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**Vellore Institute of Technology**  
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# **Decreasing Poverty among Rural Communities**

**HUM1039**

**Community Development in India**

**J Component Report**

**Fall Semester 2021-22**

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**Submitted to:**

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## **ACKNOWLEDGMENT**

Primarily, we would like to thank the almighty for all the blessings he showered over us to complete this project without any flaws.

The success and final outcome of this assignment required a lot of guidance and assistance from many people and we are extremely fortunate to have got this all along with the completion of our project. Whatever we have done is only due to such guidance and assistance by our faculty, TIWARI MAHALAXMI SHIVSHANKAR, to whom we are really thankful for giving us an opportunity to do this project.

Last but not the least, we are grateful to all our fellow classmates and our friends for the suggestions and support given to us throughout the completion of our project.

## **INTRODUCTION**

- Poverty is hunger. Poverty is lack of shelter. Poverty is being sick and not being able to see a doctor. Poverty is not having access to school and not knowing how to read. Poverty is not having a job, is fear for the future, living one day at a time.
- Oxfam commissioned a new global survey done by 295 economists from 79 countries. The report expects a major increase in income inequality in India and other countries.
- People have lost their jobs during the COVID-19 pandemic at a very high rate.
- Monthly per capita consumption expenditure of Rs.972/- in rural areas and rupees Rs.1407/- in urban areas is recommended as the poverty line at the all of India level.
- We are going to provide jobs to the people to develop their source of income and to come out from the poverty. These jobs are also going to be for the well-being of our people and nation.
- Poverty is the major problem throughout India. It is said that around 20% of the people in India live in poverty. They do not even have most of the basic needs. People rely on public and government for any kind of minimum requirements. The below methodologies show how people can get enough income in order to live for their basic needs and can take them to a next level.



## **Survey about rural development and poverty**

100 responses

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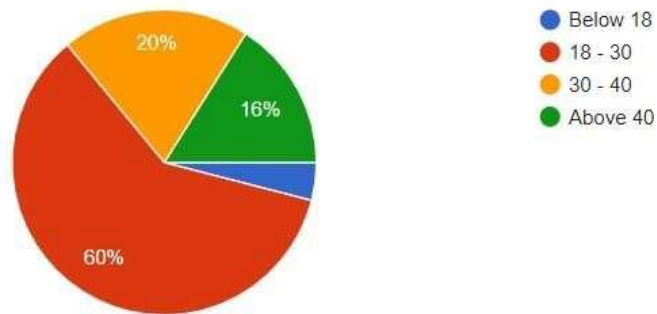
### **Questions Asked:**

1. Name (For Reference)
2. Age Category
3. Are there poor people in your rural area
4. Common effects caused during lockdown
5. Do you have any job or not?
6. Are you aware of the schemes provided by government for jobs and rural development?
7. Are these schemes useful to the poor people?
8. Do poor people really depend on government schemes?
9. In what way poor people need help?
10. In what way government supported during lock down?
11. Are the basic needs provided by the government sufficient for the people?
12. Did poverty reduce in your area in past 10 years?

## Responses:

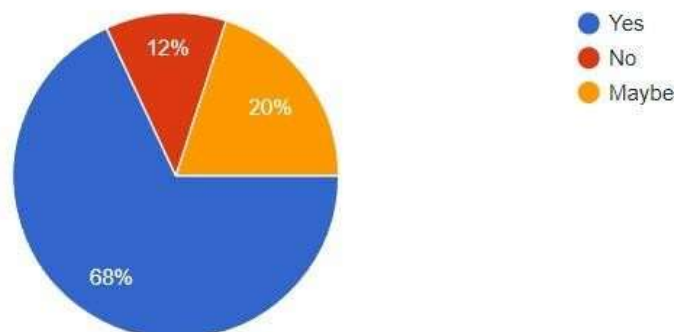
### Age Category

100 responses



### 1) Are there poor people in your rural area

100 responses



### 2) Common effects caused during lockdown

- Unemployment
- Unemployment
- Poverty
- health problems
- Jobless
- Debt
- Shelter
- Loss of job
- Lack of communication and unemployment
- Poor economy

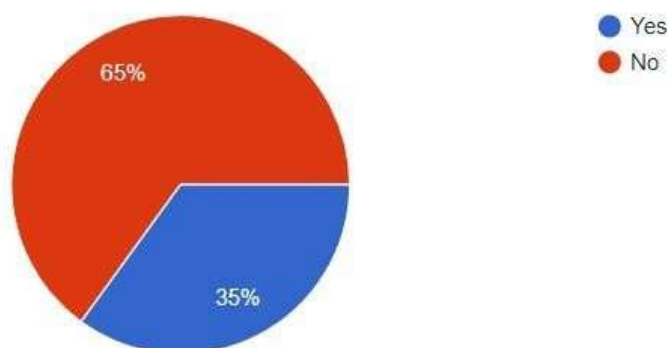
- Unemployment, Income decline, Lack of basic necessities.
- mental tensions,
- lack of food, no proper medication
- Poverty increased....
- Job Loss, Unable to take care of medical expenses many lost their loved ones
- Food scarcity for poor
- Acute shortage of cash , unemployment, dropouts from schools
- Corona
- Poverty , Economic Fall , Lack of Entertainment , Non-Understandable Online Classes , Boring
- Poverty
- Unemployment <sup>8</sup>
- Lack of food
- No money to survive
- Unemployment, Lack of food
- Shortage of income for daily needs
- it damaged India's GDP
- Lack of food to poor people as they lost their job
- Yes
- People not able to afford even a single meal
- Economic crisis . Poverty . Child labor
- Facing economically issues
- Unemployment, salary deficit and closing down of petty shops
- stress, sometimes unemployment
- Food , mind upset , mood off
- Loss of jobs
- Lack of employment
- Unable to rotate money which exhausted their savings
- Lost the job
- Hygiene
- Economic crisis, Rise in problems on Mental health
- Daily wagers are greatly affected by lockdown and private workers are also greatly affected.
- People became jobless which rendered them to debt to look after their necessities.
- Food problem
- lack of pay , which affected greatly in their essential needs like food and shelter. It also caused quitting of school and college education by students because of the financial situations
- Unemployment caused in many self-employed workers, Cooling, hospitality Industries etc.
- lack of food and loss of job

- Health and financial issues
- Jobs lost
- unprecedented migrant worker crisis, and widespread loss of access to healthcare.
- No proper food
- Tough to manage our daily needs
- Money is the main problem caused during lockdown
- No education, no food
- Lack of daily supplies.
- no basic needs
- No proper education
- Food, water, problem
- Money is less
- Loss in business
- Hunger and Malnutrition
- Loss of income due to no job
- Daily wage workers going jobless and facing several difficulties
- Loads of work in home
- Digital denial
- Loss in Small businesses
- Loss in stock market
- Unemployment for poor people
- Reducing the salary
- Poverty increase
- Lack of food, internet,
- People almost no income
- Increase in unemployment
- no food
- loss of job
- Lack of work
- Risk of getting proper food
- Water blockage
- many people pushed into poverty
- Poverty increase
- Money shortage
- Loss of money and livelihood
- Disruption
- Food, transport
- Unemployment, food scarcity, increase in domestic violence
- lack of money
- Lack of Groceries
- Financial problems
- No job, No food



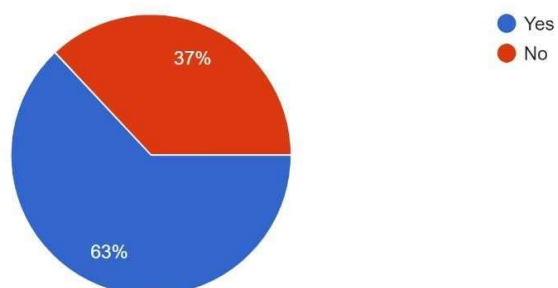
3) Do you have any job or not

100 responses



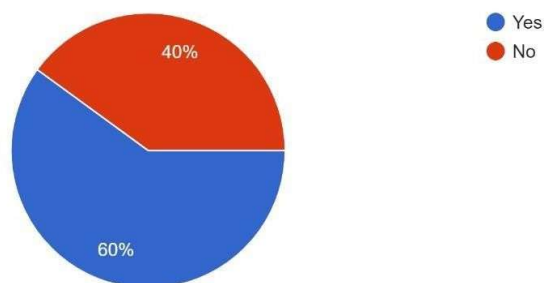
4) Are you aware of the schemes provided by government for jobs and rural development?

100 responses



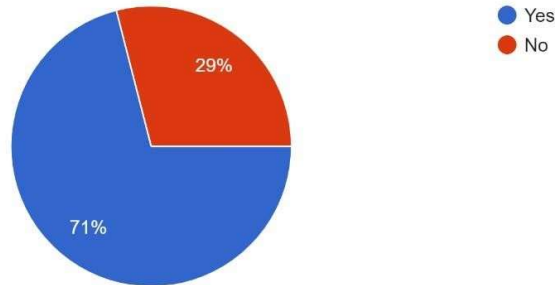
5) Are these schemes useful to the poor people

100 responses



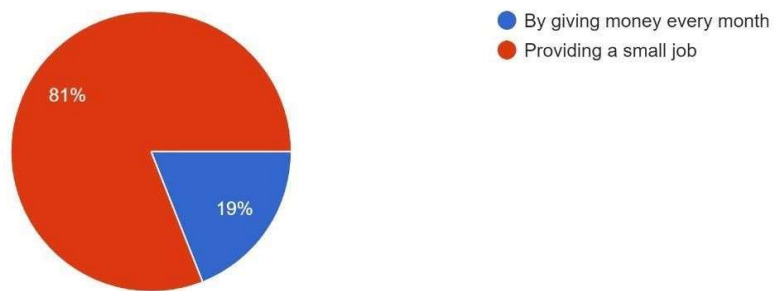
6) Do poor people really depend on government schemes?

100 responses



7) In what way poor people need help?

100 responses



8) In what way government supported during lock down  
(100 responses)

- Nothing
- Giving money
- No support
- Provided groceries and other things
- By providing necessary accessories
- Government took all efforts to support people especially the rural people during lockdown. Students were given free laptops and sufficient data packs to attend online classes.
- nothing instead of supporting they are increasing the prices of petrol, essential items, gas everything
- providing food and some basic needs
- Giving essentials for people that found it hard to survive
- by giving some food ingredients

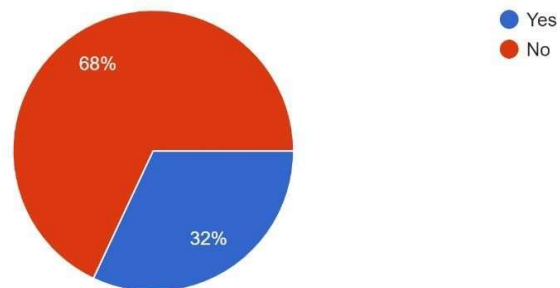
- Only Food Grains
- Nothing for poor
- Giving various subsidies
- No way I can think of
- Provides cash
- Provided support and money even rice and other ration products
- Giving Ration items Freely , Monthly 4000 rupees
- By helping only poor people
- Ensuring proper sanitation
- By providing food
- By providing free stuffs(like rice,dhal,oil) through ration shops
- Nothing.
- By giving food or money to the poor people
- By giving 5000rs
- By providing free food
- By giving money and reduce the price of LPG(COOKING GAS) , PETROL, DIESEL, FOOD PRODUCTS
- Ration shops . Vaccination poll
- Nothing they supported
- Small jobs offered
- By establishing strict rules on social distancing
- They provided ingredient for cooking , and some amount and free food
- They gave money in ration shops
- Subsidy
- Basic grocery and vegetables were provided
- I think the common people have provided more e.g. sonu sood hero
- Through money
- No way
- Providing counselling to mentally disturbed one, Money for ration card holders etc.
- Government has many schemes but it didn't reach respective people due to corruption.
- Govt gave ₹5000 per family and food supplements for free
- They gave ration products such as a wheat, rice and dal
- Rice ,wheat, dal
- providing allowances ( AIADMK TENURE- 1000 & DMK - 4000 per family), gave free goods in fair price shop, funded the children with 3 lakh who became orphans because of COVID 19
- Providing ration
- Giving food and money
- By providing free ration and a little money
- Food supplies
- Providing groceries, high hospitality for people

- Giving money
- By providing groceries in reasonable amount
- By giving food
- By Giving groceries
- The central government distributes Rs 2000 to people in BPL and the state government of Kerala distributed kits to every family with all the necessary supplies for cooking.
- Giving subsidies
- government support was very less
- Free rice
- The government did not help at all
- Free food
- Provide food
- Loan extension
- Government support never reach to the basic people
- Government provided incentives and basic day to day commodities for poor people
- By giving them subsidy
- Have no idea
- Reducing loans
- Donating food
- Reducing loan amount
- Helping people get vaccinated
- It seems in no way govt supported rural people. They managed with their fields and cattles in lockdown
- Create awareness
- Gave them money during lockdown
- by giving rice every month
- proper rules (health is priority)
- By vaccination
- By providing emergency measures & free food
- By providing extra ration to poor people
- By providing medicines
- new policies
- Giving out money to support
- By giving some money
- Providing money
- Providing offers
- None
- By supplying grocery items
- Extra provisions through PDS
- Security for food
- By providing small job

- stay home
- They provided us part time job
- They provided us money and job
- Given Some money to each family
- Provided extra ration and money monthly to people
- Given some Groceries

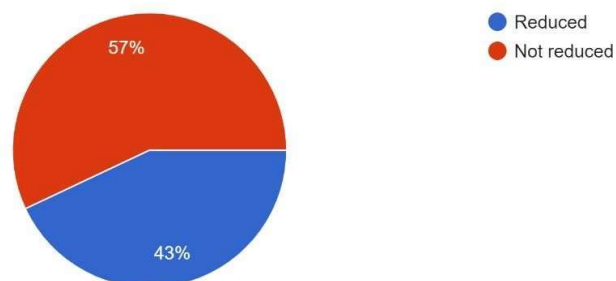
9) Are the basic needs provided by the government sufficient for the people?

100 responses



10) Did poverty reduced in your area in past 10 years?

100 responses





## **Schemes for jobs and development**

- The Mahatma Gandhi National Rural Employment Guarantee Act
- Pradhan Mantri Gram Sadak Yojana (PMGSY)
- Tamil Nadu Village Habitations Improvement (THAI) Scheme
- The Chief Minister's Solar Powered Green House Scheme (CMSPGHS)
- Clean Village Campaign

Even after all these schemes present the people are still living in poverty and not getting the required basic needs like food, shelter, education and health care.

So, to overcome poverty we can use the upcoming methodologies.

## **METHODOLOGY**

The above data shows the people benefitted from the schemes and not a big population living in the poverty have benefitted

About 74 per cent of India's population lives in villages.

Roughly 39 per cent of the rural population lives in poverty.

Since lockdown started people have been suffering a lot

By the below ideas the government can provide more no of jobs to the people living in poverty

The government can provide job opportunities by the following ways:

### ➤ **Incense sticks from floral waste**

#### ▪ **Requirement**

It is estimated that two million tonnes of floral waste in India are discarded every day after religious ceremonies. Tamil Nadu, which has 38,000 temples under the Hindu Religious and Charitable Endowments (HR &CE) department alone, generates more than 3.8 lakh kilos of floral waste every day, according to a senior HR & CE official.

#### ▪ **Process**

The workers collect discarded flowers from temples and river banks  
washed to remove pesticides and chemicals  
dry the flowers and make it powder  
then the powder is converted into incense sticks  
the floral pulp is collected to make incense sticks, cones, etc.

#### ▪ **Output**

Incense sticks, cones, boxes, etc.

#### ▪ **Inspiration**

Entrepreneur Ankit Agarwal started this eco-friendly business idea in the Ganga River all the pesticides and insecticides used to grow the flower are



mixed in the ganga river causing hepatitis, cholera across India and Bangladesh affecting 420 million lives.

Ankit Agarwal started a company called Phool at Kanpur, Uttar Pradesh  
Now the company makes not only incense sticks also,  
phool antique silver t-light candle votive  
phool tapered honeycomb candle votive  
phool happy diwali giftboxes  
phool happy pataka boxes  
phool jaali aroma oil burner  
and many more.....

▪ **Job Opportunities:**

To make one packet of incense stick we require nearly 1.25kg of floral waste.  
Based on this data in each facility if around 4000kgs of floral waste are collected then we would be producing nearly 3200 packets of incense sticks per day. If the rate is kept around 20rs per packet then for 3200 packets we can earn 64000rs, then on an average each person would get around 15000rs monthly income. Each facility consists of nearly 100 people.

▪ **Source:** <https://phool.co/>





# Pottery

## ▪ Requirements

Clay, Pottery Wheels, Kilns, Tools.

In Tamil Nadu, clays are found in Vellore district, of Kanchipuram district, Cuddalore district, Perambalur district, Thanjavur district, Kanyakumari district, Tirunelveli district, Ariyalur district. Clays are used as soft abrasives for polishing soft metals, uniform buttons, belts etc, for buffing ceramic goods.

## ▪ Process

1. sourcing clay
2. preparing clay
3. center clay on wheel
4. create form
5. use string to cut piece off the hump
6. place on ware board to dry
7. store pieces covered for 1-2 days
8. trim pieces when leather hard
9. add signature and store to dry
10. bisque fire
11. glaze
12. glaze firing
13. sand/grind

## ▪ Output

Clay - Pottery is the process and the products of forming vessels and other objects with clay and other ceramic materials, which are fired at high temperatures to give them a hard, durable form. Major types include earthenware, stoneware and porcelain.

## ▪ Inspiration

Mesopotamia - Sometime between 6,000 and 4,000 BC, the first potter's wheel was invented in Mesopotamia. This brought about a revolution in the way ancient people could create items out of clay.



- **Job Opportunities:**

On an average per month 800 pots can be prepared by 3 people per facility each of them would get 10000rs monthly income.



## ➤ **Tapioca plastic production – I am not plastic bags**

### ▪ **Requirements**

Tapioca plants and its starch and corn and other natural extracts.  
Three hybrids of tapioca are grown in Tamil Nadu, mainly for industrial purpose such as sago and starch, occupying more than 75 per cent of the total area in Salem, Dharmapuri, Namakkal and Erode districts.

### ▪ **Process**

Extract the starch powder from the tapioca plants.  
The starch is processed into tiny pellets like small bags.  
These pellets are then converted into semi-transparent sheets.  
These sheets are then colored and converted into I am not plastic bags.

### ▪ **Output**

We get I am not plastic bags which are non-toxic causing no harm to the environment  
when they are immersed in hot water, they dissolve within a matter of few seconds  
if they are burnt, they turn into ash without emitting any toxic fumes  
also if it goes to ground microbes decompose them within just 50 days

### ▪ **Inspiration**

India generates more than 9 billion kgs of plastic every year  
Mr. Cibhi Selven, founder of Regeno Bags.

### ▪ **Job Opportunities:**

For 580rs, 200 bags are produced which means each bag costs 3rs. To prepare one bag we require 25g of tapioca starch. A major proportion of the leaf carbohydrate is starch. The amylose content of the leaf starch has been reported to range from 19-24 percent. The crude fiber content of cassava leaves is low which makes it palatable as poultry feed.

### ▪ **Source:** <http://www.regeno.in/>



## ➤ **Vegan leather using Cacti**

### ▪ **Requirement**

Nopal or Prickly pear cactus.

The nopal plant can survive with rainwater and can live at any temperatures, the harvest time will be 6-8 months. The leaves of the nopal plant are used for making leather. It takes approximately 3 leaves of cactus to create one linear meter of leather.

### ▪ **Process**

The process for cactus leather involves using either the new young leaves or the mature leaves of the plant. The case of Desserto, they use the young leaves from the prickly pear cactus. These leaves are harvested from organically grown cactus plants, cleaned, mashed, and left in the sun to dry for three days before being processed.

### ▪ **Output**

The product is also highly sustainable with a lower carbon footprint than other leather alternatives. It also happens to be:

- ✓ Less water intensive
- ✓ Free from phthalates
- ✓ Free from toxic chemicals
- ✓ PVC-free

### ▪ **Inspiration**

Adrián López Velarde and Marte Cázarez are said to be the first to create organic leather out of only nopal (prickly pear) cactus. They don't use toxic chemicals, phthalates, or PVC in their design. Tanners treat animal-based leather with 250 different substances, including formaldehyde, cyanide, arsenic, and chromium. These substances enter waterways — polluting oceans and marine life — and raise the risk of disease for local communities. Companies that incorporate the plant-based leather into their work could lower water consumption by 20 percent. The vegan leather also helps reduce plastic waste by 32 to 42 percent.



- **Job Opportunities:**

For cultivation of cacti, we can use Tarisu lands of government with the permission of respected departments. In order to manufacture we can use Natham Poramboke lands with permissions.

Each person can get a minimum monthly income of 15000rs. The material can be used in the application of upholstery, automotive, fashion, shoes, handbags and more.

- **Source:** <https://desserto.com.mx/>





## ➤ **Bamboo handicrafts**

### ▪ **Requirements**

The essential tools required for bamboo handicrafts are the bill-hook, a 'v' shaped wooden frame and a knife. For creating bamboo furniture, saws, pliers, hammers, pincers, knives and duos are used by craftsmen. For each facility we can keep 5-10 people. Other than bamboo we require materials for handicrafts like Thread, Natural colours and Boric and Borax Powder. The tools required are knives, tape, hand cutter, saw and other instruments. We might require an investment of 10000rs per facility.

### ▪ **Process**

The bamboo is dried well to make it durable. Depending on the orders of the clients the products are made mostly, the sizes of bamboo as required for to accomplish the product is cut and soaked in water and boiled with natural medicines. This makes the bamboo unaffected from the contamination from pests, termite and the external triggers.

The bamboo is completely dried before use. The bamboo is segregated initially according to the products that are going to be made. They are cut to the required sizes with the help of bamboo sawing machine. The cut bamboo sticks are arranged to the products that have to be made.

### ▪ **Output**

A wide variety of products made in bamboo are, floor mats, beach mats, table mats, table runners, coasters, curtains, furniture, shoulder bags, purses, coin, jewelry, magazine holders, cutlery trays, fruit trays, boxes, bins, baskets, lamps, table watches, masks etc.

### ▪ **Inspiration**

During the early 7th century, cane and bamboo crafts flourished under Bhaskar Verma. This period also holds annals mentioned cane products such as mat and cool mats traditionally addressed as siltal pitas. Since bygone era, cane and bamboo holds religious significance in the region of Assam.

▪ **Job Opportunities:**

Based on the above products made and sold we can give 15000rs per person. The market demand has increased for such products for its eco- friendly nature. These days bamboo products are used for many various purposes especially furniture and gift items like in restaurants.



## ➤ Weaving

### ▪ Requirements

A loom, Warp, Weft, Shuttles, A Comb, Tapestry Needle, Shed Stick, Pair of Scissors.

Tamil Nadu is the land in India with the largest cotton yield, which is approximately 1,214 kilograms per hectare. Ramanathapuram, Madurai, Salem, Coimbatore, and Tiruchirappalli are among one of the significant cotton manufacturing areas in Tamil Nadu.

### ▪ Process

Woven cloth is normally much longer in one direction than the other. The lengthwise threads are called the warp, and the other threads, which are combined with the warp and lie widthwise, are called the weft (synonyms are “filling,” “woof,” and “shoot,” or “shute”). An individual thread from the warp, of indefinite length, is called an end; each individual length of weft, extending from one edge of the cloth to the other, is called a pick, or shot. Consecutive picks are usually consecutive lengths of one piece of weft yarn that is repeatedly folded back on itself.

### ▪ Output

Weaving is a method of textile production in which two distinct sets of yarns or threads are interlaced at right angles to form a fabric or cloth. Other methods are knitting, crocheting, felting, and braiding or plaiting.

### ▪ Inspiration

The development of spinning and weaving began in ancient Egypt around 3400 before Christ (B.C). The tool originally used for weaving was the loom. From 2600 B.C. onwards, silk was spun and woven into silk in China. Later in Roman times the European population was clothed in wool and linen.

▪ **Job Opportunities:**

The investment for this weaving process will be 37500rs. Each person (one machine) should work 10 hours per day. We can sale these blankets through online websites.

Each blanket can be sold for 350rs, 80 blankets will be produced and sold for 28000rs where 15000rs will go cotton yarn, the remaining will be 12500rs. From the 12500rs the monthly interest for handloom will be 2500rs for the first eighteen months for the commercial loan of handloom. After 18 months, each person would get 12500rs monthly income.





## ➤ Apiculture

### t s

As bee keeping is considered a part of animal husbandry, general principals of animal husbandry shall also apply on bee keeping. In addition following requirements shall also be met:

- ✓ Bee hives shall be made of natural materials free from toxicity.
- ✓ Bee hives shall be placed in organically managed farms and/ or wild natural areas, away from the fields or areas where prohibited substances have been used.
- ✓ Veterinary medicines/ antibiotics shall not be used in bee keeping and no repellents consisting of prohibited substances be used when working with the bees.
- ✓ For pest and disease control and for hive disinfection use of caustic soda, lactic, oxalic, acetic, formic acids, Sulphur, etheric oils and Bacillus thuringensis are allowed.
- ✓ The cost of these basic beekeeping equipment 2000rs.

#### ▪ Process

House bees take the nectar inside the colony and pack it away in hexagon-shaped beeswax honey cells. They then turn the nectar into honey by drying it out using a warm breeze made with their wings. Once the honey has dried out, they put a lid over the honey cell using fresh beeswax.

#### ▪ Output

Honey, Bee wax, Propolis and balms, Royal jelly, bee venom.

#### ▪ Job Opportunities:

One beehive box costs 5000rs. One beehive box contains around 50000-60000 bees. One beehive box can produce 16-20kg of honey per month. One kg bottle of honey costs around 400rs. So, based on the above data if one person has 3 boxes, they can earn nearly 17000rs monthly even after other expenses. One person can manage up to 20 hives.



## ➤ **Biodegradable waste collection – for making organic fertilizer**

### ▪ **Requirement**

Every year, 2.01 billion tonnes of municipal waste is generated. India produces 277 million tonnes of municipal solid waste every year, according to a 2016 estimate. In India, 77% of waste is disposed of in open dumps, 18% is composted and just 5% is recycled.

### ▪ **Process**

We can compost the biodegradable waste which goes to the landfill through Aerated (Turned) Windrow Composting and Vermicomposting.

### ▪ **Output**

Cool compost piles produce insects and worms. Well-built aerobic composting produces heat. At the end of composting, you have relatively stable humus

### ▪ **Inspiration**

Most early civilizations practiced some form of composting by spreading manure and plant waste on fields to improve fertility. Researchers have found clay tablets from the Akkadian Empire, around 2350 BC, which are the first to speak of “making” compost for agricultural use.

### ▪ **Job Opportunities:**

We can employ up to 20 people per facility. If 1.5 tons of biodegradable waste are collected per day (45 tons per month), then per month around 6.5 tons of compost can be prepared.

One kg of compost can cost around 300rs. So, based on the above production each person can earn up to 15000 per month.







## ➤ **Providing small cattle animals**

The cattle will be provided to people and the methods to graze will be taught and all the required instruments will be provided.

### ✓ **GOAT**

If we invest 20000rs for buying 1 male and 4 female, in 2 years of time we will get 24 babies on an average we can earn 96000rs and also sell the parents for 50000rs. Then to make a rotation and considering expenses we will get a monthly income of 5000rs for 2 years.



✓ **HEN**

If we invest 2400rs to buy 60 chicks, after 6 months of growth each would acquire 1.5kg of weight and can be sold and the eggs laid also can be sold. Considering the expenses and deaths we would get a monthly income of 4000rs.



## FINDINGS

The majority of rural areas experience extreme poverty. In 2013, rural areas were home to four out of every five individuals living below the international poverty level of 155INR per day.

Poverty is still primarily an issue in rural areas: Eighty percent of the world's poor reside in rural areas, and many developing nations have large rural populations. In 2013, 18 percent of rural residents experienced extreme poverty, compared to about 5 percent of urban residents.

Rural areas have a higher rate of poverty than urban areas, but because top incomes are typically generated in cities, income disparity is frequently smaller in the former. In 44 of the 56 nations for which there exist estimates of rural and urban income inequality, this is the situation.

The factors influencing land productivity have been spending on agricultural research and development, fertiliser, irrigation, electricity and labour.

Irrigation use has been induced more by private than by public investment in agriculture. Evidence shows that investment in agriculture is more effective in reducing poverty, particularly amongst the poorest people, than investment in non-agricultural sectors.

Promoting access to technologies, and new methodologies and capacity development that enhance the employability and entrepreneurial capacity of rural people by expanding access to finance and financial services.

However, to reduce poverty and food insecurity, these efforts need to be accompanied with interventions to ensure the proper use of inputs and natural resources, such as investments in rural advisory services, nutrition-sensitive agriculture

Reducing rural poverty requires a multi-sectoral approach that addresses the social, economic, political challenges that poor rural people face

Worldwide, cooperatives have more than 1 billion members, a large proportion of which are in the agriculture sector. Thirty percent of the 300 largest cooperatives are found in the agriculture sector (FAO, 2016).

## Conclusion

Instead of giving some money to the poor people every month. We can provide at least one job to each family. Single job in a family makes the poor people to live some comfortable life. And also, just by giving money government should face many problems and loss to the government. But by providing the small job to poor people, this will reduce the loss to the government and also gains the profit. If the job was provided government no need to focus on giving food water and some basic needs. They can solve their problems by themselves easily and get rid of the poverty.

The products produced by people can be sold through online e-commerce websites with the support of government in order to help the people who live in poverty. People can also contact them directly to buy these products.

In the rural areas government was giving some benefits but that are being miss used, even still some people are not able to have a proper meal a day. They all always depend on government to have a food. Government should improve the schemes like giving jobs.

## Outcome

The people will get a minimum source of income from the job opportunities we provide and this will help people to come out of the poverty and we expect our nation's poverty population to reduce. Through this income the people can get their basic needs by themselves.