

Abstract

Rural population of Pakistan was reported at 60.03 % of total population of the country in 2019, Rural areas need focus as they are progressing so slow and are far behind urban areas on the basis of socioeconomic parameters, there is an immediate need of planning and implementing “Model Villages”, which are self-sustainable and provides employment opportunities and services to their residents. one of the examples good of model village is Tando Soomro (Nizamani Village) in Sindh province. The aim of this study is to analyze how Tando-Soomro (Nizamani village) became the Model village and develop a model village framework for its implementation on other villages of rural Pakistan. In this study organizational structure of Tando Soomro village organization is being studied and elaborated, the key factors behind the village organization being so successful are identified by conducting semi-structured interviews from the organizational members of village Tando Soomro, which are being analyzed through manifest content analysis, the success factors are, Responsible Administrator, Development Plan and policies, Annual budget utilization, Government involvement, sense of ownership, Basic Education, Primary Health care, Clean Environment, Source of income, Availability of Basic Necessities. These factors are further being analysed in conjunction with other external and internal factors influencing village development, through SWOT-PEST Matrix frame, to carry out model village project feasibility. Furthermore, the village features that are making it different from rest of the villages are compared and contrast with Model village idea being adopted from one of the previous studies conducted on village in Indonesia, it is considered as a benchmark for this research study. The village Tando Soomro almost reaches the criteria of model village when being compared with other model village example in different provinces of Pakistan, Tando Soomro stands alone in Sindh. The conclusion of the study provides a Model village framework and sustainability indicators for implementation of Model village idea in rural areas of Pakistan to make them self-sustainable with all basic facilities of life and to stop rapid urbanization, the two pilers for successful implementation of model village idea identified through the study are Government and Village Organization they play a vital role in village development and sustainability. Tando Soomro village is enriched with basic facilities of life but still lacks at many

places, which are identified through this study, they should seize the new opportunities and should work on their weaknesses before they transform into threats in future.

Keywords: *Model village, Village Organization, Village stakeholders, SWOT analysis, PEST analysis, Project Feasibility, Sustainability.*