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The Impact of Direct Community Intervention Approach to Rural Development: A Case Study of Participatory Rural Development Agency in Atyak Sub-County, Nebbi District

This study was conducted to assess the impact of direct community intervention approach to rural development in Atyak sub-county in Nebbi district. A case study was used as the research approach and 20 village groups were purposively selected to participate in the study because they have passed through the project period of three years. The research was conducted under three basic questions that included; what strategies are used by direct community intervention approach? What are the effects/results of direct community intervention approach to rural development? And what is the impact of direct community intervention approach to rural development in the lives of the rural communities. The study was qualitative in nature with a little quantitative data presentation. Data were collected using interview guides for the programme staff and direct beneficiaries respondents, focus group discussion guide also for the beneficiaries" respondents, observation and document analysis. The study findings established village level training, household level implementation, follow up, definition of target groups, rewards, exposure visits, once and for all mobilisation and involvement of technocrats at entry, as some of the strategies that the organisation of study uses in the direct community intervention approach which other development promoters could adopt for effective implementation. The study findings also revealed that there has been a great impact of the direct community intervention approach on rural development such as: improved economic status of the people, increased self-esteem, reduced incidences of disease outbreak and increased political involvement, which are attributable to the strategies used in implementation. The researcher recommends that other development promoters and government agencies could employ especially the strategies used in direct community intervention such as household level implementation of programme activities, engaging people in development programmes as a family, bringing services closer to the people through village level training and avoiding political interference in development initiatives in order to make a difference and a meaningful development in the lives of the rural communities. Finally, the researcher recommends that people get involved more in their development as demonstrated by the direct community intervention approach so that there is a sense of ownership of the projects among the people which will consequently lead to sustainable development.

Keywords: Rural Development, Participatory Rural Development