

The Impact of Botswana Government Funding in Poverty Eradication Projects-Case Study in City of Francistown, Botswana

Dr. B. Natarajan¹, Tumelano Lolita M. Ntshwene² and Stegi Shine³

¹Fellow in Faculty of Business, Botho University, Francistown Campus, Botswana

²Senior teacher in Mater Spei College, Francistown, Botswana

³Lecturer in Accounting and Finance, Botho University, Francistown campus, Botswana

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Abstract

The purpose of the study was to find out the impact of the Botswana Government funding in poverty eradication projects on beneficiaries focusing in City of Francistown. The objectives were specifically to find out the socio-economic conditions of fund recipients before and after getting the funding; the level of employment created in each project category; problems encountered by the fund recipients. The study was descriptive-correlational and a questionnaire was used for data collection. The respondents were from City of Francistown. 96 respondents were selected randomly from the total size of 468 beneficiaries/ respondents. The findings revealed that majority of respondents engaged in the poverty eradication projects were mostly females and less number of males. There is significant relationship between educational level of respondents and the success of projects as they cannot explain the business plan on their own nor refer to it to see if they are on track. The study showed that there is significant difference in the livelihoods of the beneficiaries as there is improvement in their living conditions. It was concluded that the respondents need more time for training. It was recommended that market day be put in place bench marking be done with Swaziland and Kenya. Beneficiaries were trained at Rural Industries Innovation Center (RIIC) in Kanye. Botswana.

Keywords: Poverty, Beneficiary, Impact.

Introduction

During the year 2000, world leaders made commitments to halve the number of people living in extreme poverty by the year 2015. They also committed themselves to improving the lives of at least 100 million slum dwellers by 2020. Five years before, the same leaders made commitments, under the Beijing Declaration and Platform for Action (PFA), to advance the rights and interests of women. The PFA identified among other Critical Areas of Concern, the persistent and increasing burden of poverty on women. The governments also emphasized that, "poverty eradication requires full and equal involvement and participation of women and men as agents and beneficiaries of people-centered sustainable development, and requires equal opportunities for women to do so."

Commitments were also made to implement poverty eradication programmes and evaluate, with women's input, the impact on the empowerment of women living in poverty, in terms of access to inheritance, access to and control over land, housing, income, and micro-credit and other financial instruments and services. Poverty is a social, economic and political challenge. It touches on

sensitive issues of rights and entitlements. The same goes for gender which analyses the social differences between women and men including roles, responsibilities, constraints, opportunities and needs that are learned, changeable over time and vary within and among different cultures.

Botswana's goal is to surpass the Millennium Development Goal target of reducing extreme poverty by half by 2015. Therefore; Botswana has taken a bold step to shift from poverty reduction to poverty eradication. This has prompted the Government to come up with a Poverty Eradication Programme (2012) which is aimed at improving the livelihoods of Botswana by addressing all aspects of poverty including among others; the policy environment, the institutional framework and the establishment of sustainable economic empowerment projects (Government of Botswana-Poverty Eradication Guideline, Implementation of Packages 2012).

Problem statement

Eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for

sustainable development. Botswana has committed herself to end poverty in all its forms, hence has implemented poverty eradication projects across the country shifting from poverty reduction era. Be that as it may, not all projects are successful and some people still live in poverty. This study seeks to find out the impact made by the funding on the livelihoods of beneficiaries and the problems they face in the daily running of their projects.

Objectives of the study

The purpose of the study is to find the impact of Botswana government funding on the livelihoods of the beneficiaries and the problems they encounter. Specifically the objectives are:

To find out:

- i) The socio-economic conditions of fund recipients before and after getting the funding
- ii) The level of employment created in each project category
- iii) Problems encountered by the fund recipients

Significance of the study

The study will identify the impact made by the Botswana Government funding on poverty eradication projects on the lives of the beneficiaries, and the problems they face in the running of their projects. It is expected that the findings of the study will be handy to the Government of Botswana and all organizations concerned with poverty eradication in Botswana, as it will provide information to use to come up with strategies that could help these projects have an edge in the market.

Literature Review

What is Poverty?

As per Wikipedia (2015) the World Bank stated that poverty is pronounced deprivation in well-being, and comprises many dimensions. It includes low incomes and the inability to acquire the basic goods and services necessary for survival with dignity. Poverty also encompasses low levels of health and education, poor access to clean water and sanitation, inadequate physical security, lack of voice, and insufficient capacity and opportunity to better one's life.

The Wikipedia (2015) stated that poverty has historically been accepted in some parts of the world as inevitable as non-industrialized economies produced very little while populations grew almost as fast, making wealth scarce. Poverty reduction, or poverty alleviation, has been largely as a result of overall economic growth. Food shortages were common before modern agricultural technology and in places that lack them today, such as nitrogen fertilizers, pesticides and irrigation methods. The dawn of industrial revolution led to high economic growth, eliminating mass poverty in what is now

considered the developed world. World GDP per person quintupled during the 20th century. In 1820, 75% of humanity lived on less than a dollar a day, while in 2001, only about 20% do.

Today continued economic development is constrained by the lack of economic freedoms. Economic liberalization requires extending property rights to the poor, especially to land. Financial services, notably savings, can be made accessible to the poor through technology, such as mobile banking. Inefficient institutions, corruption and political instability can also discourage investment. Aid and government support in health, education and infrastructure helps growth by increasing human and physical capital.

According to Osei-Hwedie (2004) Poverty eradication is crucial to sustainable economic and social development in developing countries including Botswana. There are linkages between poverty and economic decline, food insecurity, environmental degradation, population expansion and gender inequality, among others. Though it is difficult to establish concrete direct causality among these factors, it is acknowledged that poverty and related problems seem intractable and continue to adversely affect a large number of people (Easter, 1993 and Osei-Hwedie 2001). According to Kerapeletswe and Moremi, 2001, as quoted by Osei-Hwedie (2001) Poverty in Botswana is associated with institutional and structural constraints and this has led to increasing demands to develop policies and associated development efforts that address poverty eradication. At independence, Botswana was among the world's twenty poorest countries in per capita terms. However, Botswana's economic growth began not long after independence and has been well-sustained since then, with annual growth rates reaching as high as 13%. By 1997, GDP per capita was USD 3,210. The government of Botswana responded with various policies to assist vulnerable groups such as the destitute, the elderly and remote-area dwellers. Despite these efforts, however, many people continue to live in poverty.

The factors causing poverty and suffering

As stated by Wikipedia (2016), Poverty is what prevents people from leading a long, healthy and creative life as well as from enjoying dignity, self-respect and the respect of others.

"Make poverty history" is a famous slogan launched in 2005 by a coalition of charities from Great Britain and Ireland. There is indeed merit in wanting to appeal to people's moral responsibility and pressurizing governments into taking action for reducing poverty. Phrased in this way, however, the slogan appears to pretentious and somewhat inappropriate. "History" is not the dustbin of time! As Benedetto Croce, an Italian philosopher and writer, says "History is philosophy in motion", and "all history is contemporary history."

To reduce poverty, we must first understand the factors that generate poverty; then we must generate political and cultural consensus to remove these factors. And generating this consensus is much more difficult than

making statements of good intentions about the "removal" of poverty.

Challenges faced by Botswana

Website http://www.bw.undp.org/content/botswana/en/home/operations/projects/poverty_reduction.html (2015) stated that Botswana is a signatory to the Millennium Declaration and has embraced the Millennium Development Goals. It has also articulated a long term vision, Vision 2016: Towards Prosperity for All. Vision 2016 and the MDGs outline Botswana’s key development challenges. These may be summed up as follows: Poverty and Inequality- Eradicating poverty is arguably the defining priority of the current government. The commitment, as per Vision 2016, is to eradicate extreme poverty by 2016. Inequality, though high and certain to slow down the rate of poverty reduction, does not feature prominently in public policy discourse; Rapid, sustainable and inclusive growth- This is a prerequisite for eradicating poverty. Rapid and inclusive growth is pro-jobs and pro-poor. To achieve these goals, Botswana must address the urgent challenges of water scarcity, energy shortages and access to food of adequate nutrition. Rising food prices are increasing household vulnerability to hunger and poverty; Environmental degradation and climate change- Though Botswana is prone to drought, a significant proportion of its population depends on agriculture for employment and subsistence. Climate change and environmental degradation are potent risks to the livelihoods of many Batswana in rural areas

The eligibility criteria used to select beneficiaries of the Poverty Eradication Program in Botswana

Beneficiaries should be able bodied Batswana citizens aged 18 years and above and should demonstrate ability, interest and commitment to undertake the project; eligible persons will be identified through the assistance of the Ministry of Local Government; beneficiaries should include amongst others registered destitute persons, potential destitute persons, those engaged in the Ipelegeng program, people with disability and other vulnerable groups. People and the relevance of the project to be embarked on; identification of the project- there are numerous projects that the beneficiary can choose from Table below.

Food items	Non Food Items
Jam	Kiosk
Pickles	Home Based Laundry
Food catering	Leather Works
Food Packaging	Textiles
Backyard garden	Tent Hire
Bakery	Landscaping
Small Stock	Hair Salon
Poultry	Backyard Tree Nursery
Bee Keeping	Upholstery
	Handy Crafts(basketry , wood carving, pottery)
	Arts, Craft and Traditional Songs

The above list is not exhaustive, the selection of the project by the client will be based on the client’s identified needs, interests as well as availability of resources after validation of the project, the project will have to be suitable to the area; training- the beneficiaries will be trained in entrepreneurial skills on the project they have chosen.

Methodology

Design of the study: the type of research is descriptive correlation study

Target population: Poverty eradication beneficiaries in the city of Francistown. 96 beneficiaries were selected from 468 beneficiaries.

Subject selection: the respondents were identified randomly, and 96 respondents were chosen.

Instrument development: the instrument used was questionnaire and observation which was accompanied by face-to-face interview for in-depth information. The instrument was divided into three areas being:

- i) Demographic characteristics
- ii) Information about the project
- iii) Impact of the project on the beneficiaries livelihoods

Validity and Reliability

The researcher used panel of experts in Botho University knowledgeable in the field of business and economics-lecturers in the Faculty of Business to test face and content validity of the questionnaire. Pilot testing was carried out. This was to calculate the internal consistency of the domains.

Data Collection Procedures

Observation and a structured questionnaire were used to collect data from the subjects/ respondents. A research permit was sought from the City of Francistown City Clerk. Questionnaire was administered at the beneficiaries’ place of operation (their homesteads).

Data Analysis Procedures

The data collected were tabulated item wise. Then as per the objectives it was categorized in the tables and illustrated graphically. The findings were described by displaying through tables and bar graphs.

Analysis of Data

Table 1: Distribution of beneficiaries according to gender (n= 96)

Gender	Bakery	Catering	Welding	Upholstery	Fashion Design	Cobbler	Salon	Hot dog	Pot hire	frequency	Percentage	Cumulative percentage
Male	1	1	3	4	0	1	1	1	2	14	14.58	14.58
Female	8	28	1	1	22	0	4	5	13	82	85.42	100.0
Total	9	29	4	5	22	1	5	6	15	96	100	100.0

Table 2: Distribution of beneficiaries according to educational level (n= 96)

Educational level	Bakery	Catering	Welding	Upholstery	Fashion Design	Cobbler	Salon	Hot dog	Pot hire	Frequency	%age	Cumulative percentage
Primary	3	6	1	0	6	0	1	2	1	20	20.83	20.83
Junior certificate	4	20	3	4	14	1	3	4	12	65	67.71	88.54
BCGSE	2	3	0	1	2	0	1	0	2	11	11.46	100.0
Certificate	0	0	0	0	0	0	0	0	0	0	0	100
Diploma	0	0	0	0	0	0	0	0	0	0	0	100
Degree	0	0	0	0	0	0	0	0	0	0	0	100
Post graduate	0	0	0	0	0	0	0	0	0	0	0	100
Total	9	29	4	5	22	1	5	6	15	96	100	100

Table 3: Distribution of beneficiaries according to number of days they had been employed in the project (n= 96)

Number of days	Bakery	Catering	Welding	Upholstery	Fashion Design	Cobbler	Salon	Hot dog	Pot hire	Frequency	Percentage	Cumulative percentage
100-200	0	0	0	0	0	0	0	0	0	0	0	0
201-250	0	0	0	0	0	0	0	0	0	0	0	0
250>	9	29	4	5	22	1	5	6	15	96	100	100
Total	9	29	4	5	22	1	5	6	15	96	100	100

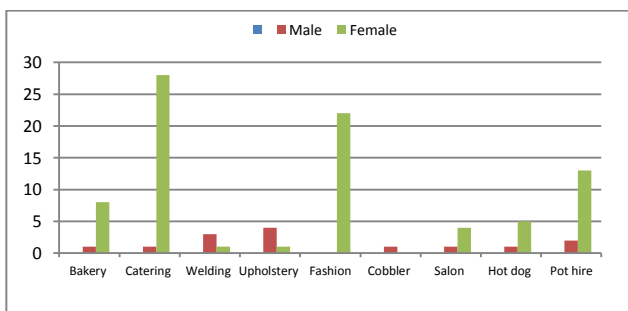


Figure 1: Distribution of beneficiaries according to gender

The table1 shows that 14.58% of the respondents were males and 85.42% of the respondents were females. This implies that most women are engaged in the poverty eradication projects in City of Francistown, they are involved to as they are the ones who commonly take care of the families in Botswana.

The table 2 shows that 20.83% of the respondents were of primary education, 67.71% were of junior certificate, and 11.46% were of BGCSE. None of the respondents had certificate, diploma, degree and post graduate. This implies that most respondents were of junior certificate, least number were of BGCSE. This has a negative impact on the success of the business as the

respondents of lower educational level do not have knowledge about the business content; least number who is of BGCSE level may have knowledge as business subjects are taught at their level and some may have done them.

The table 3 shows that 100% of the respondents had been employed in the project for 250 days or more; none of the respondents were employed in the projects for 100-200 days or 201-250 days. This implies that all the respondents have been engaged in the running of the project for a long time, hence familiar with environment they are operating in.

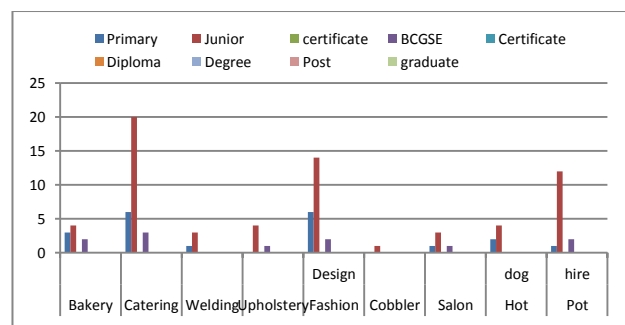


Figure 2: Distribution of beneficiaries according to educational level

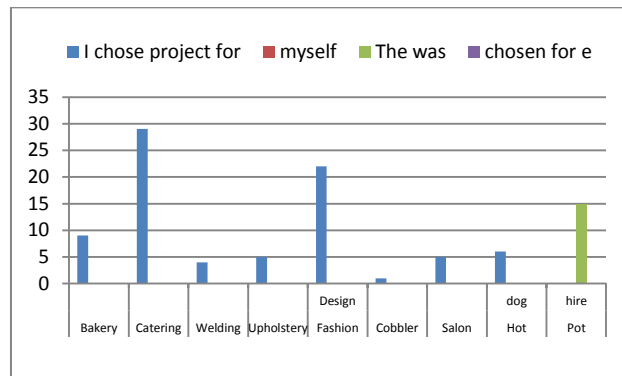


Table 4: Distribution of beneficiaries according to number of people involved in the project (n= 96)

Number of people involved	Bakery	Catering	Welding	Upholstery	Fashion Design	Cobbler	Salon	Hot dog	Pot hire	Frequency	Percentage	Cumulative percentage
Alone	9	29	1	3	22	1	2	6	15	88	91.67	91.67
With family	0	0	0	0	0	0	0	0	0	0	0	0
Hired people (number of people hired)	0	0	3 (each has hired 1 person)	2(each has hired 1person)	0	0	3(each has hired 1 person)	0	0	8	8.33	100
Total	9	29	4	5	22	1	5	6	15	96	100	100

Table 5: Distribution of beneficiaries who had been working according to the amount of money they earned per month before they embarked on the project (n= 38)

Amount	Bakery	Catering	Welding	Upholstery	Fashion Design	Cobbler	Salon	Hot dog	Pot hire(per hiring)	Frequency	Percentage	Cumulative percentage
P200.00	0	0	0	0	0	0	0	0	1	1	2.63	2.63
P250.00	1	0	0	0	0	0	0	0	1	2	5.26	7.89
P280.00	1	0	0	0	0	0	0	0	0	1	2.63	10.52
P300.00	2	0	0	0	1	0	0	0	2	5	13.17	23.69
P350.00	0	1	0	0	0	0	0	3	0	4	10.53	34.22
P400.00	0	1	1	0	0	0	1	0	1	4	10.53	44.75
P450.00	0	1	0	0	0	0	0	0	0	1	2.63	47.38
P500.00	1	1	0	0	1	0	0	0	0	3	7.89	55.27
P600.00	0	0	0	0	1	0	1	0	0	2	5.26	60.53
P750.00	0	0	0	0	1	0	0	0	0	1	2.63	63.16
P800.00	0	0	0	0	4	0	1	0	0	5	13.17	76.33
P900.00	0	0	0	0	2	0	0	0	0	2	5.26	81.59
P1200.00	0	0	0	0	0	0	1	0	0	1	2.63	84.22
P1500.00	0	0	0	1	0	0	1	0	0	2	5.26	89.48
P1700.00	0	0	0	1	0	0	0	0	0	1	2.63	92.11
P1800.00	0	0	0	2	0	0	0	0	0	2	5.26	97.37
P1900.00	0	0	0	1	0	0	0	0	0	1	2.63	100
Total	5	4	1	5	10	0	5	3	5	38	100	100

The table 4 shows that 91.67% of the respondents were alone in the running of the project, none were working with family members, and 8.33% of the respondents had hired people; one person hired per project, that is one individual was hired, hence 8 people had been employed. This implies that most respondents favored operating alone; this will lead to not sharing ideas with other people to improve the project. This also implies that less number of people hired means there is no much difference in creation of employment by these projects.

The table 5 shows that the amount earned by the respondents per month, some per hiring, before embarking on the poverty eradication project ranged from P200.00 to P1900.00. Most respondents 50% of the respondents earned from P200.00 to P450.00, and other P50% earned from P500.00 to P1900.00. This implies that the amount varied, some was enough to meet basic needs of the family, and some was not adequate to meet basic needs of the family.

Table 5: Distribution of beneficiaries who had been working according to the amount of money they earned per month before they embarked on the project (n= 38)

Amount	Bakery	Catering	Welding	Upholstery	Fashion Design	Cobbler	Salon	Hot dog	Pot hire(per hiring)	Frequency	Percentage	Cumulative percentage
P200.00	0	0	0	0	0	0	0	0	1	1	2.63	2.63
P250.00	1	0	0	0	0	0	0	0	1	2	5.26	7.89
P280.00	1	0	0	0	0	0	0	0	0	1	2.63	10.52
P300.00	2	0	0	0	1	0	0	0	2	5	13.17	23.69
P350.00	0	1	0	0	0	0	0	3	0	4	10.53	34.22
P400.00	0	1	1	0	0	0	1	0	1	4	10.53	44.75
P450.00	0	1	0	0	0	0	0	0	0	1	2.63	47.38
P500.00	1	1	0	0	1	0	0	0	0	3	7.89	55.27
P600.00	0	0	0	0	1	0	1	0	0	2	5.26	60.53
P750.00	0	0	0	0	1	0	0	0	0	1	2.63	63.16
P800.00	0	0	0	0	4	0	1	0	0	5	13.17	76.33
P900.00	0	0	0	0	2	0	0	0	0	2	5.26	81.59
P1200.00	0	0	0	0	0	0	1	0	0	1	2.63	84.22
P1500.00	0	0	0	1	0	0	1	0	0	2	5.26	89.48
P1700.00	0	0	0	1	0	0	0	0	0	1	2.63	92.11
P1800.00	0	0	0	2	0	0	0	0	0	2	5.26	97.37
P1900.00	0	0	0	1	0	0	0	0	0	1	2.63	100
Total	5	4	1	5	10	0	5	3	5	38	100	100

Table 7: Distribution of all beneficiaries according to amount of money they earned per month after embarking on the project (n= 96)

Amount	Bakery	Catering	Welding	Upholstery	Fashion Design	Cobbler	Salon	Hot dog	Pot hire(per hiring)	Frequency	Percentage	Cumulative percentage
P150.00	0	0	0	0	0	0	0	0	10	10	10.42	10.42
P180.00	0	0	0	0	0	0	0	0	4	4	4.18	14.59
P210.00	0	0	0	0	0	0	0	0	1	1	1.04	15.63
P400.00	1	0	0	0	0	0	0	0	0	1	1.04	16.67
P500.00	1	1	1	0	2	0	0	0	0	5	5.21	21.88
P550.00	2	0	0	0	0	0	0	0	0	2	2.08	23.96
P580.00	0	0	1	0	0	0	0	0	0	1	1.04	25
P600.00	4	0	1	0	1	0	0	0	0	6	6.25	31.25
P650.00	1	0	1	0	0	0	0	0	0	2	2.08	33.33
P700.00	0	2	0	0	1	0	0	1	0	4	4.18	37.5
P800.00	0	2	0	0	1	1	0	3	0	7	7.29	44.79
P900.00	0	5	0	0	1	0	1	1	0	8	8.33	53.12
P1000.00	0	1	0	0	2	0	1	1	0	5	5.21	58.33
P1050.00	0	2	0	0	0	0	0	0	0	2	2.08	60.41
P1100.00	0	11	0	0	3	0	0	0	0	14	14.58	74.99
P1200.00	0	4	0	0	2	0	0	0	0	6	6.25	81.24
P1300.00	0	1	0	0	7	0	0	0	0	8	8.33	89.57
P1600.00	0	0	0	0	0	0	1	0	0	1	1.04	90.61
P1800.00	0	0	0	0	0	0	1	0	0	1	1.04	91.65
P1900.00	0	0	0	0	0	0	1	0	0	1	1.04	92.69
P2000.00	0	0	0	0	1	0	0	0	0	1	1.04	93.73
P2500.00	0	0	0	1	0	0	0	0	0	1	1.04	94.77
P3000.00	0	0	0	2	1	0	0	0	0	3	3.13	97.9
P3200.00	0	0	0	1	0	0	0	0	0	1	1.04	98.94
P3500.00	0	0	0	1	0	0	0	0	0	1	1.04	100
Total	9	29	4	5	22	1	5	6	15	96	100	100

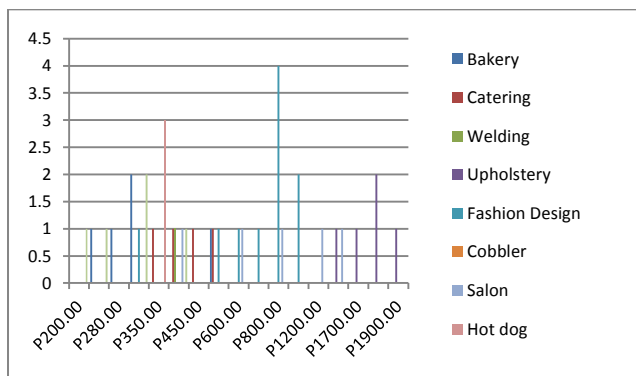


Figure 6: Distribution of beneficiaries who had been working according to the amount of money they earned per month before they embarked on the project

The table 7 shows that the amount earned by the 50% of the respondents after embarking on the poverty eradication project ranged from P150.00 to P3500.00 per month. The lowest amount earned was P150.00 by pot hiring. The other 50% earned from P900.00 to P3500.00. This implies that there has been an increase in the amount earned by the respondents after embarking on the poverty eradication project, as compared to amount earned by those who were working before embarking on the project. This therefore leads to attainment of the objective set by the government to have economically empowered individuals and families.

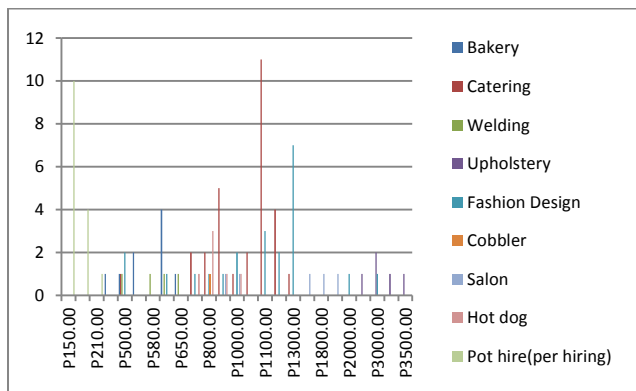


Figure 7: Distribution of all beneficiaries according to amount of money they earned per month after embarking on the project

Results and Discussion

The study revealed that more women have engaged in the poverty eradication projects, this shows that they are acting as active agents in order to have a positive change in their livelihoods rather than being just beneficiaries as handout receivers. Women are also the true masters of the family needs. Even though the male respondents were of a less number, they are also interested in improving the livelihoods of their families. For the Botswana Government to be able to completely eradicate poverty, participation of both sexes is vital. In regard to

marital status, more respondents were single mothers, so they are the sole providers for their family needs. Hence they have embarked on the poverty eradication project to earn an income to meet the family needs.

The results showed that all the respondents' ages were within the bracket stated 18 years and above. The respondents were of low educational level hence this has negative impact in understanding the business language. Most respondent's projects were funded from P10000.00 to P20000.00. The variations are due to inflation, type of equipment used in each project and cost of raw materials. The results showed that majority of respondents chose the project for themselves hence this leads to individuals devoting their time to the project to make it a success. Some respondents were not allowed projects their choice which poses a problem of losing interest in the project and abandoning it.

All the respondents/ beneficiaries had been employed in the project for more than 250 days and most of them are operating on sole basis. There is low level of employment and this means that there is still a long way to attain the objective set by the Botswana Government that these projects must help in creating employment. It was also found out that the amount of money earned before embarking on the poverty eradication projects was lower than that earned after engaging in the project. This means that the projects are making a significant difference in the livelihoods of people engaged and their family members. More respondents were not employed before they embarked on the poverty eradication project. The results in tables 19-26 show that there has been a significant improvement in the livelihoods of beneficiaries after embarking on the project. Most respondents did not own houses before and even after embarking on the project, they were still renting and or living in their parents' houses. Some respondents also bought vehicles and owned television sets which enabled them to catch up with current affairs and about any business activity taking place in the area or in the country and have an opportunity to take part. Some respondents bought refrigerators which help families to buy and keep the perishables in bulk. Some respondents had furniture before and after embarking on the project. Other areas of significant improvement in their lives is respondents having savings account, paying school fees, having funeral policy, buying food and clothes for children, transporting children-kombi/taxi fare, buying chairs for hiring, putting up ceiling in houses, connecting electricity in the house, paying for residential plot in town, fencing residential plot and farm, buying Botswana Building Society (BBS) shares and buying goats which they could not do before embarking on the project.

The category that is promising is fashion design, upholstery, catering, and bakery. The researcher has observed that some respondents in the hot dog category are not taking full responsibility and accountability of their projects. They said the Council has to repair their broken machines. This shows that they use up all the

money they earn, not catering for the running of the project in the long run. The welding category had a problem of securing tenders as they had not been registered with Registrar of Companies; this hinders them from getting lucrative tenders from different organizations in the city. Respondents in the salon category said they do not have places to operate from. This leads to a small market/clientele as they are confined in their home areas. The researcher also observed that the catering category has many beneficiaries, hence leads to having too many caterers in one area. This is the same with the pot hire category. The bakery category has limited products, mostly selling baked bread and scones. This means that the chain stores in town gives them more competition as people go there to get different varieties of bread.

Conclusions and Recommendations

The researcher also observed that there is no common place where the respondents in areas such as fashion design can show-case or display their products in the market place. The respondents in the fashion area are not conversant with the printing of fabrics like tie and dye and batik), and this creates market for their Zimbabwean, Zambian and Nigerian counterparts. There is no daily market or specific place designated as market for the Francistown community as the researcher had observed in Manzini-Swaziland and Nairobi-Kenya to promote sales.

It can be concluded that projects are making a significant improvement in the lives of the beneficiaries and their family members. The expected outcomes set out in the poverty Eradication Guidelines (2012) are partially met. Further, the study shows that this project enhanced self-esteem amongst beneficiaries as they can pay for school fees, buy food and clothes for children, pay funeral policy, make savings; prosperous, productive and innovative individuals. These projects are operating in the manner used by small scale businesses, hence they lack long term focus, as they do not set out their individual vision and mission statements. Hence they fail to get the expected results in the long run and close down.

The beneficiaries need to be taught about the micro and macro factors affecting the marketing environment. Education pertaining to the variety of skills needed to build and maintain the infrastructure of a developing (moving out of poverty) society is vital. Issues pertaining to challenges faced by small-scale entrepreneurs, problems of marketing products for a small-scale business and marketing strategies for small businesses must be given sufficient time during the training, taking into consideration their level of education.

Recommendations

- The beneficiaries must be fully taught about the finances of the project-cash flow projections must be outlined so that they understand how the money comes into the business and how it is spent. This will make them to have an advantage to get more funding from lending institutions when they want to expand the project
- The beneficiaries on the bakery, welding, shoe repairing (cobbler) must be taken to Rural Industries Innovation Center (RIIC) in Kanye-Botswana for thorough training where they will have ample time to do projects there.
- Fashion designers for making patchwork, batik and tie and dye that can compete with those made by the Zimbabweans and Zambian counterparts
- Market day must be put in place where the beneficiaries can network with others, sell their products to the public. The place near the Francistown airport can be used where products of high quality can be sold as they can be seen by tourists driving to and fro from the airport. Bench marking on market day can be done at Manzini, and Ezulwini in Swaziland and Nairobi-Kenya as they have their market days on Thursday.

Limitations of the study

The study will be limited to the beneficiaries of the Poverty eradication projects funded by the Government of Botswana. This study has been confined to City of Francistown only due to time constraint. The study has not covered other towns in Botswana.

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