Experience & Method of Saemaul Undong
( New Village Movement )

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Outline & History of Saemaul Undong
*Maul [Community] Movement towards Change & Development*

**Literal Meaning**

*Sae>*  
New (Change)  
Better (Development)

*Maul>*  
Community · Neighbor

**Concept**

- **Concept**: Movement for a Wealthier life
- **Description**: Physical & Spiritual Wealth
- **Characteristics**:  
  - Villagers’ movement  
  - Improvement of living standards  
  - Practice-focused / Mental reform
Development by Stage

First Stage (1970s)
Remarkable progress of a community development movement
Poverty Reduction, Rural Area Modernization, National Development [Government Execution Stage]

Second Stage (1980s)
Mental Reform
Established the Korea Saemaul Undong Center
Successfully supported 88 Seoul Olympics [Private & Public Sector Execution Stage]

Present (1990~)
Social Service Activities
The Largest Social Welfare Service Organization in Korea [Private Sector Execution Stage]
Background & Birth of Saemaul Undong
Korean Rural Villages in the 1970s
Background of Saemaul Undong

- 70% of the Korean population lived in rural areas
- 80% lived in chogajips and used candle lamps
- Petty farmers (low income) (1953 GNP per capita: 57 dollars)
- Narrow village roads (human transportation)
- Lacking in culture & health facilities
- Low productivity in rural areas
- Increasing agricultural household dept

Korean Rural Sector in the past
Initiation of Saemaul Undong

- Five-year economic development plan in the 1960s achieved economic growth in the urban sector → Increasing gap between rural and urban income (1960~70: 9.6% industrial growth, 3.5% agricultural growth)
- Massive influx of rural people to cities (agricultural household income was 61% of urban household income)

「Overcome Poverty and Create Wealth」
Initiated Saemaul Undong on April 22, 1970

-President Park, Jeong Hee-
Development Process of Saemaul Undong
First Year: Environmental Projects

(Oct. 1970 ~ May 1971)

**Government Support**
- Free cement supplies to villages (33,267 villages)
  - 335 sacks of cement to each village

**Village-unit projects**
- Villagers’ meeting – Set project plans
- Select Saemaul leaders
- Spontaneous participation of villagers

**Solution**
- Priority support to successful villages
- Training of Saemaul leaders
- Dissemination of the Saemaul spirit

**Success Factors**
- Government support
- Devoted Saemaul leaders
- Villagers – Active participation (diligence, self-help, cooperation)

**Project evaluation**
- Successful in 16,600 villages

- < 4.1 billion won support ⇒ 12.2 billion won investment return (3 times) >
Before & After Saemaul Projects
Improved Roofs, Fences, Roads
Paved Inroads into Villages
Construction of Bridges
Changed Village
Second Year : Priority support to successful villages

- Subject Village : 16,600 successful villages
- Additional Support: 500 sacks of cement, 1 ton of steel

Implementation of Projects
- Village with high participation rate → paved inroads into villages
  (6,108 self-help villages) reform of roofs
  (14 roofs per village)
- Villages with lower participation → Unchanged village environment

※ 3.3billion won support → 31.6b KRW investment returns
  (9.6 times)
Third Year: Development by Level

- Eight indicators to categorize villages:
  (village fund, household income, etc.)
- Expand production infrastructure → put focus on income increasing projects
- Support self-help/self-reliant villages → stimulate basic-level villages and promote friendly competition among villages
- 31% was basic-level villages in 1973 → Set a goal to upgrade to self-reliant villages within ten years (achieved goal just in two years)
  ※ 21.5 billion KRW support → 98.4 billion KRW investment returns (4.6 times)
Saemaul Projects
Three Major Tasks & Development by Stage

- Improve Living Environment (rural sector)
- Mental Reform (farmers)
- Income Increase (agriculture)

<Saemaul Undong is a comprehensive solution for three main agricultural issues>
Project Description

Environment Projects
- Paving inroads into villages
- Building bridges
- Expanding village roads
- Improving water systems
- Improving roofs • Electricity in households
- New water pipelines • Community facilities

Mental Reform
- Practicing the Saemaul spirit
- Saving
- Helping each other
- Following rules

Income Increase
- Cooperative production (fertilizers, pesticides)
- Improvement of seeds
- Non-agricultural income (Saemaul factory)
- Raising specialty crops
Living Environment Improvement Projects

- Induce mental reform and farmers’ participation

Project Selection
- Inexpensive projects
- Visual results
- Everybody Shares Profit
- Priority Projects
- Cooperative Projects

Related Policies
- Priority support to successful villages
- Collective resources
- Support in kind (basic materials)
Cooperative Work of Villagers

“There are many things farmers can do on their own with just a little support from the government”
Mental Reform Movement

- New (새로움 變化 / 더 좋음 發展) + Village (共同體)
- Importance of a mental reform movement
Mental Reform is the Priority

▪ Build a Wealthy Village = Physical and Mental Wealth
▪ Change in farmers’ mindsets

- Self realization
- Confidence
- Spontaneity

Change in attitude & lifestyle:
Passive • Negative → Active • Positive
Motivation of Villagers’ Spontaneity

ifen three guiding spirits of Saemaul Undong

“Government support is worthless without cooperative and dedicated villagers who are willing to participate”

Why do we emphasize spontaneity?
- Sustainable development
- Limited government budget
Meaning of Saemaul Flag

Green Background
- Represents Green Revolution

Green Leaf
- Three Guiding Spirits (Diligence, Self-help, Cooperation)

Yellow Circle
- Wealth & Unlimited Potential

Stem
- Stability & Prosperity
Why Saemaul Flags are Hoisted on Public Buildings and on the Streets

Practice the Saemaul Spirit in Our Everyday Lives

Saemaul Undong – National Movement
Saemaul Spirit – National Spirit
Income Increasing Projects based on Mental Reform

- Rural household income exceeded urban household income in 1974

**Major Policies**

- 1. Infrastructure projects → Expansion of environment improvement projects
- 2. Double pricing policy for agricultural produce
- 3. Development and supply of high-yield variety (achieved self-sufficiency in rice in 1975)
- 4. Special projects to increase rural income
- 5. Non-agricultural projects → Saemaul factory, commercialization of rural labor composite farming
Saemaul Welfare Projects

- **Medical Projects**: Moving hospital (visiting medical team, special dental & tuberculosis examinations, medical examinations for Nakdo Island residents, medical protection for low-income citizens)
- **Birth Control**: Sterilization operation, distribution of birth control pills and condoms
- **Improve Nutrition**: Model villages, improve unbalanced nutrition
- **Sanitation of Drinking Water**: Construction of water facilities
- **Others**: Public baths, public laundry facilities, improvement of sewerages
Expansion of Saemaul Undong
Expand into a Nationwide Movement

Urban Saemaul Undong
- Saemaul Undong in corporations and institutions
- Three discipline movement (mental, behavioral, environmental)
- Thriftiness, public orders, maintaining clean environment, helping each other
Factory Saemaul Undong:
- Spiritual training, cooperation between labor and management, improvement of productivity
- Improvement of social welfare, support regional Saemaul projects

School Saemaul Undong
- Student activities, operation of Saemaul mothers’ committee university Saemaul research centers

Military Saemaul Undong
- Saemaul spirit training, frugal use of commodities
- Support regional Saemaul projects
Implementation System
Government System

**Central Government**
- Government’s priority project
- Saemaul awards
- Increase government investment (up to 30%)
- Set long-term plans and rules
- Management and training of leaders

**Local Government**
- One official - one village policy
- Stationed outstanding officials, offered promotion benefits
- Provided support in terms of raw materials, loans, and techniques

**Saemaul Leader**
- Plan/implement Saemaul projects
- Provision of capital and external cooperation

**Community**
- Select method and type of projects
- Implementation of cooperative projects
- Sharing of cost and benefit
- Utilization of existing organizations
Major Implementation Body: Farmers

- Projects were selected through villagers’ meetings
- Development Committee schemed project plans
Saemaul Leaders Elected by Villagers

- Characteristics
  - Elected through villagers’ meetings
    (one woman, one man) – three-year term, extendable
  - Unpaid, respected job

- Benefits
  - Discount for transportation and healthcare service
  - Scholarship for children, Saemaul awards
  - Outstanding leaders specially appointed to governmental positions
  - Presentation of successful case studies at cabinet meetings
Implementation Method
**Implementation Process**

- **Process**
  - Set Plan
  - Capital Material Labor
  - Mobilize
  - Implementation
  - Completion

- **Project Selection Principles** (Villagers’ Meetings)
  - Projects contributable to common profit
  - Project suitable to community circumstances
  - Projects with high investment returns
  - Projects considering villagers’ capacity
  - Projects that generate household income
## Implementation Principles

<table>
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<tr>
<th>Principle</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Autonomy</strong></td>
<td>Elections of Saemaul leaders and major decisions made through villagers’ meetings</td>
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<tr>
<td><strong>Competition</strong></td>
<td>Priority support to successful villages. Promotion of local patriotism</td>
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<td><strong>Cooperation</strong></td>
<td>Implementation of cooperative projects. Operation of cooperative work groups</td>
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<tr>
<td><strong>Rationalism</strong></td>
<td>Step-by-step government support &amp; project implementations</td>
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<tr>
<td><strong>Pragmatism</strong></td>
<td>Start from environment improvement projects and gradually connect to income generation.</td>
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Saemaul Training : Change of Attitude

- Characteristics
  - Case studies
  - Reciprocal training
  - Spiritual training
  - Life training

- Saemaul Undong
  Central Training Center
  : Total 82 training centers

- Trainees
  : People from every part of our society - Saemaul leaders, government officials, students, soldiers, corporate staff, etc.
P.R. Strategy

- Create a Saemaul Undong atmosphere ⇒
  Saemaul song, Saemaul flag, Saemaul outfit

- Publicize through media
  - News report (articles)
  - Interview
  - Drama (success stories)
  - Movie
  - Saemaul leaders’ convention
  - Distribution of songs
Saemaul bell is ringing,
It is a new day.
wake up one after another,
to make a new village.
a village worth living in,
let’s build it with our own hands
Ten Major Characteristics

1. Comprehensive solution to rural problems
2. Step-by-step implementation
3. Priority support to priority projects, everyone was required to contribute in one way or another
4. Utilization of villagers’ meetings and village organizations
5. Leading role of Saemaul leaders
6. Active participation of women
7. Indirect or direct link of projects to income increase
8. Nationwide Saemaul training
9. Government’s priority project
10. Pan-national movement based on mental reform
International Saemaul Projects
Project Summary

Saemaul Training

◊ Communal Camp Training (1~2 weeks) 72 countries, 2,260 trainees
◊ 1 day Training 133 countries, 45,375 trainees

Projects

◊ Countries (16 countries)

Mongolia, Cambodia, Nepal, Philippines, D.R.C., Japan, Russia, China, Vietnam, East Timor, Afghanistan, Sri Lanka, Uzbekistan, Iraq, Madagascar, North Korea

◊ Main Projects

**Living Environment Improvement** (construction of public wells, community halls, and public hospitals, pavement of village inroads, road expansion etc.)
**Infrastructure Improvement** (construction of reservoirs, fish farms, chicken farms, and greenhouses etc.)
**Income Generation** (cow banks, loans, planting trees, animal farms, etc.)
**Cultural Exchange** (computer classes, construction of libraries and schools, deportation of inspection teams, book donation, Korean university student volunteers)
Conclusion
Progress of Saemaul Undong

- Improvement of rural economic situation and poverty eradication
  - Increased agricultural income
  - Diversification of non-agricultural income sources
  - Achieved self-sufficiency in rice

- Lower gap between the rural and urban sector contribute to industrial development
  - Higher purchase of industrial goods
  - Circulation of agricultural savings
Progress of Saemaul Undong

Expansion of agricultural infrastructure & improvement of living environment
- Expansion in production infrastructure
- Construction of cultural and health facilities

Mental reform and development of villagers’ potential
- Progressive national image, increase of women’s social participation, promotion of democracy
Linkage: Ten Wheels of Saemaul Undong

- Mental Reform
- Income Increase
- Environmental Improvement

Three major tasks:
- Saemaul Training
- P.R. Management
- National Movement

Three major implementation bodies:
- Farmers
- Government Officials
- Rural Leaders

Three major strategies:
Lessons Learned

- The importance of spontaneous participation and mental reform of farmers
- Active support from the government efficient role of government officials
- Avoid standardized government planning and evaluation simply based on material wealth
- Promote participation from young people and the affluent upper class
- Characterization of each community based on community environment and residents’ abilities
Economic Development Plan & Saemaul Undong = Driving Force of Korea’s Economic Development

▪ Evaluation
- Nationwide economic development plan
- Successful national spiritual movement
- Rural development model through cooperation of the private and public sector
- Balanced economic development between the urban and rural sector

▪ Success Factor
- Mental reform of farmers and dedicated Saemaul leaders
- Adequate government support policy and motivation
Thank You!

감사합니다!