

Community Perception towards the Performance of Malteser International Project in the Chail Valley of District Swat

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ABSTRACT

Malteser International is an international Non-Governmental AID agency, providing humanitarian aid in disasters as well other human epidemics having more than 50 years of experience in humanitarian relief. This study was conducted in 2016 to know community perception towards the performance of Malteser International in disaster reduction in Chail Valley of District Swat, Khyber Pakhtunkhwa, Pakistan. A pure quantitative research design with survey research was applied and sample of 50 respondents was drawn through non-probability technique. Information from the respondents were collected through interview schedule and analyzed in tabular form using frequency and percentage against each category of opinion. In addition, chi-square test was applied to check the association among variables given in the tables. The findings reveal that Malteser International had played a key role in disaster risk control, management, and the community people were satisfied from the performance of Malteser International. The study recommends that organization shall focus on the capacity development of the people and shall enable local people to be self-sufficient in reducing risks of disasters.

KEYWORDS: Performance, Goal, Perception, Effectiveness, Awareness, Satisfaction

INTRODUCTION

1.1. Background of the Study

Pakistan is a country exposed to natural disasters and has been severely affected by natural disasters i.e. floods, earthquakes and droughts. The National Disaster Management plan includes risk assessment of 145 districts in Pakistan, including District Swat, Khyber Pakhtunkhwa, Pakistan. District Swat ranks within a level of priority 10, which is mainly due to lack of coping strategies. Persistent conflicts in the district has not allowed the government to make proper mitigation strategy leading to further increase in risk of natural disasters (SDPI, 2009).

Understanding risk of disaster is an important aspect of predicting and managing the destructions caused by natural disasters. This results in saving valuable human lives, livestock, cultivable and non-cultivable land, physical infrastructure etc. The continuous habitation of numerous generations has enabled people to have complete and in-depth knowledge of their local environment, specifically climate, weather and seasonal changes in the area. In this context, people can observe unusual happenings in their habitat and almost all of the societies have developed their own “early warning system” at or before the time of any calamity. These early warning systems are followed by disaster risk management mechanisms prevailing in the areas (Wright, 1981).

Natural as well as man induced disasters (i.e. war and conflict) are responsible for creation and increase in intensity of many social problems. In this regard, food security is one of the major problems resulted by natural and humanly induced disasters. 54% of the families in the target region (e.g. Swat) are affected by food shortages, placing the district of Swat above the national average of 48.6%. Shortage of food has many consequences such as children under the age of five suffer from chronic malnutrition and in the rural areas of the province (Khyber Pakhtunkhwa). 44% of the children in the mentioned province are chronically malnourished while 13% suffered from acute malnourishment (SDC, 2009). Besides, a survey conducted by World Food Program the fragile nutrition or food security in the target area is caused by the frequent natural disasters and climate change, for example, flash floods and spring tides in mountainous areas destroy farmlands, cultivable land, crops, seed reserves and forests. The consequences of such destruction includes heightened poverty, inflation, high food prices, lack of food security, migration from the affected area and expenses on reconstruction (WFP, 2009). These consequences can reduced, for

instance, disaster management authorities, NGO's and the local community can exert certain efforts to reduce the amount of destruction and the social consequences of it.

District Swat was severely affected by a flash flood in 2010. Chail valley and the surrounding areas included in the affected areas where it added to heightening of certain other existing problems such as poverty, conflicts, lack of appropriate shelter and food security. As a response to the mentioned crisis, a pilot project (Phase-I) was initiated in the Chail Valley by SDC-HA (Swiss Agency for Development and Cooperation Humanitarian Aid) in partnership with WFP (World Food Program) to restore the community livelihoods and improve their food security. After successful completion of the Phase-I, a Phase-II was launched in March 2013 up to September 2014, which was implemented by Malteser International and ADMC (Area Development and Management Consulting) as local implementing partner. The Phase II contributed in reducing the current food insecurity and increasing the resilience against the natural disasters by involving the communities using the WFP modalities through Cash for Work (CfW) scheme in the context of Disaster Risk Reduction (DRR). The project introduces innovative approaches such as well-designed DRR structural and non-structural measures including bio-engineering that on one hand supported in rehabilitation of the community livelihoods assets and on the other hand ensured reduction of risks of future flash floods in the targeted area (Demographic and Health Survey, 2012-13). In addition, in Phase II, the CBDRM (Community-Based Disaster Risk Management) component was also incorporated as an essential part of the implementation, especially Disaster Risk Management related social mobilization, awareness raising and local capacity building targeting both women and men, to enhance communities preparedness and emergency response capacities. Taking into account the vulnerability in the targeted area, still a major work has to be done in order to respond to the needs of the local community. Therefore, MI (Malteser International) has completed Phase III of the project in continuation of the Cash for Work DRR project in Chail Valley for the period of eleven months (Juni, 2013). Malteser International has completed phase III in Chail Valley which indicates their ability to work with local communities in case of natural disasters.

1.2. Statement of the Problem

In October 2005, Northern Pakistan was hit by a massive calamity (earthquake) killing 74 thousand people and injuring more than 150 thousand (Pakistan, 2005). By 2008-9, the country was not recovered fully from the impact of the disaster when another major catastrophe in the shape of man-made disaster emerged e.g. the emergence of terrorism in tribal areas and Malakand region of Pakistan. It resulted a massive destruction in form of war between Taliban and armed forces of Pakistan. The people in the region were facing the conflict while another calamity hit Pakistan, including Swat in July 2010. This time it was in the form of a massive flood. Close to 20 million people were affected throughout the country stretching from the northern areas to the southern plains of Sindh. International humanitarian aid was mobilized on a large scale, with the United Nations taking the lead in establishing and coordinating international efforts and the Pakistani government organizing relief efforts mainly through the National and Provincial Disaster Management Authority (PDMA&NDMA). Sociologists have taken keen interest in disaster studies and are considered as the leading pioneers and researchers in this area. There has been a close relationship between disaster studies and sociology from the earliest days of work in the area (e.g. see Smith, 1996). A systematic definition of disaster by Fritz (1961) is that *“an event that concentrates in time and space, in which a society or a relatively self-sufficient sub-division of society, undergoes severe danger and incurs such losses to its members and physical appurtenances that the social structure is disrupted and the fulfillment of all or some of the essential functions of the society is prevented”*.

Moreover, Malteser International is working since 2013 in the Chail Valley, District Swat. The focusing area of Malteser International is managing the impact of disasters in Chail valley. Malteser international started project in Phase III from July, 2015, titled as **“Improving Food Security and Strengthening of Community Based DRR in Chail Valley, Swat”**. There were many objectives of Phase III. It aimed to build upon experiences and lessons learned as well as to consolidate the DRR work from Phase I and Phase II and to build and check the dams in the Chail valley in order to prevent huge damages from flooding and land sliding. Another objective of the project was to replicate the best DRR practices to be extended to other villages in the area for the purpose of increasing the project coverage/impact. Phase III also aimed to consolidate DRR work and increase the ownership of the project activities, methodologies and approaches of the governmental departments as well as to use the project as a “pilot study” to be possibly further replicated to other districts of Pakistan. As key goal of the exit strategy, the project emphasized on the local Government role in taking an active and leading role from the beginning of the project through improved coordination and ownership to ensure the sustainability. Keeping in view the mentioned aims and objectives of phase III, the current study was an effort to know about the performance of Malteser International

phase III and people's perception towards the performance of Malteser International. The specific objectives of the study have been given below:

1.3. Objectives of the Study

- To evaluate the role and success of Malteser International in disaster management in the area
- To identify the level and extent of Malteser International in achieving project objectives
- To understand community perception towards the performance of Malteser International

1.4. Research Questions

1. How people perceive the performance of Malteser International?
2. What is the success ratio of Malteser international in achieving their project goals?
3. How did the committee members bring awareness about disasters among local members?
4. What is the level of effectiveness of checking dams and how it is minimizing the damage?
5. What is level of satisfaction of people from Malteser International?

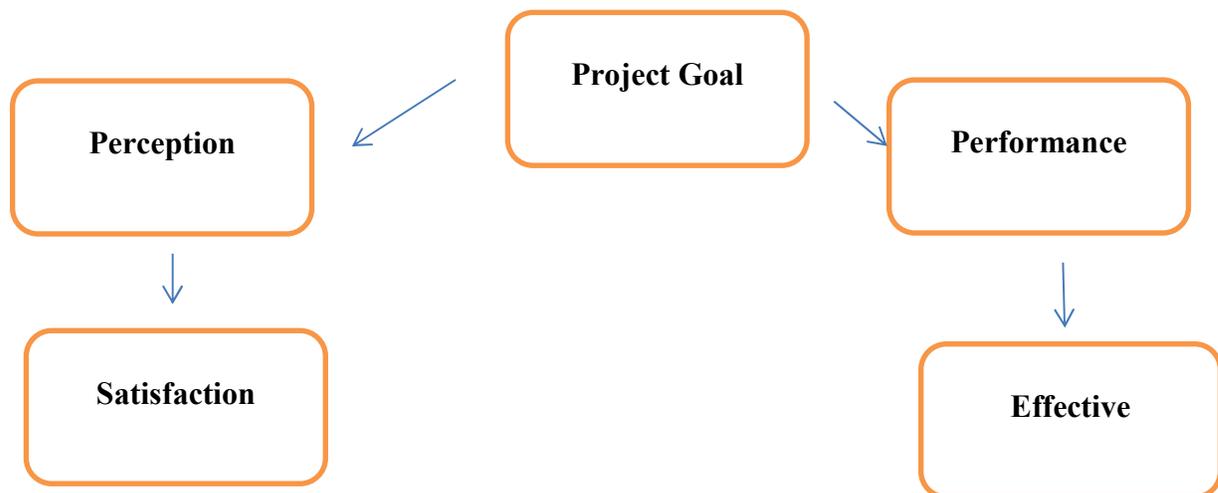
1.5. Methodology of the Study

Methodology refers to the set of rules, techniques and procedures for carrying out a particular activity. It is a systematic, theoretical analysis of the techniques applied to a field of study and answering research questions. It typically encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques (Rose, 2005). In the current study, the following procedures are adopted.

1.5.1. Nature of the Study

This research activity is cross-sectional and framed under quantitative research design. Quantitative research is rooted in the philosophy of rationalism, follows a rigid, structured and predetermined set of procedures to explore and quantify the extent of variation in a phenomenon (Kumar, 2015). The current study has been conducted in Chail Valley, District Swat, Khyber Pakhtunkhwa, Pakistan. Chail Valley is a sub-valley of Swat situated in the East of Madyan being rich in natural resources. Chail Valley is a disaster prone and especially floods are the recurring phenomena causing human and material losses. Purposive sampling technique has been utilized in order to select samples. A total of 50 respondents were selected from the project area who were able to answer questions regarding the objectives of the study. A structured interview schedule has been utilized for primary data collection while the collected information has been analyzed thorough SPSS (Version, 20) and is presented in form of tables including frequency, percentage as well as discussion for explaining the data. The following model has also been adopted to justify the conceptual relations.

1.6 Study Model



1.7. RESULTS AND DISCUSSION

1.8. Satisfaction Level of People from the Work of Malteser International (MI)

Malteser International is working since 2013 in the Chill Valley, District Swat, Khyber Pakhtunkhwa, Pakistan with different projects in the area. The current project was about "Improving Food Security and

Strengthening of Community Based DRR in Chail Valley, Swat". Under this project, different activities were carried out. For example, making CBDRM Committees and various trainings were performed under this project. The following table includes information about satisfaction of respondents from the mentioned activities:

Table-1. Satisfaction Level of People from the Work of MI

Satisfaction level	Frequency	Percent	Cumulative Percent	Mean	Median	Mode
Easily provided first aid	10	20.0	20.0			
The trainings were helpful during disasters	20	40.0	60.0			
Trainings were helpful in rescue operation during disaster	10	20.0	80.0	2.50	2.00	2
It works for our benefits	5	10.0	90.0			
Malteser International improve our capacity for DRM	5	10.0	100.0			
Total	50	100.0				

The tabular data is related to the satisfaction level of people from the work of Malteser International. In this regard, 10 (20%) respondents were of the view that the first aid providing facility was satisfactory while 20 (40%) were of the opinion that the trainings provided by MI were very helpful for them and 10 (20%) of the participants told that they can easily and properly rescue people during the disaster time after provision of trainings. Further, 5(10%) of the respondents were of the view that Malteser International had worked for their benefits while 5 (10.0%) of the respondents were of the view that the provision of trainings by MI is good for them in context of capacity building in DRM. The mean in the table for the data is 2.50, median is 2.00 and the mode is 2 while Chi-Square test has been applied to judge the significance level in the table. The results of the test have been given below:

Table-2. Test Statistics for Satisfaction Level of People from the Work of MI

Test Statistics	
	Satisfaction level of people from the work of Malteser International
Chi Square	15.000 ^a
Df	4
Asymp. Sig.	.005
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10.0.	

The results of the Chi-Square test was to judge the association of variables. Test statistics of the application of chi-Square with value 15.000a, degree of freedom=4 and with $p < 0.05$ shows that people were satisfied from the work of Malteser International.

1.9. Responses of People toward Malteser International Project Goals

Every organization has their specific goals in respective project. Malteser International Madyan Branch in phase III introduced "Improving Food Security and Strengthening of Community Based DRR in Chail Valley, Swat project. This project was based on certain goals and objectives. In this connection, the following table contains information about the response of local people towards the fulfillment of goals and objective of the project:

Table-3. Responses of People toward Malteser International Project Goals

Responses of People	Frequency	Percent	Cumulative Percent	Mean	Median	Mode
It provide training for preventions of damages	25	50.0	50.0			
Developed the capacity of the people to prevent damages during disasters	15	30.0	80.0	1.70	1.50	1
It helped in learning, awareness and financial support	10	20.0	100.0			
Total	50	100.0				

The statistical data shows the responses obtained from people towards Malteser International goals while worked in the locality. Regarding the responses towards achievement of various goals, 25 (50%) of the respondents were of the view that Malteser International was successful in achieving its goals through provision of trainings for

prevention of damages resulting from disasters. Similarly, 15 (30%) of the respondents were of the view that their capacity has been built through various trainings and the community had made awareness about the damages occurring due to disaster while 10 (20%) of the respondents were of the opinion that they were helped by the organization through learning, awareness tools and as well as through finances. Majority, i.e. 50% of the respondents agreed that they have been trained in prevention of huge damages as well. The mean in the tabular data is 1.70, the median is 1.50 and the mode is 1 showing similar results. The result of the Chi-Square test has also been provided in the following table:

Table-4. Test statistics about Responses of People toward Malteser International Project Goals

Test Statistics	
	Responses of people towards Malteser International project goals
Chi Square	7.000 ^a
Df	2
Asymp. Sig.	.030
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 16.7.	

The given test statistics i.e. chi-Square with value is 7.000a, degree of freedom=2 and with $p < 0.05$ shows that there is significant relation between the responses of people towards Malteser International in achievements of the project goals.

1.10. Effectiveness of Constructing Check Dams

Building check dams was also an activity of the current phase III of the MI. The sites for constructing check dams and slope stabilization were identified during assessment. The designs, budgeting and quantity was also maintained by Malteser International’s Site Engineers while the approval was finally granted by senior engineer of the project. The estimates of the amount and material needed were supported by local community, social organizers to work according to the needs of the CBDRM committees. The perception of community regarding the effectiveness of such dams is given in the following table:

Table-5. Effectiveness of Constructing Check Dams

Effectiveness	Frequency	Percent	Cumulative Percent	Mean	Median	Mode
No	5	10.0	10.0			
It save houses from huge destruction	25	50.0	60.0	1.50	1.00	1
It slow down the speed of flowing water	10	20.0	80.0			
It prevents land sliding in the area	10	20.0	100.0			
Total	50	100.0				

The statistical information in the table shows the result of effectiveness of the check dams. About the importance of building check dams, 5 (10%) of the respondents stated that the check dams were not effective while the remaining majority of the sample i.e. 45 (90.0%) were of the opinion that the check dams were very effective. Among the 90%, 25 (50%) of the respondents were of the view that check dams are very important because it saved houses from destruction. 10 (20%) respondents were of the view that check dams makes the speed of flowing water slow while the rest of 5 (10%) of the respondents were of the opinion that it prevents sliding and results in saving the earth from splitting. Majority, e.g. 50% of the respondents were of the view that check dams saved their homes from destruction. The mean in the table is 1.50, the median is 1.00 and the mode is 1. Chi-Square test has been also utilized on the table and the result of the test has been mentioned below:

Table-6. Test Statistics about Effectiveness of Constructing Check Dams

Effectiveness of checks dams	
Chi Square	18.000 ^a
Df	3
Asymp. Sig.	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.5.	

The table mentioned show the result of Chi-Square test. The results of the test indicates with the Chi-Square value 18.000a, degree of freedom 3 while $p < 0.5$ shows significance relations among the effectiveness of Check Dams.

1.11. Awareness of Local Community about Disasters

Malteser International trained only the CBDRM Committee members from a specific village. The committee members then inform the local community about disasters related awareness. The following table is about the increase in awareness level of the local community regarding disasters:

Table-7. Awareness of Local Community about Disasters

Awareness	Frequency	Percent	Cumulative Percent	Mean	Median	Mode
No	6	12.0	12.0			
Through awareness walk	40	80.0	92.0			
Through distributing pamphlets among people provided by Malteser International	4	8.0	100.0	1.00	1.00	1
Total	50	100.0				

The tabulated data reflects that the level of awareness of the local community has been improved. Among the total respondents i.e. 6 (12%) of the respondents were of the opinion that no such improvements has been occurred in their level of awareness through the project while remaining 88% of the respondents agreed that there level of awareness regarding disaster through different activities has been increased. Among the 88%, 40 (80%) of the respondents were of the opinion that through various walks by the organization, they have been informed about reduction of disasters while the remaining 4 (8.0%) of the respondents were of the view that they have been informed through pamphlets provided by Malteser International about disasters. Majority, (80%) of the respondents believed that awareness has been brought among people through awareness walks as well as printed material. The mean for the given data is 1.00, the median is 1.00 and the mode is 1 showing consistency in the data relation.

1.12. Discussions over Findings

Malteser International (MI) is a worldwide relief organization with more than 50 years of experience in humanitarian aid. The organization also had a work experience of around 100 projects in more than 20 countries in Africa, Asia and the America. Malteser International provides aid in all parts of the world without distinction of religion, race or political persuasion. Malteser International is successful to promote primary healthcare services and seeks to reduce vulnerability and poverty. Malteser International, which is working in the Chail Valley of District Swat, has completed several projects in the area. The current study elucidates that local people of the area have positive perception towards the projects covered by the organizations. Similarly, the study indicates that majority of the people were satisfied from the work of Malteser International and believed that the organization has been working for the benefits of their community. Further, the local community perceive that the organization has been achieved their project goals and objectives in the form of trainings, building of check dams, providing basic equipments for disaster reduction and had trained local women through provision of training and support in various types of seeds for kitchen gardening to grow different kinds of vegetables in their own houses. Moreover, Malteser International had played a vital role in disaster reduction and people have been aware regarding disaster risk reduction management.

1.13. Conclusion and Recommendation

1.13.1. Conclusion

The current was about exploring the role, responsibilities, satisfaction level and community response towards Malteser International project in the Chill valley of district Swat. The study was to judge the level of perception i.e. awareness of people in the community regarding disaster as well as the role of the organization in bringing awareness, disaster management and women empowerment. In addition, the study was also to know about the different trainings and provision of facilitation to train the community about disasters and their control as well. Most of the respondents had utilized their training skills in reaching the disaster location well in time during occurrence of disasters while most of the respondents believed that the Malteser International had provided them with tools of digging used for the reduction and prevention of huge damages caused by disaster. Further, the study indicates that the committee members believed that Malteser International had succeeded in achieving its goals by training the locals in prevention of huge damages during disasters as well as coping with them effectively. Besides, the study shows that the most of the committee members were of the view that the organization remains very successful in the effectiveness of the check dams. Most of the respondents were of the opinion that check dams are very effective in saving houses from huge destruction. The study thus concludes that Malteser International is playing very effective and efficient role in the reduction of the disaster. The CBDRM committees made by Malteser International are very effective in the time of disaster, members of the committees reach to the disasters location to

provide their services on voluntary basis without wasting time that saves the lives of people and the reduces damages.

1.13.1 Recommendations

On the basis of the data obtained from the field, analysis and statistical conclusion with theoretical grounding, following recommendations are put forwarded;

- The study indicates that these CNDRM committees are not registered with the local Administration of the area. In this connection, it is suggested that these committee should be registered with the local government and the NGOs and Government of Pakistan should work in collaboration with these committee in the area.
- The study shows that there is lack of training, unity, mobilizing etc. in this regard, it is suggested that the NGOs and the local government should mobilize more villagers in the area and train more and more people and arrange meeting on monthly bases.

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