ANALYSIS OF SUCCESS FACTORS OF MODEL VILLAGE:
CASE STUDY OF TANDO-SOOMRO (NIZAMANI VILLAGE)

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ABSTRACT

Rural population of Pakistan was reported at 60.03% of total population of the country in 2019, Rural areas need focus as they are progressing so slow and are far behind urban areas on the basis of socioeconomic parameters, there is an immediate need of planning and implementing “Model Villages”, which are self-sustainable and provides employment opportunities and services to their residents. One of the examples of model village is village Tando Soomro in Sindh province, this study has identified key factors and ideology responsible for the success of Tando Soomro, the study is purely qualitative, semi-structured interviews were conducted and analyzed through manifest content analysis. The study has found ten key success factors, Responsible Administration, Annual development Plan and policies, Annual budget utilizations, Government collaboration, sense of ownership, Basic Education, Primary Health care, Clean Environment, agriculture economy, Basic amenities.

Keywords: Model village, Rural development, Village organization, Tando Soomro.

I. INTRODUCTION

Village is defined as the settlement found usually in rural areas. It is normally larger than a hamlet (human settlement of around 100-200 inhabitants) and smaller than a town. Some geographers precisely defined a village is having between 500 and 2,500 inhabitants. According to the World Bank collection of development indicators, compiled from officially recognized sources Rural population of Pakistan was reported at 60.03% of total population of the country in 2019.[1]

The rural areas need focus as they are progressing so slow and are far behind urban areas in several socioeconomic parameters like infrastructure, access to health and education services, gender and caste discrimination, purchasing capacity and availability of public utilities like electrification, and safe drinking water and landlessness [15]. Moreover, the rural people are poor, and their chieftains are ignorant they don’t understand the Importance of education, laws of health and value of life. On the other hand, sudden rise and fall in cost of irrigation, burden of heavy debt, the lack of new technology and mismanagement in distributional system have contributed to a slower rural development [2].

There is an immediate need of planning and implementing “Model Village”, which are self-sustainable and provides employment opportunities and services to their residents and still are well connected to the rest of the world, urgent actions need to be taken by the rural villages residents and government to improve the living standards of villages by providing them basic amenities of life and look for long term sustainable development.

In Model Village inhabitants have access to basic education and healthcare, access to clean drinking water, sanitation facility, the growth of productive enterprises to boost incomes, and enhanced security, gender equality and democratic engagement [3]. Those communities who don’t care to change themselves instead they wait for external help will never prosper, Model villages are made for those who takes initiatives to make a better change, they are ready to face challenges of the world and try to explore the solution to every problem, for reaching to the status of ‘Model Village’ the community, individually and collectively, shall be capable of taking smart decisions by the help of modern technologies and man power support to become self-sufficient and sustainable. [4,5]

Tando Soomro comes in union council of Tando Allahyar, District in Sindh province of Pakistan, Tando Soomro is 10km away from district Tando Allahyar, it has around 6500 residents. Originally the village was known as ‘village of Nizamani’ but when Rais Soomer Khan became the chief of this village, the village took the name of “Tando soomro”. The two main castes in the village are Nizamani and Khaskhelis. The flood caused by heavy rains in 2011 had affected entire Sindh province, including Tando Soomro. But like other parts of the province
the villagers did not wait for any external support or help from government or NGOS etc but they started an organization and elect leaders among themselves and start working day and night for the betterment of their village. Tando Soomro village has played a vital role in the history of Sindh and stands out. From the history it has been found that in 17th century the village was in its original shape. In 1911 population of village was 700. A village which is different and unique from the rest of rural areas in its development, it can surprise anyone who has seen the usual villages. The villagers treat it just like their own house and keep their village neat and clean. In Pakistan there are some examples of model villages like Tando Soomro in Sindh, Dureji village in Balochistan and Ahsanpur village in Punjab etc. this study is conducted on Tando Soomro village.

Limitations of the Study

- The current study is limited to Tando Soomro-nizamani village.
- The current study is limited to Model village idea.
- The current study used cross sectional data.
- The current study using qualitative data collection method.

II. REVIEW OF LITERATURE

Rural china is governed by village organizations and committees’, they are responsible for all the administrative duties and activities in the village. They handle all infrastructure projects; these committees have one leader and other five to six administrative officers [8]. Study is conducted on model village development problems in context with sustainable rural development, he identified the preconditions for model village driving forces and rural area progress in Lithuania [9]. Model village not meant to representation of someone’s idea but a benchmark for the neighboring villages to become a model village [1]. Since Independence, India has been witnessing tremendous growth but one sector that remained alienated is the village which according to Gandhiji is the backbone of the nation [10]. Economic and environmental factors are more responsible opportunities for a sustainable development in rural areas of Lithuanian [11]. IEEE smart village projects who's aim is to enhance the off-grid communities through promoting education and sustainable businesses, it was established in 2009 and was given the name of Community Solution initiative but in 2014 it took over the new name. they work worldwide serving around 50,000 people, their projects are going on in 34 villages mostly in African continent and some in India [12].

III. METHODOLOGY

This study is qualitative in nature. Primarily data is collected through field observation and semi-structured interviews with the Tando Soomro village people. secondary data source is literature survey. Numerous interview sessions were conducted with villagers in order to obtain data regarding rural development and environmental improvement. The interviewees were key persons in the village development process, like village chief, village elders, and other important community leaders and landlords, the interviews were further analyzed through manifest content analysis. A collection of secondary data includes newspaper clippings, reports, articles, books, documentaries etc., to support the analysis.

Sampling Method

The sampling method used to conduct interviews is purposive sampling.

Sample size and population

The sample size was 30 and population was organizational people and local residents of Tando- Soomro village.

IV. PROJECT MODELING

Reference Project Model

Reference model is taken from literature it’s a model of a study conducted in Indonesia which proves that, village organizational culture which is a self-regulatory mechanism of local community who actively participates in the development activities [6]. In Indonesia smart village model have covered five dimensions 1) Resources, 2) Technology, 3) Service chain 4) institution and 5) Sustainability, collaborative governance is the key executor of all 5 dimensions [7].
V. DATA ANALYSIS

Gathered data through semi-structured interview has been analyzed through manifest content analysis.

Table-1: Manifest Content Analysis

<table>
<thead>
<tr>
<th>Meaning Unit Participant</th>
<th>Meaning Unit Description Context to text</th>
<th>Code</th>
<th>Sub-Category</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>As an administrator key role are taking care of all the policies, plans and their</td>
<td>Village organization plays an essential role in village betterment plans and upgrading, he make sure</td>
<td>Administrator works best for the interest of</td>
<td>Administrator plays a vital role in village development</td>
<td>Responsible administrator</td>
</tr>
<tr>
<td>implementation, making budget plans and coordinating with other members of central</td>
<td>that basic facilities reaches all the inhabitants of the village, he make use of budget in a best proper</td>
<td>inhabitants and development of village</td>
<td></td>
<td></td>
</tr>
<tr>
<td>committee, taking strong decisions for the betterment of village and its people,</td>
<td>way.</td>
<td></td>
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<tr>
<td>providing them all the basic facilities of life, monitoring the infrastructure and</td>
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<td>facilities status, increasing public participation and mobilization in organizational</td>
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<td>matters</td>
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<tr>
<td>All the plans and policies like PC1 are made by central committee and then approved</td>
<td>All the plans and policies by supreme council are made to best utilize the budget, more than half of</td>
<td>Village, all budget plans are made annually</td>
<td>Plans and policies are made annually by village organization</td>
<td>Annual Policies and plans</td>
</tr>
<tr>
<td>by supreme council, with the government collaboration they are implemented, plan is</td>
<td>annual plans are implemented, with the government collaboration.</td>
<td>and are implemented with government collaboration</td>
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<tr>
<td>influenced by budget and other resource but village utilizes its annual plan and</td>
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<td>policies.</td>
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<tr>
<td>Tando Soomro annual budget is formed, which is sponsored by its</td>
<td>An annual budget sponsored by</td>
<td>Annual budget, which Villagers sponsored</td>
<td>Annual budget contribution</td>
<td></td>
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</tbody>
</table>

Figure 1: Model Village Project
<table>
<thead>
<tr>
<th>own residents, budget meeting is held annually which shows all the audit details and future plans to members of general body, every detail is shared publicly and cross questioning is done, then plans are discussed with the government if required. budget is utilized in education, health, waste management, cleaning and defence etc.</th>
<th>villagers, is well utilized in education, health, defence and for waste management purpose, budget meetings are publicly held on annual basis.</th>
<th>Budget is well utilized by the organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tando Soomro organization work with collaboration with the government in all the village projects and affairs, applications are given to government for the getting their services like electricity, sui-gas, roads construction, water courses construction etc. as government has more resources for them, they utilize them very efficiently.</td>
<td>Government collaboration is always there in village development process, they ask for it through forwarding application.</td>
<td>Government plays a significant role in success and development of Tando Soomro.</td>
</tr>
<tr>
<td>The main idea behind gathering fund is to give the sense of ownership to each and every person of the village, regardless of the amount he has contributed, when they give their share, then they make sure to keep their town clean and healthy like their won houses as they own all the property of their village, they contribute because they have blind trust over the organization</td>
<td>Villagers contributes in the annual fund and trusts the organization that they will well utilize that fund for the development of the village.</td>
<td>Sense of ownership and trust building are the two main key attributes</td>
</tr>
<tr>
<td>Village has shown tremendous development in past 10 years with the initiatives taken by the village organization, factors responsible are agriculture productivity, access to health, access to education, social conditions, public private irrigation, access to clean drinking water.</td>
<td>Access to basic necessities of life is responsible for village development. Social factor influences the village development</td>
<td>Access to basic necessities of life</td>
</tr>
<tr>
<td>people of Tando Soomro give a lot importance to education, teachers are educated and trained. all government educational institutes standards are set and maintained by Tando- Soomro organization, they have set self-funded annual budget for education as well. Separate educational in charge look after all the matters related to education.</td>
<td>Educational mechanism is well managed by organization, annual budget is set for education, every child has to take primary education.</td>
<td>High priority is given to basic education for everyone.</td>
</tr>
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<td>people believe in eliminating the causes of diseases instead of spending on treatment and medicines, 24-hour availability of basic health services like wound dressing, normal delivery, vaccination and daily general OPD</td>
<td>Health is an important issue by removing potential sources of diseases we can reduce rate of illnesses.</td>
<td>An apple a day keeps the doctor away.</td>
</tr>
</tbody>
</table>

Goverment Collaboration

Sense of Ownership

Basic Amenities

Basic Education

Primary Health Care
satisfies the people of Tando Soomro.

Clean, safe and pollution free environment is very essential for any town, village, city etc, waste management plays a vital role in making environment clean and healthy, Tando Soomro have proper waste management system, proper dustbins are installed in all over streets. Good part of annual budget is kept for municipality services.

population of Tando Soomro has increased in past 10 years, population comprises of mainly two caste's people of Nizamani and Khaskheli, sources of earning of villagers are, Agriculture, small businesses, labour work, farming, teaching and other middle level jobs.

VI. RESULTS AND DISCUSSION

No village no city no country can prosper without good governance it’s one of the building piler and is the key to success. [13]. This study has found that village communities/organization plays a vital role and are directly responsible for the success and development of a village [8]. On ground situation of Tando Soomro is assessed through semi structured interviews from the organizational people and local residents, they showed sense of ownership towards their village and helped in identifying their strengths.

There are two main pilers of sustainable model villages

- Village organization
- Government

Identified the key factors behind success of a model village by doing content analysis on gathered information, which are,

- Responsible Administration
- Annual development Plan and policies
- Annual budget utilization
- Government collaboration
- sense of ownership
- Basic Education
- Primary Health care
- Clean Environment
- agriculture economy
- Basic amenities

Through study it is revealed that access to modern sources of energy is very helpful in speeding up the development in health, clean water, education, sanitation and environmental sustainability, in Rural areas [3]. Tando Soomro Village organizations works with government collaboration. Study has identified the key factors behind success of a model village by doing content analysis on gathered information, which are: Responsible organization, Development Plan and policies, Annual budget utilization, Government involvement, sense of
ownership, Basic Education, Primary health care, Clean Environment, economic development, Access to Basic Necessities. Every village should make a village organization among themselves which should be purely dedicated for its people. It is recommended to village leaders to actively engage the village community and increase community participation in village affairs. Rural areas of Pakistan should take some initiatives and work on footpints of model villages of Pakistan. Government should initiate some development plans for better and sustainable communities.

VII. CONCLUSION

Model village with basic facilities of life is not a dream any more, every village could become a model village by taking initiatives for their development. In this paper, we have identified key success factors behind success of Tando Soomro, key factors are "sense of ownership, trust and sincerity each and every villager is responsible for development of their village. Tando Soomro has access to all basic facilities of life like Health, Education, roads, proper drainage system etc. By making such villages we can stop rapid Urbanization which is a big issue now a days for any government. It is recommended to all, who lives in rural areas of Pakistan should take some actions and initiatives to make their condition better. Rural people are recommended to request Govt to initiate development plan for the better and sustainable communities.

VIII. REFERENCES