

Study of quality of life in rural areas, with emphasis on rural poverty in the world

Saeed Mohammadi Sadighi¹, Hossein Ebrahimzadeh asmin^{2*}, Rokhsaneh Shariat Madari³, Sayed Jamale Moosavai⁴

¹Social Communications PhD of

²Assistant Professor, Department of Anthropology, University of Sistani & of Baluchistan, Iran

³Master Student of Sociology, Islamic Azad University, Zahedan Branch, Iran

⁴Master of Sociology, Islamic Azad University, Central Tehran Branch, Iran

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ABSTRACT

Objective: poverty is one of the main problems of the current period. Despite the enormous progress economically, million People around the world who most of them live in rural areas, still live in poverty and poverty is cause of social problems. **Methodology:** One of the major causes of rural poverty can be pointed to economic factors. If we can solve the problem of rural employment and income, poverty can be reduced. **Results:** In this paper, the optimal pattern of consumption and entrepreneurship as two strategies for poverty reduction are introduced. In fact, we will answer the question of how these two factors can influence and reduce poverty. **Conclusion:** The use of these two strategies is to reduce poverty and improve rural. Through entrepreneurship in using rural resource, changes and we keep them in the village and adapted, thus reducing the dependence of the rural economy is agriculture, It also increases income and rural poverty is reduced.

1. Introduction

Many financial losses and loss of income countries arise from unemployed or false jobs. This phenomenon is most likely caused by human force or to move toward social faults due to the destruction of social conscious. As a result, the government to combat these problems pay a heavy financial cost. That all of these conditions waste society's resources, which are vital. While these national capital can be used in production and employment and these cost can be used for the prevention of poverty.

Economy of Human communities are based on production, distribution and consumption. Among these three options of economic Perhaps none of them be important for the general public except "consumer", so that many believe that purpose of other economic activities are such as savings, investment, production,... and, eventually consume (Gupta, 2014).

Facilities and land resources are limited and wrong use of them cause disturb balance of person and the family economy that the scope of that is extended to the community's economy (Rahmati, 2009).

Due to these limitations, consuming cause the gap among different classes' people and increase poverty. Many recent policies focus on poverty reduction and find ways to improve labor productivity and revenues and Proper use of resources in production. These policies are based on providence And Agriculture credit on the other hand, trying to introduce a new and useful methods that guarantee, which revenue and Farmers' economic situation is getting better (Rena, 2007). Assumed to give everyone the same chance, could they be an entrepreneur? If we accept this Supposition, the booming market for goods and services will be established and the economy's dependence to rural agriculture will be reduced.

We should note that poverty is mainly penetrated to rural. Since 75% of poor people of world, about 900 million live in rural areas for their livelihood depends on agriculture and related Activities (Sherief, 2008). So to reduce rural poverty depends on to developed economies, and to accelerate economic

* Corresponding author: h.ebrahim@lihu.usb.ac.ir

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development need to extend Entrepreneurs. Entrepreneurship creates new tasks and new tasks creates new jobs and increase competitiveness. Rural areas tend to entrepreneurship depends on the growth local companies and local entrepreneurial talent. In fact, many rural informal capital by Entrepreneurship directly will be transferred to high levels of economic and scarce economic resources will be kept (Rena, 2007). In other words, along with the wider rural economy due to reducing poverty is caused, Rural area must have less people who have informal individual ownership. So we change the way of how we use the funds in rural areas (Yazdanifar, 2006; Dolan & Schuler, 1997).

2. Materials and methods

2.1. rural poverty and Strategy of its reduction

Poverty is one of the most dangerous social phenomena, which can be threatened life of economic, political and cultural of a nation. As poverty in developing countries is very large and so extended, it is necessary to consider these phenomena (Kiiru, 2007).

The poverty in rural communities is one of the important challenges, which draws minds of on many sociologists, and experts of issues of development to itself. Rural economy is mainly based on agriculture and livestock as a result revenues in rural areas more changeable and the degree of vulnerability of rural people increased (Alizadeh et al., 2008).

2.1.1. Definitions provided in the areas of poverty and its types

poverty is defined in different way. Various fields such as economics, sociology and politics were areas which contains of these concepts that is why changing of approaches proposed different definitions.

From the beginning poverty were blend of Concepts such as inequality and classifications, and now with the introduction of concepts such as development, welfare and social, political and economic programme, their complexity has increased. The simplest and most common definition of poverty is economic definition that divided poverty into two categories as the absolute and relative poverty:

Absolute poverty is defined based on every person has the minimum basic needs for livelihood that lack of supply of that makes it difficult for her. The poverty line is the level of income below which one can't provide their basic needs (Faeizi et al., 2008).

Relative poverty is a Comparison concept that to overcome absolute Poverty measure is used. Relative poverty line as poor people who can't meet their standards of living in the community so the relative poverty standard of living in a particular society at a particular time does not start from a minimum absolute value (Ferris & Judge, 1991).

Poverty is generally synonymous with an inability to meet the basic needs of human life and it's true that individuals and families haven't adequate power to meet the minimum needs of life, including food, clothing, health care and housing. And the exclusion of other essential basic services and standard of living such as education, employment, and social participation and ... I list a few things that is important in poverty.

2.2. Attention to the rural poor

1- Most of the world's poor people are from rural (4/3 world's poor people (about 900 million people) live in rural areas), so if poverty reduction programs want to be successful, they should be focused on rural people.

2- Income, expenditure, and employment for the poor rural people are concentrated on food. They have less land and property little education and they face continuous obstacles development.

3- Official statistics indicate that poverty in the future will be transferred from the surrounding to within cities.

4- If the costs be for direct investment and infrastructure for entrepreneurship in rural areas it may be more successful.

5- The most economical way to reduce urban poverty is reduction in rural poverty.

6- Not only reducing rural poverty, even short-term migration to the towns, but also reduces the duration of movement of people near the poverty line based on the experiences of South and East Asia increased.

7- Focus resources poverty on rural poverty, consistent with small-scale producers (and users), and this conditions increases the equity and efficiency.

8- As mentioned above, the importance of attention determined rural development, social justice and the need for equal area in rural poor study identifies.

Poor families are kept In a cruel cycle of poverty. Where labor and its Best Capital due to different pressure is ignored. Economists argue that a major factor need to break inequality poverty cycle to reduce the cycle of poverty. One of these factors are introduced to entrepreneurship. (Rena, 2007)

2.3. What is rural entrepreneurship?

Entrepreneurship is a human activity, which is reflected in employment, and economic activity. The word is derived from a French term that means accepting the responsibility to pursue opportunities, meet the needs and demands through innovation and operate a commercial business.

Entrepreneurship challenge traditional economic-social order, and may even destroy it. one of entrepreneurial characteristics is Lack of the clear and explicit rules (Hosseini et al., 2010).

Entrepreneurship in Rural Entrepreneurship is essentially no different except that it should be thought of in the village. for Rural Entrepreneurship introduced the following three propositions :

-Force the others resources to respond to a demand response the market in mobilization

-Ability to create and build something from nothing -The value created by the merger of resources in order to take advantage of an opportunity (Sherief, 2008).

What it can be used to define rural entrepreneurship is: "Innovative use of rural resources in order to capture business opportunities." Nowadays entrepreneurship as a growth strategy and development of human societies has become an alternative that through it all as a community resource factors and spontaneous way of being in a long evolutionary process toward achieving the goals of social mobilization has been the origin of many positive economic effects - Community revert.

3. Results and discussion

3.1. *Entrepreneurship and Rural Poverty Reduction*

Rural development and poverty reduction requires the increasing of production along maintaining environmental considerations, distribution and Cultural transformation, and the participation of the system. Meanwhile, in order to achieve rural development goals, various strategies have been proposed and implemented. So entrepreneurship is one of the strategies developed by scientists and economists for economic development in rural areas should be considered (Kandampully, 1998).

The basic problems of rural areas in all regions of the world has two issues: lack of social facilities and economic infrastructures and other low-income and economic weakness. Social and infrastructural facilities are such as health, education, insurance and social security, communication facilities, water, electricity and... Although many of the state's extensive and expensive have done to improve the infrastructure, but the evidence shows that this alone failed to solve the problems of the rural economy and increase their income levels and poverty rates reduced and thus reduce migration to urban areas.

Lack of income is an important factor in which not considering strategies to increase its undeveloped rural and slowed the development process.

Lack of rural income depends on many factors:

Various studies show that the most important objectives of rural development in order to create

Income, employment, and the main mechanisms and tools is entrepreneurship. Entrepreneurship reduce unemployment, increase productivity, create employment opportunities for other people, and thus increase the income of farmers.

It is noteworthy that entrepreneurship is not the only solution to employment and increase rural incomes but is best in combination with other suitable solutions. (Sherief, 2008). One of the pressures on the poor family, there is a liquidity squeeze. This pressure causes of work and their hardship, hence their most important assets not be useful, if the pressure decrease, revenues increases and May families relieved from poverty (Rena, 2007).

Minor Credits toward entrepreneurship to people that by using it, intervene in the cycle of poverty. In fact, we assume that all people can be entrepreneurs with the condition that they have the opportunity and, a thriving market for goods and services will established. This will improve the economic situation of the people.

Rural poor to become wealthy families, passed through three stages: firstly Families through subsistence farming, the more money they spend on food. At this stage Disease, hunger, poverty and social problems are very common. Here families may accept or reject micro-credit.

In the second stage, we rationally expect capital of the individual ownership toward the medium and minor investments go up consistent with the increase in revenue. Theoretically, this stage must be show with reduction of the individual family ownership. Decreased in individual ownership and increase in wage with increase of agricultural productivity and better economic infrastructure, will lead to the third stage. In the third phase, we expect to increase the wealth of rural households; the total economic wealth to reduce poverty in rural and urban economy is the integration of the rural economy.

3.2. *Entrepreneurial, model of optimal consumption and reduce rural poverty*

Phenomenon of consumerism is the opposite of efficiency. "Consumerism" or more simply squander one of the greatest prodigality and personal and social damage and the sins that God is serious about prohibited and has been the temperance and moderation in consumption. In general, any excess and waste quantities are included.

In fact, the consumerism is cause degradation growth, and loss of national resources. There is a difference between consumption and consumerism in society because consumption itself is an efficient factor in production and growth and economic development and are causing demand, supply, and production. But what is derided and waste the national resources is Improper use or lack of an unusual pattern of consumption that is true causes of consumerism, excess, and the community. The culture of efficiency and improvement in all areas of consumption patterns is an inevitable necessity.

Identify the real needs and moderation in exploiting the possibilities of "the right pattern of" express. Modify consumption patterns toward a more holistic way savings. Providing accurate model of consumption, meant to preserve, strengthen the capital structure of the existing facilities. Accurate model of the management of blessings and gifts that God has given us.

Consumption pattern of the society played a crucial role in resource allocation, production, distribution of goods produced and the way it is because the optimal allocation of resources to produce goods and provide services to meet the needs of the vital poverty and deprivation, by far the it depends on the correct use of pattern recognition and sovereignty, in the sense of their consumption patterns affect the amount and type of production. Consumption pattern of the society the enjoyment of the income and resources affect society And subsequent earnings of individuals with poor or rich, it has a direct relationship so, as described in the previous section, changing consumption patterns to reduce rural poverty through entrepreneurship. Rural situation in a way that leads people to consume more and more, Source of income for the villagers, most of them are products that are used to carry And it is clear that in such a situation of reduced levels of savings, it is not about providing a good investment. The issue to bring of poverty reduction and social production

and Economic weakness and decline of social and cultural poverty provides, to change the manner of using and creating new jobs and entrepreneurial resources, agricultural products and other sources of income for the villagers.

On the other hand, in some villages, they face scarcity of production factors, could help Pattern of consumption, which governs the allocation of community resources and how to apply them to production factors, So that it contains the essential needs and priorities and recognize the importance of each background necessary for the rational use of the facilities provided. Therefore, considering the one hand, community facilities and capabilities at any point, the limitations faced the other hand, the need is always growing due to population growth, Therefore, the situation does not necessarily require an increase in production, In case of nonfulfillment, low production of goods and services is divided among a large population and this has no result of increase in poverty and deprivation.

Given that the rural economy is dependent on agriculture, Pattern of consumption, in rural areas should provide the necessary guidance for the direction of the economy during drought conditions, market conditions can be well controlled and Difficulty falling and families in this situation to prevent. This led to the entrepreneurship could be of economic value to agriculture and to reduce the dependence of the rural economy. Consumption rate caused widespread poverty, injustice and the gap is increasing. Also indirectly plays a role in increasing social vulnerability, Because of the lower class of society whose income does not meet their minimum requirements in accordance with the rise of consumerism, the two methods may be misleading to choose Or resort to illegal ways to strengthen their buying power they have or do not have the customary admirable, Jobs like turning to a false or fraudulent, and may make a career isolationism and bleak and hopeless addictions and be drawn into such abnormalities.

In case of such problems in the community, spending much of their time to fight, which may or may not be effective. But at a lower cost and increase revenue for entrepreneurship and change their patterns of human and material resources, we can create jobs for the community poverty class and improved through these social problems can be prevented from occurring.

4. Conclusions

There are always entrepreneurs and investors who develop the economy of all countries is needed. Use of optimal pattern of economic development and growth factor production, and creates demand, supply, and production. Entrepreneurship and optimal pattern interaction with each other and any one can provide the groundwork for further strengthening.

The use of these two strategies is to reduce poverty and improve rural. Through entrepreneurship in using rural resource changes and we keep them in the village and adapted, thus reducing the dependence of the rural economy is agriculture, It also increases income and rural poverty is reduced. With minor credit given to entrepreneurial individuals, they produce a variety of products or the products are used as capital for other jobs. Generally, economic recovery, rural, social and economic situation will affect cities and society as a whole and improves them.

4.1. Suggestions

Independent institutions should be exist in rural poverty reduction and identifying talents and entrepreneurial fields.

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