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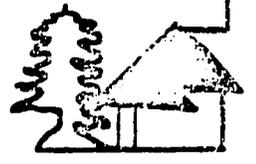
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TO: : USAID  
FROM : LYNN WILLIAMS - FRIDA -WEAVING TRAINING PROGRAMME  
DATE : JANUARY 1981  
SUBJECTS .: FOURTH QUARTERLY REPORT

The main emphasis of the WIP this quarter has been fulfilling goals as established by the project document. It was our intention to carry out those involvements already planned and wrap up those already in progress. As indicated in my November 10, 1980 request to you for an extension, the production of the Weaving Guide Lesotho and copies of our film in the U.S., made it impossible to finish by the December 31, 1980 goal.

The short seminars were held in September, October and November.

The first was a workshop held at the Victoria Hotel Conference Room. This workshop covered planning, budgeting, management, costing, pricing, marketing and quality control skills. There was a good representation from the producers. Many responded that the coursework had been helpful to them.

In October WIP responded to a request from the USIS director, that workshop representatives be invited to participate in a short seminar at the American Cultural Centre. The artist Ms. Nancy Hemenway was said to be a weaver, but in actuality turned out to be a textile artist with skills in collage and embroidery. The participants had difficulty relating their own work to Ms. Hemenway's abstract approach. However, they did get caught up in her enthusiasm. Many picked up crayons and made drawings for their first time, including a session outside to learn about perspective. She taught them embroidery stitches and tried to show them how to experiment with them in their own weavings.

Initial reaction was that this seminar was less than successful; I later found the participants enjoyed this new approach and felt especially keen about learning about perspective.

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January 1981

In November we held a management seminar at BEDCO for three days. The BEDCO staff prepared an exceptional presentation. The participation by the workshops was low and disappointing. However, those who did attend were given important and practical information and responded positively to all the sessions. We were all impressed by the thorough presentations by the various BEDCO representatives.

International Voluntary Service (IVS) volunteer Christabel Jackson continued her work at Thabong into December and prepared for her move to Boithuso Weavers in Sekakes in January, 1981. Ms Jackson got involved in all aspects of Thabong production. She did find resistance to altering old bad habits and a reluctance to engage in new ones unless she was bodily there to see them carried out. Her attitude was always to work with them but not to do it for them, as many of the weavers expected of her. Her emphasis was to teach a correct method and try to make the weaver understand why it was important to do it right. However, a comment heard often, "Oh, we used to do it this way", was very discouraging for her. It emphasized the extensive assistance that had been given at Thabong in the past and the lack of continued application of the learned principles once the assistance was removed. Ms. Jackson's work there also made clear the fact that Thabong (as well as other producers) have little or no concept of the market they are producing for or why quality standards need to be maintained. They just weave, and figure somebody will buy it. No matter the size, the colour, the design. When the pieces do not sell, and they cannot make the months wages, (in the case of Thabong) they look to the cooperatives to bail them out and loan them their wages. As a result Thabong has never 'had' to do things better to make their wages and have had no incentive to do so.

Ms. Jackson's work there also indicated that long-term assistance is needed to ensure practices become routine, not just carried out while the assistance is there. While Ms. Jackson has initiated or re-introduced many important things to the Thabong weavers, it will take some time to see what will actually continue in their work. The IVS volunteer, has been transferred to the direction of the Lesotho Handicrafts Association (LHA) in 1981. Cooperation among LHA members is limited, but Ms. Jackson is fortunately an independent responsible individual who takes her direction from the needs within the workshop. She will be moving to Boithuso Weavers in mid - January, 1981.

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need for  
a  
permanent  
training  
center

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January, 1981

Local Coordinator, Lisebo McCarthy, spent the last three months working directly with Kingdom of Lesotho Handicrafts (KLH) . She began her work by representing KLH and Lesotho's mohair industries in Bloemfontein at a Lesotho Handicraft Exhibition there. She spent considerable time organizing a sale to clear the KLH warehouse of old stock. Part of her terms of reference included collecting feedback and organizing it for each producer. She then returned from the producers with their reactions, problems, new products and ideas. She also produced a newsletter.

The Handicrafts Advisory Committee (HAC) continues as a working body with Mr. S.R. Mota, Permanent Secretary of Ministry of Coops and Rural Development as Chairman. As WTP is drawing closer to its termination, I have stepped down as HAC secretary and given that responsibility to another committee member. One concern I note about HAC, as well as LHA, is the participation generally seems to come from the ex-patriates involved, not the Basotho. While Basotho committee members do appear for the meetings they do not actively participate which I feel is essential for the long-term objectives of both these groups.

George Millard, U.S. marketing consultant for the WTP, extended his work for us into December. He followed up the contacts made earlier by himself and Chris Mohapi. I have already sent you a copy of his final report which indicated the success and acceptance of Lesotho tapestries into the U.S. market. He has also indicated that our Simon/Sheedy film, LILLOHI TSA LESOTHO , produced for promotion of the mohair products was not only helpful but was an essential part of the merchandising done by Marshall Field's.

Along with all the positive feedback received from Millard come the message that continued contact is essential <sup>to</sup> continued sales in the U.S.

The Resource Manual (Weaving Guide - Lesotho) has continued to take longer and have more problems than was initially anticipated. The original Sesotho translation was finished in October. This handwritten translation then had to be typed, an extensive project as it is over two hundred pages. This was then given to a proofreader who indicated that editing was necessary on the first quarter of the book, and small corrections throughout. This was accomplished by Christmas. The manual has again gone through re-typing and corrections

