



MINI-DISSERTATION

EXPLORING THE EFFECTIVENESS OF A RURAL INCOME-GENERATING PROJECT IN UMHLATHUZE MUNICIPALITY

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DECLARATION

I, **Sanele Mhlongo**, (Student Number: 201069129), the undersigned, do hereby declare that:

- (i) The research reported in this thesis is my original work, except where otherwise indicated.
- (ii) This thesis has not been submitted for any degree or examination at any other university.
- (iii) The thesis does not contain another person's data, pictures, graphs, or other information unless specifically acknowledged.
- (iv) The thesis does not contain another person's writing unless specifically acknowledged as being sourced from other researchers. Where other written sources have been quoted directly are duly acknowledged and referenced.



Date..... 15 December 2022

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DECLARATION BY SUPERVISOR

I am satisfied that I have given the candidate the necessary supervision concerning this thesis and that it meets the university's requirements in respect of postgraduate research.

I have read and approved the final version of this proposal and it is submitted with my consent.



Mrs B.N. Ndlovu

Date...27 March 2023.



Prof. John Rautenbach

Date...27 March 2023.....

DEDICATION

I dedicate my study to my family, especially my mother and wife who have supported me and pushed me thus far, I wouldn't have asked for a better family.

ACKNOWLEDGEMENT

I would like to extend my deep and sincere gratitude to the Almighty God who gave me the will and power to press on under the prevailing circumstances of the pandemic. God graced me with a loving and supporting wife Senamile Mhlongo, who motivates me day and night to complete.

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ABSTRACT

The study examined the effectiveness of a rural income-generating project in uMhlathuze municipality. The study examined potential challenges that the projects face that prevent them from achieving their goals. A qualitative research approach was adopted to examine the effectiveness of the project, and 14 participants were chosen as a sample to represent the members of the income-generating project's population. The sample was chosen using non-probability sampling techniques. The study conducted original interviews with the selected participants through structured interview questions to collect data. The thematic content analysis approach was used to analyse the acquired data. The findings of this study revealed that various income-generating activities require regular monitoring and assessment visits from Department of Agriculture personnel. Project members must also receive financial management training so that they do not mismanage project funds. The research findings also clearly demonstrated that the Department's existing policies are ineffective in achieving the stated aims of poverty reduction.

Keywords: *effectiveness, rural, income-generating, poverty, development*

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ABBREVIATIONS

CDW	Community Development Workers
CRDP	Comprehensive Rural Development Programme
DFID	Department for International Development
FAO	Food and Agriculture Organisation
GDP	Gross Domestic Product
IGP	Income-Generating Programme
ISRDS	Integrated Sustainable Rural Development Strategy
LED	Local Economic Development
NDP	National Development Plan
NGO	Non-Governmental Organisation
NGP	New Growth Path
NL	New Labour
NPC	National Planning Commission
RIGA	Rural Income Generation Activities
RNF	Rural Non-Farm
SL	Sustainable Livelihoods
SLA	Sustainable livelihood approach
SME	Small Scale Entrepreneurs
SMME	Small, medium, and microenterprises
UNDP	United Nations Development Programme
UNICEF	United Nations International Children's Emergency Fund

CHAPTER ONE

INTRODUCTION AND BACKGROUND OF THE STUDY

1.1 INTRODUCTION

Rural and urban areas compete for larger economic developments, which have comparative and competitive advantages and have been described internationally as engines of development due to distorted resource distribution, as a result of shortage in resources. Turnaround methods to encourage economic growth are required to guarantee that rural regions have economic and social resources for residents. Globally, up to 1.4 billion people are estimated to live in severe poverty on less than \$1.25 a day, with more than two-thirds of them residing in developing-country rural regions (IFAD, 2011). Despite increased urbanisation, poverty remains primarily a rural issue, with up to 70% of the world's impoverished residing in rural regions (IFAD, 2011). In South Africa, 43% of the population is categorised as rural, while 57% is classified as urban. Singh and Chudasama (2020) indicated that the average rural population in Africa is around 60%, whereas the degree of urbanisation in emerging nations is over 80%.

Research reveals that nearly 70% of South Africa's deprived population lives in rural areas (Yalegama, Chileshe and Ma, 2016; Hemson, 2004). Half of all South African homes would live “on less than R 20 per day, with up to 70% of the projected 5, 2 million households surviving on R 20 per day being in rural regions” (Singh and Chudasama, 2020: 3). The top two goals of the South African government are job creation and rural development. In October 2011, the National Planning Commission (NPC) presented its diagnostic report (the National Development Plan), defining the primary targets connected to national priorities (The Presidency, 2011). Furthermore, the New Growth Path (NGP), together with the national development plan (NDP), promotes national goals and is congruent with the outcomes of the NPC. The NGP stresses employment creation, poverty reduction, infrastructure development, agriculture, and rural development.

The Comprehensive Rural Development Plan works in tandem with these plans. Poverty has been one of South Africa's most daunting obstacles since the country's economic transition (Mande, 2016). Poverty puts a severe moral duty on all South Africans to strive for economic and social inclusion of the vulnerable into the mainstream economy and make them responsible people for a better life. Fostering a shared awareness of poverty, this research looks at how it impacts people in rural areas, and what steps can be taken to address this socio-economic problem and increase household well-being as a consequence in the rural areas of South Africa.

The bulk of concerns is related to economic planning and strategic spatial planning. These two methods, in combination with others, can play a crucial role in the revitalisation process (Singh and Chudasama, 2020; OECD, 2007).

The study explores the effectiveness of a rural income-generating project as a poverty alleviation strategy in rural communities in uMhlathuze municipality. The study examines the effectiveness of Ziyagezana chicken layers as an income-generating project as a case study and also reviews the policy measures for rural development within uMhlathuze. Income-generating activities are those projects that rely on providing ways for populations to productively use locally accessible services to be less reliant on the state and to develop more self-sufficient households and communities. The study focuses on the contribution of Ziyagezana chicken layers as an example of a rural income-generating project, which is a strategy to improve the livelihoods of people in uMhlathuze Municipality. In addition, the study assesses the sustainability of such a strategy as an agricultural initiative. The Ziyagezana Chicken Layers farm is an initiative that was founded by a co-op.

The co-op comprises nine (9) members who represent 9 poor households. The members of the co-op established the project in Ward Eleven, Entuze Area KwaDlangezwa, under the supervision of induna in 2010, but with slow progress. Having experienced very slow progress from 2010, the initiative became fully functional in 2020. The farm currently has 1,500 chickens which lay eggs, and 4 staff members (2 co-op members who are also the owners of the farm and 2 employed workers). The target market of the farm is the members of the immediate community and tuckshops owned by the members of the community. The primary aim of this research was to examine the effectiveness of income-generating projects, thereby contributing to a better understanding of the complexities of rural labour markets in developed countries by re-evaluating the existing data on the levels and distribution of income streams used by rural households.

1.1 Problem statement

Understanding the effectiveness of the implementation of income-generating projects in rural areas to meet the objective of eradicating poverty and increasing food security is critical, since governments are finding it more difficult to address the problem of poverty and food security, as a result of global economic problems. However, the government of South Africa saw agricultural production through the establishment of food security projects as a panacea for reducing hunger and food insecurity. However, there has been a lack of oversight by those charged with ensuring

the implementation of food security projects works according to their mandates, and setbacks have occurred.

The research looks at the possible solution to the challenges of implementation of the aforementioned rural income-generating project in Mhlathuze, that can result in improvements in people's livelihoods. Despite attempts to reduce poverty, a large number of South Africans, estimated to be about 57 percent of the total population, still live below the poverty line. In terms of income poverty, it is projected that just under 3 million South African households live on less than R1, 000 a month, with half of the country's households living on less than R20 a day (Minear, 2019).

1.2 Aim and objectives

The study aimed to assess the impact of an income-generating project as part of the poverty alleviation strategy in a rural community. To achieve this aim, the study had the following objectives:

- To understand the effectiveness of an income-generating project as part of the poverty alleviation strategy in a rural community.
- To generate possible solutions that may improve rural poverty alleviation through income-generating projects.

1.3 Research question

How has a rural income-generating project such as *Ziyagezana Chicken Layers* succeeded as an income-generating project as part of the poverty alleviation strategy in the uMhlathuze municipality?

- How effective is Ziyagezana Chicken Layers as an income-generating project as part of the poverty alleviation strategy in a rural community?
- What is the possible solution to improve rural poverty alleviation through income-generating projects?

1.4 Significance of the Study

Given the growing urbanisation seen in most developing countries, poverty remains primarily a rural phenomenon. The impacts of the rural-urban migration factor as noted above are likely to continue short term. As a result, rural poverty must be addressed in both poverty reduction strategies and, more broadly, policies aimed at promoting rural development (FAO, 2017). Similarly, improving organisations and international development organisations must continue to evaluate approaches to rural development and their effectiveness in reducing rural poverty.

1.5 Intended contribution to the body of knowledge

The conclusions of this study will not only assist the entire KwaDlangezwa community but the uMhlathuze municipality's economic development as well as the department of social works by providing solutions regarding the rural-urban migration problem and household poverty. It is envisaged that with the right policy measures in place for rural development, the impact of Ziyagezana chicken layers as an income-generating project, could result in expanded economic development and alleviate poverty. This will be done by promoting the rural sector, and preparing and implementing developmental projects.

1.6 Outline of the study

There are five chapters in the research study. The first chapter introduces the study and provides a brief context to the study, a statement of the problem, and the study's aims, objectives, and rationale. The second chapter is a literature review that discusses the different pertinent arguments and concerns concerning income-generating initiatives and poverty. Chapter Three describes the methods and strategies utilized by the researcher to acquire data from the field, as well as the following analysis of the data. In-depth interviews were the tools utilised by the researcher to acquire data from participants. This chapter focuses on aspects such as research design, data collecting and instruments, sample design, and target population. Chapter Four provides the results of the investigation.

The results are purely based on the participants' views related to the impact of the income-generating project's contribution as a strategy toward improving the livelihood status of people. The Ziyagezana Chicken farm in uMhlathuze Municipality in KwaZulu-Natal South Africa is used

as a case study to determine the sustainability of the project. Chapter Five presents the study's summary, conclusions and recommendations.

1.7 Conclusion

In summary, this chapter has provided an introduction and background to the research. The chapter began by defining the research subject and issue as the study's goals and objectives. The next chapter reviews the relevant literature in the field of study. It proposes a theoretical framework for the promotion of income-generating projects such as Ziyagezana chicken layers.

CHAPTER TWO: LITERATURE REVIEW

2.1.Introduction

This chapter reviews the existing literature relating to the topic under study. Among the issues reviewed are the conceptualisation of rural community development and poverty alleviation. The study identifies agricultural development initiatives as income-generating projects to poverty alleviation strategies in rural communities, using the uMhlathuze municipality as a case study. Many individuals, including scholars, activists, and policymakers, address the issue of poverty, in the expectation that defining the problem of poverty creates a foundation for change to which all will agree (van der Sluis et al., 2018: 3). The reasoning behind conceptualising poverty seems to be focused mostly on the assumption that the definitions used to describe poverty dictate the measures used to quantify it. In essence, this perspective means that, for the South African government's poverty-reduction policies to be more successful, they must be enforced.

This viewpoint suggests that for the South African government's poverty reduction policies to be more successful, they must be influenced by what poverty means in the South African context. This definition is therefore used to evaluate the scope of the problem. Books, journals, and conference proceedings, as well as numerous research publications, were used to compile the literature review. As a result, this chapter provides a review of the literature on the impact of income-generating projects, particularly in agriculture, and whether and how such programmes have improved the livelihood condition of rural people. The chapter also discusses the mechanisms put in place to assure the long-term viability of such programmes, as well as their impact on natural resources and the environment. Poverty and the concept of income- generating are also examined extensively.

2.2.THEORETICAL FRAMEWORK

A theoretical framework is “a structure that guides research by relying on a formal theory; constructed by using an established, coherent explanation of certain phenomena and relations” (Grant & Osanloo, 2014: 2). The theoretical framework underpinning this study is the Sustainable Livelihood Approach (SLA).

2.2.1. Sustainable livelihood approach

The Sustainable livelihood approach (SLA) aims at decreasing poverty and creating self-sustaining livelihoods. The philosophy of Sustainable Livelihoods Approach (SLA) seeks to move beyond traditional concepts and pathways to poverty eradication. These were considered to be too limited since they concentrated solely on certain facets or forms of poverty, such as low wages, or did not take into account other critical aspects of poverty, such as vulnerability and social isolation (Krantz, 2001). More attention is now being paid to the different variables and mechanisms that either limit or improve poor people's capacity to make a living in an economically, ecologically, and socially sustainable manner. The SL principle has a more coherent and cohesive approach to poverty alleviation (Krantz, 2001).

The Brundtland Commission on Environment and Development pioneered the principle of sustainable livelihoods, and the 1992 United Nations Conference on Environment and Development built on it, calling for the achievement of sustainable livelihoods as a general target for poverty eradication (UNDP, 1997). The sustainable livelihoods strategy assists in the selection of realistic goals for interventions based on the experiences and desires of those affected, but it is not a panacea (Serrat, 2017). It is not meant to be used in place of other tools such as participatory development, sector-wide interventions, or sustainable rural development. It does, however, provide a link between people and the overall supporting ecosystem, which affects the outcomes of livelihood strategies.

It focuses on people's innate abilities in terms of their expertise, social networks, access to physical and financial services, and capacity to affect key institutions (Serrat, 2017). The appreciative investigation, which was first designed by businesses to resist pessimistic approaches to problem-solving, broadens this positive perspective. Appreciative inquiry is a strongly collaborative mechanism that highlights the positive (rather than the negative) in which a group takes responsibility for producing and collecting knowledge and then creates solutions based on the most positive historical interactions. Sustainable Livelihoods Approache (SLA) originated as a technique for more efficient and meaningful poverty reduction by viewing poverty through the eyes of the disadvantaged.

Initially developed in the 1980s as Farming Systems Research and Education, the system was modified in the 1990s and crystallised as SLA by the Department for International Development (DFID) in the late 1990s (Carney, 1998; 1999). A variety of organisations have used the Sustainable Livelihoods Strategy and Process. Smit and Musango (2015) indicated that the

framework has been utilised as a programming framework, as well as for programming analysis, architecture, tracking, and assessment (CARE Household Livelihood Security), and for incorporating environmental sustainability (CARE Household Livelihood Security) (Carney, 1999).

The Department for International Development (DFID) has made an effort to alleviate poverty outcomes by mainstreaming good development concepts aligned with the SLA" (Krantz, 2001: 11). The concept is people-centred, responsive, multi-level, partnership-based, resilient, and dynamic, and it employs a systemic approach in programming support activities to ensure relevance to improving people's livelihoods. Despite the evolution of the values that can be found in the SLA and process, as well as acceptance of how these represent good development practices, the issue of whether poverty is being reduced remains unanswered.

Historically, general metrics of poverty reduction have included rises in income or food security; however, a wider concept of poverty reduction includes elements of increased choice, capacity, and strength (Frankenberger, Michael & Daniel, 2000). The SL strategy, which is based on asset-building values and a livelihoods orientation, also includes the principles of reduced risk and resilience as key to achieving long-term poverty reduction.

2.2.2. The application of rural livelihoods and sustainability theories

The application of rural livelihoods and sustainability theories to income-generating projects reflects on people's livelihoods, which are how they meet their needs or make a living (Chambers & Conway 1992). A 'livelihood' is a collection of revenue streams derived from paid work, self-employment, remittances, or (in most developing rural regions) a seasonally and annually changeable combination of all of these (Vyas & Butakhieo, 2021; Ahmed & Lipton, 1997). A living wage should be sufficient to keep a normal worker and his or her dependents out of poverty and, ideally, to improve their well-being. 'Well-being is the product of several elements, including adequate consumption of goods and services, health, status, achievement, and security,' according to Wong and Cheung (2020).

Squire (1991: 178), indicated that the term "livelihood" refers to the mechanisms that rural people use to make a living, as well as whether or not their livelihoods are secure or vulnerable over time.

As a result, while food security is one of the aims of livelihood security, rural households are more concerned with livelihood security than simply with food security (Maxwell & Smith 1995). Only a wide entitlement base that includes future claims and access to earnings, as well as a broad

entitlement foundation that includes future claims and access to incomes, may give livelihood stability to a person or household. They contain a range of activities for each household, and usually for each working member, throughout the course of a year.

The kind of strategies that rural households employ and how they respond to changes is determined by the flexibility of their livelihoods. Although some households utilise methods that rely on a limited number of activities, the majority use strategies that are complex, diverse, and adaptable (Chambers, 1992). Adjustment measures are expected to have a variety of effects on rural households because their livelihoods come from several sources. As a result, the research looks into not just the outcomes, but also the institutional structures that allow adjustment measures to be transformed into pro-growth policies and investment decisions by poor rural households.

The application theory for this study is to understand the effectiveness of a rural income-generating project in uMhlathuze municipality. Despite more than half a century of development policies, a hundred countries targeted by development agencies faced economic decline or stagnation, contrary to expectations (Vyas and Butakhieo, 2021; United Nations Development Programme (UNDP) (2014). This failure is due to the expanding and changing nature of poverty. According to Vyas and Butakhieo, 2021), the overall number of people living in poverty had risen from 1.2 billion to about 1.5 billion, citing the work of Gilling and Jones (2001: 303). Donor agencies such as DFID, Oxfam, CARE, and World Bank development agencies have approached poverty in two ways.

Investments in housing improvements and basic services such as education, water and sanitation and health and infrastructural development income generation In this study the focus is on the income-generation strategy. The major research gap is that for this study is that income-generation interventions such as the Ziyagezana Chicken Layers farm initiative in rural areas of developing countries have been varied or even contradictory at times, but too often they have experienced failure. UNDP (2014: 23), argue that “there has been considerable confusion among development workers concerning the term income generation”. The activities mostly ranged from women's awareness-raising groups, such as small-business promotion schemes, cooperatives and job-creation schemes to sewing groups (Roulston, 2014; Yin, 2013).

Therefore, linking the theory to understanding the effectiveness of the implementation of income-generating projects in rural areas to meet the objective of eradicating poverty and increasing food security in South Africa remains critical. However, Minear (2019), notes that the government of South Africa is finding it more difficult to address the problem of poverty and food security, as a

result of global economic problems. The government saw agricultural production through the establishment of food security projects as a panacea for reducing hunger and food insecurity - hence the establishment of the Ziyagezana Chicken Layers farm initiative in the rural area of KwaDlangezwa in uMhlathuze municipality in KwaZulu-Natal province. However, there has been a lack of oversight and setbacks experienced by those charged with ensuring the implementation of food security projects works according to their mandates.

Given this understanding, this research look at the possible solution to the challenges of implementation of a selected rural income-generating project in uMhlathuze, that can result in improvements in people's livelihoods. In terms of income poverty, it is projected that just under 3 million South African households live on less than R1, 000 a month, with half of the country's households living on less than R20 a day (Minear, 2019). As a result, therefore, it appears that in a huge number of cases, the primary goal is not always money generating but to contribute to poverty reduction and create employment. On a third level, Yin (2013), comments that many individuals identify income-generation programmes with a certain development ideology, which causes misunderstanding. Mufudza (2015), states that many people involved in income-generation interventions see poverty as a result of a person's lack of capital or training, and they equate earning more money with 'development.'

The scholar claims that this perspective emphasises poor people's flaws rather than the social and political systems in which they live. Those who consider the poor as the end of politics and economics based on unethical exploitation, on the other hand, frequently oppose measures that aim to raise individual earnings while ignoring the underlying mechanisms that cause poverty (Mufudza, 2015). UNDP (2014: 7) emphasises that those working to alleviate poverty must become cognisant of the fundamental principles that underpin their strategy for development efforts, and “how these assumptions or ideologies affect the income-generating projects they choose, as well as their relationship and dialogue with participants”. The scholar observes that questions of capital ownership and control are always at the centre of discussions about the economic approaches to development (Mufudza, 2015). Those who support cooperatives and those who support private ownership/individuals have opposing views on development.

Given the extensive history, one might fairly question of the focus on households, as well as the desire to incorporate aspects of livelihood, are not new concepts. Even the word "sustainable" in SLA's name has a long history (Minear, 2019). Perhaps the most significant step forward is the integration of all of these elements into a single framework, but this is easier said than done. The

SLUnderstanding has undoubtedly aided in the establishment of the idea that successful development intervention, even if conducted internally, must begin with a reflective process of eliciting evidence, which must be broad in scope and not confined to what may appear to be a decent "technical fix" (Mufudza, 2015). This may come as a surprise given the rationale of SLA: before development can begin, there must be some understanding of what has to be done, how, and why.

Unfortunately, the history of development is littered with top-down schemes designed to bring change to a people without first considering practicality, and hence after significant investment terms of resources and time, there was little to show for it. SLA aims to change all of that by ensuring that interventions result in lasting transformation. In that respect, SLA bears a strong resemblance to the wider field of "evidence-based" intervention and policy, which has been popular in a wide range of fields, particularly health care, since the 1990s, even though the SLA literature rarely makes this connection (Minear, 2019). The reasoning is compelling: given the inevitability of resource restrictions, any intervention or policy must be guaranteed to "work," or else the resource will be wasted or even counter-productive.

There was thus an evidence-based policy in the 1990s that was described as a modernist rationalism project (Sanderson, 2002), the same government that promoted SLA: "there is a need for evidence-based policy, which we must take to mean that policy initiatives are to be supported by research evidence and that policies introduced on a trial basis are to be evaluated in as rigorous a way as possible." Plewis (2000; cited in Sanderson, 2002: 4). Although de Haan (2005; 4) indicates that there were other resonances with the spirit of New Labour (NL) at the time, it is certainly no coincidence that SLA as an "evidence-based set of principles" attained the prestige it did under New Labour: the proactive, self-help image of the sustainable livelihoods approach in improving the lives of the poor fitted very well with the image the new administration wanted to project.

The evidence-based research is vast and not confined to developments in the Global South, hence it cannot be fully examined here. The issue is that although "evidence-based" initiatives and policy implementation have a logic, they are frequently not the reality, which has led to much discontent in the literature. Most social scientists believe that strong evidence should lead policymakers to adopt effective programs and avoid those that are demonstrably ineffective, but policies sometimes seem to fly in the face of data" (Vyas and Butakhieo, 2021). Huston (2008: 1) says of the difficulty of implementing "evidence-based" approaches that due to the extreme unpredictable and volatile nature of social policy, some academics have abandoned efforts to inform it, believing that

“decisions are essentially political, and data is used at best to support a stance that someone has already decided to endorse”.

The following are some of Thorpe's (2012: 10) observations: “Ideology, interests, information, and institutional environments are all elements that influence policymakers”. Moving forward, only one of these is "information", and the rest are significantly more difficult to come by. Unsurprisingly, the "rationality-modernity" that underpins "evidence-based" systems like SLA has been criticised from a variety of perspectives, most notably from the constructivist/interpretivist position (Roulston, 2014). Ironically, such postmodernist positions only serve to emphasise the intricacies of the social environment and the necessity for some guidance in human activity; otherwise, it is a prescription for full avoidance of any intervention, including policy (Sanderson, 2002).

Nonetheless, the complexity of social systems cannot be avoided as a key obstacle to obtaining data that can be used to support actions (Tavakoli et al, 2000), and some authors emphasise the role of the expert in knowledge development and advocate for collaborative knowledge management (Bruckmeier & Tovey, 2008). Another advantage of SLA is that it is people-centred in the sense that it relies on the participation of those who are supposed to benefit from the change. Indeed, this is a moral as well as practical stance, as it is difficult to conceive of carrying out an SLA without the engagement of these individuals. As a result, SLA forces interaction with those who are supposed to benefit from a policy or intervention.

It is impossible to accomplish it from a desk. This, like other participatory systems, allows for community-based learning, where individuals can learn from one another as well as from outsiders. As a result, this research supports the notion that SLA builds on the lengthy history of the development of participatory movement, and approaches and methodologies developed over years of stakeholder participation can be applied to SLA.

2.3. Empirical Literature Review

2.4. Global Economic Challenges in Addressing Poverty and Food Security

The global economic challenges have made it more difficult to address poverty and food security problems in many countries. The government of South Africa identified agricultural production as a mechanism to drive poverty alleviation as income-generating projects by establishing food security projects that would serve as a panacea for reducing hunger and food insecurity (Banerjee and Jackson, 2017; Nesengani, Mudau, and Netshandama, 2016). However, there has been a lack of oversight by those charged with ensuring that food security projects work according to their mandates. South Africa as a democratic state has seen a wave of incidents of civil unrest, many of which have resulted in attacks by impoverished populations claiming an inadequate supply of basic goods and services (Singh and Chudasama, 2020; Mande, 2016).

Research indicates that the majority of South Africans are marginalised, and there is widespread discrimination between men and women, as well as between black and white South Africans (Mande, 2016). There are inequalities in poverty alleviation policies and the effects of poverty among rural women (Ozoemena, 2010). Even though South Africa's economic growth has significantly increased, poverty levels have not declined as one have hoped.

2.5. The Concept of Income-Generating Projects

This section looks at the understanding of the effectiveness of an income-generating project as part of the poverty alleviation strategy in a rural community. “Income-generating activities refer to activities aimed at enabling communities to make productive use of locally available resources to build less state-dependent and more self-reliant households and communities capable of self-sufficiency” (Nguyen & Rieger, 2017: 5). As a result, income-generating activities are centred on effectively utilising locally available resources to benefit the entire community (Das & Bhowal, 2013). Income-generating activities, according to Martin and Lorenzen (2016), are all the activities aimed at allowing “communities to productively employ locally available resources to build less state-dependent and more self-reliant households and communities that can take care of themselves”.

Nguyen & Rieger (2017: 6). Income-generating activities also emphasise maximising the use of locally accessible resources for the greater good of the community. Furthermore, “income-generating activities can provide additional benefits that help to eliminate poverty, increase community well-being, and encourage empowerment, self-reliance, and community development

(Durrani, Usman, Malik, & Ahmad, 2011: 3). It is worth noting that income-generating pursuits come in a variety of shapes and sizes. Originally, the term was only used by economists to describe the complexities of a country's economy (Oyinbo & Olaleye, 2016).

However, it is now generally used to refer to a wide range of productive activities carried out by members of a certain community. Thus, in the present context, income-generating operations simply refer to activities that affect an individual's or community's ability to obtain or increase income. According to Yalegama, Chileshe and Ma (2016: 21) revenue can be earned in three ways. To begin with, income-generating activities may not necessarily result in immediate monetary gain, yet money is ultimately employed to assign a monetary value to the commodities and services that people generate. A circumstance where a “productive person generates enough food to support himself and his family is an example of an income-generating activity that does not result in immediate monetary benefit” (World Bank, 2017: 2).

In this situation, skills were put to use to satisfy immediate demands, resulting in financial savings. Furthermore, the food produced can be assigned a monetary value, allowing the food to be considered a source of revenue (Yalegama et al., 2016). Secondly, a person can earn money by making wise investments with his or her existing resources. The development of a piece of land by planting a crop for sale is an example of such income production (FAO, 2017). The proceeds from the crop sale would be considered income. An indirect type of investment, such as bank savings or the purchase of a portion of ownership (i.e. shares) in a production company such as a firm, is another example.

The money earned from these investments is then considered income (Durrani et al., 2011). Thirdly, people can earn money by using their skills to help others, who then compensate them for their efforts. Individuals can use their skills to generate money in this way. Such ‘skills-for-wages’ revenue can be earned in a variety of ways, including self-employment, working for others, and investing to increase personal resources (Norell, et al., 2017; Bhagwati & Panagariya, 2012). The limitations of a welfare-oriented approach to the expanding poverty crisis are well-known. Small company promotion, cooperative endeavours, job growth schemes, sewing circles, credit and savings organisations, and youth training programmes are all examples of income-generating activities.

Sometimes it is stated that education and health care, as well as legal and political changes and the global economy, all have an impact on people's ability to earn a living (Phatheka, 2019). There are so many different interpretations of what revenue generation entails, that the phrase has become

muddled. Singh & Chudasama (2017:1) contend that “Income-generating activities are initiatives that affect the economic aspects of people's lives through the use of economic tools such as credit” , whereas the Revolving Loan Fund report (2002) defines income-generating activities as small-scale projects that generate an income source for potential recipients or beneficiary groups while supporting the fundamental right to self-determination.

In yet another definition, the term "income generation" is used by Ziv et al (2018) to refer to a “wide range of activities, including microcredit, grants, skills and vocational training, business training, cash or food for work (i.e. asset creation) schemes, local economic development initiatives, and even SME development”. In summary, in the strictest sense, income-generating activities are those that attempt to create financial income (FAO, 2017).

2.6. Agriculture as an Income-Generating Project in South Africa

As indicated in the preceding section, income-generating activities are not new to the world, nor are they limited to a single organisation, place, or group (Yalegama et al., 2016). Creating money is a need for most people all over the world, and it is done for them to exist. Unfortunately, many of a region's financially viable industries are neither socially nor environmentally sustainable. According to Solana-Gutiérrez et al. (2017), farming is Africa's most important source of income, and practically every household on the continent is involved in farming in some manner. This means that agriculture is the sole source of income and survival for most Africans. Agriculture is also thought to be the most effective means of alleviating rural poverty (van der Sluis et al. 2018; Bless & Higson-Smith, 2000). This is because agricultural and agriculture-related activities account for most of the employment in rural areas in most developing countries.

Agriculture helps to alleviate poverty in rural, urban, and national settings in the following ways: “provision of food; employment creation; an increase of real wages; and improvement of farm income” (FAO, 2020: 3). According to the findings of research undertaken in numerous countries, agricultural growth can have a significant and far more effective pro-poor role than other sectors in alleviating poverty and hunger in both urban and rural areas”. Agriculture, for example, “has a powerful and positive impact on poverty that is typically much bigger than that of other economic sectors” (Food and Agriculture Organisation [FAO], 2004:12). The relationship between agricultural expansion and rural poverty was studied by Das and Bhowal in 2013, and the findings suggest that agricultural growth can have significant poverty-relieving effects.

Indeed, the authors found that a one-third increase in yield might result in a quarter or greater reduction in the number of poor individuals (Das & Bhowal, 2013). There are a number of examples of research conducted in South Africa on income-generating projects. See the table below.

Table 1:

Income-generating projects in South Africa

Author/Reference	The Project	Results
NI Somtunzi - 2002	The role of local government in income generating poverty alleviation projects in the Amahlathi Municipality.	Enterprises like vegetable gardening, poultry or pig farming of income and employment, the Government of South Africa ... the composition of poverty in South Africa is provided to give an ...
Tariku Bachano, 2021	Review on Factors Affecting the Participation of Smallholder Farmers in Improved Chicken Rearing	To increase the chicken contribution to income and dietary diversity of the household; several improved chicken breeds to the smallholder farmers over the last fifty years in different parts of regions of Ethiopia.
R Kazimoto - 2013	... of poultry farming project . This project sets out to review the contribution of poultry to ...	This involved understanding of their income generating activities of the community members ...
T Sithole - 2013	An Exploratory Study on Factors Associated with Participation in Income Generating Community Projects –where?	... three income generating community projects South Africa, social workers also need to facilitate communities towards the establishment of small income generating community projects, Sustainable livelihood approaches: The future for income generating projects in urban areas?:
RM Mphahlele - 2011	... South Africa is classified as an upper middle-income country with one of the most skewed distributions of income	An evaluation of five income generating projects in Tembisa

RM Mphahlele · 2011	An evaluation of the egg laying chickens project as a poverty alleviation effort within Blouberg municipality of Limpopo Province	This study evaluates the egg layers project as a poverty alleviation effort within Blouberg Municipality of the Limpopo Province to respond to the local economic development.
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In terms of food security, research has found that expanding the agricultural sector is the most effective way to achieve household food security. This study also suggests that agricultural growth will have limited influence on food insecurity and poverty alleviation unless agriculture becomes more commercialised. Another finding from this study is that households in the rural sector engaging in agricultural activities are less poor and have better nutritional status than households not engaged in agricultural activities.

2.7.The function of income-generating undertakings

Income-generating activities as a source of employment and poverty alleviation are a viable alternative local economic development. Furthermore, income-generating activities are vital to the economy since they can contribute to the general growth of a country. Long-term economic growth is crucial in South Africa for achieving national development goals since wealth is produced via economic development (Burton, 2013). As a result, income-generating activities are critical for socio-economic development (Falcone, Lopolito & Sica, 2017). These activities, in effect, provide a social safety net by giving money and employment, particularly to the unemployed or those who are unable to obtain work in the formal sector. Small firms, according to Khan and Arefin (2013), are an efficient vehicle for generating such money. Small enterprises are, without a doubt, the most effective strategy to reduce unemployment and improve an economy's health.

2.8.Impact of income-generating projects in the community

People in the community form groups to discuss the effect of income-generating efforts in the community and to launch an income-generating project, first to alleviate unemployment or supplement their present income. As a result, revenue-generating initiatives should incorporate additional advantages such as coherence, network building, social integration, emotional support, and social participation (World Bank, 2017). These are indirect benefits that are important in community-led initiatives but are not usually recognised by donors and/or government agencies when programmes are implemented in communities. The fundamental purpose of revenue-generating activities, according to Davis (2017), is to earn income. As previously said, income-producing activities assist vulnerable populations in earning revenue and meeting their fundamental livelihood needs on a long-term basis.

Income-generating activities, according to the World Bank (2017), can boost local economic growth and increase the availability of particular products on the market, resulting in more job creation. The impoverished can have more flexibility to make decisions about how to improve their life by increasing their ability to create revenue. In essence, “income-generating activities enable people to accumulate assets, minimise disaster susceptibility, and improve their food security” (Davis, 2017: 3). Furthermore, according to the FAO (2006), income-generating activities can improve a family’s food security when there is enough accessibility to food in local markets. However, the impact of such security differs depending on how income is distributed within the home and how it is spent (FAO, 2006). Participating in income-generating activities in communities can help to boost local economic growth in the long run.

The revenue generated frequently leads to the development of new skills, services, and opportunities within the communities where the initiative is implemented, which can then drive the local economy, tying alleviation and development together. Similarly, when displaced persons have access to a long-term solution, communal improvement can occur (Smit & Musango, 2015). According to Diniz, Kok, Hoogstra-Klein and Arts (2015), the rural labour force is fast rising in most developing nations, but employment possibilities are not keeping up. Furthermore, Diniz, et al, (2015), stated that as land accessible for agricultural expansion becomes increasingly rare, non-farm employment must expand to avoid growing rural poverty. As a result, the non-farm sector has a lot of promise for growing rural employment and contributing to economic growth, income distribution, and poverty reduction (Earle & Scott, 2010).

Given the importance of non-farm earnings as a method for rural households to maintain and enhance their livelihoods, as well as its potential to assist them on a path out of poverty, it is vital

to understand how non-farm activities might be supported (FAO, 2002). According to the FAO (1998), non-farm income-generating activities in rural areas play an important role in reducing income and no-income poverty among participating households by contributing a significant portion of household income and allowing these households to purchase food and consumer goods. Non-farm income can also help households with house construction and upkeep, medication and healthcare, children's education, and investment in crop farming, livestock keeping, and other profitable activities (Na'poles, Papageorgiou, Bello & Vanhoof, 2016).

Additionally, Davis (2017) discovered that earnings from rural non-farm activities might assist disadvantaged households in developing nations to overcome the financial and risk restrictions associated with agricultural innovation. Rural non-farm income activities, through engaging the young and minimising natural resource degradation caused by overexploitation, can help to prevent rapid or excessive urbanisation (FAO, 2020). Singh and Chudasama (2017) suggest other social benefits that local communities can use and that can arise from and be derived through income-generating activities. Among the most important are: chances for women to meet often, build unity, and share ideas; opportunities for communities to engage with local politicians and development staff; and opportunities for communities to better understand their country's political and power processes.

Communities that engage in income-generating activities have also demonstrated considerable psychological benefits (Falcone, Lopolito & Sica, 2018). For example, these civilizations have a better sense of self-worth and self-esteem. In diverse conditions, women leaders have emerged and enhanced their skills and expertise (Singh, Papageorgiou, Chudasama & Papageorgiou, 2019). However, it is unclear if such psychological advantages flow into a longer-term or large-scale change process by providing the impetus for locally inspiring change by and for women.

2.9. The quest to eradicate hunger and poverty

This section presents the objective to generate possible solutions that may improve rural poverty alleviation through income-generating projects. In the government's quest to eradicate hunger and poverty through food security, the National Development Plan (NDP) outlines a broad vision of ending hunger and reducing inequality by 2030 (South African Government, 2020: 8). Agricultural development was identified as income-generating activities that rely on providing ways for people in the rural areas in this study. According to the FAO (2017), agriculture is regarded in rural development literature as the best vehicle for eliminating rural poverty. Agriculture and

agriculture-related operations recruit most rural residents in most developed countries. Agriculture helps to alleviate hunger at the agricultural, municipal, and national levels in four ways: (a) by lowering food prices; (b) by creating jobs; (c) by raising actual wages; and (d) by increasing farm profits (Mudau and Netshandama, 2012).

Findings from other studies (Veltmeyer, 2020; Mufudza, 2015; Cooper & Schindler, 2011; Brown, 2010), conducted in several countries show that the pro-poor role of agricultural growth can be dramatic, and much more effective than other sectors in lowering the level of poverty and hunger in both urban and rural areas (Mufudza, 2015). Agricultural development has a significant and optimism-generating effect on poverty, sometimes far outweighing that of other economic sectors (FAO, 2004:12). Veltmeyer (2020) explored the correlation between agricultural development and rural poverty and found that agricultural development has a significant impact on poverty alleviation. A one-third increase in yield, for example, was projected to decrease the number of poor citizens by a fifth or more (FAO, 2017).

Scholars like Falcone, Lopolito and Sica (2019) and Meyer (2014), believe that agriculture plays an important role in the process of economic development and can contribute significantly to household food security in the rural community. However, rural areas require revitalisation (Morone, Falcone and Lopolito, 2019; Kenyon, 2008). Rural revitalisation can be seen as a mechanism that aims to reverse the rural decline, build a more robust, prosperous, and diverse local economy, and increase the quality of life in rural communities (Mufudza, 2015). However, it is important for the term revitalisation to concentrate on the development and stimulation of resources that produce revenue and employment, while sustaining and reinforcing the distinctive complexities and characteristics that distinguish rural existence (Chenari, Fathinia, Sadatmousavi, and Langeroudi, 2014). Li, Westlund, Zhen, Liu (2016) and Kenyon (2008) argued that the positive results sought by rural revitalisation include factors such as demographic stabilisation and development.

2.10. Rural revitalisation and development

According to Blakely and Bradshaw (2002) and Kenyon (2008), the beneficial results sought by rural revitalisation include stabilising and growing the local population, diversifying the economy and job base, ensuring an adequate standard of operation, and retaining unique rural attractions. According to van Vliet et al. (2017), Hwang and Lee (2015), and Chabane (2010), rural areas face three major challenges: a shortage of social and cultural services, the appearance of

being out of fashion, and a lack of effective policies and plans to promote rural growth. Meyer (2013), suggests several alternatives to the phenomenon of rural revitalisation, including job creation. Hoey (2015) and Wilkinson (1986) offer some alternatives to the problem of rural revitalisation, such as job growth and revenue production, quality services and infrastructure, deprivation reduction within the local population, and educated and dedicated local politicians.

However, Hwang, Park and Lee (2018) argued that rural areas have increased in importance as a result of city overcrowding, the transition from manufacturing to service sectors, and the prospect of local cohesion in a rural society. Rural areas face many new prospects and threats that necessitate appropriate rural growth policies. Rural areas usually face several emerging possibilities and obstacles, necessitating appropriate rural growth strategies and more productive usage of limited capital (OECD, 2006a). Rural areas are described as being sparsely inhabited, having minimal educational and other community facilities, being areas where people farm or rely on natural resources, having cheap land, and having high transportation costs (Chenari et al, 2014; Esposti & Sotte, 2013; Heimann, 2010; Buxton, 1976; Duxbury, Campbell & Keurvorst, 2009).

The positive progress of rural people in rural regions via the enhancement of rural institutions and structures, the growth of rural infrastructure, and the extension of rural economic activities to improve the quality of rural life is characterised as rural development (Meyer, 2013). According to Ogundari (2014), rural development is a mechanism that leads to long-term changes in the quality of life of rural people, particularly the poor. Rural development will make a big contribution to the four important poverty reduction goals: more mutual growth and development within a single rural region; access to necessities; enhanced food security; and sustainable natural resource management (Mourhir, Papageorgiou, Kokkinos & Rachidi, 2017). According to the Integrated Sustainable Rural Development Strategy (ISRDS) (The Presidency, 2010), rural development is a top priority as it is a multifaceted and much wider phenomenon than poverty alleviation by economic and social programmes.

The ISRDS focuses on transforming conditions to raise disadvantaged people's income levels, engage in urban neighbourhoods, and contribute to the upkeep of social infrastructure (Mufudza, 2015). An effective rural development policy would make people less poor, not more at ease with their poverty. Rural planning tends to improve the countryside or surrounding areas, with an emphasis on agriculture (Hwang et al., 2018). “The rural poor have a lack of basic needs, an inability to improve their quality of life due to social isolation, and poor governance” (Hwang et al., 2018: 9). They are distinguished by restricted land ownership or access to resources and jobs,

a stagnant economy, agricultural underdevelopment, a shortage of quality care, and poor health conditions (Ogundari, 2014; Kakumba and Nsingo, 2008).

Liu and Lan (2015: 5) identify the following rural problems in South Africa: underutilisation and sustainable use of local natural resources; and limited access to socioeconomic amenities, public services, and infrastructure. Low ability levels, unresolved land reform and land ownership issues, and undeveloped prospects in labour-intensive industries such as agriculture, tourism, mining, and manufacturing are also key challenges (Heimann, 2010). Orthodox farming processes, low-income households, a lack of finances, a lack of professional expertise, and a high number of disadvantaged people, mostly black, characterise South African rural areas (Faguet, 2013; Bester, 1994).

There is no generally agreed definition of the terms rural, rural areas, or urban centres in rural settings since the national geographical arrangement of a given country affects that definition. A small rural town in a high-population country, such as India or China, may have a population of up to 100 000 people, but in a low-population country, a small town may have a population of 2 000 to 10 000 people (Meyer, 2014). It is common practice to utilise population thresholds to classify rural nodes that serve the local region. Another categorisation method is based on the number of functions provided inside the nodal area and its surroundings (Tacoli & Sutterthwaite, 2002).

“A small rural town in South Africa is defined as an urban area that has been formally built and surveyed, contains at least several public and private service providers such as retail, institutional, and professional services, and has a population of fewer than 50,000 people” (Meyer, 2014: 34). Small-town revitalisation is an injection of fresh energies that will enhance the allure of the rural town (COGTA, 2010). Small and medium-sized rural towns are vital to the local economic environment. These towns house a sizeable proportion of the rural population, as well as a sizable proportion of the local non-farming economic activities (Hwang et al. 2018; Van Leeuwen and Dekkers, 2013; Tacoli & Sutterthwaite, 2002). Small town and metropolitan linkages rely heavily on strategic urban planning. The typical division between urban and rural growth is a significant impediment to urban/rural linkages (Tacoli & Sutterthwaite, 2002).

Rural construction is underestimated in municipal spatial planning due to urban bias. Much of the time, the interconnections and dependencies between urban and rural areas are ignored (Kwenda, Benhura and Mudiriza, 2020). Involving local populations in rural development projects can boost livelihoods and promote development. As indicated by Kakumba and Nsingo (2008), public

engagement is a component of New Public Management, which aims to re-invent democracy by tearing down hierarchical, conventional institutional mechanisms and opening government up to transparency and accountability (Kakumba and Nsingo, 2008). Indigenous awareness is critical for the growth of rural communities (Van Leeuwen and Dekkers, 2013).

Local economies that are based on applied knowledge of local circumstances are usually considered to be more competitive. Rural growth, local economic development (LED), and the formation of alliances are critical components of rural revitalisation (Hwang et al., 2018). The advantages of developing alliances at the local rural level include the advancement of creative technologies, the ease of establishing new local partnerships, each partner sharing in the gains of the process, ensuring access to more services, and improving openness and accountability (Moreno-Monroy, Pieters & Erumban, 2012). According to Singh et al. (2019), the fight for long-term economic prosperity in an area will be won or lost in the agricultural sector. Besides, Hwang et al. (2018) argue that the agricultural sector is extremely important for rural development.

Agricultural supply chains must be improved and reforms implemented to transition from conventional to new agricultural production methods (Henson, 2006). In conventional economic growth theory, agriculture acts as a support field, supplying the industrial economy with adequate low-cost food and labour. The agriculture sector used to play four distinct roles in economic development (van der Sluis et al., 2018), namely, supplying inputs for industrialisation, including agro-processing, contributing to foreign exchange, providing income to rural populations, and assisting with capital spending (Todaro & Smith, 2011). According to the FAO (2020) and Herrick and Kindleberger (1995), increased access to and possession of agricultural land in rural areas is important for rural growth.

Successful institutions may help to establish an encouraging economic climate in rural regions and urban areas. Inter-sectoral cooperation, expanding local government, high levels of citizen engagement, strengthened relations between citizens and policymakers, and collaboration building will also help to increase institutionalisation (Davis, 2004). The following are the main criteria for rural development strategies, according to Todaro and Smith (2011: 7): “Improve the quality of life of rural people by increases in small-farmer output, productivity and food security; the technology and innovation such as tools, irrigation, and fertilizers; Increase food production and promote a wider spread of benefits of agriculture”.

The scholars went on to say that land reform processes that favour the poorest parts of rural areas, transportation, housing, connectivity, and schooling should be prioritised in terms of spending

(Todaro & Smith, 2011). The FAO (2020), highlighted that the core challenges for sustainable rural growth include including local populations in the planning and delivery process, identifying local subsistence inequalities, and providing for critical needs, threats, and vulnerability. Other considerations listed include ensuring programmes with maximum feedback and optimal results for the majority of residents, as well as optimising creativity and learning (Meyer, 2014). The decentralisation of planning decisions, support and responsibility of local role actors, development of people-focused and poverty-based planning, enhancement of local capacity for LED and poverty audits (Mufudza, 2015). This includes the incorporation of local expertise in planning processes and decisions are all possible rural planning initiatives for sustainable livelihoods (Faguet, 2013).

It is also critical to establish strong contact lines between politicians, councillors, community development workers (CDWs), and the general public (ward committees) (IIED, 2000: 3). Delius and Schirmer (2001: 7) list some possible solutions to rural development in South Africa, namely, that the state's capacity must be maximised within an integrated approach, and the government must change the structural position of rural people, such as access to economic opportunities and infrastructure development, and land reform and agricultural development must be prioritised. Such policies should fully change rural crises (Ziv et al 2018). The provision of social care to rural residents, as well as healthcare provisions such as old-age benefits and disability grants, is also important.

Rural residents should be helped to support themselves. The government must promote, support, and provide expertise to local organisationorganisations while still acting as a facilitator. The following concerns about rural growth and revitalisation are needed, namely, that the future of a rural region lies in its inhabitants and plans, and all role players in strategic direction, aligned strategy, legislation, and execution must devote time, resources, and commitment. A vibrant urban society that takes charge of its circumstances and affects transformation has the greatest chance of success.

2.11. Evaluation of policies for rural development

This sub-section provides an understanding of the policy and measures for rural development in South Africa. It is highlighted that the “current rural policy discourse has been converted into a viewpoint that emphasises the spatial value of rural areas by putting rural areas on par with the agricultural sector” (Hwang et al., 2018: 9). This approach further shifts the roles of space away from agricultural areas that are solely focused on food processing and into areas that draw

experience- and leisure-oriented external customers (Singh & Chudasama, 2020). However, while an increase in government spending can be explained by the flexibility of rural areas, the restricted expenditure and duality of rural policies necessitate an objective and ex-post assessment of agricultural and rural policies (Hwang and Lee, 2015; Brandth and Haugen, 2011; Walker, Ryan & Kelly, 2010). According to Lee and Yun (2005), the rural policy has a duality in balancing economic resources providers and public trust for the policy, especially from the urban-rural dualistic perception.

Furthermore, as policy consequences are revealed by ex-post policy assessment, the validity of political investments may be improved. Agricultural and rural programmes, on the other hand, have been largely free of stringent appraisal measurements, with a focus on features of agricultural and rural public land. For these purposes, while not integrated into the policy assessment process, these characteristics have extended only the presence of the policy without verifying its logic and efficacy. Some groups raise the moral hazard problem, fear the policies, and even doubt their efficacy (Hwang et al. 2018; Wang & Xu, 2011). Although research into the relationship between government performance and evaluation is comprehensive (Hoey, 2015; Hwang and Lee, 2015), consideration of evaluation in rural policy is timely and pressing. According to the OECD, policy priorities in member countries have shifted towards rural problems such as boosting rural productivity, maximising human and social capital, creating niche markets for rural goods and services, and diversifying economic activities.

There are major policy gaps in different advanced countries. Hwang and Lee (2015), argued that perhaps concentration has been shifted more towards the social cohesion that characterises rural development policy, due to the emphasis placed on “Europeanization” by the EU, and the fact that it can lessen territorial inequalities and ensure cultural diversity. In the US, emphasis is placed on competitive position as a rationale for rural development policy. Bjorkhaug and Richards (2018) used a dualistic construct to compare the effects of market-oriented versus market-protected agricultural policy on agricultural diversity to achieve the aim of sustainable rural growth. In South Africa, Phatheka (2019) discovered that the market-protected regime was better at sustaining endogenous multifunctional agriculture goals such as retaining rural space and cultural environment, sustaining farming livelihoods, and ensuring food protection.

The market-protected strategy, on the other hand, is largely dependent on government subsidies. The tighter fiscal restrictions and cynicism about the efficacy of subsidies are two critical concerns linked to this reliance on subsidies. A compelling argument has been made from a wide range of

academic disciplines to build a credible scientific schema that will enable researchers to analyse agricultural and rural policies (Hwang et al. 2018; Esposti & Sotte, 2013). Identifying the particular impacts on the targeted objectives, however, is a complicated task. Examples of effective rural policies are scarce due to a slew of ill-conceived and expensive rural-development policies and programmes (Phatheka, 2019; OECD, 2009). According to Olfert and Patridge (2010), planning efforts aimed at rural areas need robust scientific evidence. Walker et al. (2010) emphasised the importance of conducting pure impact or cost-effectiveness analyses of agricultural and rural policies using an ex-post design that can differentiate the effectiveness of the policies.

Since the ex-post methodology tests the real consequences of the policy, it overcomes the shortcomings of the ex-ante design (Esposti & Sotte, 2013). A well-designed policy appraisal may have significant spillover consequences, linking concurrent and potential impact assessments of specific government initiatives for rural growth. Nevertheless, a rural development policy would aim to mitigate the effect of apartheid policies on work access, wealth allocation, and economic and spatial marginalisation. Building an infrastructure base is critical for poverty reduction, and this requires expanded access to basic care and safety nets, increased local ability levels, and sustainable housing construction to lower transportation costs and allow economic opportunities (Ogundari, 2014; Sibisi, 2009).

According to De Satge (2010), rural development solutions for South Africa include re-energising the land reform process/projects, addressing policy flaws, supporting mixed farming and developing producers, streamlining ownership to viable units, and ensuring the provision of water and irrigation for farming projects. Ogundari (2014) emphasises the importance of access to resources, as well as rewards, mentors, and talent promotion, developing technology, allowing for strong business access, and knowledge availability. Rural growth also has a significant social dimension. Netshitenzhe (2011) cited government measures to alleviate rural poverty, including welfare handouts, free basic care, healthcare, skills training, salary subsidies, public internship programmes, assistance for micro-businesses and entrepreneurs, and full-time work prospects.

The rural triple-win paradigm, as defined by the United Nations Development Programme (UNDP), consists of three components: economic development, social development, and sustainable development. Given that agricultural development as an income-generating programme, as emphasised by Richard (2012:14), is the efficient use of locally accessible services for the good of the whole population. The definition is relevant because it applies to the projects that are the subject of this research. The IGPs can be described as projects that are small in size,

use minimal financial and technological resources, are aided by a government agency or a non-governmental organisation (NGO), and are funded by a donor or a foundation and benefit the community.

The amount of money earned from an operation, such as revenue from a company or money received for doing a service or selling a product, (in this case, chicken layers from the project), is referred to as income. In terms of the income-generating initiative perspective, external support is vital to the long-term feasibility of these initiatives. Phatheka (2019) and Leahy (2011) state that these measures can involve the provision of capital in the form of grants. In certain cases, IGP team members have no professional experience, and the project beneficiaries are vulnerable rural or urban people who pay a donation that is used as seed funding. According to Olivier, Van Zyl and Williams (2010: 119), all rural and urban economies depend on cash, so people must pay for food, fuel and transportation to and from work, water, housing, and basic health services. Income-generating programmes aim to alleviate poverty by raising labour efficiency and job prospects.

The impact of Ziyagezana chicken layers as an income-generating project with the right policy measures in place for rural development could result in economic development and poverty alleviation while promoting the rural sector by preparing and implementing development projects. Given the growing urbanisation seen in most developing countries, poverty remains primarily a rural occurrence. The impacts of the rural-urban migration factor as noted above are likely to continue in the short term. As a result, rural poverty must be addressed in both poverty reduction strategies and, more broadly, policies aimed at promoting rural development (FAO, 2017). Similarly, international development organisations must continue to evaluate approaches to rural development and their effectiveness in reducing rural poverty.

A commonly accepted core belief of the development literature is that in the process of structural economic transformation that precedes economic development (Alkire, 2012). The farm sector as a share of the country's GDP will decline as a country's GDP grows (FAO, 2017; Allison & Ellis 2011; Kuznets, 1957). The effect of economic development on the agriculture and rural non-farm (RNF) sectors cannot be forecast in advance in rural areas. Considering rural growth, it is also useful to consider the full spectrum of rural income generation activities (RIGA), both agricultural and non-agricultural, carried out by rural households. Scholars have noted how it will help to explain the relationship between the different business practices that occur in rural areas, as well as the consequences for economic development and poverty reduction (Adewuyi, Phillip, Ayinde & Akerele, 2010; Chenery & Syrquin, 1975).

Flora and Albert (2017), noted from a policy standpoint, the challenge faced by the government is to determine on how to channel the growth of the RNF "market" to the benefit of the poor rural households, as well as identifying strategies to best leverage synergies between agricultural and non-agricultural sectors. Just recently the almost exclusive emphasis on smallholder agriculture in rural development policy has been called into question (Alan, 2014). Kothari (2019) argued that agriculture continues to play an important role in rural development. It is important to look at how the government has developed community-based programmes in most neighbourhoods as a tool for generating employment and alleviating poverty.

2.12. Conclusion

This chapter reviewed the relevant literature within the field of study. It covered numerous theoretical elements of income-generating programmes and provided a deeper grasp of the Department of Social Development's poverty reduction objectives. The agricultural sector is thought to be the finest vehicle for reducing rural poverty, according to the literature on rural development. This is because agricultural and agriculture-related activities account for most of the employment in rural areas in most developing countries.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1.Introduction

A research methodology is referred to as “a series of methods and techniques of scientific rigour that are applied systematically during a research process to reach a theoretically valid result” (Gibson & Flaherty, 2016: 14). This section is divided into the following sub-sections: research design, area of study, target population, sampling and sampling techniques, data collection methods and tools, and operationalisation of the variables and constructs used in the study, which includes the data analysis plan. This study employed qualitative methods as its approach to collect data in the field through the means of interviews. However, the in-depth methodology is explained further in the study. The reason for adopting a qualitative approach for this study is because the research methods are interactive and humanistic.

3.2.Research Design

A research design is a plan through which you decide for yourself and communicate to others your decisions regarding what study design you propose to use (Kumar, 2014). It also entails how a researcher intends to collect information from participants. The strategy to adopt in selecting the participants in this study included how the information was collected and analysed, as well as how it communicated the findings. Creswell (2014) describes a research design as the plan of how the researcher will systematically collect and analyse the data that is needed to answer the research question. Notwithstanding the above understanding of how they diverge in defining research design and approach, nevertheless, they both present the same ideal, which is a plan with a direction and purpose.

3.3.Population

A study population sample refers to the whole set of "individuals" or “units” to which the study question refers or for which the researcher intends to conclude something (Silverman, 2016), while the target population is the members of the community under study. The population for this study numbered 14 participants, comprising 8 individuals from the community, 4 participants from the

farm and 2 participants from the department of agriculture. These individuals were purposefully selected within the KwaDlangezwa community, where the farm project is located and a sample size of the population was determined to participate in the study.

3.3.1. Table 1: The Demography of Participants

Description	Participant	Gender	
Community members	8 participants	4 male	4 female
Staff Farm members	4 participants	2 male	2 female
Department of Agriculture	2 participants	1 male	1 female
Total	14 Participants		

3.4. Sample and sampling techniques

A simple random sample was used in this study because it is one of the methods researchers use to choose a sample from a larger population. The method works if there is an equal chance that any of the participants in a population will be chosen. The study adopted this simple random sampling to make generalisations about a population. The advantages of applying this approach are its simplicity and lack of bias (Gibson and Flaherty, 2016; Creswell, 2014). The researcher adopted a purposeful selection method for the study, and due to the small size of the farm and the number of workers (4) employed on the farm, the study decided to use the entire population for the data.

The study used a purposeful sampling approach to select 14 individuals as the targeted population for the research. The main objective of a purposeful sample is to produce a sample that can be logically assumed to be representative of the population. The researcher selected 8 participants from the community in the study area where the initiative is established. The selected 8 participants are direct beneficiaries of the farm. The 4 participants from the farm comprised 2 management staff and 2 staff who shared their first-hand experience with the farm (success and difficulties). The last 2 participants were from the department of agriculture, to establish if the initiative was on the right track for meeting the government's objective to eradicate hunger and poverty through food security in the rural areas. These participants were able to supply the needed data for the study, as they are the key informants for the study.

3.5.Data collection

In line with the qualitative nature of the study, data were collected through interviews in the form of a structured interview questionnaire.

3.5.1. Interview

An interview is a data collection method that aims to collect data (information, resents, feelings, stories, views, perceptions, experiences, testimonials etc.), hence its suitability for this study as the researcher explored the experiences of people. This method is widely used in the humanities and social sciences as it allows the researcher to address the level of attitudes, and representations (Quinlan et al, 2019). In the research interview, the researcher randomly selected 8 members of the community to participate as they are the direct beneficiary or recipients of the project. There were 4 staff of the farm and 2 officials from the department. The researcher was most interested in finding out how the presence of the farm impacted their lives and the community through the interview.

3.5.2. The Interview Process and the Settings

The selected participants were met individually, based on an appointment, at the agreed time slot that was convenient for both the researcher and the participant. The farm workers were interviewed at the farm facility separately in a conducive environment. The same was applied to the participants from the department of agriculture, but they were interviewed in their offices, while the community members welcomed the researcher into their homes. At the beginning of each interview with participants they were asked to read through the informed consent and to indicate that they understood the contents.

The participants were made aware that their participation in the data collection process via the use of interviews was voluntary and there was no financial compensation and they were not under any obligation whatsoever. The participants were also informed of their right to withdraw their participation if they felt uncomfortable with the conduct or the question being posed. Having understood their position, the interview process proceeded and was tape-recorded, while the researcher took field notes and observed the body language of the participants as they responded to each question. The participants responded based on their knowledge of the subject matter.

3.6.Data Analysis and interpretation

The analysis and interpretation of the results is the procedure of laying the foundation of evidence processing; by presenting the tangible events of the problem analysis, it is the concrete demonstration of the fact studied in the presentation of results. Thematic analysis was adopted in the analysis of the data. At this stage of the investigation, the collected information is analysed and interpreted empirically and theoretically to answer the research question and find out if the general objective was achieved or not (Deakin et al., 2013).

The main aim of data analysis is to reduce and synthesise the information collected to make sense of it and to allow inference about a population, while interpretation combines the results of data analysis with value statements, criteria, and standards to produce conclusions, judgements and recommendations. The data was presented and analysed through thematic content analysis.

3.7.Steps in data analysis

The analysis of the interview data involved a systematic approach to discovering and categorising the ideas conveyed by the interviewees. It is almost impossible to interpret data unless one codes them. The coding process was done according to defined categories, shaping a wealth of material into some order and structure. Coding is the process of dividing data into parts by using a classification system. Different approaches may be followed concerning data analysis. The presentation of the results obtained was consistent with the specific objectives and the methodology proposed.

3.8.Ethical Consideration

In conducting research such as this, honesty and integrity are always required to be maintained. To ensure that the study upheld ethics, the rights to anonymity, informed consent and confidentiality were observed. The study used data from the field (primary) sources and the researcher was aware of the ethics policy and abided by the rules and regulations of the community, the farm, and the department of agriculture where data were collected. To make sure that everyone who was targeted responded to the interview questions, both the isiZulu and English versions of the research instrument (structured interview questions) were used. This was mainly done because

the people who are from the community are Zulu natives, while those who manage the farm or work in the department of agriculture can express themselves in English.

The interviewing was carried out with the permission of the respondents via their declaration of 'informed consent' (Burns & Grove, 1993). Also, the researcher explained to them the objectives of the research so that they could willingly participate or refuse to participate if they felt like it infringed on their private life or rights. Also, it reduces the chance of any conflict of interest arising from the research and publishing of the final work.

3.9. Validity, Reliability and trustworthiness

The main criterion for the "validity" of the results of this research is its ability to generate meaning and facilitate understanding and action or to promote action. The validity and reliability of this research were based on all the operations performed for the compilation of data and the processing of these data. Particular attention was paid to describing how the coding and the inferences were made in relationship to the empirical material.

3.9.1. Internal reliability of the research

The internal reliability of the research indicates that another independent researcher could achieve results and conclusions comparable to those obtained through the application of this research protocol. Honest transcription of the collected data made it possible to guarantee the internal reliability of the research. In this case, the researcher ensured internal reliability by the recording and systematic transcription of interviews, observations and documents which were subsequently carefully protected in the form of audio files (interviews), electronic files (transcribed data), and print media (printed transcripts, and secondary data).

3.9.2. External reliability of the research

External reliability aims to show that independent researchers would discover the same phenomenon by using the same approach to study a similar case. Another independent researcher who makes use of the same research methodology as ours can discover the same constructs in the same research environment. The external reliability of the research is dependent on the researcher's position vis-à-vis the research subject and the research participants. To do this, the researcher opted for a professional posture while preserving his critical sense or objectivity when processing data.

3.9.3. Proper citation / Plagiarism

The researcher has duly acknowledged all the sources used to access data and information in the study through in-text citations and references in order to avoid plagiarism.

3.9.4. Intellectual Property and Innovation

The researcher will ensure that the copyright and publication issues will be followed accordingly in a way that does not violate anyone's rights. No one will be allowed to copy this work without the writer's consent.

3.10. Knowledge Dissemination

In disseminating knowledge, the researcher will publish findings from the study in accredited journals as well as relaying necessary feedback on the findings to the community through community leaders.

3.11. Resources

The research required resources for it to be completed in the allotted time and the budget was designed according to a feasibility study.

3.12. Conclusion

The chapter presented the research methodology adopted in the study. It is noted that a research methodology is referred to as a series of methods and techniques of scientific rigour that are applied systematically during a research process to reach a theoretically valid result. The chapter had the following sub-sections: research design, area of study, target population, sampling and sampling techniques, data collection methods and tools, operationalisation of the variables and constructs used in the study, which included the data analysis plan. The study employed qualitative methods as its approach to collect data in the field through the means of interviews.

CHAPTER FOUR:

DATA PRESENTATION AND ANALYSIS

4.1.Introduction

The study explored the effectiveness of a rural income-generating project in Umhlathuze Municipality. The current chapter presents the analysis of the data collected through semi-structured interviews with selected participants. To improve the standard of living, the government of South Africa established rural-based initiatives such as income-generating projects in local or poor communities. The poor rural and urban populations frequently face specific obstacles, such as a lack of income possibilities, high levels of poverty and disparities, low education levels, and restricted access to socio-economic services. These difficulties frequently necessitate households seeking alternative sources of income. Capturing communities' entrepreneurial abilities, as well as utilising their traditional skills and knowledge, can give a chance for active engagement in income-generating activities that create jobs in the community.

As a result, income-generating activities must emphasise the transmission of practical skills aimed at enhancing and expanding existing knowledge and resources. Access to assets is critical in determining a household's capacity to connect to poverty-reducing inflow-producing activities, with a particular emphasis on tackling the income dimension of poverty (Falcone et al., 2017). When revenue is an essential component of livelihood systems, income-generating activities are a vital source of recovery and/or strengthening. In such cases, income-producing activities assist disadvantaged populations in generating revenue to meet their fundamental subsistence needs on a long-term basis. Furthermore, they help to improve the household's economic status by increasing buying power (Okibo and Makanga, 2014). Furthermore, income-generating activities necessitate that the families and/or individuals involved be able to work and satisfy a minimum level of involvement (Okibo and Makanga, 2014).

Income-generating activities can contribute to local economic growth by increasing the availability of specific items on the market, resulting in employment creation, and so on. Small, medium and micro enterprises (SMMEs) are frequently employed to combat unemployment "challenges in communities and or to provide a source of alternative and/or additional income for households" (Nesengani et al., 2016: 3). SMMEs also provide coherence, networking, social integration, emotional support, and social involvement in the target populations (Diniz et al., 2015). There is a

significant link between development and participation, which supports the notion that the community should engage in its own development (Norell et al., 2017).

4.1.1. Table 2: The Demographic presentation of the Participants

Code	Participants	Gender	Race	Education/Position
P01	Community member	M	Black	Primary education
P02	Community member	M	Black	Primary education
P03	Community member	M	Black	Secondary education
P04	Community member	M	Black	Secondary education
P05	Community member	F	Black	Secondary education
P06	Community member	F	Black	Primary education
P07	Community member	F	Black	Secondary education
P08	Community member	F	Black	Secondary education
P09	Farm worker	M	Black	Secondary education
P10	Farm worker	M	Black	Secondary education
P11	Farm worker	F	Black	Secondary education
P12	Farm worker	F	Black	Secondary education
P13	Department staff	M	Black	Postgraduate
P14	Department staff	F	Black	University Degree

4.2. Presentation of results

The conclusions of the study are based on the key topic on which this study focuses, namely the impact of income-generating initiatives in the uMhlathuze municipality. As a result, the researcher examined, presented, analysed, and evaluated the findings from interviews with project members. Frequencies were used to analyse the interview schedules and questionnaires. The conclusions from this analysis of the interview and questionnaire data are presented in the following sub-

sections, one for each question. The conclusions are also presented following the contribution of participants and in conjunction with the information that they supplied about their unique projects.

4.3. Section A – data analysis presentation

The study is qualitative research that used a random sampling approach, and the sample size consisted of 14 participants for this study due to the small size of the project. The initiative is relatively small and can be categorised as an SMME. Data for the study were collected through interviews in the form of a structured questionnaire, due to the qualitative nature of the study. In the research interview, the researcher randomly selected 8 members of the community to participate as they are the direct beneficiaries or recipients of the project. There were 4 staff on the farm and 2 officials from the department of agriculture.

The researcher was most interested in finding out how the presence of the farm impacted their lives and the community. The study used data from the field (primary) sources and the researcher was aware of the ethics policy and abides by the rules and regulations of the community. The following are the developing themes from the data analysis.

4.3.1. Theme 1: The decision-making process in income-generating projects

The findings from some of the participants attest to their level of involvement in the management and their participation in the decision-making process of the rural income-generating and development initiative. “Yes, we are part of the decision-making process” (P01, P02, P03, P04, P05, P06, P07, and P08). From the above findings, the participants acknowledge that they are part of the decision-making. The interpretation of the above findings from participants indicates that the development of income-generating activities (IGA) should be done from the ground-up.

An IGA should address the demands of women; the failure of this type of project is usually due to a mismatch between understanding women's needs and constructing a feasible project (Singh & Chudasama, 2020, Mande, 2016). This implies that it may be implemented once several processes have been completed with the Project's assistance, such as youth and women identifying problems, formulation of a negotiated development programme, and group promotion.

All of these actions should be carried out through the use of participatory approaches. In this context, and following the selected approach, it appears more appropriate to concentrate on planning, organising, and supporting IGAs rather than providing a list of tasks. The

decentralisation of planning decisions, support and responsibility of local role actors, development of people-focused and poverty-based planning, and enhancement of local capacity for LED and poverty audits (Mufudza, 2015). The incorporation of local expertise in planning processes and decisions are possible rural planning initiatives for sustainable livelihoods (Faguet, 2013).

However, there has been a lack of oversight by those charged with ensuring that food security projects work according to their mandates. South Africa as a democratic state has seen a wave of civil unrest, many of which have resulted in attacks by impoverished populations claiming an inadequate supply of basic goods and services (Singh & Chudasama, 2020, Mande, 2016). The research indicates that the majority of South Africans are marginalised, and there is widespread discrimination between men and women, as well as between black and white South Africans (Mande, 2016). Inequalities in poverty alleviation policies and the effects of poverty among rural women are still commonplace (Ozoemena, 2010). Even though South Africa's economic growth has significantly increased, poverty levels have not declined as one might expect.

4.3.2. Theme 2: poverty alleviation strategy: the effectiveness of Ziyagezana chicken layers in poverty alleviation

The global economic challenges have made it more difficult to address poverty and food security problems in many countries as a result of global economic problems. The government of South Africa identified agricultural production as a mechanism to drive poverty alleviation as income-generating projects by establishing food security projects that serve as a mechanism for reducing hunger and food insecurity (Nesengani, Mudau, and Netshandama, 2016). The participants were asked how effective Ziyagezana Chicken Layers is as an income-generating project as part of the poverty alleviation strategy in a rural community. Some of the participants noted the following;

- “the project is very much effective, members are employed and they get paid every month R1500” (P13).
- “We have five employees and two of them are widows they are earning living some of them are breadwinners” (P14).

In line with the findings from the literature, the identification of agricultural development initiatives as income-generating projects is a strategy to alleviate poverty in rural communities (Singh and Chudasama, 2020). Many individuals, including scholars, activists, and policymakers,

address the issue of poverty, under the expectation that defining the problem of poverty creates a foundation for change to which all will agree (Yalegama et al., 2016: 3).

4.3.3. Income-generating projects as part of the poverty alleviation strategy

As previously discussed in the literature chapter, the reasoning for conceptualising poverty seems to be focused mostly on the assumption that the definitions used to describe poverty dictate the measures used to quantify it. In essence, this perspective means that, for the South African government's poverty-reduction policies to be more successful, they must be enforced. The participants were asked how far Ziyagezana Chicken Layers had succeeded as an income-generating project as part of the poverty alleviation strategy in the uMhlathuze municipality.

Some of the participants indicated that the project has succeeded, especially in the area of management, where they said the project had not only been managed well but it had also created jobs for some members of the community who are breadwinners in their houses;

- “Yes, especially some they are to handle their business” (P13).
- "Yes, especially to the families employees are breadwinners surviving from our employment" (P14).

In essence, this viewpoint suggests that for the South African government's poverty reduction policies to be more successful, they must be influenced by what poverty means in the South African sense. This definition is therefore used to evaluate the scope of the problem.

4.3.4. Theme 3: challenges of income-generating projects

The researcher asked the question of how participants would describe the challenges faced in the execution of income-generating projects, in the case of Ziyagezana Chicken Layers. The participants highlighted the following:

- “Long application process” (P01 and P02)
- ”They had to understand and embrace the cooperation and work relations” (P03) and “Teamwork” (P05).
- “Reluctance of members to go to training due to academic level” (P08).

The participants indicated that there is some level of reluctance among the members to go to training due to academic level, because most of them are illiterate with little or no formal education. As indicated earlier, global economic challenges have made it more difficult to address poverty and food security problems in many countries. The government of South Africa identified agricultural production as a mechanism to drive poverty alleviation in the form of income-generating projects by establishing food security projects that serve as a mechanism for reducing hunger and food insecurity (Nesengani, Mudau, & Netshandama, 2016). However, there has been a lack of oversight by those charged with ensuring that food security projects work according to their mandates. Some of the participants also indicated the following challenges:

- “It still gives us challenges because we are buying chicken feeds ourselves, the government made first supply” (P06)
- “Chickens are dying when the season is changing due to weather conditions and water shortages” (P07);
- “Increase of chicken feeds from suppliers that affect salaries and eggs prices”
- “We have old chickens that delay producing eggs and 500 chickens have died” (P08).

Meyer (2013), suggests several alternatives to the phenomenon of rural revitalisation, including job creation. Hoey (2015), and Wilkinson (1986), offer some alternatives to the problem of rural revitalisation, such as job growth and revenue production, quality services and infrastructure, deprivation reduction within the local population, and educated and dedicated local politicians.

4.3.5. Challenges experienced at the rural income-generating income project

The participants were asked how they would describe the challenges or success of the rural income-generating income project. The data collected from some of the participants indicated the following as part of the successes experienced by the project:

- “Training Avi pharm, Epol feed with regards to chicken layers” (P01).
- “Economic on business management and Benchmarking” (P03).

- “Sustainability and growth as they can buy more chicken feed and pay salaries for employees (P04, P04 and P05).
- “Job creation plus the unemployed graduates” (P07).
- “Poverty alleviation in the community (P08).

The list of projects above are available to create job and reduce the unemployment rate for graduates. Scholars believe that land reform processes that favour the poorest parts of rural areas, transportation, housing, connectivity, and schooling should be prioritised in terms of spending (Meyer, 2013; Todaro and Smith, 2011). The FAO (2020) and De Satge (2010), highlighted that solutions to the core challenges for sustainable rural growth include drawing local populations into the planning and delivery process, identifying local subsistence inequalities. Other considerations listed include ensuring programmes with minimal feedback and optimal results for the majority of residents, as well as optimising creativity and learning (Meyer, 2014).

4.3.6. Theme 4: The success of the income-generating income project

The participants noted the following:

“They are sustainable because they still overcome challenges” (P04).

“ Less price at a walkable distance” (P013).

“We don’t have competition around us. That gives us more customers” (P09)

“Sound financial management system is in place” (P12).

Research indicated that the establishment of local or rural-based income-generating projects like Small, medium, and microenterprises (SMMEs) are frequently employed to combat unemployment challenges in communities and or to provide a source of alternative and/or additional income for households (Nesengani et al., 2016: 9). Another question was raised regarding the effective management of the project. The participants indicated that the management is sound and professional in its best practices:

- “Yes, they have sound management” (P01, P02, P03, P04, P05)

- “YES, (P06)
- We bought 400 chickens with the income we generated” (P10).
- “There is job creation in our community and they are uplifted through affordable products”(P08, P11, P12).

The participant indicated that through the establishment of income-generating projects such as this, job are created in the community and they are uplifted through affordable products. SMMES also provide coherence, networking, social integration, emotional support, and social involvement in the target populations (Diniz et al., 2015). There is a significant link between development and participation, which believes that the community may engage in its own development (Norell et al., 2017).

4.3.7. Theme 5: formulation and execution of income-generating projects:

4.3.8. The formulation, execution, and overall management of income-generating projects

This study believes that when revenue is an essential component of livelihood systems, income-generating activities are a vital source of recovery and/or strengthening. In such cases, income-producing activities assist disadvantaged populations in generating revenue to meet their fundamental subsistence needs on a long-term basis. Furthermore, they help to improve the household's economic status by increasing buying power (Beyers et al, 2020). The research look into whether the participants are involved in the formulation, execution, and overall management of income-generating projects achieve their objective. The participants responded that they were quite involved in keeping the project afloat;look

- “Very much especially since they supply local” (P02).
- “We are halfway to our achievements but we have not fulfilled them (P05).
- This is because we are still new in the project with no experience and we have to be trained for the job”. (P07).

Besides, income-generating activities necessitate that the families and/or individuals involved be able to work and satisfy a minimum level of involvement (Beyers et al, 2020). “Income-generating activities can contribute to local economic growth by increasing the availability of specific items on the market, resulting in employment creation.

4.3.9. The Rural income project initiative

Given the growing urbanisation seen in the majority of developing countries, poverty remains primarily a rural occurrence. The impacts of the rural-urban migration factor as noted above are likely to continue. As a result, rural poverty must be addressed in both poverty reduction strategies and, more broadly, policies aimed at promoting rural development (FAO, 2017). Similarly, “improving organisations and international development organisations must continue to evaluate approaches to rural development and their effectiveness in reducing rural poverty” (FAO, 2017: 6). A commonly accepted core belief of the development literature is that, in the process of structural economic transformation that precedes economic development (Alkire, 2012), the farm sector as a share of the country’s GDP will decline as a country’s GDP grows” (FAO, 2017; Allison and Ellis 2011; Kuznets, 1957).

The effect of economic development on the agriculture and rural non-farm (RNF) sectors cannot be forecast in advance in rural areas. With regard to rural growth, it is also useful to consider the full spectrum of rural income generation activities (RIGA), both agricultural and non-agricultural, carried out by rural households. Scholars have noted how it will help to explain the relationship between the different business practices that occur in rural areas, as well as the consequences for economic development and poverty reduction (Adewuyi, Phillip, Ayinde and Akerele, 2010; Chenery and Syrquin (1975). The participants were asked if the rural income project initiative was in line with the government and they responded that:

- No, it's not failing because it's materialised at least two objectives which are poverty alleviation and job creation (P13).
- We are halfway to our achievements but we have not fulfilled them (P14).
- This is because we are still new in the project with no experience and we have to be trained for the job (P14).

The participants indicated that the project is not failing because it has materialised at least two objectives which are poverty alleviation and job creation. From a policy standpoint, the almost exclusive emphasis on smallholder agriculture in rural development policy has been called into question (Alan, 2014). Kothari (2019), argued that agriculture continues to play an important role in rural development. It is important to look at how the government has developed community-based programmes in most neighbourhoods as a tool for generating employment and alleviating poverty.

4.4. Section B – solution to income-generating challenges

4.4.1. Theme 6: the overall management of income-generating: income-generating as poverty alleviation

This section aimed to generate possible solutions that may improve rural poverty alleviation through income-generating projects. The participants were asked to recommend possible strategies that may assist in improving rural poverty alleviation through income-generating projects. The participants indicated the need to understand the business ethics of income-generating projects:

- “Competence of members and understanding of business ethics” (P13)
- “More chicken layers when funded” (P09).
- “Financial management systems” (P07)
- “Effective administration systems” (P14).
- “Communication and benchmarking” (P06)
- “Increase market to bigger shops” (P08).

Findings from the community members discuss the effect of income-generating efforts in the neighbourhood and how to launch more income-generating projects, to reduce the high level of unemployment or supplement their present income. As a result, revenue-generating initiatives should incorporate additional advantages such as coherence, network building, social integration,

emotional support, and social participation (World Bank, 2017). These are indirect benefits that are important in community-led initiatives but are not usually recognised by donors and/or government agencies when programmes are implemented in communities. The participants suggested the following recommendations which they believe could help improve the promotion of the income-generating projects in line with the government's policy to alleviate poverty and food security in South Africa:

- “Saving more that you can order more chickens” (P03).
- “Add more houses to the existing ones to expand the number the production of chickens on the farm” (P05).
- “Continuous training and development of members; and Increase production” (P14).

The participants were further asked to suggest any possible improvements that will assist rural income-generating projects and recommendations that can be implemented to help the rural income-generating project to succeed and meet the demand of the people. The participants believe that there is a need to increase or build more structures that will accommodate more chickens on the farm to increase the production of both egg supply, create more household income and alleviate poverty:

- “It is to increase the structure as we have more customers” (P01).
- “Buying of more equipment like heaters and fans”(P10).
- “Government should supply the community with different funding of projects based on the needs of the community” (P11).
- “Government should check on their operations as they were giving funding (P04, P09, P10”

In the above suggestion by participant (X), it was recommended that they increase the structure to allow customers who will patronise their products. They also recommended that Government should supply the community with different funding of projects based on the needs of the community. The fundamental purpose of revenue-generating activities, according to Davis (2017),

is to earn income. Income-producing activities assist vulnerable populations in earning revenue and meeting their fundamental livelihood needs on a long-term basis.

4.4.2. Theme 7: boost local economic growth: income-generating boosts local economic growth

Income-generating activities, according to the World Bank (2017), can boost local economic growth and increase the availability of particular products on the market, resulting in more job creation. The impoverished can have more flexibility to make decisions about how to improve their life by increasing their ability to create revenue. As a result, income-generating activities enable people to accumulate assets, minimise disaster susceptibility, and improve their food security (Davis, 2017).

- "income-generating activities can improve a family's food security (P07)
- "when there is enough accessibility to food in local markets" (P13 and P14).

However, the impact of such security varies depending on how income is allocated and spent inside the household (FAO, 2006). Participating in income-generating activities in communities can help to enhance long-term local economic growth. The creation of money typically leads to the development of new skills, services, and opportunities within the communities where the programme is implemented, which may subsequently drive the local economy, connecting relief and development. The question is what does the government need to do differently to help a rural income-generating project succeed and what are the factors that may improve rural poverty alleviation through income-generating projects such as the Ziyagezana chicken layer?

The empirical data suggests that "the majority of South African households have low-income levels, with many surviving on less than R 1000 per month" (van der Sluis et al., 2018: 6). According to the Labour Force Survey (LFS), "65 percent of working individuals earn less than R 2500 per month, and South Africa has one of the worst levels of income disparity in the world" (Norell et al, 2017: 1).

In 2005 the labour force distribution revealed that 40 per cent of the workforce was in permanent employment in the formal sector, while 14 per cent were involved in informal labour, 7 per cent

were domestic workers and 10 per cent were temporary employees (Singh and Chudasama, 2017: 4). According to the Living Conditions Survey (LCS) 2008/09 statistics, 38.9 percent of disadvantaged families had no adult working compared with the national average of 25.5% of adults in a household who were employed. According to the findings, there is a significant demand for income-generating activities, particularly in underprivileged rural and urban populations. Agricultural employment in South Africa is said to be low, with slightly under 600,000 in 2012, compared to 1.8 million in 1971. (NPC, 2012).

“Approximately 38% (19.14 million) of the country's population lives in rural regions, a 10% decline since 1994, owing mostly to migration from rural areas to small towns and cities. South Africa's unemployment rate is among the highest in the world, with an expanding unemployment rate of 40% 1 and women suffering a greater jobless burden (46%) than males (34 percent).

In certain rural regions, “unemployment can reach 70%, compared to 46% in urban areas nationally” (Singh and Chudasama, 2017: 16). Furthermore, an estimated four million South Africans work in smallholder agriculture, the vast majority of whom live in former homeland areas.

“Agriculture accounts for 15% of total household income in black households having access to agricultural land, while it accounts for 35% in the poorest quintile” (Yalegama, Chileshe, Ma, 2016).

The findings from this study show that the most popular motive for getting into agriculture is to have an extra supply of food. The number of persons participating in agriculture as a secondary source of income has grown over time, at the cost of the rationale claimed for working in agriculture as a "primary source of food" or only for subsistence. However, agricultural revenues for most households, particularly smallholder farmers, are low due to the tiny quantity of products that are sold. In terms of the informal economy, NIDS data reveals that there were a little over 2.5 million employees in the informal sector, with another 1.45 million unofficially employed in formal sector enterprises, most of whom would be located in metropolitan areas.

“South Africa’s informal enterprise sector makes up a very important part of South Africa’s economy, including 22 percent of total national employment, and with informal employees inside

the official sector considered, it climbs to 36 percent” (Davies & Thurlow 2010: 4). Although there are higher-end informal sector firms that earn considerable revenues, the majority of entrepreneurs in this sector are survivalists, with women predominating.

4.5. Chapter Summary

The chapter presented the data analysis and findings on the topic under study by exploring the effectiveness of a rural income-generating project in uMhlathuze municipality. Income-generating activities give additional benefits such as poverty reduction, community well-being improvement, empowerment, self-reliance, and community development. Agricultural output (crop, livestock), agricultural wage employment, non-agricultural wage employment, non-farm firms, transfers, and non-labour revenue streams are all sources of income. Poor rural and urban populations frequently face specific obstacles, such as a lack of income possibilities, high levels of poverty and disparities, low education levels, and restricted access to socio-economic services.

Due to the difficulties, households are frequently forced to seek additional sources of income. When revenue is an essential component of livelihood systems, income-generating activities are a vital source of recovery and/or strengthening. In such cases, income-producing activities might assist disadvantaged populations in earning revenue to meet their basic requirements sustainably. Profitability in the survivalist industry is extremely poor in comparison to conventional corporate expectations (Nápoles et al., 2016). The concept of income-generating activities aimed at disadvantaged communities emphasises the need of providing possibilities for communities to effectively employ locally available resources to build less dependent, self-sufficient households and communities. This chapter has attempted to meet the study objectives by responding to the research questions about the effectiveness of an income-generating project as part of the poverty alleviation strategy in a rural community, and to generate possible solutions that may improve rural poverty alleviation through income-generating projects.

CHAPTER FIVE:

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion on the Research Objectives

The aim and objectives of the study were to assess the impact of an income-generating project as part of the poverty alleviation strategy in a rural community. To achieve this aim, the study had the following objectives.

5.2. The first objective: The effectiveness of an income-generating project as part of the poverty alleviation strategy in a rural community.

The first objective was examined to understand the effectiveness of an income-generating project as part of the poverty alleviation strategy in a rural community. The study indicated that the global economic challenges have made it more difficult to address poverty and food security problems in many countries as a result of global economic problems. However, the government of South Africa identified agricultural production as a mechanism to drive poverty alleviation through income-generating projects by establishing food security projects that serve as a panacea for reducing hunger and food insecurity.

The objective was to further understand the term ‘income-generating project’ as part of the poverty alleviation strategy. The study found that income-generating projects are seen as a strategy to reduce poverty in rural communities. In particular, this study explored the Ziyagezana Chicken Layers at the uMhlathuze municipality as a case study. In essence, the findings state that for the South African government's poverty-reduction policies to be more successful, they must be enforced.

5.2.1. General Conclusion and Findings on the First Objective: The effectiveness of an income-generating project as part of the poverty alleviation strategy in a rural community.

The participants indicated that Ziyagezana Chicken Layers as an income-generating project has been successfully established as part of the poverty alleviation strategy in the uMhlathuze municipality. They noted that the project has succeeded especially in the area of management; they are said to have not only managed the project well but they create jobs for some members of the community who are breadwinners in their houses. In essence, this viewpoint suggests that for the South African government's poverty reduction policies to be more successful, they must be influenced by what poverty means in the South African sense.

In the quest to investigate the research question, the participants were asked how effective Ziyagezana Chicken Layers is as an income-generating project as part of the poverty alleviation strategy in a rural community. In line with the findings from the study in comparison with the available literature, the identification of agricultural development initiatives as income-generating projects is a strategy to alleviate poverty in rural communities. It was also noted that many individuals, including scholars, activists, and policymakers address the issue of poverty, with the expectation that defining the problem of poverty creates a foundation for change to which all will agree.

5.3. The Second objective: Solutions to improve rural poverty alleviation through income-generating projects.

The second objective was to generate possible solutions that may improve rural poverty alleviation through income-generating projects. For the government to improve living standards and eradicate rural poverty alleviation through income-generating projects, rural poverty must be addressed in both poverty reduction strategies. More broadly, policies aimed at promoting rural development should be enforced. Similarly, improving organisations and international development organisations must continue to evaluate approaches to rural development and their effectiveness in reducing rural poverty.

5.3.1. General Conclusion and Findings on Second Objective: Solutions to improve rural poverty alleviation through income-generating projects.

A core belief of the development literature is that, in the process of structural economic transformation that precedes economic development (Alkire, 2012), the farm sector as a share of the country's GDP will decline as a country's GDP grows (FAO, 2017; Allison and Ellis 2011; Kuznets, 1957). The effect of economic development on the agriculture and rural non-farm (RNF) sectors cannot be forecast in advance in rural areas.

Considering rural growth, it is also useful to consider the full spectrum of rural income generation activities (RIGA), both agricultural and non-agricultural, carried out by rural households. Scholars have noted how it will help to explain the relationship between the different business practices that occur in rural areas, as well as the consequences for economic development and poverty reduction (Adewuyi, Phillip, Ayinde and Akerele, 2010; Chenery and Syrquin (1975). The participants were asked if the rural income project initiative was in line with the government and they responded that

Findings show that the rural income-generating projects are not failing because it's materialised at least two objectives which are poverty alleviation and job creation. We are halfway to our achievements but we have not fulfilled them. This is because we are still new in the project with no experience and we have to be trained for the job.

Flora and Albert, (2017) noted that, from a policy standpoint, the challenge faced by the government is how to channel the growth of the RNF "market" to the benefit of the poor rural households, as well as identifying strategies to best leverage synergies between agricultural and non-agricultural sectors.

5.4.Study Conclusion

The study examines the effectiveness of Ziyagezana chicken layers as an income-generating project as a case study and also reviews the policy measures for rural development within uMhlathuze. The study states that rural areas compete with larger cities, which have comparative and competitive advantages that have distorted resource distribution. To ensure that rural areas have economic and social resources for local populations, turnaround strategies are needed.

Globally, it is observed that up to 1.4 billion people live in severe poverty on less than \$1.25 a day, with more than two-thirds of them living in developing-country rural areas.

Findings show that despite the widespread urbanisation, poverty remains mostly a rural problem, with up to 70% of the world's poor living in rural areas. In South Africa, 43 percent of the population is categorised as rural, while 57 percent is classified as urban. The average rural population in Africa is approximately 60%, while the degree of urbanisation in developing countries is approximately 80%. Research revealed that nearly 70% of South Africa's deprived population lives in rural areas. Scholars argue that half of all households in South Africa live on less than R 20 per day, with up to 70% of the estimated 5, 2 million households surviving on R 20 per day residing in rural areas.

Rural revitalisation and growth is a dynamic process that involves a systematic and thorough approach to be successful. Poverty has been one of South Africa's most daunting obstacles since the country's economic transition. Poverty puts a severe moral duty on all South Africans to strive for economic and social inclusion of the vulnerable into the mainstream economy and make them responsible people for a better life. Fostering a shared awareness of poverty, this research looked at how it impacts people in rural areas, and what steps can be taken to address this socio-economic problem and increase household well-being as consequence in the rural areas of South Africa.

5.4.1. Conclusion on policy implementation

The study explores the effectiveness of a rural income-generating project. It was discovered that the effectiveness of the implementation of income-generating projects in rural areas to meet the objective of eradicating poverty and increasing food security is critical, since governments are finding it more difficult to address the problem of poverty and food security, as a result of global economic problems. The government of South Africa saw agricultural production through the establishment of food security projects as a panacea for reducing hunger and food insecurity, but there has been a lack of oversight and setbacks by those charged with ensuring the implementation of food security projects works according to their mandates.

5.4.2. Conclusion on the Possible Solutions

The research looked at the possible solutions to the challenges of implementation of a selected rural income-generating project in Mhlathuze, that can result in improvements in people's livelihoods.

5.4.3. Conclusion for Ziyagezana Chicken Layers

The study assesses the impact of an income-generating project as part of the poverty alleviation strategy in a rural community. The research question interrogates the extent to which a rural income-generating project such as Ziyagezana Chicken Layers has succeeded as an income-generating project as part of the poverty alleviation strategy in the uMhlathuze municipality. How effective is Ziyagezana Chicken Layers as an income-generating project as part of the poverty alleviation strategy in a rural community? What is the possible solution to improve rural poverty alleviation through income-generating projects?

In conclusion, the study finds that profitability in the survivalist industry is extremely poor in comparison to conventional corporate expectations. The concept of income-generating activities aimed at disadvantaged communities emphasises the need of providing possibilities for communities to effectively employ locally available resources to build less dependent, self-sufficient households and communities.

Furthermore, income-generating activities give additional benefits such as poverty reduction, community well-being improvement, empowerment, self-reliance, and community development. Agricultural output (crop, livestock), agricultural wage employment, non-agricultural wage employment, non-farm firms, transfers, and non-labour revenue streams are all sources of income.

5.4.4. Conclusions linked to a theoretical framework

In linking the theoretical framework to the study, the study adopted the Sustainable livelihood approach (SLA), the aims of which are targeted at decreasing poverty and creating a self-sustaining livelihood. As noted by the study, the philosophy of Sustainable Livelihoods (SL) seeks to move beyond traditional concepts and pathways to poverty eradication as these were considered to be too limited since they concentrated solely on certain facets or forms of poverty, such as low wages, or did not take into account other critical aspects of poverty, such as vulnerability and social isolation.

The study indicated that more focus is now being paid to the different variables and mechanisms that either limit or improve poor people's capacity to make a living in an economically, ecologically, and socially sustainable manner. According to the principle of sustainable Livelihood

theory, a more coherent and cohesive approach to poverty alleviation is pioneered, which calls for the achievement of sustainable livelihoods as a general target for poverty eradication.

The study finds that a sustainable livelihoods strategy can assist in the selection of realistic goals for interventions based on the experiences and desires of those affected, but it is not a panacea. It is not meant to be used in place of other tools such as participatory development, sector-wide interventions, or sustainable rural development. The principles of SLA provide a link between people and the overall supporting ecosystem, which affects the outcomes of livelihood strategies. It focuses on people's innate abilities in terms of their expertise, social networks, access to physical and financial services, and capacity to affect key institutions. The appreciative investigation, which was first designed by businesses to resist pessimistic approaches to problem-solving, broadens this positive perspective.

Appreciative inquiry is a strongly collaborative mechanism that highlights the positive (rather than the negative) in which a group takes responsibility for producing and collecting knowledge and then creates solutions based on the most positive historical interactions. Sustainable Livelihoods Approaches (SLA) originated as a technique for more efficient and meaningful poverty reduction by viewing poverty through the eyes of the disadvantaged. The study discovered the link between SLA and SL strategy, which is based on asset-building values and a livelihoods orientation, and also includes principles of reduced risk and resilience as key to achieving long-term poverty reduction.

5.5. The application of rural livelihoods and sustainability theories

The application of rural livelihoods and sustainability theories to income-generating projects reflects on people's livelihoods, which are how they meet their needs or make a living. As indicated, a 'livelihood' is a collection of revenue streams derived from paid work, self-employment, remittances, or (in most developing rural regions) a seasonally and annually changeable combination of all of these. A living wage should be sufficient to keep a normal worker and his or her dependents out of poverty and, ideally, to improve their well-being.

The study also discovered that well-being is the product of several elements, including adequate consumption of goods and services, health, status, achievement, and security. In this study, the term "livelihood" refers to the mechanisms that rural people use to make a living, as well as whether or not their livelihoods are secure or susceptible throughout time. As a result, while food

security is one of the aims of livelihood security, rural households are more concerned with livelihood security than with food security.

They contain a range of activities for each household, and usually for each working member, throughout the course of the year. The kind of strategies that rural households employ and how they respond to changes is determined by the flexibility of their livelihoods. Although some households utilise methods that rely on a limited number of activities, the majority use strategies that are complex, diverse, and adaptable. Adjustment measures are expected to have a variety of effects on rural households because their livelihoods come from several sources. As a result, but also the institutional structures that allow adjustment measures to be transformed into pro-growth policies and investment decisions by poor rural households. The application of theory for this study is to understand the effectiveness of a rural income-generating project in uMhlathuze municipality.

The activities of rural income-generating projects, therefore, linking the theory to understand the effectiveness of the policy implementation of the projects in rural areas to meet the objective of eradicating poverty and increasing food security in South Africa is regarded critical. It was noted that the government of South Africa is finding it more difficult to address the problem of poverty and food security, as a result of global economic problems. The government saw agricultural production through the establishment of food security projects as a panacea for reducing hunger and food insecurity, hence the establishment of the Ziyagezana Chicken Layers farm initiative in the rural area of KwaDlangezwa in KwaZulu-Natal province. The study looked at the possible solution to the challenges of implementation of a selected rural income-generating project in uMhlathuze, that can result in improvements in people's livelihoods.

5.6.Recommendations

5.6.1. Recommendation for Community Schemes Organisation

The selection of rural-based income-generating activities is context-dependent, and CSOs participating in creating and executing such activities should take into account the local circumstances of each target community.

CSOs must focus on imparting practical skills aimed at increasing and building on existing knowledge, skills, and resources.

5.6.2. Recommendation for communities' entrepreneurial talents

It is important to ensure that their initiatives in income-generating activities help disadvantaged populations obtain revenue via their efforts.

Capturing communities' entrepreneurial talents as well as their traditional skills and knowledge allows for active engagement in income-generating activities that create jobs in the community.

5.6.3. Recommendation for household poverty-reduction

Access to assets is critical in influencing a household's ability to connect to poverty-reducing inbound-producing activities, particularly those aimed at alleviating the income dimension of poverty.

5.6.4. Recommendations for future research

There is a need to further explore the solutions for the revitalisation of rural income-generating programmes in other rural Areas of South Africa, to generate tangible solutions that may improve rural poverty alleviation through income-generating projects.

5.7. Conclusion

In summary, the first chapter provided an introduction and background to the research, to explore the techniques and means used by exploring the effectiveness of a rural income-generating project in uMhlathuze municipality. The chapter began by defining the research subject and issue, the study's goals, and objectives. The second chapter reviewed the relevant literature in the field of study, as the need to encourage rural income-generating projects such as Ziyagezana chicken layers. It suggested that with the right policy measures in place, rural development could result in economic development and poverty alleviation while promoting the rural sector by preparing and implementing development projects.

The theoretical elements of income-generating programmes and provided a deeper understanding of the Department of Social Development's poverty reduction objectives. The agricultural sector is thought to be the best vehicle for reducing rural poverty, according to the literature on rural development. This is because agricultural and agriculture-related activities account for the majority of employment in rural areas in most developing countries.

The third chapter of the study was designed to discuss the research methodology. The study states that research design is a plan through which you decide for yourself and communicate to others your decisions regarding what study design you propose to use. It also entails how a researcher intends to collect information from participants, the strategy to adopt in selecting the participants, how the information collected is to be analysed, and how the findings will be communicated. This study was framed by a qualitative design. The population for this study comprised the individuals from the community where the study was being conducted. A sample of the population was selected to participate in the study.

The study adopted a simple random sampling method to make generalisations about the population for the study. The advantages of applying this approach are its simplicity and lack of bias. The sample size of the population was 14 participants, based the size of the project. (The initiative is relatively small and can be categorised under SMMEs). The researcher adopted a purposeful sampling method to select the participants.

Data for the study were collected through interviews in form of structured questions, due to the qualitative nature of the study. The reason is that the participants who are comfortable conversing in the English language but are willing to participate are accommodated to inform the study. This is mainly done because the people who are from the community are Zulu natives, while those who manage the farm or work in the department of agriculture can express themselves in English. The interviewing was done with the permission of the participants. The researcher also explained to them the objectives of the research so that they could willingly participate or refuse to participate if they felt that their private life or rights were being infringed upon.

The data was coded and transcribed for data analysis. Also, the researcher does not expect any conflict of interest to arise from the research and publishing of the final work.

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ADDENDUMS

Appendix A1: Access Letter: Ziyagezana Chicken Layers



Request for Permission

University of Zululand
Department of Social Works
Private Bag X1001
KwaDlangezwa, 3886
15th April 2021.

The Director
Ziyagezana Chicken Layers
KwaDlangezwa
Dear Sir/Ma,
Permission to Conduct Research

I, Mr Sanele Mhlongo with Student Number: 201069129, am a master's student currently enrolled at the Department of Social Work, at the University of Zululand. I would like to conduct research using the Ziyagezana Chicken Layers farm for my research. I have obtained ethical clearance from my university to conduct the study. The title of the study is: **EXPLORING THE EFFECTIVENESS OF A RURAL INCOME GENERATING PROJECT IN THE UMHLATHUZE LOCAL MUNICIPALITY.** The research objectives are:

- To understand the effectiveness of an income-generating project as part of the poverty alleviation strategy in a rural community.
- To generate possible solutions that may improve rural poverty alleviation through income-generating projects.

I hereby seek your permission to approach 4 staff members of your organisation for access to respond to this project. I will provide you with copies of the interview structured in the form of questionnaires, which include a consent form to be used during the research process. Upon completion of the study, I undertake to provide the academic institutions with a copy of the research work. If you require any further information, please do not hesitate to contact me.

Your co-operation in this study will be highly appreciated.

Yours sincerely,

Mr Sanele Mhlongo

Contact: +27713923667 / sanelenjoms@gmail.com

Appendix A2: Access Letter: uMhlathuze Municipality



Request for Permission

University of Zululand
Department of Social Works
Private Bag X1001
KwaDlangezwa, 3886
15th April 2021.

The District director
Department of Agriculture
uMhlathuze Municipality (Local)

Dear Sir/Ma,
Permission to Conduct Research

I, Mr Sanele Mhlongo with Student Number: 201069129, am a master's student currently enrolled at the Department of Social Work, at the University of Zululand. I would like to conduct research using the Ziyagezana Chicken Layers farm for my research. I have obtained ethical clearance from my university to conduct the study. The title of the study is **EXPLORING THE EFFECTIVENESS OF A RURAL INCOME GENERATING PROJECT IN THE UMHLATHUZE LOCAL MUNICIPALITY.** The research objectives are:

- To understand the effectiveness of an income-generating project as part of the poverty alleviation strategy in a rural community.
- To generate possible solutions that may improve rural poverty alleviation through income-generating projects.

I hereby seek your permission to approach the 2 staff members of your department for access to respond to this project. I will provide you with copies of the interview structured in the form of questionnaires, which include a consent form to be used during the research process. Upon completion of the study, I undertake to provide the academic institutions with a copy of the research work. If you require any further information, please do not hesitate to contact me.

Your co-operation in this study will be highly appreciated.

Yours sincerely,

Mr Sanele Mhlongo
Contact: +27713923667, sanelenjoms@gmail.com

Appendix A3: Access Letter - Traditional Authority



Request for Permission

University of Zululand
Department of Social Works
Private Bag X1001
KwaDlangezwa, 3886
15th April 2021.

The Secretary
Mkhwanazi Traditional Authority
KwDlangezwa Community
uMhlathuze Municipality

Dear Sir/Ma,
Permission to Conduct Research

I, Mr Sanele Mhlongo with Student Number: 201069129, am a master's student currently enrolled at the Department of Social Work, at the University of Zululand. I would like to conduct research using the Ziyagezana Chicken Layers farm for my research. I have obtained ethical clearance from my university to conduct the study. The title of the study is **EXPLORING THE EFFECTIVENESS OF A RURAL INCOME GENERATING PROJECT IN THE UMHLATHUZE LOCAL MUNICIPALITY**. The research objectives are:

- To understand the effectiveness of an income-generating project as part of the poverty alleviation strategy in a rural community.
- To generate possible solutions that may improve rural poverty alleviation through income-generating projects.

I hereby seek your consent to approach the staff of your organisation with 5 employees for access to respond to this project. I will provide you with copies of the interview structured in the form of questionnaires, which include a consent form to be used during the research process. Upon completion of the study, I undertake to provide the academic institutions with a copy of the research work. If you require any further information, please do not hesitate to contact me.

Your co-operation in this study will be highly appreciated.

Yours sincerely,

Mr Sanele Mhlongo, Contact: +27713923667 / sanelenjoms@gmail.com

Appendix B: Interview Schedule



INTERVIEW SCHEDULE FOR PARTICIPANTS

Title:

EXPLORING THE EFFECTIVENESS OF A RURAL INCOME-GENERATING PROJECT IN THE UMHLATHUZE LOCAL MUNICIPALITY

Please note that it should take you about 10-20 minutes to complete this interview session.

This is academic research and will be used for academic purposes only, therefore you are ensured strict confidentiality.

INSTRUCTIONS

This interview question is divided into sections A, B, & C. Your responses shall be tape-recorded.

- Mark your answers with an **X** on the relevant box.
- Support your arguments and express your opinions in your response to the questions.

Demographic questions:

1. Gender: Male ☐ Female ☐ Other ☐
2. Age: 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-+ ☐
3. Race: African ☐ White ☐ Indian ☐ Other ☐
4. Level of education: Primary School ☐ Secondary School ☐ Tertiary Education ☐
5. What is your position /role?
6. Do you participate in the decision-making process?

Section A: - Effectiveness of an income-generating project as part of the poverty alleviation strategy in a rural community?

7. How effective is Ziyagezana Chicken Layers as an income-generating project as part of the poverty alleviation strategy in a rural community?
8. Has Ziyagezana Chicken Layers succeeded as an income-generating project as part of the poverty alleviation strategy in the uMhlathuze municipality?

9. How would you describe the challenges faced?
10. How would you describe the challenges or success experience of the rural income-generating income project?
11. Do you think that the implementation of your initiative can eradicate poverty and increase food security?
12. Do the involvement and the formulation, execution, and overall management of income-generating projects achieve their objective?
13. Do you think the rural income project initiative in line with the government objective is failing in the way it is operated?

Section B: - Factors that may improve rural poverty alleviation through income-generating projects.

14. What are the factors that may improve rural poverty alleviation through income-generating projects?
15. Could you suggest any possible improvement that will assist rural income-generating projects?
16. Do you have any recommendations that can be implemented to improve the rural income-generating project and to meet the demand of the people?
17. What does the government need to do differently to help a rural income-generating project succeed?
18. Could you suggest any possible improvement that will assist rural income-generating projects?
19. What are the factors that may improve rural poverty alleviation through income-generating projects?

Appendix C: Participant Informed Consent



Participant Informed Consent and Informed Consent Declaration

(Participant)

Project Title:

EXPLORING THE EFFECTIVENESS OF A RURAL INCOME GENERATING PROJECT IN THE UMHLATHUZE LOCAL MUNICIPALITY

Mr. Sanele Mhlongo from the Department of Social Works, University of Zululand has requested my permission to participate in the above-mentioned research project. The nature and the purpose of the research project and of this informed consent declaration have been explained to me in a language that I understand.

I am aware that:

1. The purpose of the research project is to examine the EXPLORING THE EFFECTIVENESS OF A RURAL INCOME GENERATING PROJECT IN THE UMHLATHUZE LOCAL MUNICIPALITY.
2. The University of Zululand has given ethical clearance to this research project and I have seen/may request to see the clearance certificate.
3. I will participate in the research project by responding to the questionnaires.
4. My participation is entirely voluntary and should I at any stage wish to withdraw from participating further, I may do so without any negative consequences.
5. I will not be compensated for participating in the research, but my out-of-pocket expenses will be reimbursed.
6. There are no risks associated with my participation in the project. I am aware that there are no known risks associated with my participation. However, there is a 0.5% chance of any risk materializing.
7. The researcher intends to publish the research results in the form of papers and book chapters. However, confidentiality and anonymity of records will be maintained and that my name and identity will not be revealed to anyone who has not been involved in the conduct of the research.
8. I will not receive feedback/will receive feedback in the form of regarding the results obtained during the study.

Any further questions that I might have concerning the research or my participation will be answered by Sanele Mhlongo (+27713923667). By signing this informed consent declaration I am not waiving any legal claims, rights or remedies. A copy of this informed consent declaration will be given to me, and the original will be kept on record.

I, have read the above information / confirm that the above information has been explained to me in a language that I understand, and I am aware of this document's contents. I have asked all questions that I wished to ask, and these have been answered to my satisfaction. I fully understand what is expected of me during the research. I have not been pressurized in any way and I voluntarily agree to participate in the above-mentioned project.

.....

Participant's signature

.....

Date

Appendix D: Interview Schedule (Zulu version)



UHLELO LWEZINGXOXO ZABAHLANGANYELI

ISIHLOKO:

UKUQONDA UKUSEBENZA KWEPHROJEKTHI ENGENISA IMALI EZINDAWENI ZASEMAKHAYA KUMASIPALA WESEMHLATHUZE

Sicela wazi ukuthi kufanele kukuthathe cishe imizuzu eyi- 10 kuya ku- 20 ukuqeda lesi sikhathi sokuxoxisana.

Lolu cwaningo lwezemfundo futhi luzosentshenzisela izinhloso zemfundo kuphela, ngakho ke uqinisekiswa imfihlo eqinile.

IMIYALO

Le mibuzo yenhlolokhono yehlukaniswe ngezigaba A, B & C izimpendulo zakho zizobhalwa ngekhophi.

- Maka izimpendulo zakho ngo X ebhokisini elifanele.
- Sekela izizmpikiswano zakho bese uveza imibono yakho okuphenduleni imibuzo.

IMIBUZO YABANTU

1. Ubulili : Owesilisa{ } Owesifazane{ } Okunye{ }
2. Ubudala : 18-24{ } 25-34{ } 35-44{ } 45-54{ }
3. Ubuhlaka : uAfrika{ } Abamhlophe{ } Indiya{ } Okunye{ }
4. Izinga lezemfundo: Isikole sebanga eliphansi{ } isikole sebanga eliphezulu{ } Imfundo ephakeme{ }

5. Sithini isikhundla sakho/ indima yakho?
6. Uyalibamba yini iqhaza ekwenzeni izinqumo?

Isigaba A : Ukusebenza ngempumelelo kwephrojekthi engenisa imali njengengxenye yecebo lokulwa nobuphofu emphakathini wasemakhaya .

7. Zisebenza kangakanani izingqimba zezinkukhu iZiyagezana njengephrojekthi engenisa imali njengengxenye yecebo lokulwa nobuphofu emphakathini wasemakhaya.
8. Ngabe izingqimba zezinkukhu ze- Ziyagezana ziphumelele njengephrojekthi engenisa imali njengengxenye yecebo lokulwa nobuphofu kuMasipala waseMhlathuze?
9. Ungachaza kanjani izinselelo?
10. Ungachaza kanjani izinselelo noma isipiliyoni sokutholakala kokutholakala kokudla emaphandleni?
11. Ngabe ucabanga ukuthi ukuqaliswa kwalolu hlelo lwakho kungaqeda ubuphofu futhi kwandise nokutholakala kokudla?
12. Ukubamba iqhaza nokwakhiwa, ukukhishwa inyumbazane, Kanye nokuphathwa okuphelele kwamaphrojekthi angenisa imali kufinyelela ezinhlosweni zawo?
13. Ngabe ucabanga ukuthi uhlelo lwephrojekthi yemali engenayo yasemkhaya ngokuhambisana nenhloso kahulumeni lwehluleka ngendlela olusebenza ngayo?

Isigaba B: Izinto ezingathuthukisa ukweqiwa kwempahla yasemakhaya ngokusebenzisa iphrojekthi yokwenza imali?

14. Yiziphi izinto ezingathuthukisa ukweqekeka kwezindawo zasemakhaya ngokusebenzisa iphrojekthi yokwenza umali?
15. Ngabe ungaphakamisa noma yikuphi ukuthuthuka okungenzeka kuzosiza iphrojekthi yokwenza imali emaphandleni?
16. Ngabe unanoma yisiphi isincomo esingaqalisa ukwenza ngcono iphrojekthi yokukhiqiza isimo sasemakhaya ukuze siphumelele futhi sihlengabezane nezidingo zabantu?
17. Yini okudingeka uhulumeni ayenze ngokuhlukile ukusiza iphrojekthi yokwakha imali yasemakhaya iphumelele?
18. Ungaphakamisa noma yikuphi ukuthuthukisa okungenzeka kusize iphrojekthi yokwenza imali ezindaweni zasemakhaya?
19. Ngabe yiziphi izinto ezithuthukisa ukuqedwa kobuphofu ezindaweni zasemakhaya ngokusebenzisa iphrojekthi yokwenza imali?

Appendix E: Participant Informed Consent (Zulu version)



Umbambiqhaza wemvume enolwazi Kanye nesimemezelo semvume enolwazi (ababambiqhaza)

ISIHLOKO:

UKUQONDA UKUSEBENZA KWEPHROJEKTHI ENGENISA IMALI EZINDAWENI ZASEMAKHAYA KUMASIPALA WESEMHLATHUZE

uMnu Sanele Mhlango ovela eMnyangweni wezenhlalakahle, iYunivesithi yaseZuland ucele imvume yami yokubamba iqhaza kulo mklamo wocwaningo oshiwo ngenhla. Uhlobo nenhlo yephrojekthi yocwaningo Kanye nalesi simemezelo semvume esinolwazi ngichazelwe ngolimu engiluqondayo.

Ngiyazi ukuthi:

1. Inhloso yephrojekthi yocwaningo ukukhombisa UKUQONDA UKUSEBENZA KWEPHROJEKTHI ENGENISA IMALI EZINDAWENI ZASEMAKHAYA KUMASIPALA WESEMHLATHUZE
2. Inyuvesi yaseZululand inikeze imvume yokuphatha kule phrojekthi yocwaningo futhi ngibonile/ ngingacela ukubona isitifiketi semvume.
3. Ngokubamba iqhaza kulo mklamo wocwaningo, ngizoba neqhaza ekwakheni uhlaka lomnyango wezemfundo lapho kutholakala khona ukunikezwa kothisha ukukhuphula izinga lokusebenza esifundeni kwi- mathematics Kanye ne-physical science kuzoqinisekiswa inqubo yokuqashwa.
4. Ngizobamba iqhaza kuphrojekthi yocwaningo ngokuphendula imibuzo ebuzwayo.
5. Ukubamba kwami iqhaza kungokuzithandela ngokuphelele futhi uma kwenzeka ngifisa ukuhoxa ekuhlanganyeleni esikhathini esizayo, ngingenza imiphumela emihle.
6. Ngeke ngikhokhelwe ngokubamba iqhaza ocwaningweni, kepha izindleko zami eziphuma ephaketheni zizobuyiselwa.
7. Kungahle kube nezingozi ezihambisana nokubamba kwami iqhaza kuphrojekthi. Ngiyazi ukuthi azikho izingozi ezaziwayo ezihambisana nokuhlanganyela kwami. Kodwa ke, kunethuba elingu 0.5% lokwenza noma iyiphi ingozi ebonakalayo.
8. Ucwano ngoluhlo ukushicilela imiphumela yocwaningo ngendlela yamaphepha Kanye nezahluke zezincwadi. Kodwa ke , ukugcinwa kwemfihlo nokungaziwa kwamarekhodi kuzogcinwa futhi lokho okungahle kuvuzwe igama nobunikazi kunoma ngubani ongazange abandakanyeke ekwenzeni ucwano ngoluhlo.

9. Ngeke ngithole impendulo/ ngizothola impendulo ngohlobo.....maqondana nemiphumela etholwe ngesikhathi kufundwa.

Noma yimiphi eminye imibuzo engingaba nayo maqondana nocwaningo noma ukubamba iqhaza kwami izophendulwa nguSanele Mhlongo (+27 71 392 3667). Ngokusayina lesi simemezelo semvume enolwazi angisusi noma yiziphi izimangalo zomthetho, amalungelo noma amakhambi. Ikhophi yalesi simemezelo esinolwazi ngizonikezwa yona, bese kugcinwa umbhalo wokuqala uzobhalwa phansi.

Ngu.....
ngilufundile ulwazi olungenhla/ ngiyaqinisekisa ukuthi imininingwane engenhla ichazwa kimi ngolimi engiluqondayo, futhi ngiyazi ukuthi le mibhalo iqukethe. Ngibuze yonke imibuzo ebengifisa ukuyibuza, futhi le mibuzo iphendulwe nganeliseka. Ngikuqonda ngokuphelele okulindelwe kimi ngesikhathi socwaningo angizange ngicindezelwe nganoma iyiphi indlela futhi ngiyavuma ngokuzithandela ukubamba iqhaza kule phrojekthi eshiwo ngenhla.

.....

Isignesha yabahlanganyeli

.....

Usuku

Appendix E: Ethical Clearance

**UNIVERSITY OF ZULULAND
RESEARCH ETHICS COMMITTEE**
(Reg No: UZREC 171110-030)



RESEARCH & INNOVATION

Website: <http://www.unizulu.ac.za>
Private Bag X1001
KwaDlangezwa 3886
Tel: 035 902 6273
Email: ManqeleS@unizulu.ac.za

ETHICAL CLEARANCE CERTIFICATE

Certificate Number	UZREC 171110-030 PGM 2021/224									
Project Title	UNDERSTANDING THE EFFECTIVENESS OF A RURAL INCOME GENERATING PROJECT IN UMHLATHUZE MUNICIPALITY									
Principal Researcher/ Investigator	S Mhlongo									
Supervisor and Co- supervisor	Mrs B.N Ndlovu					Prof J Rautenbach				
Department	Social Work									
Faculty	Arts									
Type of Risk	Medium Risk- Data collection from people									
Nature of Project	Honours/4 th Year			Master's	x	Doctoral	x	Departmental		

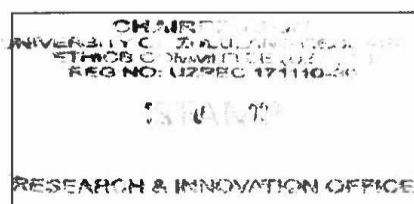
The University of Zululand's Research Ethics Committee (UZREC) hereby gives ethical approval in respect of the undertakings contained in the above-mentioned project. The Researcher may therefore commence with data collection as from the date of this Certificate, using the certificate number indicated above.

SPECIAL CONDITIONS:

- (1) This certificate is valid for 1 year from the date of issue.
- (2) Principal researcher must provide an annual report to the UZREC in the prescribed format [due date- 19 January 2023]
- (3) The UZREC must be informed immediately of any material change in the conditions or undertakings mentioned in the documents that were presented to the meeting.
- (4) Under the Protection of Personal Information Act, 04 of 2013 ("POPIA"), researchers have a general legal duty to protect information they process. They must ensure the security and protection of any personal information processed through the research and provide a compliant and consistent approach to data protection. The information collected via interviews must be for research purposes only. No personal information such as opinions, views and academic background may be linked to the respondents' identity or shared with anyone for marketing purposes or otherwise.

The UZREC wishes the researcher well in conducting research.


Prof. Nokuthula Kunene
Chairperson: University Research Ethics Committee
Deputy Vice-Chancellor: Research & Innovation
19 January 2022



Appendix F: Gatekeeper letter of permission



the mta

THE MKHWANAZI
TRADITIONAL AUTHORITY
KWA-ZULU NATAL

Mkhwanazi Traditional Authority

P.O Box 14

Kwa-Dlangezwa, 3886

Tel: +27 (0)72 128 3469

Email: m.m.mkhwanazih@gmail.com

INKOSI'S OFFICE:

ATTENTION: Mr SS Mhlongo
University of Zululand

10 December 2021

Sir

RE: REQUEST FOR PERMISSION TO CONDUCT RESEARCH

Your request that was sent to tribal council request permission from the council to conduct research has reference

You are hereby granted permission to conduct your research within KwaMkhwanazi community of KwaDlangezwa. In order to ensure that your study can be used to improve community development overall, you may be requested to do a presentation to Mkhwanazi tribal council on your findings upon conclusion and completion of your research. Where you shall be requesting for members of the community participate in your study, you shall be required to seek their individual permission/consent.

If you require further information don't hesitate to contact the office. We wish you all the best with your research and await the bound copy of your dissertation upon completion of your studies

Yours Sincerely,

.....
Inkosi M.M Mkhwanazi

TRIBE REBUILDING, SOCIO-ECONOMIC DEVELOPMENT AND GOVERNANCE



KWAZULU-NATAL PROVINCE
AGRICULTURE AND RURAL DEVELOPMENT
REPUBLIC OF SOUTH AFRICA

KZN Department of Agriculture & Rural Development
Private Bag X20024, Empangeni, 3800

Enquiries: Mrs. S.R. Cele
Tel: 035 7942381- 076 936 4452
Email: Simangele.cele@kzndard.gov.za
Website: www.kzndard.gov.za
Ref.:
Date: 03/01/2022

University of Zululand
Department of Social Works
Private Bag X1001
KwaDlangezwa, 3886
03 January 2022

Dear Mr Sanele S Mhlongo (201069129)

RE: REQUEST FOR PERMISSION TO CONDUCT RESEARCH

We as the Department of Agriculture hereby acknowledge receipt of letter of request and understand that research project will contribute towards your Master's thesis project titled: **EXPLORING THE EFFECTIVENESS OF A RURAL INCOME-GENERATING PROJECT IN THE UMHLATHUZE LOCAL MUNICIPALITY.**

The Department is aware that the study will take place during office hours for which there will be collection of data by means of interviewing at least two people from the department officials to achieve the objectives of this research.

The Department of Agriculture supports and understands that this project involves accessing personal views and information from officials of the department and the members of the Mkhwanazi Community. Such data will be provided to the researcher with all personally identifying information; however, during the data presentation in the form of the final thesis e.g., names shall be removed so that the data cannot be traced to any individual.

We support and grant permission to conduct this research

Sincerely

MRS S CELE

Position: Agricultural Advisor

Contact No: 0823669224

Ziyagezana Chicken Layers

Ntuze Reserve, KwaDlangewa, 3886 PO Box 7822, Empangeni Rail, 3910

10 December 2021

Dear Mr Sanele S Mhlongo (201069129)

We as Ziyagezana Chicken Layers Co-op grants permission to conduct research. We acknowledge and understand that his research project will contribute towards his Master's thesis project titled: **EXPLORING THE EFFECTIVENESS OF A RURAL INCOME-GENERATING PROJECT IN THE UMHLATHUZE LOCAL MUNICIPALITY.**

The Co-op is aware that the study will take place during office hours for which there will be collection of data by means of interviewing at least four people from the members of the Co-op to achieve the objectives of this research.

The Ziyagazena Chicken Layers Co-op supports and understands that this project involves accessing personal views and information from (people/persons) who serve in leadership of the Co-op and the members of the Mkhwanazi Community. Such data will be provided to the researcher with all personally identifying information; however, during the data presentation in the form of the final thesis e.g., names shall be removed so that the data cannot be traced to any individual.

We support and grant permission to conduct this research

Sincerely



David Zibane

Ziyagezana Chicken Layer Co-Op

Chairperson

064 892 6142