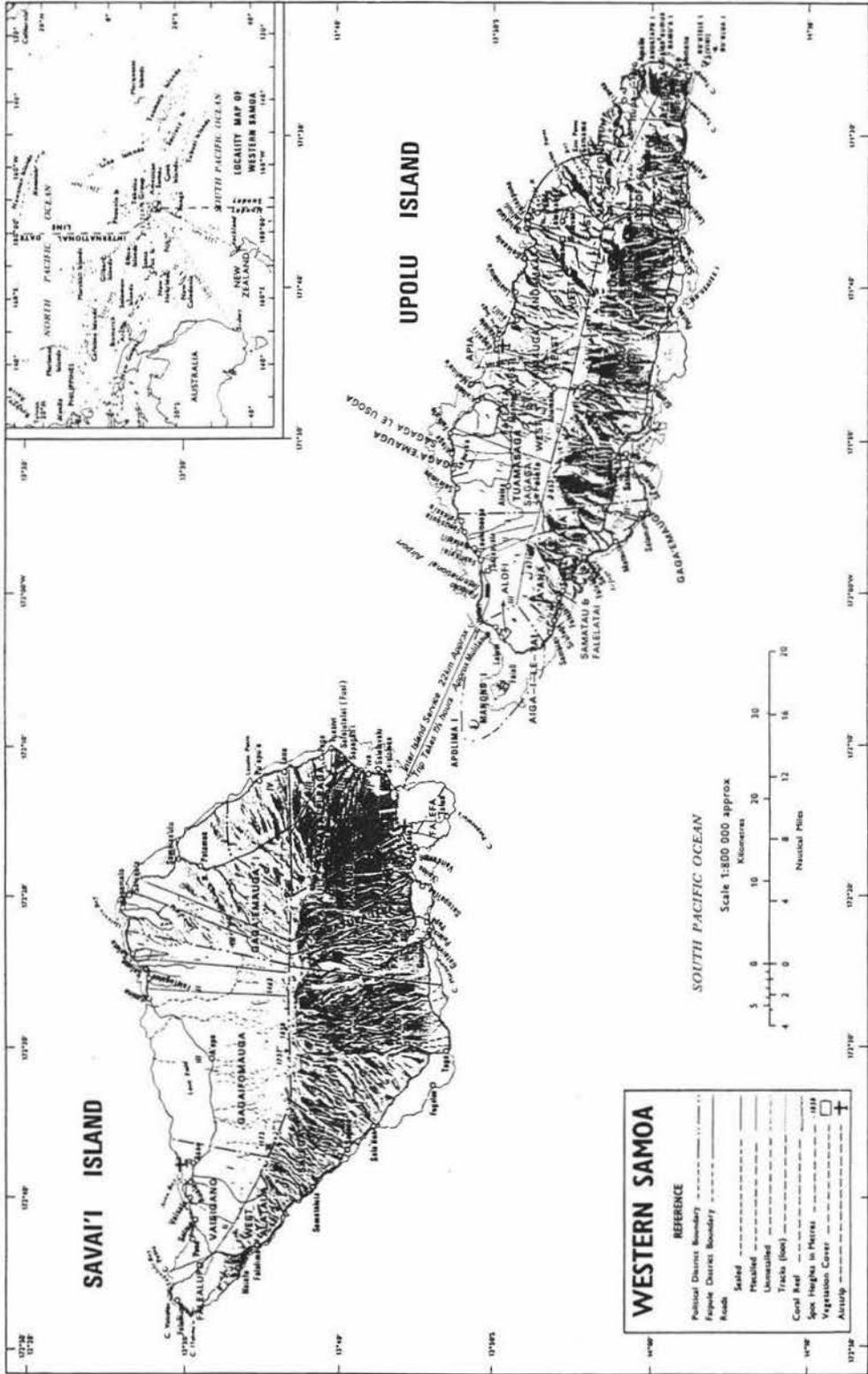
Andrew Shadrake

1996

Western Samoa



Western Samoa

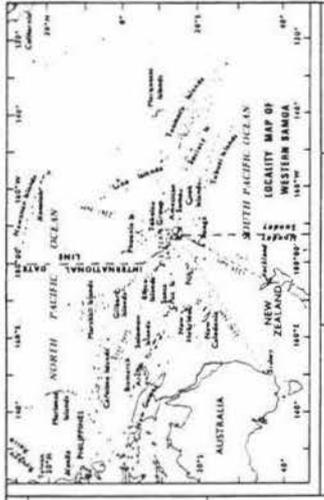


WESTERN SAMOA

REFERENCE

- Political District Boundary
- People District Boundary
- Road
- Shaded
- Unshaded
- Tracks (feet)
- Coral Reef
- Spot Height in Metres
- Vegetation Cover
- Atoll

SOUTH PACIFIC OCEAN
 Scale 1:800 000 approx
 5 0 10 20 30
 Kilometres
 4 2 0 2 4 6 8 10 12 14 16 18 20
 Nautical Miles



For Doreen and Ray Shadrake

Abstract

This thesis examines the question:

How far did the planning and implementation of the Small Business Enterprise Centre of Western Samoa take into account the gender and culture perspectives of development, and to what degree are those perspectives reflected in its outcomes?

It does so by reviewing the gender and culture perspectives of development, and concluding that each can be divided into two approaches. The gender perspective comprises the market approach, which aims to use women's effort to achieve economic growth, and the empowerment approach, which aims to increase the ability of women to alter the gender balance of women and men, in favour of women. The culture perspective comprises both the utilitarian approach, which advocates adapting development projects to local culture to make them more likely to succeed, and the moral approach, the purpose of which is to reduce the harmful effects of development on indigenous culture. The thesis identifies indicators of the different approaches in a development project, and then uses a four-stage analytical model to discover whether they were present in the Small Business Enterprise Centre of Western Samoa.

The thesis concludes that the planning and implementation of the Small Business Enterprise Centre showed a limited application of the market and utilitarian approaches, but did not show any application of the empowerment or moral approaches, though the outcomes of the SBEC included some empowerment of women, and few harmful effects on Samoan culture. The thesis shows the primacy of neo-liberal thinking in New Zealand's overseas small-business development practice during the period 1990-1995, despite its stated concern for women and, to a lesser extent, for culture.

The thesis reached three conclusions which concern wider issues:

- While the nature of Western Samoan culture, and gender relations, is changing, there is no fundamental inconsistency between them and small business development.
- Neo-liberalism can adopt perspectives of development which appear to spring from a concern for social welfare, and turn them to its own ends.
- The combination of indicators of different perspectives and the four-stage analytical model used in the thesis can be used, very effectively, for detailed assessment of the planning, implementation and outcomes of a development project.

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GLOSSARY

<i>Aiga</i>	Extended family. The limits of an <i>aiga</i> are not defined.
<i>Fa'alavelave</i>	A social event, such as the investiture of a chief or a funeral. Participants in <i>fa'alavelave</i> are often required to bring substantial gifts.
<i>Fa'amati</i>	Church festival held in March each year.
<i>Fa'apalagi</i>	The European way of behaving. The term is often pejorative.
<i>Fa'aSamoa</i>	The traditional Samoan way of life.
<i>Feagaiga</i>	The 'sacred covenant', by which brothers were responsible for the well-being of their sisters, who in turn maintained the status of the <i>aiga</i> .
<i>Fono</i>	The council of <i>matai</i> . Each village has a <i>fono</i> , and there is also a national <i>fono</i> of <i>pulenu'u</i> .
<i>Ie Toga</i>	Fine mats, woven by women from pandanus leaves, which form an important part of traditional gift-giving.
<i>Komiti</i>	Village councils of women, with particular responsibility for village health, sanitation and tidiness, and for communal projects.
<i>Matai</i>	Chief, almost always male. Each family has at least one <i>matai</i> .
<i>Palagi</i>	European.
<i>Pule</i>	Authority, particularly that of <i>matai</i> over the allocation and use of family resources, including land.
<i>Pulenu'u</i>	The village mayor, chairman of the <i>fono</i> .
<i>Tama'ita'i</i>	The women born in the village, as opposed to those who move to the village of their husbands.
<i>Tautua</i>	The service owed by children to their parents, family members to their <i>matai</i> , and villagers to their community and Church.

LIST OF ABBREVIATIONS

BWS	Bank of Western Samoa
DAC	Development Assistance Committee of the Organisation for Economic Cooperation and Development
DAWN	Development Alternatives with Women for a New Era
GAD	Gender and Development
ILO	International Labour Organisation
MWA	Ministry of Women's Affairs
OECD	Organisation for Economic Cooperation and Development
PAC	Pacific Regional Equitable and Sustainable Human Development Programme of the United Nations Development Project
SBEC	Small Business Enterprise Centre of Western Samoa
UNDP	United Nations Development Project
USAID	United States Agency for International Development
VAGST	Value-added Goods and Services Tax
WID	Women in Development