

TITLE

**FLAGSHIP PROGRAM: ITS VIABILITY IN UPLIFTING THE
WOMEN'S SOCIO-ECONOMIC STATUS AT BAMBANANA
AREA, KWA-ZULU/NATAL**

BY

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DECLARATION

I, Fred Siyabonga Mazibuko, hereby declare that this document is my effort. Furthermore I have acknowledged by means of complete references all sources cited.

Signature 
Date 22 MARCH 2008

DEDICATION

I dedicate this work to my beloved fiancée , Gugulethu Mabaso to whom I owe much more than I will give in my life-span, my children whom I have deprived of love and care during my studies, my sister, younger brother, and my mother, both members of my political organization and church, for giving me encouragement, prayers and support during difficult times of my study.

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ABSTRACT

In 1996, the South African National Welfare Department estimated that countrywide 67% of female headed-households lived in poverty and that 75.2% of children under 5 years were exposed to conditions of poverty. The government planned its developmental programs of women and children under 5 years, which was targeted at this high risk group, in order to reduce their potential dependency on the state through child support grants (Social Work Practice Vol 2.96: 3)

These pilot programs which were initiated in nine provinces were referred to as flagship programs and Bambanana flagship program in Northern KwaZulu/Natal was one of them . Skills development and economic empowerment would be strategies utilized to develop and sustain these programs . The consortium consisting of NGO's and Government departments had initially negotiated with provincial hospitals to purchase the products from the various projects of the flagship programs, thus ensuring a viable market for the products.

Eight years have since elapsed following the initiation of these flagship programs. The research investigation undertaken by the researcher aims at evaluating the relevance, efficiency and effectiveness of the Bambanana flagship program in Northern Kwa-Zulu Natal.

CHAPTER ONE

1 GENERAL ORIENTATION TO THE STUDY

1.1 BACKGROUND INFORMATION

Flagship program was initiated in 1996 as a pilot project by the National Department of Social Development. It was initially called “ Developmental Programs” for women and children. The aim of the Flagship program was to address the needs of the women with children under five years through capacity building, economic empowerment, early childhood development and social support for single-parent families and job-creation. Flagship Programs were established in all nine provinces in this country.

The department had earmarked three million rands for these flagship programs. It was envisaged that each province would provide an economic opportunity to plus or minus 120 women in a targeted area. More than 1000 women in all nine provinces were expected to benefit from this initiative.

Poverty stricken areas had to be identified where the program was going to be initiated. Bambanana was one of the areas identified for this pilot project in Kwa-Zulu/Natal. The Program is at the center of the four Traditional Authorities which makes it possible for the people living in these Tribal Authorities to easily access the program. These traditional Authorities are Nyawo (Bambanana), Mngomezulu, Mathunjwa and Tembe Tribal Authority. The Nyawo Traditional Authority is at the center of these other tribal authorities.

The area was selected because it is one of the worst poverty stricken areas in KwaZulu/Natal. The area is remote and situated away from towns and the chances of people to get employment are very minimal. The area is characterized by more than 60% of women who are illiterate which in turn makes it hard for them to find employment (Bambanana Community Survey 1996). A percentage of men are migrating to cities to look for employment and with no luck of securing employment, they end up deserting their families, leaving women with children without any means of support.

Bambanana Flagship program was therefore established solely to help these women entrapped in the shackles of poverty. It was in response to these circumstances that an average of 60 women were involved in Bambanana Flagship Program. The program initially planned to implement a series of activities which would involve inter-alia:

- Poultry farming,
- Sewing,
- Arts and Craft,
- Spaza Post Office,
- Day Care Center and
- Tourism Project

However, the participants only succeeded to implement the following projects in the site.

- Bakery,
- Gardening,
- Poultry Farming ,

- Sewing
- Arts and Craft
- Day-care Center.

Women are actively participating in this flagship program. They seriously engage themselves in the program because they want to bring about changes to their financial conditions. Whether the program has succeeded to produce the desired results since it was initiated, that has not yet been established. The researcher has taken an initiative to evaluate the program functioning so that viable strategies would be recommended for its ultimate success.

1.2 STATEMENT OF THE PROBLEM

Approximately 1 billion People in the world today live in poverty and the researchers point out that the most affected people are those who live in rural areas (PSLDSD. 1995). The increasing levels of poverty are attributed to globalization and transformations in the world economy that are changing socio-economic development parameters in most countries. Although it is common knowledge that poverty affects both women and men, women tend to bear the greater burden of poverty.

The unequal power sharing and lack of participation in decision making in economic, social, political and cultural spheres has led to gender disparities. These factors limit women's access to education, training opportunities and basic resources to achieve an adequate livelihood.

Poverty amongst women is thus directly related to the absence of decision-

making and economic opportunities. In particular, lack of access to critical economic resources; including lack of financial credit, land ownership and inheritance , education and social service support renders them incapable of developing themselves economically. “More than 60% of women in Bhambanana area are caught up in this situation” (Bamabanana community survey 1996).

When the National Department of Social Development responded to these national conditions of women in South Africa, Bamabanana area was not left aside as one of the poverty stricken areas in Kwa-Zulu/Natal. As a result Bamabanana Flagship Program was established in 1996 with an aim of addressing the socio- economic conditions of the women in this area. Bamabanana Flagship program was therefore established solely to help these women entrapped in the shackles of poverty.

It was in response to these circumstances that an average of 60 women were involved in Bamabanana Flagship Program. The aim of the program was to establish sustainable projects geared towards community needs and it was anticipated that the project would create work opportunities for unemployed women.

According to the researcher’s observation, participants of the program are working tirelessly to change their predicament through this program but at the same time it is also of crucial importance to establish whether the objectives of the Department of Social Development are being met or not as the program continues to roll-out. Reporting about the success of the flagship programs in the country has not been forthcoming.

The researcher believes that it is imperative to revisit the Bambanana Flagship Program that was initiated and to evaluate its successes in alleviating poverty, especially in rural areas which carry large numbers of unemployed women. Considering the financial back up that the state was going to provide for the flagship programs in all provinces , it would be expected that the participants at Bambanana should work hard to ensure its sustainability.

1.3 MOTIVATION OF THE STUDY

Social Welfare policies and programs are being developed as indicated by the White paper for social welfare 1997. These programs are targeted at poverty prevention, relief and reduction and development of people's capacity to take charge of their own circumstances in a meaningful way.

One of these programs was established in Bambanana area. In this area people are dying of HIV/AIDS and other diseases like malaria. A percentage of men are migrating to cities to look for employment some with no luck of securing employment and end up deserting their families, leaving women with children and no means to support them. This makes women in this area bear the greater burden of poverty. Many of the women around are solely dependent on social grants. Such a situation is pathetic.

It is so encouraging to see the Government responding to the needs of these people particularly in this area which is so remote from towns. Researching about the program aimed at elevating the socio-economic conditions of the women in the area of Bambanana will inform the of service providers.

The intervention of the Social Development department in helping these women has inspired the researcher to establish whether there are any economic changes brought about by the establishment of the flagship program in the area in question, since its establishment was aimed at providing destitute women with economic opportunities to escape the poverty trap.

1.4. OBJECTIVES OF THE STUDY

The objectives of the study will be as follows:

- 1.4.1 To evaluate members' participation in all planning stages of the program because sustainable development necessitates that people remain at the center of all the initiatives undertaken.
- 1.4.2 To establish whether the conditions of the poor women participating in the program have changed or not.
- 1.4.3 To identify shortcomings which need special consideration.
- 1.4.4 On the basis of the findings to recommend viable strategies to be employed in sustaining the program such as capacity building and economic development for poor women with children under the five years.

1.5. VALUE OF THE STUDY

The study will contribute to the following:

- 1.5.1 The study will help participants of the program to gradually gain economic self-sufficiency.
- 1.5.2 The study will assist the department of Social Welfare and Population Development to identify the effectiveness and efficiency of the program in attaining the Departments' objectives so that more of these flagship programs could be initiated in other parts of KwaZulu/Natal.
- 1.5.3 The study will also provide both participants and other stakeholders with an opportunity of reviewing the process of implementing the program, so that if the results are positive, the program may be extended to other rural areas experiencing extreme poverty.

1.6 LITERATURE REVIEW

1.6.1 DEFINITIONS OF TERMS

- “Development- is about how the individual can be most effective at that particular time and in that particular situation-i.e. can the person make the most effective decisions possible for self and for others which will enable him or her to move forward towards a greater sense of well-being

and wholeness”(Carpe Minuta. 1999).

- “Social Development- is a process of planned social change designed to create better conditions of economic and social progress of the whole community with its active participation and fullest possible reliance on the community’s initiatives” (Midgley 1995)
- “Community Participation- is a process of awakening or conscientization of the community members mostly at local level (Coetzee 1989). It is about locating true decision making power in non-elite people and freeing them from manipulation and co-option”(Taylor and Mackenzie1992)
- “Community Empowerment- is the process by which people become aware of the power dynamics in their life context, develop the skills and capacity for gaining some reasonable control over their lives , exercise this control without infringing upon the rights of others and support the empowerment of others in the community” (Anderson 1996)

1.6.2 THEORETICAL FRAMEWORK

The researcher will base the study on three development approaches i.e Social development approach, Basic Needs approach and Women and Gender approach. Social development approach seeks to link or integrate social and economic development effort, viewing both element as integral faces of a

dynamic process of development. Within the process of development, social and economic development form two sides of the same coin.

Social development can not take place without economic development and economic development is meaningless unless it is accompanied by the improvement in social welfare for the population as a whole. The Basic needs approach views the government's role as that of using its existing social planning and human services program to address the pressing unmet need of the poor groups.

The women and gender approach takes the view that women are denied freedom, discriminated against and oppressed simply because they are women. It further states that culturally determined gender roles restrict women's freedom, choices and rights. The researcher will delve more on these approaches in chapter two.

1.6.3 LITERATURE

According to Arka and Lane (1995) literature review "is extremely crucial in the research process since it provides the researcher with the framework on the subject that he or she intends to study". It also provides the researcher with different ideas in as far as the study is concerned from distinct researchers who previously have researched about the very same subject.

The literature review will focus on poverty, community participation and empowerment and sustainable development. This is because the flagship programs were established to help women rise above poverty line, so that

these women could release themselves from the shackles of poverty . They needed to be involved in the initiatives designed to improve their conditions of living. The endeavor would be meaningless without members being empowered with information and relevant skills.

This calls for the workers to trust and respect the participants and basing the programs on the felt needs of the community members (Anderson 1996) . Once members are well empowered and involved right from the planning stage, the opportunities for that program to be sustained are plenty.

1.7. RESEARCH METHODOLOGY AND PROCEDURES

1.7.1 RESEARCH DESIGN

The research design to be utilized here will be the descriptive design . It will have both qualitative and quantitative features. “It will be qualitative in the sense that the study will be concerned about the people in their natural environments as they go about their daily lives”(Tutty 1996) and quantitative in that the purpose of this study will also analyse the amount of data to gather for the purpose of generalization. The researcher is concerned with the poor socio-economic status of the women at Bambanana.

The qualitative nature of this design is further supported by Grinel (1992) who sees “it as a method employed most often to describe social reality from the points of view of participants within the system studied”.

17.2. Research instrument

According to Bailey (1987) research instrument means “the research technique or tool used to gather data” . The structured interview schedule was used to collect data in the study.

Tutty et al (1996) contended that “for all the methods used to collect data, the important thing to remember is that the purpose of your study will determine which type(s) of data to gather”. The interview will be used to assess the viability and impact of the program on the participants. Interviews will be of great help in obtaining in-depth information and in that way factors that thwart the smooth operation of the program will be identified.

17.3 SAMPLING METHOD

The participants will be visited in their project centre or site. The women who are involved in Bambanana Flagship Program will be asked to participate in the study. Mckendrick (1987) mentions that “sampling methods are used in research when one is unable to investigate the total population about which the researcher needs to obtain information”.

The researcher will use a purposive sampling method. Grinell (1992)

explains that “we can use purposive sampling when we have sufficient knowledge related to the research problem to allow selection of “typical” persons for inclusion in the sample”. This is also supported by Mark (1992) when he says that “in the purposive sampling study participants are hand picked by the researcher to serve the purpose of the particular study”.

1.7.4 SAMPLING STRATEGY

Sampling strategy will be purposive or judgmental since only the participants of the flagship program who will be the population. The researcher will elaborate more on this in chapter four of the study.

1.8. OUTLINE OF THE STUDY

Chapter 1

General Orientation to the study

Chapter 2

Theoretical Framework

Chapter 3

Literature Review

Chapter 4

Research Methodology and Scope

Chapter 5

Analysis and Interpretation

Chapter 6

Findings, Conclusions and Recommendations

CHAPTER 2

2. THEORETICAL FRAMEWORK

2.1 INTRODUCTION

In this chapter the researcher intends looking at different community work approaches used by the implementers of the Flagship Program in addressing the problems facing women with their children under the age of 5 years old.

The approaches to be discussed involve interalia:

- Community development model,
- Empowerment model,
- Basic needs approach
- Gender approach.

2.2 COMMUNITY DEVELOPMENT

Community development is defined as “a process designed to create conditions of economic and social progress for the whole community with its active participation and fullest possible reliance on the community initiative” (Johnson1982). Much stress is laid on broad participation of a whole wide range of people at the local level .

Looking at the definition of community development, it becomes clear that this model is the only vehicle through which social development can be achieved at local level. It is thus relevant to be utilized in ensuring that the objectives of the Flagship Program are achieved. The implementers of the flagship program have adopted this model to foster development of the poor women.

The underlying assumption in this model is that the lives of the people entrapped in poverty can be best promoted by people themselves working together harmoniously within their local communities. The experts of this strategy believe that people and communities have inborn capacities to organize themselves to ensure that their basic needs are met, their problems are solved and opportunities for advancement are created. Well, all in all in order to achieve these goals, community members need to co-operate with one another and share a common purpose.

In this way they are able to exert greater control over local resources and local affairs. They are also better placed to secure external resources and to promote social development at the community level. Relating these facts about community development, the researcher expects that the women of Bambanana area should see a need to make use of their collective efforts in addressing their social problems as they are the ones who directly experience poverty situation and realized that they do have the capacity to rise above the poverty trap.

It should be for that reason that the Bambanana women rose up and established the flagship program. Hopefully they managed to consult with others in the community and received support from the local leadership.

For any development endeavor to prosper, there should be a community meeting where the need to engage in that developmental initiative should be identified. In the introduction to the study, the research put clear the background of the area of Bambanana as the area counted among those areas severely attacked by the poverty scourge. It is expected that members became responsible for determining the goals of the program as well as strategies to achieve those goals.

Community Development approach is basically one of working directly with the people and is concerned with their total needs. The approach has the element of self-help at the center, the aim being to foster self-reliance among the participants so that poverty will be reduced and thus lessen dependence on outside resources such as migrant labour and social security.

The researcher is expecting that the worker working with members of the flagship program in Bambanana, should avoid giving purpose or direction to the group, instead should try to help them identify their own felt needs and to develop the skills and values necessary for meeting these needs.

Community development is about enabling people through the process of empowerment to participate equally in the process of decision making so as to ensure sustainability and self reliance. In Bambanana , local people contributed with their labour and other community resources while technical expertise and external resources are provided by Welfare Department working hand in hand with other stakeholders in program.

The department of Social Welfare and other departments funding the Bambanana Flagship program should have organized capacity building workshop for these women in empowering them about how to run the program effectively and therefore put more money in this program. Although community development has not always realized its potential , it offers an effective means for promoting social development through economic development. The process of community development entails:

- Empowering people. This is about bringing people who are outside the decision making process into it through equipping them with required skills to consciously take part in various initiatives designed to improve their life situation.
- Participation by people. This is a vehicle for beneficiaries choosing their own path to development and preserving their indigenous skills, a means of widening the choices available to them and of capacity building and empowerment. It is also about putting the last first. The welfare department should have involved

the participants of the program right from the planning phase till implementation of the program. This would help to instill the sense of ownership for the program in the members.

- **Fostering self-reliance-** The assumption underlying this strategy is that by working together, people can improve their situation. “It helps people in learning how to handle their daily problems” (Chiston and Robinson 1998) . Once members are involved right from the beginning of the program , and the role of the community worker would be that of being the facilitator of the program , allowing the participants to take charge of their way towards development, people will be self-reliant. They will be able to stand for themselves even if the worker is no longer with them.

2.3 BASIC NEEDS APPROACH

International labour organization championed the basic needs approach in the 1970's. The international labour organization began in the 1960's to question the viability of employment creation strategies in developing countries. The basic needs approach urges government to use their existing social planning and human services program to address the pressing unmet need of the poor groups. These unmet needs consist of

- **Basic survival needs** such as those of nutrition, safe drinking water and shelter.

- Need for education, health care and social security
- Non material needs such as participating in political process, to be protected against discrimination and to have equal opportunities for advancement. While considerable progress had been made in South Africa, the problems of hunger , inadequate shelter and unsafe drinking water remained critical.

The adoption of the basic need strategy involves a number of policies and programs . It is believed to be the role of the government to undertake need assessment studies to establish which needs are most pressing and to prioritize basic needs strategies. Second basic need requires the identification of target group. Proponents of the basic needs approach believe in targeting the resources to the most needy section of the population rather than saturating the whole population with services.

By targeting specific intervention on needy groups or geographical areas, proponents of the basic needs approach seek to remedy the tendency for existing social services to cater disproportionately for urban dwellers and those who are relatively well off. The basic survival needs of unemployed women with children under the age of 5 years are for creation and provision of food for their families thus enhancing the nutrition level of their growing children.

Thirdly, basic need approach involve the development of specific programs that are low cost, appropriate to local conditions and

participatory in that they involve the needy people in the delivery of as well as in the consumption of services.

If services are to reach a large number of the poor, cost has to be reduced. This can be done by involving local people in the design and delivery of services. Involving people in those programs, would also enhance uptake and responsiveness of local communities to new social programs .

2.4 GENDER APPROACH

The term gender is widely used in social science circles to connote culturally determined roles. Gender relates not to sexual characteristics but to the social distinction based on characteristics. “There are enormous variations in the roles of men and women in different societies” (Midgley 1995). These variations are particularly marked when the work men and women perform in different societies is compared.

In most societies, the division of labour by gender is highly differentiated and unequal. Rogers (1980) once pointed out that “dominance of patriarchal ideology in many cultures relegates women to play the gender role of mother , housewife and nurturer”. This role is inferior to the gender roles of men.

Indeed domestication was accompanied by discrimination not only in the domestic sphere but in the wider society as well. Educational opportunities for women are restricted on the grounds that education is wasted on girls whose future lies in bearing and rearing children, and

providing comfortable homes for their husbands.

In addition , culturally determined gender roles restricted women' freedom, choices and rights. In many societies today, women are denied freedom , discriminated against and oppressed simply because they are women. In view of institutionalized discrimination against women, it is not surprising that women have long been neglected in development .

Rogers points out that women are seldom employed in government development agencies. Development issues , policies, plans and projects have conventionally been assigned to men and have seldom recognized the existence of women let alone their special needs and insights.

In South Africa attempts to address the situation of women in the context of development have gained momentum in recent years. Women are involved in small and medium scale income generating projects. Moser (1993) suggests that “women can enhance their status through economic development”. The position of women can only be improve when they become self-reliant and exercise full control over decisions that affect their lives. To achieve this objective , women are expected to mobilize themselves through a bottom-up-strategy of campaigning and organizing as the women in Bambanana did when forming their Flagship Program.

2.5 CONCLUSION

In this chapter it became clear that many approaches discussed are relevant to the flagship program studied in this research program. As it was noted that the approaches inform the implementation of any project *design to improve the conditions of people' lives*. If the implementation of the flagship program is done in line with these models as discussed in this chapter, positive impact in the lives of the participants could be expected.

CHAPTER 3

3. LITERATURE REVIEW

3.1. INTRODUCTION

According to Arkava and Lane (1985) literature review “is extremely crucial in the research process since it provides the researcher with a framework on the subject that he or she intends to study”. It also provides the researcher with different ideas in as far as the topic of his study is concerned, ideas that are different from those researchers who have previously researched about the very same subject. This enables the researcher to be in a better position of critically analyzing the findings of the previous researchers and relate that information to his or her study. In the literature review the researcher will focus on the following:

- The nature of the flagship program ,
- History of poverty in South Africa,
- Characteristics of poverty,
- Promoting the empowerment for communities,
- Promoting member participation,
- Bringing sustainable development,

- Inter.-sectoral collaboration

3.2 THE NATURE OF THE PROGRAM

The Department of Welfare earmarked 3 million rands for projects , one in each of the nine province. It was envisaged that each province would provide an economic opportunity to plus or minus 120 women in a targeted area. More than 1000 women were expected to benefit from this initiative in all nine provinces.

In trying to work out an integrated approach in the alleviation of poverty , the Department of Welfare set up key performance indicators through stakeholder groups in each province . These provincial consortiums which included NGO's and other governmental departments helped in the planning of the projects and were assigned the role of monitoring them.

Bambanana area was one area identified for this pilot project in Kwa-Zulu/Natal. Although it was initially envisaged that a project would be initiated in each of the nine provinces, it became clear that seventeen projects would be operational countrywide due to the overwhelming response to the program.

At the start of this developmental program, the consortiums (NGO's and Other governmental departments) had negotiated with provincial

hospitals to purchase the products and retail stores were also targeted so that with the growth of the projects, a solid market would be ensured.

3.3 HISTORY OF POVERTY IN SOUTH AFRICA

In South Africa the emergence of industrialization in the 17th century forced people to rush to the mining towns which led to accelerated urbanization and related socio-economic problems, with poverty as one of its most outstanding consequences.

The second World War in the twentieth century aggravated the problem of poverty among the wide section of the population. "Farms and property were destroyed and many blacks and whites died as prisoners of war camps" (Potgieter 1998). These were the major natural disasters that contributed to the increasing extent of poverty in South Africa.

The differentiation of people on the grounds of colour started in the 19th century long before apartheid policy was seen in 1948. The Land Act of 1913 deprived black people of the right to own land outside the reserves. "Black workers were forced to maintain links with the rural subsistence economy through the system of temporary migrant labour" (Patel 1992).

"The apartheid government came into power in 1948 and endorsed the apartheid laws and policies and moved towards a system of institutionalized racial discrimination" (Potgieter 1998). The system of separate development brought

about an unfair distribution of resources and provision of employment opportunities. Blacks were exposed to the lower level of the economy and held down in unskilled and semiskilled occupations. This was an organized phenomenon of poverty which catalyzed the already existing exposure to poverty among the black communities.

The displacement of blacks from their indigenous land through the Land Acts of 1913 and 1936 resulted in poverty since people were forced to move out of their land. As a result blacks remained oppressed by poverty circumstances which forced them to engage in cheap labour. They were exposed to exploitation and accepted poor paying jobs.

The RDP document (1994) confirms that “the history of South Africa has been a bitter one, dominated by colonialism , racism, apartheid, sexism, and repressive labour policies”. The result has been that poverty and degradation exists side by side with modern cities and a developed mining, industrial and commercial infrastructure. Income distribution was racially distorted, and ranks as one of the most unequal in the world. Moreover, lavish wealth and abject poverty characterized our society.

3.4 PROMOTING THE EMPOWERMENT OF COMMUNITIES

The concept of empowerment has increasingly become popular nowadays. Those who have been involved in welfare development programs will confirm the fact that it is quite a challenge to motivate poverty stricken individuals and

communities to engage in initiatives that seek to change their circumstances.

Policies of the past regime did not encourage people to depend on themselves. People were made to be passive recipients of government services. Community participation in decision making was not sought , only the white elites had that opportunity.

After 1994 General Election, the newly elected democratic government in this country has placed emphasis on the notion of empowerment. In the empowerment field , the word empowerment has been used to imply the promotion of community development through self-help with an emphasis on the process rather than on the completion of participation projects.

It also refers to the process of collective decision-making and collective action and popular participation. According to Gumbi (2002) “the process of empowering people should thus enable people to:

- have more control over their lives and areas
- take decisions that affect them
- identify and respond to their own needs and opportunities and
- own and control local assets”

The main elements of empowerment as indicated by Singh (1995) include:

- “Local self-reliance

- Cultural assertion and spiritual welfare
- Access to resources such as land , education , housing and health
- Access to income and other asserts
- Access to knowledge and skills
- Participation in decision making processes”

The process involves reaffirming peoples’ belief in their abilities to control their lives and attain self-reliance. It involves changing negative internal beliefs that have reinforced dis-empowerment overtime. Such a process will entail taking people through the process of analyzing circumstances surrounding their poverty so that they can gain some insight and thereafter determine strategies for intervention.

3.5 PROMOTING MEMBERS' PARTICIPATION

Promoting people's participation is one of the key principles underlying successful community development programs. “Participation by local communities and recipients of services is supposed to cut across the processes of need assessment, program planning , implementation and evaluation” (May 2000).

When people participate in all phases of their projects , they are empowered with information and develop skills. Participation also entails recognizing the significance of the role played by existing community structures such as development committees and other related bodies in the development process. According to Yogo & Jones (1993) such structures “serve as receiving

mechanisms to the overall community as they assist outsiders in understanding perspectives, needs and priorities of communities”.

“The recognition of community structures also facilitates the process of understanding local dynamics and culture so as to ensure that professionals from the outside, build on local strengths, capacity and knowledge systems so as to ensure that their interventions are sustainable beyond the project period” (Mbatha 1990)

3.6 BRINGING ABOUT SUSTAINABLE DEVELOPMENT

Strategies that seek to alleviate poverty should result in sustainable human development , that is they should result in long lasting changes. “Sustainable human development implies that meeting the needs of the present without comprising the ability of future generation to meet their own needs” (Jolly 1991).

“Sustainable development is the development which ensures that the interests of the next generation are secured” (Swanepoel & De Beer 1996). It is very important that natural resources are not replenished and that future generations continue to have the resources they need to meet their own needs. This would be of long lasting benefit to the economic development of women in Bamabanana

The approach invites people not only to make use of earth’s resources but to

also ensure that future generations continue to have access to these resources. According to Swanepoel (1989) “sustainable development can be attained through collaboration among government and non-governmental agencies and experts”. Yet on the very same note sustainable development further rests on communities' capacities for solving their own problems through applying appropriate techniques.

This calls for both government and the community to equally commit themselves to the protection of the environment and at the same time commit themselves to promoting the well-being of the people. The government needs to formulate policies and programs that promote economic and social welfare of the population in a way that does not harm environmental resources.

In order to facilitate sustainable development the following should be taken into consideration by the development worker:

3.6.1 THE NATURAL ENVIRONMENT

The availability of natural resources play a crucial role, not only in a projects outcome, but also in its planning and its viability. Those running a vegetable garden project must consider the soil types and the availability of water. Natural environmental characteristics also have a role to play. Climate, rainfall and vegetation determine whether people can farm with livestock, or crops or with both.

It is very important that community development projects do not harm the environment. If a vegetable garden claims the last piece of wooded land, it is not development. "Sustainable development requires that we simultaneously use and develop natural resources so that future generations will be able to use them"(Le`le` 1991).

3.6.2 THE POLITICAL ENVIRONMENT

No development effort stands outside of politics. Community workers must watch local policies closely and act very carefully. It is wiser to work with small grassroots groups instead of large groups with a high profile. Community workers must realize that by working with an existing interest group, they may be associating themselves with a political movement as many established interest groups have political affiliations. It is safest to work with concerned, ad hoc groups, however, even then, things may not be as simple as they appear to be, because rural communities seem to be vulnerable to political group orientations.

In the rural areas, the traditional leader controls access to the community resources. If he is receptive to development, the community worker can operate freely in the community. The worker has to acknowledge the traditional leader's position. He must be informed of the worker's position and objectives before entry is made

into the community. When contact- making phase is smooth, political office bearers will be less likely to be suspicious of the newcomer's presence.

3.6.3 THE SOCIAL ENVIRONMENT

Each community has its own social life. "Even the most rural community has interest groups fostering social activities and pursuing various social objectives"(Shepherd). The worker must be aware of the community's social life and must take note of social affiliations and stratifications so that the objectives should not duplicate or frustrate those of other interest groups in the community.

3.6.4 THE ECONOMIC ENVIRONMENT

If economic, social and political affiliations coincide, a very formidable elite is formed. Their role can determine whether a project succeeds or fails. There are other economic aspects that must be considered. The availability of money, the level of economic deprivation and the internal economic system's vitality are all important to a development project. Money had been made available for the Bambanana Flagship Program , "the situational analysis of the economic situation of women generally has been noted in the Bambanana area" (Bambanana Survey 1996).

3.6.5 THE CULTURAL ENVIRONMENT

The worker cannot continue as if tradition does not exist or if the community's cultural norms and values are universally accepted. The subservience of position of women in traditional society is a fact of life. Women fill a servile position and have very little decision-making power.

“When working with groups of women, the worker must realize that a woman needs her husband's or family member's permission to do much of what she needs to do; that she is busy and might not have much time for a project; and that poverty and deprivation severely affect her” (Nene 1988).

“The worker should strive for women's emancipation in a more professional way through assisting them to establish projects that will help them surmount their life threatening predicaments, though not to segregate women into women only projects”(Edwards and Jones 1976). Women should be a part of the mainstream development effort. In a very rural area like Bambanana change of this nature is expected to take time- a process of changing the mens mind set in a culture-determined society.

“The worker should also consider the obstacles that might be caused by the norms and beliefs of that particular society. Norms and beliefs are not static, unchanging laws. People adapt their norms and beliefs to their

circumstances. The worker must ask the action group what weight various norms and beliefs carry” (David 1993).

3.6.6 *PSYCHOLOGICAL ENVIRONMENT*

Since the psychological environment is abstract and not easily observed, we tend to ignore it. It is very important to any development effort. The development worker entering the community should have knowledge of the history of that particular community because what has happened to it will always have a bearing influence on the development of the psychological environment. Women beliefs that the males in Bambanana are in control of the family purse should not raise immediate hopes of change of this in the researcher.

Sustainable development is seldom attainable where:

- “Processes are rushed in favor of meeting deadlines set by donors.
- Development workers often use a top-down approach for planning and decision making.
- Experiences of people are overlooked in favor of new foreign models” (Gallopín 1989)

Sustainable development thus necessitates that people remain at the center of all the initiatives undertaken.

3.7 MULTI-DISCIPLINARY AND INTER-SECTORAL APPROACH TO POVERTY ALLEVIATION

Since poverty related problems may be a manifestation of more than one causal factor, it is often necessary to engage a number of stakeholders in the process of addressing such problems. In the case of welfare programs it could be a number of government departments, private sector, the non-governmental organizations and the community based organizations.

Such stakeholders have to co-ordinate their activities so as to avoid confusion and duplication of efforts. It would help in highlighting the gaps and duplication of services and enable the various departments and role players to integrate their interventions.

3.8 CONCLUSION

In the foregoing review of literature it became apparent that the government and the community share an obligation of addressing the problem of poverty. The involvement of the project members is crucial for the sustainability of the project.

The people's involvement should begin right from the inception of the program and the development worker should play a maximum role in engaging the participants as directors of their own development.

It also became clear that development should aim at empowering the participants so that they can be independent and rise above the poverty cycle on their own. The worker should build on what the participants already know and have regard for people's knowledge system and use as the building blocks.

CHAPTER 4

4 SCOPE AND RESEARCH METHODOLOGY

4.1 INTRODUCTION

Bailey (1987) defines methodology as “ the philosophy of the research process”. In this chapter the researcher will discuss the research design, sampling procedure, research instrument, data analysis, reliability and validity, and limitations of the study.

The purpose of this chapter is to give the broad picture of how the researcher will do the actual field research.

4.2 RESEARCH DESIGN

The research design to be used in this study is qualitative design. Qualitative research design is described by Tutty (1996) as “the study of people in their natural environments as they go about their daily lives, it strives to understand the meaning and behaviours they have”.

The researcher is focusing on the effectiveness of Flagship program in the upliftment of the socio-economic status of the women participating in this program. This method was seen relevant for the study. Grinell (1992) sees “it as a method employed most often to describe social reality from the points of view of participants within the system studied”.

4.3 SAMPLING PROCEDURE

The researcher has used the purposive or judgmental sampling method to select units of analysis for the conclusion of the study. The interviews were conducted on the 16 respondents selected from the members participating in the flagship program.

The participants were visited in their project centres or sites. Mckendrick (1987) mentions that “sampling methods are used in research when one is unable to investigate the total population about which the researcher needs to obtain information”.

In the total number of four (4) Flagship programs in the Province of Kwa-Zulu/Natal , Bambanana Flagship was selected for this study. The total number of sixteen women who are referred to as participants were drawn from the total number of the flagship program participants and four participants from each project within the flagship program. The researcher used a purposive sampling procedure.

Grinell (1992) explains that “ we can use purposive sampling when we have sufficient knowledge related to the research problem to allow selection of “typical” persons for inclusion in the sample”. This is also supported by Mark (1992) when he says that “in the purposive sampling study participants are hand-picked by the researcher to serve the purpose of the particular study”.

The researcher's concern was the impact of the flagship program to its beneficiaries. By using purposive sampling, the researcher has some aim other than making accurate statements about the distribution of certain variables in a population. The purpose was to find the quality of the flagship program as per our research design.

4.4 RESEARCH INSTRUMENT

According to Bailey (1987) method means "the research technique or tool used to gather data". The structured interview schedule was used to collect data in the study.

The study focuses on the impact of poverty alleviation programme implemented by the Department of Social Welfare. Tutty et al (1996) says "in all methods used to collect data, the important thing to remember is that the purpose of your study will determine which type(s) of data to gather". The interview was used to assess the impact of the programme on the participants.

4.4.1 Structured Interview

The interview was used to collect data. Grinell (1981) noted that “the advantages of interviewing as a data collection method are primarily related to naturalistic and spontaneity, flexibility and control of the environment”.

The other reason that made interviewing the best method of collecting data in the study are that, interviews permit far more flexibility, and the researcher can probe to give responses greater depth. It also permits participants who lack literacy skills to participate.

The interviewer is there to see that each item is answered and he can interpret or reword the item if necessary without distorting its meaning. The researcher will be advantaged by using interview in the study since the majority of participants are illiterate, they cannot read and write.

4.4.2 Interview Schedule

Grinell (1987) defines the interview schedule as a “written instrument that sets out the overall plan for the interview and determines the structure, sequence and content of the specific items to be asked”.

The interview schedule comprises of twenty five questions. The questions will focus on assessing the viability of the programme and its impact in alleviating poverty. The structured interview will be relevant to the study as it will also prescribe exactly what items to be asked, the sequence and specific wording.

Both open and closed ended questions will be asked. A number of 16 participants out of 60 in the Flagship Program will be the units of analysis of the study. The closed ended questions will be used where the researcher will be expecting a narrative discussion, for example, section one of personal background information. These questions will be less sensitive. Bailey (1987) supports this by saying “such questions ask for facts rather than feelings, beliefs or opinions”.

The open ended questions will be asked to provide a space for more explanation on asked question and this in turn allows the participants give their perceptions and opinions, for example the question like, Do you think funding of women based projects is the best method to alleviate poverty?. The participants will be interviewed in private rooms in their centres using

face to face interview. The purpose would be to avoid influences and interference by other participants. The researcher will use Bambanana flagship site for interviews since it is the center for all these traditional authorities participating in the flagship. The selected participants will be reached through the development worker who interacts with them on the daily functioning of the flagship activities.

4.5 DATA ANALYSIS

“The central purpose of data analysis in qualitative studies is to sift, sort and organize the mass of information acquired during data collection so that interpretation addresses the original research problem (Tutty et al 1996)”. Data analysis answers the question of how the findings of the study shall be prepared. The purpose of the study is to assess the impact of Flagship Program in uplifting the socio-economic status of women in Bambanana area.

The data will be analysed using the regular word-processing program. This method make the task of transcribing large amount of data much simpler. This method is suitable as Tutty et al (1992), noted that “the qualitative

research process usually results in masses of data”.

The data will be coded using constant comparison method. This means that the units of data with the same characteristics and those with different characteristics will be categorised accordingly. The table form analysis will be used in the section that contains personal background information.

4.6 RELIABILITY AND VALIDITY

Validity is defined by Grinell (1982) as “the degree to which a measuring instrument is measuring what it is supposed to measure, and the reliability as the degree of accuracy, or precession, the instrument possesses”.

The researcher needs to be careful and know exactly what is intended to be measured. In the study the researcher uses the interview schedule which comprises of twenty five (25) questions. Questions are intended to assess the viability of the program in question. The questions will be developed specifically for this study to obtain the impact of the flagship program, the difference it has made in the socio-economic standard of the women.

The actual validity that the researcher intends to measure is the impact of the program. To ensure the reliability of the instrument, all the questions will be based on the stability and effectiveness of the Flagship Program. As a pre-test method of the reliability, the researcher will use the interview schedule on the ten (10) women who belong to the program in question but who will not be selected for the conclusion of the study.

4.7 LIMITATIONS OF THE STUDY

Fischer as quoted by Grinell (1987) states that potential limitations are often numerous in even the most carefully planned research study. The limitations of the study were as follows:

- The researcher only focussed on the flagship program in Bambanana yet there are four flagship program in the whole province of Kwa-Zulu/Natal. Due to the extensive area of the province , the study concentrated only on Bambanana area. It was hoped that the findings would be generalized from the flagship program in this area, and they can form the basis of research studies pertaining to flagship programs

to be conducted in other areas in Kwa-Zulu/Natal or even in other provinces.

- The interview schedule comprises of twenty five questions. The questions will focus on assessing the viability of the programme and its impact in alleviating poverty. The overall number of women representing the four traditional authorities and involved in the program were 60 , yet only 16 respondents were selected for the conclusion of the study.
- Funding to get transport for them to the centre where they were to be interviewed was not available. This posed difficulties to the researcher to start interviews as per planned time, because he had to collect some in their respective areas using his own transport.
- Because Bambanana area had been identified as one of the most appropriate areas (in terms of the variables relating to the participants in the study) in KwaZulu/Natal i.e one of the poorest areas.

4.8 CONCLUSION

This chapter gave an overview of the method the researcher will be using to conduct the study which includes the research design, sampling procedure, research instrument, data analysis, reliability and validity and limitations of the study. The next chapter will focus on presentation and analysis of data

CHAPTER 5

5. PRESENTATION , ANALYSIS AND INTERPRETATION OF DATA

5.1 INTRODUCTION

Analysis and interpretation of data involves the presentation , analysis and interpretation of the information collected during the data collection phase . It becomes imperative in a research process to break down information collected and make it easier to be understood.

The chapter entails the presentation , analysis and interpretation of the information collected on the viability of the flagship program with reference to Bambanana area. The report will be presented using tables and discussion of the information gathered during data collection phase. The information was collected from 16 respondents who are part of the participants of the program studied. Data will be interpreted during the in discussion

Tutty etal (1996) state that “the central purpose of analysis in qualitative studies is to sift, sort and organize the masses of information acquired during collection in such a way that it addresses the original research problem”. The data is

analyzed using word processing program and tables. The data was obtained through interviews the researcher conducted to the units of analysis. The researcher had divided interview schedule into five themes

- The present financial status of the household members
- Specific activities the respondents were engaged in
- Assessing participants' understanding of financial management
- Acquired knowledge and skills as an empowerment of the respondents for planned change.
- Exploration of respondents views on the flagship program.

5.2 PERSONAL BACKGROUND INFORMATION

The personal background information includes gender, the highest standard passed at school, number of Dependants in the household, the source of income and the period of service in the project.

5.2.1 Gender

The gender distribution revealed that all respondents involved in the flagship

program are females. This should be as result of the target group as prescribed by the Welfare Department. Beside welfare specifications, Potgieter (1996) confirms that “the majority of the poor are women especially who live in rural areas and are not in a position to obtain work”. All the respondents were unemployed and poor. Usually in many villages, women spend most of their time at home doing domestic work while their husbands are at places of employment. However, in recent years , the majority of the men are idling at home due to large scale retrenchments by the chamber mines and from other work settings in the cities. Even during their socialization , women were mostly introduced to activities like craft work and land cultivation in rural settings.

5.2.2 *Highest Standard of Education*

Distribution of participants according to their level of education

Rating	Respondents	Percentage
Tertiary	0	0
Gr7-Gr12	6	20%
Gr 1-Gr7	13	43%
None	11	36%
	30	100%

Table 1.1

Table 1.1 revealed that the majority of 43 % of respondents obtained lower level of education , 36% of the respondents had never been to school, 20% obtained

secondary level of education . None of the respondents had received tertiary education. The researcher would like to endorse the fact that in previous years, education was not an important sector to women and young girls. They were traditionally expected to carry out their gender roles of being house wives, bearing children and practice the household functions.

Portgieter (1998)supports this by saying that “the level of illiteracy is still much higher in the rural areas of South Africa, than in urban areas”. It plays an important role in the high level of poverty and low level of entrepreneurship. The success of whatever development venture require people with strong foundation of general knowledge, the desire and ability to continue with learning new knowledge and skills. Programs like Adult Education and Training are very important in the improvement of educational standard of the participants.

5.2.3 *Number of dependants in the household*

Distribution of respondents according to total number of dependents in the household

Rating	Number of Respondents	Percentage
1-5	13	43%
5-10	17	56%
10-above	3	10%
	30	100%

Table 1.2

Table 1.2 illustrates that 43% of respondents are people who have dependants ranging from 1-5 dependents, 56% for those respondents with dependants ranging from 5-10 of dependents and 10% of respondents with above ten dependents. The researcher has observed that households who have low socio-economic status tend to give birth to more children than they can afford to feed. Yet high population growth thwarts the economic development of the family and in turn leads to poverty, poor quality of life and standard of living.

5.2.4 *Period spent in the Flagship Program*

The main aim of asking this question was to make a comparison between the economic status of the respondents with the period that had been spent by the respondent in the flagship. That will actually help in determining the impact being made by the involvement of the respondents in the flagship program. The findings revealed that all respondents joined the flagship program in early 1996. It also revealed that it was for the first time in their history to be involved in an income generating project.

5.3 FLAGSHIP ACTIVITIES

5.3.1 *Types of activities undertaken*

Distribution of activities taking place within the broader program of Flagship under study.

Rating	Number of respondents	Percentage
Sewing	7	23.00%
Poultry	7	23.00%
Gardening	7	23.00%
Bakery	7	23.00%
Creche	2	6.00%
Other	0	0.00%
	30	100.00%

Table 1.3

Table 1.3.illustrate that respondents are distributed equally in all projects within the flagship program with the exception of the 6% of respondents who are from the child development center. Each program has about 23% participants as represented in the study. It should also be noted that the projects in the flagship program are common in rural areas. The researcher learned that the respondents had been involved in these activities for over a period of six years without any alternative activities.

5.3.2 Provision of Skills

The question asked in order to establish whether the participants received any skills training regarding the program so that they would be effective in the running of the program. The respondents revealed that they did receive training relevant to the project of their choice. Stewart and Liebenberg (1997) maintained that “every institution engaging people in developmental projects, has an obligation toward capacity building, towards facilitating the learning process of capacity building”.

The researcher believes that people participating in any developmental activities should be provided with sufficient training in order for them to be able to cope with the demands of the planned activity. Once members acquire appropriate and good skills relevant to the project of their choice, they will be able even to attract the market for their production. The researcher observed that respondents do have the skills and the willingness to produce quality products in order to expand their market.

5.3.3 *Quantity of Production Per Month*

The purpose of asking this question was to find out about the effectiveness of the activities and measure the demand of the products. The findings revealed that the Bakery , produces about 2200 loaves of bread and 4400 of scones. In the Poultry project , they grow up about 600 of chicks per month. The sewing project depends on the availability of the market or orders being placed by the customers.

This does not happen on a monthly basis. Most of the time they receive orders for school uniforms at the beginning of every year. In the gardening project , the product is not harvested at the same time for market purposes. Individual customers purchase in small quantities at different times. They do not keep records of the stock produced . They only keep records of the income generated.

5.3.4 *Availability of Equipment*

This question was asked to established whether the respondents have sufficient equipment and material to make use of in the implementation of the projects of the flagship. The findings revealed that in all other projects within the flagship program , they have enough equipment with the exception of the bakery and the gardening project. In the bakery project they are experiencing problems of delay in the flour mixer machine they are using currently. They do not have delivering transport and lack irrigation systems in their gardening project.

Bread is a daily requirement in both urban and rural areas , the flour mixing machine is an obstacle to the constant availability of this product. If perishable goods are not timeously delivered they can not reach their destination while they are still fresh.

5.3.5 *Market of the Product*

The researcher asked this question with an aim of ascertaining whether the market for the products of the projects in the flagship program was thoroughly explored before the establishment of the project . All respondents revealed that there is no stable market to purchase their product. They depend on the individual community members who support them on a very small scale .

Conducting a market survey before deciding on the activities to be undertaken ensures whether the products will be in demand or not. It further prevents the duplication of services and surplus of products with no customers to buy them.

The project can not sustain itself without a proper market. The marketing strategy needs to be developed in order for the project to generate income so that the major objectives of the flagship should be met. This matter should concern all stakeholders involved in the flagship program and it will justify the existence of the program in the area.

5.3.6 *Major Consumer Group*

The question was asked to ascertain whether the flagship program has a major consumer group that is in need of the product to be produced and get a support in sales. Regarding the major consumer group supporting the projects of the flagship, it became clear that the sewing project does not have the stable consumer groups to whom it can supply its completed garments. They only depend on the local schools who need uniforms and these orders are placed once a year. The gardening and poultry projects are supported by individual members of the community.

The market in the pay-points of the pension can be the very successful , but the problem could be the transport to take these products to those pay-points. Bakery project does have the markets which are small spaza shops within the locality. But their endeavors are hindered by the lack of transport to deliver bread in the places where they are in demand. The finding revealed that the consumer group analysis was not conducted. The flagship program has not yet done sufficient to attract customers and identify markets for bulk supply.

5. 4 FINANCIAL MANAGEMENT

5.4.1 *Total funding received from the Department of Social Welfare*

The findings revealed that the flagship program received a substantial amount of R1060 000 000 00 from the Department of Social Welfare in 1998. These funds were disbursed into dedicated account of the flagship program in trenches since 1998 till 2002.

5.4.2 *Funds used to establish the project*

The question was asked to compare the money spent in the building of structures to the amount spent in the implementation of the projects. All respondents revealed that an amount of R135 477 00 was used for erection of project structures. Looking at the grand total of the amount allocated for the program as a whole from 1998 to 2002, it becomes clear that most of funds went to the implementation of the project.

5.4.3 *Monthly income derived from sale of products*

The sole purpose of the flagship project is to empower and enable women with their children under the age of five years to become economically viable. The respondents were therefore interviewed about the possibility of the project to provide monthly salary to those involved. All respondents revealed that they had never been remunerated ever since the flagship

program was established.

The payments done so far effected every six month of the year and is an amount of R200.00 per person. This money is too little to help the participants of the program to break down the shackles of poverty. This means that the projects of the flagship program had not yet reached the initially desired goal of the program as a whole which is to eradicate poverty among the women with children under five years. It will reach this goal once the program is able create job opportunities for the people in order to earn a living salary on monthly basis.

5.5. CAPACITY BUILDING

5.5.1 Training needs of the participants

All respondents revealed that they need an intensive training program on Marketing skills, pricing skills, and financial management. The respondents involved in sewing project also mentioned that they as well need further training on sewing.

Lombard (1992) confirms this when saying “community education equips community members with necessary skills to enable them to perform their work satisfactorily”. That means the effectiveness of the flagship program depends more among other things on the provision of the skills related to the projects within the flagship program.

All the respondents were the participants of the flagship program. They

are the ones who were able to identify the skills-gap to be attended to in order to maximize their level of production in the projects. Provision of training to the people involved in any developmental activities is very pivotal . If participants are well equipped with the adequate knowledge and skills needed, production would be of high quality and thus attracting enough market to make use of that particular product.

5.5.2 Relevant training provided to the respondents

All respondents revealed that they have received training on book-keeping, poultry farming, baking, and basics of sewing which does not make them good producers in this sector. Actually all training provided included all participants of the program irrespective of their individual choices of the various projects within the program

5.5.3 Responsibility of organizing , payments of training and workshops

The question was asked to ascertain whether the respondents were involved in the planning of workshops for the program members. All respondents revealed that every thing regarding capacity building was done by the Department of welfare at a regional office. They were not involved in the planning of any training. This act made members become strangers in their own developmental efforts.

5.6 PERCEPTION OF PARTICIPANTS ABOUT THE FLAGSHIP PROGRAM

The researcher would like to bring this to attention that the flagship programs in the nine provinces of the Republic of South Africa were introduced by the National Department of Social Development solely to address the scourge of poverty. It was just a top down program. People were not even engaged when it was still a conception. Some one there in top management of the department dreamed about it and it became a pilot project.

The status quo of poverty across the country leaves the victims with no option but to accept whatever program is put in place by the government to combat poverty. This has resulted in people being entrapped in poverty. The researcher asked the respondents for their perception around the projects of the flagship program.

5.6.1 Views about the procedures followed when applying for funding of Flagship Program

All respondents revealed that the procedures followed when applying for funding were unfair. The respondents revealed that it takes too long for the proposal to be approved and once approved, it takes another delay before funds are disbursed into dedicated accounts of the program. Another perturbing situation is that funds are disbursed in trenches and it

complicates the attainment of the program' objectives. The worst part of it is that the whole budget is prepared by the Department of Social Welfare without involving the people who will be working in the program.

5.6.2 Monitoring of the program by the Department' supervisors and monitors.

The question was asked to establish how often the supervisors and monitors of the program come into the program site. All respondents stated that it is very difficult to mention it hence they do not come on a fixed date. Sometimes they come once per month and sometimes come quarterly.

5.6.3 Funding of flagship program as the best method to alleviate poverty

The question was asked solely to establish from the participants whether they believe that funding of the flagship program was the best method to deal with their poverty situation. Findings reveals that all respondents believe that funding of the flagship program is indeed a best method to alleviate program. However, they said there are many things which need to be reviewed in order to create opportunities for the program to become sustainable. They mentioned that the authority to utilize funds is kept at the regional office of

the program which takes too many days before approval. They said it should be better if authority to give approval to the utilization of the program's funds are based at the district office.

It should be remembered that since the 1994 election, the Republic of South Africa declared war against poverty which poses threats in social functioning of many people in the country. It was expected that all government departments should design programs specifically aimed at combating poverty. The department of social welfare came up with poverty alleviation program of which the flagship program is among those programs which were initiated for the achievement of this goal.

5.6.4 Hindrances to the sustainability of the program

This question was asked solely to establish what possible hindrances that might interfere with the success of the flagship program . All respondents revealed that there are many problems that tend to interfere with progress of the flagship program .

- Firstly respondents revealed that participants of the flagship program are not involved in the drawing of the estimated budget. Budget becomes the Regional officials' issues excludes the participants. The participants believe that their exclusion in this regard is a big mistake committed by the Department of Social Welfare.

The participants of the program should be the chief directors of their own development. Thoroughly involvement of the participants in any

developmental endeavors is very crucial . This helps members develop a sense of ownership in the project. They become proud of the success they are making in their life and own mistakes if these arise along the way.

- The second hindering factor mentioned by all respondents was that if they plan to purchase anything for the project they should first get approval from the regional office. This approval of the planned activities at the regional office really causes unnecessary delays for the implementation of the program and it kills the sparks among participants of the program. Most of the time the people who are supposed to approve use of the program funds are not always available in time for their signatures.

The approval of whatever the flagship members plan to engage in is very important for the control measures to prevent mismanagement of public funds. However the authority to approve should be near the people. The department should not make complications for the success of the planned activities by the program members because members shift all blame to the department should the program become dysfunctional even though it was their own mistake.

- The third hindering factor mentioned by all respondents was the lack of a stable market to make use of their product. The respondents revealed they do not have identifiable and stable market for their product. They always depend on the individual

community members.

The success of the income generating programs depend largely among other things on the bulk supplying market. Once the market is well established before the establishment of the project, possibility to become self-sufficient becomes vast.

5.6.5 Potentiality of the flagship program in job creation

The researcher asked this question in order to ascertain the possibility of the flagship program in meeting its major objective to create employment for the women with their children under the age of five years. All respondents stated that potentiality for the flagship program to create employment are many. However it depends on the following issues which need to be addressed before things get worse:

- Transport for delivering the flagship program products in all areas where it seeks to sell production.
- Devolution of authorizing powers from regional office to district office for easy access.
- Identification of Bulk supplying market.
- Equipping members with pricing skills.

The respondents informed the researcher that their lengthy period involved in the program would have now addressed the escalating of

poverty in the area. Due to the above mentioned challenges they are still locked within such a painful situation.

5.6.6 The success of the flagship program in alleviating poverty

The question was asked to check whether the flagship program does alleviate poverty as it justifies its existence hence the government had poured lots of public funds in these flagship programs. All respondents revealed that the flagship program has not yet alleviated poverty. However, they stated that the possibility for the flagship program to alleviate poverty in the identified areas are very high. The hindrances as identified earlier on should be dealt with accordingly .

It is very important to take note that the urgency of poverty in South Africa which continues to pose challenges in the lives of the poor people who compel the government to come up with measures to ensure that the scourge of poverty is dealt with. Programs like flagship are in place as a means to allay the escalating level of poverty mostly in rural areas. It for this reasons that flagship programs are n deep rural areas in province of Kwa Zulu/Natal.

The flagship program should bring about the alleviation of poverty in communities.

5.6. CONCLUSION

The chapter has focused on the data presentation , analysis and

interpretation of the collected data. Information given by the respondents was analyzed. Problems and the potentiality of the flagship program to become viable were also highlighted to provide clear directions to the next chapter . The next chapter will focus on the findings and recommendations.

HAPTER 6

6. FINDINGS, CONCLUSION AND RECOMMENDATIONS

6.1 INTRODUCTION

Findings, conclusion and recommendation involve the flow of information from the analysis and interpretation of data. It is imperative to state the findings and conclusion in order to come up with a solid recommendation toward resolving the identified problem. This chapter deals with findings, conclusions and recommendations. The statement of the problem and objectives will be restated to enable the researcher to confirm whether the hypothesis of the study is upheld or rejected.

6.2 RESTATEMENT OF THE PROBLEM

The unequal power sharing and lack of participation in decision making in economic, social, political and cultural spheres lead to gender disparities. These factors limit the womens' access to education, training opportunities and basic resources which would enable women to achieve an adequate livelihood. Thus poverty amongst women is directly related to the absence of decision-making and economic opportunities, these are particularly, lack of access to critical economic resources; including lack of financial credit, land ownership and inheritance, education and social service support.

In Bambanana area more than 60% of women are caught in this situation

(Bhambanana community survey 1996).

When the National Department of Social Development responded to these national conditions of women in South Africa, Bhambanana area was not left out as one of the poverty stricken areas in Kwa-Zulu/Natal. As a result Bhamabanana Flagship Program was established in 1996 with an aim of addressing the socio-economic conditions of the women in this area. Bhambanana Flagship program was therefore established solely to help these women entrapped in the shackles of poverty. It was in response to these circumstances that an average of 60 women were involved in Bhambanana Flagship Program.

The chief aim of the program was to establish sustainable projects geared towards satisfying community needs and it was anticipated that the project would create work opportunities for unemployed women. Flagship Program was therefore expected to facilitate capacity building and economic development for women with children up to five years of age so that the numbers of applicants for child support grants could be decreased.

The researcher believes that it is now imperative to revisit the Bhambanana Flagship Program and evaluate its viability in uplifting socio-economic status of women participating in it. This is essential because, ever since the program was established nothing has been reported about it.

6.3 RESTATEMENT OF THE OBJECTIVES OF THE STUDY

Firstly it should be noted that the major aim of the research is to ascertain whether the Bambanana Flagship Program succeeded in alleviating poverty among women with children up to five years or not.

The objectives of the study therefore were as follows:

- 6.3.1 It was to ascertain what factors contributed to the success or failure of the program.
- 6.3.2 It was to identify what led to the failure or success of this program, considering the variables explored by the researcher in his investigation
- 6.3.3 Lastly, the aim was to recommend possible alternative strategies that could contribute to the betterment of the program in the future

6.4 FINDINGS OF THE RESEARCH INVESTIGATION INTO THE VIABILITY OF BAMBANANA FLAGSHIP PROGRAM

6.4.1 *Contribution of the Program in Job Creation*

The findings also show that till to date there are no job opportunities being opened for the destitute women in the area and the program sustenance is at stake. The self-help projects within the flagship program like bakery and

poultry are functioning very well but the profit is not seen at all. More funds spent but less profit attained. The major problems that hinders the progress of these projects emanate from the following

- failure to price the production so that more profit be gained
- shortage of the stable and reliable bulk supplying market
- transport.

The findings also show that the gardening and sewing projects have not yet reached the optimum level of operation and had done very little to improve the economic standard of the participants.

The gardening project for example does not produce enough for marketing purposes. It is simply enough for those people involved in the projects to supplement their domestic food although it has adequate space and is well fenced. There is no irrigation system to water the crops in the garden which in turn fail to produce fresh and good vegetables that attract the potential customers. The findings revealed that all respondents drawn from the total population of the flagship program are still depending on the social grants as provided to the eligible people. This shows that the program has achieved very little if not nothing to help the identified beneficiaries of the flagship program to become self-sufficient.

6.4.2 *Hindrances Contributed to the Failure of the Flagship Program.*

There are many hindrances that tend to interfere with the departmental

endeavors to break down the vicious cycle of poverty as experienced by the victims of that situation. The findings revealed that there are many hindering factors that interfere with the progress of the flagship program and are stated as follows:

6.4.2.1 Participants of the flagship program are not involved in the preparation of an estimated budget for the flagship program. Budget becomes the Regional officials issue excluding the participants. The participants believe that their exclusion in this regard is a big error committed by the Department of Social Welfare. The participants of the program should be the chief directors of their own development. Thorough involvement of the participants in any developmental endeavor is very crucial. This helps members develop a sense of ownership in the project. They become proud of the success they are making in their lives and own mistakes if they arise along the way and threaten their goal realization.

6.4.2.2 The approval of whatever item to be purchased takes too long. The approving powers are regionally based and this really causes unnecessary delays for the implementation of the sought programs and it kills the sparks in the participants of the program. Most of the time the people who are supposed to approve requisitions are not always available in time to add their signatures to the applications submitted. The researcher believes that the approval of

whatever the flagship members plan to engaged in is very important for the control measures to prevent mismanagement of public funds. However the authority to approve should be near the people. The department should not make undue complications for the successful of the planned activities by the program members because members will always shift all blame to the department should the program become dysfunctional no matter the failure was due to their negligence.

6.4.2.3 Lack of the proper flour mixer in the bakery project. The flour mixer currently in use is not functioning to the best required level. The pace of flour mixing is too slow than the expected pace. This slows the process of producing more products per day. The breads in the area are in demand, though it should be coupled with the delivery services which is a problem too in the flagship program.

6.4.2.4 Lack of irrigation system in the gardening project also endangers the quality of production in this project. The crops do not grow in an expected manner and some of them die during its process of development. It should be noted that the crops are expensive, therefore profit is very important to be obtained. The burning of the crops due to the poor watering of them, brings down the gardening project.

6.4.2.5

Lack of a stable and supplying market to make use of flagship program products. Seemingly market analysis was not conducted thoroughly prior to the establishment of the flagship program. The success of the income generating programs depends largely among other things on the bulk supplying market. Once the market is well identified and contacts being made with it before the establishment of the project, possibility to become self-sufficient becomes vast.

6.4.2.6

The shortage of transport to deliver the products of the flagship program to remote areas is among others, the major threats in the success of the flagship program. Members used to hire transport from the local community members which is too expensive to provide a delivery service on their behalf. In most times the flagship purchases most items in far areas like Empangeni town due to the shortage of required goods at Bambanana area. This wastes a lot of the project profit.

6.4.2.7

Capacity building has been received but not to an optimal level. For example the sewing project members still need an intensive training in making various types of garments in order to maximize their level of production thereby attracting more market.

Findings have confirmed that the flagship program in Bambanana area has failed to improve the socio-economic status of women participating in program. It should be remembered very well that the flagship programs were the pilot programs designed by the department of social development at the national level in 1996.

To date it has however not yet achieved its purpose. However opportunities for the program to obtain its goals are plenty. It largely depends on whether the department together with the participants are inwardly willing to address hindrances as identified.

6.6 RECOMMENDATIONS

In view of the findings of the study, the researcher feels that proper strategies to rescue the flagship program should be designed with immediate effect. The focus of the strategy should be on the following:

6.6.1 The policy framework regulating the implementation of the flagship program should be revisited and be made to involve the target group which desire assistance right from the beginning till the implementation of the program. The participants should be regarded as the most important actors in all stages of their social development.

6.6.2 There should be the component within the program of the flagship program to plan, organize and see to it that all project members do get training relevant to their roles in the project. The budget for capacity building should be well prepared so that funds will always be available when need arises.

6.6.3 Supervision and Monitoring of the flagship program should be an ongoing exercise and should be used as a teaching process. The participants should be afforded an opportunity to give their views in connection with perceived methods to bring about progress in their activities. The supervisor concerned therefore should schedule regular monitoring visits to the program site and the participants should also be made aware of the scheduled dates. All problems identified during the supervision should be attended to immediately.

6.6.4 The authority to approve the use of funds by the program members should be based at a district level in order to avoid undue delays caused by the unavailability of the official to approve orders as per submitted requisitions. This calls for the district co-ordinator to be well acquainted with the public service financial management act so that he or she will always be conversant with its provisions.

6.6.5 There should be a subcommittee of the project established solely to explore the market and make its recommendations to the management committee of the program. The district co-ordinator should also sit in that committee to play an advisory role in this regard because the

unavailability of the products at the time they are required can severely interfere with consumer confidence.

6.6.6 There should be funding provided for the purchase of a van to be utilized by the program.

6.6.7 The Department of Welfare should provide a stipend to cater for the maintenance needs of participants , such as food they can eat while they are involved in the program for each day.

6.7. CONCLUSION

This was the last chapter of the study which gave us a summative evaluation of the flagship program. It became clear that flagship program has not yet succeeded in uplifting women's socio-economic status at Bambanana area KwaZulu/Natal.

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INTERVIEW SCHEDULE

FLAGSHIP PROGRAM : ITS VIABILITY IN UPLIFTING WOMEN'S SOCIO-ECONOMIC STATUS AT BAMBANANA AREA- KWA-ZULU NATAL

1. PERSONAL BACKGROUND INFORMATION

1.1 Sex

Female	
Male	

1.2 Highest standard of education

Gr. 1 - Gr. 7	
Gr. 7 - Gr. 12	
Non	

1.3 Number of dependants in your household

1 - 5		
5 - 10		
10 - above		

1.4 How long have you been involved in the Flagship Program

1 - 3	
3 - 5	
5 - above	

1.5 Indicate your monthly income in the spaces provided below

200 - 500	
550 - 1000	
1000 - above	
Other	

Explain _____

2 **FLAGSHIP PROGRAM ACTIVITY**

2.1 What type of activity are you involved in the Flagship Program

Sewing	
Poultry	
Gardening	
Bakery	
Early Childhood Development	
Arts and Craft	
Other	

2.2 Did you receive any training for your program activities

Yes	
No	

Explain _____

2.3 What is your Quantity of Production per month

Sewing	
Poultry	
Gardening	
Arts and Craft	
Bakery	
Other	

Explain _____

2.4 Do you think you have enough equipment to use in the Project

No	
Yes	

Explain _____

2.5 How do you market your product

Explain _____

2.6 Who is your major consumer group

Community	
Retailers	
Schools	
Other	

Explain _____

1.3 **FINANCIAL MANAGEMENT**

3.1 What is the total funding your project received from the
Department of Social Welfare

10. 000 - 50000	
50 000 - 100 000	
100 000 - Above	

Explain _____

3.2 How much funds did your project use to establish the project

Explain _____

3.3 What is your estimated monthly income derived from sale of products

Explain _____

3.4 Who is responsible for the project's financial records

Committee	
Treasurer	
Private Auditor	

Explain _____

3.5 What is the monthly salary that you receive from the project

R100 - R200	
R200 - R500	
R500 - Above	
Other	

Explain _____

1.4 **CAPACITY BUILDING**

4.1 What do you think are the training needs of the participants in this program ?

Explain _____

4.2 What are the training skills that you have and which are relevant to your project ?

Explain _____

4.3 Who is responsible for organising and payments of Training and Workshops ?

The Founder	
Project itself	
Other	

Explain _____

.....
.....

5. **PERCEPTIONS OF PARTICIPANTS ABOUT THE PROGRAMME**

5.1 How do you view the procedure followed when applying for funding of flagship program

Good	
Fair	
Unfair	

Explain

.....

.....

.....

.....

5.2 How often do the Department's Official supervisors /monitors the program come around to address the progress of the program

Six monthly cycle	
Three monthly cycle	
Monthly cycle	
No at all	

Explain _____

5.3 Do you think that funding of flagship program is the best method to alleviate poverty

Yes	
No	

Explain _____

5.4 Are there any hindrances to the sustainability of the program.

Yes	
No	

Explain _____

5.5 What is the potential of the program in creating job opportunities in the community ?

Explain _____

5.6 Do you feel that the Flagship Program in Bambanani has succeeded to alleviate poverty in most of the households ?

Yes	
No	

Explain.....
.....
.....
.....
.....
.....