

Established 1978



RURAL DEVELOPMENT FOUNDATION of PAKISTAN (RDF)

Annual Report 2014

- ***Sustainable Solutions for socio-economic aspects.***
- ***Implementation of modern technology in agriculture.***

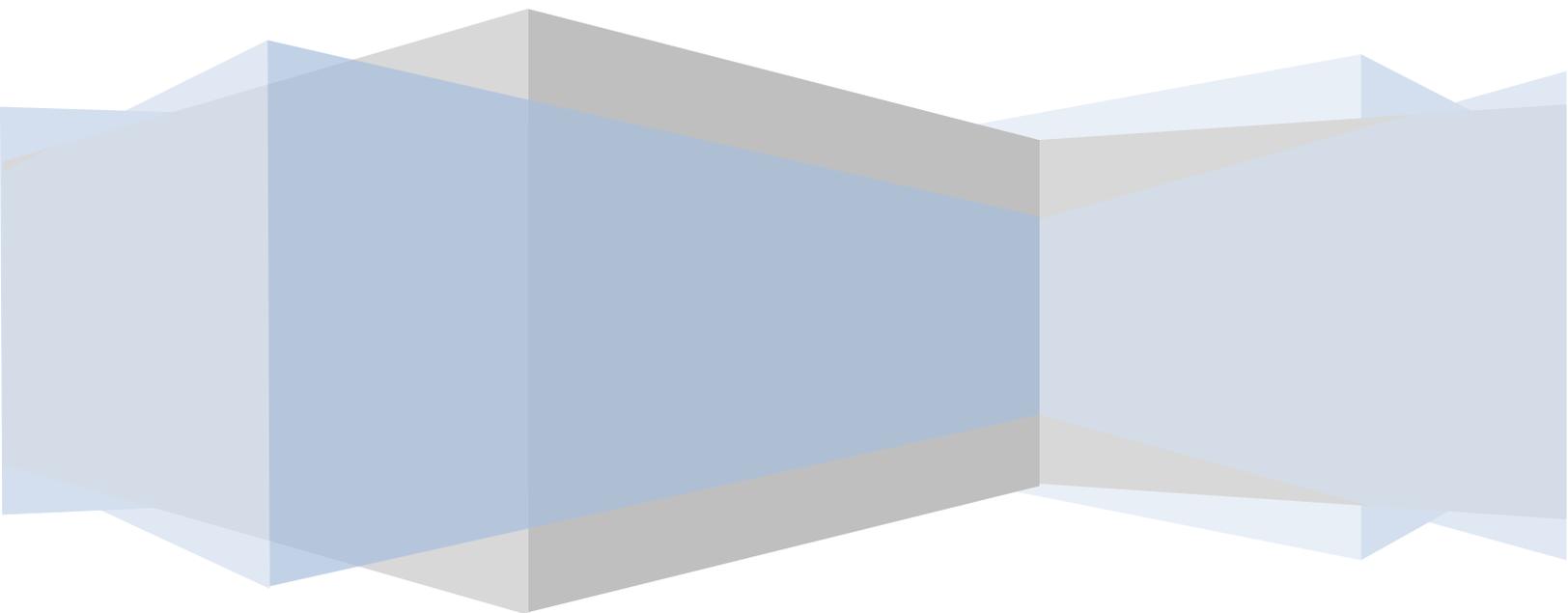


TABLE OF CONTENTS

Serial No	Topic	Page No
1.	Message By Founder President	2
2.	Rural Pakistan – A Background	3
3	Rural Development	4
4.	RDF Profile	5
5.	Objectives of RDF	5
6.	Filed Activities	6
7.	RDF – NGOs Network	6
8.	Institute of Rural Development Studies	6
9.	South Asia Association of Non-Governmental Organization	7
10.		8
11.		9 - 11
12.		12-15
13.	Meetings attended during 2014	15-16
14.	RDF Future activities	17
15.	Integrated Rural Development Programme (IRDP)	18-23
15.	ANNEXURES	
16.	Annex A – List of RDF NGO Network	24-27
17.	Annex B – RDF's Registration Certificate	28
18.	Annex C – RDF's Audit Report for the year 2013-2014	29-36

Message by Founder President

Rural Development is an indivisible and continuous process starting with agriculture development. But to be successful, it must simultaneously go beyond agriculture development, reaching into the overall socio-political and economic system of a country. Rural development broadly conceived, means rural transformation-change not only of methods of production but of economic institutions of human relationship and opportunities.

Rural development is a colossal challenge. No government, how so ever affluent it may be, can handle it without the participation and mobilization of human and material resources at the grass-root level. This may require change in the power structure, adjustment or decentralization of the administrative system and creation of small farmers' organizations backed up by full political commitment of government.

Pakistan, since its independence, tried various approaches or programmes to develop its rural areas, which included the Village Aid (1950) and Basic Democracies (1960), without achieving substantial results due to lack of continuity and for various reasons, both political and administrative.

While serving as Director Projects and Coordination in Agriculture Development Corporation, West Pakistan, I had the opportunity to listen and talk with farmers working in their fields in Pakistan, Nepal, India, Bangladesh, Sri Lanka, Thailand, Philippines, China, Malaysia, Indonesia, South Korea and Japan.

Keeping in view the shortcomings of rural development programmes in Pakistan and experience gained through discussions with farmers in countries mentioned above, I conceived, planned and implemented a new approach *viz* **Integrated Rural Development Programme (IRDP)** as a pilot project called **Shadab Pilot Project** near Lahore. The central point of the new approach was primarily to deliver pre & post harvest inputs at the threshold of small farmers from a Growth Center called **Markaz**.

This approach was tried for two years and the results were evaluated by experts from Agriculture University Faisalabad and US-Aid, which indicated a substantial increase in production and productivity.

There after the **IRDP** concept was discussed threadbare by world renowned experts in Lahore (Pakistan), Turkey and finally 40 World Experts on rural development met in Rome (Italy) under the auspices of FAO in a World Expert Group Consultation on IRDP. The consultation group not only endorsed the earlier recommendations but also acclaimed the IRDP as the scientific and pragmatic approach to solve the burning issues of all developing countries and in recognition of its pioneering role, Pakistan should now take the lead in Integrated Rural

Development. The expert group also unanimously recommended that an institution viz. Center for Integrated Rural Development Programme (**CIRDAP**) be setup in Pakistan for training and research on the IRDP approach. This institution was established in East Pakistan (Now Bangladesh) with full support of UNDP and FAO. After the Pakistan approach of IRDP was approved Nationally and Internationally, the programme was launched in July 1972 by the Government of Pakistan with full political commitment and remained on ground for seven years.

It is a tragic reality that even successful programmes are rolled back due to political reasons. IRDP, which achieved national and international fame and recognition, also met the same fate as earlier programmes, and was discontinued without realizing its significance and with no evaluation.

Rural Pakistan – A Background

Pakistan enfolds the famous land of Indus valley civilization and is blessed with an ideal climate, comprising of four seasons and a vast alluvial plain along a network of river system capable of stimulating the highest level of agricultural production. The economy of the country in conformity with its natural infrastructure is predominantly agrarian. Agriculture directly or indirectly provides livelihood to 70 percent of the country's population and also provides raw materials for the country's major industries viz. textile, sugar etc. In other words rural sector is the life line on which depends the economy, solidarity and security of the country.

The ultimate aim of all development strategies should be the human development and this is more so in case of rural people, of which a vast majority comprises of small sized farming households. As believed by all development scientists, an agriculture / agrarian economy is always a subsistence economy before it becomes a market economy. The center of an agrarian farm is the household which it supports. A small-scale farm – up to 10 hectares – is a family run farm which represents the biggest majority of population associated with agriculture.

A notable feature of the agrarian scene in Pakistan is the predominance of very small holdings. Although the standard for subsistence land holding for an irrigated area is 5 hectares and for rain-fed area, it is 10 hectares, small farmers in Pakistan, who are defined as those with landholdings up to 5 hectares constitute 74 percent of the total number of farmers in the country, though the area commanded by them is only 34 percent of the total cultivable area. Pakistan's main problem of poverty is concentrated in its 45'000 villages, presenting a dismal and gloomy picture of poverty, ill-health, alarmingly low rate of literacy, mal-nutrition, high population growth, poor social and physical infrastructure, low production and productivity, unemployment, immigration trends to cities, absence of peoples' institutions and massive exploitation and abuse of power by feudal lords and petty government officials.

A vast majority of this rural population comprises of small and marginal farmers, land less laborers, share croppers, women and youth. This target group is confronted with a host of

problems such as uneconomic and fragmented holdings which are below subsistence level due to the absence of land reforms.

Other problems and constraints being faced by small farmers include poor communications, no holding and repayment capacity, inadequate supply of irrigation water, non-existent marketing and storage facilities, absence of small farmer associations on grass-root level, lack of technical assistance and supporting institutions. The situation also confirms that there has been no trickle down effect of government policies and consequently, the rural poverty is increasing at an alarming rate.

As such, it is because of this typical socio-economic environment of small farmers that limits their possibilities of growth and they are always found running from pillar to post in the absence of any financial or capital resources and infrastructural support to fulfill the need of pre-harvest and post-harvest inputs. Therefore, one can conclude that Pakistan's main challenge of development primarily lies in its rural sector.

Rural Development

Rural development is a strategy designed to improve the economic and social life of a specific group of people – the rural poor. It involves extending the benefits of development to the poorest, especially to the ones who seek livelihood in the rural areas. The group includes small-scale farmers, tenants and the landless.

Since rural development is intended to alleviate poverty, it must be clearly designed to increase production and raise productivity. Rural development, however, recognizes that improved food supplies and nutrition, together with basic services such as health and education, can not only directly improve the physical well-being and quality of life of the rural poor, but can also indirectly enhance their productivity and their ability to contribute to the national economy.

Experience shows that for rural development to be self-sustaining, it is essential that it includes a self-supporting agriculture which can provide surpluses for financing social overhead facilities and services on a continuing basis. Thus a holistic rural development would depend on sustained growth in rural incomes derived primarily from agriculture that can meet the costs of development programmes.

A major conceptual advance in development strategies would be to view social and economic development as a single, unifying process involving consideration of both social and economic aspects, aimed at the achievement of overall integrated rural development objectives.

History of Rural Development in Pakistan

Pakistan in the past 67 years carried out a number of rural development programmes such as **Village Aid in 1950**, **Basic Democracies in 1960**, and the Nationally & Internationally

acclaimed **Integrated Rural Development Programme (IRDP) in 1970s**. The earlier programmes were not able to perform according to the set benchmarks. Major causes of unsatisfactory performance of Village Aid and Basic Democracies were as follows:

- Top – Down approach of programs, resulting in non-participation of people whose problems were to be solved.
- Lack of political commitment and will, to implement programmes
- Weak institutional infrastructure and lack of continuity
- Loose and uncoordinated institutional framework based on and functioning on bureaucratic lines and lack of coordination within the nation building departments.
- Programmes were single purpose isolated efforts.
- With diminishing interest from the government machinery, the implementation channels also were slowed down seriously.

Integrated Rural Development Programme – IRDP

Keeping in view the past experience and shortcomings of the above programmes and the problems and constraints faced by small farmers, Dr. M. Sadiq Malik while working as Director Projects and Coordination in Agricultural Development Corporation, West Pakistan, in 1968 conceived, planned and implemented a new approach called **Integrated Rural Development**. The concept was based on the following considerations:

- All aspects of life are inter-related and no lasting results can be achieved if individual aspects of it are dealt with in isolation. Therefore, in rural development all services and programmes should be integrated to achieve the tangible results.
- Rural Development is basically a strategy designed to improve the economic and social life of a specific group of people – the rural poor. It involves extending the benefits of development to the group in rural sector, which includes small farmers, landless laborers, women and youth.
- Self-supporting agriculture is the key to self-sustaining rural development.

Profile of Rural Development Foundation of Pakistan (RDF)

Rural Development Foundation of Pakistan (RDF), a non-political, non-profit making and non-governmental organization (NGO) recognized at the national as well as international level, was founded in June 1978 by Dr. M. Sadiq Malik with the approval of Federal Government vide EAD's letter No. 2(2) IBRD/IER/78 and registered under the Societies Act XXI of 1860 and subsequently registered under the Social Welfare Act XLVI of 1961. At national level it has grass-roots (village level) NGOs/CBOs (Community Based Organizations) as its members and is linked globally through various NGO networks in Asia, Europe, Africa, South and North America.

Objectives of RDF

The ultimate aim of the Foundation is to act as a facilitator in order to make the people aware of their potentials as a force to undertake their development according to their own aspirations and priorities. The approach is: Village-based Peoples Centered Sustainable Agriculture and Rural Development” which should take the form of a movement. The objectives are:

The aims and objectives of RDF are:

- To facilitate and assist the member NGOs to undertake surveys, to identify problems, formulate small projects and implement the development programmes/projects.
- To train the member NGOs to improve their management capacity and expertise in formulation of small projects.
- To carry out research on various aspects of rural development
- To foster and develop contacts with rural development organizations both in Pakistan and abroad to share knowledge and experience
- Acting as a think-tank to organize seminars, workshops, forums to discuss and document the deliberations on different rural development issues
- To publish and disseminate information to member NGOs/CBOs (national NGOs network)

Fields of Activities

- Agriculture and human resource development
- Health (Mother & Child care), drinking water, sanitation
- Education and skill development
- Population
- Environment
- Rural Industries
- Self-employment
- Micro-enterprises and micro financing and income generation projects
- Training of women and youth
- Human rights
- Institution building

- Media.

RDF NGOs Network.

RDF is a facilitator for its 18 NGOs Network in four provinces and Azad Kashmir. The projects are formulated by NGOs who are member of the foundation which are submitted to Government, Donor Agencies after scrutinizing for their approval and funding.

Institute of Rural Development Studies (IRDS)

RDF is adding a new dimension in the form of IRDS for training of member NGOs and to develop Human Resources through national and international collaboration for undertaking welfare activities.

The objectives of IRDS are:

- To provide facilities to train NGOs, particularly those at the grass-root level from rural areas to improve their performance.
- To act as a clearing house for dissemination of information and sharing of experiences, ideas and views.
- To promote linkages and support networks.
- To act as resource centre to enhance the professional capacities of NGOs.
- To promote research and documentation on various development issues.
- To liaise with government agencies, donors international NGOs, inter-governmental organizations for possible collaboration.
- To help in establishing the provincial Chapters of DF.

South Asia Association of Non-governmental Organizations (SANGO)

SANGO was established in 1987 by group of leading NGOs of SAARC countries. It is registered under Society Act XXI of Islamic Republic of Pakistan.

- To provide a forum where NGOs may exchange views and information on matters and questions of common interest.
- To serve as an instrument for the development, growth and improvement of NGOs and heir activities.
- To serve as a means of informing people, governments, particularly the member governments of South Asia Association for Regional Cooperation (SAARC), Inter-governmental agencies and non-governmental organizations.

- To encourage research and studies which will promote the growth and activities of NGOs.
- To serve as a centre for the collection and dissemination of information on the activities and experience of NGOs and other bodies.
- To arrange seminar, conferences, and exchange visits publication and promotion of joint development programme where ever possible and feasible.
- To promote, encourage and advance the objectives and performance of SANGO by such measures as shall be deemed fit.

RDF Achievements:

Established in 1978, the Foundation has following achievements:

- Establishment of 200 focal villages in Punjab and NWFP (now KPK) jointly with Friedrich Neuman Foundation of Germany where Village Development Committees (VDCs) have been established, trained and number of community-based self-help projects have been completed to meet their basic needs.
- Pilot project area comprising of 51 villages is now the main centre of the Foundation to improve the quality of life of the poor people through micro financing for income generation projects along with other activities such as women development, health, education and infrastructure improvement.
- Foundation has strengthened national and international net-work and is member of Global Net-work in North and South America, Europe, South Asia and South-east Asia. The main focus is on the national NGOs network. At present RDF has about 200 NGOs members which is being expanded to cover maximum number of villages in the 4 provinces, Azad Kashmir and Northern Areas of Pakistan.
- The Foundation took the initiative and established South Asia Association of Non Governmental Organizations (SANGO) of SAARC countries with the consent of leading NGOs of India, Bangladesh, Sri Lanka, Nepal, Maldives and Bhutan.
- The Foundation has its own premises and is fully self-supporting by generation of its own fund by renting out the extra space to private sector.
- The Foundation has added a new dimension in the form of Institute of Rural Development Studies (IRDS) to give an opportunity to young men and women to carry out research in the rural sector.
- The Foundation is member of various committees of Government.
- RDF is regularly participating in international/national seminars and workshops which are organized by UN agencies and government organizations.

TAXILA PILOT PROJECT

RDF Centre, Godho, which has emerged as nucleus for sustained activities of service delivery in fields of community health and vocational training for women of the adjoining villages. For implementation of basic concept of sustainable rural development, the following activities were accomplished in the centre during the year 2014.

RDF Mother and Child Health Care Centre, Godho, Taxila

MCHC Centre Godho is being run by RDF health staff consists of a medical doctor and a lady health visitor and is providing them the basic health care facilities and arrange community awareness programmes frequently to encourage adoption of community, hygiene practices by local people and minimize the burden of diseases. This centre cover at least 3 Union Councils namely UC Garki Si Kandari, Usman Khatar, Lab Thathoo and about 7 villages namely Gohdo, Sammwn, Garki Afghana, Kolian, Usman Khattar Ahatta, Mathu Dhehri, Kamra, Malpur Totanian. The centre provides following services.

1. Outdoor patient checking (OPD)
2. Medicines
3. Family Planning
4. Basic Laboratory Test
5. Vaccination
6. Seminar for Awareness Programs.

Patients Attended At MCHC Centre during the year 2014

MONTH	TOTAL PATIENTS	FEMALE	CHILDREN	MALE
January	159	79	64	16
February	182	66	87	29
March	138	80	48	10
April	150	122	20	8
May	99	55	35	9
June	65	40	20	5
July	75	35	30	10
August	104	67	23	14
September	94	60	25	09
October	87	37	32	18
November	70	40	19	11
Total patients	1223	6811	403	139



Vaccination Programme

Centre also arranged the vaccination programme for local communities. Vaccination team of Tehsil Taxila UC Gari Sikandar included Dr. Saiqa, Mr. Sajjad, Mr. Shafi Ullah, Anila LHV and other vaccinators (female & male). RDF staff arranged expanding programme for immunization. EPI number of children vaccinated during the year 2014, month wise detail is as under.

Month	E O	Month	EPI
January	50	February	45
March	55	April	35
May	38	June	25
July	34	August	65
September	77	October	63
Total	254	Total	233

Measles, Polio, Hepatitis vaccination Programme was held during the year at MCHC Centre.

Centre also provided Family Planning Services to about 200 patients treated by Injection (Depo-Provera for 2 months and 3 months Tab Novodel Pills for 1 month. IUCD for 5 years. This is done by LHV of RDF.

MCHC Centre also facilitated pregnant ladies by T.T. Injection. Ananatal care MCW detail is as under:

MONTH	NO. MCW TREATED
January	35
February	38

March	40
April	43
May	50
June	48
July	37
August	34
September	35
October	36
November	40
Total	436

Community Awareness Programmes

- (a) During the month of August, Awan Dental Clinic Ahatta also arranged a camp to provide basic dental care treatment for local people.
- (b) Awareness Programme for prevention against Hepatitis was held in September, 2014 by RDF in collaboration with Mr. Sajjad. Local community participated with keen interest in this programme.
- (c) Dr. Zahid Mehmood Qazi, Professor in POF Medical College, Wah Cantt was invited to visit the Centre in July 2014. He gave detailed awareness tips on Diabetics and Hypertension. A reasonable number of local community members attended the event.

RDF Skill Development Programme

Vocational Centre For Ladies)

The Centre is headed by a well trained vocational teacher Ms Samina Khatoon who is providing expertise to girls and ladies of the local community. The beneficiaries are scattered in 4 adjacent villages of Gohdo namely Sammoon, Garhi Afghana, Mathu Dhebri, Kitea. The programme scheme includes stitching, cutting, knitting, painting glass painting, wood works, pin work makrama work, decoration pieces etc.

Month wise strength of students is as under:

January	15
February	13
March	17

April	12
May	12
June	20
July	27
August	27
September	20
October	17
November	14
December	14
Total	208



RDF-NGO NETWORK PROGRESS DURING 2014

During 2014, RDF financial support for member NGOs remained suspended due to financial constraints and indirect implementation impact remained dormant. However, the catalytic impact of RDF past interventions was found instrumental in the achievements made by four out of sixteen member NGOs. These enlightened member NGOs availed their share from the ongoing baseline developmental and other initiatives implemented by government and non-government organizations in contemporary social set up. As per progress reports received by RDF, twenty eight tasks implemented by four member NGOs on their own initiatives during 2014 are summarized below:-

#	Organization Name	Task completed	Description of the task	Beneficiaries
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1	Anjuman- E- Behbood-I- Khawateen		<i>MCH center and free dispensary</i>	Staff visits surrounding villages and provide free medicines to poor women and children.	20-25, 000 women and children were benefited in surrounding villages of Okara.
			<i>Aftaar in the month of Ramadan</i>	Free aftaari arrangements were conducted for poor and needy people	10,00 families were benefited
			<i>Dengue prevention/advocacy campaign</i>	Walks in collaboration with officers of Okara and conducted workshops.	15,000 pamphlets were distributed in towns and villages of Okara.
			<i>Skill Development Diploma</i>	Free of cost skill development embroidery diplomas are offered in which 24 women have completed their diplomas so far.	Hundred families got benefited.
			<i>Informal education for illiterate women</i>	Informal education is provided to illiterate women, which can enable them to guide their children at home.	150 women got benefited.
			<i>Help to widow and resource less women</i>	Help is taken from Bait-ul-maal and zakat from wealthy people of area and further given to deserving poor.	15 women got benefited
2	Bismillah Welfare Society	<i>Free dispensary</i>	Provision of free medical check-up and free medicine. Local community donated dispensary medicine.	18,500 patients got benefited belonging to Shair Garh and surrounding 10 villages.	

		Free of Cost education	Free of cost basic education was provided to a total of one hundred students including both boys and girls.	1 thousand patients got benefit
		TB control measures	Patients were made aware about TB symptoms and it was educated that TB is a curable disease and taking medicine for up to 8 months cures TB.	600 people benefited
		Workshops/ Trainings	Women were given training at vocational center and certificates were issued to them.	45 women got skilled
		Middle school for girls and boys	Free of cost education	Total 160 students, out of which 40 gave no fee, 40 got free books, free uniform and free education.
3	Frontier Reconstruction and Welfare Agency (FARCA)	Loan Distribution	Loan provided to 35, males and 12 women (Rs. 3lack) for small business.	Bannu
		Information access center	Library with 650 books, daily newspaper and magazines started with the help from the Asia Foundation.	Nurar Bannu

		<i>Aims education system schools</i>	Three international standard schools for girls and boys with affordable fee. Started with self-help basis.	Bannu district- Nurar, Mirbaz, Barakzai, Miryan road
		<i>Health and research institute</i>	Clinical research laboratory and health facilities at affordable rate with concession and special quota for poor.	Bazar Ahmed Khan, Bannu
		<i>Help Institute of Technology</i>	IT Courses, Technical education/ courses institute	District Bannu
4.	Hamdard Community Development Programme	<i>Education Welfare Schemes</i>	Hamdard Model School for boys and girls providing education to both boys and girls in remote areas of District Bannu	492 students including boys and girls are getting quality education from class Nursery to class 8th. Free education facility to all girls
		<i>Awareness Programme Against Drug Abuse</i>	HCDP organized this programme with the assistance of ANF at Government Post Graduate College for Women at Bannu	Thousands of girls got benefit from this awareness Campaign regarding drug abuse
		<i>Food and Non Food Items Distribution</i>	These daily usage items were distributed among poor people	2 thousands people got benefit from these schemes

National Meetings, Seminars and Workshops attended during 2014

RDF, on regular basis, gets invitations to attend events organized by various national organizations which are working in social development, human rights, gender equity and governance related initiatives in public and private sector. For keeping active liaison with other organizations, RDF nominates its staff members to attend these meetings / workshops

During 2014, representatives of the Foundation attended the following events:-

S.No.	Title of Seminar/Meeting	Date and Venue	Invited by	Attended by RDF Representative
1.	Mechanism for redressal of human rights violation	22 nd January 2014 at Committee Room Ministry of Law, Justice and Human Rights Pak. Secretariat, Islamabad	Government of Pakistan (GoP) Ministry of Law, Justice and Human Rights	Saeed-uz-Zaman Director RDF, Miss Mehwish Rana Lodhi Programme Officer
2.	Launching of Development Advocate by UNDP Pakistan	24 th January 2014 at Pakistan National Council of Arts, Isbd	UNDP Pakistan	Saeed-uz-Zaman Director RDF, and Miss Mehwish Rana Lodhi Programme Officer
3.	Establishment of forum for women in agriculture	14 th March 2014 in committee Room of PARC Headquarter, Islamabad	Pakistan Agriculture Research Council, Islamabad	Saeed-uz-Zaman Director RDF, Miss Mehwish Rana Lodhi Programme Officer
4.	Annual Workshop of SPO strengthening participatory organization	28 th March, 2014 at Marriot Islamabad	SPO Islamabad	Saeed-uz-Zaman Director RDF attended
5.	Round table on participatory governance	31 st March 2014 Hill View Hotel Islamabad	Rural Development Policy Institute RDF, Islamabad	Saeed-uz-Zaman Director RDF
6.	Conference on Women Work and Poverty	17 th April 2014 Marriot Hotel, Islamabad	Social Policy and Development Centre (SPDC)	Saeed-uz-Zaman Director RDF
7.	Conference of Investigative Journalism	3 rd May, 2014 Islamabad Hotel Islamabad	Coalition on Right to Information	Saeed-uz-Zaman Director RDF
8.	Pre-Budget Seminar on Energy Crisis	7 th May, 2014 Pakistan Academy of Science Isbd.	Institute for Policy Reforms	Mr. Saeed-uz-Zaman, Director RDF
9.	Round table on mainstreaming community	29 th May, 2014 Lead House Islamabad	Lead Organization	Mr. Saeed-uz-Zaman, Director RDF

	climate change adaptation in Pakistan			
10.	Economic Review for First Quarter of 2014-15	20 th November 2014 at Pakistan Academy of science, Islamabad	Institute for Policy Reforms	Programme Officer RDF
11.	White Ribbon Campaign for Women Protection	25 th November, 2014 at Margalla Hotel, Islamabad	National Commission on Status of Women	Hafiz Razaqat Ali Khan Project Officer, RDF
12.	Pathways to Sustainable Development	11 th December 2014 at Best Western Hotel Islamabad	SPDI	Hafiz Razaqat Ali Khan Project Officer, RDF

RDF FUTURE ACTIVITIES – 2015.

For achieving the objectives of RDF, the following activities are planned for the year - 2015 :-

1. Expansion of RDF work by establishment of two field projects near Kharian and Bhera.
2. RDF major achievement is re-introduction of Integrated Rural Development Programme (IRDP) - a concept approved nationally and internationally and implemented by Government of Pakistan from 1972 to 1978. (Please see subsequent pages 18 to 23).
3. The Foundation is now in the process of preparing a Five Year Plan based on IRDP concept.
4. Continue field intervention/follow up activities at Health Care Centre/ Vocational Training Centre at Godho Taxila.
5. Activation and strengthening of RDF NGOs Net work through regular submission of their activities, annual reports, projects etc. etc.
6. Holding of seminars/discussions etc. on IRDP by members, experts from government and other NGOs.
7. Complete the ongoing work of RDF Centre.
8. Activation of SANGO through writing letters to SAARC Countries.
9. Activating Institute for Rural Development Studies (IRDS) and to start training of members NGO network.

Integrated Rural Development Programme (IRDP)

Pakistan in the past 67 years carried out a number of rural development programmes such as Village Aid in 1950s, Basic Democracies in 1960s. These programmes were not able to perform according to the said bench marks due to lack of political commitment. Keeping in view the past experience and shortcomings of the above programmes and the problems faced by the small farmers, Dr. M. Sadiq Malik while serving as Director Project Coordination (1968) West Pakistan in Agriculture Development Corporation (ADC) conceived, planned and implemented a new approach of integrated rural development under the project, titled **Shadab Pilot Project**.

SHADAB PILOT PROJECT:

The Integrated Rural Development approach was first tested through a Pilot Project viz. Shadab Pilot Project, launched by Dr. M. Sadiq Malik in 1968 with the following concept:

“To select a production area comprising 50 to 60 villages with a view to improving the socio-economic status of the target group through intensive rural development programme. The initial thrust shall be to increase agricultural production and productivity by intensification, diversification and commercialization of agriculture based on sound physical, organizational and institutional infrastructure.

This will require upgrading of skills through appropriate technology, provision of supervised credit, inputs, machinery, tools, storage, marketing, health, education, etc. as a package deal from a focal point (growth center called MARKAZ) close to the farmers threshold”

- Small farmers would get pre and post harvest support. Agriculture produce would be processed and thus small farmers would get the added value.
- Small and medium scale agro-based industries will be established to provide employment and thus arrest migration of rural poor to urban areas.
- Impact of such Agrivilles would revolutionize the agriculture and rural development in favor of deprived population.

Each Markaz is designed to serve, on average 50-60 villages stretching over an area of 200-250 square miles. All the nation-building agencies, to be represented in the Markaz, are to redirect their staff in such a manner that the scope of their work conforms to the jurisdiction of the project areas. The executive head of each project is a **Manager** who is competent in management and development.

The farming communities of 5-6 villages are represented by a **Development Assistant (DA)** who works as a change agent and is responsible for their awareness to new technologies, cropping patterns etc and ensures the provision of farming inputs from the Markaz. The DA in consultation with the farmers, prepares the development plans of 5 to 6 village under his control, which are forwarded to the **Project Manager at Markaz** who consolidates these reports and places the demands of the entire project to the district headquarters.

A two-tier system is created, one at the village level and the other at the Markaz with a specific purpose of involving the rural community in the process of development. The main task of the village level organization is to mobilize and organize the people for identification of development needs, formulation of action plans, and development of local resources and the ultimate self-management of various development projects.

With its integrative mechanism fully embedded through its institutional framework, the IRDP seeks to achieve and provide the following inputs and services to the small farmers:-

1. Assessment of requirements of credit and other production inputs on the basis of production plans.
2. Supply of production inputs, such as seeds, fertilizers, pesticides and plant protection material etc.
3. Arrangement of supervised credit and other banking facilities for saving and raising funds.
4. Encouragement of mechanization of agriculture and supply of machinery on hire.
5. Establishment of Model Farms.
6. Laying out of Demonstration and Experimental Plots.
7. Guidance in proper water management.
8. Arrangements for storage and marketing.
9. Arrangements for setting up of agro-based industries using local raw materials.
10. Formation of Farmers' Cooperative Associations.
11. Arrangements for training of farmers and farm leaders.
12. Encouragement of local leadership.
13. Maximum participation of Private Sector.

14. Integration of functions of all Development Departments.
15. Planning of recreational programmes for farmers

IRDP – International Recognition:

After two years, 1968-70 experiment in Shadab Pilot Project a team of scientists evaluated the programme in 1971 and confirmed a positive increase in production and productivity. After this, the Government of Pakistan approved the IRDP concept in principle and carried out a series of discussions nationally and internationally at various levels starting with 7 days seminar, held in Lahore (Pakistan) with 100 prominent experts from all over the world under UNDP, FAO and Government of Pakistan. The IRDP concept was discussed in detail and acclaimed as the most practical approach to increase production, productivity and income of small and marginal farmers. In his final verdict, the leader of the group, a **Senior FAO Consultant, Mr. Laurence I. Hewes Jr.** summed up by saying:

“The Pakistani concept of IRDP is not only suitable for Pakistan but also for the rural development of Third World countries of Africa, Latin America and Asia”.

IRDP was further discussed in a CENTO group meeting in Turkey and finally, Food and Agriculture Organization (FAO) of the United Nations called a meeting in Rome (Italy), titled:

“World Expert Group Consultation on the Integrated Rural Development Programme (IRDP)”

More than 40 leading experts on Rural Development were invited from all continents by FAO including countries like Pakistan, Brazil, U.S.A, U.K, France, Germany, Netherlands, Italy, India, Kenya, Tanzania, Egypt, Poland, Philippines and Bangladesh. The aim of the meeting, besides a detailed discussion and debate on the Pakistan’s concept of IRDP and its mechanism, was to develop a conceptual framework and to formulate objective strategies for Rural Development in member countries of the world. It was also required to carry out a review of the work programmes of FAO in the field of Integrated Rural Development.

Dr. Sadiq Malik was singularly honored at this meeting by unanimously elected as the Chairman of the World Group. The distinction accorded to the Pakistani delegate was in recognition of Pakistan’s pioneering role in the field of Integrated Rural Development. In fact it was subsequently recommended that Pakistan should remain the permanent Chairman of this Group of Experts which would meet from time to time in different countries of the world.

In this context, most of the recommendations adopted at the Rome meeting were sponsored by Dr. Sadiq Malik – Chairman of Expert Group Consultant on IRDP, and as well as

on Dr. Sadiq Malik's report on "The role of ESCAP in Rural Development" which was prepared to be adopted as ESCAP Mid-Term Plan for 1977-81.

After four days of prolonged consultations and discussions, the meeting in Rome concluded with the acclamation that;

"The Pakistan's concept of Integrated Rural Development Programme has now come to be internationally recognized as a scientific and pragmatic approach to solve the burning issues facing the developing countries in Asia and Far East. And in view of the headway achieved by Pakistan at these international meetings, it would be most beneficial and prestigious for Pakistan to follow up the lead it has already taken."

It was the unanimous opinion of all participants that FAO must play an important role, if not the leading role in promoting this approach and giving all member governments, assistance in the development of appropriate strategies and filling the gap for technical assistance concerning key components such as institution building and training in this field.

It was also recommended unanimously that Pakistan's position at the forthcoming meetings should be clearly defined not only to reinforce the international recognition of its IRD Programme launched by the Government of Pakistan in July, 1972, but also to press for the acceptance of Dr. Sadiq Malik's report on ESCAP, where in Pakistan would have a major role to play in the field of Rural Development in Asia and Pacific region.

Appreciating the novel concept of Integrated Rural Development Program, all the participants unanimously agreed to establish a **"Centre for Integrated Rural Development Program" – CIRDP**, in East Pakistan (Now Bangladesh) with full support of the UN agencies for training and research on IRDP.

Launching of IRDP

The Federal Government under the leadership of Prime Minister of Pakistan launched the Integrated Rural Development Programme in July 1972 with full force and political commitment in all provinces and within four years it started showing positive results. The Prime Minister issued a number of directives and expressed his views as follows:

"The Integrated Rural Development Programme is probably our last hope to improve the economic position of our vast majority of small farmers and this will improve the quality of life of villagers, afford employment opportunities, reduce gap between the urban and rural areas so that the people living in the villages may participate with their colleagues in the cities with pride in political, social and economic life of the country."

The Provincial governments carried out a reconnaissance and selected 625 Marakiz (Growth Centers) in line with concept of IRDP, covering all the provinces of Pakistan and Azad Kashmir.

IRDP functioned on the ground in Pakistan for seven years and 138 Markaz were established against the 625 approved and tested locations, funded by the World Bank and United Nations and a four-fold increase in productivity was registered. IRDP was also adopted by other countries with little modification.

IRDP – Foot Prints:

It is a tragedy in Pakistan that with the change of government, even successful programs are rolled back without proper evaluation, due to politically motivated reasons. IRDP also met the same fate and the program which gained National & International fame and recognition, was discontinued without a proper evaluation, but it was instrumental in creating the following:-

- A separate Ministry of Local Government & Rural Development was established by the Government of Pakistan to implement IRDP.
- National Centre for Rural Development (NCRD) was set up at Chak Shehzad (Islamabad) under the Ministry of Local Government & Rural Development to train jointly, village leaders, government functionaries and work force of private sector to implement IRDP in line with its enshrined concept.
- Centre for Integrated Rural Development Programme (CIRDP) was established by UNDP and FAO, in East Pakistan (now Bangladesh).
- National Council for Rural Development was set up under the Chairmanship of the Prime Minister.

Impact of IRDP:

If **IRDP** had continued, it would have been instrumental in achieving the following:

- Establishment of 625 Marakiz (Growth Centers) on the pattern of SHADAB which would have increased production of food crops because of timely provision of Pre and Post harvest inputs.
- The storage and marketing facilities provided would have yielded better prices for small farmers.
- Encouraged the setting of small and medium sized industries which would have provided the people in rural areas with better income opportunities and arrest rural to urban migration.
- It would have provided the rural communities with easy access to health, education and other facilities from the Markaz.
- The Two Tier System (Village – Markaz) would have given voice to the small farmer, his demands could be met and solution to the constraints be solved.

Realizing the fact that with the change of regime IRDP Programme has slowed down in the provinces, Dr. M. Sadiq Malik left the government in 1977 and decided to continue his mission by setting up the Rural Development Foundation of Pakistan (RDF) – NGO at the National and International level. There fore one can say that RDF has risen from the ashes of IRDP.

ANNEXTURE – A

**LIST OF RDF NGO NETWORK FINALLY
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