

If we learn to listen to poor people, understand the specific contexts in which they live and operate, and find ways to harness their entrepreneurial energy to increase their income, I have no doubt that at least 500 million families now surviving on less than a dollar a day will find practical ways to end their poverty within one generation. - PAUL POLAK, *OUT OF POVERTY*

PAUL POLAK

OUT OF POVERTY

WHAT WORKS WHEN TRADITIONAL APPROACHES FAIL

In his first book, visionary, inventor and entrepreneur Paul Polak, founder of International Development Enterprises (IDE), takes the reader on a journey from his visits with the urban poor in Denver, the sidewalk dwellers in the city slums of Dharavi, India, and the rural farmers living on a dollar a day in Nepal.

A psychiatrist by training, Paul interviewed 3,000 poor farmers around the globe over the last 25 years. His talent—the ability to listen and understand the context in which people live and the constraints they face—has helped his organization, IDE, lift 17 million people out of poverty by developing innovative, low-cost agricultural tools specifically tailored to meet their needs. In *Out of Poverty*, Paul shares IDE success stories and demonstrates that the 800 million people living on one-acre farms in developing countries can increase their income by focusing on high-value, labor-intensive cash crops.

Challenging conventional beliefs that we can donate people out of poverty, the book encourages us to view the poor as an untapped consumer base ready for new economic opportunities. Paul's mantra—affordability, expandability and marketability—demands a revolution in the way we think about water, agriculture, markets and design in order to sustain long-term impacts and eradicate poverty for the “other 90 percent” of the world.

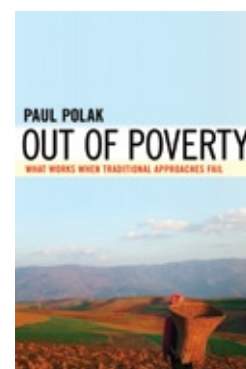
Anecdotal, spirited and at times humorous, Paul's book even describes a “12 Step Guide” which shows how he addressed the root causes of poverty and can help us improve and simplify our own lives.



Discover how IDE has already lifted 17 million people out of poverty by:

- Placing 750,000 acres of land under irrigation using low-cost technologies
- Selling over 2 million \$25 treadle pumps to poor farmers worldwide who used them to increase their income
- Generating \$288 million a year in permanent new net income for poor farmers on a \$217 million investment
- Developing and distributing more than 200,000 of the world's first small farm drip-irrigation systems

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NEPAL Krishna Bahadur Thapa and his family increased their income 20-fold in 5 years using an IDE drip-irrigation system.

SOMALIA Refugees increased their income 15-fold using donkey carts built by local blacksmiths and IDE.

CAMBODIA Prun Chhon doubled his annual rice harvest using IDE developed sustained-release urea granules.