Bilingual/Bi-annual Pakistan Studies English / Urdu Research Journal VOl.No.08,Issue No. 02

July -December, 2018

Poverty Alleviation Through National Rural Support Program (NRSP): A Case Study of Microenterprises (Shop Keepers) In District Kech

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Abstract:

This particular research has been conducted to analyze the role of National rural support program kech for the eradication of poverty in the concerned district. The main objectives of the study are to evaluate the implementation mechanism, and examine the contribution to job creation in addition., assess the effects of program of poverty reduction (small scale business)enterprises(shop keepers) on the livelihood of beneficiaries who are availing small scales enterprise (shop keepers) of program of poverty reduction by NRSP.As small scales business/rural micro credit is a kind of financial support which is provided to the poor rural people to start their personal small private business and so that they get empowered economically and become finically sound in addition become self-employed and self-sufficient.

To have get finished and minimize the extreme poverty rural support activities and programs are known the best tool globally. NRSP kech is working in district kech since 1993 therefore, it is important to conduct a research that is NRSP providing its efforts efficiently to get the intensity of poverty minimized or not ?To have achieved the objectives of this study the researcher used interview schedule to collect the required data ,the data has been collected from 100 participants which have been divided into male 31 and female 69 ,in addition, quantitative approach including descriptive research design have been used in this research. The researcher has chosen the program of NRSP to be under study that is program of poverty reduction (PPR) and selected the component rural enterprise small scale business.

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List of Abbreviations:

NRSP	National Rural support program
PPR	program of poverty reduction
NGO	Non-governmental organization
CBO	Community Based organization
MSEs	Micro and Small Enterprises

Introduction:

Poverty is considered one of the major issue the world is facing, it is experienced throughout the world but some corner of the world its intensity is not that that much dangerous. (Domfeh and Bawole, 2009). for many years the third world countries giving their focus to get the poverty eradicated from the country including Pakistan (Mohad Jali,2015) Poverty can be defined as the deficiency of fundamental individual requirements such as food, drinking water, education, sanitation, health facilities and Shelter etc. (Muhammad *et al*, 2016)The World Bank (WB) believes social development means the giving priority to poor people by listening and promoting their voices, ensuring participation in the overall development process "(Hassan, 2015). It is universally accepted that Ngo/RSPs role cannot be avoided to alleviate poverty in the world. It is broadly assumed that non-governmental organizations are able to reach and improve the wellbeing of the poorest who are the subject of NGO assistance. (Riddel R, Robinson 1992). Microcredit delivery is the most significant service that has been earned by Bangladesh NGOs is received international recognition (Asad-uz-Zaman, 1997). Bangladesh faced very dark period by the time she became independent, she experienced extreme poverty and hunger, mass illiteracy, diseases and deaths of children from very birth.But,now the conditions are very much different, NGOs/RSP have played significant role in Bangladesh's development view after sovereignty. For last some decades they have made very good progress in social, economic condition of the country (Kabir S, Haider U, 2013). Ngo sector in Bangladesh similar to in many other places in the globe has played a major role in facilitating the process institution building of poor at grassroots (Clark, 1991).UN defines NGOs as "private organizations that pursue activities to alleviate suffering, promote the interest of poor, protect the environment, provide basic services or undertake community development".

This definition has to be applied with the addition that they supposed to be nonprofit organization furthermore, they work independently in their action, as well as they promote voluntarism.

NGOs have played very important role and created mutually a new era of partnership in poverty alleviation activities health, education, and has been providing competent sustainability in the socio-economic of condition of Bangladesh.

Spreading awareness in people, strengthening and institutionalization of democracy promotion as well as ensuring maximum people participation in community- driven development approach are the main aim of NGOs. Pakistan is a country with a quickly rising population, she is the 6th populated country of the world most of the population is spending their levies under below poverty.

There are many types of NGOs are working in the world such Community based organization (CBO) national and worldwide Non-Governmental Organizations (NGOs). All broadly have the equal agenda of assisting the public to come out with their self-sustainable socio and economic programs at the different level which they work. In the same way, the contributions of the rural support programs and other Non-Governmental organization contributions in the four provinces and Northern Areas are clearly visible in Pakistan. (DWAN, 2004)
According to Economic Survey of United Nations most of population of Pakistan is living in rural areas and forty % are living under the poverty line. In rural area of Pakistan there are very few jobs opportunities are available for the poor people for their livelihood (Kurd,K 2016). Hence the rural support programs initiated to in rural area of Pakistan in to get the poverty minimized and so that country be developed. Rural support program (RSP) is one of the best way that support the rural population to make adjustment between their needs and resources and identity their resources and solve their problems by themselves with available resources. (Afroz Gul.2007).

Objectives:

1. To evaluate the implementation mechanism of the PPR/NRSP enterprise (small scale business) (shop keepers); at the Kech District.
2. To examine the contributions of (PPR) enterprise (small scale business) (shop keepers); to Job creation in Kech district.
3. To assess the effects of PPR enterprise (small scale business) (shop keepers); on the livelihood of beneficiaries in the kech district.

Literature Review:

The current research focuses poverty alleviation program through rural support program. Rural support program (RSP) an approach which helps the rural people to get strengthen and organized to use their own available resources to solve their social and economic problems by themselves.(Khan, 2016). “The core assumption of the philosophy of Rural Support Programs (RSPs) in Pakistan is that there is a tremendous willingness amongst the people to help themselves**”** (Khan 2013).

The term poverty is considered a condition in which people are deprived from basic needs for survival for example, lack of foods, pure dirking water, lack of shelter for residence and cloths to wear**.** (Arifujjaman & Anirur, 2007).According to Ahmad (2010) Poverty remains the condition where people do not access food, medication and basic health facility in addition, lack of income to get their children to school for education, unavailability of belongings for earnings generating activities (Ahmad (2010).due to rapid growing of population and inflation the level of poverty increased in Pakistan from 23.9% to 37.5%.More than 60 million poor people had to faced issues to even fulfill the needs of basic foods or provide food to their children for daily burning up needs In Pakistan (Planning Commission, 2009).The large number of Pakistan’s population have been affected by Poverty.Poverty is measured by different techniques in Pakistan. A new approach has been developed by Ministry of finance, titled as Cost of Basic Need (CBN) approach, in order measure poverty in Pakistan. 29.5 percent of the population has been estimated are living below poverty line

According to this fresh method, which amounts to total of 55 million people as per 2013-14 estimated population of 186.2 million.(Muhammad Tahir et al, 2016)

The micro finance on poverty reduction was assessed in four countries, Sri Lanka,Indonesia,India,Bangladesh. The conclusion of the study was that micro finance an effective tool for poverty alleviation of the rural people (Hulme and Mosley 1996).

The microfinance system in Bangladesh has been useful tool to enhance the living standard of poor people in country (Nawaz (2010) Micro finance can be very useful tool to eradicate poverty in Pakistan as well. (Akram & Hussain 2011)

The improvements of rural households economically and socially always have been best efforts to alleviate poverty from country. If the government provide basic needs and empowerment of rural people as well as get access to market facilities, there are more chance that in the rural areas of Pakistan poverty be alleviated effectively. (Muhammad Abrar et al. 2015).

A study has been conducted on analyzing the status of Bahawalpur with respect to poverty. The researcher discovered that more agriculture production, development of nonfarm or traditional rural economy, better quality of life and health and educational privileges are the main factors of rural poverty in the district (Chaudhry 2003).

A researchstudy conducted “Impact of Microcredit Scheme on Socio-economic Status of Farmers” (“A case study of PRSP in District Gujranwala”). Punjab rural support program had very encouraging impact on the socio economic and living conditions of the rural farmers. Farmers achieved better financial statues due to increased income. It was noticed that the income of borrowers was considerably increased due to Micro-Credit (Muhammad Alam et al, 2014).

A research has been conducted by Zilaktat khan et al, 2013,the role of Benazir income support program in poverty reduction (a case study of the selected villages in District Peshawar). The result of study discovered that BISP is playing very positive role on the lives of beneficiaries who are receiving its interventions in addition, (Bisp) Benazir income support program is playing very important role in poverty reduction in the country.

Microfinance becomes an only solution to decrease the wall of poverty in Pakistan. Furthermore, those who do not have any source to generate income, the Microfinance are not less than blessing for those poor people (Muhammad, 2010).

According to Multinational Poverty Index (MPI 2015) Pakistan 38.5 percent of population belong to Poverty.MPI shared very dangerous figure about Baluchistan that 71 % population are victim of poverty and does not have basic needs, furthermore, out of 71% of poverty ratio 84.6% live in rural area and 37.7% in urban area. (MPI 2015) Having received these figures NRSP efforts are very much important to alleviate the poverty in rural area of Pakistan.

The microfinance or rural enterprises have been received a great popularity for last many years particularly the successful program was experienced in Bangladesh by Green Bank. The small scales business and microfinance program has left a great impact increasing modern commercialization as well philanthropic approach (Emily, 2005).The small scales business givers in the region of Latin America and Asia had been the world leaders this expression consequence of their great achievement have helped to give micro finances industry great name in specially Bangladesh and other Asian courtiers which is playing its role to minimize the poverty and make the life of poor better as well as living condition (Kieran, 2004).

Profitable and money making banks are the main microfinance industry in this modern era.Khushhali bank in Pakistan is one the great example. The microfinance grant in NGO is comparatively is new idea, nevertheless it is providing great impact and expanding throughout the country to control poverty and make the living condition of poor much better (Fernando, 2004).

Microfinance’s programs and those organizations which are running these projects are become very important part of strategies to eradicated poverty or encourage small enterprise program and development (Holcombe, 1995)

Micro credit is defined a small amount of money which is provided to the needy people in shape of loan. The main aim of this to make the very poor people enable to bring changes in their social and economic condition and live healthy social life. If we have glance, then we will come to know that micro finance is term which is used for micro credit that confirms to be provide the majority of the people in the society. Third world country like Pakistan where the majority of the population lacks the basic needs to be survived, on the other hand some organizations are struggling to utilize the maximum resources to eradicate poverty. Furthermore, in Pakistan saving rates is not that much high. It was showed that by many different studies the population who had taken the advantage from microfinance is not above than 5% In the country so far. (Qureshi, M.I et al 2012).
Firstly, the micro credit had been provided to the rural poor people, however due to some weakness in the system dirty politics and bad corruption had got it not successful (Zia A U, 1989).
To struggle against poverty becomes a very important objective for the country since; extreme poverty is threat for development of any country. (Muhammad Imran Qureshi,et al.)

In today age poverty is the main sources of conflicts among the people in the countries, furthermore, third world countries like Bangladesh,Srilanka, Pakistan and Bhutan are experiencing dangerous poverty which is obstacles for the development in the county. There are many different programs are developed to reduce poverty in Pakistan and rural development enterprise is one them which is successfully contributing to the society to minimize the poverty intensity in the country**.**(Nasim et al, 2009)

According to Adam Smith money makes money. While you have very little then it is much easier you can get much more.

Providing and making self-employment chances and opportunities are the main sources to control poverty and help the people to improve the standard of lives and alleviate the poverty. (Qureshi, M.I. et al 2012)

Study Area:

District kech is divisional headquarter of Mekran Division, district kech has been selected as the research area for this study. According to latest census of the country the kech district has the 909116 population. Furthermore, this program has been conducted in three Union council of district kech named Kalatuk,Ginnah,Gokdan and 40 sample size has been taken from Gokdan and 30 each from Kalatuk and Ginnah.Total simple size has been for 100 for the study.

Research Methodology:

Quantitative approaches including descriptive research design have been used to collect the data. Non probability sampling type with purposive technique was utilized to access the participants for the collection of research data. The tool which researcher developed for this study that has been interview schedule. 100 registered households of NRSP have been simple size for this particular research which has combined into 31 males and 69 females. For this study the sample size of two hundred twenty-five (225) was determined for functional statistical manipulations. It was also decided to divide equally among fifteen NGOs, i.e. fifteen addresses each. SPSS was used for the analysis of the data

Results:

<u>Respondent of Involved in The Planning Intervention:</u>

Table number one:

Involved in the planning Intervention	**Frequency**	**Percentage**
Yes	100	100%
No	00	00%
Total	100	100%

Interpretation of Data:

- ❖ Table number fifteen is about that the beneficiaries' involvement in planning of inventions. This table gives the information that the participation of beneficiaries in planning process is 100%.

- ❖ **<u>Respondent of Involvement in Planning Intervention Through</u>**
- ❖ **Table number two:**

Involvement in Planning intervention through	**Frequency**	**Percentage**
Personal Request	03	03%
Round table meting	00	00%
Orientation seminars	10	10%
Local Support Organization	87	87%
Total	100	100%

- ❖ **Interpretation of Data:**
- ❖ The above table number sixteen shows that the participation of research population in planning process is done 87% through local support organization(LSO) and second numbers of respondents reveled that they are involved through orientation seminars which has formed the percentage 10%, third highest is personal request which is only 03% of the total population.

<u>Respondent of How Many New Jobs Have You Opened:</u>

Table number 3:

New Jobs	**Frequency**	**Percentage**
One	67	67%
Two	20	20%
There	13	13%
Above Three	00	00%
Total	100	100%

Interpretation of Data:

Table number twenty is about that how many new jobs the beneficiaries have started since; they became the part of PPR/small scales business program. The majority of correspondent's shard which is 67% of the total population they had provided one new jobs after availed the chance of small scales business. In second highest population have given two new jobs which has formed 20% of the total population while third highest 13% who have started produced three new jobs since become the beneficiaries of NRSP/PPR in their started business through small scales business.

<u>Respondent of How May New Business You Started:</u>

Table number 4:

New Business	**Frequency**	**Percentage**
One	15	15%
Two	00	00%
Three	00	00%
Four		
total	15	15%

Interpretation of Data. Note, having analyzed the data we got the information there are 100 No of Respondents 100but only 15 respondent started new business
(Table 22) so here no of respondents are shown in above table

Respondent Has Living Standard Improved Since You Started Small Scale Business

Table number 5:

Living Standard improved	***Frequancy***	**Percentage**
Yes	95	95%
No	00	00
Some extant	05	05%
Total	100	100%

Interpretation of Data:

❖ Table number thirty-three about that has living standard of the beneficiaries improved since they have started small scale business.95% of the total population revealed “Yes” their living standard has been improved while 05% were of the opinion that some extant their quality of life or living standard improved after having started small scale business.

Discussion and Conclusions:

The research conducted to evaluate the implementation mechanisms of the PPR/NRSP and how the small scales business is contributed to job creation in the area and in this research the effects of the PPR small enterprise (shop keepers) on the livelihood of beneficiaries has been assessed. The result of overall research revealed that NRSP implementation mechanism is very much effective and the people involvement/community participation is ensured in program planning, and implementation process, furthermore, the results findings showed that people views are respected and the interventions are not imposed on community in fact, they are involved in every process of the program to get the program successful. It was also revealed by research that small scales business has become the source of job creation in the concerned district where the PPR/ is being launched by NRSP.in addition the result revealed that 15% of total research population has started new business. The capacity of participants has been built by the training they received by NRSP regarding small scales business. The findings of the research showed that the interventions of PPR have great impact on livelihood of the research population after the program of small scales business. Research findings showed that a positive result has been assessed in daily expenditures of the beneficiaries. Having seen the overall findings of the research that NRSP is playing a Vitol role in minimization of the poverty in the concerned area.

Recommendations:

- On the basis of result, it is recommended that government should make good efforts to have coordination with NRSP to get authentic information and develop good policies with NRSP to minimize the poverty in concerned area district kech.
- It has been observed that there was Communication gap between departments of Government/NRSP and communities while launching program in order minimize the poverty in the area.Hence, it is recommended that NRSP should do efforts to make good coordination to have good communication with Government so that after completion of project it sustainability be ensured by government by supporting communities people Therefore, it is recommended that Government and NGOs should build up its relations with communities in terms of community development programs.
- NRSP should lunch small scales business programs in other area of district kech so the ratio of extreme poverty and unemployment be reduced.

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