

Effectiveness of Non-Governmental Organizations in Rural Development in Chitral District, Khyber Pakhtunkhwa Province of Pakistan

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Doctor of Philosophy
2018

Effectiveness of Non-Governmental Organisations in Rural Development in Chitral District, Khyber Pakhtunkhwa Province of Pakistan

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A thesis submitted

In fulfillment of the requirements for the degree of Doctor of Philosophy

(Urbanization and Community Development)

Faculty of Social Sciences and Humanities
UNIVERSITI MALAYSIA SARAWAK
2018

DECLARATION

I, Anwar ul Mujahid Shah, 15010031, Faculty of Social Sciences and Humanities, hereby declare that the work entitled "Effectiveness of Non-Governmental Organisations in Rural Development in Chitral District, Khyber Pakhtunkhwa Province of Pakistan" is my original work. I have not copied from any other student's work or from any other sources except where due reference or acknowledgment is made explicitly in the text, nor has any part been written for me by another person. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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ACKNOWLEDGEMENT

Bismillahir-Rahmanir-Rahim in the name of Allah, Most Gracious, Most Compassionate, who gave me the spiritual and physical strength, wisdom and patience to complete this thoughtful and laborious work (Alhamdulillah). First and foremost, I would like to express my sincere and deepest gratitude to my supervisor, Dr. Wong Swee Kiong and co-supervisor Professor Dr. Spencer Empading Sanggin from Universiti Malaysia Sarawak. I consider myself extremely fortunate to have a professional and highly experienced supervisor Dr. Wong Swee Kiong who cared so much about my work, and who responded to my questions and queries so promptly. Her continuous hard work and enthusiasm in research extremely motivated me in my studies. I would like to thank both of my supervisors. I am highly inspired by their guidance and support at every step of my research. I consider and acknowledge them as intellectually humble researchers & truly human beings. Many thanks to Associate Professor Dr. Ahmad Nizar b. Yaakub, for his support and guidance during the study. I also want to express my gratitude to Associate Professor Dr. Neilson Ilan Mersat, Dean of Faculty of Social Sciences and Humanities, for his supportive thoughts, gentleness, humbleness and sympathetic attitude. I would like to express my gratitude to Deputy Dean, Dr. Arnold Puyok for giving his precious time when needed. I am grateful to Madam Norazlina for her support and guidance about the use of library database. Special thanks go to the NGOs staffs and local communities for granting me permission to collect data. I am grateful to the Universiti Malaysia Sarawak, for granting me a scholarship. Lastly, I wish to express my deepest gratitude to my parents for their encouragement and psychological support during my study.

ABSTRACT

The present study has been focusing towards determining the effectiveness of the NGOs in making a difference in the development of Pakistan rural areas particularly considering Chitral province from the community approach. This research intended to examine how NGOs in Chitral apply community approach for the rural development of Chitral particularly by focusing on Ayun and Yarkhun Union Councils. The present research used a case study research design and ethnographic qualitative approach by focusing on the directly observable material items to notice the entire education, health and gender equality in Chitral after the entry of NGOs. In order to collect appropriate data, three key tools were selected, including observations, Focus Group Discussion (FGD), and In-depth Interviews (IDI). Purposive sampling method was used to select a total of 152 informants from the two councils of Chitral, Ayun, and Yarkhun for data collection where 64 informants from each council were selected for FGDs and 12 for IDIs. The number of the sample was subject to saturation point. The snow ball sampling was used to reach out the various informants in the study. The data were analyzed using open coding method and thematic analysis. The results of the study have indicated that the NGOs (particularly AKRSP and SRSP functioning in Ayun and Yarkhun Councils of Chitral, respectively) are primarily applying community approach by focusing on different factors. For instance, the major ways or activities followed to implement community approach within the identified regions are involving local people and staff members in every activity and/or even in decision-making process to know about their needs. NGOs in Chitral have been trying to make education compulsory for both genders, besides improving health awareness and facilities in the hospitals, and promoting gender equality through effective actions, including campaigns and workshops. The research further explored that the activities

adopted by NGOs in these councils assessed by the communities were found to perform effectively in informing people regarding the importance of high education, improved health and gender empowerment without which the rural development (high standard of living) is not possible. The study depicted that the entry of NGOs in Chitral has been accepted through implementing projects, which are influential in making significant contributions to bring positive changes to the communities. Thus, these organisations are suggested to take some rational actions to aware people through cost-benefit analysis who are less interested in participating the rural development. The research had indicated that for the issues encountered in the case of community approach, awareness and understanding should be increased for rural development in a more holistic way. On the contrary, the contemplated study further showed some research limitations, such as lack of mixed method. Thus, it is recommended for future researchers to employ a mixed method on a similar study.

Keywords: Rural development, non-governmental organisations, effectiveness, community approach, Chitral

Keberkesanan Badan Bukan kerajaan(NGOs) dalam Pembangunan Luar Bandar di Daerah Chitral, Khyber Pakhtunkhwa, Pakistan

ABSTRAK

Kajian ini telah memberikan tumpuan terhadap penentuan keberkesanan pihak NGO dalam pembangunan kawasan pedalaman dalam membawa kepada perubahan di wilayah Chiral, Pakistan dengan menggunakan pendekatan masyarakat. Kajian ini bertujuan untuk menilai bagaimana NGO di Chitral menerapkan pendekatan masyarakat untuk pembangunan luar bandar terutamanya dengan memberi tumpuan kepada Majlis Kesatuan Ayun dan Yarkhun. Kajian ini dijalankan berdasarkan kajian kes dan pendekatan kualitatif etnografi dengan bertumpukan kepada pemerhatian bahan-bahan yang boleh dilihat secara langsung untuk mendapatkan gambaran secara menyeluruh terhadap taraf pendidikan, kesihatan, dan kesaksamaan gender di Chitral selepas kewujudan NGO. Tiga teknik pengumpulan data secara kualitatif telah dipilih iaitu kaedah pemerhatian, kaedah perbincangan kumpulan berfokus (FGD), dan temu bual mendalam (IDI). Kaedah persampelan bertujuan (purposive sampling method) digunakan untuk memilih seramai 152 informan daripada Majlis Kesatuan Ayun dan Yarkhun di Daerah Chitral, di mana 64 informan dari setiap majlis kesatuan telah dipilih untuk terlibat dalam FGD dan 12 telah dipilih untuk IDI. Bilangan sampel tertakluk kepada titik tepu (saturation point). Kaedah persampelan rantaian (snow ball) digunakan untuk mengenalpasti informan dalam kajian ini. Data telah dianalisis dengan menggunakan cara pengekodan terbuka (open coding method) dan analisis tematik. Hasil dapatan kajian menunjukkan bahawa NGO (terutamanya AKRSP dan SRSP yang berfungsi di Majlis Kesatuan Ayun dan Yarkhun di Chitral) secara umumnya menerapkan pendekatan masyarakat dengan memfokuskan pada faktor yang berbeza. Sebagai contoh, cara atau

aktiviti utama yang diikuti untuk melaksanakan pendekatan komuniti adalah dengan melibatkan penduduk tempatan dan kakitangan dalam setiap aktiviti dan/atau dalam proses membuat keputusan untuk mengenal pasti keperluan mereka. Pendidikan diwajibkan tanpa mengira jantina, meningkatkan kesedaran kesihatan dan kemudahan seperti hospital, serta memupuk kesaksamaan gender melalui tindakan berkesan seperti kempen dan bengkel kesedaran. Kajian ini juga mendapati bahawa aktiviti-aktiviti yang diadakan oleh NGO dalam majlis-majlis kesatuan ini adalah berkesan dalam meningkatkan kesedaran masyarakat terhadap pendidikan tinggi, peningkatan taraf kesihatan serta kesaksamaan gender dalam komuniti yang merupakan elemen penting dalam pembangunan luar bandar untuk mencapai taraf hidup yang lebih tinggi. Kajian ini menggambarkan bahawa kemasukan NGO di Chitral telah diterima baik melalui pelaksanaan projek yang berpengaruh dalam memberi sumbangan penting untuk membawa perubahan positif. Oleh itu, organisasi-organisasi ini dicadangkan untuk mengambil tindakan holistik melalui analisis kos-faedah untuk memberi kesedaran kepada orang yang kurang berminat untuk menyertai pembangunan luar bandar. Kajian ini menunjukkan bahawa kesedaran dan pemahaman perlu ditingkatkan bagi isu-isu yang dihadapi dalam kes pendekatan masyarakat untuk pembangunan luar bandar ke arah yang lebih baik. Beberapa batasan penyelidikan, seperti kurangnya pendekatan campuran (mixed method) digunakan. Oleh itu, adalah disyorkan supaya kajian masa depan menggunakan kaedah campuran bagi kajian yang sama.

***Kata kunci**: Pembangunan luar bandar, badan bukan kerajaan, keberkesanan, pendekatan komuniti, Chitral.*

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LIST OF ABBREVIATIONS

AIDS	Acquired Immunodeficiency Syndrome (AIDS)
AKRSP	Agha Khan Rural Support Programme
BN	Basic Need Approach
BIDP	Broz Integrated Development Programme
CD	Community Development
CIADP	Chitral Integrated Area Development Programme
CED	Community Economic Development
CDD	Community Driven Development
CESVI	Cooperazione e Sviluppo Onlus
CIADO	Chitral Integrated Area Development Organisation
CAD	Creative Approaches Development
FIDA	Foundation for Integrated Development Action
FGD	Focus Group Discussion
HIV	Human Immunodeficiency Virus
IRD	Integrated Rural Development
IDI	In-Depth Interview
ICDP	Integrated Chitral Development Programme
KPK	Khyber Pakhtunkhwa
LSO	Local Support Organisations
MNA	Member of National Assembly
N.W.F.P	North-West Frontier Province
NGO	Non-Governmental Organisation
PPAF	Pakistan Poverty Alleviation Fund

PRA	Participatory Rural Appraisal
PSC	Poverty Score Card
RDP	Reconstruction and Development Programme
RRA	Rapid Rural Appraisal
SAP	Structural Adjustment Programme
SRSP	Sarhad Rural Support Programme
TADO	Terich Area Development Organisation
UC	Union Council
UNICEF	United Nations Children's Funds
VO	Village Organisation
WASEP	Water and Sanitation Extension Programme
WO	Women Organisation
YMC	Young Men's Christian Association
YWCAS	Young Women's Christian Association
YSDO	Young Star Development Organisation

CHAPTER 1

INTRODUCTION

1.1 Background

The concept of development is comparatively complicated and scholars have identified differing versions of developmental concepts. Development as a notion is defined as the positive change or improvement in any concept, discovery/invention, design or region in terms of advancement in infrastructure or community betterment (Scott & Storper, 2003; Maton, 2008). Considering the evolution of this word's definition after modernization, it was found by researchers and professionals that development is majorly allied to the globalization (Avolio & Gardner, 2005). This is because globalization favours interconnectedness through massively increased trade and cultural exchange that requires further progress at every level (local and global) to bring people closer and to meet their needs. It implies that development simply is a broad concept that covers all the needs at small and large scales and recommended actions for bringing a positive change in the form of making a thing/nation more advanced. Conversely, rural development, as per social scientists, is a sub-concept of the development process that has been purely defined as the procedure, which particularly develops quality living standards and self-reliance within rural communities (living isolated) through inclusive and participatory measures (Schech & Haggis, 2008).

Rural development is a commonly used term referred while denoting to developing or underdeveloped countries as a procedure that enhances the capacity of production and increases the living standards within rural or suburban areas (Kis, Gal, & Véha, 2012; Roka, 2012). Rural development is defined as the process, which is multidimensional and

designed for envisioning the improvement variety necessary for the progress of rural life. Rural development in most cases entails the betterment of quality of life of the individuals living in suburban places along with the economic well-being based on sustainability (Moseley, 2003). Thereof, it is considered as an imperative process according to several researchers (Russell & Nicholson, 2016). The development of the rural areas was initiated with the shocking insight of the fact the international development strategies do not support the poor in any country (Chambers, 2014). This inability resulted in the difference of income distribution by increasing the numbers of the poor people in the world's developing countries (Scott & Storper, 2003).

Moreover, the standard of living was also affected by the increase in poverty ratio, as rural inhabitants have no resources of generating income, meeting their basic needs of food, water and house and treating their health issues/diseases. This condition highlighted the needs of rural development by the civil society in different nations (Issa & Faisal, 2004; Viriya, 2009). The combination of the state and the society is called the civil society (Nayar, 2008). The state has responsibilities of managing and efficiently allocating resource and public goods, which is distributed through the concerned authorities within the community group or is distributed, based on the society' defined common goods, and resources by values and visions (Norton, 1995; Kabeer, 2010). If these responsibilities of states are not fulfilled in a rural development, then there is a need for rural development with the help of other firms.

Different society arenas including the self-organized group of citizens, associations, social movements, and philanthropic associations, therefore formulate the civil society on their own where all the resources are fairly and efficiently allocated (Brown &

Kalegaonkar, 2000; Fioramonti & Thümler, 2013). However, the new development paradigms of the rural development include the involvement of non-profit sector or Non-governmental organisations (NGOs) (Stamoulis & Zezza, 2003). This is because NGOs' contributions are relatively high to formulate a civil society in developing regions. NGOs are voluntary organisations considered as a substitute for the provider of social services. They work for the betterment and improvement of the lives of underprivileged people. NGOs favor the governance policies for the elimination of hunger and poverty. Although NGOs have been observed to offer immense services in terms of rural development; however, in numerous nations, the results have been apparent to be inadequate in terms of the essential services provided to poor people of the rural areas (Siddiqui, 2004; World Bank, 2004). This happened because numerous challenges have been encountered in rural areas while supporting the activities that could provide long-term solutions to the issues of hunger and poverty (Ayinagadda, 2013).

According to Coate, Handmer & Choong (2006), if these constraints are not faced by NGOs and they are supported to be entered in rural regions, then they could assist in improving the standard of living of rural inhabitants (who mostly have agriculture only as their source of income). This is because, NGOs work for development through advanced education system to improve awareness regarding gender equality, infrastructural development (roads construction to lessen market distance for villagers to sell agricultural products and increase earnings, and construct hospital for health improvements by raising awareness of chronic and other diseases, such as HIV& AIDS) (Coate et al., 2006). Conversely, rural development in underdeveloped countries is majorly based on the natural resource's exploitation including the forestry and agriculture; while urbanization and globalization of countries have affected this process badly by changing the rural

development fundamentals (Ison & Russell, 2007; Oliver & Jacobs, 2007). This situation tends NGOs to select the best approaches in order to focus on any rural area for development by differentiating their needs and available resources. Presently, NGOs in different developing countries of the world adopt various methods or approaches, but the participation approach (also called community approach) is most adaptable. Participation approach is the process that includes rural inhabitants in the activities that take place and gives an opportunity to them to share their source of income, necessities and need of rural development to notice to what extent natural resources' exploitation is essential and to what extent urbanization has been followed within the society. The acceleration of adopting the participation approach of NGOs has been initiated from the 1970s in most developing and/or decentralized countries, including Jordan and Zimbabwe (Moyo, 2012).

The associated themes and theories that are used by the NGOs are adopted with an aim to entail the communities in the rural development projects (Chambers, 2012). The adoption of different approaches, including participation approach by the NGOs has been considered as the source of providing effective rural development. Since for instance in the case of Zimbabwe, NGOs provided all services in rural communities and facilitated development projects after failing its government (Moyo, 2012). Researchers similar to Ellis & Biggs (2001) who have been studying the methodologies, approaches, and themes followed by the NGOs since the 1950s, highlight that while considering the numerous amounts of policy thrusts, themes, and approaches that have been used and been observed to be instrumental, importance of participation approach is inescapable for rural development.

The inclusion of communities is one of the methods followed in different kinds of participatory approaches within the timeline. Since the 1970s, change in fundamentals of rural development has been observed but the use and implementation of participatory approach have still been evident by governments and NGOs in varying programme fields and developments until present-day (Wilson et al., 2001). This is because, there are numerous techniques used for rural development including transformation and modernization, and community development. On the other hand, all these approaches (mentioned above) have short-term impacts, as transformation and modernization approach deals with quick change in the lives of poor farmers without knowing their decisions, which later makes them unsatisfied with this kind of transformation.

Equally, community development approach also does not allow NGOs to incorporate the ideas and thoughts of individuals rather changing their lifestyle, which is often unaccepted by poorer. While, it has been evident that out of all these techniques the participation or community approach is considered as the stand out method and a popular method within the participatory approach that satisfy villagers for long-term development process (Hebert, 2000). The popularity of the community method does not imply that remaining methods are inappropriate; however, this method has been considered as significant and allows better possibilities for the sense of responsibility and self-dependency (Chambers, 2012). The use of community approach has turned out to be the central approach of development since it allows equity and sustainability within the rural people (Ellis & Biggs, 2001; Nikkhah & Redzuan, 2010). This is evident from the implementation of the method in different projects such as in Hertzog, Eastern Cape Province, in South Africa in terms of housing. Moyo(2012) ascertained that all the development projects introduced by NGOs in Zimbabwe remained effective due to the

involvement of the people in planning and dissemination of the houses within the members of the community.

Community development has attained popularity because of placing the marginalized people in the middle of the overall process of development. In addition, it entails aspects of good governance, democracy, and human rights as the core of the developmental programmes (Rehmatullah, 2002; Khalid, 2006; Luqman, 2014). Community development approach used by NGOs has the capacity to influence the decisions that are taken to change lives of people and is a means of people empowerment. The concept of participation of the people is not a novel idea with respect to rural development. The use of this approach and its discussion in the literature has been evident since the 1950s (Korten, 1987; Nelson & Wright, 1995; Guijt, 1998; Cleaver, 1999). However, it has been observed that within the past few years the convergence of opinion regarding rural development and its participation methods has been apparent given its significance. This change of opinions has resulted in widely shared practices of community approach (Kumar & Surname Corbridge, 2002). The use of community approach has been observed to be included in famous organisations such as International Monetary Fund (IMF) and the World Bank. The inclusion of community approaches range from multilateral agencies to bilateral agencies and extends to the small organisation run by local (Blackburn & Holland, 1998; Holmes, 2001; Dalal-Clayton & Child, 2003). Most of the scholars believe that the world is still in the ‘age of community involvement’ for effective rural development and it is considered as the ‘paradigm of people’ (Oakley, 1991; Chile & Simpson, 2004; Muraleedharan, 2005; Gray & Mubangizi, 2010).

The rural development concept has turned out to be a popular phenomenon and numerous NGOs have been focusing on this approach across the world for rural communities including Pakistan. Considering the Pakistani society, a clear division of ethnic, color, religion, and class is evident based on the ideology. Presently three authorities are concerned with overseeing the rural development programmes that include the private multinational sector, the government, and the NGOs. Within the activities of the rural development in Pakistan, a new dimension was set with the inclusion of the Non-governmental Organisations (NGOs) as the civil society partners (Kabdiyeva, 2013; Luqman, 2014). This new dimension initiated from the 1980s within Pakistan and enhanced the overall activities involved such as the adoption of the community and participatory approaches for the reduction of poverty at grass root level through social mobilization.

The initiation of the method was observed to be after the independence of the country since Pakistan initially did not exist in the subcontinent. Only a few industries were present that could meet the bulk of population requirement while most of the people resided in the rural areas and were dependent on agriculture (Anríquez & Stamoulis, 2007). The development of the rural sector did not imply any specific strategy given the dreadful conditions of the country and the problems associated with society, finances, and politics (Khan & Khan, 2004). The first programme, DehaatSudhar Program, initiated as the pre-partition development programme focused on the development of the village (Papps et al., 2001). This was the beginning of the rural development programmes within Pakistan, which was later enhanced by different cooperative societies. Similarly, the government launched in the early 1950s another rural development programme following the self-help, motivation, and self-reliance methods (McCulloch & Baulch, 2000).

Scholars of the socio-economic developments (Scott & Storper, 2003) have clearly highlighted that rural sector is increasingly important and imperative for developing nations since it contributes to raising the Gross Domestic Product (GDP); therefore, it must be focused on changing the lives of rural people to work efficiently and produce more agricultural products for national benefits. This is also due to the fact that the earth has evolved to be a global village; however, the progress in terms of its resource management has been lacking (Elahee & Brooks, 2004). This indicates the rising social issues and the widening gap between have and have not. The issues of social management have increased and could be witnessed in the form of declining rural development, for instance, increase of poverty, human rights violence, environmental degradations, unequal distribution of resources, and discrimination leaving marginalization and deprivation of the sources in rural communities (Marsden et al., 2002).

The overview allows understanding that rural development has become a phenomenon known globally used for the reduction of issues that hinder the improvement and betterment of the rural areas of a country including Pakistan. The concept of rural development has attained popularity within one of the rural areas of Chitral since the 1980s (Bibi & Ali, 2014). Chitral is one of the Districts in the country, which is a backward and underdeveloped remote district. The area is located in the North West of Khyber PakhtunKhwa while agriculture is the main source of earning for the inhabitants. The people living in the city are majorly poor and below the poverty line. The reason for its underdevelopment is the lack of intervention, access to resources, and deficiency of basic needs provided by the government. However, numerous NGOs such as the Aga Khan Rural Support Programme (AKRSP) are working in the area of development. The NGOs have encountered numerous challenges, especially community sensitization and

mobilization for implementation of the project (Khan & Khan, 2004). Therefore, the present research intended to understand the effectiveness of NGOs in rural development by using community approach within the district of Chitral.

1.2 Gaps in Existing Literature

NGO is not a new concept in Pakistan. Its layer started back from 1947 during the time of partition when communities of India and Pakistan were in distribution. Though the name NGO has not emerged at that time but the internal soul referring to working of particular establishments for serving humanity had existed. The next upgrade of NGOs in Pakistan existed back in the 1970s when immense focus has been provided towards NGOs revival being the social and welfare working organisations (Azizi, 1999; Ahmad et al., 2011). The 1985 polls of Pakistan resulted in a new wave of NGOs being more focused on the rural women rights and development. Though the early 1990s were the years when more focus had been laid on the development of NGOs for the rural areas of Sindh and regions of NWFP (KPK) particularly, as a large portion of Pakistan rural underdeveloped region lies within Sindh and Punjab (Mazhar-ul-Haq, 2003; Zaidi, 2005; Lodhi, Luqman, & Khan, 2006; Luqman et al., 2007).

NGOs have been considered as positive organisations being established for nobel causes of development and welfare (Wood, 1997; Hilhorst, 2003; Tvedt, 2006). Development of economies has been a leading factor for nations, resulting in an immense focus on enhancement of the life quality of citizens. The increasing poverty has been considered a big menace towards the stability of the economies (Simms, 2000; Stamoulis et al., 2004). In doing so, diverse groups of committed organisations have been observed working for decades but the role of NGOs is still undefined clearly in different studies (

Hailey,2001; Raymond ,2002). In a related study (Ahmad et al., 2009), it has been mentioned that the enhancing poverty and low living standards of people are not the only considered factors regarded by the economies to bring changes among life patterns of populations but the society has been curious regarding decrements to be made among the declining living patterns of people where health care is also ignored. However, this study (Ahmad et al., 2009) did not evidently identify the key role of NGOs for the rural areas development where life patterns are badly influenced.

The rural areas have become the black marks over the outlook of nations, thus, leading to the emphasis of governmental organisations regarding the development of these areas and researchers regarding the research on this aspect to tilt responsible authorities towards it (Tilt, 2009). There has been a shift in this regard, considering the national government being responsible for such development, towards the involvement of non-governmental organisations (NGOs) for shifting the empowerment regarding the necessities and limited opportunities (Najam, 1996). This diversifying pattern regarding improvement in the involvement of the NGOs in the welfare activities for improving the life patterns has been considered a remarkable diversification in society.

On the contrary, Ronalds (2010) & Lewis (2006) explored this effectiveness of NGOs being stick to the welfare activities is still considered as a vague notion to some extent due to the lack of investigation, particularly in developing nations. For instance, it has been identified by many scholars and analysts that NGOs have been more in highlights for being the organisations working for the human and social well-being than being the profit earning organisations after the 1950s (Chamber, 1993; Clark, 1995). Moreover, this new emerging paradigm of NGOs being more decentralized and independent organisations

working towards the improvement causes has led to an enhancing propagation in NGOs evolution and development among the developing countries. NGOs have been viewed as the independent organisations working effectively, free from political influences towards the betterment of rural areas and being working as the ladder for poor to reach a reputable living (Heemskerk et al., 2008; Macabbery, 2008). On the contrary, developing nations have been under the influence of poverty more than the developed nations yet despite the entrance of NGOs as a supporting and/or helping hand to minimize the issues of the vicious poverty cycle. In other words, instead of being the most beneficial and well-being organisations, NGOs have been still vision as being the doubted bodies in developing countries that is, working for the personal interests under the veil of being a non-profit organisation. This is because of the doubtful understanding of people in developing countries regarding NGOs being organisations working under the influence of foreign aids with full involvement of political and military aspects, which was not clarified in the study (Rauf, 2006; Bano, 2008). Thus, the perceptions regarding NGOs are a more focal point of its acceptance than consideration regarding NGOs being welfare organisations (Baviskar, 2001; Nayar, 2008).

Besides the existence and visible working, the NGOs are still doubted resulting in enhancing the criticism of being elite class representative, being more related to legality than being society based organisations, which creates a huge research gap that needs to be filled to give NGOs respect in accordance with their efforts (Laumann, 2000; Luqman, 2014). Moreover, another criticism about NGOs has been the organisations being developed in urban areas representing the urban links than being the community voice representing the issues and pitfalls of rural areas of developing countries, which was favored by Ashley & Maxwell (2001). Overall, a society is known by the values practiced

among the individuals of a community and these values have been the basis for NGOs, as NGOs are being regarded the independent organisations working under government support or private sectors umbrella but has not been established for profit means (Ghoh, 2003). Thus, the mixed perceptions of developing countries people have led to arise of question regarding efficiency and reliability factor of NGOs. This has become a primary focus of future researchers (since it has not been highly focused currently), as NGOs are working more in the developing countries than in the west. In general, this research gap shows that the need of researchers has been investigating the tremendous changes occurring in the acuities of developing countries people regarding the NGOs as in Pakistan. Pakistan is a developing nation with abundant availability of resources but high poverty and abundance of rural areas (Wattoo et al., 2010). These dynamics have been the considering factors resulting in increasing number of NGOs (NASSD, 2003). The presence of NGOs then became an indicator of success and goodness of governance of the country. Consequently, many developing nations including Pakistan have encouraged the establishment of NGOs for the development of their rural communities and growth of marginalized and needy (Zaidi et al., 2012). According to Wilkinson (1991), Willis (2001) & Wright (2015), all of these kinds of NGOs have a sole cause of working for the development of marginalized communities and helped the Government in the overall development of the country.

The desired role of an NGO in any community is to help the poor people and to contribute positively to the growth of that community. However, the NGOs usually fail to meet the expectations of the community in which they are performing, the expectations of the donor that are aiding them in development projects, and the expectations of the government that provides them grounds for working. Therefore, the NGOs have received

criticism for their inefficient working and incapability to complete their community- based projects. This has led different researchers and practitioners to criticize the working of the NGO (Stoddard, 2003; Thomas, 2008; Werker & Ahmad, 2008; Kurosaki & Khan, 2014; Takashi & Hadayatullah, 2014).

1.3 Problem Statement

The fundamental problem stated in this research is associated with the concept of effectiveness of NGOs in rural development (a case of Chitral, Pakistan) by using community approach. NGOs have been recognized as the most beneficial actors towards the landscape in regard to development seekers aiming towards making poverty a history. This has led NGOs been recognized as being multidimensional regarding the all-time available facilitating source; not just being limited to reducing poverty but to be the best role play in resolution of conflicts, voice against human rights decrement, preservations of culture and providers of information (Morris, 2000; Chandio et al., 2011). Developing countries are more under the stress of increasing poverty and are more deprived of basic necessities availability particularly in rural areas. These conditions have been the biggest contributing factor for NGOs being more focused towards the enhancement of society in developing countries than other nations of the world. NGOs are though setups working for the betterment of the people, thus, the discernment of people of developing nations regarding NGOs are still blurred (Lewis, 2004; Ledwith, 2011). NGOs are working for the enhancement of living of individuals without any profit aims.

NGOs have been credited as the most autonomous, self-governing organisations working for the well-being of others without any personal aims. Moreover, the growth in NGOs has been the most emergent factor since the 1980s (Riddell & Robinson, 1995). The

credited positive aspects of NGOs regarding the advancement of women status in developing countries has been the most emerging optimistic perspective lead (Jafar, 2007; Wendt & Boylan, 2008; Jamal, 2013). This has been the fact that women have been treated to the lowest levels particularly in rural areas of the developing countries. It is the emergence and reach of NGOs that has led the awareness regarding women rights in these nations, thus, aroused the affirmative perspective of NGOs in developing countries (Srivastava, 2010). The developing nations like Pakistan have been under the image of political influences affecting the true roots of NGOs. NGOs have been working for years in Pakistan and have facilitated a number of projects, though still deprived of being able to gain trust among citizens. The public thoughts regarding the NGOs affect its value being the worthy organisation or being just a disruptive organisation being hidden under the welfare actor cover (Ellis & Freeman, 2004). It has become an old perspective regarding utilizing the NGOs study to be a source to investigate the effectiveness of NGOs (Bebbington et al., 2008; Baur & Palazzo, 2011; Ghale, 2011). The community-based perspectives have been the concern of the time. This is because NGOs are regarded as working for the rural area. The NGOs has been seen to be working with mixed concepts, regarding the NGOs were working according to the provider and recipient framework. According to it, the donor party and the development party has been considered more in power as compared to the recipient (Bano, 2008; Cooke & Kothari, 2001). This makes the role of NGOs less effective in the communities.

The communities view the NGOs being stranger party and perceive the thinking regarding NGO workers being unable to understand the pain of public (Ghaus et al., 2003). On the other hand, the bottom-up approach has been an emergence considered to be the improvised view regarding the development initiatives of NGOs towards the issue of rural

areas. As, the participation aspect has been under consideration and even practice by NGOs resulting in the community involvement leading towards the positive influence of NGOs working for the betterment of rural people live (Collingwood, 2006). In Pakistan as in Sawat area of Northern Pakistan where girls' schools had been burned. A few miles away, the tribal area's community seems to be welcoming the participation towards NGOs welfare work regarding women education and other rural developments (Mortenson & Relin, 2008). However, there is still an unclear vision of community perspectives regarding the NGOs effectiveness. The economic and cultural aspect seems to be affecting the vision regarding NGOs. However, the concern still exists regarding the community perceiving the NGO role that leads to either NGO being positive or a negative party influencing the rural enlargement programmes (Henderson, 2002). Pakistan has been known as a developing nation with the government working towards the improvement of its people but with exceptions of pitfalls existence. In doing so, the political parties have been viewed as support to a declining extent for NGOs working on an individual basis.

However, besides the NGOs working with the image of being the organisations determining the needs of people and offering the best with minimum or no cost, the community perspective would be the best to evaluate the NGOs working (Ita, Bisong, & Eni, 2012; Luqman, 2014). This has been the major concern of the present study measure the effectiveness of NGOs from community perspectives. The NGOs seems to be increasing in number in Pakistan. However, besides NGOs increasing the number the rural areas are still being deprived of basic necessities. The reasons behind such downfall of rural life have been the primary concern of the hour. Pakistan is known for its enhancing middle-class living and elite class contributing to the welfare of poor through donations

and other offerings towards the NGOs programmes. However, still the majority portions of Pakistan population are living in rural areas.

The discussed arguments have been the major apprehension of the present study to determine the NGOs being the contributor towards boosting up of the living standards of rural people in Pakistan or not. The NGOs have been regarded as working for the community, with the community, and in the community. The major question under study remains the same one way or the other that whether just the existence of NGOs is enough for the improvements of rural life; as rural development has been the primary focus of the majority of NGOs particularly in developing countries like Pakistan. However, little advancements and improvements have been observed in rural areas leading towards the issue to remain to exist. Moreover, either the NGOs activities lined up on the surface have been enough for the upgrading the poor life, or has been able to win the community perception turnover regarding these non-governmental organisations represented as workplaces for people living improvements than for profit. Thus, it has been the most considered factor of the present research, being focused towards determining the common community views regarding evaluating the NGOs working and outcomes. It has been perceived that the NGOs have been more linked to the people living a better life that is the people associated with ease in perspective of spending in life have been found more enthusiastic towards the role of NGO being positive.

The NGOs has been known for years in Pakistan to be the organisations working for the welfare of humanity (Jianxiu, 2006). Though, the changing perceptions due to the involvement of foreign bodies in the NGOs related programmes have resulted in unknown danger arising in minds of people, particularly in the rural areas. The need of the hour is to

determine the primary reason behind such mind shift that is being a lack of awareness, knowledge or the old community set up being the reason behind it. The present research has been indulged in determining the answers that have been behind these issues, thus leading towards the awareness of the exact position and role of NGOs in developing the economy of Pakistan (Kakepoto, 2008).

In Pakistan, the working of NGOs has greatly been criticized by the stakeholders of the NGOs that they are unable to play their required role in the development of Pakistan. They are also criticized for utilizing the funds and aids for the accumulation of their private wealth. NGOs in Pakistan are not properly evaluating their performance and their role in the development of Pakistan is vague (Jafar, 2007; Khan & Kurosaki, 2011; Luqman et al., 2013; Majid et al., 2013; Kurosaki & Khan 2014; Khan, 2016). This indicates that the major aim of NGOs is not based on community development approach, which supports the engagement of NGOs in a local rural population with rational decisions made under the beneficiary consultation (Ahmad et al., 2009). On the other hand, if community development approach is achieved then the long-term growth of Pakistan' rural areas including Chitral are possible. So in this regard, it is essential to assess the effectiveness of NGOs in Chitral development using community approach.

Currently, Chitralis have been experiencing the best services of different NGOs within the region such as Chitral Area Development Project (CADP), Sarhad Rural Support Programme (SRSP), and Aga Khan Rural Support Programme (AKRSP). Before the establishment of NGOs in this regions, all these aspects were ignored, which were a dissatisfying population of Chitral people. Theses NGOs have proved their effectiveness and achieved the objectives in the form of poverty reduction, best service delivery,

improvement in education and health sectors, providing human rights and job opportunities. By contrast, some of the analysts argued that after the involvement of NGOs in different projects are statistically effective, but the social norms are not fulfilled such as women empowerment, health and education have not been properly achieved.

Thus, this study focuses on analyzing that to what extent effectiveness of NGOs in Chitral depends on community development approach to its success. Specifically, this study is based on the identification both strengths and weaknesses of NGOs that may accelerate/hinder the rural development process in Pakistan particularly in the aspects of women empowerment, health and education.

1.4 Research Questions

Since the prime aim of the dissertation is to investigate the effectiveness of NGOs in rural development of Pakistan (Chitral) by using community approach; therefore, the fundamental research questions in this thesis are as follows:

i. How NGOs in Chitral apply community approach for the participation of the local communities in developmental activities of education, health, and women empowerment.

ii. To what extent NGOs in Chitral are effective in implementing project for the improvement of education, health and women empowerment.

1.5 General Objective

The general objective of the research is to understand the effectiveness of NGOs in Chitral in terms of education, health and women empowerment from community perspectives.

1.6 Specific Objectives

Considering the research background, aim and general objectives, the following specific objectives have been formulated to answer the above research questions:

i. To examine people's participation in the development project of education, health and women empowerment using the community approach.

ii. To analyze the effectiveness of NGOs implementing project for the improvement of education, health and women empowerment.

1.7 Significance of the Research

The present study has been focusing towards determining the effectiveness of the NGOs in making a difference in the development of Pakistan rural areas particularly in district Chitral KPK Though, this effectiveness determination has been made from the community approach perspective. The NGOs are working for the welfare of the common community. In the past, researchers have been conducted from the perspective of the NGOs development regarding the resources or earnings being made from it (Rugendyke, 2007; Ronalds, 2010). Moreover, the perspectives of the NGOs effectiveness from the perspective of the NGOs being studied and evaluated on the basis of information regarding the working facilitated by NGOs themselves (Edwards & Hume, 1995; Bebbington, 1997;

Pearce, 2007). There has been a lacking research on the community perspective regarding NGOs effectiveness (Anderson, 2007).

Pakistan, being considered as the developing country and the place a vast number of NGOs working for the benefits of the people has been the best choice for the present study. It is the best country to research the NGOs effectiveness in rural development because of many reasons. Pakistan is no doubt the country with majority portion living in rural areas. Moreover, the rural areas of Pakistan incorporate almost seventy percent of the population living in a rural land with few opportunities regarding education, brick houses and are highly dependent on fulfilling their basic needs being relying on the available natural resources (Bano, 2008; Javed et al., 2013). Thus, also constitute the issues regarding the infrastructure developments being made in its rural areas. Moreover, the history of development in Pakistan has been tremendous from including the small level organisations formed during the time of partition in 1947 indulge in the welfare of refugees, the enhancement in the era of 1980, 1985, 1993 regarding the development and improvements in the systems of NGOs in Pakistan.

The increasing numbers of the NGOs and 4000 NGOs like National Rural Support Programme, Integrated Rural Awareness & Development, were working solely for the rural development purposes (Jha & Jha, 2006; Javed, 2011). Last but not the least, the enhancing sector of NGOs in Pakistan is moving from being informal small community NGOs to widespread developed and managed sectors. NGOs are working for improvements and enhancement of the rights of women in rural areas (Ajadi et al., 2010) modifying literacy and other community-based rights protection. The past studies (Stem et al., 2005; Dhakal, 2006; Chapman and Quijada, 2009) being done on determining the NGO

effective role in developing economies have been more focused over considering the NGOs in particular, through engaging study on a single NGO being involved (Salamon et al., 1999).

However, the present study has been more focused on evaluating the major reasons behind the overall aspects contributing towards the negative ideas regarding NGOs in Pakistan, focusing on the perspectives of the community. The NGOs in Pakistan has been proving themselves as the most valuable and reliable stakeholders working for the rural development. Being a valuable source contributing towards the development of the rural life, it can be said that the NGOs of Pakistan are more focused towards the demand regarding being recognized. However, many scholars have doubted the position and value of NGOs regarding their contributions being made in the rural development sector (Shearer, 2002). This has been due to the facts that besides being involved in the continuous development of the rural life of Pakistan, the NGOs have not been still able to bring high-level changes in the rural areas and the living patterns of rural people. Moreover, there has been lacking valid evaluations being made in past that have been less value adding in determining the factors pointing in NGOs position being effective or ineffective in Pakistan NGOs (Khan & Khan, 2004). Thus, it has led to another factor in support of a present study that is, lacking generalizable factors regarding NGOs development for developing country like Pakistan.

The past studies have been more focused over determining the top-down approach regarding the NGOs position in the community and in the country besides being more focused on the participation aspect of NGOs working (Chamber, 1993; Bennett, 1998). This has been a supported fact determining the need for a study to be focusing on the

community reactions and perspectives regarding the position and working of NGOs in the country. Thus, it supports the validity of the present dissertation research. The present study would be a contributing research adding to the best output results for the NGOs internal and external aspects being considered by the local communities and the reasons behind such perspectives. It has been observed that past literature has been more focused on NGOs being the organisations working outside the governmental influences. However, the NGOs at present are being more focused on dual nature work of being contributing towards the welfare of the people and on the other hand contributing in the enhancement of the government capacity to work for the education and other rural development sectors (Shah, 2005). The community approach has been quite neglected and never been considered as the rightmost factor for determining the NGOs position in common people minds.

Thus, the present study contributes towards incorporating the different aspects of community affecting the community mindset towards the NGOs. The major focus of the study has been towards KPK because of the fact that KPK is the region of Pakistan with an abundance of natural resources (Wattoo, Ali, & Khan, 2010). Likewise, work being done towards other provinces development, there has been different organisations and societies with different programmes linked to NGOs like the SRSP and AKRSP has been incorporated (Anwar et al., 2013). Nevertheless, there has been less success observed in these areas particularly in last five years because of the ignorance towards the heterogeneity of the living patterns and societies that vary from village to village. Though, the poverty in KPK is much higher as compared to other provinces (Shah et al., 2008; Janjua & Kamal, 2014). The reasons why there is high poverty rate and low food security in the KPK province are due to the ineffective agriculture extension system and traditional

approach which has led to the low productivity of yield (Shahbaz, 2008). The NGOs working on the small level are found to be more influenced by the people viewpoints regarding the efficiency of the non-government organisations in KPK province in Pakistan. Therefore, the present study would be a great contribution towards determining the efficiency and effectiveness of the NGOs from a community point of view resulting in improvement or depletion of rural life well-being and development in these regions.

Moreover, the study would be a much more practical contributor for NGOs regarding the changing perceptions of common people and the major factors behind it. This could, in turn, facilitate the NGOs and the community to understand the need for changes to be incorporated to ensure the best possible effect of NGOs in society of developing countries like Pakistan (Azizi, 1999; Ellis & Freeman, 2004). Moreover, the present study has been the most contributing towards the recognition of the position of NGOs in a society. However, this study has also been utilizing district Chitral for studying the effectiveness of NGOs rather than just being focused on considering a single NGO and studying it. Moreover, the social and economic aspects consideration affecting the community perspectives regarding NGOs has been under consideration, thus, adding to the reliability of the present study. This also contributes towards the value of present research is more suitable to be generalized for other developing countries. Therefore, keeping in view all above-mentioned facts, the present study has been focused towards determining the effectiveness of NGOs and such organisations effectiveness and efficiency in North West Pakistan (KPK) of District Chitral. Moreover, this research intends to identify the effectiveness of NGOs supported or unsupported by researchers and/or individuals for Chitral development. The reason for conducting this research is mainly associated with the

development of the strategies that can be adopted by NGOs for making rational decisions to manage the standards of living in the near future and to deliver the services efficiently.

This study has paid attention to the standards of living of the people in Chitral after the involvement of NGOs in its different sectors including health, education, and women empowerment. Currently, different small, medium, and large size of NGOs are operating in all over the world to develop new projects for individuals facing social, economic, cultural, and/or religious issues. However, these NGOs are unsuccessful due to inefficient management and decision-making process (Bibi & Ali, 2014). Therefore, the identified study has the scope of identifying the key areas that can be considered in making the NGOs successful. As the need of knowing the effectiveness of NGOs in rural development by using community approach is identified as mandatory; accordingly, this thesis would highlight the extent of such organisations importance to bring success or failures of standards of livings. The implication of the contemplated research is in consideration of the role of Chitral NGOs working for different people living in the region. It mainly targets to benefit the NGOs to the people as well as organisations own reputation for raising worldwide funds if key steps are followed that would be presented as a recommendation. From the obtained outcomes of the study, all the old and newly developed NGOs would be able to have a knowledge-based awareness about the fact that how Chitral and other rural regions can be developed. With the help of this investigation, organisations would be able to grow steadily and support individuals, which is the key success factor for any economy. Most importantly, these NGOs would contribute to the sustainable development and mobilizing local people/resources to support projects along with a motive of enabling individuals to improve the quality of life. Resultantly, Chitralis would link all the elements

of sustainable development such as improved ecology, economics, politics, religions, and culture to cope with successful changes.

1.8 Operational Definitions

The operational definitions define a concept, variable, or object in terms of its application and process. It allows outlining the nature and the properties of an object or concept, for instance, through its space, structure, quantity, duration, extension (Matthews & Ross, 2014). Operational definitions allow the researchers in explaining and elaborating the variables and enable defining the perspective based on which it is used in a study. On the other hand, it facilitates the readers in understanding these variables and the perspective through which they are used. Besides this, it also allows clarity of results and the basis for which they are obtained and explained (Sambanis, 2004). The operational definitions of the present research are presented below.

1.8.1 Rural Development

According to Scott & Storper (2003) and Maton (2008) development process constitutes a new stage in a changing situation through positive changes, such as progress in any discovery, advancement/enhancement in any design and betterment in any region (like advancement in infrastructure). On the other hand, it is a broad concept that focuses the development of rural areas. On this perspective, the concept of rural development revolutionized and it has majorly changed during the last three to four decades (Maqbool & Bashir, 2009). For instance, rural development was a synonymous linked with the agricultural development and agricultural production improvement until the 1970s. Presently, this concept has been further evaluated by projecting that it concerns not only with improvements in output, income and growth but it also assesses

changes in the quality of life through bringing improvement in education, reduction in gender inequalities, health and nutrition, and environmentally safe living conditions (Maqbool & Bashir, 2009).

Thereof, rural development is considered as the betterment in the rural areas' living standards of people living in based on transforming the socio-economic conditions on the self-sustaining basis and it is a significant element for improvements in the lives of villagers (Roka, 2012; Ngeh, 2013). In the contemplated study, the Chitral region has been selected to evaluate the rural development since it has been facing stagnant economic growth, which was affecting its residents badly (Hamayun, 2004).

The education system of Pakistan in rural areas was not very effective due to the lack of quality education, poverty and narrow thinking of its people and it became a hurdle to gender equality. This requires the rural development in terms of improving awareness to the people to go beyond the restrictions that have been made on their own. At the same time, there was a lacking of basic healthcare services and facilities within the region. Moreover, the women in rural area of Chitral were deprived of their basic needs and rights. The roles of the women in the development process were not been properly acknowledged and their basic necessities and essentials were often neglected. The NGOs had been working in these sectors for decades. According to the reconnaissance survey, these were the felt needs of the community which were affecting the social well-being of the communities. Therefore, in order to see to what extent NGOs have brought changes in the community in terms of health, education and women empowerment in Chitral, these three sectors were selected as the focus of this study.

1.8.2 Non-governmental Organisations (NGOs)

Non-Governmental organisations are defined as organisation that operate beyond concerns of national boundaries and consist of private individuals without much involvement of government. NGOs, in other words, are organized interest groups that either function solely or along with other for a cause promotion (Ngeh, 2013). In this research, two NGOs have been selected that includes the Aga Khan Rural Support Programme (AKRSP), and Sarhad Rural Support Programme (SRSP). These two NGOs have specifically been selected since they have been evident to be famous in the District Chitral because of their active participation in rural development based on the literature (Bibi & Ali, 2014).

1.8.3 Effectiveness

Effectiveness is defined as the attainment of objectives since effectiveness is achieved when the desired results have been obtained (Kis, Gal, & Véha, 2012). In the current study, the effectiveness of NGOs would be measured by checking the improvements in education, health improvements and women empowerment in Chitral after the involvement of NGOs. For this purpose, available statistics in secondary sources would be used along with the community responses (Issa & Faisal, 2004). Therefore, effectiveness in this research is considered as the measure of the achievement of the planned results of the two NGOs in determining if they were successful in achieving their targets in the areas of education, health and women empowerment.

1.8.4 Community Approach

In the current study, community approach would primarily be used to define the method applied by NGOs operating in Chitral for rural development (reported in the secondary source such as NGOs' reports). It would help us to understand the community participation and perspective of people related to community development approach used by NGOs. This has been selected because it would allow the researcher to measure the effectiveness of NGOs within the Chitral district by determining the involvement of rural population.

1.9 Overview of the Study

The appropriate selection of chapters or sections in a thesis is essential to cover all the relevant information. Therefore, the specified dissertation has been organized into different chapters that construct a scenario of exploring the effectiveness of NGOs in rural development or specifically in Chitral, Pakistan. The structure of the study would be primarily based on the following key chapters.

Chapter 1 is considered one is the essential sections of a dissertation since it assists in developing a research background and understanding its basis. Thus, it has been presented at the initial level, which consists of several subheadings such as background, aim and objectives, problem statement, research questions, significance and operationalization of the terms. The elementary importance of introduction chapter is the presentation of reasoning to inform why the research is being conducted.

Chapter 2 would contain a history of the topic and the past studies conducted on the relevant subject. In this chapter, secondary sources would be fundamentally used to collect

information and construct theoretical foundations. In this chapter, roles of NGOs in Chitral, their strengths and weaknesses, and NGOs contribution in education, health and women empowerment are thoroughly discussed. In other words, literature review section of the study would record what has been identified in the concerned subject by previous researchers or analysts.

Chapter 3 presents the Case Study of Chitral District, KPK. This chapter explains the information related to the district Chitral.

Chapter 4 Theoretical Framework highlights the relevant theories in relation to the research.

Chapter 5 is on Methodology. In this chapter, fundamental approaches to investigation would be selected in accordance with the nature of subject matter. Thus, key methods of collecting data and analyzing it would be presented in this section. At the same time, some necessary information and justification for selecting the methods would also be shared. These include research approaches, philosophies, methods of data collection and data analysis.

Chapter 6, Finding and Discussion, highlights the results of data analysis from the observations, focus group discussion and in-depth interviews that have been conducted on the Community of Chitral in specific to the councils selected of Ayun and Yarkhun. This chapter presents the findings along with the discussion.

Chapter 7 presents key finding of the study, contribution to knowledge, limitations of the study and implications of the findings and as well as recommendations for policy consideration and future research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The major aspect associated with NGOs is that they do not create profit and are not related to the government. Commonly, NGOs comprise of different duties, which is why they are identified for their specialization. For instance, most of the NGOs contribute in rural areas (where people face different life challenges regarding sanitation, health and education problems and low standard of livings in terms of income) for rural development. However, apart from the sector of rural development, such NGOs also specialize in other kinds of improvements including protection of human rights and governance. Still, a number of studies conducted by previous researchers (Anríquez & Stamoulis, 2007; Wallace, 2009; Watkins, Swidler, & Hannan, 2012) have addressed that rural development itself is a difficult process and has to be conducted in a proper manner. Operating rural development in specific regions requires the associated entity for analyzing the factor of poverty, examining and initiating employment generation, depicting new opportunities in order to generate more income and focus on infrastructure facilities as well. This indicates needs of these tasks are to be implemented by the NGO, which are involved (Fowler, 2013).

Thereof, the effectiveness of NGOs in rural development is highly focused and has been concentrated in this research study. This section of the study identifies the literature studies that have been performed on the relevant subjects (rural development), not only specific to Chitral and Pakistan but other areas of the world and developing countries as well. This is because analyzing different research regarding rural development was

expected to provide better insight and understanding of the effectiveness of NGOs within the rural development of any rural area with the course of community approach that further highlights whether NGOs' role is appreciable or not. As such, literature review requires secondary sources for gathering information. Thereof, specific research engines were utilized to collect data, such as Google, e-libraries, and other online sources for the available peer-reviewed journals and reports for statistics (Chiu et al., 2006).

2.2 Concept of Development

Development has been identified as the course of change, which contributes to influencing the lives of people that are present in a concerned society. Research studies have identified that the process of development in the context of geography involves the standard of living and the aspect of quality of life with respect to the human inhabitants. Development is associated with the alterations and changes that are made through different strategies by the responsible entity. In order to analyze the concept of development, it is imperative to understand the perspective of NGOs as well as the perspective of the people (human inhabitants) in terms of rural development (Ilbery, 2014).

The government and different other entities contribute to development, which could either be positive or negative. Studies such as Lawson's (2014) reported that development process commonly aims of having a positive change in the concerned environment; however, it is not necessary that it could be a positive process. For instance, the aspect of global economic forces contributed in advancing underprivileged regions in the world to lessen their poverty. In a study related to development geography, it was highlighted that in order to examine the spatial patterns that are involved in development, different

characteristics are studied, which can measure development in terms of economic, social, and political factors (Lawson, 2014).

In terms of variations related to development, causes that are responsible for creating those variations in the first place are analyzed and the consequences of the entire situation as well. Within the concept of development, sustainable development is also highlighted by different studies, because this contributes in examining the requirements of a community and how can those be fulfilled. This also involves meeting with those requirements by not compromising the future needs. Development is also about understanding the variations between different regions in terms of quality of life, poverty, literacy, gender equality and health (Taylor & Thrift, 2012).

Development occurs at different levels, as studies (Henderson et al., 2001) analyze the development at local scales and focus on a particular community, in specific to the development that is present amongst different groups of people and which also differentiates the needs of people living in different regions or societies. For instance, some groups/individuals (living in developing countries) are wealthier and they lead better lives in comparison with others. This kind of situation primarily highlights the needs of development in specific or concerned societies. This further contributes in depicting a picture of the influence of developmental strategies that are being employed by different states within their regions and how they affect the lives of people residing in those regions.

In a similar manner, development could also be analyzed on national and global levels. The above mention factors of development are highlighted in a different study known as development geography (Barrow & Jennings, 2001; Barr, Fafchamps, & Owens, 2005; Ahmad, 2016). In this context, studies have identified that the concept of

development indicates the relationship amongst people, their surrounding environment, and different levels of social and economic development. If this kind of relationship is met amongst all the factors (mentioned above) then the development occurs. Conversely, in a related study (Barnes et al., 2008), it was identified that a major part of development is to target and analyze the global inequalities with respect to the quality of life, economy, living standards, and state of the environment as well, which is also called a sustainable development. Sustainable development is conducted for improving the quality of life and economic well-being of individuals living in rural areas without depletion of natural resources (Chambers, 2014; Dixon, 2015).

2.3 Rural Development and its Importance

The concept of rural development has been addressed by several studies (Singh, 2007; Idrees et al., 2008; Chamber, 2014). They have identified that rural development refers to the course of enhancing the quality of life and the aspect of economic factors associated with the well-being of the people who are living in such populated areas that are comparatively isolated and sparse with other regions. This simply highlights the basic concept of rural development. A related study (Fabricius et al., 2013) had indicated that specifically, rural development focuses on the exploitation of such natural resources, which are intensively land related, for instance, the factors of forestry and agriculture. This identifies the major concentration of rural development.

Despite the factors of forestry and agriculture, studies (Anríquez & Stamoulis, 2007; Gurung, Karki, & Bista, 2011; Kaygusuz, 2011) have also addressed that the changes encountered in terms of global production networks and the involvement of urbanization are associated within the aspect of rural development. However, these have

contributed to changing and altering the features of different rural areas. For instance, even though the factors of natural resource extraction and agriculture had been identified as major elements in this context, these have been replaced by different economic drivers and those factors are now more dominant. These include the increase in the tourism industry, manufacturing ventures and as such (Batliwala, 2002; Neumeier, 2012).

In other related studies (FAO, 2003; McAreavey & McDonagh, 2011), it was depicted that the mentioned factors (natural resource extraction, forestry, and agriculture) show a well-defined picture of rural development, and further indicates the significance of continuous rural development. Focusing on the importance of rural development, it becomes possible to responsible authorities to implement proper development strategies and approaches related to the education, infrastructure, and other social and physical improvements (i.e. high employment, good health) that are based on agriculture and resource associated ventures. This would also involve rural development being highlighted through its major focus on the economic development approaches that are produced in a local manner.

Rural development simply revolves around enhancing the quality of life through the different means as mentioned above and is regarded as an essential agenda when it comes to applying a rural development programme. This aspect of rural development has been evident by a study that was focused on the rural development of India (Taylor, 2011) and was purely connected to the subject rural development for taking poor above poverty line despite the occurrence of microfinance crisis in Andhra Pradesh, India. This study particularly had concentrated on the importance of the rural development programme and identified that the cause of high poverty is an increased number of people are present in the

rural areas. The reason why rural development is highly important is that it contributes in both in the factors of economic enhancement of the focused people and their social transformation as well.

The major target of rural development programmes that are implemented in different regions has always been focusing on the betterment of the welfare of as many people as possible, which automatically highlights its importance in a society. Another research carried out by Fabricius, Koch, Turner, & Magome (2013) had identified in their study that for achieving the major target of rural development, planned attempts are to be implemented in order for removing poverty, unawareness amongst the people, and factors that are associated with inequality. For such aspects, several programmes on sustainable rural development are being undertaken in different regions worldwide, so that rural poverty can be eliminated and quality of life can be further improved for the people living in the rural areas. This had been identified in specific to the people who are below the line of poverty.

This study of Fabricius, Koch, Turner, & Magome (2013) was further supported by some other researchers (Cazorla et al., 2013; Kabdiyeva, 2013; Ngeh, 2013) who projected that initially, the rural development plan was formed in a way that its focus was onto be on the areas of agriculture sector, health, education, and communication. This also indicates that the Ministry of Rural Development in Southern Africa has now been concentrating on not only health and education, but housing, road, and drinking water as well. This is because the mentioned elements are major factors when it comes to enhancing the quality of life amongst rural areas and that the economic reform is developed through the mentioned sectors of the society.

In another study (Ghai & Vivian, 2014), it was highlighted that in order for the development to be accelerated and effective, it is necessary for the grass root level people are more involved when it comes to participation. In specific to the rural development programmes, the term of 'people's participation' is highly utilized in depicting the mentioned concept of people being more involved. This is because the participation from people plays an essential role in terms of presenting the rural people with enhanced objectives and prospects with respect to the economic development.

Equally, the study conducted by (Schoneveld et al., 2011) focused on the importance of rural development, it concentrated on identifying the role of rural areas and country towns in terms of the persistence and the dissolution of the local features and region. The major argument presented by the study was that in the regions where viable rural settlements are present, the best action would be that the government, the involved planners should concentrate only on the immediate area. They need to depict that the term 'local' itself has a highly deep meaning to it in order to attain success in terms of sustaining the local community.

The rural development doctrine is highly important as well, and for the aspect to be successful, it should be depicting an in-depth outcome, which should be building and focused on the role of local rural place. This also involves in searching for solutions for the problems that are being encountered by the people and contribute in initiating population imbalance and also countryside dissolution. The rural areas that indicated developed growth and economic factors are usually based on their sectors of recreation and tourism. For instance, in terms of different areas right across New Zealand, North and South America, Australia, and Western Europe, the major aspects of their enhanced economies

are based on natural environment and tourism. Ventures and sectors that are developed in terms of exploitation of facilities indicate a very strong growth and contribute in providing job opportunities as well, which itself helps in decreasing poverty (Frauman & Banks, 2011; Margarian, 2013).

Previously, it has been observed that the importance of rural development in all the developing countries of the world is inescapable since it assists people to lead their life in a better way. On the contrary, it is also important to analyze the need and significance of rural development in Pakistan by focusing on the current situation of its rural areas. Pakistan is considered as an agricultural country since its agricultural sector contributes 21 percent of the GDP in the economy with a high ratio 70% of exports (Maqbool & Bashir, 2009). At the same time, 17 million workers are employed currently in this sector, which represents 44% labor force of the country. At the same time, it has been also observed that more than the 67 % of population of Pakistan resides in rural areas where agriculture is the major source of earnings (Ghafoor, Hussain, & Naseer, 2010). Unfortunately, many of the rural areas in Pakistan are those where there is a scarcity of arable land, which reduces the agriculture potential and causes drought and environmental degradation (Maqbool & Bashir, 2009).

These issues not only affect the income level of poor but also their basic human needs, including education and health care, potable water and sanitation, and food. Although, all the factors (scarce arable land, low agriculture potential, drought and environmental degradation) are less considered at a first glance, but on depth analysis, it is found that such issues create big problems for poor people, such as malnutrition that ultimately tend towards high infant mortality and low life expectancy, which is presently

prevalent in rural areas of Pakistan (Wattoo, Ali, & Khan, 2010). Reflecting upon the importance of rural development (discussed in the above section with respect to different developing countries), at this stage, it is only argued as the main vehicle to save the lives of rural people or farmers of Pakistan. As, it helps in increasing rate of employment, protecting and upgrading the ecosystem and improving social and cultural order and safe high-quality products to consumers (Maqbool & Bashir, 2009).

2.4 Rural Development Approaches

The elimination of rural poverty has been regarded as an essential factor in terms of the Third World governments and for donor ventures as well. In a related study (Escobar, 2011), it was depicted that different approaches have been applied in this context in order to eliminate rural poverty. The approach of Community Development (CD) was highlighted by the study as a dominant strategy during the 1950s with respect to the Third World countries, in specific to the Asia and Latin America. Even so, this approach had decreased influence when the CD movement had been decreased in the years of 1960s. This was because it was then analyzed that this approach had not been highly effective towards the poor at that time (Coate et al., 2006).

In terms of CD, some new methods have also been developed, which are known as French counterpart. One of these sub-methods of CD approach was highlighted as the animation rurale (AR) and was implemented in Francophone countries, in particular to Africa, which was around the late years of the 1960s. The outcomes from both these approaches had not been up to expectations, but these had been contributing factors in initiating the Integrated Rural Development (IRD) and also for the Basic Needs (BN) approach. This had been around for the time of 1970s. Even so, in the late the 1970s, there

had been several donor ventures had either withdrawn from the IRD projects or they had reconstructed them in order to highly focus on the increased agricultural production (Dixon, 2015).

After several decades of the described apartheid rule, a new government had been present in the year 1994 in South Africa. This new government had focused on improving the damage that was caused by the apartheid rule with respect to the economy of the country and the people as well. This shows that developments amongst rural development approaches in order to sustain the entire concept of rural development. The mentioned new government had developed the Reconstruction and Development Programme (RDP), which had been implemented for identifying the economic, political, and social issues that were being encountered by the country (du Plessis & Van Niekerk, 2014).

The RDP is also concentrated on the rural poverty and underemployment, which associates the aspects of CD and IRD approaches within the years from the 1950s to 1970s. Different studies have analyzed the mentioned approaches in terms of examining their strengths and weaknesses by comparing them with each other. Studies have also focused on South Africa in order to understand the entire concept of rural development in general and apply different approaches within African and Asian countries (du Plessis & Van Niekerk, 2014).

2.4.1 Sectoral Approach

This approach is focused on the agricultural aspects and defines that the agriculture contributes in highlighting as the major factor in terms of rural economy and its achievement indicates the performance of local economy that is being functioned, in a generalized manner. With respect to the decline in agriculture, it contributes to rural

depopulation, and further decreasing the rural service provision as well. This is the reason that a policy associated with enhancing agricultural production would contribute in enhancing domestic food supply, increasing farm incomes, and agricultural employment as well. It would also contribute to discouraging the out-migration from rural regions and helps in improving the rural economy and service provision as well (Sayer et al., 2013).

2.4.2 Multisectoral Approach

Based on the sectoral approach focusing on the agricultural sector had enhanced the exchequer costs with respect to the agricultural surplus. This can be an outcome of improved productivity and also the declination of agricultural importance amongst the rural areas that have a less local economic influence. This is one of the reasons suggesting the use of a multisectoral approach in this context. The factor of agriculture contribute in a decreased amount with respect to rural areas depicts that different economic sectors have to contribute in the rural economy by playing their roles and not being only dependent on the agricultural one. The multisectoral approach also involves the recreation and tourism, as these two sectors have been identified as the service and industrial sectors, which have been dominant in rural sectors similar to urban areas (Burchi et al., 2011).

2.4.3 Territorial Approach

This approach is highly concentrated in rural areas. This is because rural areas present the opportunity for attractive locations when it comes to developing new and different economic activity. This is generally elated with the highly advanced sectors that are based in the modern economy, for instance, information technology. Several areas have also attained employment through the development of new ventures and different types of employment as well. The mentioned aspect describes the decreased importance of transport

costs within the industrial production. Not only in terms of this but it also highlights the attraction towards living amongst rural areas and congestion costs that are related to the urban locations as well (Cazorla et al., 2013).

2.4.4 Local Approach

The local approach is depicted towards the resources that are to be identified in terms of specific issues within an individual household or at business ventures. However, this can be regarded as a difficult task for the federal government or the central ones, which highly depicts the need of a decentralising process for decision-making. Even so, it might not still be applicable for a regional government and could require for a highly localized approach in this context. Through rural development schemes in this regard, these can contribute in establishing different institutions and social capital as well, which could be integrated within organisations that are associated in facilitating the development and application of the schemes (Blakely & Leigh, 2013; Ghai & Vivian, 2014).

2.5 Selected Rural Development Approach

Considering all the general approaches for rural development (mentioned above), it has been identified that several key actions might be undertaken through integrating the macroeconomic variables supported by every approach. However, the trickle-down theory (that supports the expansion in a macro economy to improve the living standards of people) has been questionable in the context of the effectiveness of such change (Treas, 1983; Sen & Grown, 1988; Hopwood, Mellor, & O'Brien, 2005). Still, professionals believe that raising questions regarding the effectiveness of macro economy changes do not refer the need of making efforts at the grass-roots level only. As shown different studies conducted on rural development that rural development is only achieved with the

integration of policies to develop urban areas, particularly for an increase in consumption of agricultural products (Moseley, 2003; Moyo, 2012).

This entails that the strategies of rural development such as rural poverty reduction are effective even if the conventional projects are implemented within a region. Thus, it is clear that there is a need for improving all the traditional approaches for rural development that are only reliant on the macroeconomic variables (as shown in the previous section and designed in the past) (Cleaver, 1999). This is because hitherto, rural development is reliant on the external assistance of foreign countries but the external inputs have been controlled due to the financial crisis in the world and poor financial conditions of donors. Consequently, a rural development approach should only be associated with effective projects implementation processes but also the rational promotional activities. Considering the aspects, the selected rural development for the project is "Endogenous Development Approach" (Chambers, 2014).

This is one of the most effective new approaches for rural development, which is often adopted by most governmental and private organisations since it identifies the ways of developing a society based on different key objectives (Shucksmith, 2010). The major objective followed in this approach is to emphasize local development for human development through human rights advocacy, and qualitative progress in the standards of livings in the context of environmental and sustainable social development (Chambers, 2014). In this way, basic needs of people are considered, which the key step to rural development. The second objective of the approach is to promote the inter-industrial relationships by using influential strategies of efficient allocation of local resources (both

labor and capital), cultures improvements, and improvements in economic working situations.

In this way, it deals with the modern requirements of effective promotion, particularly for agricultural goods to increase the consumption that brings advancement in economic conditions and leads the society towards income equality. However, this requires following essential regulations to promote cooperation between and among cities and local economies (Margarian, 2013). The third aim that tilts responsible authorities to adopt this rural development approach is to facilitate community participation in different decisions and policy-making processes that improve the self-governance and ultimately contributes in empowering people living in rural areas (Kaur, 2016). Overall, the selection of this rural development approach is due to the key concepts included in the approach to increase the use of human and material resources for rural development after comprehensively understanding the development issues.

2.6 Community Approaches

In order to understand the concept of community approaches, it is necessary to analyze the aspect of community development. This is because the community approaches are based on the community development, which refers to a course of community members coming together and taking up collective activities and actions, for depicting solutions in terms of common issues. Not only this, but the terms itself also defines the factors of civic leaders, the associated activists, the residing citizens, and different professionals and their practices as well. This is because these elements are directly related with the process of enhancing different factors of the community and has the major target of developing a strong, structured, and tough local community (Bradshaw, 2007).

Several related studies, including (Pinkerton, 2011; Minkler & Wallerstein, 2012; Moyo, 2012) have addressed that community development can be defined through the set of practices, rules, values, and regulations that are applied in a community. These contribute highly when it comes to elimination poverty from the society, and further helps the entire society in connecting at the grass root level and strengthening the democracy as well. In a related study, it was specifically identified and signified that there is a concept of community development professionals, which is analyzed in terms of different theoretical aspects and as such. The major reason for highlighting this factor is to understand the importance of community development and involvement of professionals to improve lives of rural people.

Based on the mentioned aspect of community development profession, the associated professionals and active citizens contribute in rural sectors' development by implementing different development approaches and techniques in a voluntary manner. Not only is this act specific to the sector of community development, but also different other individuals belonging to a diverse range of professions and industries utilize the aspect of community development approach or a few factors of it. This indicates the involvement of community approaches in an increasing manner because community development can be regarded as a profession through which people come together and work with communities, and have the objective of developing better communities, which would be in terms of equality, mutual respect, and justice (Ledwith, 2011).

Community approaches encircle around the factor of changing interactions and relations amongst ordinary citizens and in power individuals because in this way every person can contribute in solving issues. The approaches are initiated by analyzing the

wealth of knowledge, awareness, and experience within a community, further utilizing this situation creatively and channeling towards collective decision and actions. The major target is to achieve the identified goals of communities through different community approaches (Matarrita-Cascante & Brennan, 2012). In order to implement community approaches, it is necessary for practitioners to work with the people that are present in the communities. Studies have identified that common concerns are easily identified in this manner and better opportunities are presented in order to learn and develop new skills. Several community approaches are present and have been defined in this study.

2.6.1 Social Capital Approach

This approach is based on concentrating on benefits that are generated by individuals and groups working together. The social capital approach contributes to enhancing the economic and cultural capital factors that contribute in making the entire platform of social capital in a community. Studies have identified that this approach involves the use of social networks, transactions, the aspects of trust, and cooperation. This approach is focused on analyzing the resources of a society and how valuable those resources are to a region. This also reflects examining the relationship between the associated resources and the influence of them on the people living in the society. Social capital approach contributes to enhancing public goods, which is based on a common concern of the people (Ansari, Munir, & Gregg, 2012).

2.6.2 Non-violent Direction Approach

The non-violent direction approach involves the cooperation from people when they come together and take up action against a current issue or problem, and further contribute in depicting an alternative or a proper solution. This is directed towards the

concerned social issue that is not being depicted by the traditional governmental entities, developed trade unions, and as such organisations. This is because studies have depicted that in terms of applying the non-violent direction approach, the mentioned ventures are not appropriately identifying the direct action informants. The major objective of this technique is to eliminate a different political entity that is being involved in practices that are objected by the activists from unfavorable outcomes. The objective is also associated with providing solutions for perceived problems that are not being solved through the traditional means (Woods, 2003; Welzel, 2012).

2.6.3 Economic Development Approach

The economic development approach is majorly concentrated on improving the economic development processes, which does not only include the economic aspects but political and social factors as well. Even so, this particular approach has been directed towards the developing countries, which helps in measuring their development by examining their economies. This approach is also identified through modernization, industrialization, and Westernization. The technique is directly associated with the environment of the society and environmental problems as well. In a related study, it was highlighted that the economic development approach targets economic growth in terms of market productivity and the increase in Gross Domestic Product (GDP) as well. However, economic development refers to a single concept that is associated with this approach. The major advantage of this approach is covering different sectors that would enhance the standard and quality of living, educational factors, employment, and as such factors (Blakely & Leigh, 2013).

2.6.4 Community Economic Development Approach

The Community Economic Development (CED) approach has been regarded as an alternative method by different research studies in comparison with the economic development approach. The CED approach concentrates on improving the economic results and at the same time enhancing the social conditions as well. This approach is directed towards community involvement in terms of processing with the government and private ventures as well. This helps in developing strong markets, communities, and industries (Leach, 2013).

2.6.5 Sustainable Development Approach

This approach is targeted towards attaining economic outcomes, social development, and protecting the environment all at the same time. This technique is based on the organising principle of fulfilling the requirements and needs of human development, and also focusing on the process of sustainability in terms of the natural systems. In a related study (Dempsey et al., 2011), it was identified that this would contribute in resenting natural resources and ecosystems services, and these two are the major factors on which the entire economy and society is based on.

2.6.6 Community Driven Development Approach

The Community Driven Development (CDD) has been depicted as an economic development framework that transfers the factor of overreliance from the central governments towards the local communities. In a study related to this approach, it indicated that the CDD approach depicts a control over the entire development process, the

course of decision-making, and the resources that are to be used by a society. This approach is directly related to the people in the community (Labonne & Chase, 2011).

2.6.7 Community Organising Approach

The community organising approach is applied in the aspect where it is assumed that the factor of social change is highly based on conflicts and it is necessary that there is an involvement of social struggles as well. This approach focuses on the mentioned factors and further indicates that collective power is generated in this manner, which contributes to the powerless in this context (Minkler & Wallerstein, 2012).

2.7 Participatory Rural Appraisal (PRA)

Participatory Rural Appraisal (PRA) is known as a methodology for interacting with rural people/villagers from a community in order to understand their living styles and issues through communication and using a set of methods for community development (Chandra, 2010). Maalim(2006) used this approach in the study and notices that the basic purpose of PRA is to incorporate opinions of rural people in the planning process as well as management of development projects for community development and empowerment of local people. The participatory rural appraisal (a technique towards community development) is primarily used by non-governmental organisations and those agencies involved in international and/or community development. Initially, PRA enables responsible authorities (NGOs) to conduct and share own investigations as well as analysis regarding villagers while outsiders (rural people) also play a vital role as a catalyst/facilitator to foster the community development (King, 2002).

There have been several tools and techniques used in PRA approach (Maalim, 2006). For instance, the key tools used in PRA are transacted walk to study the natural resources, seasonal calendar to obtain seasonal patterns of employment, income/expenditure, etc., Venn diagram to depict key institutions/organisations/relationship, daily routine charts (for different purposes), flow diagram to discover and analyze impacts and linkages and mapping to identify the comparative location (Narayanasamy, 2009). Similarly, several researchers (King, 2002; Maalim, 2006; Chandra, 2010) project that the structure and semi-structured interviews, matrix ranking poverty ranking and proportional piling are also some essential tools of PRA. On the contrary, the major techniques used by NGOs under this are secondary data reviews (books/e-books, reports, news articles, and maps), observation, interviews and discussions, analytical game, stories and portraits, diagrams, and workshop (Narayanasamy, 2009).

PRA was firstly developed in the 1980s, particularly in the communities of India and Kenya (Mukherjee & Chambers, 2004). Until today, it evolved so fast and over the time, PRA has been changed and certain development changes are found in it. In a related study (King, 2002), it has been claimed that in the early 21st century, many practitioners replaced PRA with the participatory action research (PAR), which is known as a standardized model of community-based participatory research (CBPR). Moreover, techniques of the social survey in this approach were also changed and a huge focus was given to the use of information technology in the form of tele presence, geographic information systems (GIS), fuzzy cognitive maps, and e-participation (King, 2002).

The importance of PRA has not only been presented by researchers without any analysis, but this is also evident from numerous studies that have applied the identified approach and findings are unexpected. For instance, Cavestro (2003) published a report, which has some novel findings regarding the importance of PRA after applying it. The report concluded that PRA shows distinctive behavior and attitudes of individuals that work as catalysts put others' knowledge and ideas in second place by enabling local people to contribute in rural development or any other improvement process. According to the identified report, PRA proved as an empowering approach to local people to do more with their behavior, attitudes or rapport in the form of culture sharing, information sharing regarding food or field experiences and helping NGOs and/or Government.

Cornwall & Pratt (2011) further used PRA and the study empirically depicted that PRA deals and grapples with policy dialogue, civil society participation, social accountability, and human empowerment issues. This is the reason that now most of the governmental agencies, non-governmental firms, and community-based organisations use PRA for different purposes, such as planning, monitoring, evaluation, and even for poverty assessments. Despite, elicited critiques regarding its implication of PRA, Moyo (2012) revealed that PRA (guided by the Participatory Development (PD) theory) is a necessary instrument for homeless people driven development. It does not only empower local people but also provides a platform to plan as well as implement development projects, as seen in rural areas of Zimbabwe, such as Bulilima and Mangwe districts.

Depending on the evidence provided by previous researchers, it is known that commonly PRA has many advantages such as empowering locals, providing innovative techniques to planning and dealing with community development and respecting rural

people as an important part of the investigation (Cornwall & Pratt, 2011). However, Cornwall & Pratt(2011) further claimed that PRA' disadvantages are also inescapable. This is because it has high formalization where common information and tools are exploited. At this same time, it raises local expectations while ineffective operations may disappoint people and ultimately affect the reputation of NGOs. Considering such pitfalls of PRA, analysts suggest other approaches to be adopted for influential results and fewer threats. At the same time, NGOs also involved in other approaches for the community development purpose, such as RRA.

2.8 Rapid Rural Appraisal (RRA)

Although there are a number of community development approaches; however, the importance of RRA is inexorable. According to Chambers (2005), Rapid Rural Appraisal (RRA) is associated with the social science concept, which first emerged in the late 1970s. It is a semi-structured activity or research conducted by a multidisciplinary team to acquire quickly new information on rural life. The prime notion behind this approach was to quickly collect information regarding rural communities, analyze and evaluate data on rural conditions for further actions (Doyle, 2001). Conversely, researchers (Ellis & Biggs, 2001) have projected that the main reason behind developing RRA was to obtain a shortcut in the NGOs search on rural development issues to avoid costly as well as time-consuming research procedures for community development. In RRA, a small team of researchers and/or trained professionals carry out a research mostly in a kind of workshop.

On the other hand, the role of the local population is also inescapable to provide relevant knowledge for development planning. Most importantly, the data collected under RRA is based on close co-operation with NGOs with the local population in rural areas

(Narayanasamy, 2009). Thereof, in this approach, NGOs have a meeting with villagers to know their needs. This approach may integrate various tools and techniques, such as mapping, diagramming and ranking in order to gather information for community development. All these tools are based on the principles of RRA in which the prime factor is the visualization by using locally comprehensible symbols. Relying on this principle, the major tools in RRA are related to the communication in order to assist outsiders to analyze situations and understand the local people.

Several researchers used RRA in their studies to empirically and theoretically find the importance of RRA, in which Beebe (1985) argued in the previously conducted study that a practitioner is highly interested in using RRA in order to gather information, as this is the best Farming Systems Approach consists of different models and wide range advantages, including effective communication. Therefore, it is also called a critical first step of understanding the most complex problems and salient methodological issues of farmers while any organisation aims to bring rural development. Later on, Conway & McCracken (1990) continuted working on it and explored that all the methods of RRA are used to organize concepts like philosophy, history, and techniques for rural development projects.

Conversely, Narayanasamy (2009) posited that similar to PRA, RRA' advantages and disadvantages have been identified by scholars and researchers since it is also related to PRA in terms of qualitative in nature. However, some of the aspects make RRA different from PRA. For example, in this approach, learning is directly from villagers rather with villagers. Equally, it focuses on project designs rather an analysis of communities. Although it has less number of tools and techniques, the advantage of RRA

is the short duration of research completion (5-7 days) while PRA takes minimum 10 days. It implies that advantages of RRA are relatively more compared to PRA and therefore, it is increasingly adopted by NGOs in most rural areas since it completely reflects the new thinking about development and related factors, including rural needs and responsibilities in a systematic manner (Cavestro, 2003).

2.9 Selected Community Approach

Based on the defined concept of community development and community approaches above, this study has focused on the approaches of beneficiary consultation and engagement of NGOs. These have been selected in terms of the study being concentrated on examining the effectiveness of NGOs within the rural development. The two mentioned approaches contribute in addressing this aspect.

2.9.1 Beneficiary Consultation Approach

There is a substantial part of academic literature since the 1980s favoring the inclusion and adaptation of beneficiary consultation approach for different purposes. The study of Tripathy, (1985) supported the use of this approach for the tribal situations of developing countries, which primarily pose different development problems, including peculiarities in social and cultural attitudes of people, interactions with others, and limited the boundaries of cast for several sub-groups speak different languages. At this level, it is impossible to follow PRA or RRA since the shyness is at height in tribal situation where there is a lack of contacts along with communication barriers amongst communities or a tribal population. Moreover, the restrictions of food gathering through hunting and forestland cultivation and tribes' traditions regarding property inheritance, marriages, and

kinship also weaken the positive impacts of other approaches. Therefore, at this stage, tribal situations are dealt with beneficiary consultation approach in an effective manner.

This is because studies (Binswanger, 1994; Cornwall, 2008) have addressed that the approach of beneficiary consultation contributes as a qualitative research aspect when it comes to enhancing the effect of development functions and actions. This involves obtaining the perspectives and opinions of the associated beneficiaries in terms of a specific plan or project that is being implemented or processed. In a related study (Tripathy, 1985), it had indicated the use of beneficiary consultation with respect to tribes utilizing it within an ancestral environment for improving the quality of lives of people living in tribes. The concerns of Tripathy (1985) were further examined and beneficiary consultation has been identified by Mancini & Jiggins (2008) as the approach being drawn highly from the tradition aspect of social science, qualitative research, which was highlighted above. The qualitative research itself is based on analyzing and observing different people who are of concern within the focused territory by interacting with them based on their language and also concentrating on their terms as well. With respect to the beneficiary consultation approach, it also involves the elements of direct observation, integrating simple numeric factors and in a way is also identified in a quantitative manner.

However, the approach is not limited to such ventures and it can be employed in order to deal with natural calamities of the world that specifically affect the underprivileged areas. As, Houghton, (2012) prepared a report aimed to assist agencies working in the tsunami crisis by introducing the positivity of beneficiary consultation approach to overcome the worst effects of natural disasters, like floods and earthquakes. In this report, it was found that beneficiary consultation approach is simply to reflect the

meaning given by the involved people towards specific factors associated with their lives, as natural disasters to manage the situations and enjoy benefits rather losses after incidents. For example, this is possible through consulting with each other regarding the use the floodwater for daily works.

On the contrary, Wellens & Jegers (2014) claimed on the basis of past studies (Tripathy, 1985; Houghton, 2012), beneficiary consultation approach is increasingly important to enhance a rural community. The reason for utilizing the beneficiary consultation approach in terms of community development is that it helps in obtaining the information that is relevant for depicting the value of an operation or an activity, which is being perceived by the associated users and individuals. The above-mentioned factor of qualitative for this approach reflects the aspect of analyzing the elements that are gained from share experience; also involves observation in this context. In another related study, it was identified that this approach presents primacy for the centrality aspect of the point of view of the associated person in this context.

In terms of community development, the involved entity engages itself in the community for presenting development activities, which are targeted to depict better work. In this aspect, the essential indicator is the assessment delivered by the intended beneficiaries with respect to the value of a processed project or policy. This is because the activities conducted in this manner would have an increased influence on the intended beneficiary as well. The major objective depicted from this approach is the clarification of how the intended beneficiary has contributed in appreciating the planned or processed developmental activity in the community (Cullen & Coryn, 2011). In related studies (Pelling, 2007; Roka, 2012) it identified that the major target of the beneficiary

consultation approach offers development activities that can be conducted to help in improving the abilities of the people in order to enhance their own living situations based on their judgment and whatever seems appropriate to them. Studies have reported that this has the requirement of having close rapport amongst the people who are performing this approach, the beneficiary, and the individual responsible for the entire course of development (Hussain, 2011; Roka, 2012). It would help in providing in-depth detail regarding the socio-cultural situation of the beneficiary population.

2.9.2 Approach of Engagement of NGOs

Van Huijstee & Glasbergen, (2008) worked on the related subject and focused on the used approach of engagement of NGOs in the emerging practice of organisational development. The study depicted that approach of engagement of NGOs drives the practice, where stakeholders are also involved to manage the activities through dialogue since NGOs have a high instrumental value to coordinate with every responsible person to take effective actions required by a society. Kourula (2010) also defined this concept by embedding a single case study analysis of a global forest products company, Stora Enso, and the engagement of a non-governmental organisations (NGOs) with it in different countries, including Finland (home country), China, Poland, Brazil, and Russia (host countries). The study revealed that engagement of NGOs proved in influential approach since the non-governmental organisation adopted international corporate responsibility model to lessen the distance of civil society, which ultimately led the company (Stora Enso) towards the implications of important strategies (sponsorship, partnership and dialogue).

Once the company succeeded, it also raised the employment, which gave a boost to the workers and improved their lives through income (Kourula, 2010). Nonetheless, the above studies (Van Huijstee & Glasbergen, 2008; Kourula, 2010) do not purely support the importance of engagement of NGOs for rural development while several other researchers tried to relate the identified approach with rural development. As the studies (Head, 2007; Bowen et al., 2010) have addressed the importance of applying the approach of engaging NGOs in terms of community development. Some of the NGOs depict themselves as excellent entities for the poor that would enhance the government in order present them with a better deal. Other NGOs have been regarded to depict the role of a watchdog that would ensure the honesty from the governments and utilities, which indicates the basic focus being concentrated on people only. Another aspect has been identified with respect to concentrating on the ground level, searching for different ways and strategies to bring all the communities together and function for delivering the basic services towards the people who are in need.

The major factor for an NGO to operate community development would be to combine the mentioned roles above and then process with the different activities that are required based on the needs of the people (Bowen et al., 2010). When it comes to partnerships, these could cause struggling scenarios with respect to accommodating towards a variety of diverse visions. This presents difficulty for harnessing the skills, capabilities, and local contacts, which are delivered by the NGOs in an effective manner. However, NGOs can be broken amongst themselves by involving different stakeholders for identifying change and enhancing it from the inside, while also maintaining the independence of the organisation itself, from the outside. Other studies have also addressed that partnerships could also be involved and associate with the poor communities, which

might not be straightforward (Bowen et al., 2010). This is the reasons that when it comes to organisations and business ventures that are based on the community would prefer NGOs for collaborating with them.

2.10 Role of NGOs

A Non-governmental organisation (NGO) has been defined differently by professionals and researchers (Barr et al., 2005). However, the UN department of Public Information as per Laverty (2017) describes it as a non-profit resident' charitable entity established locally or internationally. Based on this definition, Sciarelli & Rinaldi (2017) projected that all kinds of professional and cooperative associations, development and human rights associations, foundations, religious organisations, and trade unions and other research institutes engaged with international affairs' management in parliamentarians are known as the NGOs. Conversely, these associations and/or NGOs are not developed by responsible authorities (voluntary boards of directors) without any purpose; they exist for numerous purposes associated with the political or social goals (Becker et al., 2017). For instance, the prime purposes of NGOs are associated with the improvement in the state of the natural environment and human welfare, and management of human rights (Lindenberg, 2001).

Although, there are several organisations operating for the similar purposes in different regions of the world including Pakistan, they are included in governmental firms and for-profit enterprises (Dias & Maynard-Moody, 2007). However, Vollenbroek (2002) projected that policy makers believe that NGOs play a critical role in the development process of a nation, whether it is social cultural and economic development. This role of NGOs has been varying over the years due to the change in governments since these are

dependent on government policies. By closely pursuing the voluminous literature on the relevant concept, different roles of NGOs have been found according to the people. The NGOs, which are also called not-for-profit firms or community agencies, provide a variety of services and activities and achieve their goals by dividing their roles into specific categories (Larsen & Ytzen, 1990; William, 1991). Among the wide variety of roles an NGO play, some of the most generalized, significant, and ascribed roles are as follows.

2.10.1 Development of Infrastructure

NGOs play a vital role generally in the development of infrastructure through acquiring, subdividing and developing land, which was found in the case of different developing nations such as Nepal and Pakistan where roads were constructed by such organisations (Basnet, 2012). At the same time construction of houses and buildings for needy people, construction and maintenance of other infrastructures, such wells or public toilets are also their prime tasks accomplished by them with efficacy (Komu, 2011). In many cases, NGOs also develop construction material supply centers and community-based economic firms with the help of governmental agencies decisions and technical assistance to ensure the employment opportunities. Moreover, development of schools, hospitals and such kinds of other projects at lower level in Pakistan has also associated with the role of NGOs to engage in public education and health awareness and treatment activities (for vocational training such as computer typing, and care for HIV & AIDS affected children and adults, respectively) (Manzoor, 2000). This is done through speaking out on social policy issues to developing safe communities. Infrastructure development does not only deal with the construction processes but it also involves the healthy environment and thus an NGO is engaged in solid waste collection services, which is

primarily seen in India where NGOs have initiated bio-waste composting ventures (Visvanathan & Trankler, 2003).

2.10.2 Supporting Innovation and Pilot Projects

Another role of NGOs is to select particular places for innovative projects to fulfill the needs of citizens (Banks & Hulme, 2012). By contrast, this role cannot be beneficial for others if the length of time to accomplish the project is not identified in advance (Klerkx, Hall, & Leeuwis, 2009). In this way, NGOs contribute in overcoming some of the shortcomings often face by governments and further pilots for larger government projects to act more quickly compared to the government bureaucracy.

2.10.3 Facilitating Communication

Aiding by advances in information and communications technology, an NGO initially tries to improve the communication process between and among people to know about their key issues and thus it uses interpersonal methods of communication (Bessette, 2004). Once the communication process is improved, its key strategy is to study the right entry points whereby the trust of the community can be gained. Resultantly, a feasible way is identified by NGOs to make rational decisions regarding the society' improvements (Coston, 1998). However, if this role of communication improvement is not performed efficiently by NGOs, then the success factor is reduced to take up the whole society.

The importance of this role of NGOs to the governmental bodies is that these organisations communicate to the government, and provide information about the lives, attitudes and cultural characteristics of citizens that are often helpful for at policy-making levels to bring change in a society. It was found in the rural areas' development in Pakistan

such as Khyber Pakhtunkhwa (KPK) and its different divisions including Chitral. In other words, NGOs facilitate the communication process upward (informing the government about the thinking and activities of local people) and downward (informing local people about the governmental planning and processes). This role of NGOs is associated with the concept that socioeconomic development is an equally shared responsibility of government and NGOs (Porter & Kramer, 2011).

2.10.4 Support and Counselling Programmes

Rauschenbach & Scalia (2008) further identified in their study that NGOs also take prompt actions to involve people directly if they are associated with the criminal justice system, as victims, witnesses or offenders. All these people receive counseling from NGOs with the help of influential programmes. Some of the NGOs in the rural areas of Pakistan are also responsible for providing support to extended families, parents, children, and spouse involved in divorce or law courts by empowering them to overcome psychological issues and opposition of dominants (William, 1991).

2.10.5 Technical Assistance and Training

A major role that every NGO plays significantly in the development of technical assistance and training capacity within a society (Korten, 1987). With the help of this kind of development, governmental authorities take actions at the right time and society is also involved in the active participation, as in Russia, NGOs contributed positively to motivate people and governmental authorities for improvements (Henderson, 2002). However, this role of NGOs has not been observed in Pakistan yet. Similarly, NGOs not only focus on governments and inter-governmental processes but also retreat of the state through different public functions as well as regulatory activities. For instance, they are involved

directly with the public to know about their interests and needs regarding the resources and make powerful corporations that can rival the nations in terms of their resources (Doh & Guay, 2006).

2.10.6 Research, Monitoring and Consideration

Once an innovative idea is injected in a society in the form of project development, then it becomes essential to evaluate the cost and benefits of it carefully for further documentation and sharing (Lampel, 2001). This part of the procedure is also supported by NGOs operating within the area through effective participatory monitoring. It entails that NGOs also perform as research-driven policy corporations, looking to engage with decision-makers (Court & Young, 2003).

2.10.7 Advocacy in Case of the Poor

The world statistics reveal that almost 84% of the world's population is living below the poverty line (Boland, 2015). Although, several programmes have been initiated, particularly in developing nations such as Uganda where the ratio of poor is relatively high, to enrich the lives of the trodden and underprivileged, but the change is not obvious (Francis & James, 2003). In the situation, when there is a need to support the poor, NGOs role can be inescapable since they become ombudsmen for the poor. With their active participation, they attempt to influence government policies as well as a programme to serve poor. For this purpose, NGOs use a variety of platforms such as public forums, conferences, and other social, electronic and print media to publicizing research results or case studies conducted on poor (William, 1991). Resultantly, the government programmes are either changed or developed particularly for poor people and thus NGOs perform their tasks as a mediator between poor and governments.

Nelson (2007) argues if the role of NGOs is evaluated in accordance with the perception of common individuals of the world, then some other specific responsibilities can be highlighted. For instance, people believe that NGOs perform their activities as a planner and implementer of different programmes for development. NGOs are also the mobiliser of local resources and responsible for bringing innovation (Mekonnen, 2007). An NGO primarily builds the self-reliant sustainable society by performing as mediator and supporter of a government programme to aid peace (Goodhand & paix, 2006). Another role of NGOs is also to work as an agent of information and factor of improvement of the poor by facilitating in education, training, and professionalization (as mentioned earlier).

Despite these roles, some of the NGOs are categorized as profit-making firms (Dias & Maynard-Moody, 2007). The definition of World Trade Organisation ascertains that these are mainly those cooperatives, which lobby on behalf of profit-driven interests. Hernández et al. (2015) stated that the greatest examples of this are Association of Swiss Bankers and the International Chamber of Commerce, which have been included in profit-making NGOs. However, the goals and objectives of these organisations are similar to not-for-profit firms and thus they play a vital role in the success and transformation of a region. Different public surveys conducted in the world reveal that NGOs enjoy a high degree of public trust on the globe.

Commonly, from the above analysis, it has been identified that the key responsibilities of an NGO are to enhance the knowledge base of citizens, advocacy, membership in national delegations, transparency, and contribute to dispute settlement procedures. Summarising the whole idea of the establishment of NGOs identifies that their key role is to work for the betterment of the society, which is complementary and to

prepare people for a change. On the other hand, these roles are associated with specific NGOs and not performed by every non-governmental organisation. In other words, to deal with different areas and tasks in accordance with the requirement, different forms of NGOs are essential, which have a specific area of focus while any specific form of NGO may fail and collapse to serve the people due to the high burden of conditions.

2.11 Classification of NGOs

Based on the roles (mentioned above), different purposes or goals set NGOs, and different factors, they can be classified into various types (Minglin, 2010). However, the two broad categories of NGOs are made by focusing on the orientation and level of cooperation (William, 1991). These categories further comprise of different types of NGO. For instance, by orientation, the NGOs are grouped into Empowering orientation, Service orientation, charitable orientation, and Participatory orientation. On the other hand, the category by the level of co-operation consists of four fundamental types of NGOs called International NGOs, National organisations, City Wide Organisation, and Community-Based Organisation (Vakil, 1997). To what extent, these types of NGOs differ from each other is further explained.

2.12 Types of NGOs by Orientation

As mentioned earlier that there are commonly four most common types of NGOs by the factor orientation, which are also observed in Pakistan. Depending on the context of Pakistan economy, these have been categorized due to following several factors and thereof described differently.

2.12.1 Empowering Orientation

These forms of NGOs aim to assist poor people in order to improve the social aspects of a society and for this reason, they work to develop an understanding of the social, economic, and political factors affecting the lives of poor (Eade, 1997). With the help of such types of NGOs, poor people are able to be aware of their potential power and lead the life successfully. In rare cases, empowering orientation-based NGOs help in problem developed spontaneously for the workers working for NGOs and thus its role becomes to facilitate others for development process (Minglin, 2010). Overall, these types of NGOs are highly involved with people to act as facilitators in northern areas of Pakistan where the villagers are needed empowerment; particularly their women to live a happy and independent life since a long time, women living in such areas of Pakistan are suffering from gender inequality (NASSD, 2003; Shaheed, 2011; Naz et al., 2012).

2.12.2 Service Orientation

Service orientation NGOs are those that include the activities associated with the important aspects of people and/or their influential issues related to the family planning, provision of health, and education (Crane & Matten, 2016). Considering these elements, service orientation NGOs design programmes and allow people to participate positively in implementing them effectively and availing the beneficial services (Minglin, 2010). In the case of Pakistan, these kinds of NGOs are highly needed since the maternal mortality, as well as health illnesses within the country (specifically in rural areas), are significantly high. For this purposes several service orientation NGOs are operating in Pakistan, such as Health Oriented Preventive Education (HOPE), which provides services of health as well as education for the poor and needy people of Pakistan (Bokhari et al., 2007; Iqbal &

Siddiqui, 2008; Ali et al., 2015). At the same time, Transparent Hands Trust (Health and Nutrition Development Society) is another NGO serving day and night the needy and deserving people in Pakistan in the form of offering medical treatments and surgeries with the help of donors from around the globe (Ali et al., 2015). In order to tackle the major health care issue of Pakistan individuals, this NGO raises funds through unique Crowd funding platform and then conducts the surgeries of deserving patients (Ali et al., 2015). In this way, people are served free of cost at private hospitals with the help of charity and/or donations.

Similarly, Darul Sukun listed in top 20 NGOs of Pakistan is functioning for the mentally disabled children, adults and those disabled individuals residing upon the streets (Malik, 2014). Acid Survivors Foundation, Pakistan is another NGO founded in 2006 providing medical, psychosocial and legal support to the victims of acid attacks (with the support of UK based Acid Survivors Trust International) in order to ensure their reintegration into mainstream society (Hooma, 2012). In brief, a number of NGOs have been entered in Pakistan to deal with poor health conditions of deserving people, such as Al-Shift Eye Trust Hospitals, BEHBUD Association, and Education, Health, and Social Achievement Services (EHSAS) (Hooma, 2012; Malik, 2014).

2.12.3 Charitable Orientation

Charitable orientations require less participation by the beneficiaries since their efforts require activities directly associated with the responsible authorities to resolve the problems of people through either meeting or monitoring the distribution basic elements of life such as food, clothing, medicine, education, housing, and transport for poor individuals (Ghosh, 2009). Another role of these NGOs is also to undertake relief activities when any

natural calamity or man-made disaster appears. If the situation of Pakistan economy is analysed, it is found that there is a high ratio of individuals who are unable to meet even their basic necessities due to unemployment or physical or mental disturbance, which leads them below poverty line. In order to resolve these issues, many NGOs have penetrated within the economy to assist such deserving people. For instance, The Kashmir Education Foundation (founded in 1994) is a charitable education trust for girls and boys, RAHMA Islamic Relief Pakistan (founded in 2009) is charitable education and render humanitarian services providing trust, Sahara For Life Trust charity provider for quality health care, education and social services, and Sarim Burney Welfare Trust International to fulfill food and other needs of poor (Rizwan, Baig, & Niaz, 2013; Acks, Baughman, & Diabo, 2015; Cheema, 2016).

2.12.4 Participatory Orientation

The fourth type of NGOs by orientation is called participatory orientation, which deals with the self-help projects, in which the participation of local people is highly important and considerable (Mohammed, 2015). This is because the people take part to help NGOs in the implementation of such projects through contributing in different forms such as cash provision, using their tools (including land, materials, or labor). However, the classical community development approach states that the participation of people must be throughout the development of the project (from initial to final stage). Therefore, this kind of NGO assures the active participation of people, which tilt most cooperatives towards acquiring participatory orientation. In Pakistan' rural areas, it is observed that there is a lack of community participation in different governmental projects that lessen the impact of such projects on the lives of residents. Therefore, various NGOs like Karachi Relief

Trust and Green Crescent Foundation/Trust (GCF/T) founded in 1995 invite people (students at school levels) to not only work as volunteer in specific programmes of local participation in development but also share their ideas to monitor their needs and implement projects efficiently (Candland, 2005; Qadir et al., 2016).

2.13 Types of NGOs by Level of Operation

As mentioned above that a second broad category of NGOs is by the level of operation. In other words, it differentiates NGOs based on their functioning and operations. By following this factor, professionals have divided this category further into four sub-divisions:

2.13.1 International NGOs

The most common type in this category is called international NGOs that are established to deal with the human rights and/or protection of people. Although, this is a broad form of NGOs, but the key range found in it is the secular agencies including CARE, Reddabarna (a Swedish agency), OXFAM, Ford and Rockefeller Foundations, and other organisations follow the rules to save the children (Larsen & Ytzen, 1990; William, 1991; Ronalds, 2010). On the other hand, their activities are not fixed and specific, but they vary from country to country and situation to situation. For instance, in many cases, these types of organisation provide funds to the NGOs operating within the regions and other institutions developing projects at a lower level for the betterment of people. This is also known as the higher degree NGO that comes on the top of the list in NGOs by the level of operations. A similar function of such organisations has also been seen in Pakistan where there is lack of funds for different projects, such as infrastructural development in rural areas, improvements in health conditions and educations system. Thus, many international

NGOs, including Swiss Development Cooperation (SDC) are functioning as a donor for Pakistan and funding the local NGOs and other institutions to develop different projects for the betterment of people (Hinchcliffe et al., 1995; Iqbal et al., 2004; Geiser, 2013).

2.13.2 National NGOs

At the second level, national NGOs have accounted that deals with all kinds of situations at the national level and the greatest examples of these corporations are Red Cross, Young Men's Christian Association/ Young Women's Christian Association (YMCAs/YWCAs), and other professional organisations (Minglin, 2010). Due to the successful integration of national NGOs in the lives of people, these have further started their sub-branches to assist the local NGOs. Contrarily, these NGOs are not supposed to acquire the local NGOs. In Pakistan, there are various issues at the national level regarding income generation, safe environment under the industrialization that damages health, and improved educations system, which is highly affected by the (Urdu and English) mediums for poor. Thereof, some national NGOs, such as Trust for Voluntary Organisations (TVO) are providing support to other local NGOs in Pakistan to tackle these issues as rapidly as possible (Khan et al., 2007; Alan, 2013).

2.13.3 Citywide Organisations

Another type of NGOs by the level of operations is called the citywide organisation, which only resolve the issues within a city or specific region rather countries (Henderson K. , 2002). For instance, Rotary or lion's Club and chambers of commerce are included in the citywide NGOs that deal with the coalitions of business, educational groups and community development association to help poor people facing the education, employment and housing issues (Hortensia, 2009). On the other hand, not all citywide

organisations are involved in these activities, but some have other purposes as well. For instance, some citywide NGOs truly established to help poor to fulfill their basic needs of life. Since, the situations in Pakistan vary, as the rural areas of Pakistan (northern regions) deserve more focus on health, education and gender equality compared to urban areas; therefore, there are various citywide NGOs operating within the country. Some of the examples of such NGOs are the Kaghan Memorial Trust (registered in Islamabad, Pakistan) and The Mehnaz Fatima Educational & Welfare Organisation (located in Gilgit) that resolves education issues in the Kaghan Valley by reducing child labour and provide quality education for young and special children in Gilgit, respectively (Luong, 2011; Ertem, 2012; Semric, 2013).

2.13.4 Community-based Organisations (CBOs)

The last and the most lower-scale NGOs are community-based organisations (Minglin, 2010). These organisations are often developed by people and show their own initiatives. In these NGOs, or entities different kinds of sports clubs, women's organisations, and religious or educational associations can be included depending on the needs of people in the society. As in Pakistan, some of the NGOs (i.e. Developments in Literacy-DIL that offers education and empowerment of underprivileged students, especially girls, through establishing student-centered model schools across Pakistan) are community owned and thus these NGOs ensure community involvement (Simons, 2007; Lloyd, 2011). Although, these NGOs work on a lower level, their significance is relatively high for poor to understand their rights and thus there are a large variety of these NGOs compared to other types of NGOs by the level of operations (Minglin, 2010). The broad and sub-categories of NGOs differentiated by professionals and researchers have been

successfully integrated into not only the world but Pakistan as well. Still, some of the associations and decision-makers do not follow this division.

As, the World Bank Typology (2010) suggest that based on functions and regions, mainly there are two types of NGOs called operational and advocacy NGOs. The operational NGOs aims to design as well as implement the development projects generally and specifically and they can perform at any level including community-based, local, national and international. On the other hand, advocacy NGOs promote the specific cause by making efforts to raise people' awareness and knowledge regarding the human rights through incorporating several effective activities such as lobbying, press work and workshops and activist events. These can also be helpful at any level whether it is societal, local, national and international (Sushant, 2010). However, the above two categories cannot be fit to the situation of Pakistan, where there are different needs of people in every society living in villages and cities in accordance with the income level, thinking, cultures and living standards. Thus, currently all types of NGOs are acceptable in every society including the case of Pakistan where the consideration of people is in the context of their betterment; and for this is essential to receive the services of NGOs at large scale.

2.14 NGOs-led Rural Development

In the past few decades, it has been observed that a huge number of researchers have been conducted on understanding the importance and possible role of NGOs with reference to rural development. This has been due to the exploration and evidence that highlights NGOs have the potential for rural development and is highly significant. Besides this, many researchers focus on comparative analysis, which also highlights the potential factors due to which NGOs are important for rural development. Conversely, as

per Chesbrough, Ahern, Finn, & Guerraz, (2006), most of the reason for NGOs being considered as an important element of rural development is the state-of-the-art literature. Organisations have a different function with respect to the government since it works independently. The term of NGO initiated from the United Nation's reference to those corporations that were not part of the governmental organisations. One of the reasons NGOs are important for the rural development are the two attributes associated with it. These include the reality that NGOs are not associated with the government, which makes it less accountable compared to the government. In addition, since NGOs are non-profit organisations, they are not concerned with their benefit in terms of money, which makes these organisations more autonomous (Clarke, 2000).

Furthermore, NGOs are observed to have a wider mandate in developing countries such as India, Sri Lanka, and Malaysia, which allow them to be more specialized. This specialization of NGOs ranges from climate change to governance and disease control, and from agricultural developments to human rights protection; that makes them highly skilled for the job of rural development (Fowler, 2013). NGOs have a huge importance in the enhancement rural development especially within the countries that are still in the process of developing. This is because within developing countries NGOs initiate programmes that are directed towards the transformation of living standard in a rural region. With an aim to change the status of people from miserable to better, the positive attributes associated with NGOs related to the production of outcomes is easy to be felt by the people of the area. Besides this, NGOs also work for the empowerment of people in order to improve their conditions. Therefore, NGOs are closer to people that make these organisations more important for rural development.

NGOs are also observed to work with the participation of the people (citizens) of the area that makes them trustable and brings more effective and desired results. This is evident when it comes to agriculture under the rural development aspect. NGOs are important in the agricultural sector of rural development since these organisations promote healthy practices by guiding the rural dwellers (Lewis & Kanji, 2009). This occurs due to the extensive research conducted by the NGOs that allow them to identify best practices for improvement of agricultural production. It has been observed that numerous NGOs have developed research programmes to help in rural development. For instance, Heifer Uganda and Hunger Project assist the people of Uganda in agriculture through training (Twikirize et al., 2013). These programmes are designed to help sustain livelihoods along with aid people to increase their kick-start business in agriculture. Consequently, a wide range of successes has been achieved by these NGOs and programmes that have resulted in people having basic needs fulfilled and lead the better life. Besides this, it also helps people in developing self-reliance and not be dependent on the government (Bebbington & Thiele, 1993).

In many cases, such as the Bengal it has been observed that NGOs operate to create awareness for the need of education in the area. Besides this, initiating schools in the remote area and empowering people to go to schools has resulted in major contributions with respect to rural development. These contributions of NGOs enhance the trust people have in them by presenting opportunities for empowerment. This allows them to compete with the privilege favorably and live life better. Besides this, it allows children to learn skills and knowledge to lead a good life since many NGOs also teach other skills besides teaching for the children (Gomes & Manna, 2012). Rural development with reference to NGOs has also been related to the alleviation of health sectors. Many researchers agree to

the idea that massive support is received by the economy through NGOs in health prevailing awareness. These organisations are involved in the awareness, prevention, and eradication of HIV & AIDS, malaria, and other killer diseases among children and adults. This allows people to understand the concept and relation of being clean and healthy. In addition, NGOs are also involved in the awareness of how treatment is done for these diseases. Furthermore, prevention tools such as mosquito nets are also provided by NGOs to prevent diseases.

NGOs' significance has been observed by different researcher including Enyioko (2012) who conducted a study and analyzed six NGOs, including Rahi Medical Outreach (RMO), Havids Centre for Environmental Development (HCED), Total Care Unit (TCU), and Foundation for Correction of Moral Decadence (FCMD), Association for Waste Recovery and Renewable Energy (AWRRE), and Venerable Dr. Josiah Alozie Foundation (VDJAF), operated in Rivers State. The research highlighted that NGOs in the region were focusing on significant aspects that included human resource development programmes, agricultural programmes, industrial/trade programmes, and community development. Besides this, Enyioko (2012) highlighted that the people believed NGOs activities as effective and important for rural development. The researcher Enyioko (2012) mainly focused on the promotion of sustainability of agriculture through NGOs and the extent to which NGOs are involved in the promotion of upgrading development facilities and awareness programmes. The results of the NGOs through detailed investigation highlighted that NGOs within Rivers State, Nigeria have been involved in successfully with organic farming systems. Besides this, the research also highlighted that NGOs are highly important to the rural development and its sustainability through third party activities in the sectors of energy, education, moral upbringing, community development,

agriculture, youth empowerment, health, poverty alleviation, environment, and waste management.

On the other hand, Gurung, Gurung, Karki, & Bista, (2011) also conducted a research on NGOs and impact it has on community development strategy in Tangting, which is one of the underprivileged areas within Nepal in the trans-Himalayan region. As per the researcher, NGOs are considered one of the leading institutional actors that motivate people, mobilize community assets, implement the social welfare programmes, and allow applicability at the grassroots level. The findings of the study indicate that NGOs have boosted the chances of developmental activities in this underprivileged area. It has allowed people of the area to change the livelihood strategies of the locals. This was evident from the changes that have been in the way people were deprived of health, education, political opportunities, economic, and social rights. Besides this, gender disparity and caste system were extremely evident in Tangting. The involvement of NGOs as per Gurung, Gurung, Karki, & Bista (2011) is accessible and reliable in terms of drinking water facilities, the introduction of informal education, provision of modern communication mediums, and electricity. This assisted illiterate females with the participation of the locals of different caste systems in the campaign. NGOs activities in Tangting, Nepal have resulted in the development of livelihood opportunities and rural area for the locals (Gurung et al., 2011).

As mentioned above that different researchers and professionals have defined NGOs in accordance with their role; however, most commonly these are the corporations owned by people independently from the government (Brainard & Siplon, 2002). The term NGO for the organisations is purely stemmed from the United Nations in order to refer

them as excluding part of the government (Fisher, 1997). The two common and significant attributes of these organisations identified by the United Nations are that NGOs are not profiting and not part of the government (Vakil, 1997). The wider mandate of NGOs is to serve people and today, most of them have specialized in specific areas such as like human rights protection, climate change, disease control among people, and rural development (Schipper & Pelling, 2006).

Commonly, NGOs are able to support different activities within a rural area regarding the agriculture, education, and health, and provision of necessities such as access to clean water among others (Smith et al., 2011). For instance, researchers argue that within the agricultural sector, NGOs engage in research as well as guiding programmes to inform rural dwellers about the best practices that can be adopted easily and help in improving their agricultural output (Lewis & Madon, 2004). In this context, several NGOs in the world are continuously developing influential programmes for fighting food insecurity. The greatest example of these programmes is the "Hunger Project and Heifer Uganda" that offers tangible assistance to the residents of the region through providing training to them (De Vries, 2012).

According to Conroy & Litvinoff (2013), such kinds of programmes of NGOs are essential for people to help them to live sustainable livelihoods. With the help of significant initiatives, NGOs further give aid to rural people to boost their agricultural practices and consequently, a wide range of successes is achieved in the form of poverty reduction, income equality and access to a decent lifestyle (Lewis & Madon, 2004). Using these approaches and programmes for community and rural development, some other issues such as food insecurity are also resolved, that often dissatisfy people from

governmental actions (Songorwa, Buhrs, & Hughey, 2000). For positive results, NGOs also try to teach residents regarding the preventions and precautions of these diseases while for malaria, mosquito nets are provided by NGOs in the remote areas (Ahmad, 2015). The greatest example of rural development through NGOs has been observed in India in previous some years (Kaur, 2016). In this region, the overall scope of rural development has been wide in which different areas have been improved such as quality of life, women and child development and empowerment, and education and health awareness.

According to Kaur (2016), the major role in these improvements is of NGOs, as they implemented several programmes other despite the government contribution. To achieve the goals, different NGOs (functioning within the country) adopted a holistic vision and incorporated collaborative efforts through the inclusion of several other departments and agencies required for improvements. Resultantly, the NGOs' effective role in rural development was experienced and recorded in the form of India' rapid growths rapidly, in which about 25,000 to 30,000 active NGOs were encountered (Kaur, 2016). This entails that several NGOs in India are playing a vital role in its rural development and a similar case is found in several other regions or communities of the world. Considering the example and relevant literature, it has been identified that superficially rural development is not a complicated transformation for any developing nation if NGOs are involved in the process of success. This is because, these organisations are flexible, specific to a particular locality and committed to serving the public compared to other governmental corporations.

2.15 Overview of NGOs in Pakistan

The history of NGOs is relatively old since such organisations were observed at the time of partition of British India into Pakistan and India (1947) (Kemkar, 2006; Hasan, 2010). At that time, a number of national and international voluntary organisations were formed in order to provide humanitarian aid to all the refugees in Pakistan. Although, these voluntary organisations were not particularly called NGOs later on, many NGOs were formed to provide health, education and other basic services to meet the needs of people came into the newly established country (Anwar et al., 2013). Thus, the rapid increase in NGOs' establishment was started in Pakistan and it had a positive impact on the lives of people living in the country. For instance, the founded NGOs provided opportunities to the people to work and earn money, which became a solution to the chronic poverty (Kemkar, 2006; Hasan, 2010).

These organisations also moved to address inequality issues (as gender inequality, income inequality, and cultural differences) and tried to provide relief through increasing communication and interaction between and among all the members of the society. In other words, different activities of the state were supported by NGOs in Pakistan' rural divisions at the time of partition apart from the agriculture sector including education, health, and water issues. Resultantly, NGOs were supported in Pakistan for many years, as these were significant for delivering service to the poor. Although in Pakistan there were small numbers of NGOs, in the past due to which, development of its rural areas has suffered but the number of NGOs has started increasing with the passage of time and these have formed a third sector after business and governmental sectors (Najam, 1996; Najam, 2000; Hasan, 2010). The key reason of the establishment of this third sector side-by-side business and

government was the ineffectiveness of state apparatus as well as the business failure in providing the efficient development mechanism (Najam, 2000; Shahidin, 2008).

As in Pakistan, socio-economic indicators (education, poverty, housing, gender equality, amenities, and employment) are little appreciable, thus the state has been looking towards those institutions that are enabled to share government responsibilities associated with the social welfare as well as development (MacEwen, 2002; El-Ghonemy & Riad, 2006). Pakistan has currently realized the importance of NGOs as a helping institution in socio-economic development. In addition, depending on the general and specific importance of NGOs in rural development of a developing country, it can be said that such organisations are an essential and crucial sector for the development of Pakistan. This is because it is still included in the list of developing countries, which need to strive hard in order to attain and sustain development.

NGOs have a significant role in education promotion especially increasing the standards of education in rural areas (Anwar et al., 2013). Furthermore, NGOs have a major role in identifying the needs of the education sector in underdeveloped areas and respond to them with supportive actions (Farrington & Lewis, 2014). Equally, the significance of NGOs in Pakistan' rural development has been projected relatively high in different aspects of life and society by different researchers, including (Rahman, 1997; Ghaus-Pasha, 2004).The selected two studies further depicted that the role of such organisations is different since these NGOs play a pivotal role in enhancing the development in rural areas, particularly in the cases of developing nations of the world (Mercer, 2002). The primary role of NGOs is to initiate programmes aiming to transform the lives of poor individuals living in rural areas, which is the major aspect focusing by the

Pakistan state currently to reach the rural inhabitants (Mondal, 2001). In this way, it becomes possible to change their status from misery to better life.

This reflects positive characteristics of NGOs in a result -oriented form, which was further examined by another researcher Nieuwenhuys, (2001) who ascertained that these organisations empower the people to reduce the number of beggars forever, which is not although highly required in rural areas of Pakistan but in the urban regions. However, Martens (2006) states that it is only possible if the public support is also incredible in the NGOs activities that can assist them to achieve the desired results. According to Rose (2009), NGOs are also playing a major role in the field of education in rural areas of Pakistan by improving the education standards. This is one of the most important actions through which, such non-profit organisations identify the needs of education and education institutions for rural development. Therefore, NGOs often offer awareness before rolling out action-oriented initiatives (Hague, Gill, & Begikhani, 2013). At the initial step to achieve this goal for rural development, NGOs are commonly engaged in putting up schools, specifically in remote areas (Aikman & Pridmore, 2001). This is because the in remote areas, governments do not serve with efficacy (as seen in the case of Pakistan) and the programmes started by NGOs successfully empower people in the village to compete with the privileged for further enjoying better learning facilities (Platteau, 2004).

Furthermore, if there is a need of construction then NGOs participate in constructing or reconstructing new classes and means from where students may purchase books for their ease, as in different schools and colleges of Pakistan' northern areas (Lyons, 2009). Overall, these school development plans and initiatives form part of rural development since children are able to go to school and perform well by acquiring skills

and knowledge that ultimately improves their lives. Another role of NGOs in rural development of Pakistan can be to help in alleviating their health sectors (Pfeiffer, 2003). A number of individuals argue that health is the sector of an economy that requires a huge consideration and massive support from NGOs (Buse & Walt, 2000). By considering these perceptions of the people, NGOs are involved at large scale in the development of these sectors by contributing in the war against killer diseases (including malaria and HIV & AIDS). As mentioned earlier that now the number of NGOs in Pakistan is relatively high; therefore, their hard work for the survival of humanity has been improved. The study conducted on the relevant subject (Basaza, Kaija, & Ochola-Odonga, 2007) explored that fortunately, these NGOs are playing an influential role not only for poverty reduction, and improved standard of living but also serving other sectors and people who are being neglected by the federal and provincial governments. In this way, the burden of local governments has also been shared by NGOs, natural, unlimited, and scarce resources are being efficiently allocated and the residents' satisfaction and trust are being increased (Basaza, Kaija, & Ochola-Odonga, 2007).

2.15.1 Education Sector in Pakistan

Education sector of Pakistan has been always a questioned for people in terms of the difference in education level from society to society (Malik & Courtney, 2011; Gould, 2014). Currently, it has been observed that the education system of Pakistan has majorly become a private sector rather government where the criteria has two ends of the spectrum at one end to successfully meet parents' demand, and at second end, to earn money (Bukhari, Jabeen, & Jadoon, 2014; Khan, Rehman, & Rehman, 2015). In other words, it has not been the priority of government to provide education to Pakistan' citizens and

unfortunately, state has no longer enjoy the status used to 20 years ago. Due to this reason, there is high illiteracy level that eventually becomes a barrier to Pakistan economic development. In order to meet the success and experience development, this country is forced to compete with world markets to give higher education without any discrimination of poor and rich (Malik & Courtney, 2011; Bukhari, Jabeen, & Jadoon, 2014).

At the same time, a consensus in a study (Bongaarts & Mahmood, 2013) reflects the population of Pakistan is expected to increase to 250 million by 2020 while it does not have enough resources to sustain this high change. Therefore, male and female literacy is important to aware them how high population may create worst impacts on the economy. To overcome this problem and to provide quality higher education (without any distinction) equally to all, only NGOs (i.e. Arfa Karim Trust and Taaleem Foundation) have attempted to fill this vacuum (Khan et al., 2015). These NGOs in Pakistan have worked for providing schooling for poor, as statistics show that there is a very low ratio of primary age children (60%) receiving education compared to other developing and labor countries, like India (Ramani & Mavalankar, 2006; Balarajan, Selvaraj, & Subramanian, 2011). The NGOs operating in Pakistan aim to aware parents as well, since people living in underprivileged areas do not consider worthwhile to allow their children to be educated rather wasting their time that could be used in chores at home (Azizi, 1999; Geiser, 2013). Conversely, some of the poor families are those want good schools enthusiastically but cannot afford costly education.

Thus, the effectiveness of NGOs remains above the expectations in this case. Therefore, many organisations, including Balochistan Education Foundation (BEF) and Society for Community Support for Primary Education in Balochistan (SCSPEB), in

different areas of Pakistan like Balochistan, tried to develop schools project, which has different benefits, including cost-effectiveness, quality education on equality basis, and financial support for families through domestic and international funding (Khan & Saeed, 2010; Iqbal, 2014). Consequently, the education and ultimately the economic conditions of Pakistan have become strong with other international countries after the integration of NGOs (Bibi & Ali, 2014). It implies that NGOs fulfill the commitments to omit the dismal situation of education in Pakistan and based on such kind of effectiveness, NGOs are supported by Pakistan inhabitants (Bibi & Ali, 2014; Gul, 2015).

2.15.2 Health Sector in Pakistan

The health sector is considered one of the most important industries of any country since it, directly and indirectly, prepares healthy workers to perform well and improve country's GDP (Moore, Eng, & Daniel, 2003). For instance, if a country's labor force is healthy, the productivity increases, which supports economic development. This aspect has also been evident by Pakistan economic survey 2010-11, reflecting, Healthy individuals are also valued because of raising the human capital and thereby positively contributing to the development (Wasti et al., 2014). In Pakistan, health sector in terms of infrastructure is highly strong and it consists of different units that included Rural Health Centers (RHCs), Basic Health Units (BHU), and the District hospitals. Within the country, there is also a vast network of health care facilities relying on 562 Rural Health Centers (RHCs), 5,349 Basic Health Centres, 4755 dispensaries, 945 hospitals, 290 TB Centers (Existing Infrastructure of Health care in Pakistan, 2009), and 903 maternal child health centers (MCHs) (Ariff et al., 2010; Razzak et al., 2013). Despite the existence of such centres, the functionality of Pakistan' health care sector is not efficient enough due to the lack of

efficient labour and financial resources, absenteeism of health personnel and doctors, and the corruption (malpractices with patients of charging illegal fees, drug supplying, and misallocation of resources) (Azizi, 1999; Geiser, 2013). Therefore, health indicators of Pakistan (health status, community and health system characteristics, health system performance, and non-medical determinants of health) are very poor. In rank, Pakistan is one of countries having worst health indicators, which has the lowest total expenditure on health (2.0%) in the world (Zhang et al., 2010). Whereby, the ratio is 5-14% of total expenditures on health sector in developed nations. In Pakistan, there is a high ratio of non-communicable diseases (cancer, diabetes and heart problems) that have been replaced by communicable diseases (malaria and diarrhea) that are presently the leading causes of morbidity (Lozano et al., 2012). These serious non-communicable diseases are also associated with the cheap cigarettes, high-levels of obesity and poor road safety while poor people are less aware about these preventions/precautions and routine check-ups. Researchers (Vanartsdalen et al., 2012; Lozano et al., 2012) therefore, concluded that Pakistan' health care sector has always lacked in fulfilling the needs of its population and the blame falls upon the lack of research based practices for curative and preventive measures and mismanagement of fund.

Some other weaknesses that prevailed or causes that have been observed in the bad health conditions of Pakistan residents, particularly in poor regions are hunger (lack of adequate nutrition for children), isolation, insecurity, exclusion, and powerlessness (Norheim et al., 2015). In the study (Norheim et al., 2015), it has been depicted that Pakistan, (population of 180 million) has high number of child, fetal and maternal mortality, which shows humanitarian crisis within the county (Cosgrave, Polastro, & Zafar, 2010; Witharana & Civco, 2012.). Therefore, this country's population (which is deprived

of their health) requires health sector' improvements as a basic right of every citizen. Although, World Health organisation (WHO) has been working for the improvement of health sector in Pakistan since many years when it was sanctioned by state government, but the involvement of some organisations at local level is also essential that can properly monitor people living any small or big areas and understand their needs (Cotruvo et al., 2010). This tends towards the involvement of NGOs that have started working in Pakistan' every single region by launching multiple health-related programmes that included family planning programme, malaria control programme, and HIV & AIDS awareness by asking for community participation.

Similarly, some of the NGOs are working at bigger projects of establishing rural health centers (RHC) or hospitals to bring health services closer to the poor community (Rosenbaum et al., 2011). One of the greatest examples of these NGOs in Pakistan is the Shaukat Khanam Memorial Trust, which established a separate hospital (Banning et al., 2010). Besides the above-mentioned NGOs, there are multiple other organisations in Pakistan to enhance the health awareness amongst common and poor people to improve their lives. Most of the studies conducted on the health care sector of Pakistan recommended involvement of NGOs to upgrade health sector according to the principle of equity. NGOs further direct towards both urban and rural to get access to quality health care services for better life. Since the community informant is an important factor to raise quality of life and improve health sector; therefore, NGOs are imperative, as these organisations encourage people at all levels to coordinate and to make the entire programmes/projects successful (Wallace, 2009). While the governmental contribution is essential to allow NGOs to investigate all the situations and if there is corruption factor then minimize it for poor people to increase the effectiveness of health services (Thiele,

Nunnenkamp, & Dreher, 2007). Moreover, NGOs are enabled to highly research to curb the diseases before their spread through vaccines, as these organisations work on the rule that "Prevention is better than cure" (Rosenbaum et al., 2011). These NGOs of Pakistan are also presently pursuing targets of health care system equality by proper planning to utilize the funds allocated for the sector in terms of recruiting skilled and required labor. This entails that besides many loopholes, there is a ray of hope about the improvement in health care sector of Pakistan with the help of NGOs' working.

2.15.3 Women Empowerment in Pakistan

No country can rise to the height of glory unless allowing its women equality, freedom, and respect in every field of life (Ansari, Munir, & Gregg, 2012). The status of women in Pakistan varies considerably across cultures, regions, classes, and the rural/urban divisions. Due to these variations, there is an uneven socioeconomic development in Pakistan since somewhere (in cities), women are allowed to study and work in organisations while in other regions (tribal areas); women's lives are highly restricted. Overall, in Pakistan, females are 51% of its total population but they have no active participation in the growth rate (Bremner et al., 2010; Dixon-Mueller & Ruth 2013; Dixon, 2015). Compared to the past, today Pakistan's women enjoy a better status. Some of the scholars (Bustamante et al., 2011; Bhattacharya, 2014) stated that Pakistan is the victim of evil customs and it is working against humanity, since its women are forced to live within the houses as prisoners. Although for promoting gender equality as well as women empowerment, the state government has signed various national and international commitments (including National Plan Of Action-NPA and Convention On Elimination of all Forms of Discrimination Against Women-CEDAW) (Omer & Jabeen, 2015).

Unfortunately, women have not yet obtained their rights and thus a large number of females in Pakistan are malnourished, illiterate, poor, and forbid to access to property ownership, employment and decision-making (Rouse, 2011). Conversely, the government has not sanctioned Pakistan' women to live in deplorable condition (Bustamante et al., 2011; Nawaz et al., 2013) According to the Constitution of Pakistan (Article 25-2), there should not be any discrimination on the basis of sex but there is no efficient planning of the state; government to pursue this target and ensuring gender equality and empowerment by giving and protecting women rights (Grünenfelder, 2013). In this, matter (based on the plight of women and the past status of women in society, NGOs (Aurat Foundation) have raised voice became a helping hand for women to gradually contribute to fight for women and encourage them for participation that may further sustain socio-economic development in Pakistan (Parveen, 2010). This is because Pakistan is among the lowest ranking countries having bad social economic conditions similar to the other SAARC member states (Afghanistan, India, Bangladesh, and Nepal) (Alden & Vieira, 2005).

However, NGOs operating in Pakistan have the goal of reaching to a turning point where Bhutan, Maldives, and Sri Lanka reached through allowing women to act side-by-side men and providing equal opportunities (Csaki & Haan, 2003; Finger & Princen, 2013). Although these initiatives could be taken by the federal and provincial governments but their failure required the integration of NGOs to meet the MDGs' Goal 3, "promoting gender equality and empowering women" (Clemens, Kenny & Moss, 2007; Vandemoortele, 2009). In general case of the world and specific of Pakistan, NGOs are functioning to help people to meet the MDGs in terms of achieving universal primary education, health (improving maternal health, reducing child mortality rates, and combating HIV & AIDS or other severe other diseases) and women empowerment. The

effectiveness of these forms identifies NGOs are highly effective and essential for not only rural development also the human development of Pakistan (Thiele, Nunnenkamp, & Dreher, 2007). In conclusion, it is found that NGOs majorly benefit different countries of the world, including Pakistan with proving them as an emergency support. Moreover, the UN has stated that the role NGOs is important as a secondary approach after the governmental contribution since they effectively participate as a facilitator in the development process of Pakistan' rural areas.

2.16 Overview of NGOs Effectiveness in the World

The growth and sustainability of the human rights and development in the rural and urban areas is of greater concern for all the countries. In the global realm, emergence of Non-Governmental Organisations (NGOs) is noticeable and is one of the fastest growing sectors in the world (Hashemi, 1995; Khan et al., 2011; Mondal, 2001; Nelson, 1995; Ronalds, 2010; Rugendyke, 2007).

The NGOs are an emerging trend in both the developing and developed countries and they have received an exponential growth. The number of NGOs is increasing drastically and there are over 50,000 NGOs that are operating internationally. Out of these, 90% of NGOs has emerged during the last 30 years (Collingwood, 2006). NGOs are not only providing their services to the marginalized communities but they are also making huge sums of money (Ronalds, 2010; Rugendyke, 2007).

The reasons behind the expansion of NGOs sector lies in the failure of government to offer welfare services to the poor and marginalized people of the community. There is prevailing belief of some people about NGOs that they are more accountable, transparent and active than any government agency. Therefore, in order the fill the gap which is

created by the failure of government, the NGOs emerge with the help of donor community to assist the marginalized in developing and under developed areas. In this vein, NGOs are an alternative source of development and growth of the focused community. Among the highlighted organisation that offers funding to support the working of different NGOs is World Bank. Along with this, International Bank of Reconstruction and Development and International Development Association are also playing a significant role worldwide (Brinkerhoff, 2003).

Considering the role of NGOs in rural development of nations, Frazer (2005) identified that its effectiveness can be inexorable. This argument can be supported by different examples while one of them is the Africa' rural development (Gugerty, 2008). In responding to the rural development of this region, NGOs operated efficiently in meeting the development needs of different developing nations, including the African countries (Mohan, 2002).However, the study (Mohan, 2002) highlighted that the entrance of NGOs in the world has been allowed due to the possible and prominent improvements in some specific sectors, such as education, health, and women empowerment that had been increasingly neglected in most of the developing and/or third world regions.

2.16.1 Education Sector

The common education industry in the world consists of numerous schools, colleges, universities and other private institutions that offer the services of educating people (Brint & Karabel, 1989; Altbach, 2007). Despite the purpose of educating people, in today's globalized and connected world, the aim of most of the education institutions has been changed to earn money as much as possible by making services expensive (Labaree, 1997; Ezeani, 2012). Due to this, only rich individuals are registered for higher

education in famous institutions while there is very a low level of education, for poor. In order to resolve this issue, governmental bodies have been failed, as the education industry has become a kind of business sector and has achieved its target of profits. In 2000, the United Nations introduced the Millennium Development Goals (MDGs) to the world that consist of several key targets that must be achieved by every country, in which the provision of basic social programmes, including universal education was top of the list (Bandi, 2011; Ezeani, 2012).

After presenting the MDGs, the world' governmental bodies noticed that education is fundamental for development and growth process, for which population must be encouraged for higher enrolment. However, the prime challenge for governments of different countries was to balance this burden by involving some other responsible authorities to improve learning involves reforms and interventions in the education system (Altbach, 2007; Ezeani, 2012). Since governments are unable to work systematically and measure learning for further efficient practices; therefore, the effectiveness of NGOs in this scenario is appreciable that has been observed in many developing countries' cases. For instance, during the Kenyatta and Moi regimes, in Kenya, NGOs (such as Kenya African Democratic Union-KADU) were established for the provision of physical infrastructure, feeding programmes and abolished in the public school sector (by issuing Free Primary Education Act) to attract poor to educate their children without any concern of cost (Bandi, 2011). Overall, NGOs in the world have made the slogan of "learning for all" in the form of providing meaningful education to the most disadvantaged populations through better policies and stronger institutions.

2.16.2 Health Sector

Although the world healthcare sector has been expanding over time the challenges of providing good services with equality around the globe have not changed over the last few years (Avison & Young, 2007; Hunter, MacDonald, & Carter, 2010). The world's major regions, including U.S, UK, South Africa and other countries like India are facing the challenge of increased health care spending from 2015 2.4% to 7.5%, which is expected to be further raised by 2020 (Ramani & Mavalankar, 2006; Balarajan, Selvaraj, & Subramanian, 2011). Even by striving to expand access to universal coverage, infrastructure issues are also making difficult for to sustain significant levels of service as well as affordability for all public. This is the reasons that in most developing as well as developed countries, poor people are suffering from growing prevalence of chronic diseases and comorbidities (Avison & Young, 2007; Balarajan, Selvaraj, & Subramanian, 2011). Furthermore, they are unable to save their lives due to the lack of money as well as awareness of diseases.

A related study illustrated that in this situation, NGOs' effectiveness can be inescapable since they work more than governments to aware people and provide free treatments for deserving people. For instance, an NGO named Christian Aid worked and launched an emergency appeal in Southern Africa in the early 20th century when a severe drought affected its different areas (Sayce, 2004). In that situation, the identified NGO helped in distributing seeds in Malawi and Zimbabwe and further raised awareness of HIV & AIDS. Furthermore, this NGO performed successfully in Somalia to train midwives in the year 2002, which resultantly reduced infant mortality rate (Sayce, 2004).

Although, there have been some examples reflecting ineffectiveness of NGOs such as Red Cross NGO in Sri Lanka, which respected and promoted the Western Values (Stirrat, 2006). By contrast, most of the NGOs within the region including Oxfam proved effective (Pearce, 2000). Similarly, 'Save the Children's NGO solved several issues experienced by the population of African Countries through delivering emergency relief to target vulnerable groups, protecting the rights of one million children facing exploitation (Mutua, 2009). Another example of the effectiveness of NGOs can be found in the case of "Make Poverty History" campaign that was initiated by an NGO in Africa to raised awareness of development issues within the region (Brainard & Chollet, 2009). Furthermore, this campaign soon covered a massive scale by including the G8 countries and/or Asian Tigers in it to cancel unplayable debts (Mustaghis-ur-Rahman, 2005).

2.16.3 Women Empowerment

Gender parity has also been a big issue in the world due to the employment problems for men, household chores challenges, and narrow thinking of people, particularly in developing countries and rural areas (Mayoux, 1995; Naila, 2005). However, now most of the scholars, researchers, professionals and successful people (Sen & Grown, 1988; Freeman, 2000) in the world believed that women empowerment is important to contribute to higher economic growth since they are highly talented and become a great workforce. It is evident by the speech of Bill Gates (Okruhlik, 2004; Balfaqeeh, 2017) when he visited Saudi Arabia in 2009 and stated that this country could attain its goals to be developed by utilizing the full talent in the country in the form of allowing women to work. This is because he believed that women deserve equal rights as well as treatment, which may have a variety of benefits, including high profits, more

investment from developed countries and personal benefits (children' education and other household expenses' division) (Lalive & Stutzer, 2010).

Despite such kind thinking of most people, still the women empowerment sector in the world' developing countries is not as focused by governmental authorities as it should be and there is not much difference compared to past (Salamon, 1994; Okruhlik, 2004). Therefore, the entrance of NGOs has been significantly supported to not only focus on this side but to increase gender equality for the individuals' and economic success. Most of the examples of NGOs functioning purely for this purpose have been seen in Africa, such as ABANTU for Development established in 1991 and Sonke Gender Justice (Mattes, 2002; Zissette, 2015). These NGOs are empowering women in developing nation (Africa) along with health and other facilities for both men and women, and reflecting their effectiveness in raising the standard of living of all individuals without any discrimination of men and women (Zissette, 2015).

This kind of effectiveness of NGOs is not within the circle of African economies, but it also influences the whole world by changing their political, economic and other sectors. As mentioned earlier that in the 1980s, NGOs became inextricably connected with the development of the communities, societies, and region at international level (Mercer, 2002). Mitlin et al (2007) stated that the existence of NGOs was primarily accepted by different countries due to their contributions in economic, political and human development. Currently, NGOs (local and international) have become increasingly influential and integrated into the global development policy developed for key goals of poverty alleviation, sustainable development, and protection of human rights (Scherl, 2004).

2.17 Chapter Summary

The identified chapter was decided to intend due to the analysis of a substantial part of literature inscription along with imperative approaches that show the role of NGOs for rural development in general and specific to Pakistan with critical situations. The chapter specifically provides an insight regarding the NGOs in general and particular in different contexts. For instance, the theoretical foundations gathered from the studies previously conducted on the relevant subject (Ahmad et al., 2009; Amin, 2015; Russell & Nicholson, 2016) explored the significance of NGOs side-by-side to the governmental authorities. Thus, the identified section significantly provides a concept of rural development for economies' success. However, some of the studies, including (Ashley & Maxwell, 2001; Johar, 2005) majorly highlighted a fact that NGOs are significant only if other sectors (business sector and government sector) fail to fulfill the needs of poor and meet the targets, which was found in the case of Pakistan. Based on this aspect, it is viewed that despite the use of several approaches by the responsible bodies to develop the rural area and communities, state governments often remained unable to contribute to the rural development similar to urban improvements, which raises the need of NGOs' involvement.

Thereof, it has been followed by the several researchers (Robert, 2014; Dixon, 2015) that rural development is relatively difficult without the cooperation of NGOs. As mentioned earlier, that the importance of NGOs for rural development can be inescapable in the world as well as Pakistan majorly due to their role associated primarily with the protection, prevention, promotion, and transformation. Moreover, NGOs in all the world have been effective to deal with the community issues, particularly found in the rural area of Pakistan similar to Nepal, Zimbabwe and other developing countries regarding poverty,

basic needs of life, education and health sectors (Barr, Fafchamps, & Owens, 2005; Bandi, 2011; Moyo, 2012). However, there is a continuous debate on the effectiveness of NGOs and their approaches since their contribution becomes ineffective if the for-profit NGOs operate in a society. This is a rare case and at this stage, it becomes essential to responsible authorities to select specific NGOs developed for different purposes and classified accordingly (Arsalan, 2009).

Overall, literature in support of NGOs in the current situation of Pakistan submits to the premise that these organisations are essential for developing a nation economically, politically and structurally (Bukhari, Jabeen, & Jadoon, 2014). On the contrary, they must exercise responsible practices in accordance with the political, economic and another climate of countries without enforcing other cultures (Alan, 2013). More specifically, the current literature chapter has focused on the role of NGO both in general and specific context for the rural development process. The chapter specified that in developing and poor nations, the role of NGOs is relatively more significant since these are considered as the third sector for their rural development. Unfortunately, the acceptance of these organisations within these societies is still less and thus they experience limited success in changing the societies and developing them. Particularly, in Pakistan, this NGOs' acceptance level has been increased in the current decade and the population living in mountains has felt these organisations essential for their improved living standards.

This is the reason that in different regions of KPK, the number of NGOs is increasing over time (Anka & Khaskhelly, 2011). By contrast, this does not reflect that all the individuals living in Pakistan may support the inclusion of NGOs. This societal condition requires the proper investigation on the situation by evaluating the role and/or

efforts of NGOs for the betterment of people (Ahmad et al., 2016). Through a depth analysis in the research, the effectiveness of NGOs' activities in rural development areas can be found and accepted by everyone. The effective way of evaluating the NGOs performance is to rely on community approach. This method helps in providing the accurate information about the functioning of NGOs, rather than collecting performance related information directly from NGOs. This notion will also help to test the claims of NGOs about their own success. Mostly NGOs provide inaccurate information and make false claims that they are working for the development of the marginalized community and are enhancing their funds on the basis of these claims.

Consistent with this view, it that involvement of local people is crucial for the success of NGOs and it also enhances the value of NGOs in the eyes of local community's members. Moreover, it has also been provided by researchers (Korten, 1987; Kurosaki and Khan, 2014; McMichael, 2011) that local perspective is important in identifying the needs of the community and identification of problem can help to resolve issues in best manner. Therefore, the NGOs that are lacking involvement of key stake holders in the development process are unable to gain trust of the community and consequently, the resulting perceptions about performance of NGOs will be negative.

It has been argued by researchers (Brinkerhoff, 2003; Bebbington et al., 2008; Arenas et al., 2009, Barry-Shaw et al., 2012) that merely the presence of NGOs does not reflect their involvement. The NGOs that are involved on local level and make efforts to closely assess the needs of community are the one that are perceived as more positively performing NGOs. In the light of this evidence the NGOs can modify their actions to perform at the local level to create positive perceptions of their activities.

Moreover, the NGOs that are making their contributions by taking the representation of local people are the one that can effectively achieve their desired goals. It is of no doubt that NGOs which are involving local people are better able to make active contribution development.

The present research, therefore, makes a substantial contribution by focusing on the community based approach for evaluation of performance of NGOs. The communities are the beneficiaries of the NGOs operations and undoubtedly, they are in better position to assess the progress made by NGOs.

CHAPTER 3

CASE STUDY OF CHITRAL DISTRICT KHYBER PAKHTUNKHWA, PAKISTAN

3.1 Introduction to Pakistan

Pakistan is one of the Middle East countries of the South Asian continent (Spate & Learmonth, 2017). The importance of this country in the world has been identified through noticing the involvement of Pakistan in different programmes and unions, such as SAARC countries. Officially, it is known as the Islamic Republic of Pakistan. In terms of area, which is 881,913 square kilometers (340,509 square miles, it has been estimated that Pakistan is the 33rd-largest country (Kumar et al., 2017). According to the current statistics of Pakistan presented in August (2017), it is known as the fifth most populous country, which has 207.77 million populations, in which the autonomous regions (Azad Kashmir with 211.819 million population) and Gilgit Baltistan with 1.8 million population) are not included. Within the country, dramatic social changes have been continuous, such an increase in birth rate (22.3 births/1,000 population) and internal migration of refugee (1.4 migrants/1,000 population), which raised urban population.

This change led Pakistan to rapid urbanization (38.8% of total population) in the form of developing megacities in the past few decades (Jalil & Iqbal, 2010). Resultantly, it became successful in sustaining its historical growth as the second-most urbanized country in South Asia (Kumar et al., 2017). Recently, it has been estimated that now more than 36% population of Pakistan is of city dwellers where there is no distinction in individuals based on their cultures (Kumar et al., 2017). This is because Pakistan is a multicultural (Muslim 96.4% with Sunni 85-90% and Shia 10-15%), Christian and Hindu 3.6% as well

as multi-ethnic society, included Sindhi 14.1%, Pashtun (Pathan) 15.4%, Punjabi 44.7%, Sariaki 8.4%, Balochi 3.6%, Muhajirs 7.6%, other 6.3% (Blood, 1996; Haider, 2006).

Geographically if Pakistan history is monitored in terms of its international borders then it can be said that it is majorly is bordered by India, Afghanistan, Iran, and China to the east, west, southwest, and northeast, respectively (as shown in the following figure) (Baloch, 2017). However, it is also connected with Oman by sharing the maritime border but separated from Tajikistan. On the contrary, geologically it is located in the Indus-Tsangpo Suture Zone (Honegger et al., 1982; Anchzkiewicz et al., 2000).



Figure 3.1: Location of Pakistan by World Map (Baloch, Shah, Noor, & Lacheheb, 2017)

The professionals (Arsalan, 2009) have further explored that Pakistan internally overlaps the Indian tectonic plate within Sindh and Punjab while Gilgit–Baltistan and Azad Kashmir at the edge, and Eurasian plate and Iranian plateau within Balochistan and most of area of Khyber Pakhtunkhwa (KPK). This division has been done on the basis of current administrative divisions of Pakistan, such as Sindh, Punjab, Balochistan, KPK, Gilgit-Baltistan, and Azad Kashmir (Habib & Wazir, 2012; Rehman, Jingdong, & Hussain, 2015). However, the KPK administrative province has been more discussed since 2010 due

to the replacement of its name from Sarhad (NWFP) (Khan M. A., 2012). In the current study, Khyber Pakhtunkhwa (KPK) province has been selected since its big territory covers most of the northern areas of Pakistan where villagers need rural development in terms of education, health, and gender equality (Tayyab et al., 2017; Ullah & Nihei, 2017).

3.2 Introduction to Khyber Pakhtunkhwa (KPK)

Khyber Pakhtunkhwa (KPK) is located in the northwestern region of Pakistan, which borders the Afghanistan internationally via Khyber Pass (Khan & Asalm, 2012). The capital of KPK is Peshawar, which is also known as the largest city of this province. Internally, KPK shares borders with Islamabad and Azad Kashmir to the east, Federally Administered Tribal Areas (FATA) to the west, Gilgit–Baltistan to the northeast, and Punjab to the southeast. Recent statistics refer its population size 30.52 million, which makes it the third-largest province of Pakistan in terms of population while geographically (in terms of area- 74,521 km^2), it is the smallest compared to other provinces. Most of the inhabitants of KPK are Hazarewal, Pashtuns, Kohistanis, and Chitrali (Khan & Khan, 2011; Nasim et al., 2017).

This province was increasingly became the target of international enemies after the 9/11 attacks in the United States, in 2001, which lessened the state' activities within the region and affected the villagers life in terms of health, education and women freedom (Shah & Sultana, 2017; Rais, 2017). At the same time, it became a theatre of militancy and terrorism internally when Taliban started attempts to seize its control in 2004 (Nizamie et al., 2014). On the contrary, the studies (Ahmed, 2017; Tahir, 2017) depicted governmental actions with different organisations launched Zarb-e-Azb against the Taliban, which not only dropped crime rates in Khyber Pakhtunkhwa, but allowed inhabitants to feel safe.

Still, different regions of KPK, such as Chitral although have covered various problems like provision of basic necessities of life but still facing issues of gender equality, and education and health improvements completely (Habib &Wazir ,2012; Nasim et al., 2017).

3.3 Introduction to Chitral District, KPK

Chitral has been an independent district within the region of Pakistan since the independence of the country. According to the history, it has been the princely state that has been declared the first to become a new country, however, later in the 1960s; the city was combined within the Malakand region of the province of NWFP, presently known as Khyber Pakhtunkhwa – KPK. Within the western end of the Himalayas, this has been considered as the most isolated Hindu Kush Mountain range (Bernhard, 2002). This region has been popular due to the majestic hills it entails.

Chitral has been evident to be evolved in contrast to its history due to foreign influences. The foreign influences contributed to the development of Chitral. While these foreigners range from Arabs to Iranians to Chinese to Alexander of Macedonia and to Genghis Khan. Besides this, Lawrence of Arabia has also been known to settle in the area (Heritage, 2010). The district of Chitral entails around 318,689 people with ageless mountain, glaciers high mountain passes, and deep green valleys. The people residing in the district are known as “Khow” with their main language “Khowar”. It has been observed that over 90% of the people speak the main language while the remaining 10% are multilingual with the ability to speak Gujari, Kirghz, Farsi, Phalra, Yidgha, Gawar, Wikhi, Bati, Dameli, Kalasha, and Nuristani (UNICEF, 2014).

Chitral has been considered important due to its commute routes as well. It has been observed that the district is the main artery for the Silk road commonly called as the

Baroghil pass to visit China. Besides this, other two routes of Chitral that includes the Shandur Pass and Lowari Pass also connect the area to different country parts of the Pakistan. The district has also been famous because of the attractive and picturesque sceneries and topographies. The district is known for the highest mountains of Pakistan. Besides this, it is around 320 km while surrounded by the three of the world's highest mountain ranges. However, due to the mountainous areas, the region has the extremely trivial area for cultivable lands. This is also because of the dry and bare land surface of the majority of the mountain. According to Butt (2013), only a small section of the mountains at the lower side could be employed for cultivation.

The district comprises of numerous valleys, which enhances the beauty of the area. The significant valleys in the area include the Mastuj Valley. This valley is sandwiched between the Arandu and Broghil at the Afghan border. Apart from the Mastuj Valley, the other valleys are the Laspur, Shishi, Mulkhow, Ashuret, Torkhow, Owir, Terich, and Lothoh. Chitral area also includes two main Tehsils known as Tehsils Mastuj and Tehsil Chitral, which are further degmented into 24 union councils. Tehsil Mastuj consists of 10 Union Councils. These include namely Owir, Kosht, Mulkhow, Terich, Shagram, Yarkhun, Yarkhun, Mastuj, Laspur, and Charun. On the other hand, Tehsil Chitral consisted of 14 Union councils namely Danin, Chitral-I, Chitral –II, Koh, Broze, Ayun, Shishikoh, Darosh No1, Darosh No.2, Asherate, Arrandu, Lotkoh, Shoghore and Karimabad.

Chitral is also considered popular for its customs, and tradition. The culture of Chitral is very colorful with different languages, dresses, cold weather, mountains, flora, and fauna. Chitral as a district is enriched with mineral resources although they have not been properly explored. This is due to the limitations in terms of lack of enterprise and the

opportunities; however, with respect to the internal use, the profitable exploitation of the district's mineral has been deemed effective. The extraction of Orpiment or Yellow Arsenic is originated within the Tirich village in the Lonkhuh valley although mined in a minimal quantity. Besides this, the area is also rich in the lead in different regions, however, is still not exported. In addition, Chitral is also popular for the best quality of marble stone. Although Commerce, Director of Industries, and Mineral Development Department have issued licenses to numerous organisations for the mineral exploration, nothing effective has been observed from the activities.

The people of Chitral selects the Member of National Assembly (MNA) through the election, whereby one individual from the National Assembly while two other members of the Provincial Assembly are selected. In the regions of the Chitral, the district-wide Government of West Pakistan Law Department Notification No Logis 17/ (14) /69 dated 15/8/1969 has been applied. In Chitral, the person in charge is the Executive Officer – the Deputy Commissioner (UNICEF, 2014). Two Sub-Divisional Officers also known as Assistant Commissioners have been assigned for each sub-division while one Tehsildar and two Extra Assistant Commissioners are assigned the duties of assisting the Assistant Commissioners. On the other hand, for the purpose of Administrative and Revenue works one NaibTehsildar works with the assistance of Assistant Commissioner for every Tehsil (Bernhard, 2002).

The living standards of the area are considered to be average, given the condition of the management within the area. Although it is apparent that the country’s government is responsible for enhancing the living standards of the area, however, citizens of Chitral are evident to be a believer in self-help. This is evident from the practices of their life,

whereby the construction of their houses is done informally through wood whereas other inadequate materials are used for roof construction of the house. In addition, girders are also used by the people to develop rooftops in both rural and urban areas (Butt, 2013).

Similarly, high-end telecommunication and transportation technologies have been missing from the area. With 318,689 people living in the area, only one lakh population has the facility of landlines. On the other hand, Chitral uses a transportation shingle mettle (low type black top) roads; however, it has been observed that these are the limited aspects. Based on these elements, it has been observed that Chitral as a district is under the process of developing in terms of transportation and telecommunication sector as well as in living standards (Bernhard, 2002).

3.4 Why Case Study of Chitral

As mentioned earlier that the identified region or area (Chitral District) was chosen for the research due to the sharp transformation of its development that contributes in bringing from rural life to urban holistic change. However, based on these aspects, other northern regions of Pakistan could also be selected since there have been several areas that experienced a similar transformation. At this level, it is important to reflect that why only the case study of Chitral has been selected (irrespective of relevance to the topic), which contains several answers provided in this section by following a general to a specific approach. In most general terms, for the purpose of focused analysis as well as empirical evidence, Chitral District has been taken as a reference point for the study.

In addition, the prime purpose of choosing this topic was to make the people of Pakistan and other regions of the world realize the significance of rural areas of Pakistan and the history of these backward areas' development. If it comes to the strategic

importance of the topic then it can be said that the topic selected to assess the role of NGOs over the role of governments of nations to develop a location, particularly a far-flung area. Although the list of such areas in Pakistan includes several regions, the selection of the area Chitral was found essential to reflect its history and compare it with its current changes (either positively and/or negatively), which could be nothing but a village without the integration of NGOs.

Similarly, the importance of the area Chitral District with relevance to the topic (effectiveness of NGOs in rural development by using community approach) is relatively high since this has been one of the most important rural regions of Pakistan. As mentioned above, the community development approach has been a fundamental method used to develop the regions, where NGOs are efficiently working to raise the standards of livings of the population. Thus, Chitral has been a key area where the relevant topic fits to not only raise the standards of living of its rural population but also in terms of the success and failures of NGOs challenging and assisting the governmental bodies for influential results in the form of rural development.

Despite these general reasons for selecting the case, study of Chitral, numerous specific factors that tilted the whole study towards Chitral. Chitral is one of the famous northern districts of Pakistan that has been utilized for different purposes since its establishment. For instance, in the early time, it was a major route of trade for Pakistan with its neighbour countries. It was found that in the ancient time, Chitral promoted the trade between Pakistan and northern Afghanistan. Currently, it can also be a trademark for Pakistan among other nations, from which it matches/joints the borders of the country and thus any sort of Chitral development can be a success engine for Pakistan.

More specifically in accordance with the current time, Chitral has been categorized as one of Pakistan's regions that nevertheless remained an independent area for centuries with culture, language, and places (Haq, 2007). Chitral' geographical importance is relatively high since its 76 percent area is covered with mountains, glaciers, and snow due to which it is called a Chitral Valley. The major destinations of Chitral that attract others are also situated in these mountains. Furthermore, the culture of this valley makes its population are more friendly and hospitable. Due to this special civilization and beauty of the region, it has been the biggest tourism spot for the worldwide people. Throughout the year, Chitral welcomes the tourists who are coming from different countries just to enjoy its beauty and know the living style of its people (Haq, 2007). At this stage, if the rural development (such as women empowerment, income quality, and education) is not focused, it may keep the Pakistan's negative image on foreigners.

Thus to improve this image, NGOs are operating in the city and to further promote the region and country' soft image on others (foreigners), the case study of Chitral could only be helpful where a huge change is observed when it is compared with the previous time. Although, the Chitralis or Kho people' innocence and unspoiled behavior are the key ingredients of a scenario in which tourism is increasing, the illiteracy and narrow minds regarding the gender inequality are those concepts, which may affect the tourists in the coming period when there would be a most literate world. Currently, there is no extension to the work reflecting the positive side of Pakistan, particularly Chitral in the contemporary world where international relations of Pakistan are weakened. Thus, the selection of the Chitral case study is a move towards informing others that the region is being progressed where the set trends are being transformed positively and in this way, Pakistan tourism industry can thrive and become a major source of generating higher revenue its population.

Not only this, but it may also help in increasing the employment opportunities for the Kho people for which a number of NGOs are working.

3.5 NGOs Operating in Chitral-General Overview

According to Zulfi (2010), Chitral is one of the largest districts in Khyber-Pakhtunkhwa and thus it has been categorised in different sectors for its development processes. Therein, a number of different Non-Governmental Organisations (NGOs) are working in each sector of Chitral with the aim of improving education, social, heath areas. These organisations primarily established in Chitral District in the late 80s with a faith of serving the population contributing positively to the socio-economic development of this region of Pakistan, which was completely neglected by the governmental authorities at that time (Lewis & Kanji, 2009). Initially, the most common NGO that remained significant for the population of the region was the Aga Khan Rural Support Programme *(*AKRSP*),* which is still operating in BalachPayeen, Boni, Drosh, and Mushradana (Chitral Today, 2015). It was first established in 1982 (by Aga Khan Foundation) as a private, non-profit organisation with the goal of improving the quality of life of the villagers living in Gilgit-Baltistan as well as Chitral.

However, currently, the key functional NGOs really operating on practical grounds within the region and aiming at improving the various field of life can be counted easily since these are relatively very few in number (Zulfi, 2010). The most common and famous NGOs in Chitral District are those working to alleviate poverty from the region. These included Chitral Area Development Project (CADP), Aga Khan Rural Support Programme (AKRSP), Sarhad Rural Support Programme (SRSP), Pakistan Poverty Alleviation Fund (PPAF), Chitral Integrated Area Development Programme (CIADP) along with Young

Star Development Organisation (YSDO), Integrated Chitral Development Programme (ICDP), Broz Integrated Development Programme (BIDP), Terich Area Development Organisation (TADO), and Creative Approaches Development (CAD) (UNICEF, 2014).Conversely, the most successful NGOs in Chitral in previous few years have been Aga Khan Rural Support Programme (AKRSP) and Sarhad Rural Support Programme (SRSP), respectively.

For the NGOs that are being focused in the present study, the funding is being received from the government and different international donor agencies in order to concentrate on the poor masses that are present in the defined region. Specific to the NGOs of AKRSP, SRSP, and even FIDA, all of these have government and international donor agencies as sources of funding.

3.6 Aga Khan Rural Support Programme (AKRSP) Vision, Mission and Role

Similar to the activities of other NGOs like PPAF, Aga Khan Rural Support Programme – AKRSP has been established with the vision of empowered, socially cohesive, equitable, and economically prosperous society in Chitral through community development and rural development (Ahmad et al, 2009). AKRSP is one of the oldest NGOs functioning in Chitral and Khyber-Pakhtunkhwa. This support programme was established in 1982 and has been working within the region with the affiliation of the local inhabitants (Hamayun, 2004). AKRSP's mode of operation and mission is based on the ideology of "learning by doing" by working in along with the local inhabitants' collaboration. These modus operandi of AKRSP have allowed the NGO to bring considerable changes in the living standards of Chitral. AKRSP generally operates in a broader field by small enterprise development, promoting cultural activities, containing the

supplies of social services, and empowering the local government (Khoja et al., 2000). AKRSP's mission is to improve the quality of life of local inhabitants through social and economic development efforts and to contribute towards the poverty alleviation, sustainable human development, and gender inequality in Chitral initiating from the grassroots level. Therefore, AKRSP has been observed to be one of the most efficient NGO working in the District Chitral. This is also because of the most advanced methodologies for the upliftment of sustainability for farmers working in the region (Khoja et al., 2000).

The role of AKRSP can be seen in the form that it has entailed three major components for the reduction of poverty and elevating the rural community by raising the standards of their living. These three major components included Institutional development, Resource development, and Market development (Zahiruddin, 2015). A different network of grassroots organisations is developed and promoted by the AKRSP by including the local community in their ventures of village organisations (VOs) and women's organisations (WOs) (Jiwani, 2010). AKRSP, similar to PPAF follows the social mobilization approach through which the NGO has achieved the element of reliability and trust. In addition, the NGO is involved in loan disbursement, collecting savings, and loan recovery from different conflict areas (Heritage, 2010).

Furthermore, AKRSP's contribution towards introducing an innovative concept of developing Community Organisations such as Village Organisation (VO) and Women organisation (WO) in Chitral also influenced others which was soon accepted in other valleys including Mastuj and Lotkoh valleys in the early nineties (Chitral Today, 2015). The initiative of VOs and WOs was primarily at a smaller level, which was later expanded

with the collaboration of Habib Bank. This ingenuity resulted in transforming barren lands into green meadows. This approach also helped AKRSP in developing of capital and provision for successful implementation of different schemes (Janets, 2003).

AKRSP's effective role is also evident from the demonstration plots for agricultural technology transfer within the region. These demonstration plots for agricultural technology transfer have been evident to be successful in the awareness creation between farmers to comprehend the contemporary technologies used in farming and develop motivation in order to apply the strategies learned. It has been evident that modern technological adoption by these farmers such as farmyard manures, chemical fertilizers, and improved seed use has been beneficial for the productivity of the crops and eventually in farmers' income (Khan, 2016). Along with these endeavors, AKRSP has also been involved in the promotion of health education sessions within the formal teachings as the objective of their health center programme in 1991and showed its influential role in the rural development. This health center programme was focused mainly on mothers and their health held during the religious gatherings and immunization services in order to promote them to follow healthy practices.

However, the major challenges to AKRSP and other NGOs that participated in Chitral's development was associated with the community mobilization as well as sensitization about their responsibilities to implement the successful strategies in terms of effective projects (Chitral Today, 2015). Thus, the existed (AKRSP) and other new NGOs wanted to involve in its development process remained highly considerable regarding these issues and tried to make strategic decisions using different rural development approaches such as the Endogenous Development Approach" (Rural Development, 2016). A similar

approach was also adopted by AKRSP and resultantly it played a vital role in the rural development of Chitral and its interventions are unavoidable (Chitral Today, 2015). None can deny the significant role of AKRSP in order to solve the basic needs of the people of Chitral such as the establishment of micro hydro power stations, construction of road and bridge (Chitral Today, 2015).

By contrast, due to several irrational decisions and ineffective strategies, Aga Khan Development Network and previously running NGOs could not give proper attention to specific areas of Chitral including Kooh, Drosh, Torkhow, Arandu, and Mulkhow. This required a need of developing some other NGOs since the people of these regions were welcoming such organisations to get huge benefits in the form of education, health care, and social awareness. Later on, several other NGOs participated in the process of rural development in Chitral with the aim of awareness raising and community mobilization to reduce the resistance of some people against NGOs. These organisations were the Awaz, Muslim Aid, Intercooperation (IC, a Swiss Funded organisation), CHESVI, WASEP, CIADP, and SRSP (Sarhad Rural Support Programme). These organisations were involved with the donors` holistic approach to developing the region that initially empowers the community through improved education and awareness regarding democratization and their human rights. In these NGOs, SRSP is the most famous (after AKRSP) founded by MasoodUlMulk (the CEO) (a leading renowned development practitioner and Pakistani expert on humanitarian aid).

3.7 Sarhad Rural Support Programme (SRSP) Vision, Mission and Role

It is not only working for Chitral regions including KujuBala, KujuPayeenRagh and Kari, but for the completely northwest Pakistan to alleviate poverty. This NGO was

first established in 1989 with a framework of the Rural Support Programmes (RSP's) approach that could be effective for community empowerment and economic and livelihood development. Similarly, the core objectives of the NGO remained associated with the marginalized communities and assistance of disadvantaged people. Thereof, it adopted a flexible and politically neutral approach that was replicated successfully across Pakistan when the Pakistan's Rural Support Programme (RSP) movement pioneered. In early 2000, another NGO initiated called as the Sarhad Rural Support Programme (SRSP). It has the vision of improving the standard of living of rural areas of Chitral and thus it started working on the mission of promoting the efforts of AKRSP in order to promote the organisations that had a pattern of community development within Chitral. Community development is defined as an approach to development whereby inhabitants of the area are involved in the work proceeding in the village.

Apart from supporting the AKRSP, the role of SRSP can also be observed by focusing on its involvement in developing first solar powered irrigation scheme in Chitral near Drosh Town, whereby when the solar panel is switched on, the river water gushes towards the parched wasteland. Chitral's two union councils have been since availing uninterrupted water supply during the summer season especially through water supply suspension. This is because of the flash floods that are common during summer and it leaves the water inconsumable for days (Zahiruddin, 2012). Besides this, SRSP has also been involved in the development of water supply schemes through hand pump system. This water supply scheme has been developed for fetching water from different and distant areas (Zahiruddin, 2014). In addition, SRSP has also been involved in the provision of electricity of the dwellers of the district. This has been done in order to

offer them consistent electric supply and finish the acute power shortage that influences their daily living activities.

Besides this, since 2014 the NGO has been effectively working to generate electricity from water to reduce the power problem evident in the area. In addition, the NGO has also been the initiator of the modern tool of poverty scorecard (PSC) in order to measure the degree of reduction in poverty within Chitral (Zahiruddin, 2014).With the help of different donors and/or partners, SRSP is operating for different projects in Chitral comprises of development in community physical infrastructure, health care, education, humanitarian programmes, human resource management, and energy sectors. According to Zulfi (2010), if this wide array of programmes is implemented successfully, then the NGO will become able to obtain its objective and sustain the Chitral development. With this continuing aim, the NGO is operating in Chitral and to follow the similar objectives for the sack of villagers, several other local and international NGOs are also welcomed within the region by most people without any governmental resistance.

3.8 Community Participation Model or Approaches used by AKRSP and SRSP

The community participation approach in the form of specific models for development with special reference to grassroots institutions was firstly initiated in Pakistan by the Agha Khan Rural Support Programme (AKRSP) after the failure of government model (shown in the following figure) (Mustafa & Mir, 1999; Abbott, 2013). This innovative action was seen in the mid-1980s, which was further replicated as well as modified by a number of NGOs, including Sarhad Rural Support Programme (SRSP), to suit their own specific environments. However, the success of these approaches became

possible due to the pivotal role of government and donor agencies in community development along with such NGOs (Shah & Baporikar, 2010; Satterthwaite, Reid, & Bass, 2013). Still, the integration and application of community participation approaches/specific models can be seen in both of the NGOs in a different form.

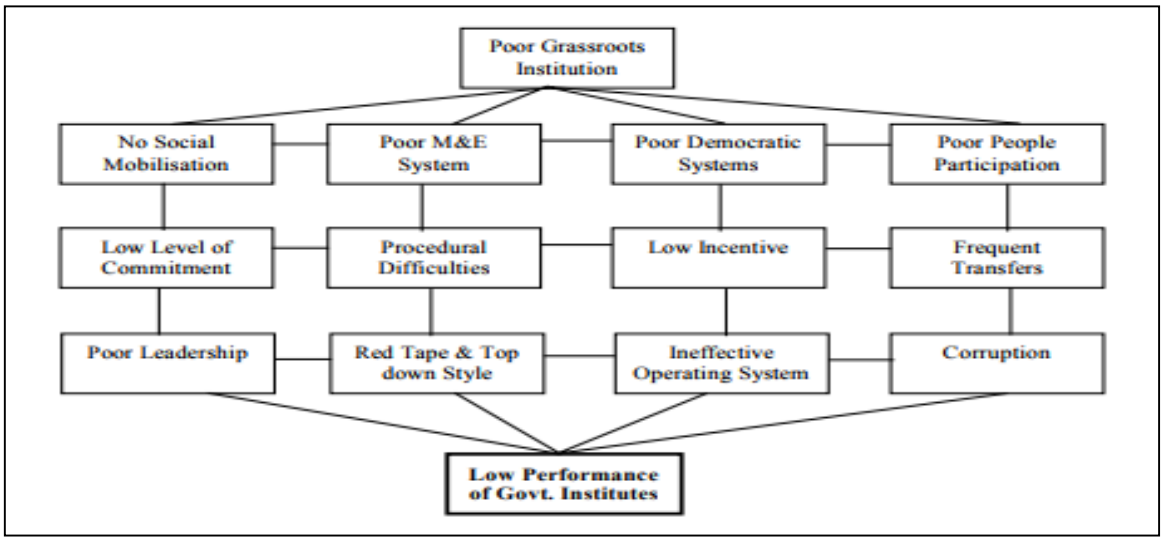


Figure 3.2: Failure of Government Model for Community Rural Development (1999)

3.8.1 Agha Khan Rural Support Programme (AKRSP) Community Participation Model

The AKRSP (operating in three locations in Northern areas and Chitral) first time adopted the principle of community participation using the cooperative model by encouraging rural and agricultural development with the help of rural people in 1998 (Khoja et al., 2000; Ahmed, & Akber, 2000; Ahmed et al., 2009). The key aim of AKRSP was to support community based grassroots rural development to sustain and improve the quality of lives of people living in underprivileged areas. However, this was only possible to encourage people by facilitating them in reducing their poverty for which AKRSP was funded by a number of international donors. Thus, the studies (Mustafa &Mir, 1999;

Ahmad et al., 2009; Shah & Baprikar, 2010) depicted that community participation-based cooperative model initiated by AKRSP had different components, such as social organisation, women's empowerment and/or development, natural resource management and efficient allocation, human resource development, development of productive physical infrastructure, enterprise promotion, services of credit and saving, and proper research and evaluation of the society needs .

The main purpose of the NGO' model was to help small farmers to farm Village Organisations (VOs) through which development activities are carried out (Ahmad et al., 2009). In this regard, 3,557 VOs were formed initially, in which 1,258 women organisations and approximately 84 % rural households were included. Since, saving and credit could be an inescapable factor to attract people; therefore, Rs 414, 45 million (savings) and Rs 1,131.24 million (credit) was disbursed to enable 538,052 rural individuals of Chitral to obtain credit and loans (with saving ratio 0.76) from AKRSP (Mustafa & Mir, 1999; Shah & Baporikar, 2010). At this stage, specific training was providing to the village representatives, which was also a step of this community participation model.

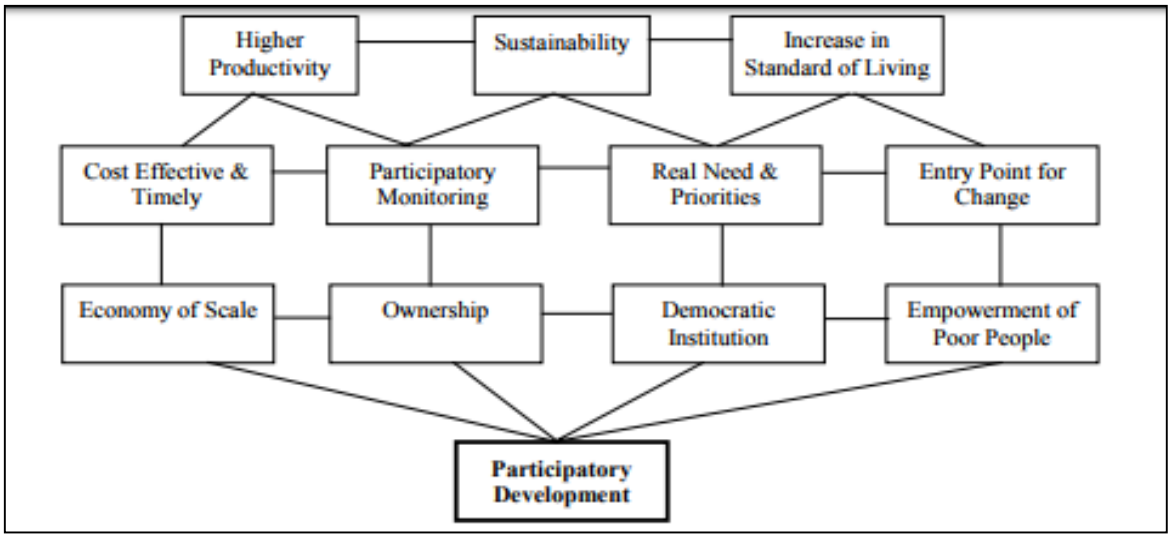


Figure 3.3: Cooperative Model with Community Participation Principle Adopted by AKRSP (Mustafa et al., 1999)

Resultantly, all the responsible departments of AKRSP conducted a survey to encourage people to cooperate with the NGO for different projects, including Productive Physical Infrastructure project (PPI) that develops road or bridges with the help of granted funds to AKRSP (Ahmad et al., 2009; Shah & Baporikar, 2010). Although, the VO had the difficulty in finding committed personnel in order to serve for motivating people but it was tackled by some extraordinary staff members. Overall, AKRSP' efforts remained remarkable in the formulation of a grassroots institution where 84% rural households were covered by implementing the identified model. Later on, AKRSP also worked on participatory rural appraisal (PRA) for improving community participation in the form of labour, funds and time for rural development and gender sensitization method, which is used to collaborating with government to assist in rural development with the help of involving people and supporting NGOs' efforts. These participation approaches were used with the help of the manipulative model, which reflects side-by-side involvement of governments to support NGOs (Ebrahim, 2005; Satterthwaite, Reid, & Bass, 2013).

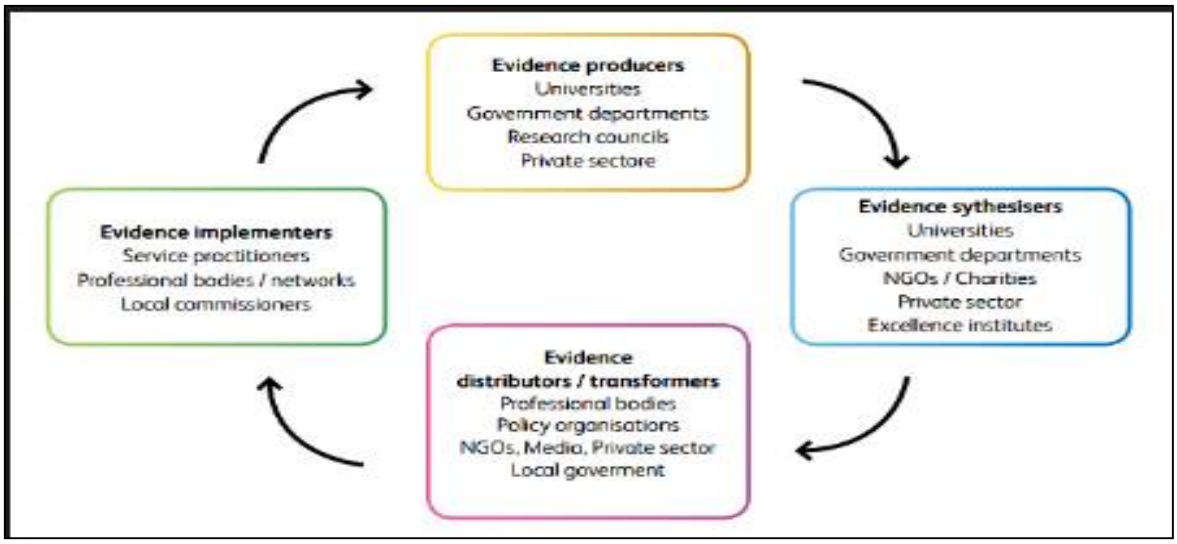


Figure 3.4: Manipulative Model with Participation Approaches used by AKRSP (Ebrahim, 2005; Satterthwaite, Reid, & Bass, 2013)

3.8.2 Sarhad Rural Support Programme (SRSP) Community Participation Model

The SRSP (established in 1989) was funded by different organisations/programmes, including United States Agency for International Development (USAID), International Fund for Agricultural Development (IFAD), and Asian Development Bank (ADB) to operate in Peshawar (Mustafa & Mir, 1999). Focusing on the AKRSP, SRSP had the mandate to support different departments within the area of operation and thus it started working on organising and strengthening community organisations to ultimately improve the lives of poor (Shah & Baporikar, 2010). For this purpose, SRSP also focused on the community participation approaches, including social mobilization approach (that involves different groups to talk with targeted audience) and classic group-lending approach(in which financial assistance is provided to deserving persons) for rural development (village group) (Idrees, Jadoon, Bibi, & Mahmood, 2008). SRSP' model called Three-tier Structure, which involved not only the Village Organisations (VOs), but also the Community Organisations (COs), and Local Support organisation (LOS) also known as Women's organisations (WOs) in its approach in which

1,680 groups (included 32% women and 19% target rural households) participated (presented in the following pyramid). While, total savings were Rs 20.35 million and credit Rs 42.46 million with the purpose of providing loans to the needy people with 75% recovery rate (Mustafa & Mir, 1999; Ahmad et al., 2009).

SRSP's SM Three-tier Structure/Model The first tier exists at the grass roots level whereby twenty to twenty-five households from a neighbourhood become members of Community Organisation (CO). This forms the base of the pyramid and provides outreach into communities. The CO then grows upwards to form the second tier of the model. Members from different community organisations come together to form a Village Organisation (VO) at the village level. The VOs collaborate and cluster together to form the third tier of the model, which is called the Local Support Organisation. This is the highest level of the pyramid. Each level of organisation is built to lead the process of development at its level as well as to ensure aggregation of resources, efforts and skills, and plan and collective action at the highest level of organisation. The Social Mobilization approach strengthens each level of organisation with sufficient technical assistance and guidance and financial support that help communities to remove constraints to their social and economic development



Figure 3.5: Three-tier Model with Participation Approaches used by SRSP (Mustafa & Mir, 1999; Ahmad et al., 2009)

3.9 Conclusion

Chitral is the largest district in Khyber-Pakhtunkhwa whereby numerous government and non-government organisations have been working. Given the changes evident in Chitral, no one can deny the effectiveness of NGOs within the sector. NGOs have been supporting the community development in Chitral. The development of Chitral has been observed to be the efforts of different NGOs. This is evident from the endeavors of the NGOs operating in Chitral who have been functioning even after the lack of a systemic and structured process in terms of monitoring and evaluation. However, in certain cases, it has been observed that few NGOs have not operated at a higher level. Social

mobilization is defined as the community development step for the recovery of areas from conflicts and disasters. It is one of the ways assisting individuals to comprehend their situation and take initiate action for the recovery with an attempt of creativity (Chambers R. , Rural development: Putting the last first, 2014). Pakistan Poverty Alleviation Fund (PPAF) follows the approach of social mobilization in Chitral in order to support the females and males of Chitral. PPAF majorly deals in the alleviation of poverty within the region and thus has established around 51 community-based institutions in assistance with their partner NGOs of AKRSP and Aga Khan Planning and Building Service Pakistan (AKPBSP) (PPAF, 2015). This non-governmental organisation in Chitral and other areas aims to take part in long-terms development through acquiring an approach of bringing social changes through bridging the traditional and modern systems of governance as well as society. According to Zulfi (2010), to achieve the goals of development, all the current NGOs in Chitral (at local and regional level) such as AKRSP, SRSP, and FIDA are getting billions of funds from the government as well as international donor agencies to serve poor masses living in the region.

CHAPTER 4

THEORETICAL FRAMEWORKS

4.1 Introduction

This part of the study identifies the theoretical frameworks, which can be analyzed in terms of depicting the aspect of NGOs with respect to the rural development through a community approach. Through different theories, the concerned aspect of the study can be easily examined in-depth. The literature has been surveyed by the conducted study for exploring the role of NGOs within Chitral and in general as well, so that generalized studies can be used for properly understanding the condition of Chitral. In a similar manner, the following theories have been selected by the study and have been depicted in this section in terms of their significance and association with the factor of NGOs and rural development (Chambers, 2014).

4.2 Community Development Theory

Studies (Robinson Jr & Green, 2011) have identified that the community development theory is concentrated on the individuals who are highly oppressed with respect to the entire course that has been applied for eliminating social problems, such as poverty, education issues, bad health conditions and gender inequality. The theory is majorly focused on the employment factor in terms of the community structures but also relates to the structure aspect with the agency and requires the involvement of different organisations or responsible bodies to work with individuals facing problems related to education, health and women participation. In other words, the community development theory identifies the processing of the defined aspect of structures along with the individuals who are present in a community that this should be properly empowered and

further enhanced together. This is because when both the factors are relevantly engaged and processed, the responsibility of a single social worker within the framework of a community development is then based on the facilitator that is involved. This is in respect to the expert-facilitator aspect (Heere et al., 2011).

In another related study (Ledwith, 2011), it was identified that the community development theory contributes to defining the importance of empowering the individuals and associated groups of people and communities within a society. The theory further focuses on the skills these people have and their enhancement in order to present effective change amongst their communities and problems and issues can be solved in this manner. The major factor lies here is the initiation and preconisation of the skills in individuals. The theory indicates that this should be done by developing different social groups that would have a common objective of the betterment of the society. Community developers should focus on this theory and apply their understanding towards how they can work with a different individuals comprising of different set of ideas and perspectives. They should also analyze that in terms of a large social institutions, positions within the communities can be influenced.

Commonly, different theories have been presented in light of community development, and have been addressed as community development theories by several studies. However, this study has focused on the collective framework presented alone within the community development theory. This theory has been selected for the current research for various reasons. For instance, it is depicted as highly practical when it comes to social workers who are in search of a permanent change in terms of the people residing in the society and/or community of Chitral where lack of education, health issues, and low

women participation is restricting their growth or high standard of living. Thereof, the community development theory is important for the study to find the involvement of rural people in the development processes initiated by NGOs. If observed that how it is related to the study, then it has been found that the community development theory would enable the researcher to evaluate to what extent Chitral NGOs involved rural community in the development process. Furthermore, this theory would be used to find that poor are used in what form for development; for example, as skilled labor force, cooperative person to allow improvements/changes within the society, or information-sharing people. In brief, community development theory has the significance for the current study due to the close association with NGOs and their roles by focusing on locals' needs, which eventually bring rural development

4.3 Empowerment Theory

The name itself indicates the focus of this theory is on empowering people to their fullest potential in terms of their own lives, creating a better environment for their own communities, and improving their society as well (Rubin & Babbie, 2016). According to the study (Rubin & Babbie, 2016), the empowerment theory also concentrates on increasing the skills of people so that they can act on different essential issues. On the contrary, some other studies conducted by (Azizi, 1999; Peterson, 2014) had focused on initially understanding the concept of empowerment first by projecting that it refers to the value orientation with respect to the work that is being processed within a society and the terms itself is also identified as a theoretical framework regarding the examination of different courses and implications that are associated with the efforts applied for implementing control.

This also has an effect on the decisions that are to be taken by individuals and affect their lives essentially, involving the factors of organisational functioning and maintaining the quality of life within a concerned community. In another study (Dolgoff, Harrington, & Loewenberg, 2012) it was found that the theory indicates that highlighting the difference amongst the values that are based on social change and is an essential factor for the development of an empowerment approach is necessary. The theory has indicated the aspect of value orientation in terms of empowerment, which indicates the objectives, aims, strategies, techniques, and goals that should be employed in order to depict the change in the society. This indicates that the empowerment theory contributes in presenting principles and platforms in order to properly organize the information and knowledge obtained by the individuals who are associated with the society and function within NGOs in terms of enhancing rural development (Dolgoff, Harrington, & Loewenberg, 2012).

The present study has identified that most of the regions within Pakistan are rural and have been indicated as the least developed areas, including Chitral. This aspect has a psychological impact on the people who are residing in these areas and they are discouraged in terms of moving forward or taking any further steps for making the situation better. Therefore, the empowerment theory has been selected to find the role of NGOs in empowering people, particularly women of underprivileged areas. On the other hand, this theory is highly related to the existing study, as it would allow researcher to measure the involvement of women (as individual women or women organisations) in the activities of NGOs operating in Chitral to eliminate gender inequality factor from the rural areas and also enable to find different education programmes for empowerment introduced by NGOs, which is an important sector of consideration in this research. At the same time,

it would allow assessing how many women projects have been initiated by these NGOs to improve women health as well as to empower all the society by providing them health awareness programmes by knowing to what extent these have been succeeded in increasing confidence among locals to interact with NGOs and participate in the investigation process over the past few years. In this way, the research objectives associated with the pattern and role of NGOs in empowering women by applying community approach in Chitral would be achieved.

4.4 Participation Theory

According to Macy, Peterson, & Norton (1989), participation theory is an epistemology dealing with knowledge through the participation of individuals in an activity and provides private individuals an opportunity for influencing the public democratic decisions. In other words, this theory is a conceptual framework proposed by Goethe to incorporate intra-subjective experiences in the participatory events. Richard Tarnas (cultural historian) later on, discussed this theory extensively in his research and stated that this theory is highly effective, imperative, as it consists of the principle of Ladder of Citizen Participation (Arnstein, 1969; Tosun, 2000; Bessette, 2004). On this principle, a substantial part of literature exists, which indicates there are some common steps that can be applied in the development as well as the implementation of a citizen participation approach. Several researchers (Arnstein, 1969; Maier, 2001) ascertained there are following eight rungs that can be followed by an NGO to be involved and allow other public to be involved in any decision regarding improvement/development programmes:

i. Manipulation: This is the level of non-participation in which initially some substitutes of genuine participation are selected.

ii. Therapy: The aim of this action is to educate the informants to achieve public support through developing public relations, but it is also a non-participation action.

iii. Informing: At this step of the ladder, the participation starts where legitimacy is required too frequently for smooth flow of information without any feedback system.

iv. Consultation: At this stage, legitimated attitude surveys, neighborhood meetings, and public enquiries are conducted.

v. Placation: It allows citizens to make plans and advise NGOs or responsible authorities that can be judged by them in terms of feasibility and legitimacy.

vi. Partnership: At this level, power is redistributed between citizens and power holders (NGOs or responsible bodies like governments) through negotiation for further planning and decision-making processes under joint committees.

vii. Delegation: This step of the ladder of citizen participation provides the seats on committees to make decisions and to assure accountability of the programme.

viii. Citizen Control: This last step of the ladder handles the entire job of planning, policy-making, and management of the programme/development project after the mutual understanding of NGOs with public with no intermediaries between it.

All the eight degrees of citizen participation under this concept makes it simple to not only involve the inhabitants with NGOs but also to check there level of participation by comparing with the rungs of ladder (mentioned above) (Silverman, Taylor, & Crawford,

2008). This participation theory based in the concept of ladder of citizen participation; therefore, has been used in several federal programmes, counting, urban renewal, Model Megacities, and anti-poverty initiatives in different regions of the world. Thus, the identified theory is significant for the factors of NGOs, such as communication and understanding of rural people in order to deal with community development (Manzo & Perkins, 2006; Gurung, Gurung, Karki, & Bista, 2011; Moyo, 2012). As per these studies (Manzo & Perkins, 2006; Gurung, Gurung, Karki, & Bista, 2011; Moyo, 2012), the participation of locals could be affected due to many aspects such as personal interest, educational and health concerns, biases related to gender or women empowerment/participation in the society activities, social, economic, or political exclusion, which has to be understood to promote participation. Some of the researchers including Ken Wilber criticized participatory theory in the community development process by arguing that participatory epistemology has a very limited appropriate scope, particularly to observe the internal issues, which are often not experienced by people (Kraut et al., 2010). At the same time, some of the professionals argued that this theory is not flexible in the rural development where the responsibilities of NGOs are deep.

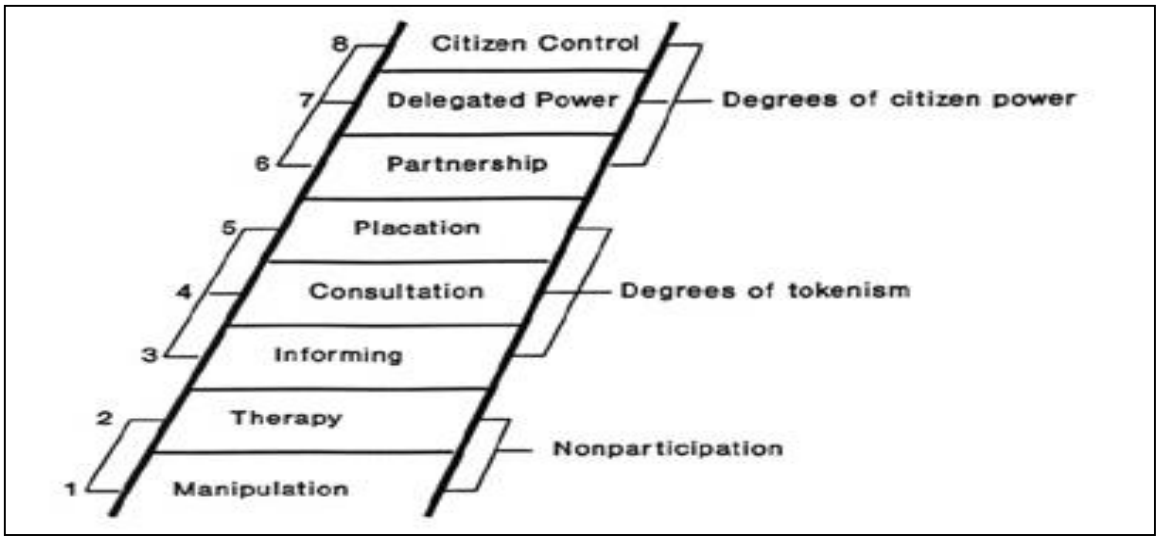


Figure 4.1: Ladder of Citizen Participation (Arnstein, 1969)

On the contrary, it was further explained by Hickey & Mohan, (2004) that participation is not a new concept and it is important because of representing a societal move from a society to the global consideration, which is the dominated development initiative. Despite differing opinions about the participation theory, it has been observed that antecedents of community participation influenced community development and contributed to social work. Moreover, with the advancement in participatory approaches, traditional issues have been resolved, which ultimately brought community development movement in the world during 1950s-1960s (Kraut et al., 2010). Overall, this theory has been selected for the present study because of becoming an inspiration for the contemporary community and community development in most countries by incorporating different social and economic factors, including lack of education, health issues, unhealthy environment, income inequalities and gender inequalities by evaluating them with the help of eight degrees of ladder of citizen participation. Since the current study also aims to evaluate the effectiveness of NGOs in Chitral in terms of education and health improvements and empowerment; thus this theory would create a route to find people'

support to such kinds of improvements by introducing different related programmes of NGOs in the form of monitoring community' interests.

4.5 Frame of Analysis

From a substantial part of literature, including the research presented by (Robinson Jr & Green, 2011) it has been found that community development theory is important if the effectiveness of NGOs is needed to be measured particularly by focusing on its role in the positive change in education, healthcare, and empowerment. On the contrary, the study of (Dolgoff, Harrington, & Loewenberg, 2012) also confirms the importance of empowerment theory to describe the role of NGOs in raising the standard of living through changing education system, healthcare system and promoting women empowerment. A similar context can be also be measured using participation theory (2004), which primarily refers to different stages on which an NGO' effectiveness can be monitored in the three sectors (education, health in terms of monitoring effect of health hygiene campaign on the community, and women participation) identified as main consideration of the present research.

Depending on the importance of all the theories, it is evident that all the approaches are merely fulfilling the need of contemplated study and their connectedness with the conducted research in terms of its objectives is inescapable. Thus, following frame of analysis has been developed in the study as an investigative and integrative model, which reflects that community development theory, empowerment theory and participation theory would be assist in finding the level of community approach adopted by NGOs in Chitral for informing inhabitants about importance of rural development, need of gender equality and their involvement in projects, respectively. According to the framework, if all the three

factors are analyzed in the following manner and found successful in the case of Chitral, then not only the role of NGOs would prove but also their effectiveness would be obtained in the form of improvement in three basic sectors called education, health and women empowerment.

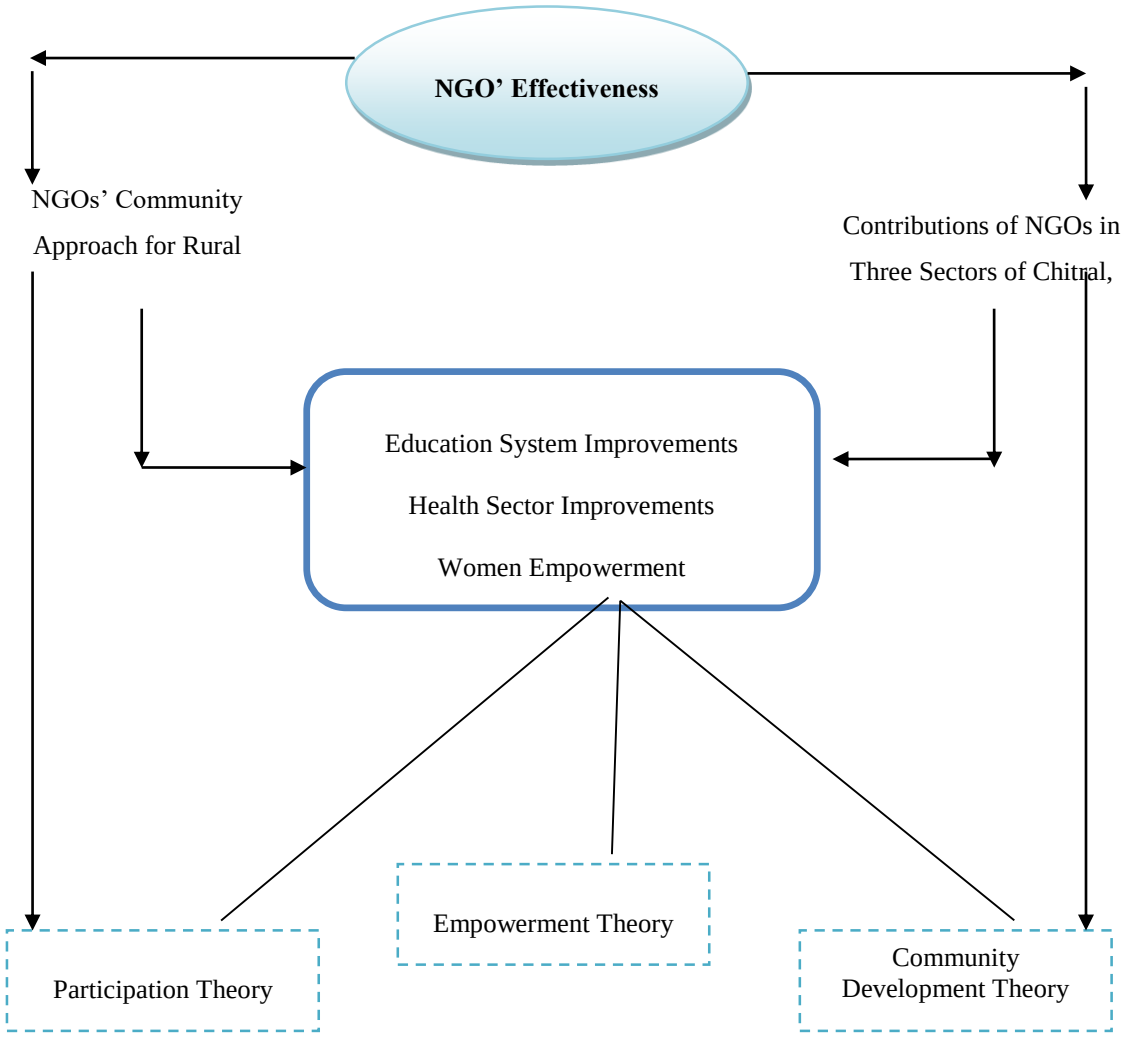


Figure 4.2: Frame of Analysis (Based on Selected Theories)

4.6 Chapter Summary

The chapter "theoretical and conceptual framework" identifies that in Pakistan, NGOs, the role has remained considerable in terms of rural development. However, this

kind of vibrant role could be expected without their rational decision-making process to integrate the effective approaches and/or models. The in-depth analysis of the theoretical foundations illustrates that the studies (Here et al., 2011; Robinson & Green, 2011; Rubin& Babbie, 2016) used different theories, including community development and empowerment approaches showed the importance of these models within the region to find the direction of rural development. These approaches assisted the organisations to start from the most accessible and basic point to reach the highest level of progress. As the study (Ledwith, 2011) depicted that the selection of the community development theory has the disadvantage of not integrating the opinion of those who are not targeted in any research, still it is imperative because of the benefit of covering all the rural inhabitants of any underprivileged region. On the other hand, its inclusion separately could not be efficient enough to achieve the research objectives. For this purpose, empowerment theory was added to the framework (Peterson, 2014), since it only and primarily concerned with the women empowerment concept that could not be specifically measured through community development approach.

However, empowerment theory has the weakness of not contributing to other aspects' assessment. In order to overcome this weakness and to make a strong research, the participation theory has been used by (Arnstein, 1969) in the form a principle of ladder of the citizen participation. The study depicted this theory overall covered the area of research by massively combining all the required factors, such as education, health and women empowerment using community approach by NGOs in Chitral and assessing them with the help of rungs of ladder of citizen of participation, which was not evidently mentioned in the previous studies (Arnstein, 1969; Macy, Peterson, & Norton, 1989). From the analysis of the chapter based on previous studies, it was found that although, these dominant

theories tied to rural development, still the peak of the rural development in Pakistan has not been found, which further requires the proper evaluation that where the organisations lack, which ultimately affects their effectiveness. The chapter explains under the light of different theoretical ideas, the conceptual aspects of the chapter (as shown in the frame of analysis). Overall, all the theories (selected and mentioned above) have been used for the current study due to the significant association with development concept through different actions.

CHAPTER 5

METHODOLOGY

5.1 Introduction

The methodology is considered one of the most important parts of a research and a crucial step that is taken for completing the investigation effectively since it allows how the outcomes are generated using different approaches systematically and minimizing the ethical issues (Kumar & Pharommathhed, 2005; Ryan et al., 2002; Hoffman, 2014). Therefore, the current research has also focused on undertaking significant approaches by intending methodology chapter for analyzing the effectiveness of the NGOs in Rural development by using community approach in Chitral. This chapter primarily provides a key research process and a general and basic study plan for elaborating the method effectively by highlighting the methods and approaches that have been used in order to successfully obtain the desired data and complete the research along with data collection methods, the sampling technique, methods adopted for analyzing the data, assumptions and techniques with proper justification. As, it has been mentioned earlier that methodology chapter enables researchers (Strydom et al., 2005; Wahane, 2009) to assess the expected/uncertain ethical issues that might be encountered during the investigation and to take effective actions; thereof, ethical considerations have also been explained thoroughly. Overall, the research methodology section of the study has been selected based on the research objectives and questions in consort with the literature.

5.2 Location of Target Areas

Considering this research, the aim of the study is to analyse the effectiveness of NGOs in Rural development by using community approach with respect to Chitral. Chitral

is majorly a rural district in Pakistan with its projected population according to the report of 2016 is 513,400 (Males= 265,685 and Females = 247,716) (SRSP, 2016). The literacy ratio of individuals who are 15 years and older are observed to be 51% including both males and females until 2012 (UNICEF, 2014). However, the published report from the government that cites the population of Chitral based on 1998 Census is 288,067 whereby Ayun Council consists of 16,028 while Yarkhun consisted of 19,758.

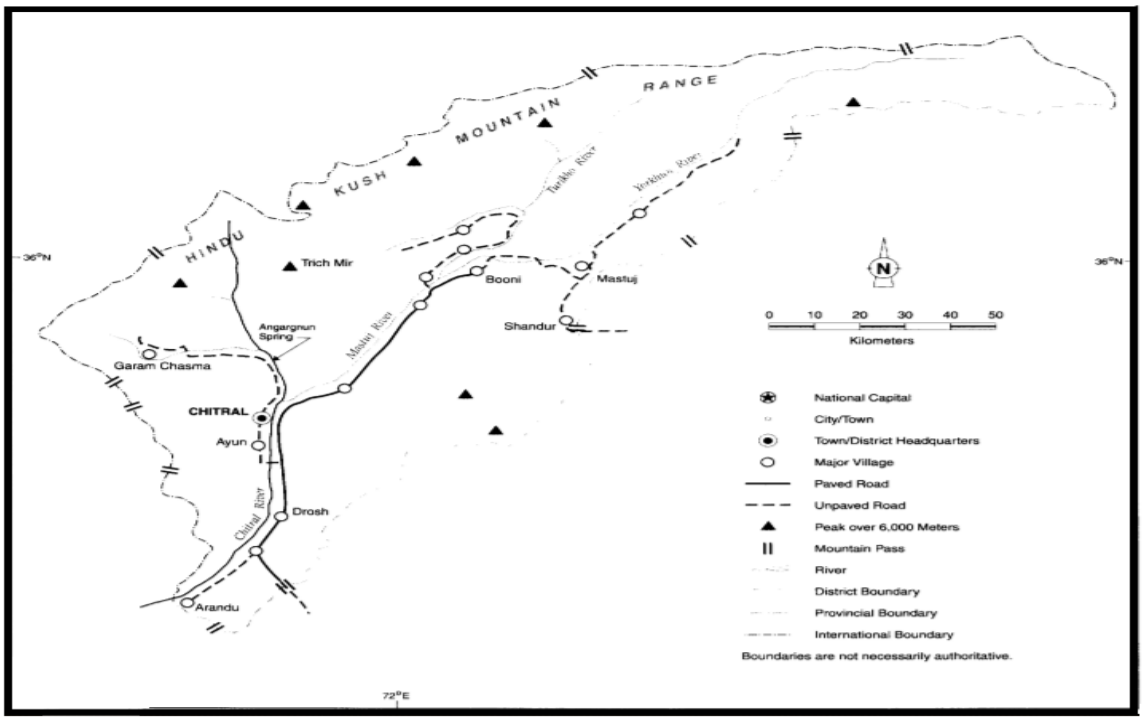


Figure 5.1: Map of Chitral (Asian Development Bank, 2000)

5.2.1 Residents of Chitral

Since the study was being conducted in district Chitral, two sub divisions namely Tehsils Chitral, and Tehsils Mastuj have been selected given that District Chitral consists of these two tehsils. Tehsil Mastuj (according to the survey of Local Government and Rural Development Department, Khyber Pakhtunkhwa Pakistan in 2001) consists of 10 Union Councils. These include Owir, Kosht, Mulkhow, Terich, Shagram, Yarkhun,

Mastuj, Laspur, Khot and Charun. On the other hand, Tehsil Chitral consisted of 14 union councils, namely Danin, Chitral-I, Chitral –II, Koh, Broze, Ayun, Shishikoh, Darosh no1, Darosh No.2, Asherate, Arrandu, Lotkoh, Shoghore and Karimabad. Given the reconnaissance survey, Tehsils Mastuj Union (Yarkhun) and Tehsil Chitral Union (Ayun) were purposively selected for AKRSP and SRSP respectively as both the NGOs have worked in these areas for the last many years by launching their projects.

5.3 Research Philosophy

At the initial stage of conducting a research, selection of appropriate research philosophy is indispensable (Cassell et al., 2006; Gill & Johnson, 2010; Punch, 2010; Creswell, 2013). According to different researchers, a research philosophy provides a platform on which the whole thesis is developed (Johnson et al., 2006; Marshall & Rossman, 2010; Kobus, 2007). In other words, this technique identifies the nature of the whole study and provides a way, in which data should be collected, used, and analyzed (Jong & van der Voordt, 2002). Therefore, analysts or researchers believe in selecting the best philosophical approach according to the context (Matthews & Ross, 2014). Currently, there are the four fundamental research philosophies such as positivism, pragmatic, realism, and interpretivism (Thomas, 2006). These are adopted and considered optional philosophies for any kind of subject matter (Tapio, Paloniemi, Varho, & Vinnari, 2011).

According to several researchers, including (Singh, 2007; Rossi, Wright, & Anderson, 2013), positivism research philosophy is mainly used for the quantitative studies, which develop research hypotheses since it assists in testing the hypothesis based on observations as well as experiences of researchers. By contrast, it is not an effectual philosophy for the qualitative studies in which research questions are developed rather

hypotheses (Mackey & Gass, 2013). Thus, if a study develops research questions, then a pragmatic philosophy is applied extensively, which involves countless views as a solution/answer of different research questions using secondary sources of information gathering(Ashforth & Mael, 2003). However, its weakness of not supporting the first-hand (primary) information can be inescapable since many studies' topics require the need of first-hand information to reach the outcomes (Mackey & Gass, 2013).

Depending on the nature of the research subjects, many scholars found that some of the studies require both types of qualitative and quantitative data, which is based on realities and evidently supported by other previous researchers. In the case of such studies, a realism philosophy is often adopted, which fortunately provides data from the real world to generate results (Berger & Luckmann, 2008). On the other hand, this philosophy is also highly dependent on the exploration of past literature compared to the primary data, which lessens the reliability of results for the present scenario (Gillian Symon, 2012). Due to this reason, researchers often find a philosophy that involves both types of data (qualitative and quantitative) equally to generate balanced findings and to conclude the research effectively. This situation favors interpretivism philosophy, which has these advantages of balanced information (Malterud, 2001).

As, the contemplated study' topic nature indicates the need of collecting a balanced data to find the effectiveness of NGOs in rural development of Chitral (where primary data is expected to help in incorporating new information while secondary data to be supporting evidence of empirical evidence); therefore, interpretivism philosophy has been found a rational choice. Interpretivism research philosophy helps researchers to empirically analyse collected data through qualitative methods (such as interviews, observations or focus-

group discussion) and later on interpreting these primary findings through past studies along with personal knowledge (Blumberg, Cooper, & Schindler, 2011). Although, it is commonly believed that interpretivism is a complex philosophy since it requires huge time to interpret results and also depends on the researchers' experience and knowledge to analyze data (Flyvbjerg, Landman, & Schram, 2012), still it can be an appropriate approach for this research because of covering information of all three sectors (education, health, and women empowerment) in both the past and present.

5.4 Case-Study (Research Design)

Creswell (2013) projected that a research is dependent on the best possible selection of an effective research design, as it depicts the strategies as well as patterns to accomplish the study. Moreover, a research design cannot be ignored due to entailing the key approach selected to generate results and interpret them in order to achieve objectives (Creswell, 2013). According to the analyst and researchers, research designs are of different types used for a dissertation depending on its nature (Underwood, Chapman, & Connell, 2000). The most important types of research designs are called Archival, Survey, and Case Study (Saunders & Tosey, 2012; McMillan & Schumacher, 2014).

According to Gilliland & McKemmish (2004), archival research design mainly focused on the involvement of primary data often held in libraries, archives, documents, manuscripts, and/or other records. However, it is not used for the studies where new information is needed to find the current trends. Therefore, survey method is often preferred over archives to gather first-hand raw material with the help of sampling of individual units from a targeted population (Fowler & Floyd, 2013). Still, many studies have different requirements, such as novel experiments to discover something new/novel

models. This kind of need is always observed in the medical investigations, where the experiment research design is selected because it examines the outcomes of experimental with the expected findings (Campbell & Stanley, 2015). Conversely, analysts (Saunders & Tosey, 2012) have confirmed that the social sciences studies that are based on the contemporary phenomenon under the real world examples can be conducted using case study design.

Since the current study has also been based on a social science phenomenon in which effectiveness of NGOs is required to be measure; thus the case study research design has been expected to be the best-fit approach. Therein, it may help in generating important results by understanding the education, health and women empowerment situation of a specific region (Chitral) after the entrance of NGOs. As mentioned by Libby, Bloomfield, & Nelson,(2002) that case study research design is a prime valuation of a single unit to begin key descriptions and draw simplifications; thus, it is expected effective in final research to see the situation after the intervention of NGOs in Chitral. To formulate the case of Chitral, numerous- peer reviewed articles and e-books have been selected to be used to gather data that are the most common sources focused in this kind of research strategy (Runeson & Höst, 2009).

5.5 Sampling and Sample Size

The sample size is important because the decision of understanding the results is a priority for the sake of having the representative coverage of variables in order to comprehend the role of diverse factors. On the other hand, the sample size determines the variation in the informants being considered for the study since these aspects are related to the sample size representing the overall population (generalization of results).The inclusion

of wrong or unfitting sample size could result in impeding or invalidating the findings (Browen, 2005).

It has been evident that the justification and estimation of sample size have significant value. However, in qualitative researches, several challenges are observed related to conducting and proposing along with publishing the study. On the contrary, a strong resistance is observed between scholar with respect to sample size and qualitative researches however, given the consensus among many studies the standing of qualitative work has been improved in the last decade although it is still considered as less rigorous by many qualitative researchers (Denzin, 2005).

The total sample size of the study included is 152 whereby they have been divided into 5 groups. The distribution of informants has been mentioned below in Table 5.1

Table 5.1: Distribution of Informants

Sample Size	AYUN	YARKHUN
Focus Group Discussion	64	64
In-depth Interviews	12	12

Source: Fieldwork, 2016.

In this study the research informants were selected using maximum variations or heterogeneous purposive sampling method. The sample size of the research informants in this study are the main social actors (Silverman, 2010). There is a need for an appropriate and in-depth analysis of data which could be realized with small numbers (Silverman, 2010). Due to financial constraint and time limitation, comprehensive data treatment and inter-coder agreement may be difficult with larger samples.

The operating NGOs within the area were identified based on comprehensive analyses of the literature, websites, and discussion with key informants (Botchwey, 2006). From the investigation, it was found that Sarhad Rural Support Programme (SRSP) and Agha Khan Rural Support Programme (AKRSP) are evidently working within the district of Chitral in activities such as health, education, provision of employment. Therefore, with an aim of understanding the perspective of community, needs of effective rural development and contribution of NGOs, total 24 individuals belonged to two different communities (12 people from Ayun and 12 from Yarkhun) were selected for conducting the in-depth interviews.

Overall, for both the FGD and IDI, total 152 informants were selected from the two councils (64 from Ayun and 64 from Yarkhun). These 152 informants were divided into eight individuals each (where 8 groups were belonged to Ayun and remaining eight were from Yarkhun), based on their occupation/working status and two groups for women in each union council. The informants were limited to 8 individuals per group in order to restrict the time.

5.6 Sampling Procedure

In literature, there are several sampling strategies exist for qualitative research but commonly used techniques are purposive, snowball and quota sampling (Mack et al., 2005; Saunders et al., 2009; Bryman & Bell, 2011; Robinson, 2014). However, for the purpose of the research purposive and snowball sampling strategies were used to select an informant.

For the FGDs and IDIs, the sample for qualitative analysis has been selected through a combination of purposive and snowball sampling. The reason for selecting the two non-probability sampling method is that the researcher intended to include possible

informants for the representation of distinct groups in both councils. The informants were selected based on purposive sampling has gave that people with awareness were selected regarding NGOs in Chitral. On the other hand, those who have been living in Chitral for at least 5 years were selected. Initial informants were later approached to refer other individuals for the purpose of both FGDs and IDIs.

5.7 Socio-demographic Data

The characteristics of the informants are described below based on the occupation for FGD informants:

Table 5.2: Distribution of Informant by Union Council.

	YARKUN Number Focus Groups	Number of Informants In Each Group is 8	AYUN Number Focus Groups	Number of Informants In Each Group is 8
Local community people	1	8	1	8
Educationists	2	16	2	16
Health Staff	2	16	2	16
Working women	2	16	2	16
Housewives	1	8	1	8
Total	8	64	8	64

Source: Fieldwork, 2016

Table 5.3: Demographic and Social Characteristics of Focus Group Informants

Demographic And Social Characteristics Of Focused Group Informants	YARKHUN Union council	AYUN Union council
Gender		
Male	40	40
Female	24	24
Age		
18-35	18	16
36-50	32	35
51-70	14	13
Family Type		
Nuclear	7	10
Extended	57	54
Education		
Illiterate/ No schooling	14	13
Primary	1	1
Middle	0	1
Secondary	1	0
Intermediate	3	2
Bachelor or above	45	47

Source: Fieldwork, 2016

Table 5.4: Occupation of In-Depth Interview Informants

Occupation	AYUN	YARKHUN
Women leaders	4	3
Head Masters	3	4
Health staffs	3	4
Community leader	2	1
Total	12	12

Source: Fieldwork, 2016

Table 5.5: Demographic and Social Characteristics of In-Depth Interview Informants

Demographic and Social Characteristics of Interview informants	AYUN	YARKHUN
Gender Male Women	 8 4	 9 3
Age 18-35 36-50 51-70	 3 5 4	 3 5 4
Family Type Nuclear Extended	 2 10	 1 11
Education Illiterate/ No schooling Primary Middle Secondary Intermediate Bachelor or above	 0 0 0 0 2 10	 0 0 0 0 1 11

Source: Fieldwork, 2016

5.8 Inclusion and Exclusion Criteria

Regarding the informants of the study who are the inhabitants of Chitral, for the inclusion criteria, it was initially decided to only involve people who were with formal education background. However, on the basis of level of understanding the purpose of the study, illiterate were included. Therefore, the level of understanding about the question was observed. Both males and females in the age range of 18 and above were included as research informants in this study. This was also because the study is based on understanding the effectiveness of NGOs so informants should be knowledgeable. Besides this, people belonging to local community, educationists (school teachers), health staff, working women, and housewives. The individuals who were included as informants were

those who lived in the community for a minimum of 5 years in order to have a better understanding of the effectiveness of NGOs.

5.9 Ethnographic Research Approach

The study was found descriptive in nature in order to understand and analyze the working strategies of NGOs operating in Chitral for rural development. Thus, it was essential to select the significant research approach to generate the accurate results (Blumberg, Cooper, & Schindler, 2011). According to David (2014), research approaches work to fulfill the target of researchers through acquiring the key methods of obtaining relevant information. Focusing on this importance of research approaches, mainly quantitative, qualitative, and mixed methods can be applied that have further sub-approaches (Judith, 2012). In the current dissertation, topic suggests the need for a qualitative method to cover all the aspects, which provides comprehensive ideas supported by observational evidence (Fielding& Thomas, 2001; Clifford, 1997).

As per Morrow (2001), a qualitative method is appropriate if research topic is subjective regarding the effectiveness or community perspective. However, there are further different sub-approaches under qualitative field, such as grounded theory, field research and phenomenology. (Bryman, 2006; Marshall & Rossman, 2010). Depending on the nature of the study, ethnography qualitative approach has been chosen since it originated from the concept of culture and in this cultural data is obtained from the directly observable material items, which was essential to notice the entire culture, education and health in Chitral after the entry of NGOs. At the same time, the ethnographic approach described both regularities and variations in a complex society (Chitral) by carefully listening what people know. Since over time, the ethnographic approach has also

broadened its field and incorporated the idea of including virtually different groups or organisations rather only depending on societies/cultures; thus, this approach could be most suitable for the current research, which had to evaluate the role of two NGOs, AKRSP and SRSP.

5.10 Tools for Data Collection

Data collection is considered a crucial stage while conducting the dissertation, as the results are dependent on the information that is being collected (Wood, Pitta, & Franzak, 2008). Commonly, there are two basic methods of collecting data such as primary and secondary approaches (Sandelowski, 2000; Aaker, Kumar, & Day, 2001). The primary data collection method gathers information directly from the informants in either subjective and/or objective form (Ashforth & Mael, 2003). On the contrary, secondary methods deal with the previously published information (Bryman, 2006). Since a qualitative ethnographic research approach has been selected in the study that creates a multifaceted nature of the study due to this, qualitative information gathering was found effective in this dissertation and therefore, both primary and secondary sources of data were used (Lawal, 2013). Most commonly, the following significant tools under the ethnographic approach have been employed.

5.11 Observations

The first primary tool chosen for information gathering on the selected topic is the "direct observations". This is because observations enable a researcher to monitor the people activities and set specific perspectives that are helpful in reaching the results. (Madrigal & Mcclain, 2012; Silverman, 2013) Thus, direct observations of the informants of pondered research allowed to monitor watch their daily activities that whether they are

working with NGOs and/or supporting their projects or not and scrutinize these activities for setting some trends that could be used further to make fewer outcomes in terms of role of NGO**s.**

5.12 Focus Group Discussion (FGD)

In qualitative research, focus group discussion (FGD) is a very commonly used instrument for data collection among the researchers (Rubin & Rubin, 2011; Maxwell, 2012 Holloway & Wheeler, 2013 ; Gray, 2013; Silverman, 2013; Stewart & Shamdasani, 2014). According to the study of Creswell (2013), a qualitative research is incomplete if the data is not collected appropriately. At the same time, Matthews & Ross (2014) supported the argument of Creswell (2013) by projecting that in order to collect the most suitable data, it is essential to select the best instrument in a research, such as focus group discussion that often supports the empirical or theoretical observations. Relying on these arguments of previous researchers, the focus group discussion (FGD) has opted as a second important tool in this research in order to make the study reliable and strengthen the trends obtained from "direct observations" (See Appendix I). The sample size for the focus group discussion (FGD) is 64 for Ayun Council and 64 for Yarkhun Council dividing them in eight groups – eight informants each.

5.13 In-Depth Interviews (IDIs)

In-Depth Interviews (IDIs) is one of the key methods used in qualitative research which enables the researchers to collect information in depth and detailed (Silverman, 2006; Maxwell, 2012; Seidman, 2012; Seidman, 2012; Flick, 2014). So another tool used for gathering information was in-depth interviews (IDIs) in which direct NGOs were involved to share the information and strengthen empirical findings of the dissertation (See

Appendix II). The major reason behind selecting this tool was the importance of in-depth interviews in a qualitative research for assisting in gathering unbiased information on the relevant subject, which was projected by De Vaus (2005). Equally, this data collection tool is a personal and unstructured interviews form, which aims to identify the informant's emotions, opinions, and feelings regarding a particular concept/context (Opdenakker, 2006). Moreover, IDI is beneficial since it offers flexibility in terms of the flow of information regarding a research subject, which was essential for the current topic associated with the role of NGOs to measure their effectiveness in Chitral's rural development. This in-depth interview consisted of open ended questions that were designed keeping in view the scope as well as objectives of study in which NGOs representatives were free to talk each other and share information (Crossley, 2010). The sample size for the IDIs is 12 for Ayun Council and 12 for Yarkhun Council.

5.14 Pilot Study

The pilot study for this research had been conducted in order to evaluate the questionnaires developed. The researcher aimed to understand if the questionnaire designed for the study answers what it is supposed to answer (the objectives and the research questions). In addition, it was also conducted to understand if the questionnaire would be understood by the informants and what will the average time be. For this purpose, 10 informants for the interview and six informants for focused-group discussion were conveniently selected. Since the responses provided appropriate answers (based on thematic analysis) and were understood by the informants, later on, the questionnaire was used for the completion of the study.

The training of the informant was conducted by introducing what FGD are and then explaining about taking care of certain things. These focus involved things such as inclusion of all informants, prohibition of opinion- making in the group, interrupting the informants that speak more than others speak or act as leaders leading the conversation towards one point and probing more from those who do not speak much. In addition, it also involves respecting every informant and not favoring them while facilitating the entire process.

5.15 Pre-field Activities

The pre-field activities for this research included different activities such as the comprehension of the demographics, behavior, attitudes and characteristics of the target population along with informants' contact information. Besides this, the development of the open-ended questionnaire for focused group discussion and interview was ensured. In addition, the translation of the open-ended questionnaire was also done during the pre-field duration in order to be prepared for the pilot study and fieldwork. In addition, the pre-field activities also included the permission taking the process from NGOs and informants especially.

5.16 Procedure Fieldwork

The researcher initiated the methodology by designing the research aims, objectives, and of the study. After the development of the fundamentals of the study, the questionnaire and questions for the FGD and IDI were designed with the help of the literature. Previous researches have been employed for designing the questionnaire. The supervisor approved the questionnaire and the questions that were to be asked in the in-depth interviews before data collection. As a researcher, in order to get the valid

understanding inside about the situation. I position myself as an insider in different ways during fieldwork. I aimed to participate as an insider in order to understand (interpret) the knowledge provided by insiders with an outside perspective. As a researcher, I can 'inside interpret the experience the local community about the effectiveness of NGOs and thus obtain epistemologically valid knowledge. Understanding the inside/outside distinction can enable the researcher to ask for information that only insiders (the informant) can provide (Kvernbekk, 2005).

The researcher, in order to conduct the study, began the collection of data for the study. With an intention to conduct the study, it was necessary that the data be gathered appropriately. For this purpose, the permission was obtained from the informants before the collection. Only after their approval, the in-depth interviews and focus group discussion started. These informants were selected by following the purposive and sampling method (snowball), as this method, which allows researchers initially to contact with a small group of individuals required for the study and then they are asked to establish contact with others (Bryman & Bell, 2015). At the same time, Bryman & Bell (2015) argued that snowball method is opposed to purposive and snowball sampling method which assists in putting informants together without any hurdle. In order to collect data from informants, different high schools, and offices were visited in order to collect data. An approval letter was shown to the respected authorities with an aim to demonstrate approval from the organisations and institutions. After involving 152 individuals as informants of the study, the next step was to collect the relevant data.

For the collection of data from the community, it was ensured that people were informed about the subject and need of conducting the research before the data collection

begins. With this respect, two NGOs had been selected that have been operating in Chitral. These included the Aga Khan Rural Support Programme (AKRSP), and Sarhad Rural Support Programme (SRSP). These had been selected since they have been operating actively in Chitral and are popular as well. However, for the collection of data, an email to the respective departments was made that briefed the aim of the research, asked for the approval of the data collection, and for accessing the list of beneficiaries and employees of the NGOs in order to select few informants.

After the approval from the NGOs, a particular day was decided with feasibility to all the 64 informants from Ayun and 64 from Yarkhun to conduct focus group discussion and similarly to the 12 people from Yarkhun and 12 from Ayun informants in order to conduct the in-depth interviews. The process for in-depth interviews and focus group discussion were almost similar however, the focus group discussions were conducted after in-depth interviews. Primarily the focus group discussion was conducted following the in-depth interviews.

Soon after the informants were selected and the day was decided, the in-depth interviews and focused group discussion was conducted. The informants were limited to 8 individuals per group in order to restrict the time for minimum or equal to 1 hour and 30 minutes. Initially, the researcher introduced the purpose of the study and the reason for conducting it. While maintaining rapport with the in-depth interview informants and focused group discussion, the collection of data was initiated. Questions that were designed before were asked simultaneously while the responses were recorded. The permission for recording the responses was taken initially before the data collection initiated.

The discussion began with general questions such as the background of the project while continued with relevant and specific questions that were designed. The in-depth interviews or the focused group discussions, when deviated from the relevant topic, were brought back to the track by the researcher, for instance, by asking a new question. Shortly following the completion of the in-depth interviews, the informants were briefed about how they could get informed about the results of the study. The in-depth interviews ended and the third and final stage began, which was of the data analysis. Subsequent to the analysis of the study, the results were finally generated and drafted by the researcher.

5.17 Assumptions

The key assumptions made in the present research study were:

i. Both the genders (male and female) would be involved in the research for participation to know about their perceptions regarding NGOs and their work within the region
ii. All the informants would be answering all the questions asked in in-depth interviews and focus group discussion are openly based on their experience and knowledge
iii. The informants would only provide correct information about the working of NGOs regarding rural development
iv. The informants would be fully aware of all kinds of projects introduced by NGOs in Chitral and the rural development related other activities undertaken by the local social organisations.

5.18 Ethical Considerations

The research involves qualitative research although both primary and secondary data collection methods for the study, therefore, ethical considerations for both aspects had been considered. Initially, considering the inclusion of informants, since their participation was completely voluntary, their permission and consent were received by obtaining filled consent forms (Malterud, 2001). No force or coercion was implied or implicated on the informants and they had full liberty to leave the research whenever they wanted, to keep their will in consideration (Kumar & Phrommathed, 2005). The consent form included the details of the study regarding the informants' role during collection of data and its analysis (Ritchie, Lewis, Nicholls, & Ormston, 2013) and therefore, their permission was obtained using it.

While considering the qualitative part of the study, it was ensured that objectivity and integrity are maintained while reporting the results specifically of the focused group discussions and in-depth interviews since qualitative approaches have always been criticized for their objectivity (Bowen, 2005). This was specifically included to enhance the validity of the research. Besides this, since the research included literature, it was ensured to credit the authors of the research are given. For this purpose, the researchers included and cited references to all the secondary information that has been utilized. In addition, it was ensured that the research is free from plagiarism; therefore, complete paraphrasing was ensured.

Besides this, the confidentiality of the respondents could be subjected to certain ethical problems, which was managed/protected by undertaking rational decisions. For instance, informants could be afraid of leakage of their sensitive (personal) information,

which often create problems in their employment; thus, informants were assured about the unavailability of sensitive information. In this way, the confidentiality of the informants was censured by protecting their rights to privacy and safety through handling data obtained as a whole. The most important aspect that tends people to participate in a study without any ethical issue is to keep the personal record safe and for this purpose, informants were not assumed to be forced to share their names and job position by mentioning the names of organisation (if they are uncomfortable).

5.19 Truth Worthies and Dependability (Validity and Reliability)

Reliability and validity of a qualitative study are always questioned that can be geared to different issues, (Golafshani, 2003). Such as credibility, dependability, transferability and confirmability, which altogether are called trustworthiness problems (Shenton, 2004). In order to improve the reliability, and validity of the present research, trustworthiness has been ensured using different strategies.

5.19.1 Credibility

Credibility (the first aspect of trustworthiness) shows the concept of internal consistency, in which it is focussed that whether the selected research process/methods/tests measure what is actually intended and what ways are adopted communicate to other people. (Shenton, 2004; Marshall & Rossman, 2010; Punch, 2013; Flick, 2014). C In order to focus on these factors, credibility has been accomplished by selecting the best (qualitative) research methods, utilizing peer debriefers for negative case analysis as well, and developing prolonged engagement with individuals along with continual observations.

5.19.2 Dependability

Dependability is mainly related to the primary challenge that whether the researcher employs appropriate methods in terms of carrying out a research in an expected duration (Shenton, 2004; Holloway & Wheeler, 2013; Flick, 2014). To improve the reliability/trustworthiness of the research, dependability has been achieved through the use of more than one overlapping methods, including the focus group discussion and in-depth interview to gather more reliable information at the minimum time.

5.19.3 Transferability

Transferability is the responsibility of researchers to ensure the effective participation of people or audience by enabling them to generalize the results to her or his own context that can be applied to other setting/studies (Marshall & Rossman, 2010; Bryman, 2015). In order to confirm the transferability, adequate information about the researcher and members, need of research, and research context has been provided so that the readers could apply its methods, processes, and context on the future research.

5.19.4 Confirmability

Confirmability indicates the neutrality of a study in terms of unbiased information and findings. For this purpose, triangulation is considered one of the most important techniques that promotes the confirmability and reduces the effect of investigator bias (Scapens, 2004; Seidman, 2012; Silverman, 2013) Therefore, this technique has also been followed in the current research by integrating the three different methods, including observations (theoretical and conceptual foundations), FGD and IDI to lessen the risk of biased data.

5.20 Field Challenges and How to Overcome

According to Adisa (2012), field challenges are often experienced by researchers, particularly while investigating a vast topic, such as rural development and NGOs' entry in a region, which have governmental restrictions. Therein, numerous challenges were encountered during the completion of this study. The primary issue was to interact with the people of Chitral, as they were busy in their routine life and in daily-wage basis work. Therefore, it was essential to ask them to come on time to the study so that data collection is completed in accordance with the time schedule without any hurdle. In order to assure participation of people and overcome the uncertain challenge of time, appointments were taken from all the selected informants for the time when data is collected. The problems of taking permission also existed as NGOs had to be briefed their name would not be defamed and by explaining the benefits of the research, the NGOs gave permission for conducting the study.

Due to the nature of the research of focusing on gender equality, many barriers were also faced since many professionals and researchers stated that Chitral has a slightly conservative society. For instance, fear of recording voices and their use in any wrong activity also diverting selected informants of the study. Therefore, all the individuals were informed that the recordings are only to complete the data collection process on time, while their shared information would be used in a written form rather direct recording and in this way, this challenge was overcome. Besides this, continuous work and climate change made it difficult to maintain health. It was imperative to deal these issues at right time so that not hurdle or problem is experienced during the investigation. Thus, necessary precautions were taken by the interviewer and by asking interviewees to follow it to

maintain health and face the climate change. In addition, to reduce language barriers, the questionnaire was familiarized for situations that would require further explanations. Moreover, for the identified challenge, the research made sure that familiarization with the topic and area of research is made in order to respond to all the queries and concerns, which assist in reducing the restrictions from the community and governmental sides.

5.21 Data Analysis and Management

The analysis is the step that follows data collection at this stage highlights the results that are revealed from the informants' raw data. Data analysis is also crucial and is useful for making sense of the raw data and interpreting it (De Wever, Schellens, Valcke, & Van Keer, 2006; Joffe, 2012). Data analysis is dependent on the methodology of the research although numerous methods are available that are employed for analyzing the data. For instance, qualitative data does not use numerical data, therefore, the data analysis methods for qualitative data usually does not entail the use of the software. In contrast, quantitative data cannot be analyzed without software such as SPSS, Excel, and Stata etc., which is necessary for its analysis (Creswell, 2013; Vaismoradi, Turunen, & Bondas, 2013).

5.21.1 Transcription and Translation

The data has been analyzed in a sequence to manage the large information systematically. For instance, initially, the data collected through focus group discussion was transcribed in accordance with the research question and analyzed using thematic analysis, which provides a simple and easy access to key perceptions of informants (Guest, Bunce, & Johnson, 2006). The transcription includes writing the recordings of the verbatim collected during the FGD, and pointing out the pauses, gaps, thinking aspect and so on in

the written document. Later, when the transcription is completed the material is observed and analyzed to make sense and link with the research question in order to translate its meaning.

5.22 Coding and Analysis

Coding is known as the most famous and commonly used process of analyzing qualitative data appropriately (Gale, Heath, Cameron, Rashid, & Redwood, 2013). In this process, a code is developed, which is a qualitative inquiry that uses symbolic signs in the form of a word or short phrase and actively develop and facilitate categories and ultimately analysis the connections (Baralt, 2011). Although, there are various forms of the coding, including axial coding and selective coding (Walker & Myrick, 2006), however, the current study used an open coding. This is because, open coding technique is divided into some easy steps; for instance, initially researchers are asked to look for distinct concepts as well as categories in the data in order to form the basic units of analysis (Walker & Myrick, 2006). In other words, initially, the data is breaking down into different first level and second level concepts or master headings. Later on, the concepts or categories are interlinked to form specific themes.

With this in mind, the data was coded in order to attain possible themes of the data. Following the coding, the initial themes were identified for analyzing the collected information. Based on the relevant themes, the data and codes were brought together to finalize the themes (Vaismoradi et al., 2013). Similarly, for the data that has been obtained through in-depth interview method was also analyzed through a qualitative methodological approach “thematic analysis”, which is according to Tuckett (2005) observed a tool to provide comprehensive information of the obtained data. In addition, it allows flexibility in

research analysis since it is easy to use. It allows analyzing the content of the discussion by highlighting key themes (Guest, MacQueen, & Namey, 2011). The information was used and analyzed by understanding the trends and patterns of the data and responses obtained.

5.22.1 NGOs' Ways of Adopting Community Approach for Rural Development of Chitral

In this study, two NGOs (AKRSP and SRSP operating in Chitral) have been selected that are using community approach in a different manner. The implementation of community approach by the NGOs does not only rely on any specific activity but it includes several steps, such as involving locals in various development activities, improvement in education, healthcare and women empowerment (further explained in the following chapter). The increasing involvement of local communities found as a key reason of community approach adoption, which was sub-categorised into "community participation" and further grouped to form the main category "Tools of community approach". The various tools in the community participation involved different actors for rural development (shown in the following table). For instance, women were motivated for outdoor working with the help of workshops, seminars, and campaigns of women empowerment. Similarly, healthcare awareness was also raised among inhabitants to make a healthy society. Some other points are also summarized in Table 5.6.

Table 5.6: NGOs' Ways of Adopting Community Approach for Rural Development of Chitral

Codes	Sub-Category	Category	Theme
Local Citizens and NGOs' Staff	Increasing involvement of People/community participation	Tools of Community Approach	Ways of implementation Community Approach by NGOs for Rural Development of Chitral
Providing employment Opportunities	Income improvement at Individual Level	Low Poverty Rate	
Increasing number of registration in primary and secondary schools and offering free education to poor Skeptical activities of NGOs in education sector	Convinced or Skeptical for Compulsory Education	Training Programmes/ Facilities and Workshops for Gender Equality	
Prohibition from the unsafe environment (caused by unclean drinking water and hygiene issues because of sewerage, unconstructed toilets, and pipelines problems) and motivating for routine checkups Allowing access to medicines to the patients or other facilities	Social awareness amongst Inhabitants		
Efficiently Allocation of Labor Resources (Involving Women in Work) Allowing women to participate in every field of life to raise their standard of living with the help of LSO,			
Including WO Project failure/success	Participation of Women through WO		

Source: Filed work, 2016

5.22.2 Effectiveness of NGOs in Improving Education, Health and Women Empowerment

The effectiveness or role of NGOs in rural development of Chitral District (particularly in three sectors, including education, health and women empowerment) has been coded under the heading "activities undertaken by NGOs by involving local citizens". This code has been further sub-categorized as "responsive involvement of NGOs", which ultimately fall under the category called "sectors changed or unchanged". This division indicates that the effectiveness of NGOs in rural development of Ayun and Yarkhun Councils of Chitral has been measured by evaluating the improvements in the sectors of education, health and women empowerment.

Table 5.7: Effectiveness of NGOs on education, Health and Women Empowerment

Codes	Sub-Category	Category	Theme
Activities are undertaken by NGOs' staff members with the help of local citizens	Responsive Involvement of NGOs in Implementing Rural Development Projects/Programmes	Sectors Changed or Unchanged	The Effectiveness of NGOs in Chitral' Development (particularly improving education, health, and women empowerment sectors)
Projects satisfying educational needs of a society (both for male and female) for development The lack of having a predetermined education programmes	Alignment with educational strategies	Education Sector	
Success in teaching, training, or facilitating local individuals (availability of facilities) Unorganized long-term and short-term plans for continuous improvement	Dissemination: awareness along with operations for wellbeing	Health Sector	

Table 5.7 continued

Build self-sustaining environment and culture of women freedom Gender equality	Accessible and equitable opportunities for women	Women Empowerment	
The extent to which implemented projects failed or remained successful	Sustainability of Projects		

Source: Fieldwork, 2016

5.23 Conclusion

The methodology chapter for the pondered study has defined the research design, various methods, approaches and tools of data collection to generate results and procedures that have been employed in the existing thesis. At the same time, some other important methods and concepts have also been discussed that were needed to be followed and dealt significantly, such as pilot study and necessary changes, challenges experienced in the field and management of data for analysis and interpretation through effective coding method. Based on the nature of the study, all the research design (case study) and data collection tools (including observations, FGDs and IDIs) have been reliant on qualitative data and ethnographic approach, which worth for measuring the social phenomenon, such as effectiveness of NGOs in rural development (Libby, Bloomfield, & Nelson, 2002; Creswell, 2013).

On the contrary, quantitative nature of the study could not be feasible since it involves numeric information (using close-ended questionnaire), which does not support the theoretical evidence and real world facts (Saunders & Tosey, 2012; McMillan & Schumacher, 2014). Despite rational process selection, case study-based research design

and FGDs and IDIs tools of data collection require significant actions to be undertaken for coding and minimizing the ethical issues to improve validity and reliability of the study. Therefore, the methodology chapter also executes key actions that were followed to overcome ethical issues and divide the data for the formulated two research questions through appropriate open-coding technique. Overall, the combination of observations, FGDs and IDIs were considered equally useful for the existing study in terms of revealing the appropriate results by balancing the weaknesses of each other. For instance, observations could not be feasible for providing evidence; thus, FGDs assisted in mentioning the informants' responses. The use of in-depth interviews generated interesting issues which the interviewer could freely explore, probe and ask question for explanation and clarity.

CHAPTER 6

FINDING AND DISCUSSION

6.1 Introduction

The idea of rural development is considered a holistic perspective concerning the betterment in socio-economic conditions of the rural communities. The efforts done with respect to rural development are directed towards the uplifting of both economic and social status of the communities living in the rural area (Chamber, 2014; Davidson et al., 2001). Rural development is usually focused on the agriculture sector for the enhancement of production with the help of the involvement of rural people. This should be focused on the basis of priority. This priority allows diversification in the rural development process. However, as highlighted by Scoones (2009) during planning for development of the rural areas, human resource development along with infrastructure is essentially considered to be the top most priority.

Considering the idea of Chambers (2014), rural development includes the elimination of poverty, inequality, unemployment and raising the living standards of the people. In this regard, the government of a country functions accordingly and deals with the regional issues, particularly in the remote areas. However, due to the limited resources, governmental bodies often become ineffective in providing strong education system, improved healthcare facilities and protection of human rights on the basis of equality to meet the needs of the poor people. At this level, non-governmental organisations (NGOs) usually take over the responsibility for rural development through improving the economic and social status of the people. However, the effectiveness of NGOs depends on the adoption of appropriate approaches to reflect their pivotal role in the development process.

This chapter highlights the results of data analysis from the observations, focus group discussions (FGDs) and in-depth interviews (IDIs) that have been conducted in the community of Chitral with specific reference to the selected councils named Ayun and Yarkhun. In brief, this chapter presents the findings along with discussion in two sections. The first part presents and discusses results to answer the research question on how NGOs in Chitral apply community approach for rural development in different ways. In this section, the discussion is based on the qualitative information gathered using observations, FGDs and IDIs tools. On the contrary, the second part of the chapter deals with the second research question associated with the level of effectiveness of NGOs in implementing projects for the improvement of education, health and women empowerment in Chitral.

Simultaneously, this is followed by the application of the thematic analysis that has been used for the comprehensive discussion. Based on the findings, the results also highlight the differences and similarities between the past researches that have been carried out and the present research. In other words, in this chapter, the findings of this study have been supported by the secondary resources presented in literature. Overall, this chapter provides an in-depth understanding of results obtained from the qualitative analysis of the collected data in the context of the effectiveness of NGOs in rural development in Chitral.

6.2 NGOs' Ways of Adopting Community Approach for Rural Development in Chitral

In this section, observations, FGDs and IDIs have been used as a key tool to generate field notes and results and to discuss on how NGOs are applying community approach for rural development in a different context, including improvement in socio-

economic demographics that bring rural development through multidimensional processes to raise living standards of rural people.

Commonly, it is found that community approach adopted by any NGO is a most effective way of evaluating the NGOs performance. This method helps in providing the accurate information about the functioning of NGOs, rather than collecting performance-related information directly from NGOs. This notion will also help to test the claims of NGOs about their own success and to what extent NGOs are working with the local community for the development of the marginalized community. In this study, the community approach, where the involvement of local people, is crucial for the success of NGOs and it also enhances the value of NGOs in the eyes of local community's members. The communities who are the beneficiaries of the NGOs are undoubtedly in a better position to assess the progress made by NGOs.

The NGOs in Chitral involve local people through different Local Support Organisations (LOS) that consist of village organisation (VO) working for all the individuals collectively in resolving commonly faced issues and women organisations (WO) that deal with women rights. The main purpose for this involvement is for raising living standard of the locals by offering employment opportunities, transforming educational standards and building new schools/classrooms, providing awareness for healthcare and routine checkups, helping in prohibiting from unsafe environment, allocating scarce resources (capital and labor) for the needy people, and permitting women participation in every field of life.

In other words, the main reason behind this community approach is not only to raise the standard of living amongst people but also to enable rural people to compete with

people living in urban areas in the globalized world. The study discovered that community participation approach both at individual and collective levels has resulted in improvement in education, health, and women empowerment in Chitral.

6.3 Increasing Community Participation

The informants of the research (local community and/or community leader, educationists (school teachers), health staff, working women, and housewives) were asked about the usage of community approach by identifying the ways or factors through which it was applied to the Chitral society for its regional rural development. In this regard, several responses have been received, which revealed different kinds of activities that have been undertaken by NGOs. However, the main activity of NGOs addressed by the informants was to motivate local community to participate at different levels of decision-making process in order to improve performance level of individuals as much as possible. According to many researchers, community/participation approach adopted by NGOs is a prime source through which effective rural development take place (Ellis & Biggs, 2001; Ellis & Freeman, 2004).

6.4 Involvement of Local Citizens and NGOs' Staff

The findings of the study showed that there was a common understanding of community approach among the local community within the identified two union councils in Chitral, Ayun and Yarkhun. In response to the question on how community approach is understood and applied in Chitral, the community responded that community approach is primarily related to organising, mobilizing and actively involving the local people for working together as a community in order to enhance the living standards of the community. The educated people who were working within the specific regions in Chitral

including the community leaders, teachers and health staff have a more comprehensive understanding of community approach as cited by several researchers (Rehmatullah, 2002; Khalid, 2006; Adisa, 2012; Luqman, 2014; Becker, Kunze & Vancea, 2017). As stated by the male community leader in Ayun Council which has a similar view with the community leader in Yarkhun.

"*Community approach is about active participation of each individual living in the community in planning, resource mobilization, projects designing and implementation for the socio-economic uplift of the whole community"* (Community leader, Ayun).

Across the datasets, it was found out that community approach is an essential component that was needed to implement projects effectively in order to benefit the community as a whole. It was observed in FGDs and IDIs that the local communities are ready to actively participate in the development process by helping the NGOs to implement projects in their local community.

On asking the level of community participation in developmental activities in Ayun and Yarkhun, responses from FGDs and IDIs indicated that majority of the respondents agreed that NGOs are following community approach by involving them in training and providing them with opportunities to get involved during the different phases of developmental projects. It was observed during the interview sessions that most of the informants responded positively that they were engaged with NGOs in decision-making processes and activities for the various projects' implementation in their villages.

In the IDIs and FGDs, majority of the residents of Ayun Council believed that the involvement of local people is the key to bring changes in the community. They further

highlighted that without the help and support of local people, NGOs' projects could not be successful. One informant from Ayun Council stated in IDI that:

"You can see the changes which have occurred in health, education because of the interest and involvement of local people in contributing in the developmental project and working along with NGOs" (Health staff, Ayun).

At the same time, it was observed that sometimes not all the community individuals are willing and able to participate in the activities of NGOs due to their own personal interests and poverty. Such situations can be seen in different regions of Pakistan (Bhutto & Bazmi, 2007; Ahmed et al., 2009). A woman leader informant from Ayun expressed in IDI that:

"These changes (education, capacity building, vocational centers, micro-finance, irrigation/channels for sanitation and protective walls) were not only reliant on the intervention of NGOs but also on the intervention of natives since without the involvement and participation of the local community, these development projects like mobilization, vocational training and health and hygiene were not possible. So I believe that involvement of the local community is very important" (Women leader, Ayun).

In addition, it was found during data collection that the NGOs sensitized the community about the issue. After sensitizing the community on the issue, the NGOs staff tried to promote and encourage the community members for the participation in the development activities and thus the community approach was followed. In this regard, different Local Support Organisations (LSOs) under the supervision of AKRSP such as village organisations (VO) have played a significant role in providing planning and

implementation of development activities to improve the overall socio-economic conditions of the local community involved.

In this study, one of the informants in FGD who was the school teacher and a woman leader from IDI both from Yarkhun shared the similar views to define community participation as the involvement of different communities in planning, resource mobilization, and implementation processes. It was expressed by the informants that the major reasons behind this involvement are to make their community self-reliant and independent.

From the responses collected during the FGDs and IDIs in Ayun, it was found that the community approach adopted by NGOs did not only involve local communities but also the staff members of NGOs who frequently visited the regions in order to mobilize the targeted people and unite them for the available opportunities in the community. This is one of the reasons for the success of all the developmental programmes of NGOs that had been made possible due to the adoption of community approach that allows good interaction between NGOs' staff and the local communities which had been acknowledged by other different researchers (Hussain et al., 1990; Alam et al., 2004; Himayatullah et al., 2004). A respondent showed his views and said:

"The NGO staff came to our place. They sat with us. They listened to us. They showed their concern over our daily life situation. Such healthy and positive interaction could be maintained through their positive and friendly attitude; so, we feel more comfortable in sharing our views, ideas in an open environment without any hesitation" (Headmaster, Yarkhun).

A closer look at the data implies that in this way, their participation may improve community development. This similar experience was also shared by another local community member in Ayun. The school teacher in Ayun shared with the researcher in IDI and confirmed the positivity of locals by admitting the fact that the NGOs are reliant on the trust built on the local village committee in their villagers through discussing their daily life problems and priorities and the ways to solve them. In this way, every community member is happy to participate in different on-going development activities. In a related study conducted by Baloch (2015), it was also revealed similar views on the evaluation of the activities of NGOs in the development of northern areas of Pakistan. Subsequently, Baloch (2015) proclaimed that NGOs have actively participated by introducing new development programmes in Chitral and capturing people interests. Some of the informants in both the councils (Ayun and Yarkhun) added that there was a direct involvement of people in their projects. As a local community person stated:

"Before the programme is implemented or initiated, the community people are being informed by the NGOs staff about their project details. Actually the NGOs members are trying to see and observe to what extent local community show their interest and participation. Our community always expresses the commitment and devotion towards the NGOs project. For instance, community involvement can be seen in Ayun during the construction of houses and roads" (Community leader, Ayun).

At the same time, there were very few responses against the community participation from both councils, as some of the respondents strongly felt that their opinions were sidelined and ignored by the NGOs. One of the informants in Ayun also reflected the lack of communities' engagement by NGOs in the development projects. This

is because according to him, the meetings of NGOs were held at the offices in towns which were not accessible for every individual member of the community. The informant mentioned that only the elders/leaders were invited to be present to be introduced the novel project by the NGOs staff. Ahmed et al. (2009) also observed the similar outcome in his research which was conducted on the subject of rural development as a vision and practice of social movement organisations in the north-west of Pakistan. In the research, Ahmed et al. (2009) found that the level of participation of rural community with NGOs was low in rural development in the northern areas of Pakistan.

Another informant in IDIs conducted in Yarkhun said:

"Since the rural people living over here (Yarkhun) are not well educated in the sense that they cannot understand the true meaning of community participation, therefore, NGOs are trying to improve their awareness level so that they know how to actively participate in the development projects" (Health staff, Yarkhun).

A claim was also raised by an informant with a non-formal education in IDI conducted in Ayun by ascertaining that educated people are getting more chance to be involved in the decision-making process related to the community development as compared to those who are little educated. In some cases, the NGO staff was not even ready to listen to them (those with little education). A similar complaint was also made by another local resident during FGD in Yarkhun that:

"They (NGOs) do not consult or discuss with old people. They think that we are too old or uneducated to participate in the development project. So they avoid us during the decision making process" (Local community member, Yarkhun).

This implies that despite positive efforts carried out by the NGOs working in Yarkhun and Ayun to bring improvement in education and health, some of the community members felt being neglected in the decision making process. Here is what one of the school teacher from Yarkhun had said:

"Now people are busy in their own daily life and routine work. As a result, they do not have time to work with NGOs and participate in the social activity carried out by the NGOs. Furthermore, as people are migrating to Peshawar (a city) for better job opportunities, so not many locals are left behind in the village to participate in NGO activities" (School teacher, Yarkhun).

6.5 Increase in Income at Individual Level for Low Poverty

Apart from community participation, informants of this study were also asked to identify how community approach is implemented by NGOs within the identified region to bring about significant changes to their standards of living. The responses of the informants were indifferent but one of the most common responses that could be highlighted was the provision of income generating activities by AKSRP and SRSP to the local people both in Yarkhun and Ayun to improve the well-being of the local community. This is also supported by the findings of the studies carried out in other parts of Pakistan (Rehmatullah, 2002; Chaudhry & Rehman, 2009; Usman, 2009).

6.6 Employment Opportunities

Based on the personal observation of the researcher, it was found that the participation and involvement of the local community in development activities were low in Ayun and Yarkhun due to poverty and lack of job opportunities. Many other social

scientists in Pakistan have agreed that there is a significant relationship between poverty and unemployment (Saleem, 2007; Chaudhry, 2003). As one the villager replied during FGD in Yarkhun:

"You can see a lot of poor people in our village. They are living in poverty for many years. Especially during winter and heavy snow season, access to sufficient food and other living necessities such as medicine, transportation is very difficult due to the road block. You cannot only rely on farming throughout the year for your survival here. We need more opportunities for employment in our area by NGOs" (Housewife, Yarkhun).

On the basis of the above response, it is crucial for NGOs to initiate actions dealing with the income issues that are mainly neglected by the government in order to fascinate individuals towards rural development. Moseley (2003) also observed that the betterment of quality of life of the people living in suburban places is only possible if economic well-being is sustainable. According to Hussain (2011), rural development of any nation is the major responsibility of its governmental authorities, particularly in developing countries like Pakistan, India, and Bangladesh with limited capabilities of the governmental authorities to meet the needs or demands of its community. A related study (Coate, Handmer, & Choong, 2006) depicted that NGOs are not only the voluntary organisations, but also a substitute for the provision of social services that are helpful in tackling this income and/or employment issues. The major reason behind this is that NGOs work for the betterment as well as improvements in the lives of underprivileged people, which are further favored by the people and governments mainly for the elimination of hunger and poverty (Houghton, 2012; Lawson, 2014).

Simultaneously, one local Chitralis community member said in a FGD:

"Since our area is backward, there are not much business opportunities here. In fact, in our community, farming and livestock is the source for survival. There are very limited opportunities for a paid job. Because of the non-availability of paid jobs, our income is low and thus we are unable to afford to buy everything we want such as food, clothing and to repair our house. The life is simply from hand to mouth. That is why we want NGOs and the government to provide job opportunities to us here" (Local farmer, Yarkhun).

The views collected from FGDs and IDIs established that involving local people by NGOs is a better and desired approach by the local communities for rural development. The community activities include the provision of basic necessities of life to the local people or it might include the major development projects. The potential needs are assessed by indulging with the local stakeholders of the community. This common perspective of people has also been supported by the study of Nadeem, Elahi, Hadi, & Uddin (2012), who identified that there are prominent opportunities for growth in rural development in Chitral.

6.7 Convinced or Sceptical for Compulsory Education

The local community and/or community leader, educationists (school teachers), working women, and housewives were asked to share their opinions and views with the researcher on the fact that whether NGOs operating in Chitral are applying community approach in order to improve education sector or system or not. In this regard, the responses of school teachers, community leaders and women are viable to be presented.

6.8 High Ratio of School Registration and Cost-effective Education

As reported in Asian Development Bank (2009) and Naviwala, (2010), more than half of the NGOs in Pakistan are involved in education sectors. On asking the ways through which community approach is being implemented by AKRSP and SRSP in Ayun and Yarkhun respectively, a high number of informants responded positively towards the actions undertaken by NGOs for education. Adding to the concept, a school teacher responded:

"The enrollment in school has increased due to these educational awareness programme conducted by the NGOs in our community and the quality of education has improved today as compared to the past. The registration of school going children had increased. Over the last few years, most of the school-going children are able to read and write the basic things" (School teacher, Ayun).

The above-quoted response indicates that NGOs tried to improve the standard of living by focusing on the need in the society regarding importance of education through social awareness programme. The findings of the study also showed that NGOs in Pakistan really worked hard to train the teachers in Pakistan by bringing new skills of teaching and by reducing the corporal punishment in school through giving awareness of the negative psychological effect on child upbringing of corporal punishment.

Another school teacher from Yarkhun said during FGD:

"NGOs are ahead of the government in rural areas. Rural people normally approach NGOs to resolve their personal, professional and other problems. In our school, we get less funding from the government. However, NGOs (that also support the school) visit us

regularly and actively work with us for the improvements of education quality here". This shows that NGOs have played their active and prominent role in uplifting the quality of education in both Ayun and Yarkhun.

Based on the above response, it is clear that in spite of the presence of governments to encourage human development, residents of various developing countries often face education issues for which NGOs have been working effectively in Ayun and Yarkhun Councils and now they are struggling hard to meet the Millennium Development Goals (MDGs) goals to ensure inclusive and equitable quality education and promote lifelong learning opportunity for all in Chitral and overall Pakistan.

6.9 Sceptical about NGOs

NGOs were successful in the improving school infrastructure and education quality both in Ayun and Yarkhun. However, few informants interviewed in Chitral were sceptical about the sustainability of NGOs' work in Chitral. A female informant said during IDI:

"We desire a more active role of government as compared to NGOs as we do not know what is the future of these NGOs tomorrow. They might be running out of funds or the donors might stop supporting them financially in future. Thus, we request the government to take an active role in the on-going development process" (Health staff, Yarkhun).

On the same line, Talat (2014) was also sceptical about the role of NGOs in Pakistan. The community in Chitral further added that government should move forward and should take the responsibility for all development works. On the other hand, it was

expressed in FGD in Ayun by a school teacher and supported by her colleagues and working women that:

"NGOs members are involved in making a profit for themselves and their families. Sometimes it becomes difficult to know how much funds have been allocated by the donor to support our community" (School teacher, Ayun).

Conversely, in an IDI with a school teacher from Yarkhun, it was mentioned that:

"NGOs have been entering into the society to fulfill personal or organisational needs rather than helping the local community. They do not look at the grassroot realities and do not try to know or understand if any school needs a classroom, a toilet or educational materials. Surely they are concerned about their own reputation and thus they prove themselves as a helping hand by introducing a different unnecessary programme to just make a good corporate image or reputation in the eyes of others (foreign donors)" (School teacher, Yarkhun).

Despite the skeptical views about NGOs by few informants in Chitral, the activities of NGOs have generally been favoured and accepted by the people living in Ayun and Yarkhun. These activities are undertaken by the NGOs for rural development and as postulated in the community development theory, if an organisation deals with the elimination of social problems, including education issues, bad health conditions, gender inequality and severe poverty, then the success is guaranteed.

6.10 Social Awareness and Facilities/Training for Health Improvements

The study discovered that NGOs mainly apply community approach by informing people regarding social and health issues that are mainly caused by unclean drinking water

and hygiene issues due to the sewerage, unconstructed toilets and pipelines problems. Similar results were also reported in a different area of Pakistan (Qureshi, 2001). Commendably, this action of teaching residents regarding prevention and/or precautions needs community involvement that has been observed in the remote area of Chitral.

6.11 Access to Medicines and other Health Related Facilities

In this context, several facts have been revealed after analyzing the collected data. With the help of NGOs, social awareness regarding health has been spread amongst natives of Ayun and Yarkhun. At the same time, provision of free medicines and free checkups has been observed in both the councils. The majority of the informants claimed that NGO projects in healthcare sector were mostly associated with the health awareness programmes.

One of the informants in IDI conducted in Yarkhun mentioned that NGOs were successful in providing free medicine and free treatment in the healthcare sector for the poor, but the availability of free medicines did not last for a long time, as in many cases the medicines were finished before everyone was able to get access to it. Conversely, in FGD conducted in Ayun, one woman said that NGOs were trying to raise awareness about health, education and women empowerment along with training programmes which had brought to a positive change in the community. In addition, an informant of FGD in Yarkhun said that:

"*NGOs within the region are continuously coordinating and communicating with locals for spreading awareness on common and social health issues"* (Women leader, Yarkhun).

It was also observed during data collection that the way NGOs function was based on the approach of making themselves becoming part of the community. This approach by the NGOs was intended to get acceptance among the community members. Following this approach is vital towards becoming a part of the community. As such, NGOs have the ability to engage in conversation with the general public more convincingly and have better understanding on the issues that the community is currently facing. Similar ideas are supported by Rehmatullah (2002).

6.12 Participation of Women through Women Organisations (WOs) and Village Organisations (VOs)

This section primarily deals with the concept on how community approach has been adopted by NGOs in Ayun and Yarkhun for women empowerment. Based on the views of the informants, it was observed that AKRSP and SRSP promoted developmental work through village organisations and women organisations.

It was observed that participation of women took place through women organisations, for instance. WOs are a group of association of women who are the local leaders of the community helping local females to build and raise up their confidence. Concurrently, WOs encouraged all members to create some saving deposit in every routine meeting, which was served as collateral for the credit to finance consecutive development projects in their area. The local informants said in Ayun and Yarkhun that women organisation is an organisation which works towards the betterment and positive change in the life style of the rural women at the grassroots level. Whereas it was observed during the fieldwork that village organisation (VO) involves male members of the society to conduct meetings not only to analyze the thoughts of men regarding women but also to

discuss different on-going projects and to see how the communities have been involved in planning, implementation, monitoring and evaluation of the community development projects. Such meetings can change the mindsets of the community and to improve the living standards. Similar finding was also expressed by many researchers (Rehmatullah, 2002; Ghaus-Pasha, 2004; Lalitha & Prasad, 2011).

6.13 Efficient Allocation of Labour Resources

In the views of informants responding to FGDs and IDIs in this study, NGOs apply community approach by allocating scarce resources in an efficient manner, such as the use of capital and labor fairly and equally. The majority of respondents in Ayun and Yarkhun said that NGOs are encouraging self-help method which enables the community to help themselves instead of relying on the government. The local community who are poor are not in a position to buy their own raw materials such as sand, cement, toilet pans, taps, pipes, and tin roofs for both individual or community's premises. Therefore, NGOs bear the cost for them and purchased the raw materials for the local communities whereas the local community contributes to the labor work.

One female informant from Ayun said during FGD that:

"Initially, NGOs asked both man and woman individuals to share their problems, expectations, and ideas for solutions along with their capacity to participate in activities. After that, every individual is asked to utilize his/her skills, which is a step towards gender equality. Thus, when these NGOs come here, we respect them and follow their direction" (Working woman, Ayun).

It was observed that both of these types of organisations, village organisations (VOs) and women's organisations (WOs), have provided the framework to organize the energies of community members to avail outside opportunities as well as to use their own resources into more productive endeavors. Thus, the contribution of NGOs through introducing different programmes for skills development of men and women is considered as a necessary action towards rural development that proves the existence of empowerment theory.

The purpose of VO/ WO, which was initially introduced by AKRSP, was to reach maximum number of poor household to effectively encourage utilization of resources in their community and to remove poverty in their community. Thus, these VOs/WOs are grass root level of institutions for the betterment of the community. Village organisation group and women organisation group negotiate the involvement of community members. These organisations empower women by giving them opportunity to raise their voices which directly or indirectly build up their confidence level. In other words, the informants, who were asked about the community approach that was utilized for rural development by NGOs in the identified two councils, addressed that the selected approach works in a teamwork structure where both VO and WO are combined together to form local support organisation (LSO) that organized local community and contributed in motivating different other local members of the community. One of the women leaders stated that the NGOs are promoting gender equality. Similarly, another female informant in FGD from Yarkhun expressed her sentiments by saying that:

"The government role is very poor over here, as you can see that only NGOs have brought positive change especially in women empowerment. The role of NGOs has always been

loyal to our local community. They have done a lot for the Chitralis and especially in empowering the working women" (Working woman, Yarkhun).

Thereof, based on the FGDs and IDIs responses in Ayun and Yarkhun, it was found that the success of the project is dependent on the adoption of community approach and the capacity of NGOs. This section discovered that NGOs had not only taken actions to allow women access to every field of life but also tried to enable men to support women empowerment. Since the ratio of women in Pakistan is relatively high, thus women empowerment may accelerate the growth process and eventually contribute to the improved standard of living as mentioned by researchers in their studies (Bremner et al., 2010; Mueller & Bloch, 2013). One informant of IDI from Ayun also acknowledged and projected that:

"The local people's role was to participate in the training, workshops, and meetings that were organized by NGOs to promote gender equality, which was successfully done by individuals with the support of staff" (Working woman, Ayun).

Moreover, informants from FGD in Ayun and Yarkhun mentioned that NGOs funded projects depict the community members' active participation, which has all become possible due to the NGO's use of community approach as a major tool. This tool included of local community participating in meetings, attending workshops, forming groups, providing voluntary labor, and constructing taps or sheds as required by the project. Local non-labor participation was required for non-development projects like social awareness regarding gender equality or skill training form women whilst these norms in Chitral had not been fulfilled by other governments.

6.14 Summary of Discussion

The study revealed a fact that NGOs operating in Chitral (AKRSP and SRSP) have been implementing community approach. The findings of the study also showed that a large number of informants identified different factors that prove the implementation of community approach that is being followed by NGOs of AKRSP and SRSP in Ayun and Yarkhun Councils, respectively. In views of informants, initially (after entering to the Ayun and Yarkhun Councils of Chitral, Pakistan), NGOs focused on the education system. Thus, the major concern of these organisations was not only to construct school buildings but also to raise awareness amongst local communities regarding the importance of education in the life of every single person (male or female). Subsequently, NGOs initiated various awareness programmes for education, health and women empowerment with the aim of changing human behavior.

In order to assist local people of Chitral and bring rural development in Chitral, NGOs have undertaken several initiatives regarding health awareness practices and programmes, education improvement programmes and enhancing quality of education practices. This is because education and health improvements eventually contribute to raising the standard of living of the people.

6.15 Effectiveness of NGOs in Implementing Project for the Improvement of Education, Health and Women Empowerment

This section discusses the effectiveness of NGOs (AKRSP and SRSP) by evaluating the role of these organisations and measuring the activities/projects in terms of to what extent they are able to improve education, health and women empowerment in Ayun and Yarkhun, Chitral. The data for discussion in this section was primarily collected

from qualitative tools, including observations, focus group discussions (FGDs) and in-depth interviews (IDIs). In this part of analysis and discussion, the answer to the research question, "To what extent NGOs in Chitral are effective in implementing a project for the improvement of education, health, and women empowerment" has been found. The data showed that the role of NGOs is inescapable in the rural development of the two union councils in Chitral, Pakistan. Conversely, the contradictory arguments of informants remained an important aspect of the study.

6.16 Responsive Involvement of NGOs in Implementing Rural Development Projects/Programmes

In order to know about the effectiveness of NGOs in rural development of Chitral, Pakistan, it was essential to find the responsive involvement of these organisations into the regional development programmes that provide understanding regarding motivating engagement of the local community. The people living in Ayun and Yarkhun Councils of Chitral were not only asked about sharing knowledge about the involvement of NGOs in their area but also to reflect on to what extent NGOs in Chitral is effective in implementing projects for health, education and women empowerment in their area.

6.17 Activities Undertaken by NGOs' Staff Members with the Help of Local Citizens

The informants of this study had addressed the prime measures that were taken by the NGOs within Chitral (AKRSP and SRSP) which were mainly emphasizing awareness and understanding of the matters and issues faced by the local community. This had been associated with the issues of people being involved in the community for the NGOs projects. This was directly associated with the health, education and woman empowerment

in an overall development of the community. One of the respondents from Ayun replied in FGD:

"You can see a lot of positive changes due to the intervention of NGOs in our community especially in terms of education, health, women empowerment, irrigation, communications, energy, land development, natural resource management, water supply, and sanitation and power generation. Overall, rural development and quality of life are improved compared to old days due to the involvements of NGOs" (Local community leader, Ayun).

Similarly, a majority of the informants from Ayun and Yarkhun viewed positive changes in the community occurred due to the involvement of NGOs in the area. The aim of NGOs operating in Ayun and Yarkhun divisions of Chitral is to obtain the support from the community. As an informant who was a headmaster from Yarkhun expressed that nowadays due to the intervention of NGOs, there is electricity lighting in their homes. People are more civilized due to the education received. Due to the proper sanitation and clean drinking water supply in the community, the health condition of the local community is better today. In addition, people in the past used to go for open defecation which caused a lot of health issue and sanitation problem. With the intervention of NGOs, the situation today improved a lot.

6.18 Alignment with Educational Strategies

The informants of this study from both Ayun and Yarkhun Councils acknowledged NGOs practices and activities carried out in the area. During the discussion in IDIs and FGDs, it was found that AKRSP and SRSP were involved in educational practices and training like skill enhancement programmes and awareness campaign to ensure gender equality in provision of education and give support to existing educational institutions of

the area in terms of finance or provision of teaching skills. Furthermore, both the NGOs have remained active mostly in these activities, which enhanced and promoted the skill training of rural community. It is believed by the informants that after getting training and awareness from the NGOs, the trainee or the local community are in a better position to earn money and support his/ her family. Findings of this study also confirm that these NGOs are involved in a variety of educational practices. Among different educational practices, launch skill oriented programmes are being offered by AKRSP and SRSP for rural people. Simultaneously, the NGOs organized educational workshops, skills training, literacy programme for the development and empowerment of local community, which are part of the activities carried out by AKRSP and SRSP. This shows that majority of the informants agreed and expressed their views that the NGOs had contributed positively in education improvement.

6.19 Projects Satisfying Educational Needs of Society

On asking the question that what are the major projects of NGOs that have been successful and created a significant change in the identified community in terms of education, several unexpected answers were obtained. Majority of respondents replied that education has undergone major changes. Expansion of school buildings, more classes in schools, availability of the adult education programme, and an increase in school attendance were among few of the important changes seen in Ayun and Yarkhun. One of the school teachers expressed her views that:

"I personally believed that many social problems in our society are caused due to lack of education. Keeping in view this idea in mind the NGOs are working for enhancing educational level of community in the area by offering free schooling, free books and

stationery to needy students, constructing new schools along with supporting the existing schools" (School teacher, Ayun).

Most of the informants participating in the study from Ayun and Yarkhun believed that the role of NGOs in the education system could not be deniable in bringing positive changes. A research conducted in the relevant subject also depicted that before the establishment of NGOs in Chitral district, health and education sectors were highly ignored, which was dissatisfying local people and contributing to their poor lifestyle (Bibi & Ali, 2014). At the same time, NGOs were also mentioned to be effective for raising social awareness among parents for education. A local teacher from Yarkhun mentioned that:

"Due to these awareness programmes, we see a positive shift in the behavior of the community in encouraging their children for higher level of studies" (School teacher, Yarkhun).

Another informant in Ayun responded that:

"The government failed to provide good quality and cheap education to our children. The government did not do anything. In this situation, we rely on NGOs more to provide awareness programme on importance of education to our children" (Women Leader, Ayun).

On the other hand, some of the people also connected the effectiveness of NGOs with their personal or organisational benefits. In this context, one of the informants reiterated in IDI that:

"NGOs came here because the donors gave NGOs money in order to implement the donor's objectives. Those objectives have nothing to do with our priority needs. For instance, NGOs encourage women to participate in association which had caused them to neglect their main role and responsibilities. I would expect that all women are staying at home to nurture their children besides taking care of their husband" (Local farmer, Yarkhun).

Another informant of FGD in Ayun said:

"I believe that NGOs work in our community for their own interests and hidden agenda, although they are helping us but actually what is their true mission only Allah knows" (Local member, Ayun).

This perception of people was not only seen in Ayun but also in the Yarkhun council which was tied together with a substantial part of literature mentioning that NGOs are getting billions of funds from the international government or donor agencies in order to serve poor masses living within the region (Zulfi, 2010). Though the quoted responses above and previous studies reflect organisational benefits, there were still observations and previous studies confirming the effectiveness of NGOs for rural development without any concern of their own profits (Ngeh, 2013).

6.20 The Lack of Having a Predetermined Education Programmes

Although the effectiveness of NGOs in education improvement is noticeable and practicable, one of the locals in Yarkhun said during IDI:

"The Government is spending a huge amount of building and salaries of the teachers but still the output of these schools is very low and even some of the teachers are absent from

many months. There must some be some check and balance from the NGOs side" (Community leader, Yarkhun).

During the Focus groups discussion in Yarkhun the local community member mentioned his personal views by saying that there is no positive change occurred in our community. Our community is still background. Therefore, I can't see any positive due to NGOs projects. An informant of FGD said:

"I do not think our living standard has improved. This is because we were poor and we are still poor in the society. I do not see any development in the community" (Local members, Yarkhun).

This fact has also been supported by another female informant during FGD by projecting that:

"I have not seen any changes, as my whole family generation is poor. My father died poorly and I am still passing my life in poverty and in illiteracy. There is no change in my life and no change in community development too" (Housewife, Ayun).

During the FGD and IDI, some of the complaining responses were also obtained. For instance, one of the responses obtained during IDI was:

"I feel the small changes are not enough to bring big developments in our community. We are not satisfied with it. We have to update ourselves with the use of a technology in schools. We can see that in school there is lack of computer literacy. We need to upgrade our local hospital so that there is no need to travel to the main city of Chitral or Peshawar, as it is very difficult for us to travel to Peshawar for major surgery and medical equipment" (Health staff, Ayun).

Focusing on the observations, from FGDs and IDIs in both the councils, a substantial comment concerning the fact that although the rate of development and progress in the community was slow in the rural areas because of the habits and attitude of people, which take time to be changed, but the effectiveness of these organisations is evident since the material thing are changing fast. It is obvious that initially (at the launch of any new project in the community) there was a high opposition from the individuals' side due to the people behavior. Later on, it is slowly penetrated into the society and accepted. For many respondents, improvements in education led to increased social awareness about health, sanitation, and personal behavior. Still, some of the informants recommended NGOs fewer strategies that might be helpful in future highly effective operations of AKRSP and SRSP, including to conduct literacy classes, to establish more education centers in every village, and to work in close coordination with the government.

6.21 Dissemination: Awareness along with Operations for Wellbeing

When the locals and staff members of NGOs were asked about explaining the effectiveness of NGOs in health sector by mentioning different successful activities or projects; then most of the people stated that both of the NGOs (AKRSP and SRSP) were mostly involved in raising public awareness about health as observed by many researchers in different situation that NGOs mostly involved in raising public awareness (Khalid et al., 2000; Himayatullah & Yasmin 2003; Humayun, 2004).

6.22 Success in Teaching, Training or Facilitating Local Individuals

The study has analyzed the improved quality of the healthcare practices within the region. Head master said during IDI:

"NGOs are doing a tremendous job in our community, as NGOs have increased awareness level of the community regarding importance of health. Mainly, it is the duty of the state to provide better health facility to the people, but this charge has been taken by NGOs who have improved the provision of health by enhancing their knowledge level about health care" (Headmaster, Yarkhun).

Another Health staff mentioned during IDI the effectiveness of NGOs by confirming that:

"Due to the intervention of NGOs, a lot of diseases and problems are under controlled (through awareness now) that were the biggest health threats in old time due to the lack of treatments and awareness. These diseases included watery diarrhea, dysentery, gastroenteritis, skin infections, worm infestations, malaria, typhoid, hygiene issues, hepatitis, HIV & AIDS, puberty problems in women, and pregnancy. The major reason is the awareness of programmes launched by NGOs and therefore now we can see that the majority of the community people are aware of these diseases. In my opinion, this credit goes to the NGOs and their activities in our community" (Health staff, Ayun).

During the discussion in Ayun and Yarkhun, it was found that AKRSP and SRSP were heavily involved in enhancing public awareness about their health. The effective role NGOs in improving health was also appreciated by the local community individual by corroborating that these organisations mostly involved in providing the needy and poor people free of cost medicine and checkup, which was a step towards maintaining the standard of living without differentiating poor.

A Local community member expressed his views During FGD:

"NGOs have increased awareness level of the community about their health. Everyone knows that constructing the hospital and providing better health facility is the responsibility of government, but the government role is very weak over here. Whereas, the NGOs are doing a great job, they have sensitized us about the health issue in the community and enhanced our knowledge about health care" (Local community, Ayun).

According to an informant during IDI:

"The major activity of the NGOs is related to advocacy and social mobilization through campaigns. This has created a lot of awareness in the community and eventually tended people towards leading a healthy life" (Headmaster, Ayun).

The responses of respondents in IDIs regarding the availability of health facilities were also positive since they have easy access to health facilities like rooms, bed, medicines and experienced doctors. According to an informant IDI:

"NGOs created social awareness and implemented many projects. For example, in the past, we used to go for open deification, which created lot diseases in the community. Now, our community is cleaner as compared to old times. Every house has the facility of the toilet. Now you can see a toilet in every house. After the involvement of the NGOs, we got the awareness about the health issue and related diseases. There were many diseases, which we were not aware of, including T.B. Thus, due to awareness programme of NGOs, we got aware of the spread of these diseases" (Health staff, Yarkhun).

Other informants, participated in FGD, shared their views by stating:

"We are very happy because we have gained more knowledge on health and hygiene and other various projects in our village. The positive impacts have motivated some of us to

participate more in these projects and we are now aware of many things." (Working women, Ayun)

It seemed that after the enters of NGOs local communities have been benefitted from the awareness of routine checkups to save his life from chronic diseases and fortunately the rate of chronic diseases (including HIV & AIDS, TB and Malaria) had been reduced in Pakistan which can also be observed in other parts of the world (Gilson et al., 1994; Bano & Nair, 2007; Iqbal & Siddiqui 2008).

In other words, it implies that most of the respondents living in Yarkhun and Ayun regions believed that NGOs had played a great role in empowering them with necessary skills to manage the projects and make a healthy lifestyle. Dixon (2015) also stated that rural development with reference to community approach is primarily associated with the health sectors' improvements in terms of awareness, prevention, eradication of killer diseases, including Malaria (spread among children and adults) through different programmes, like mosquito nets. The awareness programmes enabled people to go for daily or routine checkups to save their lives. Similarly, IDIs' responses also show the implementation of community approach, as one of the respondents said:

"We have received training, especially for the health and sanitation projects. We also want to get educated on development processes and to understand our responsibilities in these development projects"(Headmaster, Yarkhun).

The captured responses in both the councils show that healthcare improvements are viable in the identified region if the conditions before and after the entry of NGOs is compared.

6.23 Unorganized Long-Term and Short-Term Plans for Continuous Improvement

Some complained that accesses to health facilities are limited. In case of an emergency, they have to travel to the main city of Peshawar, which highly costly for them and time consuming and in some serious case there are even unable to reach hospital on time due which the condition of the patient become more critical. Regarding some inconveniencies, a health staff members replied:

"Over here in community installation of medical campus on daily basis in the village is very expensive to manage. However, in emergency situation we install medical camps e.g. floods or earthquake. In those camps, we provide free medical services and medicine to the community. Still, the operations are continued to deal with this issue and this will be resolved soon" (Health staff, Ayun).

In IDIs conducted in Yarkhun, some of the beneficiaries responded to the lack of effective training they had received during project implementations. A very few respondents stated that they are not able to be a part of community development projects since the NGOs have not developed any training programme to the health staff and common people in the context of health improvements. In addition, most of the informants, who were arguing for the community approach, stated that there is a need for more effective training programmes along with workshops in order to educate people to participate fully in health development projects.

These factors somehow reflect the unorganized long-term and short-term plans of NGOs for continuous improvement in Chitral that badly affect the health of residents. Healthcare is a major sector of any developed society thus, it is suggested by majority informants that NGOs must open more basic health centers in every hamlet area, install

more free medical camps, render free medicines and medical facility to needy people, and introduce more awareness programme.

6.24 Accessible and Equitable Opportunities for Women to be Empowered

The practices or activities adopted by NGOs in term of women empowerment in their community have been presented and explained by the local people and staff members of these organisations that confirm the effectiveness at large scale.

6.25 Build Self-Sustaining Environment and Culture of Women Freedom

AKRSP and SRSP have contributed to economic developments and human developments in their respective regions that are the fundamental categories of rural development. Conversely, the responses specially mentioned what kind of human development has been observed after the entrance of these organisations. For instance, the women complained and said:

"The main reasons of illiteracy are non-availability of educational institutions, poor socioeconomic condition and socio-cultural norms that have been considered by NGOs as a major issue in these regions" (Housewife, Yarkhun).

This aspect was further supported by another female informant said:

"Those who are aware of their rights can speak for themselves and can look after themselves" (Housewife, Ayun).

From the observations, it was also found that there was a lack of women education in Chitral and in this regard, an educated, rural woman said:

"Without education, women are like sheep since they have poor knowledge and less capability that cause their exploitation and Subordination. Therefore, education should be compulsory for the women" (School teacher, Ayun).

Whilst the whole group of women expressed also found during observations that due to lack of resources and opportunities in the community is the real cause of women's poor status and subordination. A related study (Enyioko, 2012) addressed that the defined factor indicate what rural development exactly is, by also focusing on the importance of researching in this area as well. The study had supported this part through the aspect of development strategies and techniques by understanding the factor of resource management for educating women in specific, further involving physical and social sector. The study had included agriculture and resource at the same time as well. This highlights the importance of education as an individual entity within a specified region. The local community women participated in the FGDs and IDIs, mentioned that women organisation (WO) established by these NGOs is dealing with problems related to women and for improving their lives. This is the reason that after gaining confidence in the team, women were willing to participate in the group discussion and interviews conducted for this study and several other research carried out to know women problems and needs in Ayun and Yarkhun prior to this. The local informants mentioned in IDI:

"AKRSP and SRSP with help of Village Organisations (VOs) and Women Organisations (WOs) have provided a collective platform for men and women to prioritize, plan, and undertake self-managed development initiatives at the local level, which has solved many problems of rural individuals" (Working women Yarkhun).

From the observations and/or findings, it is noticed that education is important for women not only in enhancing their awareness, but also in boosting their confidence that enables them to speak for their rights. Similar finding has been found by many researchers in various situations (Simons, 2007; Lloyd, 2011; Rizwan, Baig, & Niaz, 2013; Acks, Baughman, & Diabo, 2015). Education is also helpful for income generation and proper management of the household. Education can be used as a tool of protection for a family in the adverse economic situation because an educated woman has a potential for better earning. Thus, the awareness programmes launched by NGOs in Ayun and Yarkhun councils have been supported by most of the locals, which is evidently proved by the response of a well-educated woman leader:

"Awareness creation activities have a great impact on the livelihood condition of the community. As result of increased awareness, school enrolment of children (both genders*) has grown up. Participation in social and organisational activities has increased, and house sanitation and health condition have improved"* (Woman leader, Ayun).

AKRSP and SRSP NGOs are also helping women in raising their confidence level through developing their economic condition through education and training which is an important element as emphasized by (Maqbool & Bashir, 2009). One of the educated women expressed her views:

"Now women are considered as an integral part of all economic and developmental activities. In this respect, NGOs play a vital role by empowering women through credit and training in order to build their capacity and strengthening them by providing job opportunities" (Working women, Yarkhun).

One of the local educated health staff expressed her views:

"The NGOs especially AKRSP and SRSP have made important contributions to women's economic empowerment through vocational, technical and business training" (Health Staff, Ayun).

Another School teacher mentioned in FGD:

"AKRSP and SRSP's skill development programmes have provided women with skill, opportunity, and awareness to engage them in income generation activities thus contributed to economic empowerment" (School teacher, Ayun).

At the same time, NGOs' effectiveness remained high because of the actions of providing different facilities to bring change in economic status of women. For this purpose, a woman confirmed that:

"Credit, microfinance, saving and Human resources development programmes of AKRSP and SRSP has laid a positive impact on lives of rural women in Chitral" (Working women, Yarkhun).

This implies that microfinance by the NGOs has played a significant role in upgrading women empowerment. Jiwani (2010) explained this concept in a study and depicted that in order to enhance and raise the economic conditions of the local community, NGOs had also initiated the microfinance credit with the aim that small loans would allow locals of the area to enhance and improve their living standards through small-scale business that were also allowed for women (Treas, 1983; Sen & Grown, 1988; Hopwood, Mellor, & O'Brien, 2005). However, as highlighted by Hussein and Plateau (2006) that these credits were not returned with the help of social activists, which prevailed

a default culture among people. Although NGOs not taking action on the defaulters highlight their concern, it also indicates the lack of authority and administration.

During Focus Group Discussion rural women expressed their views regarding the effectiveness of NGOs in confidence building of women along with changing the thinking of men about women and said that currently, rural women have been enabled to work with men in every field of life while in the past usually they were involved in livestock production activities such as feeding, grazing, housing and milking of animals. Conversely, as the livestock production is one of the major cash activities in rural areas. So keeping in view the importance of livestock sector, AKRSP and SRSP have also started different interventions in this field for improving the milk and meat productivity of animals in study area so that if women are not educated still they could work for improving their standard of living without relying on men. Similar thoughts have been expressed by researchers (Khoja et al., 2000). It is also apparent from the captured Focus group discussion interview:

"Since the rural women are normally involved in agricultural activities and livestock so the empowerment of women should be based on agricultural and livestock-related education" (Housewife, Ayun).

From the observations, FGD and captured IDI on the relevant subject, it is noticed that according to working women in the community there is a significant change in the community regarding women empowerment but the house wives were not very much satisfied with NGOs activities. This is because an overwhelming majority of the working women in the group discussion mentioned that the that different interventions of AKRSP and SRSP for rural development through formation of women organisation (WOs) have significantly change the socio-economic conditions of mountain women through increasing

their income and uplifting their standard of living and by improving their decision making power in their family.

6.26 Gender Equality

As per the empowerment theory, empowering the community is also essential to improve the skills of people to perform well either they are NGOs' staff or local residents (including both men and women) to act on different essential issues. Whereas, a women leader expressed her sentiments regarding the lack of women empowerment and their unaccepted role in the society by stating:

"*The role and status of rural women of Chitral are very challenging and difficult. They are facing numerous problems since the rural women have the capacity to take part in socio-economic activities. They are involved in agricultural activities like harvesting, sowing, plucking fruit, poultry farming, and cattle rearing and besides this they have to perform their duties as cooking food, washing, child nurturing, and also look after their family members and children"* (Women leader, Ayun).

Focusing on the above response, it seems that there was a need of changing men' thinking regarding the women who are always concerned for performing household chores, which is only possible if NGOs take some rational actions similar to the programmes introduced for women empowerment to move for income generation since government has been inefficient. As one of the women in the focus group discussion mentioned:

"In our daily routine women usually face heavy workload as compared to men but our labor (hard work) usually remains unrecognized due to socio-cultural norms and values.

Women can play a significant role in socio-economic uplift of their families by providing equal opportunities in everyday life" (Housewife Ayun).

In this regard, the effective strategies followed by AKRSP and SRSP are highly significant, as the observations showed that the NGOs' major objective is to enhance the capacity of communities on women rights. Such finding as observed by (Humayun, 2006; Idrees et al., 2008). They render awareness to individuals and communities (Srivastava, 2010). They are encouraged to hire women belonging to their communities for NGO activities. Still, the observations also reflected some complaining arguments when a women leader complaint:

"They have learnt nothing from NGOs and other organisations working in their areas. Therefore, such organisations should make their programme more effective by developing direct links with marginalized women" (Woman leader, Ayun).

Equally, a woman from rural background said:

"The NGO is doing nothing for the betterment of women because women are being oppressed as they were oppressed in the past" (Housewife, Yarkhun).

The observations also reflect several other conflicting arguments regarding the ineffectiveness of NGOs in empowering women. This is apparent in various responses, as a woman said:

"Due to their illiteracy and poor socioeconomic condition, women cannot take participation in the developmental activities" (Housewife, Yarkhun).

Similarly, majority of housewive women expressed the same views that all kind of decisions taken by men while women are only allowed to accept anything that are told and already decided by men whether that is good or bad without arguing and intervening in their decisions. Thus, the observations somehow implied a more focus of women towards improvement in the activities of NGOs by ascertaining that for sustainable rural development, local women should be involved in every step of project identification, cost sharing, pre and post-project maintenance and monitoring (Cassia-Sanzida-Baten, 1997).

At this stage, several informants (women) suggested NGOs some steps that must be followed. For instance, the paid jobs offered by NGOs provide women with a source of income that reduces their economic dependency and enhances their control over resources that lead them towards empowerment. Thus, an observation found that women's paid job is necessary condition for reducing women's economic dependency and for empowering them, therefore, NGOs should provide more opportunity for the rural women in paid job since only a few of the women in Ayun and Yarkhun were engaged in paid job and where vast majority was of housewives in the community who are not paid for their jobs (agricultural in which they work with the family' men). As per Shah, Khan, & Khan (2008), Chitral is a district that is both remote and backwards on the basis of the availability of the resource where agriculture is the key source of their income. It was found from observations that huge majority of women were housewives and they wanted to do the paid job but persisting social setup does not permit them to do so. In order to develop a favourable atmosphere for them, women groups should be promoted for economic activities so that women can attain the status of economic independence. At this level, the NGOs must initiate programmes to involve husbands and other family members as well as the husband's cooperation and the good family environment is essential for

women's empowerment. On the contrary, it has been mentioned in a related study (Hussein & Plateau, 2006) that the narrow mindsets of family members and men regarding women freedom become a cause of rejection for NGOs' entrance that ultimately affects the women rights. Some locals were also in favour of using effective media tools, such as radio, T.V and newspaper to run women empowerment campaigns for changing the traditional mindset of women as well as the men. During the observations, some most unexpected responses were also found when a postgraduate informant expressed her views and stated:

"The government should allocate a handsome amount for women's emancipation and empowerment in their annual budget and this budget should be spent honestly for their cause" (Working women, Yarkhun).

It was observed during data collection that the NGOs in Chitral are Creating opportunities for women.

i. Providing women opportunities of micro-savings through the provision of microcredit.
ii. Increasing income and employment opportunities for local communities, particularly poor, vulnerable and illiterate poor women through providing sewing and knitting machines.
iii. Offering sewing training and needlecraft training by introducing different programmes of short courses where handicraft products are distributed.
iv. Providing awareness about women's health and hygiene along with vocational training, sanitation awareness about social problems and conducting cleaning campaigns.

6.27 Overall Sustainability of Project in the Community

Many informants stated that NGOs following community approach have not project failures. This is what an informant expressed in FGD:

"We cannot say or agree that the project failed, but the impact did not last for a very long time, (hygiene issue)" (Local community member, Ayun).

A very few informants in FGD in Ayun criticized NGOs for lack of monitor project status. One of the respondents said:

"Once the projects are completed and handed over to the community. On our community-side we don't have a competent person to look after it, so after sometimes the project does not run smoothly and are deteriorated. NGOs should assign a competent regular technical person to look after the hydro project on a regular basis, so if anything is supposed to fix it should be done on time" (School teacher, Ayun).

Similarly, one local community member expressed his views about Sustainability of NGOs project:

"The projects that are related to infrastructure development for example building of the bridge, or a school they sometimes deteriorated because the projects in past were handed over to a contractor for construction. The contractors use a low-quality material, in order to keep a high profit or margin. Due to low-quality marital, the suitability of the product does not last for a long time. We suggest if the funds are directly being handed over to the community, the community people will effectively utilize the funds instead of giving it straight way to the contractor" (Community leader, Yarkhun).

This was cited as the major reason for decreasing community participation and poor project maintenance in Yarkhun as well. Because of short-term programmes implemented by the NGOs, people poorly maintained completed projects. According to the informants, some reasons for failure were lack of funding, political instability in the country and very cold weather, short-term support from NGOs, and decreased participation by local people. These factors were also found in the case of different projects started for TB awareness health and hygiene within the region.

Equally, other factors also became the main hurdle in the vocational training and disaster management projects' accomplishments, such as lack of coordination and interaction of staff members, which was also noticed by Roka (2012) who conducted research in Nepal in the context of NGOs and community approach. Still, the needs of NGOs are unavoidable since there are various reasons of underdeveloped regions of Pakistan. Some of them are the lack of intervention, mismanagement of resources, and deficiency of basic needs offered to people or provided by the government. Therefore, the NGOs (AKRSP and SRSP) started working to deal with such issues, have encountered numerous challenges, such as community sensitization and mobilization but struggled and succeeded at small scale.

Whilst very few people in Ayun and Yarkhun felt NGOs' have not been successful in meeting with a reduction in poverty, as this was the response of one FGD informant:

"I think just giving some thousand rupees or simple training will not solve rural individuals' problem. Effective programmes and initiatives are essential for community development. Training and some money may be helpful for just three to four months; however, it will not help for long-term growth. Local individuals need to stand up on their

feet and therefor NGOs should provide small business opportunities for the rural local community to allow people to live independently" (School teacher, Yarkhun).

At the same time, another local citizen (villager) responded to IDI and said:

"I belong to a very poor family. I need to fulfill the daily requirements of my family. The only source of income for me is daily labor. Active involvement in the activities of organisations is not possible for me due to my poor economic condition because I have to go for daily labor in order to feed my family" (Local farmer, Ayun).

The above quotations obtained during IDIs captured in Ayun showed that NGOs have been ineffective in poverty reduction, which implies the lack of job opportunities created for both men and women, which should be effectively managed according to the empowerment theory (Ledwith, 2011). The responses obtained from both the councils of Chitral identified that this income inequality majorly contributes in affecting the education of girls while the enhanced quality of life requires gender equality by minimizing the issues of low-income and transforming socio-economic conditions of people.

To prevent failures of NGOs' projects in the future, informants suggested that local unity and participation was critical. Regarding the sustainability of NGO projects, here is what one leader suggested:

"If NGOs want to improve the living standard of the local community they must bring new programmes and ideas for the development of the local community. It is not enough to feed one family or few individuals this will not solve the problem in long-term" (Women leader, Yarkhun).

For project sustainability, one of respondent said:

"If you ask the NGOs to do this for the community they tell us that it is not their work and you should approach government and we do not have a fund for this programme/work" (Local community, Ayun).

One schoolteacher said that they were concerned about NGO project transparency. They complained that NGOs did not tell the truth how much money they receive from donors. What the total budget which allocated for given project, they keep us in dark and how much was spent in the field were not informed well. Because of this attitude, local people have become distrustful in Ayun and Yarkhun. They suspect NGOs are involved in making a profit and doing business.

Overall, NGOs are responsible for making the community paradise if the sustainable projects are maintained. One of the respondents who are Head master from Ayun mentioned expressed his views during IDI that "*NGOs are making us so much dependent on themselves. For example, people do not make their own toilet anymore and they wait for some NGOs to give them the pan and the pipe for their toilet. NGOs are making people dependent and not providing training on self-reliance."* At the same time, NGOs do not tell people to do their own work and do not tell them temporary outside help cannot make a significant change in the community. People think if something is free why there is a need to work hard for it. However, another informant shared and expressed his views:

"What we see in our community is that projects are not failed but sometimes due to lack of funds it has temporarily stopped or postpone" (Health staff, Ayun).

Here is what one resident said about the implementation of community approach by NGOs:

"We are extremely satisfied with the performance of NGOs. They have changed our lives in the communities and positively influenced our lives and our living standard. At the same time, we can see and observe the changes which are brought by the NGOs in our community" (Headmaster, Yarkhun).

This reflects and confirms that NGOs (AKRSP and SRSP) are meeting the basic needs of Chitralis (living in Ayun and Yarkhun), by providing job opportunity, health and education improvements through resource management while other activities like donor-driven projects' establishments might be beneficial for the community using the identified approach. The informants of observations, FGD and IDIs in both the councils (Ayun and Yarkhun) reported that the working strategies adopted by the NGOs within Chitral region for rural development programmes are purely based on the community participation approach, which brings the concept of participation theory. Fortunately, this approach has the capacity to develop the remote areas by following a ladder of citizen participation for different improvements on sustainable basis, which has been explained by the working approach followed by the NGOs.

6.28 Summary of Discussion

The analysis and discussion of findings revealed that despite criticisms, the education in Ayun and Yarkhun Councils of Chitral District has been comparatively improved. This is evident from the responses of informants who declared the high rates of enrolment of both genders because of the awareness programmes started by AKRSP and SRSP, provision of free schooling to needy students, provision of free books and stationery to needy students, building of new schools, support to existing schools and launching of skill oriented programmes for rural people of education in the community. Such finding as

found by many researchers (Ahmad et al., 2009). The discussion explored that the effective practices of NGOs in improving community health in Ayun and Yarkhun is obvious since most of the respondents acknowledged the activities of opening more basic health centers in rural area, installing free medical camps, providing free medicines and medical facility to needy people, introducing awareness programme and session like Health & Hygiene Sessions, Hepatitis section HIV & AIDs Sessions, Puberty Changes Sessions and Sexual Abuse/Child Protection Session.

Analysis revealed that most of the respondents were housewives or local women not very much satisfied by the status of women and they suggested different measures to bring desirable change in women's life. A number of the respondents had consensus on the point of view that education is prerequisite for improving the status of women. As most of the educated rural women agreed that without education women are like animals, they have poor knowledge and less capability that cause their exploitation and subordination. Therefore, education should be compulsory for the women. However, a group of women indicated that majorly women’s lack of resources is the cause of their subordination and poor status. From the observations, FGD and IDI, it is confirmed that most of the individuals living in Ayun and Yarkhun councils thought that life of women is full of the miseries and problems. Whilst a majority of respondents who were housewives pointed out that they had a lower level of awareness about their rights and practices of these rights and very few had a higher level of awareness and their rights, which also affect the empowerment.

In views of respondents, husband's cooperation might help women to be empowered, for which the NGOs' activities are essential to involve family members into

women empowerment. This is because women who received the good cooperation from their husbands are more empowered as compared to the women who received poor cooperation from their husbands. Some very different aspects and factors were highlighted by working women who believed that job is necessary for betterment of women as it gives them economic protection and greater bargaining power within their family and enable them to take important family decisions like, education of children and their betterment and accordingly, job can be used as a tool to eliminate the male dominance. Overall, empirical evidence and theoretical and conceptual framework supported that individuals cannot deny the pivotal role of AKRSP to bring rural development in Chitral through resolving the basic needs of the Kho people. Different studies (Johar, 2005)a long with the present research broadly marked by positive perceptions of people towards NGOs' dominated role or effectiveness through implementing different projects in key sectors education, health and women empowerment.

Summarizing the discussion for the second research question, it can be said that informants were satisfied with the performance of NGOs in their community development using community approach and they expressed a positive attitude towards them. Majority of them said that the NGOs have brought a positive change to their communities and given the examples of improvement in sanitation health, the reduction in a number of chronic diseases due to the awareness programme. As mentoned by many researcher (Watkins, Swidler, & Hannan, 2012; Bibi & Ali, 2014). For instance, the study primarily identifies that the poverty reduction has been experienced by residents of Chitral in terms of improvements in health as well as educational areas. Similarly, community approach adopted by NGOs tended them towards involving local people and staff for improving quality of living standards, growth and progress, the imperative process for education and

health improvements. Reflecting on the results, it has been noticed that most of the individuals living or working in Chitral believe that NGOs operating within the region, particularly Ayun and Yarkhun, are contributing to the enhanced quality of health and education.

6.29 Chapter Summary

This chapter discussed the two broad concepts that how NGOs (operating in Chitral) are applying community approach for the regional rural development and to what extent, the effectiveness can be observed or measured. Based on the analysis and discussion of research question one, the study fundamentally analyzed the implementation of the mentioned community approach within Chitral, regarding the rural development and discovered that after governmental inefficiencies, NGOs became a legitimate mean of efficient working to increase the standard of living of Kho people of the identified remote community. AKRSP has intentionally focused on other aspects of providing the people with income. With this aim, the NGO initiated a wide range of income sources by initiating vocational training to the people. Besides AKRSP, other NGOs (SRSP) within the region also participated in the socio-economic development of Chitral and showed their efforts on small-scale as well as large scale in terms of introducing numerous programmes ensured the improvement in education, health and women empowerment sectors by favoring community participation. In the specific case of Pakistan, NGOs are applying community approach by functioning to help people to meet the MDGs in terms of achieving universal primary education, health (improving maternal health, reducing child mortality rates, and combating HIV & AIDS or other severe other diseases) and women empowerment. The study further revealed NGOs majorly benefit Pakistan with proving them as an emergency

support. Moreover, the United Nation has stated that the role NGOs is important as a secondary approach after the governmental contribution since they effectively participate as a facilitator in the development process of Pakistan' rural areas using community approach.

Concerning the research question to what extent NGOs have been proved effective in rural development of Ayun and Yarkhun Councils, from the analysis and discussion chapter based on observations, FGD and IDI, it is found that the effectiveness of NGOs in improving three main sectors of Chitral, education, health and women empowerment has been apparent that cannot be denied. This is because most of the educational programmes or projects have been succeeded in Ayun and Yarkhun Councils where the enrolment rate of girls and boys has been increased. Concerning the healthcare sector, now the chronic diseases have been increasingly controlled compared to previous decades and it has become only possible because of spreading awareness amongst people about the importance of cleaning for their health and informing individuals that only good health may allow them to perform well in the society.

Equally, the chapter formulated a concept that socio-economic developments of the area positively influenced the women's empowerment. Despite these measuring successful projects and activities; still, the effectiveness of NGOs cannot be properly acknowledged since there are numerous problems that are needed to be solved by bringing women into the mainstream of economic activities like businesses or jobs, involving all the individuals in education, and provide treatments to all patients in nearby hospitals. For this purpose, there is a need for proper planning and rational decision-making of NGOs for providing education and training and continuous development in health centers and promoting gender

equality through electronic and social media. These strategies will not only help them in getting a better job but raising the standard of living ultimately. There is also a need for some legislation that may favor women and provide them protection, as their economic and corporal security is essential for their better future. The findings depicted that NGOs can play a vital role in addressing the issues of women's empowerment. Conversely, for further improvements, it is necessary to organize women's group and organisations that provide women with a platform where they can highlight their problems, enhance their learning, develop political interest and eventually raise their voice collectively. Concerning all the perceptions and suggestions, in brief, the results indicated that majority of the local community were satisfied with the role of NGOs and believed in their effective functions.

CHAPTER 7

SUMMARY, CONCLUSON AND RECOMMENDATIONS

7.1 Introduction

The present research aimed is to examine if the NGOs working in the rural area of Chitral have been effective in rural developments using the community approach, particularly in dealing with education, health, and women empowerment improvements. In order to meet the research aim, two key research questions have been formulated in this study, “How NGOs in Chitral apply community approach for the participation of the local communities in developmental activities of health, education and women empowerment? (Ways/factors of implementing community approach)” and “To what extent NGOs in Chitral are effective in implementing any project for the improvement of education, health and women empowerment”. To reach the appropriate and required results, a specific methodology has been followed. For instance, the study purely employed an ethnographic qualitative approach, which successfully allows reflecting the regional or cultural aspects.

On the contrary, the qualitative data has been collected using both the primary and secondary sources. For instance, initially the secondary sources were used to develop the research concepts, and gaps found in the previous studies conducted on the relevant subject. Secondary data were collected from different sources including e-books, commercial reports of NGOs and government, research papers and articles, and other literature related to NGOs and rural development in Pakistan. Later on, the primary tools were selected to not only gather the qualitative information but to obtain the best data in order to minimize the past research gaps. For this purpose, three primary tools were chosen, such as observations, Focus Group Discussion (FGDs), and In-depth Interviews

(IDIs). Once the data was collected, then following the demographic variables, the responses of the informants were initially coded using open coding method and after that interpreted and analysis with the help of thematic analysis.

7.2 Summary

The study concluded that there are various ways/methods in which NGOs (AKRSP and SRSP) are applying community approach in Ayun and Yarkhun Councils of Chitral, Pakistan. For instance, majorly, these NGOs are trying to involve every single individual of the region into different activities or projects' development (based on the needs of inhabitants) and their implementation. Simultaneously, these organisations have also enabled people to be involved in education by making the education compulsory for every child along with providing job opportunities that often become a reason for child labor. To accelerate the rural development in Ayun and Yarkhun, the identified NGOs majorly launched different programmes of awareness along with facilities, which were informing people about the importance of healthy living, which is not possible if the health is not maintained and people are the victim of chronic diseases. It has been found that different campaigns and workshops were also conducted to promote women empowerment that also involved common people and reflected the implementation of community approach by these NGOs.

The study further explored that although not majorly, but in some sections, the role of NGOs has been extremely significant. The role of NGO in the two districts of Chitral that include Ayun and Yarkhun has been extremely significant in terms of education and health. The improvements in the condition of poor regions have been encountered due to the community participation that changed the minds of people and ultimately positively

affects their behaviors, which is evidently proved from the responses. The results of the study have shown that the several changes and improvements had been made in Chitral in terms of the involvement of the NGOs. The changes had been in the sectors of education, health, social awareness for gender equality (at small scale), and drinking water. Even so, the study has revealed that education had been an important area that was highly discussed within the FGDs and IDIs. Based on the factors of awareness, the study had identified the effectiveness of the successful results in this context.

Conversely, the research revealed a fact that due to the lack of fewer informants has become a barrier for NGOs to promote women empowerment which also causes poverty and eventually becomes a hurdle in rural development. The results indicated that the major factor of achieving successful outcomes had been based on active participation from the people, more involved staff, and relevant management of the project. In other words, NGOs such as AKRSP, and SRSP have invested decades in the development of Chitral; however, due to lack of resources and climate problem the development process is affected.

The results of the study highlight that the roles of NGOs in Chitral that include the AKRSP and SRSP have been potentially significant; however, further improvements are still required. This study highlights the need of adopting prime measures for the betterment of education mainly followed by income and gender equality. This is evident from the analysis that health and education practices have been improved as mentioned above, which is highlighted as the key strength of the NGOs. The results suggest that the health care practices have been majorly increased along with education, however, the involvement of people is the key concern for the long-term success of these organisations

in terms of brining rural development by not only improving the infrastructure but the human thinking as well.

7.3 Contributions to the Knowledge

The primary aim of the research is to relook at the concept of effectiveness of NGOs in rural development of Chitral, Pakistan from a new perspective by using community approach. So far, the greater volume of available literature has focused on the role of NGOs in different sectors of a community for rural development. However, in this study, it has been tried to shift the focus to the education, health and women empowerment rather than the other areas and this has led to the community participation approach, which is based on contemporary conditions and societal needs. The expected contribution from this study to the knowledge is wide and immense in scope. The responses obtained from the observations, FGDs and IDIs are expected to have following contributions in the existing literature about the dynamics of NGOs.

In the context of Pakistan' rural communities, the study provides a framework for the discussion on the subject of the need of NGOs or government for rural development. Whenever the subject of the effective role of NGOs is discussed with reference to the remote areas, there is a perception of restriction on the entry of such organisations within a society due to the fear of unexpected and unwanted freedom. This phenomenon and one can see this aspect in different regional, national and international debates on NGOs' entrance. However, the current research allows communities to accept the efforts of NGOs as a social movement. In addition, this research paper has been vitally assumed to contribute to the existing theoretical and conceptual debate on the effectiveness of NGOs in terms of successful projects (Morris-Suzuki, 2000; Chandio, Ahmad, & Naseem, 2011).

The most important view point of this study is the community participation, which has not been highly discussed in previous studies (Ahmad et al., 2009; Ahmad et al., 2016).

When this study was intended, there was an effort to try to change the perception of people regarding social workers and institutions, which are often misinterpreted and blamed for personal benefits. The research findings of the current study contribute to the existing literature regarding empowerment, community participation and community development theories. (Arnstein, 1969; Azizi, 1999; Robinson Jr & Green, 2011). Therein, it is found that the NGOs have been unanimous and the time has come to look at their significant role to release rural people from the prison of complex societal issues that plague society. An overwhelming majority of the natives agreed in this study with the viewpoint that there is pivotal role NGOs in the rural development since the improvement in education and health and women empowerment are essential to raising the standard of living. Conversely, the present research also contributes and helps in developing links between NGOs' rural development activities and community participation in Pakistan where community approach would continue to be important and think as to be the center of focus in the debates of the effectiveness of NGOs. In fact, this concept of community participation with NGOs exists for the benefit of a community, which is evolved from the old concept of teamwork. This shows that community development is the divine responsibility of society and NGOs and an opportunity to serve each other. It is a kind of teamwork, which is required when there are genuine social problems that are confronted by a vast majority of the rural population and unfortunately, the involvement of governmental bodies is not commendable.

The present study has revealed the fact that across different sectors NGOs entry is not welcoming, which is disturbing and challenging for rural dweller and at the same time, there is a clear consensus that a somewhat different approach is required in order to lead in the present environment with success. Since there is a complexity of technological change in underprivileged regions along with unsustainable growth, thus it has led to a situation where NGOs alone are no longer sure of the consequences of their decisions. Thus, this uncertainty might be eroded if the community participation is definite. Otherwise, the consequences of NGOs' inaction can be catastrophic.

7.4 Future Implications of the Study

The importance of a research is mainly determined by the application and its future implications. This study could be extremely useful for the development of Chitral.

The results of the study highlight that although community approach is a major part of the NGOs working in the District, it is not completely and adequately due to poverty and self-interest. The research in this context also highlights the factors that have been responsible for the insufficient inclusion of community approach. From this research, the NGOs working in the area could determine the strategies that could assist in promoting the use of community approach.

On the other hand, it has also been observed that the study is useful in terms of implicating the drawbacks that have been highlighted in the study. For instance, it has been observed that although education is majorly improved by the NGOs, the enrolment of both males and females is still an issue. NGOs working in Chitral could work on increasing the number of female enrolments in schools. The issue of poverty which determines the cause of migration. This indicates the need of focusing on this issue by determining the

alternatives to the causes of migration. In other words, this study is supportive in making strategies by understanding the perception of the natives or citizens of Chitral.

It has been observed while conducting this study that no research has been lead on the same topic especially in Chitral. Therefore, this research is an attempt to add new knowledge in the world of limited literature.

The research has also been used for the community since while conducting an interview it was observed that many locals had limited knowledge about the activities they could participate in. Besides this, with the flaws highlighted by the research will help NGOs work in a more effective way for the community.

7.5 Strengths and Limitations of the Study

The strengths of the study were that this research was a hand on experience for the researcher, which has provided adequate information on the topic. It has been evident that this research topic has been studied extremely limited and the topic has not been focused earlier. In the past, similar topics were conducted for research, however, deemed specific to agriculture. This study was an attempt to focus on all the possible developmental aspects that are being considered or were considered in Chitral. In addition, it has been observed that Chitral has not majorly been a focus of attention for researchers. This study was intended to focus on District Chitral to understand the role of the two famous NGOs working in the area and community approach.

Conversely, since no study is without weaknesses, the present study also entails a number of weaknesses and/or limitations. Despite the importance and significant future implications of the research, the major limitations of the study that reflect its weaknesses

were that given the restriction of time, the study could not be extended. The research has been conducted on the two councils of Chitral only that included the Ayun and Yarkhun, however, in reality; Chitral consists of 14 Union Councils. Due to the limitation of time and the required duration to collect data from informants the study could only include the 2 councils and had the results generalized. However, this generalization is at a minimum level since only 2 councils were included out of the 14 councils. This decreases its claim to be an analysis of the District Chitral as a whole.

On the other hand, it has been observed that the researcher could not compare the role of government and NGOs working in the same area. This limits the understanding of how the effect is differentiated. From the research, it has also been evident that the study included the role and impact of only two NGOs that have been working in Chitral. These include the AKRSP and the SRSP. However, it has been observed that these are not the only NGOs working in Chitral or in Ayun or Yarkhun specifically. It has been evident that many other small and large scale NGOs have also been a part of Ayun and Yarkhun and Chitral as a whole, which have been working for the betterment of the rural individuals in the area. This indicates a limitation whereby it has been evident that the NGOs operating are more than two.

7.6 Recommendations

The research shares the strategies that could be used for the improvement of NGOs for rural development of Chitral.

The research suggests that for the community approach to be effective with respect to the rural development within Chitral, it is necessary to overcome the hurdles that had been encountered in the region, including narrow mind-sets of men. Resolution of construction

through collaboration with government and using recent advances for rural development could be also explored in future. The informants had indicated the need of increasing awareness regarding education, health and women empowerment amongst individuals, the availability of more education and health centers within the region, and good governance of NGOs for promoting gender equality. Though this is a single case study, the study suggests that a cross-case comparative study can be conducted in future. There is a need to know the reasons behind the gender imbalance the number of female respondents was very low compared to number of male respondents. There is also a need to understand the viewpoint of NGOs staff and higher authorities. A check and balance department of local Chitralis should be introduced for understanding the needs of the people and drawbacks of the NGOs working. In this context, the researcher recommends conducting similar studies in the future to understand the effectiveness that NGOs have in the rural development. In other words, future researchers have the opportunity to conduct an extended research including different councils of Chitral to understand the condition of the area better. In addition, the researchers could also include all the NGOs that have been working in the area in order to have a better understanding and knowledge of the progress in the area in terms of rural development. These studies are crucial for the improvement of the NGO sector and for the reduction of the gap between the community approach and community development. In addition, further different aspect of rural development can be explored comprehensively to determine the level of rural development. It has also been observed that Chitral area includes two main Tehsils known as Tehsils Mastuj and Tehsil Chitral. Future researchers intending to study the same topic could have the opportunity of comparing the rural developments of the two Tehsils. This would offer an intensive understanding of the activities followed in Chitral. In addition, researchers could study the

different of rural development by comparing the activities of a different region of KPK as well as Pakistan to understand the role in Chitral.

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APPENDICES

Appendix I

QUESTIONNAIRE

Instructions

The present research questionnaire is formulated to understand the effectiveness of NGOs in Rural development by using community approach with respect to Chitral District, Pakistan. From the numerous NGOs involved in the rural development of Chitral District Chitral through community approach, two have been specifically selected that includes Aga Khan Rural Support Programme (AKRSP) and Sarhad Rural Support Programme (SRSP). Please fill the questionnaire considering the activities of these NGOs and their community approach programmes.

Demographics details of the informants:

Name: _____ Serial Number:_____

1. Gender
    a) Male
    b) Female

2. What is your Age?

    a) 18 – 35 Years,
    b) 36-50 Years,
    c) 51 – 70 Years,

d) 70 + Years

3. What is your level of Education?

a) Illiterate,

b) Primary,

c) Middle,

d) Secondary,

e) Intermediate,

f) Bachelor or above

g) Vocational

h) Others (Pl. Specify) _____

4. What is the type of your Family?

a) Nuclear

b) Extended

5. What is your main occupation?

a) Farming

b) Non Farming

c) Teaching

d) Hopital staff

e) Bussinesss

f) Others…….

Focus Group Discussion

1. What in your views rural development is?
2. Can you define rural development and key sectors/factors that are essential to be focussed for rural development of a remote area?
3. Is there any specific approach that might be imperative for rural development process adopted by NGOs?

Community Approach

4. How do you define community approach?
5. What is the level of people's participation in the development project of education, women empowerment, and health implemented by the NGOs?
6. How NGOs in Chitral apply community approach for the participation of the local communities in developmental activities of health, education, and women empowerment?
7. How women empowerment is perceived when it comes to community approach in Chitral especially when promoted by NGOs?
8. Why do you think people of Chitral accept community approach as the only method?
9. Why do you think community approach is the only method that could be applied in Chitral?
10. Do you think community approach is an important element in what NGOs have been doing in Chitral?

11. How effective do you think community approach has been for rural development in Chitral with respect to health, education, and women empowerment?

Effectiveness

1. How would you define effectiveness in terms of your efforts in Chitral?

Effectiveness in health

1. What are the developments you could identify in Chitral that have been evident and noticed by both the people and NGOs as well in terms of education?
2. What are the strategies that are being used by NGOs in health for Chitral?
3. Why do you think that the strategies used for health by NGOs are effective?
4. What is the way of check and balance for maintaining the effectiveness of health for Chitral?
5. Do you know project failure/pending? Or went wrong in your community?
    a. What did happen?
    b. What was the reason and why?
    c. What are the factors due to which the programmes were unsuccessful?

Effectiveness in education

1. What are the developments you could identify in Chitral that have been evident and noticed by both the people and NGOs as well in terms of health?
2. What are the strategies that are being used by NGOs in education for Chitral?
3. Why do you think that the strategies used for education by NGOs are effective?

4. What is the way of check and balance for maintaining the effectiveness of education for Chitral?
5. Do you know project failure/pending? Or went wrong in your community?
    a. What did happen?
    b. What was the reason and why?
    c. What are the factors due to which the programmes were unsuccessful?

Effectiveness in women empowerment

1. What are the developments you could identify in Chitral that have been evident and noticed by both the people and NGOs as well in terms of women empowerment?
2. What are the strategies that are being used by NGOs in women empowerment for Chitral?
3. Why do you think that the strategies used for women empowerment by NGOs are effective?
4. What is the way of check and balance for maintaining the effectiveness of women empowerment for Chitral?
5. Do you know project failure/pending? Or went wrong in your community?
    a. What did happen?
    b. What was the reason and why?
    c. What are the factors due to which the programmes were unsuccessful?

General Questions

1. Why is it important to have effectiveness in your perspective?
2. What should be done in your opinion to increase NGOs effectiveness in the rural areas such as Chitral in terms of all the aspects of health, education, and women empowerment?
3. How you see the overall development in community due to the intervention of NGOS?
4. What were the factors due to which the programmes were successful?

Appendix II

In-depth interview Questions

1. What is rural development according to you?

Community Approach

1. How long have you been working in Chitral and what was the condition when your NGO entered Chitral?
2. How would you define community approach?
3. Do you use community approach for rural development?
4. How do you use community approach for rural development?

Effectiveness

1. How would you define the "effectiveness of NGOs"?

Effectiveness in education

2. What are the major projects of your NGO that have been successful and have created a significant change in the city in terms of education?
3. How much do you think Chitral has been developed after the involvement of NGOs in terms of education?
4. What are the projects of your NGO that have not been successful in the Chitral district in terms of education?
5. What extent NGOs in Chitral are effective in implementing project for the improvement of education?

Effectiveness in health

6. What are the major projects of your NGO that have been successful and have created a significant change in the city in terms of health?
7. How much do you think Chitral has been developed after the involvement of NGOs in terms of health?
8. What are the projects of your NGO that have not been successful in the Chitral district in terms of health?
9. What extent NGOs in Chitral are effective in implementing project for the improvement of health?

Effectiveness in women empowerment

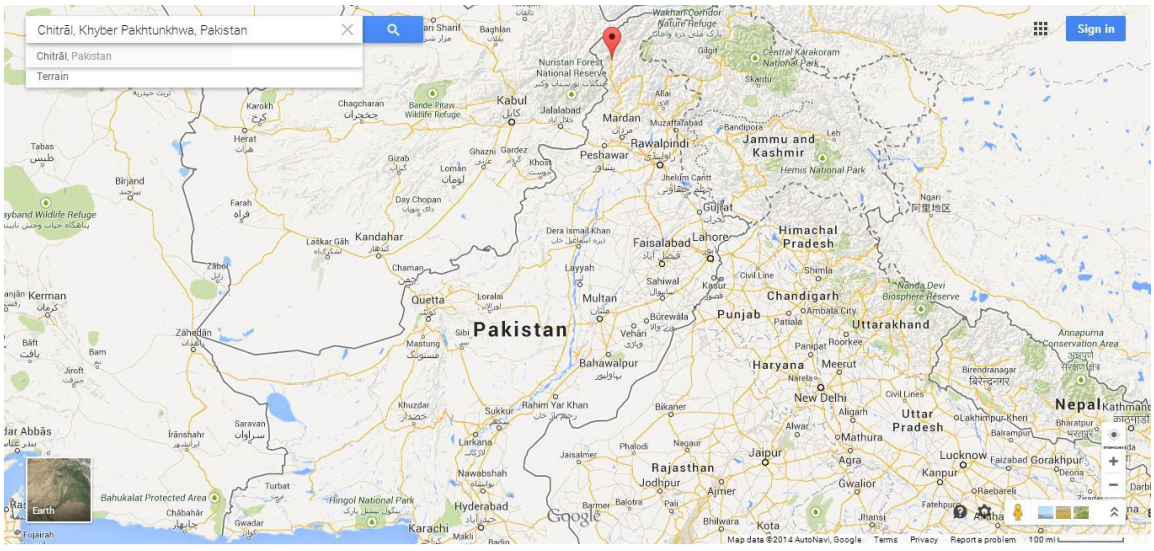
10. What are the major projects of your NGO that have been successful and have created a significant change in the city in terms of women empowerment?
11. How much do you think Chitral has been developed after the involvement of NGOs in terms of women empowerment?
12. What are the projects of your NGO that have not been successful in the Chitral district in terms of women empowerment?
13. What extent NGOs in Chitral are effective in implementing project for the improvement of women empowerment?

Appendix III

Map of Pakistan showing study area (KPK)



Map of Chitral, Pakistan



Appendix IV

Discussion with local informants



Appendix V

UNIVERSITI MALAYISA SARAWAK

FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF DEVELOPMENT STUDIES

Informed consent for informants

Respected informants,

I am a PhD student at The University of Malaysia Sarawak, My academic programme requires that I conduct an original research and submit the results to the university in the form of a dissertation. I am conducting a research on Effectiveness of Non-Governmental Organisations in Rural Development in Chitral District, Khyber Pakhtunkhwa Province of Pakistan. Your participation in this research is confidential. The proposed research is strictly for research purpose only. I hereby assure you that information provided would be treated as confidential. As informants you have the right to ask any questions or concerns about the research. Your decision to be in this research is voluntary. You can stop at any time or ask any questions about this research.

I would be very grateful if you can spare me little of your time to answer some questions regarding the research topic. Thanks

Date …… Sign /Thumbprint