

The Continuity of Directing the Attention of the Donors to Encourage them Support Small Projects to Fight Rural Poverty

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Abstract

This study aimed at examining the continuity of directing the attention of the donors to encourage them support small projects to fight rural poverty in southern Ghore in Jordan. South Ghore is one of the poverty pockets with distinctive characteristics. This triggers searching for suitable developmental strategies without degrading natural environmental resources in the area. The present study includes a sample of 100 benefited households in six different villages using a questionnaire tool. The findings of the study showed that that 77% of the study sample benefited from the project of Fighting Rural Poverty by the M.O.A and 23% of the study sample benefited from the project of Fighting Poverty and Hunger by the A.O.A.D. This research recommends that further future research be conducted in the field.

Key Words: Continuity, Direct, Attention, Donors, Support, Encourage, Projects, South Ghore, Rural, Fight and Poverty.

1. Introduction

The Department of Statistics (2010), based on Jordan's household expenditures and income survey of 2008, showed that the poverty report indicated that 13.5% to 30% of Jordanians are falling below the poverty line and most of the poverty in Jordan is concentrated in rural areas, urban centers and refugee camps. Also, the percentage of people who work in agriculture is high from the poor class due to a low education level and large household's size. The ownership of durable goods increases as we head from the slice of poor to the richer ones. This indicates a higher purchasing power for the rich than others and also the ownership of an oven with a cooking gas (developed gas) indicates the transformation for the richer group and appear as an indicator for development (Hunaiti, et al, 2007: D.O.S, 2010). U.N.D.P, D.O.S and M.O.P (2012) reported that the Rewashed and Ghore Assafi districts in Jordan included the highest proportion of recipient households from the National Aid Fund, the percentages are (46.2) and (20.1) respectively. The Agricultural Credit Corporation of Southern Ghore District A.C.C reported in 2015 that the number of beneficiaries from livestock projects mainly sheep and goats (in the district about 120 persons annually) are benefiting from easy credit by the corporation in order to encourage the livestock sector in the rural areas. The livestock is a major component of the agricultural sector in Jordan and Arab countries. It is estimated to contribute to one half of the total agricultural Gross National Product G.N.P (M.O.A, 2009; Food Security Strategy, 2013). The estimated number of small ruminants in (W.A.N.A) region were 488 million head and they support 4-10 million households in the region because they need relatively low investment requirements and support the human body through converting low quality feed into high quality milk and meat (Haddad et al, 2011). In Jordan, the total census of sheep and goats reached 2,680,261 and 857,728 heads respectively (Annual statistical report for 2014 in M.O.A).The goats and sheep as small ruminants occupy a quantitative and an economic importance, the gross red meat production in Jordan reached 19,839 tons and 356,400 tons of milk in 2012. The goats contribution was 24.8% of meat and 9.6% of milk production, although for a large number of sheep and goats, there is no benefits from their manure as a source of fertilizer because the open system husbandry is dominant in most areas in Jordan and the manure cannot be collected (M.O.A, 2012). Within the efforts of the M.O.A to fight against poverty and hunger in Jordan ,many rural development projects have been bestowed under the supervision of the M.O.A in Jordan. An unpublished report by the Food Security and Rural Development Units in the Ministry of Agriculture presented the activities between (2008- 2014). The number of families that benefited by different activities reached 4,041 families in the Kingdom (M.O.A, 2012).

Between 2008 and 2013, a total of six villages in southern Ghore benefited from goat raising projects funded by the Jordan Ministry of Agriculture J.M.O.A and Arab Organization for Agricultural Development (A.O.A.D). The Ministry of Agriculture (M.O.A) distributed 3-4 mixed Shami and Baladi goats breed to selected households in six villages in Southern Ghore District between 2008 and 2013, the number of beneficiaries reached seventy seven in Ghore Assafi and Ghore Almazra'a sub-district (MOA: Food Security and Rural Development achievements report till 2014), additional equipment includes such as a water reservoir and money for an enclosure building and feeds quotas for 6 months. Also, there is a training program about raising goats and other activities such as bee keeping were provided in some years . Whereas, the Arab Organization for Agriculture Development (A.O.A.D), distributed five pregnant (Dhewi breed) goats for every targeted poor families in two villages in this district in 2012.

A.O.A.D started distributing a project of goats for thirty families in two villages. There are no additional equipments included with this project except distributing food quotas enough for 6 months for every herd. Here, the beneficiaries did not receive training and the donor retook five newborn female goats from each beneficiary to redistribute them to new families (N.A.J.M.H, 2013).

2. Literature Review

Since past research is very relevant to the current study, this section discusses some of the earlier studies that shall help in formulating the theoretical frame of the research. Al-Atiyat and Tabbaa (2009) demonstrated that livestock projects including goats' projects can play a prominent role in improving nutrition and income and alleviating poverty for rural households worldwide. They argued that rural household needs can be provided through selling surplus products. This is due to the rapid benefits of these enterprises. This improves food security at the household level. As a result, the governmental and non-governmental organizations in Jordan (N.G.O.s) are very significant in providing livestock projects for rural poor people to encourage them to invest in this sector and lift themselves out of poverty. According to United Nation Development Programme (U.N.D.P, 2013), the Hakoura projects of goat raising are implemented in rural areas in Jordan in a joint program with the U.N.D.P through coordination between governmental (mainly the Ministry of Agriculture and Ministry of Planning and other relevant sectors) and participating N.G.O.S such as U.N.I.C.E.F, W.F.P and U.N.I.D.O. The duration of the programs in any area is 3 years (U.N.D.P, 2012.2013). All the efforts of the Hakoura projects are concentrated on rural women, mostly for the vulnerable low educated older women, to establish or improve their animal production by providing credit facilities and technical assistance, especially for sheep and goats. Goat raising is one of the most suitable programs for women in rural communities (National Food Strategy, 2013).

Likewise, Upton (2004) and Escarino (2013) analyzed the contribution of goats' production in developing countries. The study was carried out in tropical and dry areas such as Kenya. The results of the study showed that goats' production is very significant in improving the livelihoods of low and medium income households. In addition, the findings revealed that goat' production shares positively in the national economic development.

In another study, Valdivia (2001) discussed the role of small ruminants (sheep and goats) in poor rural households. The study was conducted in many regions including Indonesia, Bolivia, Peru and Kenya. The findings showed that small ruminants as household assets have an effective contribution in poor villagers' life. The livestock is very valuable as a key role in providing households with milk, meat, hair, horn and cash income. The relocation and migration of males back and forth and/ or to urban cities or advanced the role of women in controlling the livestock and households income in rural areas. This helped women achieve their place in meeting the household and community needs such as schooling, socio-cultural traditions, insurance and investments needs. Also, assets such as small stock improve bargaining power of the women and enable them to be involved in economic activities affected by the males' absence. It is significant to increase the women's negotiating power. The grass root organizations play an additional role in assisting women to have their value and equity. Consequently, this research is an attempt to extent in which directing the attention of the donors encourage them continue supporting similar projects.

3. Statement of the Problem

The poverty report indicated that 13.5% to 30% of Jordanians are falling below the poverty line and most of the poverty in Jordan is concentrated in rural areas, urban centres and refugee camps (DOS, 2010). Despite of being productive and essential social members, women in Ghore Al Safi in Jordan have problems getting some support from donors to establish smaller projects to fight poverty. That is, they face difficulties finding the right donor to provide them with all the necessary financial and material support to succeed their projects and get rid of poverty. This issue has not been given the attention it deserves in research in Jordan. As a result, it is felt that there is a need for investigating this problem.

4.The Objectives of the Study

The present study aims at achieving the following purposes:

- i. To explore the extent in which directing the attention of the donors encourage them continue supporting similar projects.

5.The Research Questions

In order to achieve the research objectives, this study addresses the following research questions:

- ii. To Extent Can Directing the Attention of the Donors Encourage them Continue Supporting Similar Projects?

6. The Research Procedures

This research used quantitative & qualitative analytical descriptive design to investigate the effect of goats raising projects on sustained development in Southern Ghore in Jordan for the year 2015/ 2016. A questionnaire survey was used to collect data from the participants. The Statistical Package for Social Science software (SPSS) was used to test the hypothesis and analyze the data and results.

6.1 The Research Population and Sample

The sample of the study comprises 100 participants which is about 97% of the overall population of 107 participants that benefited households in six different villages in Southern Ghore. This is because the remaining 7 participants declined to participate in the research and fill the questionnaire. The selection of the participants of the study is motivated by the fact that they are all benefited households from the rural sustained developmental projects. The participants were from different villages in Southern Ghore. They are homogenous with regard to their native language (Arabic), professions and social class. (Table 1) displays the methods, procedures and sample of the study.

Table.1: Methods and Procedures of the Study.

Types of Data	Research Instrument	Source of Data	Number of Participants	Data Collection Date	Data Analysis
Qualitative & Quantitative	Questionnaire Survey	Benefited Families in 6 villages in Southern Ghore	100 Participants	Sept /Nov 2015	SPSS

The population and the number of the beneficiaries, the names of their villages in the district were identified with the assistance of the Food Security and Rural Development Unit at the M.O.A and the National Alliance against Hunger and Malnutrition N.A.J.M.A at the Jordanian Hashemite Fund for Human Development (J.O.H.U.D). The villages and beneficiaries that were visited and identified in the district included six villages: Ghore Assafi, Ghore Hadeitha, Ghore Al Mazra'a, Fifa, Al Mamora and Al Ghweibeh sponsored by J.M.O.A.. Also, the beneficiaries from the Project of Fighting Poverty and Hunger which are sponsored by the Arab Organization for Agricultural Development (A.O.A.D) in Fifa and Al Mamora villages were defined. This indicates that beneficiaries in all six villages were sponsored by the M.O.A and the A.O.A.D sponsored beneficiaries in only two villages.

6.2 Validity and Reliability of the Research Methods

This section discusses the validity and reliability of the methods that include one research instrument which was the questionnaire survey containing a number of ended questions and Five-Point Likert Scale questions. The questionnaire was divided into demographic, economic, health and developmental items. Throughout all the stages of the research methods' developments, the validity of the research instruments was estimated and validated. According to Gay, et al (2009:154-57), validity is "...concerned with the appropriateness of the interpretation made from test score".

Also, the validity can be classified as face and content validity. Face validity is "... the degree to which a test appears to measure what it claims to measure", while content validity refers to the "... the extent to which it represents a balanced and adequate sampling of relevant dimension, knowledge, and skills" (Gay, et al,

2009:154-57). Both the face validity of the research instruments of this study and the content validity were validated by a group of experts specialized in this area of research. The group of experts was composed of five professionals in rural development and agriculture economy at the University of Jordan. The group of experts' constructive comments and reviews were taken into account and changes were made throughout the main study. Having explained the research's face and content validity, reliability of the research is another significant component that should be taken into account. According to Gay, et al (2009:158-59), reliability is the "...degree to which a test consistently measures whatever it is measuring". The reliability coefficient measures the consistency score established. To measure the internal consistency of the research instruments, the study was piloted earlier to conducting the main study. Also, the researcher concluded the main ideas and confirmed the suitability of the research instrument of the study.

The reliability of the study method (questionnaire) was tested statistically using Cronbach Alpha test, when the value of Cronbach Alpha for the result of the test was more than (0.60) the study method is more reliable) Todd Bartee et al ,(2004) and the value of Cronbach Alpha for the items of questionnaire in this study was (0.76). So, the study method proved to be reliable and acceptable. The questionnaire items were designed using ended questions and Five-Points Likert Scale as displayed in (Table 2) in the following section:

Table.2: Five points Likert Scale

Universal Estimation of Likert Scale	Likert Scale	Mean Interval
Very Low	Strongly disagree	1.00-1.80
Low	Disagree	1.81-2.60
Intermediate	Neutral	2.61-3.40
High	Agree	3.41-4.20
Very High	Strongly agree	4.21-5.00

Based on the previous discussion on the research method and procedure, the next section displays the distribution of the questionnaires to the participants according to the villages. This section discusses how the quantitative and qualitative data was analyzed and collected using the questionnaire survey from the 100 benefited families in Southern Ghore in Jordan. The Statistical Package for Social Sciences (SPSS) was used to analyze the quantitative data obtained from the participants' questionnaires. Descriptive statistic measures such as frequencies and percentages were used to describe the sample characteristics. Also, Mean and Standard Deviation were used to describe the responsiveness of households to the items in the survey. In computing the analysis of the collected data, the data items entered to the SPSS software were the relationship between family economic status and a contribution of small agricultural projects "goats raising" in rural development and food security of the benefited households in the study sample. In order to determine if goats' raising affects sustainable development significantly, the analysis was interpreted using frequencies and percentages.

7. Discussion and Findings

In connection with the analyses of the elicited data, the discussion of the study concluded the following:

1. 77% of the study sample benefited from the project of Fighting Rural Poverty by the M.O.A and 23% of the study sample benefited from the project of Fighting Poverty and Hunger by the A.O.A.D.
2. 40% of the study sample benefited from training courses in a field of goats raising, and 60% did not benefit. The M.O.A provided training courses to the participants on goat raising and caring, the interviewed beneficiaries said that the training was for one day only and covered subjects about main diseases of goats and women role in goats project.
3. 23% of beneficiaries said that the grantor (A.O.A.D) is retrieving agreed number of newborns females of goats, while 77% of beneficiaries said that the grantor (M.O.A) is not retrieving newborns females of goats from their enterprises..
4. 23% of beneficiaries in the study sample who benefited from A.O.A.D and this grantor retrieved five newborn goats from beneficiaries in the first three years of the project in order to redistribute them later to new beneficiaries. Data in research indicates that 13% of beneficiaries from A.O.A.D restored one newborn animal,

30% restored two goats 17%, restored three goats, 17% restored four goats and 22% did not restore newborns goats until time of survey.

5. 62% of beneficiaries (benefited households) had three goats only at the beginning of the projects, 12% of beneficiaries had four and 26 % had five heads and more at the beginning of their projects.

6. 34% of the benefited households own between 1 and 5 heads in 2015, and 17% own between 6 and 10 heads, 20% own 11 and 15 heads, 21% own 16 goats and more and 8% they did not answer this question.

7. The majority of beneficiaries said that the breeding occur naturally in the herds where 27% of beneficiaries said that they have goats' males in their herds for breeding, 67% use outside goats' males from other herds in the pasture, while 6% did not answer; artificial insemination was never used.

8. 22% of households are raising livestock other than goats and 78% are not raising.

9. 4.5% of households raise cow in addition to goats, 4.5% raise bees, 13.6% raise pigeons, 27.4% raise sheep, 50% raise poultry.

10. The Mean and Standard Deviation for the Beneficiaries' Answers about the role of projects on different sustainable development dimension:

As represented in Table (3), the variable of projects contribution on sustainable development was measured using Likert Scale for eleven items.

Table.3

Item	Mean	Standard Deviation	Universal Estimation of a Likert Scale
The women contribute to the project care and success	4.42	0.78	Very high
Family members assist you in the care of goats	4.32	0.96	Very high
The project contribute to additional income through the selling of goats	4.50	0.76	Very high
The project contributed to additional incomes through the selling of milk	2.70	1.18	Intermediate
The project contributed to additional income through the selling of dung as manure	2.09	0.40	Low
The family benefits from consumption of milk and its derivatives	4.11	1.12	High
The family benefits from consumption of goats' meat	3.23	1.24	High
The beneficiary have enough and previous experience about goat raising	3.95	1.22	High
The project contribute to improve educational situation of family members	3.06	1.15	Intermediate
The veterinary services are available during governmental time	3.84	0.79	High
The veterinary services are available out of governmental time	2.15	0.73	Low
Sustainable development dimensions	3.49	0.52	High

11. Also, data indicates that the projects contributed in providing air conditioning for 2% of the families, home cooker (developed gas) for 15%, washing machine for 16%, refrigerator for 17%, repayment of curing costs for 46%, provided money to buy kitchen and food utensils for 54%, contributed in paying electricity bills for 64%, paying water bills for 68%, buying clothes ,blanket and family appareling for 79%, supplying with foodstuffs for 88% as shown in Table(4)

Table.4

The Project Contributed	Percentage		Total
	Yes	No	
In providing air conditioning	2.0	98.0	100.0
In providing home cooker (developed gas)	15.0	85.0	100.0
In providing washing machine	16.0	84.0	100.0
In providing refrigerator	17.0	83.0	100.0
In repayment curing costs	46.0	54.0	100.0
In providing kitchen and food utensils	54.0	46.0	100.0
In repayment of electricity bills	64.0	36.0	100.0
In repayment of water bills	68.0	32.0	100.0
In buying clothes, blanket and family appareling	79.0	21.0	100.0
In supplying with foodstuffs	88.0	12.0	100.0

12. Collected data indicated that the projects created opportunity for veterinary training for 26% of the beneficiaries and the projects contributed in creation of sheepherder jobs for 48% of the beneficiaries or their families' members.

13. The cost intervals indicated that there are 40% of beneficiaries expended 300 J.D. and lower as a cost, 19% expended 301-500 J.D, 14% expended 501-700 JD, 27% expended 700 J.D.

14. The collected data about the total revenues from selling the milk showed that the households in the study sample sold the milk and its derivatives with a revenue of 5845 J.D yearly, with a mean 216.5 J.D yearly for each household with a standard deviation of 129.3 J.D, and 14.4% J.D yearly for the one goat. The revenues interval from selling milk or its derivatives are shown, 16% of the benefited households sold milk with a revenue of 200 J.D. and less, 9% sold with a revenue of (201-400), 2% sold with a revenue of (401-500), 73% of the benefited households did not sell goats Milk .

15. The collected data showed that the total revenues from selling the goats reached (76,530) J.D, with a mean 814.2 J.D for each household. The frequencies and percentages of revenues intervals from selling the goats were measured. There are 77% of the benefited households that sold goats with a revenue of 1000 J.D. and less, 13% sold of a revenue between 1001 and 2000 J.D. 2% sold of a revenue between 2001 and 3000 J.D. 2% sold with revenue more than 3000 J.D. 6% did not sell a goats .

16. The collected data about financial abundance from consumption of goats' meat showed that the total value of financial abundance reached 31840 J.D with mean of 558.6 J.D and a standard deviation of 724.8 J.D yearly for one household. Data indicated that 50% of the benefited households consumed goats meats and abounded money with a value of 1000 J.D and less, 4% abounded 1001-2000 J.D, 3% abounded 2001-4000 J.D, 43% they did not abounded money from goats meat consumption .

17. Data indicated that 95% of beneficiaries said that expensive costs of fodder was an obstacle to their project success, 2% said that retrieving of youth female goats during first 3 years of the project was obstacle, 1% said that the absence of veterinary services outside formal work is obstacle, 1% said that the diseases and death of newborns goats are obstacles, 1% said that the inability to care for goats because of beneficiary's disease or old age.

18. Data indicated that 36% of beneficiaries said that the desire to raise goats is the reason for success of their project, 19% said that the presence of goats previously in the households was reason for success and contributed to the enlargement of their project, 7% said that previous experience in goat raising, 6% said that presence of financial abundance from selling the goat to meet family needs contributed to the success of the project, 4% said that presence of good veterinary services during formal work to medicate and vaccinate goats against infectious diseases contributed to the sustainability of the project, 2% said that training courses in the field of goat raising played a role in the project success, 1% said that the participation of family' members in the care of the goats project contributed to project success, 1% said that feeding the goats on agricultural residues

and alternative feeds instead of concentrated feeds and the existence of natural pastures lessened the cost of fodder and contributed to the sustainability of the project, 24% of beneficiaries didn't give answers. This concludes that the results showed that there is a positive effect of goat raising projects on benefited rural households in southern Ghore district.

8. Conclusion

In conclusion, directing the attention and encouraging the donors to continue supporting similar projects is very productive, especially, when there are factors that contribute to the continuity of these projects and in achieving their goals; which includes the women who administer the project and look after it and the family members participating in this work and results in enhancing social relations. The family benefits from goats' products (Milk and Meat) to provide nutritional food. This enhance the nutritional situation and immunity against diseases at households level ,the sale of animals provides additional income and this improves economic situation of the family which has been reported by Al-Atiyat and Tabbaa (2009). Also the project contributed to improve the educational situation of the families (payment of primary and universities education costs) which reflects on the positive development of the educational situation in these areas and progress of teaching and learning. As a result goats can play an essential role in supporting the social and economic safety nets of the communities. So, there is a positive role for these projects on sustainable rural development and achieving food security.

9. Recommendations

To benefit from what has been deduced previously based on what aforementioned in the research, the study provide a group of recommendations:

- i. The grantor should not exclude people who own a small number of goats previously, since the previously ownership of goats by some beneficiaries in this study contributed to the enlargement of his or her project, and increased productivity and sustainability of the livestock projects.
- ii. Postpone a recovery of newborns female goats by the grantor at the beginning of the project and wait until achieving the wanted goals of the project first.
- iii. Provide good veterinary services and intensify the role of veterinary care to be available at the time of need
- iv. The government agencies or the grantors should make follow up visits during the implementation of the projects to improve the performance and to provide any necessary information and to help on learning lessons.
- v. There is a need to update and reform institutions that improve livestock production and services, pasture development and environment reservation to enhance rural development and food security in poverty pockets in Jordan.
- vi. Encourage the creation of cooperatives for small farmers in the District of Southern Ghore regarding livestock and grazing sectors where these associations contribute in making decisions that will improve their production and achieve rural development in the region.
- vii. Consider the beneficiaries' opinions about the factors of success and failure to avoid potential problems with future developmental plans.
- viii. Increase the level of interest with rural women in the Southern Ghore District and documents, by use of media, the successful and productive women of the livestock projects.
- ix. Continuous communication with beneficiaries through improved the training courses and agricultural extension in the field of goats raising, home food processing to ensure a benefit from all the products to guarantee achieving the success

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