

Motivation of women to participate in an income-generating project: The FLAGH programme

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ABSTRACT

There is a large amount of poverty-stricken people in South Africa, especially among female farm dwellers. Poverty is a problem with many facets that needs a multi-dimensional approach. One of the approaches used to alleviate poverty is through income-generating projects (IGPs). Most IGPs reported participation difficulties which negatively affects the sustainability of these projects. This study focuses on an IGP which forms part of the FLAGH programme in the North West Province.

The aim of this study was to explore the motivation of women to participate in an IGP in order to understand why they participate and whether there is an observable difference concerning their motivation over a period of 16 months. In addition, the link between motivation and regular and irregular participation was investigated. A multiple-phased, single case study design, was followed to explore the motivation of purposefully selected women of the IGP. A semi-structured questionnaire was specifically designed for this study to collect data together with field notes, visual media and in-depth interviews.

The study consisted of three phases. The socio-demographic information obtained by the semi-structured questionnaires provided the researcher with a profile of women who participated in the IGP during the first phase. The photographs and field notes served as evidence with regards to the socio-demographic and household information obtained through the questionnaires. The semi-structured questionnaires with the structured and open-ended questions provided insight concerning the motivational factors that influenced their participation over a period of 16 months. During the second phase, a comparison could be made between active and non-active participants. Differences in motivational factors were identified which explained the participation behaviour of both groups. In-depth interviews in phase three brought a better understanding of the motivational factors of the regular participants concerning their experiences. Field notes also served as supporting evidence for the results in phase three.

Results of this study provided more information and insight regarding the participation difficulties in an IGP. Encouraging as well as discouraging motivational factors were identified that influenced participants to participate regularly or irregular in the IGP. The motivation that changed among participants over a period of 16 months was also identified. These results will be used to improve current IGPs and also in the planning of future IGPs. One of the limitations of this study was the small number of available women to observe.

This study contributes as a section in a larger process that attempts to alleviate poverty through research on the subject in order to obtain a better understanding of difficulties found in IGPs.

Key terms: Income-generating projects, motivation, participation, poverty, sustainability, and women.

OPSOMMING

Daar is 'n groot aantal mense wat deur armoede geraak is in Suid Afrika, veral onder vroulike plaasbewoners. Armoede is 'n probleem met vele fasette wat 'n multi-dimensionele benadering verg. Een van die benaderings wat gebruik word om armoede te verlig is deur inkomste-genererende projekte (IGPs). Die meerderheid IGPs het probleme rakende deelname berig wat die volhoubaarheid van hierdie projekte affekteer. Hierdie studie fokus op 'n IGP wat deel vorm van die FLAGH-program in die Noord Wes Provinsie.

Die doel van hierdie studie was om die motivering van vroue wat in 'n IGP deel neem, te bestudeer, waarom hulle deel neem, en ook of daar 'n sigbare verskil met betrekking tot hul welstand en motivering oor 'n tydperk van 16 maande is. Daarbenewens was die skakel tussen motivering en gereelde en ongereelde deelname ondersoek. 'n Veelvuldige uitgefaseerde gevallestudie-ontwerp was gevolg om die motivering van vroue wat in die IGP deel neem, te verken. 'n Semi-gestruktureerde vraelys is spesifiek ontwerp vir hierdie studie om data in te samel saam met veldnotas, visuele media en in-diepte onderhoude.

Die studie het uit drie fases bestaan. Die sosio-demografiese inligting wat verkry was deur die semi-gestruktureerde vraelyste, voorsien die navorser met 'n profiel van die vroue wat in die IGP deelgeneem het gedurende die eerste fase. Die foto's en veldnotas het as bewyse gedien met betrekking tot die sosio-demografiese en huishoudelike inligting wat verkry is deur middel van die vraelyste. Die semi-gestruktureerde vraelyste met die gestruktureerde en oop-eind vrae het insig met betrekking tot die motiverende faktore wat hul deelname oor 'n tydperk van 16 maande beïnvloed, verskaf. Gedurende die tweede fase, kon 'n vergelyking getref word tussen aktiewe en onaktiewe deelnemers. Duidelike verskille rakende hul motiveringsfaktore wat hul deelname beïnvloed het, kon uitgewys word. In-diepte onderhoude in fase drie het 'n beter begrip van die motiverende faktore van hierdie gereelde deelnemers en hul ervarings van die IGP verskaf. Veldnotas het as ondersteunende bewyse vir die resultate in fase drie gedien.

Die resultate van hierdie studie het meer inligting en insig van die deelname probleem in IGPs verskaf. Bemoedigende sowel as ontmoedigende motiverings faktore is geïdentifiseer wat 'n invloed op die deelname in die IGP gehad het. Die motivering van die deelnemers wat oor 'n tydperk van 16 maande verander het, was ook geïdentifiseer. Hierdie resultate sal gebruik word om die huidige IGPs te verbeter en sal ook gebruik word in die beplanning van toekomstige IGPs. Een van die beperkings van hierdie studie was die beperkte hoeveelheid

vrouens wat beskikbaar was om te bestudeer. Die studie is deel van 'n groter proses wat poog om armoede te verlig deur middel van effektiewe navorsing oor die onderwerp om 'n beter begrip te verkry van die probleme rondom IGP's.

Belangrike terme: Armoede, deelname, inkomste-genererende projekte, motivering, volhoubaarheid en vroue.