

Non–Farm Interventions for Strengthening Rural Livelihoods

at UNESCAP, Bangkok

by

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Through

**The Village Development
Partnership
(VDP)**

Rationale

There are
many poor people
whose basic needs
are not being met by
Government services

Nor can the poor
afford to pay for
alternative services
offered by
the business sector

This
market imperfection
or
market failure
requires a third party
to assist (NGOs/Companies)

OBJECTIVE

To improve
income and **quality of life**
of rural villagers
through **cooperation**
with
the business community

As the only
reliable road
out of poverty
is through
business

This endeavor aims to turn

the poor

into

barefoot entrepreneurs

**So that they can afford
the basic necessities of life**

...through the help of

business people



The company
acts as a partner
to the village
in a six step
process



1. Villagers conduct Community Needs Assessment



Listening to Villager's Ideas





2. Company staff visits village

Company Task Force travels to targeted village to **learn more about village** and **foster relationships**.



3. 'Eye-Opener' Field Trips for villagers to generate new ideas

Villagers travel to **gather** new ideas and **observe** successful business activities.



Company staff can participate in this process



4. Finalize Development Plan

Villagers include **new ideas from trip**, **prioritize activities**, set time frame and **identify cooperating agencies**.





**Ideas from old and young,
women and men**

Youth Also Propose Ideas and Projects



Future Village Plan





5. Submit Village Plan to Company

The plan is submitted to the company for consideration and funding





6. Implementation and Monitoring

Activities are implemented
by the villagers, with assistance
from cooperating agencies
(including companies and PDA)



Five Key Inputs

1. Institutional Development
(Community Empowerment)

2. Economic Development
(Income Generation)

3. Environmental Protection

4. Health Care & Elderly Support

5. Education, Democracy & Human Rights

COMMUNITY EMPOWERMENT

Villagers elect a village development committee to manage:

1. Village Development Bank
2. Village Youth Government
(Democracy)
3. Health, Elderly Care
and Environment Task Force
4. Education and Human Rights
Task Force

COMMUNITY EMPOWERMENT

Supporting Activities:

The Village Development Committee **conducts community needs assessment** and **establish a village development plan**, to be supported and funded by companies (and local governments)



Companies provide funds
for villages
through

tree planting

Village Development Bank (Micro Credit Fund)

Company contributes US\$1.5 per tree planted
Villagers contribute labour



25,000 trees
planted generates
US\$ 37,500 for the village
development bank.

Environmental protection to create capital formation

Village Development Bank in Operation



Funds required for all activities must come through tree planting

Loans cost 12% p.a.

Businesses from Bank loans (After Training)



Businesses from Bank loans (After Training)



Businesses from Bank loans (After Training)



*Businesses from **Bank loans** (After Training)*



Bank loan for curry paste making



Food Stall



Ice cream maker & vendor



*Businesses from **Bank loans** (After Training)*

Making and Selling Thai Sweets



*Businesses from **Bank loans** (After Training)*

Simple Food Processing



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*Businesses from **Bank loans** (After Training)*

Art Décor from Sea Shells



*Businesses from **Bank loans** (After Training)*

Water Bottling and Ice Business



*Businesses from **Bank loans** (After Training)*

Crab Meat Processing



Businesses from Bank loan

Flowers made from dried fish scales



Businesses from Bank loan



Picture Frames

Businesses from *Bank loan*



Coffee and Condom Stall

Businesses from Bank loan



Stone Carving

From low income crop to high income trees



Selling trees to housing estates, highways, golf courses and now exported to Taiwan, Singapore and Hong Kong



30 fold increase in income...poverty eradicated

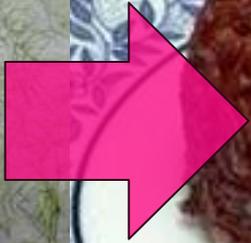
Improvement in Production Process



Red Jasmine Rice Crispies

Rice Academy

Red Jasmine Rice



Village photographer



Snacks and fruit juice stall



Inter-generational loans for youth and their grandparents to raise income and establish pension funds.



Relocation of Manufacturing Facilities



**From feather to leather:
chicken farm to factory**

Relocation of Manufacturing Facilities



Relocation of Manufacturing Facilities





- Migration slows down
- Secondary school enrollment up

Workers own 40% equity in the company



Higher income for rural communities



Scholarships



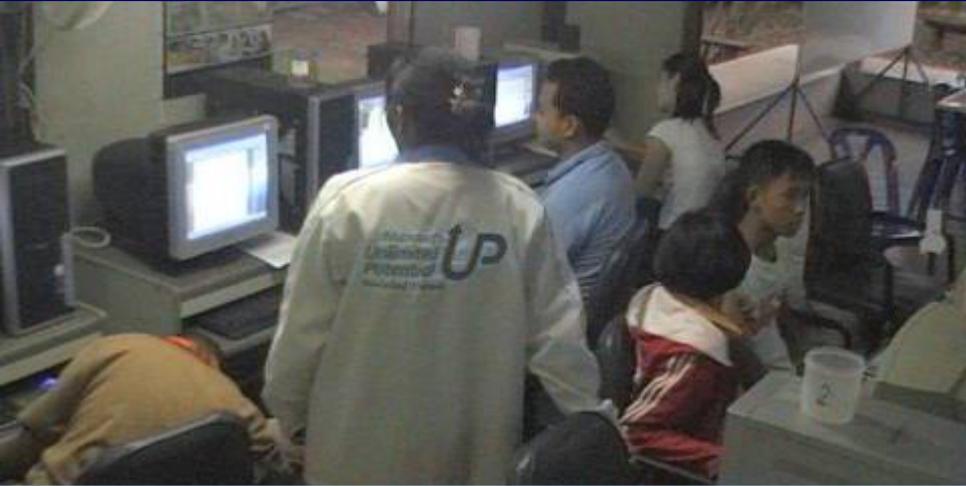
Community service as
repayment in kind

Business Loans for Education



Previous scholarship: US\$20/ month
New business scholarship: US\$100 / month

Computer-Based Technology Learning Centers and Training of Village-Based Youth Trainers



Barefoot IT Teachers



US 75 cents per hour
12 hours per course

Village Youth Government

8 youth (aged 14 – 24) in each village
are elected to:



Practice democracy,
transparency,
gender equality, and
local public service

Village Youth Government



Prepares project proposals and seek funds

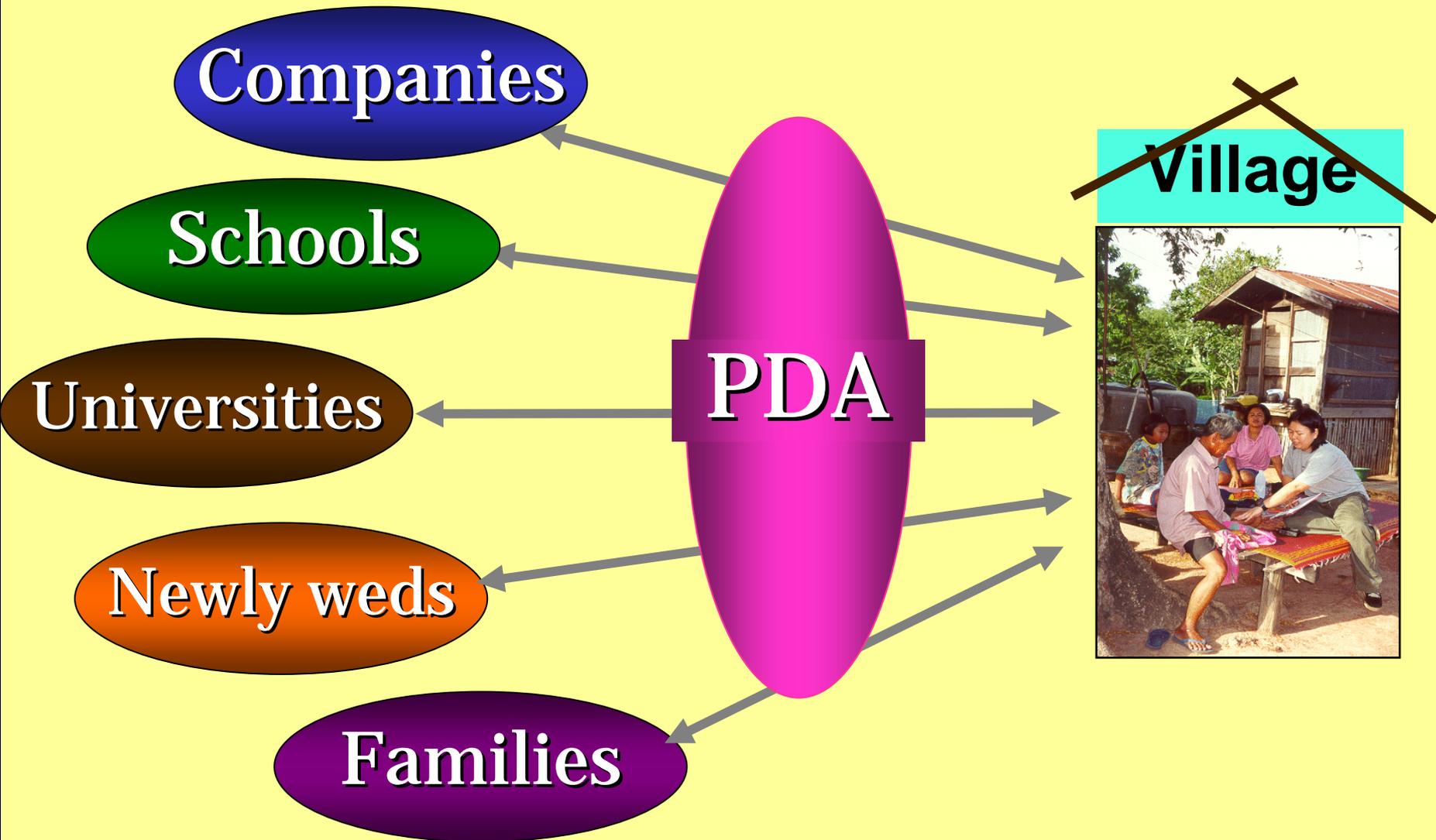


Initiate business ventures for youth & the elderly

Coordinate health education campaigns

Business people
can genuinely help
to create a better life
for the poor
and put an end
to poverty

Today more than business people are involved in the **Village Development Partnership** to end poverty



...You're never too young to experience the joy of doing public good.



Water for agriculture



Small rice mill



Pig Raising

Villages sponsors



PDA is happy
to be your
caddy
for this
partnership





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