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FARMERS' SATISFACTION LEVEL ABOUT TRIBAL AREA DEVELOPMENT PROJECT AT DERA GHAZI KHAN, PUNJAB, PAKISTAN

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ABSTRACT

Poverty prevalence is a prominent feature of the rural community of Pakistan where agriculture is a bastion to their livelihoods. Pakistan has an experience of extending government support to the villagers and operating rural development programs through bureaucratic, democratic and party political approaches to combat poverty, each of which provides for distinctive structures and rules, and has its own style of operations. Tribal Areas Development Project (TADP) is one of them which emerged in May-2009 along with the objective of poverty alleviation through social mobilization of the farming community besides socio-economic development and efficient use of resources for development of Tribal Area. The present study was designed to assess the satisfaction level of farmers regarding TADP activities. The data were collected through a validated interview schedule from 125 randomly selected male Community Organization (CO) members and were statistically analyzed using computer software Statistical Package for Social Sciences (SPSS). It was concluded that the partnership agreement with community, site survey for implementation of various projects, provision of solar panel for electrification and installation of hand pumps, construction of small and mini water reservoirs, provision of pipe line for perennial flow channels were the prominent activities in which respondents were satisfied. It is recommended that the project staff must ensure equal participation of all CO members by conducting regular meetings to enhance the interaction/participation for the acquisition of better results.

Keywords: Satisfaction, Project, Tribal Area

INTRODUCTION

Agricultural sector occupies an important position on account of its contribution towards GDP and engaging major chunk of country's total labour force. This sector is a primary supplier of raw materials to agro-based industry, contributing substantially to Pakistan's exports, besides being a large market for industrial products such as fertilizer, pesticides, tractors and agricultural implements (Govt. of Pak., 2014). For uplifting the living standards through income generation, it is indispensable to promote crop production, agri. marketing and social organization (Butlar & Mozar, 2007). Employment opportunities for the people living in rural areas increase with development activities. However, the menace of poverty is more prevalent in rural scenario (Saboor *et al.*, 2006).

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Ali *et al.* (2010) emphasized to look into the poverty into two dimensions i.e. absolute poverty and relative poverty. They further reiterated to address the needs of those who are relatively deprived of income, education, health, and empowerment. Provision of basic infrastructure like roads, education and health amenities should be focused in an earnest manner (Ahmad *et al.*, 2000). Land deprivation, expenditure, sanitation, housing and education appeared as pertinent spheres of multifaceted poverty (Awan *et al.*, 2011). Rural areas of various cropping zones also revealed a diversified pattern of poverty (Hussain *et al.*, 2011). Mostly farmers are not having the real comprehension about poverty and facing impediments related to water availability and inputs and thus in income generation (Syed *et al.*, 2011). Farmers are entrapped in poor financial resources that lead them towards low farm production (Khan *et al.*, 2007). Farooq *et al.* (2008) considered income and social capital as poverty alleviation indicator. Moreover,

Hashmi *et al.*, 2007 pointed out that livestock can contribute in poverty alleviation through raising farmers' income.

In Pakistan a number of public sector organizations and Non-Governmental Organizations (NGOs) played their role in development of rural and urban areas (Akhtar, 2003; Khan, 2006). Rural Support Programmes (RSPs) emphasized on promoting the people through community development, mobilization and flourishing human resources (*ibid.*). Over the years, in the context of public sector endeavour, various modalities on the part of government were employed to ameliorate the plight of rural people like V-AID programme, Rural Works Programme, Integrated Rural Development Programme etc. However, these programmes ended with their pros and cons. On the other hand, NGOs have also shown their contribution for development through various activities. RSPs have strived to infuse participatory zeal among the people through social mobilization process like Agha Khan Rural Support Programme (AKRSP), National Rural Support Programme (NRSP) and Punjab Rural Support Programme (PRSP). Ahmed *et al.* (2009) revealed the farmers' preferences regarding information sources included public extension department and NGOs. The role of public sector and NGOs should be under consideration in facilitating farming community (Ahmad *et al.*, 2010) The farmers are acquiring valuable guidance from public sector and NGOs (Ahmad *et al.*, 2009). The women education should be promoted through NGOs also for gender mainstreaming (Nosheen *et al.*, 2010). Rauf and Mahmood (2009) pointed out the importance of microfinance in development of infrastructure. Manzoor & Akhtar (2006) found that young and educated people appreciated the role of Punjab Rural Support Programme to great extent. Likewise, AKRSP also appeared as one of the important NGOs (Khan, 2006). Furthermore, rural youth should be involved for social development (Butt *et al.*, 2011).

The most recent example of such programme is Tribal Areas Development Project (TADP). Tribal Area is one of the mountainous regions of Sulaiman Mountains of district Dera Ghazi Khan, which passes from provinces namely; Punjab, Baluchistan and Khyber Pakhtunkhwa of Pakistan. The project was planned to increase rural income and employment, and improve the quality of life. A particular strength of the design was the emphasis on building the capacity of COs and increasing the participation of beneficiaries in project planning, design,

and implementation. The project assists in (i) surface and subsurface irrigation, (ii) water channel lining, (iii) soil and water conservation, (iv) hill torrent management, (v) livestock and agriculture productivity improvement, (vi) rural road, and (vii) electricity. These activities helped develop and harness the area's agriculture, livestock, and water potential. The rural roads component gives farmers better access to markets and services. The supply of drinking water, sanitization, and village infrastructure improve life standard of the village communities. Keeping in view the importance of development activities undertaken by TADP the present study was conducted to assess the level of farmers satisfaction about the project activities, characteristics and problems of the farmers (Ahmad, 2000). Given all the training and skills that extension agents possess, the approach and methods of interaction with farmers is critical in the evolvement of the rapport that develops between extension agents and farmers.

METHODOLOGY

The study was confined to tehsil Tribal Area, district Dera Ghazi Khan. All members of COs were considered as population of the study. There were total 266 COs working in the study area. Each CO consisted of 12 (minimum) to 28 (maximum) members. The COs are responsible for carrying out development activities in tehsil Tribal Area. It is very difficult rather impossible and expensive to collect data relating to problem under investigation from entire population. Thus sampling appears to be the only way to overcome this problem to get representative information from large population. The project is operating in all the five union councils of tehsil Tribal Area. From each union council, 5 male COs were selected randomly and from each CO, 5 farmers were selected at random, thereby making a sample size of 125 respondents. Data were collected from the respondents through a validated interview schedule, and statistically analysed using computer software SPSS to draw conclusions and to suggest appropriate recommendations. An attempt was made to assess the satisfaction level of respondents in various development activities. A five point Likert scale was used to determine the satisfaction level, 1 being very low and 5 being very high. For ranking of TADP activities based on respondents' satisfaction, weighted scores were computed by multiplying the score value allotted to each category of the scale with frequency counts.

RESULTS AND DISCUSSION**Farmers' satisfaction regarding TADP activities:**

It is evident from the data given in Table 1 that based on respondents' satisfaction level, the most prominent area of satisfaction regarding TADP activities was site survey for the implementation of Table 1. Ranking of TADP activities based on respondents' satisfaction.

Activities	Weighted score	Rank order
Site survey for the implementation of various projects	483	1
Partnership agreement with community	463	2
Supervision of activities to meet quality standards	461	3
Formation of COs	440	4
Provision of funds for the implementation of various projects	420	5
Routine meetings with CO members	364	6
Motivation of the people for community organization	240	7
Socio-economic survey of the area	227	8
Leadership training for capacity building of CO	97	9

The other two subsequent categories of activities were formation of COs and provision of funds for the implementation of various project activities with score values 440 and 420 respectively. The score values further declined (369, 240 and 227) in cases of routine

Table 2. Ranking of physical infrastructure activities based on respondents' satisfaction.

Activities	Weighted score	Rank order
Provision of solar panels for electrification	324	1
Installation of hand pumps	230	2
Construction of small and mini water reservoirs	223	3
Provision of pipe line for perennial flow channels	198	4
Provision of pipe line for drinking water	155	5
Construction of converter "bunds" to convert torrents for irrigation	148	6
Construction of prepaid plain cement channel (PCC) for Irrigation	135	7
Construction of jeepable tracks	125	8
Construction of protection "bunds" for land safety	122	9
Construction of soil conservation "bunds"	107	10
Construction of protection "bunds" for population safety	105	11
Construction of deepwells for drinking water	80	12
Installation of tubewells for drinking water	57	13

The data given in Table 2 depict a wide range of score values (57-324). The most conspicuous physical infrastructure activity with respect to respondents' satisfaction was provision of solar panels for electrification with score value 324 and was ranked 1st. The next two notable categories were installation of hand pumps and construction of small and mini water reservoirs with score values 230 and 223 and were ranked 2nd and 3rd.

The other subsequent activity was provision of pipe line for perennial flow channels with score value 198. Provision of pipe line for drinking water, construction of converter "bunds" to convert torrents for irrigation and construction

various projects with score value 483 and was ranked at 1st. The other subsequent spheres of satisfaction were partnership agreement with community and supervision of activities to meet quality standards with almost equal score values i.e. 463 and 461 respectively.

meetings with CO members, motivation of the people for community organization and socio-economic survey of the area respectively. Leadership training for capacity building of CO was ranked at lowest position with score value 97.

of PCC for irrigation were other activities which got score values 155, 148, and 135, respectively. The score further declined (125 and 122) in cases of construction of jeepable tracks and construction of protection "bunds" for land safety with score values respectively. Construction of soil conservation "bunds" was ranked 10th with weighted score 107, and construction protection "bunds" for population safety was ranked 11th with weighted score 105 on the basis of respondents' level of satisfaction. The Table further shows that construction of deepwells for drinking water, and installation of tubewells for drinking water were ranked 12th and 13th with weighted scores 80 and 57, respectively.

CONCLUSION AND RECOMMENDATIONS

Partnership agreement with community, site survey for implementation of various projects, provision of solar panel for electrification and installation of hand pumps, construction of small and mini water reservoirs, provision of pipe line for perennial flow channels appeared most prominent activities in which respondents were satisfied. In the light of findings following recommendations are made:

1. The Planning and Development Department should enhance funding for the implementation of the project.
2. The project staff must ensure equal participation of all CO members by conducting regular meetings.

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