

## Factors Affecting Rural Livelihood in Pakistan

Attaullah Khan<sup>1</sup>, Dr. Intikhab Alam<sup>2</sup>, Muhammad Ismail<sup>3</sup>

<sup>1</sup> M. Phil scholar of Sociology, Department of Rural Sociology, Faculty of Rural Social Sciences, University of Agriculture, Peshawar Khyber Pakhtunkhwa, [atta.sociologist@yahoo.com](mailto:atta.sociologist@yahoo.com)

<sup>2</sup> Professor, Department of Rural Sociology, Faculty of Rural Social Sciences, University of Agriculture, Peshawar, [intikhabalamrs553@gmail.com](mailto:intikhabalamrs553@gmail.com)

<sup>3</sup> MS scholar of Project Management, Institute of Management Sciences (IM-Science), Peshawar, Khyber Pakhtunkhwa-Pakistan. [ismailyousafzai79@gmail.com](mailto:ismailyousafzai79@gmail.com)

### Abstract

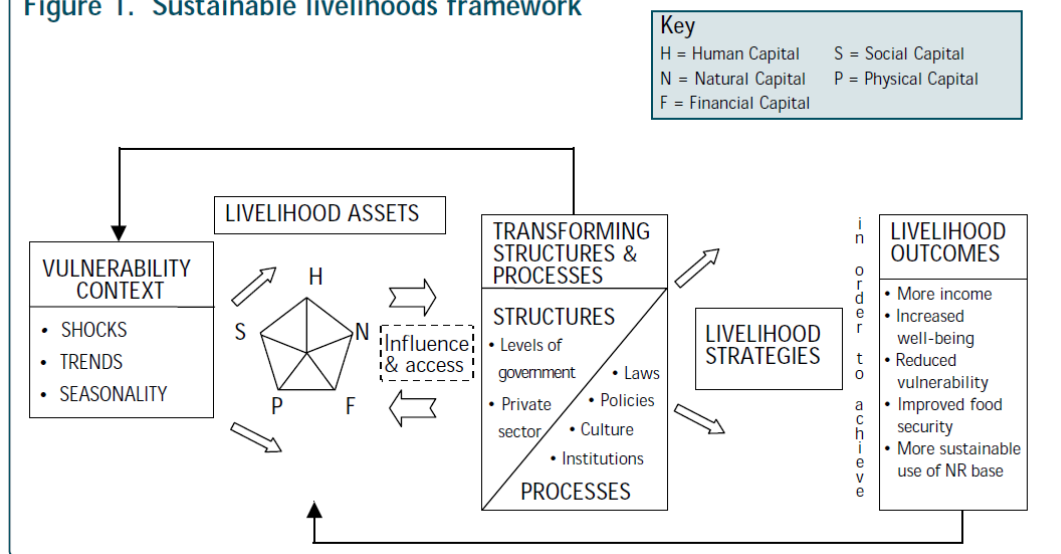
The recent study “Affecting factors of rural livelihood with reference of services providers and rural female in district Mansehra” was conducted with objectives to determine the hurdles of rural livelihood, the role of services providers i.e. government & NGOs and the rural female with reference of rural livelihood. A sample size 210 respondents out of 460 was taken by following the random sampling procedure. The study concluded that a highly significant association between rural livelihood and finance is the core problem for all categories of entrepreneurs in rural areas was found highly significant ( $p=0.000$ ), poor health issues block sustainability of rural livelihood ( $p=0.000$ ), prevalence of diseases in livestock and crops contribute income decline in rural areas ( $p=0.003$ ), marketing problem is a major obstacle in rural economy production ( $p=0.003$ ), land shortage affects rural economy ( $p=0.005$ ), rural livelihoods get adversely affected by any kind of shock ( $p=0.007$ ), while Illiteracy affects sustainability of rural livelihood negatively ( $p=0.014$ ) and conflict leads decline in rural livelihoods ( $p=0.021$ ). In addition, highly significant relationship was found ( $p=0.000$ ) between rural livelihood and through NGOs efforts people adopted ability for livelihood choices. Moreover, skill development training on male side contributed good results in enhancing livelihood ( $p=0.018$ ), microfinance service of government/NGOs plays a pivotal role in the development of rural economy ( $p=0.031$ ), through rural livelihood programs, the NGO is promoting livelihood and food security activities ( $p=0.025$ ), protective interventions are considered vital to facilitating livelihood recovery ( $p=0.016$ ) and livelihood promotion through irrigation development and introducing of productive yield is a good step by the government ( $p=0.024$ ) had significant relation with rural livelihood. Furthermore, significant relation was found between absence of basic livelihood assets for female makes unstable livelihood ( $p=0.003$ ), kitchen gardening, poultry and livestock rearing are major livelihood activities of rural female ( $p=0.004$ ), female make contribution to run livelihood system to contribute household expenses ( $p=0.029$ ) and rural livelihood. In light of the study, it was suggested to policy makers to provide assistance in term of material and capacity building i.e. easy credit system, agriculture, livestock, health, illiteracy interventions and NGOs & rural female participation in sustaining rural livelihood to minimize the risk of rural livelihood vulnerability.

**Keywords:** Rural Livelihood, Affecting Factors, Rural Women’s Contribution, Government and NGOs Role.

## Introduction

Livelihoods perspectives have been central to rural development thinking and practice in the past decade. The concept of sustainable rural livelihood has always been the focused point aligned with rural development, poverty reduction and environmental management. In general language, a livelihood is considered as the economic source or sources supporting the required expenses of people. Human being requires livelihoods to sustain their life by satisfying the basic requirements of their life. Rural livelihood is defined by Robert Chambers and Gordon Conway (1992) as livelihood comprises the capabilities, assets and activities required for a means of living, a livelihood is sustainable which can cope with and recover from stress and shocks, maintain or enhance its capabilities and assets, and provide sustainable livelihood opportunities for the next generation. Livelihood is also defined as adequate stocks and flows of food and cash to meet basic needs. Sustainable refers to the maintenance or enhancement of resource productivity on a long-term basis so that a family or communities cope with chronic situation. A household may be enables to gain sustainable livelihood in many ways i.e. through ownership of land, livestock or trees, right to grazing, fishing, hunting or gathering through stable employment with adequate remuneration or through varied range of activities. Anseeuw (2001) and Perret (2003) define that the term “livelihood” is used rather than “job” or even “source of income”. First, most rural people work in agriculture as farmers or farm workers or get non-farm job opportunities only seasonally and often part time. Second, individuals and households create a living from various sources i.e. farming, local craftwork, small-scale industries, own labor and trading, all these forms the backbone of rural people’s livelihood worldwide. As mentioned by the Robert Chmaber and Gordon Convway (1992) about the sustainability of rural livelihood that it can cope with and recover from stress and shocks and provides livelihood opportunities for the next generation. In the same row the sustainable livelihoods approach should be a logical plan for the result-oriented objectives, scope, and priorities for development activities. It leads rational considerations about the way the poor and vulnerable live their lives and the importance of the state’s policies and institutions. For the formulation of developmental activities, the rural livelihood approach should have some important characteristics i.e. it should be people-centered, responsive and participatory, multilevel, conduct with public and private sectors and there should be dynamism in the mentioned approach. The framework for sustainable livelihoods was firstly developed by the Institute of Development Studies (IDS), Sussex. The already existed framework was further rationalized by the Department for International Development (DFID). The DFID (2001), identified the five 05 primary components in the framework i.e. the vulnerability context, the five livelihood assets, transforming structures and processes called policies, institutions and processes, livelihood strategies and broad level livelihood outcomes. The sustainable livelihood framework points out the major factors that affect people’s livelihoods, and the connectedness of these factors. The (SLF) can be used to plan development initiatives regarding rural livelihood, to gauge the impact result of existing activities, and assessing the policies impact on livelihood strategies and access to assets by households (DFID, 2001; Ellis, 2000; Messer & Townsley, 2003; Thomson, 2000).

**Figure 1. Sustainable livelihoods framework**



## Literature review

There has always been different factors affect livelihood in rural areas which are proved from different studies worldwide. Times to time findings concluded by the different publications are summarized below. D.Khatun and B.C. Roy (2012) stated that rural livelihoods are affected by socioeconomic constraints and natural calamities. The Zimbabwe Vulnerability Assessment Committee, ZimVac (2013) after a detail study of Rural Livelihood in different rural areas of Zimbabwe presented a crystal clear report indicating the rural livelihoods and the vulnerability of rural households affecting the sustainability of livelihood resulting extreme poverty. The report pointed the reality of rural livelihood's vulnerability with clear cut mentioning the factors as poverty, poor roads, transport, infrastructure and communication, water shortage, poor access to education, inadequate health facilities, poor water and sanitation, unavailability of agriculture inputs, poor rainfall, poor market and prices, food insecurity, unemployment, lack of capital, livestock diseases, wild animals, lack of NGOs and government interventions, land shortage and power shortage. The report contains suggestions and recommendations to handle the vulnerable situation for ensuring sustainable rural livelihood. WFP et al. (2012) stated that because of a number of reasons the livelihood system could not get sustainability in both rural and urban areas of Darfur. The major socio-economic challenges indicated in the study by FAO and WFP include limited water resources for crops and livestock, declining soil fertility, lack of extension services for farmers and livestock keepers, high level of crop pest infestation, use of poor quality seeds, unstable product prices, conflicts over land and water resources, prevalence of heavy livestock diseases, drought and insecurity of livestock, lack of adequate agricultural and livestock marketing, infrastructure, limited capacity of agriculture and livestock research centers, poor financial resources of farmers and livestock keepers, poor roads infrastructure, high number of IDPs. Shonia (2011) finance plays a vital role in the sustainability of any kind of business (Yamo, 2008). Poor population of Bangladesh mostly faces the problem of financial and productive assets (Hossain, 1999). Because of low income, no livelihood asset can be made (Nawaz, 2009). Alam (2004) mentioned that insufficient income always creates problem to generate and continue income generation activity. Rahman et al, (2000) stated that finance is a major obstacle for any kind of small scale business in rural areas. IFAD (2011) stated that inadequate utilization of resources in agriculture, unsuitable strategies of government and NGOs, weak marketing system, insufficient and poor rural infrastructure, poor outcome & poor financial services and degradation of natural assets are hurdles in the way of agriculture for small land holders. Okechukwe Agwa (2014) stated

different issues facing by small and medium scale rural livelihood comprises both on-farm and non-farm livelihood activities including unstable policy environment, management problems, inadequate basic infrastructure, socio cultural problems, location problems, finance as core problem. All these factors hinder the way to sustainable small-scale business and need to be address for proper functioning of small and medium scale business. Ademiluyi (2013) stated major issues destabilizing rural poultry farming ultimately weaken sustainability of livelihood i.e. poultry diseases and pest attack, lack of knowledge of farmer to identifying the diseases earlier to prevent more outbreak, non-availability of credit or loan from government or NGOs side in rural areas for strengthen poultry system, absence of enough land and space and market price fluctuation, lack of technical knowledge of rural people, mortality rate of chicken, low quality ingredient of poultry feed and high cost of feed. Marof Redzuanl and Fariborz Arf (2011) concluded some socio-economic reasons of poor handicraft in a study which includes the unavailability of skilled labor, the difficulty in obtaining raw materials, low income, the reluctance to adopt modern methods of production or technology, the lack of credit facilities, the inadequacy of quality control measures in the production process. Waqas Qayyum (2007) has mentioned the causes of rural unemployment as of manifold: lack of education, lack of skills, divergence between the demographics of urban and rural areas, lack of experience, regional or province wise discrimination in the provision of job opportunities, sectoral imbalance etc. Vincent Cable and Ann I Ueston (1982) have mentioned some issues facing by rural handicraft industry under study. The major issues leading to unstable livelihood pointed out as lack of credit availability, problems with raw material supplies, shortage of skilled labor, lack of improved technology, designing and marketing, delivery problems, overdependence on established markets and policy issues.

### **Theoretical framework**

A number of sociological perspectives had been developed by the eminent sociologist with main aim to understand the social phenomenon with references of different social angles. Sociological theories are mostly move around these perspectives. The recent study is aligned with sociological perspective of structure functionalism, which comes under the backbreaking work of Herbert Spencer (1820-1903) - who was a well-known sociologist and an English philosopher of his time- he presented the analogical analysis of Biology and society. Structural functionalism is a sociological perspective and a framework which helps to develop theories that observes deeply the society as a systematic mechanism whose all parts are interrelated and perform together to ensure stability and solidarity. A wide focus lays on the social structure like an organism. Social structure is fabricated by different components i.e. education, economy, families, religion, government, media and culture. Structural functionalism indicates the functions and development of a society under its existed stable structure. Higher the stability of the social structure higher would be the function of a society. Rural livelihood is the backbone of rural economy and one of the major components of rural social structure which contributes to develop a biggest portion of rural development. The study is also in-line with the work of Robert Chambers and Gordon Conway (1992) who presented a paper on rural livelihoods and different logical dimensions of its sustainability. The ideas have further been adopting by different scholars, sectors and livelihood experts.

### **Implication**

The study will be fruitful for different actors on the basis of its findings and recommendations.

1. Development actors/NGOs
2. Government policy makers
3. Social researchers
4. Research students

### **Objective of the Study**

Main objective of the study was to see the association between independent variables (effecting factors) and dependent variable (rural livelihood) and to suggest the policy recommendations on the basis of study findings.

## Methodology

### Universe of the study:

To conduct the recent study, rural areas were preferred to be selected as the study universe. The universe of the study was District and Tehsil Mansehra. Study area more specifically consisted of three villages i.e. Hilkot, Malookra and Balimang were randomly selected as a universe of the study for data collection.

### Sampling Procedure and Sample Size:

A simple stratified random sampling methodology was used to select sample respondents for the purpose of data collection. A total sample of 210 respondents was selected for the total population size of 460 according to the method devised by Sekaran (2003). The formula of proportion allocation sample size was applied to select sample size from each village as given below (Chaudry, 1996),

$$n_i = \frac{n}{N_i} \times N_i$$

n=sample size of total population

n<sub>i</sub>=sample size of each population

N<sub>i</sub>=no of the respondent in each department

N=total number of respondents

### Data Collection:

A well-established closed ended interview schedule was devised that encompass all the objectives and parameters of the study that helped in collecting of data from the respondents to understand their attitudes and obtaining desired data. It helped in analyzing collected data in statistical form. And the anonymity of participants was kept secret.

### Data Processing and Analysis

The entering of data and its analysis was done through SPSS 20 version (Statistical Package for Social Sciences). In first phase of analysis, uni-variate analysis will be displayed for frequency and percentage distribution, while the second phase, Bi-variate analysis will be displayed for the association of independent variables and dependent variable.

### Chi-Square Test

Chi-Square test statistics will be applied as a statistical tool to ascertain the relationship. To find the value of chi-square test, the formula will be as under:

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{ij} - e_{ij})^2}{e_{ij}}$$

Where,

$\chi^2$  = Chi Square

O<sub>ij</sub> = Observed frequencies in i<sup>th</sup> row and j<sup>th</sup> column

e<sub>ij</sub> = Expected frequencies regarding i<sup>th</sup> row and j<sup>th</sup> column

r = Number of rows

c = Number of columns

Df = (r-1) (c-1)

## Results and Discussions

### Rural livelihoods

To measure the significance of rural livelihood, few statements regarding rural livelihood were asked from the respondents given in table 1, which shows that that majority 85.7% of respondents were agreed about the statement that agriculture is the main source of livelihood of the people in rural areas, moreover 12.9% of the whole sample size were disagreed with statement and 1.4% did not favor yes or no. Indira Nair (2014) stated the idea that agriculture is the major way of livelihood of rural population. For income and industrial production, agriculture output is of prime value, the same idea mentioned in a paper “Rural livelihoods, importance and definitions Unit 01. Similarly, a majority 88.1% of respondents favored the statement that rural livelihoods are not static they adopt change, moreover 11.9% of respondents did not favor the statement. The idea is mentioned in Unit 01 of rural livelihoods, importance and definition. In the same way, big section 94.8% respondents clicked “Yes” to show their positive attitude about the statement that sustainable livelihoods enhance female participation in livelihood activities, while 11.9% sample respondents clicked “No” and 1.4% came under section “Don’t know. The idea confirmed by Doctor Rerum (2012) and Mündlichen Prüfung (2012). Nevertheless, A huge portion 90.5% of respondents showed positive attitude regarding the idea that livelihood satisfies the basic needs of family members, moreover 8.1% respondents negated the idea and 1.4 remained uncertain. The same idea stated by the UNDP, ISDR and IRP in “Guidance notes on recovery livelihoods, page 07. In response of a statement that rural livelihoods sustainability maintains the means of living of people, a majority 84.3% respondent accepted, moreover 11.4% negated and 4.3% of sample respondents did not know about the statement. Similarly, majority 90.5% of sample respondents were agreed with statement that rural employment is also a part of rural livelihoods, moreover, 9.5% did not agreed about the statement. Waqas Qayyum (2007) mentioned in “The Pakistan development review, part ii” that rural employment is a major way of making sustainable livelihood but absence of employment effect of household economy. Furthermore, a heavy segment 85.7% respondent replied “Yes” to support the statement that skills trainings contribute in rural livelihoods, moreover 9.5% respondents replied with “No” and 4.8% of respondents did not reply. Qasim Ali Shah and Babar Shahbaz (2015) have presented the same idea that capacity building and skill development training on male side also contributed good results which enhances and reconstructed their livelihood as restarting business and earning income. In the same track, majority 80.5% of respondents thought that rural livelihoods also contain small scale businesses, moreover 10.0% did not think the statement was true and 9.5% were unaware of the statement. Aneeuw (2001) and Perret (2007) stated the same idea in a study “Poverty and livelihoods in rural South Africa”. Similarly, the great portion 87.1% respondents were in view that NGOs interventions in rural livelihood led to sustainable rural livelihood, moreover 8.1% respondents showed their view against the statement and 4.8% did not share any view.

Additionally, the whole sample population agreed that rural livelihoods are affected by socioeconomic constrains and calamities. The idea strongly confirmed by D.Khatun and B.C. Roy (2012). Further a very proportion 93.8% pointed that sustainable livelihood provides livelihood opportunities to next generation, moreover 1.8% opposed the idea and 1.4% did not response. Robert Chambers & Gorden Conway (1992) have support the same idea in a paper “sustainable rural livelihood”. Likewise, majority 82.4% respondents supported the view that sustainable livelihood approach improves the condition of poor, moreover 9.0% did not agree with majority and 8.6% did not share any idea. The idea confirmed Sheial Meikem Tamsin Ramasut & Julian Walker (2001) and UNDP (1998). Furthermore, a big portion 83.3% agreed with statement that rural livelihoods also contain nonagricultural activities in rural areas, moreover 11.4 were not agrees and 5.2% did not answer. Anseeuw et al (2001) and Perret (2003) also stated that rural people are engaged in agriculture activities as farmers and also carry out non-farm activities, also

in rural area people are involved in production includes farming, local craft, and small level business, and trading is also an important source of rural livelihood. Similarly, the big part 82.9% respondents were of the opinion that sustainable livelihood does not adversely affect environment, moreover 11.9% did not of the same opinion and 6.2% did not share any opinion. The same idea also mentioned by Robert Chamber & Gorden Conway (1992) in a paper “sustainable rural livelihood”.

**Table: 01 Frequency Distribution and Proportion of rural livelihoods.**

Statement	Yes	No	Don't Know	Total
Agriculture is the main source of livelihood of the people in rural areas	180(85.7%)	27(12.9%)	3(1.4%)	210(100%)
Rural livelihoods are not static they adopt changes	185(88.1%)	25(11.9)	0(0.00%)	210(100%)
Sustainable livelihood enhances female participation in livelihood activities.	199(94.8%)	8(3.8%)	3(1.4%)	210(100%)
Livelihood satisfies the basic needs of family members	190(90.5%)	17(8.1%)	3(1.4%)	210(100%)
Rural livelihoods sustainability maintains the means of living of people	177(84.3%)	24(11.4%)	9(4.3%)	210(100%)
Rural employment in also a part of rural livelihood	190(90.5%)	20(9.5%)	0(0.00%)	210(100%)
Skills trainings contribute in rural livelihood.	180(85.7%)	20(9.5%)	10(4.8%)	210(100%)
Rural livelihoods also contain small scale businesses	169(80.5%)	21(10.0%)	20(9.5%)	210(100%)
NGOs intervention in rural livelihood leads to sustainable rural livelihood	183(87.1%)	17(8.1%)	10(4.8%)	210(100%)
Rural livelihoods are affected by socioeconomic constrains and calamities	210(100%)	0(0.00%)	0(0.00%)	210(100%)
Sustainable livelihood provides livelihood opportunities to next generation.	197(93.8)	10(4.8%)	3(1.4%)	210(100%)
Sustainable livelihood approach improves the condition of poor	173(82.4%)	19(9.0%)	18(8.6%)	210(100%)
Rural livelihoods also contain nonagricultural activities in rural areas	175(83.3%)	24(11.4%)	11(5.2%)	210(100%)
Sustainable livelihood does not adversely affect environment	174(82.9%)	23(11.0%)	13(6.2%)	210(100%)

\*Value in the table present frequency while values in the parenthesis represent percentages proportion of the respondents.

#### **Association between major Socioeconomic factors and rural livelihoods**

Sustainable rural livelihood depends on the socioeconomic condition of households. Negative effect on rural livelihood because of some affecting factors is a universal phenomenon. Rural

livelihood and socioeconomic factors are interrelated which is proved by a number of studies. The significant association between rural livelihoods and socioeconomic factors is an observable fact. A few statements were developed to review that association. Respondents and their attitudes regarding the socioeconomic factors are given in table 02. Finance is the core problem for all categories of entrepreneurs in rural areas was found highly significant ( $p=0.000$ ) with rural livelihoods. Rahman et al (2000) Momen and Begum (2006) and Afrin et al (2008) confirmed that finance is the core problem for expansion of activities in all categories of entrepreneurs in rural areas. (Shonia Sheheli, Berlin (2011) and Dr. Mba Okechukwu Agwu (2014) have stated the finance as core problem of rural poor. Moreover, poor health issues block sustainability of rural livelihood was also found highly significant ( $p=0.000$ ). These findings are in line with the findings of Zimbabwe, ZimVac (2013) that inadequate health facilities affect rural livelihoods. In the same way, the statement that prevalence of diseases in livestock and crops contribute income decline in rural areas was found significant ( $p=0.003$ ) with rural livelihoods. WFP and FAO (2012) mentioned in their study that high level of crop pest infestation and prevalence of livestock diseases are obstacles of rural livelihood. Moreover, the idea that marketing problem is a major obstacle in rural economy production was also found significant ( $p=0.003$ ) with rural livelihoods. The result supported by earlier study Zimbabwe Vulnerability Assessment Committee (2013). Furthermore, the idea that land shortage affects directly rural economy was found significant ( $p=0.005$ ) with rural livelihoods. These results are similar with the findings of Jennifar (2013). Furthermore, a significant relation ( $p=0.007$ ) was found between rural livelihoods affect adversely by any kind of shock and rural livelihoods. These findings are similar with the study of FAO, (2012); Omonona, (2009) and B.C. Roy, (2012). Similarly, a significant relation was found ( $p=0.014$ ) between Illiteracy affects negatively sustainability of rural livelihood and rural livelihoods. The idea conformed D. Khatun and B.C. Roy (2012) in a study 'Rural Livelihood diversification, determination and constraints. In the same way, significant relation ( $p=0.021$ ) was found between the statement that conflict leads decline in rural livelihoods and rural livelihoods. World Food Program, WFP, and Food and Agriculture Organization, FAO, (2012) also stated that conflicts over different resources make livelihood unstable. However, a non-significant relation ( $p=0.354$ ) was found between the idea that unstable product prices result poor income and rural livelihoods. WFP and FAO (2012) stated the unstable product price is one of issues in rural livelihoods. Similarly, a non-significant relation ( $p=0.892$ ) was found between difficulty in obtaining raw material create hindrance for rural livelihood and rural livelihoods. The findings confirmed by Marof Redzuan and Fariborz Aref (2011) in a study conducted in underdeveloped region of Malaysia. In addition, non-significant relation ( $p=0.055$ ) was found between the poor infrastructure always negatively affects rural economy and rural livelihoods. The result is similar with the findings of Mba Okechukwu Agwu (2014) that poor infrastructure always negatively affects rural livelihoods. Similarly, a non-significant relationship ( $p=0.280$ ) was found between power shortage always jeopardy rural livelihood and rural livelihoods. In the same row, non-significant relationship ( $p=0.935$ ) was found between the idea that heavy interest on loan discourages rural livelihood and rural livelihoods. Likewise, result illustrate that a non-significant relation ( $p=0.068$ ) was found between low-income cause to crush livelihood sustainability in rural area and rural livelihoods. The statement confirmed WFP & FAO (2012) and Marof Redzuan1 and Fariborz Aref (2011) low income is one of major issues of rural livelihoods.

**Table 02 Association between major Socioeconomic factors and Rural Livelihood.**

Statement	Perception	Rural livelihoods			Total	Chi-Square (P-Value)
		Yes	No	Don't Know		
Finance is the core problem for all	Yes	167(83.6)	26(12.9)	7 (3.5)	201(100.0)	$\chi^2=18.288$
	No	4(44.4)	2(22.2)	3(33.3)	9(100.0)	



categories of entrepreneurs in rural areas	<b>Don't know</b>	0	0	0	0	(p=0.000)
Conflict leads decline in rural livelihood	<b>Yes</b>	167(83.1)	26(12.9)	8(4.0)	201(100.0)	$\chi^2=11.539$
	<b>No</b>	4(57.1)	1(14.3)	2(28.6)	7(100.0)	(p=0.021)
	<b>Don't know</b>	1(50.0)	1(50.0)	0(0.0)	2(100.0)	
Unstable product prices results poor income	<b>Yes</b>	91(83.5)	14(12.8)	4(3.7)	109(100.0)	$\chi^2=4.403$
	<b>No</b>	47(87.0)	5(9.3)	2(3.7)	54(100.0)	(p=0.354)
	<b>Don't know</b>	34(72.3)	9(19.1)	4(8.5)	47(100.0)	
Prevalence of heavy livestock and crop diseases contribute income decline in rural areas	<b>Yes</b>	153(84.1)	24(13.2)	5(2.7)	182(100.0)	$\chi^2=16.072$
	<b>No</b>	14(77.8)	1(5.6)	3(16.7)	18(100.0)	(p=0.003)
	<b>Don't know</b>	5(50.0)	3(30.0)	2(20.0)	10(100.0)	
Difficulty in obtaining raw material create hindrance for rural livelihood	<b>Yes</b>	129(87.2)	19(12.2)	8(5.1)	156(100.0)	$\chi^2=1.116$
	<b>No</b>	42(79.2)	9(17.0)	2(3.8)	53(100.0)	(0.892)
	<b>Don't know</b>	1(100.0)	0(0.00)	0(0.00)	1(100.0)	
Marketing problem is a major obstacle in rural economy production	<b>Yes</b>	166(83.0)	26(13.0)	8(4.0)	200(100.0)	$\chi^2=16.267$
	<b>No</b>	4(66.7)	0(0.00)	2(33.3)	6(100)	(p=0.003)
	<b>Don't know</b>	2(50.0)	2(50.0)	0(0.00)	4(100.0)	
Poor infrastructure always negatively affects rural economy	<b>Yes</b>	153(83.2)	21(11.4)	10(5.4)	184(100.0)	$\chi^2=5.806$
	<b>No</b>	19(73.1)	7(26.9)	0(0.00)	26(100)	(p=0.055)
	<b>Don't know</b>	0(0.00)	0(0.00)	0(0.00)	0(0.00)	
Land shortage affects directly rural economy	<b>Yes</b>	165(82.9)	26(13.1)	8(4.0)	199(100.0)	$\chi^2=14.879$
	<b>No</b>	2(40.0)	1(20.0)	2(40.0)	5(100.0)	(p=0.005)
	<b>Don't know</b>	5(83.3)	1(16.7)	0(1.00)	6(100.0)	
Power shortage always jeopardy rural livelihood	<b>Yes</b>	139(81.8)	25(14.7)	6(3.5)	170(100.0)	$\chi^2=5.067$
	<b>No</b>	28(82.4)	3(8.8)	3(8.8)	34(100.0)	(p=0.280)
	<b>Don't know</b>	5(83.3)	0(0.00)	1(16.7)	6(100.0)	
Illiteracy affects negatively sustainability of rural livelihood	<b>Yes</b>	167(83.1)	24(11.9)	10(5.0)	201(100.0)	$\chi^2=12.500$
	<b>No</b>	3(42.9)	4(57.1)	0(0.00)	7(100.0)	(p=0.014)
	<b>Don't know</b>	2(100.0)	0(0.00)	0(0.00)	2(100.0)	
Poor health issues block sustainability of rural livelihood	<b>Yes</b>	157(84.0)	26(13.9)	4(2.1)	187(100.0)	$\chi^2=28.622$
	<b>No</b>	10(71.4)	0(0.000)	4(28.6)	14(100.0)	(p=0.000)
	<b>Don't know</b>	5(55.6)	2(22.2)	2(22.2)	9(100.0)	

Heavy interest on loan discourages rural livelihood	<b>Yes</b>	159(81.5)	26(13.3)	10(5.1)	195(100.0)	$\chi^2=0.824$ (p=0.935)
	<b>No</b>	6(85.7)	1(14.3)	0(0.00)	7(100.0)	
	<b>Don't Know</b>	7(87.5)	1(12.5)	0(0.00)	8(100.0)	
Rural livelihood affected adversely by any kind of shock	<b>Yes</b>	167(83.1)	26(12.9)	8(4.0)	201(100.0)	$\chi^2=14.069$ (p=0.007)
	<b>No</b>	5(62.5)	1(12.5)	2(25.0)	8(100.0)	
	<b>Don't Know</b>	0(0.00)	1(100.0)	0(0.00)	1(100.0)	
low income cause to crush livelihood sustainability in rural area	<b>Yes</b>	165(82.5)	27(13.5)	8(4.0)	200(100.0)	$\chi^2=5.389$ (p=0.068)
	<b>No</b>	7(70.0)	1(10.0)	2(20.0)	10(100.0)	
	<b>Don't Know</b>	0(0.00)	0(0.00)	0(0.00)	0(0.00)	

\*Number in table represent frequencies and number in parenthesis represent percentage proportion of respondents and in the last columns number in the parenthesis represent P-Value.

## Conclusions

This study focused on the investigation into the effecting factors behind rural livelihood. It is concluded that rural livelihood is a general phenomenon throughout the world. Rural livelihood mostly consisted upon agriculture and some other traditional activities. Pakistan is one of the third world countries consisted mostly upon rural areas. Lack of finance, conflicts, livestock & crops diseases, land shortage, health issues, illiteracy, marketing problem and any kind of shock are the main contributing factors enhancing rural livelihood unstable.

## Suggestions and Recommendation

From the study findings, some suggestions and recommendations were proposed to ensure the livelihood sustainability in rural areas.

1. A big percentage of people in the study area were facing financial problem to sustain their livelihood; to handle the situation the government should plan financial aid program for rural poor free of interest with easy provision and return.
2. The prevalence of diseases in livestock and in crops making livelihood so weak, the agriculture and livestock departments should help and train farmers to control the diseases mostly found in livestock and crops.
3. Majority of the rural population in the study area were illiterate and facing health problems, so it is recommended that government and NGOs sector focus on these areas to enhance literacy ratio and health issues.
4. The population in study area lacking behind in business, skill development and coping mechanism with shocks, so it is recommended that government and NGOs should give priority to plan projects regarding the mentioned situation.
5. Mostly agriculture inputs shortage is observed, the government and NGOS should make policy to ensure the required agriculture inputs for best outcome.

## References

- Ahmad, S., 2006. Gender Issues in Agriculture and Rural Livelihoods. *MS Swaminathan Research Foundation Uttara Devi Resource Centre for Gender and Development, India.*
- Bennett, J., 1998. Development Alternatives: NGO, Government Partnership in Pakistan. *DEVELOPMENT-ROME*-, 41, pp.54-57.

- Boudreau, T., 1998. *The food economy approach: a framework for understanding rural livelihoods*. London: Overseas Development Institute.
- Chambers, R. and Conway, G., 1992. *Sustainable rural livelihoods: practical concepts for the 21st century*. Institute of Development Studies (UK).
- Chambers, R. and Gordon, R., *Conway (1992) Sustainable Rural Livelihoods: Practical Concepts for the 21st Century*. IDS Discussion paper 296. Institute of Development Studies, IDS, Brighton.
- Hassan, A. and Forhad, A., 2013. The role of NGOs in the sustainable development in Bangladesh. *Present Environment & Sustainable Development*, 7(2).
- Khatun, D. and Roy, B.C., 2012. Rural livelihood diversification in West Bengal: determinants and constraints. *Agricultural Economics Research Review*, 25(1), pp.115-124.
- Krantz, L., 2001. The sustainable livelihood approach to poverty reduction. *SIDA. Division for Policy and Socio-Economic Analysis*.
- Mavhura, E., Manatsa, D. and Mushore, T., 2015. Adaptation to drought in arid and semi-arid environments: Case of the Zambezi Valley, Zimbabwe. *Jambá: Journal of Disaster Risk Studies*, 7(1), pp.7-pages.
- Oni, O.A. and Fashogbon, A.E., 2013. Food poverty and livelihoods issues in rural Nigeria. *African Journal of Agricultural and Resource Economics*, 8(2), pp.108-135.
- Perret, S., Anseeuw, W. and Mathebula, F., 2005. Poverty and livelihoods in rural South Africa. *Investigating diversity and dynamics of livelihoods. Case studies in Limpopo. Pretoria, South Africa, University of Pretoria, Kellogg's Foundation*.
- Quan, J., 2002. Better livelihoods for poor people: the role of land policy. *Discussion draft, Department for International Development (DFID), London*.
- Sheheli, S., 2012. *Improving livelihood of rural women through income generating activities in Bangladesh* (Doctoral dissertation, Humboldt-Universität zu Berlin, Landwirtschaftlich-Gärtnerische Fakultät).
- WFP, U., 2005. Emergency Food Security and Nutrition Assessment in Darfur, Sudan 2005. *Provisional Report. Khartoum & Khartoum, World Food Programme*.
- World Food Programme, WFP, and Food and Agriculture Organization, FAO. 2012. Situation Analysis Agriculture, Livestock and Rural livelihoods in the greater Darfur region: Sudan. [www.ajmse.leena-luna.co.jp](http://www.ajmse.leena-luna.co.jp)