

Full Length Research Paper

The model of family empowerment program for community development in West Java, Indonesia

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Family empowerment is very important, as through empowerment programs the information and knowledge which are key determinants of progress of a society, may be passed on to the next generation. Community education, especially community empowerment which is considered a national investment, is expected to increase human skills, and knowledge of the society. It means that the entire population of Indonesia, regardless of their socio-economic backgrounds, is encouraged to learn and make productive use of knowledge all the time. The successful implementation of family empowerment would thus require intensive research and information gathering. A study on “the model of family empowerment program for community development” was designed by Bogor Agricultural University to response such needs. The objectives of the study were to evaluate models of the community development program which was implemented through systematic steps. The location of this research is all family empowerment programs of Bogor Agricultural University in Bogor, Cianjur, Sukabumi Regencies and Bogor City. Based on performance analysis and identification of problems in the management of family empowerment programs, it can be arranged various of action plans for family empowerment as follows: (1) training courses to improve the quality of management of the family empowerment program; (2) resocialization vertically and horizontally to all parties; (3) the establishment of prospective business networks to trigger the economic development of target communities; (4) comparative studies and bench marking for board members and personnel of family empowerment programs to stimulate learning environment; (5) the establishment of co-operative (economic enterprises) as the platform for the economic development of the community.

Key words: Family empowerment, development program, community development, poverty alleviation.

INTRODUCTION

Indonesia is a country comprising of 13.667 islands straddled out along the equator between the Indian and Pacific Oceans, and sandwiched between the continents of Asia and Australia. A country rich in natural resources, Indonesia's a population stood at of more than 202 (two hundred two) million people in the year 2003 (Statistics Indonesia of the Republic Indonesia, 2009), with more than 50% inhabiting the island of Java and the remainder distributed over Sumatra, Kalimantan, Sulawesi, Papua and other islands. The population of Indonesia is projected to be 258.2 million by 2025, thus, the need for food will increase dramatically. Thus, the successful development of agriculture in Indonesia should increase agricultural productivity. This enables the country to achieve self-sufficiency in food and improve employment and

welfare levels in the rural areas. However, global and technological changes, the consequence of the new dynamics of industrial development, have greater repercussions on the development in Indonesia.

During Indonesia's most recent economic crisis (1997 to 1999), poverty and unemployment has prompted a renewed interest in the social networks that link rural and urban regions of the country. Moreover, the last crisis has impacted that In the year 2009, approximately 30 to 40 million labor forces are unemployed or working irregularly. Finally report Central Statistics Agency (Statistics Indonesia of the Republic Indonesia, 2009) in December 2009 showed that 37.4% of the citizens of Indonesia is experiencing absolute poverty (below the poverty line) and as many as 20% were very vulnerable to fall down

the poverty line. All the evidence is clear that economic development in Indonesia considerably distorted (distorted development).

To respond to those changes, Indonesia has formulated macro-level strategies and initiatives in order to sustain and accelerate their economic growth. Improving the quality of human resources for people's welfare is prerequisite. The main objective of millennia of development or the Millennium Development Goals (MDGs) in Indonesia, hand in hand with poverty alleviation priorities, is determining the reduction of the proportion of poverty in 2015 into half portion or 8.2% of the total population. In 2004 to 2009 Indonesia's development planning, the poverty alleviation program will be accelerated into the 2009 program. The acceleration was the determination and government policies that require supports of all agencies and development institutions. What becomes more important is the growing connection between technology and development, and between the development potential of Indonesia and the intellectual skills of the Indonesians. Thus, technological change is an issue which require special attention for human resource development (HRD). While the policy implications of this shift in the economic process are somewhat complex, one such implication is that the universities must now become tools of development, and absolutely necessary for HRD. Within the multifaceted objectives of the university, viz. teachings, scholarships, researches, community services, etc., there is an enormous scope for university to respond to the element of change, and, in particular to the need of the HRD. The universities, especially Bogor Agricultural University, can provide program to meet the emerging profile of the future workforce. The center for human resources development (CHRD) will be responsible for the proposed program. New approaches and models were being explored to establish new forms of collaboration and closer interaction. Ensuing issues are those of contractual term, exploitation and commercialization of research results, and intellectual property rights.

There was now a growing awareness among academics of social-political disciplines, even among bureaucrats, that the community development programs cannot be managed in a partial way. Various poverty alleviation programs implemented by the government so far had been conceptually using the paradigm of empowerment. With reference to the result of the various poverty alleviation programs that did not function as expected, it is therefore imperative to implement the study on "The model of family empowerment program for community development in West Java, Indonesia" to evaluate the community empowerment through to the family empowerment posts (posdaya) to poor families in town and regency of Bogor, Cianjur and Sukabumi Regencies respectively. The project will help the government to promote socio-economic development and to reduce poverty by implementing community development

programs.

OVERVIEW OF COMMUNITY DEVELOPMENT IN INDONESIA

The concept of development and empowerment

According to Goldenberg (1993) "development is a process of self-reliant growth, achieved through the participation of the people acting in their own interests as they see them, and under their own control". The development programs are planned to end poverty, provide productive employment, and satisfy the basic needs of all the people. This implies that basic goods and services such as food and shelter, basic education and health facilities, and clean water must be accessible well. Compliment to the above statement. The new encyclopedia britanica (1978), describes that economic development is the process by which countries with low per capita national incomes may increase their production of goods and services so as to raise their own. Further, Mabogunje (1995) mentioned that development is about "wealth creation". Every society succeeds best in wealth creation when it adapts and transform its own institutions, its customs and the general attitude of its people towards the achievement of this goal.

Suharto (2005) stated that empowerment refers to the ability of people / groups / communities who are vulnerable and weak, so they have the strength or the ability to: (a) meet their basic needs so that they have the freedom, not only in the sense of free expression, but free from hunger, ignorance and pain; (b) reach out to productive resources that enable them to increase their income and obtain goods and services they need; (c) participate in development processes and decisions that affect them.

According to Sumarjo dan Saharuddin (2004) the characteristics of people who have been empowered by are as follows: (a) they are able to know and understand their potential; (b) able to plan (to anticipate changes in future conditions), and directs themselves; (c) they have the power to negotiate and cooperate mutually beneficial to the "bargaining power" adequate; (d) be responsible for their own actions.

Community empowerment is high on the current policy agenda of the Indonesian government. Some of Bogor Agricultural University policies relevant to the targets of rural development are: (a) promoting quality job creation by stimulating non-agriculture economic activities (rural industries and supporting services) and by enhancing the linkage between rural and urban areas; (b) increasing promotion and marketing of agriculture and non agriculture products; (c) improving peoples' access, in particular women's, to productive resources such as land, social-economy infrastructure, capital, information, technology and innovation, and to public services and market; (d) empowering rural communities by improving the

peoples' capabilities, institutional and social capital strengthening including improving their networking, business partnerships and bargaining position; (e) improving the welfare by fulfilling the peoples' basic needs in education and health services and minimizing the risk of being vulnerable by improving unfair market structure condition; (f) developing of agriculture and non agriculture good practices which are environmentally friendly and meet the sustainable development principles.

When thinking about community empowerment we draw on decades of theory and practice concerned with developing and understanding community development. Enabling people to work towards their own development is part of the process of community empowerment. Defining what we mean by the "community" is never easy. Groups of people living in the same geographical area do not always have same needs or goals in life. But, in working for poverty alleviation, it is vital that people gain from the synergy of working together and organizing for community development. People who live in poverty and social disadvantage to not feel that they have any ability to get their voices heard or their needs met. Using participatory approaches can help them identify new ways of finding solutions to their problems. As groups of people begin to realize that there are ways in which their efforts can make a difference, they feel more powerful and are better able to contribute to the development process

Alleviating poverty persists as among the greatest problems facing the nation. The Indonesian's economic growth is not able to accommodate the millions of new people entering the job market each year and although some improvements have been achieved over the past years. Indonesia was able to make a leap out of an agriculture-based economy to a more diversified economy that includes labor-intensive manufacturing, and self-employment in urban services. The agricultural sector, however, prevail to be the biggest employer, absorbing 45% of the 99 million labor force in 1999, followed by service sector with 39% and industries 16%. Despite the economic growth, the economy has not yet recovered sufficiently to start generating anything close to the number of jobs urgently needed. Thus, the shift in the definition of quality, and the role of quality in productivity and competitiveness means that community development as source of future labor force must be for promoting quality in production and quality management skills.

Pos pemberdayaan keluarga (posdaya)

In the framework of the implementation of the MDGs (Figure 1), the development of family functioning is directed to five priority objectives, namely the commitment of leaders and elders of the village and hamlets, sub-district and district, the development of a religious function, the function of family planning and health, edu-

cational function, the function of entrepreneurship and environmental functions give meaning to a happy family life and prosperous. Posdaya is formulated between and inter family, thus it will stresses in posdaya personal basis, base groups, such as mosque-based posdaya, posdaya plant-based, or based posdaya education, and more. According to Suyono and Haryanto (2007) pos pemberdayaan keluarga (pos family empowerment – which was shortened into posdaya) was created as a forum for advocacy, communication, information, education to strengthen the coordination of activities of family functions. Regarding the main program is divided into four posdaya essential that educational programs, health, economic, and environmental.

Posdaya was created to respond the government's suggestion to build human resources through active participation in the family. The process of empowerment that prioritize of improving the family's ability to work hard eliminating ignorance, laziness and poverty in the broadest sense. The target activities are implementing joint effort so that every family has the ability to perform eight functions of families.

The aims of the study

The realization of HRD programs and the effectiveness of strategies to improve the productivity of the target audiences lie not only on the availability of methods, materials, infrastructures facilitated and government's guidance and control, through the center for human resources development (CHRD) – Bogor Agricultural University, but also on the ability of the audiences to adopt and implement these innovations, which depends on the level of the villagers education. In the context of HRD, especially the community empowerment, there have been various arguments for the contribution of community empowerment to economic development.

The main issue in this research is concerned with the impact of the community development model on the community livelihoods in West Java, especially those who involved in the community development program held by Bogor Agricultural University. This study aims not only to give insight on the development of people in Southeast Asia and their changing economic situation but also to understand whether or not the people gain benefit from the projects, especially in terms of getting access to primary products after the decentralization was implemented. Further aim of the study is to investigate other factors, which contribute to the changing position of people in relation to the community development during different periods, especially in the New order government period and until recent period.

THEORETICAL FRAMEWORK

Since 1960, birth of a concept called community

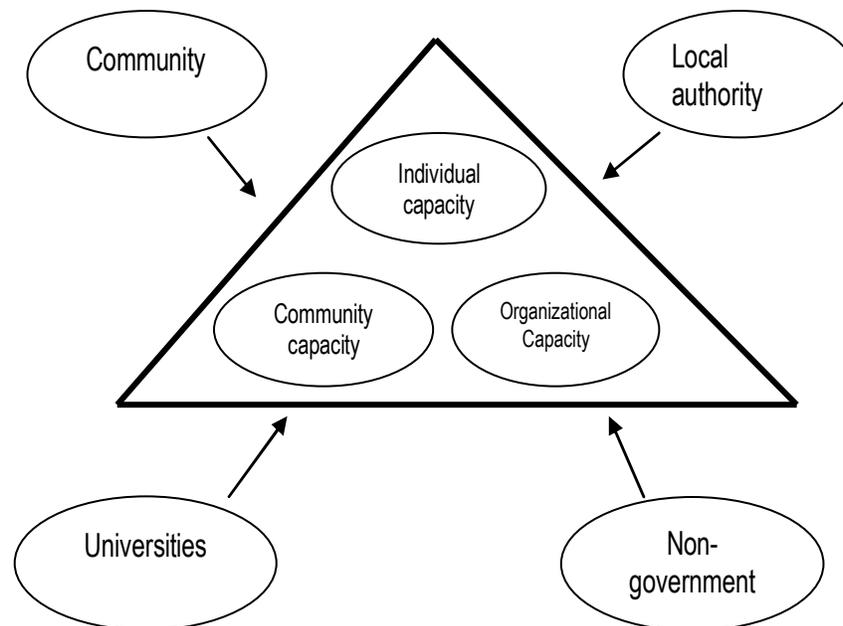


Figure 1. Framework of the community empowerment for the poverty alleviation through the posdaya program (Muljono, 2010).

empowerment and community development (hereinafter referred to as CD). CD is a process of interaction networks in order to improve the capacity of a community, to support sustainable development, and development of quality of life of the community (United States Department of Agriculture, 2005). CD does not aim to seek and establish a solution, or problem-solving structure to bring services to the community. CD is working with communities so that they can define and handle problems, and open to express their own interests in decision-making process (standing conference for community development, 2001).

The community empowerment program for poverty alleviation utilized the dualistic approaches such as the changing of client and the environment. These schematic approaches were described as follows (Muljono, 2010).

The concept of empowerment can be observed in individuals, groups or communities who control their own lives and seek the future in accordance with their wishes. The poor are vulnerable community groups and the weak do not have the strength and the ability to power. Through community empowerment, they may have the ability and strength to meet their basic needs and also that of their their families, so as to alleviate them from poverty (the condition of ignorance, hunger and pain).

Through their empowerment efforts are also expected to reach the productive resources that enable them to increase revenue, improve knowledge and skills, as well as participate in the development process.

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RESEARCH METHODS

The present study adopts a descriptive research approach, primarily because it is exploratory study, to describe the performance of posdaya, to identify problems in the management posdaya, and to formulate action programs for the development posdaya. Fieldwork was carried out in Bogor, Cianjur, Sukabumi regencies and Bogor City respectively for about 8 months, on April to November, 2009.

Data on institutional aspects and posdaya profile obtained through questionnaires, interviews, observation, key informant who is the manager of each posdaya. Additional information obtained from community leaders, religious leaders and cadres and members posdaya randomly selected based on their educational background, health and economy. Data on potential posdaya obtained through structured interviews and the perceptions and aspirations obtained through focussed group discussion (FGD). Topics of discussions in the FGDs are matters relating to the focus of study, including posdaya strengths and weaknesses, opportunities and challenges faced by posdaya. FGD participants were the members of each posdaya that represent the diversity of members posdaya based on aspects of education, health and economy.

To find information on the involvement of the target people in the community development programs, 70 informants consisting of community leaders, officials of the local governments, and members of the non-government organizations who represent the target people were interviewed.

The process of data collection involved identifying all bibliographic records of both local and international authors on community

empowerment especially for West Java. Bernard's discussion on the use of unstructured and semi structured interviewing was very useful (1995). Geertz's research methods, such as his conceptualization of fieldwork as 'thick description, were also very important for this research by Geertz (1973). Data analysis were carried out with comparative method, which compares the ideal and the real conditions in the field, explore the opinions of the various elements involved in the implementation of activities posdaya based on empirical methods.

FINDINGS AND DISCUSSION

Overview posdaya

General description and profile of the seven posdaya research object which were carried out in Bogor city, and Bogor, Cianjur, Sukabumi regencies respectively, were presented in Table 1. Based on the results of FGDs with posdaya administrators note that the determination of criteria for poor families from each posdaya were different from each other. However, in general it can be concluded that the criteria of poor families by posdaya used are as follows: (1) their economy status are low; (2) they eat once a day; (3) they earned their living by working as coolies; (4) they live in semi-permanent house; (5) uncertainty income; (6) poor housing condition do not fit to the minimum of housing requirements; (7) have not any assets; (8) no opportunities to send their children to school.

In efforts to alleviate poverty in their communities, posdaya has set criterion of the less fortunate families based on a survey of poor families. The public considered that poor families were those who currently in the list of recipients of direct cash aid (BLT), and poor families rice (raskin) as well. The number of poor families as recorded by posdaya, the number of poor families posdaya has recorded by the board, the list of poor families as recipients of direct cash assistance (BLT), and the list of recipients of rice for poor families (raskin) are presented in Table 1.

Performance posdaya

Performance analysis posdaya was intended to evaluate the impact of the posdaya program as community empowerment for the socio-economic life of the community. In general the performance posdaya was considered well-implemented, because posdaya has produced some changes as follows:

1. Posdaya able to influence the way people view the forms of development interventions. At first they perceive any external intervention on the community to an aid, particularly material support / funding. But once they know posdaya, who brought the concept of self-reliance, mutual cooperation and independence, they began to understand that any external intervention into the community does not necessarily mean an aid.

Interventions can include social activities, intervention ideas, values, empowerment and how to work on. Posdaya was able to increase their self reliance on the ability of citizen's role in national development program. The trend of the citizens acted as a development target, but once engaged in posdaya, more people acting as designers, implementers and the evaluation of the development programs in the region.

2. Posdaya has aroused the dynamical community life through increased participation and commitment in the community development program. Prior to the the establishment of the posdaya project, the number of people involved in community development, both as beneficiaries / targets of the program as well as a relatively small cadre. After the formation of posdaya, more people performed services and posdaya provide services to the community. In addition, there were more people who wanted to be posdaya cadres. Citizens who had been less active and tend not to care about the environment, felt "disturbed" by the presence of posdaya. We have more public participation in the form of participation in energy and time, not in the form of funds or materials. This is understandable because the economic conditions of everyday relatively low.

3. The quality of poor families who were in the working areas of posdaya project, experienced significant changes after their involvement in posdaya project. Indicators of quality changes included: (1) their ability to change their perspective on the education as an important instrument for development; (2) their ability to express ideas in the official meeting/forum; (3) their more healthy and their regular visit to the posyandu (clinic integrated service), posbindu as part of posdaya activities; (4) the decreased number of malnourished infants.

4. Emerging economic activity in society, such as the emergence of small businesses in the field of food, handicrafts and services. As an example of business red guava juice, variety of chips, mushroom cultivation, mushroom chips, salted eggs, souvenirs and others. The business initially did not exist, after the formation of posdaya, community were urged to be creative to seek additional income.

5. Improving perception of the community of the importance of cleanliness and environmental sustainability by initiating efforts to process domestic waste into compost.

Problems in the management of posdaya

Problems in the management of an outline posdaya can be classified into two: (1) physical constraints; and (2) non-physical constraints. Physical constraints tend to be less exposed than the non-physical problems. Included in the physical constraints is the location of the secretariat of the posdaya, as they move from one place to another, and even they are located in the productive areas (for

Table 1. Profile of posdaya as the research object.

No.	Name of posdaya	Location	Date of establishment	Competitive program	Number of families			
					Target of posdaya	Poor family (gakin)	Recipients of raskin (rice for poor family)	BLT recipients
1	Bina sejahtera	Kampung Bojong Menteng village, Pasir Mulya, West Bogor sub-district, Bogor	8 May, 2007	Integrated health center (posyandu) for elderly people, microfinance institutions (mfis), integrated agricultural demplots, community library, productive economy business.	236	75	75	65
2	Mandiri	Tegal Gundil village, Northern Bogor sub-district, Bogor city	1 August, 2007	Integrated health center, library, training programs, MFI, garbage recycling, apotek hidup (green drugstore).	425	95	95	42
3	Benteng harapan	Benteng village, Ciampea sub-district, Bogor regency	11 January, 2008	Early childhood education, library, IHC, sewing course, empowerment traders, plant breeding.	400	150	300	140
4	Kenanga	Girimulya village, Cibungbulang sub-district, Bogor regency	2 May, 2007	Merchants development, eradication of illiteracy, integrated health center, elderly people development, reproductive health program, medicinal and ornamental plants.	159	88	27	27
5	Sirnagalih	Sirnagalih village Cilaku village, Cianjur regency	5 February, 2008	Early children library, reading park, IHC, sewing course, compost production, empowerment trader.	654	117	117	109
6	An-Nuur	Galudra village, Cugenang sub-district, Cianjur Regency	5 February, 2008	Early childhood education, library development for children, integrated health center for balita (children under five years old), field work for syster, mushrooms cultivation, cooperative.	136	136	136	136
7	Melati	Nagraksari village, Western Jampang sub-district, Sukabumi regency	7 February 2008	Credit unions, compost, package a youth training, <i>aloe vera</i> cultivation and its process.	56	56	56	56

example, hall / workshop). In addition, there is no class room for early childhood students available. At the moment the posdaya secretariat share together with the other institutions such as the assembly ta'lim, mosque, the housed of the management staff, or in farmers groups' stall. If permanent secretariat location is set for posdaya, the project will be able to do more activities and will be more managed.

For some community members, posdaya was regarded as a government program that would contribute something for them, and they think that the community were the target of the said project as labor. Although not most community have such perceptions, but it would affect the morale of committee members of posdaya, especially for the posdaya project that was not well developed.

Some committee members of posdaya have been busy with their own routine activities that cause the difficulty for them to share their spare time for posdaya activities. Some even fed up with the monotonous activities of posdaya, such as micro finance business which do not provide economic impacts for them. No honorarium are provided for the management of posdaya, and even did not get economic benefits while they are doing the bookkeeping and servicing the community for savings and loans. In addition, too often the posdaya was become the object for outside parties. This is because the pattern of visits that have been understood by posdaya and preparation programs of visits and time-consuming.

The availability of cadres on certain posdaya have become another constraints. Empowerment with self-reliance philosophy of human resources is really required volunteers of high social spirit. Posdaya is community empowerment activities with the principle of, by, and for the community. Therefore, there is no particular party that will bear the management fee, while the manager/cadre needed to spend time and energy to manage community empowerment through posdaya, and some board / cadre hopes of honorariums from posdaya.

Constraints in the quality of human resources has caused the lack of creativities of posdaya management for their innovative ideas, as well as their communication skill to conduct consultation with outside parties to develop their ideas for posdaya development. In addition, external support was also one critical success for posdaya. In some posdaya the outsiders did not provide support as expected. For example, some chief RT has not shown interest to encourage and assist the development posdaya and even some of them do not understand the posdaya program. For local authorities who understand the existance of posdaya tend to monitore from afar, posdaya support in the form of presence in Posdaya activities encouraged citizens, and not synergize the various rural development programs with potential posdaya. Funding support from the community for the development of many posdaya activities are really required to enhance the posdaya on its educational, health, economy and

environment program.

Action plan of development program of posdaya

Based on the analysis of the potential and performance of posdaya, there were constraints encountered by the project and how to solve such constraints. Alternatives action plans for posdaya to increase community empowerment and poverty alleviation have been identified. Identification of problem analysis, the factors causing, potential, alternative solutions and action plans are presented in Table 2.

Referring to the performance and the constraints which seventh object of posdaya research, as well as ideas and posdaya development plan submitted by the manager of posdaya, the program of action that needs to be formulated for the development of posdaya are as follows: (1) refresher management and training posdaya cadre; (2) resocialization vertically and horizontally of the said programs to all parties; (3) the establishment of prospective business networks to trigger the economic development of target communities; (4) training programs; (5) implementing comparative studies and bench marking for board members and personnel of family empowerment program that offers a stimulating learning environment; (6) the development of co-operative (economic enterprises) as the platform for the economic development of the community.

With community needs in mind, the village network component will establish soft infrastructure to network villages according to their information-generating activities and interests. In the village network environment, information sought by a village contact is provided, conditionally, to every other relevant village in the block, the district, or the country. Such a network makes every village a peer to other villages, with access to what other rural communities are learning and experiencing daily. The principal sources of information, news, opinion, and discussion within the network would be the villages themselves, through the experiences of their peers.

Conclusions

For further development of posdaya, there is need a reaffirmation of the goals of posdaya, refresher of its committee members and cadres posdaya, intensify the resocialization of posdaya to all parties from the public, community leaders, village, district officials and local government and build productive business networks in an attempt community empowerment. In addition, there is need for the development and strengthening posdaya activities on education, health, economy and environment. Posdaya as a participatory model of community development has proved to be successful performance as the program has produced positive changes in both

Table 2. Identifying problems and alternatives management of posdaya.

No.	Problems encountered	Factors	Potentials of the villagers	Alternative methods	Action plans
1.	The low support of local government officials.	Lack of socialization program on the understanding of the concept of posdaya.	Posdaya has been legalized by village chief / head of village.	Continuous socialization to the community and community leaders.	Posdaya tour. Local staff workshops
2	The caderization of the project officials is not going well.	The attitude of apathy and indifference of society. Lack of the involvement of the community.	The sufficient number of potential villagers/residents.	Designation as a cadre of officials directly. The requirement of co-workers who have adequate skills for posdaya.	Meeting program for cadres of the projects. Partnership program by university' students.
3.	The character of the community that used to instant and lazy.culture, they are reluctant for the development.	Patterns of development that makes people as objects of development.	Many critical s and innovators among villagers who are apathetic.	Accomplishments made by posdaya will acknowledge public for its success.	Intensifying activities programs needed by the communities.
4.	Lack of equipment / facilities as a center of activity for posdaya.	The limited land and funds	Having good <i>Links</i> with the village's authorities.	Efforts to propose funding supports to potential donors.	The development of facilities and equipment for Posdaya.
5.	Limited support for the development of posdaya.	Lack of socialization program. Public assumptions that contributions for activities of non mosque activities is not rewarding.	Legality of posdaya through villages decisions letters and neighbourhoods as well.	Periodic special meeting for the potentials donors. Partnership development with other agencies.	Special meeting for the potentials donors Establish partnerships with other agencies.
6.	Stagnation of the village business development involving the mothers / women.	No community development program. Lack of companionships. Limited capital funds.	Most of villager women are having business skills. High revenue from villagers.	Community development programs	Partnership programs for UKM posdaya. Training program for productive business.
7.	Lower level of economic status and the educational background of the villagers	Limited management knowledge of the villagers on business resources. Limited cheap education facilities.	The untapped potentials of the villagers. Officials and cadres who are responsible.	The development of education facilities. Recruitment of tutors. The establishment of the networks.	The development of PAUD, and madrasah diniyah. The training program for tutors of PAUD. The coordination plan with local authorities.

Table 2. Contd.

8.	Not all villagers know and understand posdaya program.	The socialization programs have not been well implemented. The new posdaya is still in infancy and has not run well.	Socialization program of posdaya. Publication on the mass media by partner universities / local authorities.	Posdaya tour. Formalize posdaya as the government program. Social services of posdaya.	Posdaya tour. Reporting and audiency program to the higher level of the authorities. Social services of posdaya.
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physical and non physical of the society. These changes include the public opinion of the program and activities in education, health, economy and environmental development. The Management of posdaya encountered both physical as well as non-physical constraints. Physical constraints which were related mainly to the limitations or lack of facilities and supporting facilities to run posdaya activities. While non-physical constraints were related to improper understanding about posdaya, the management capabilities of the board members are still weak, fed-up status of for the posdaya board, the low quality of human resources, and the lack of the external support. The project potential generates economic benefits for the country by creating business opportunities and employment. The main economic driver of posdaya is the potential to affect the livelihood strategies of small-scale enterprises and local entrepreneurs in the areas of: (1) natural capital (opportunities for gaining access to national government policies); (2) financial capital (communication with micro-credit and other lending organizations); (3) human capital (increased knowledge of new skills through distance learning and processes required for certification); (4) social capital (cultivation of contacts beyond the immediate community; and (5) physical capital. With improved rural connectivity, rural entrepreneurs will be able to upgrade their capital, which can be translated into better business opportunities.

RECOMMENDATIONS

Considering that the vast majority of the poor live in the rural areas and derive their livelihood directly or indirectly from agriculture, support for farming is a high priority for rural development. The project can deliver useful information and data to farmers on crop care, animal husbandry, fertilizer and feedstock inputs, drought mitigation, pest control, irrigation, weather forecasting, seed sourcing, and market demand and prices. Research results suggest that increasing agricultural productivity benefits the poor and landless through increased employment opportunities. The project will generate employment opportunities in three ways: (1) the unemployed can use the improved accessibility through ICT to find job opportunities; (2) the unemployed can become employed in new jobs created through the expansion of the businesses of rural entrepreneurs; and (3) even the employed can acquire new skills through specific education programs that could be facilitated by posdaya.

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