Methodology model for global poverty intervention significantly reduces cumulative poverty, using social marketing techniques(Working Paper II)
Methodology development review paper

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Abstract

Purpose: It was a cross-case analysis in which the paper explores approaches that have been experimented previously in tackling poverty across the globe with meaningful outcomes. The paper posed the critical question why these previous approaches have fallen short of overcoming the threat of poverty, despite the huge sums and research efforts committed to eliminating extreme poverty? Upon evaluating the critical variable-factors that mitigate against traditional approaches, the authors suggest the new MMGPI, with an Implementation joint programme of Action (IJPA). (The new MMGPI is multidimensional in nature; in that it has a Multidimensional Poverty Index-(MPI). The new MMGPI-IJPA model is user-and-eco-friendly and retains the multidimensional paradigm. This extension was achieved through literature research, the development of methodology (MMGPI) adopting a mixed methods approach and strategy conference.

Design/Methodology: It was a cross-case analysis in which the paper explores approaches that have been experimented previously in tackling poverty across the globe with meaningful outcomes. The paper posed the critical question why these previous approaches have fallen short of overcoming the threat of poverty, despite the huge sums and research efforts committed to eliminating extreme poverty? Upon evaluating the critical variable-factors that mitigate against traditional approaches, the authors suggest the new MMGPI, with an Implementation joint programme of Action (IJPA). (The new MMGPI is multidimensional in nature; in that it has a Multidimensional Poverty Index-(MPI). The new MMGPI-IJPA model is user-and-eco-friendly and retains the multidimensional paradigm. This extension was achieved through literature research, the development of methodology (MMGPI) adopting a mixed methods approach and strategy conference.

Findings: The findings from examining literature documentary evidence from previous attempts indicated a new methodology is needed for global use. The review also suggests the needs of vulnerable peoples: young people and communities, children/mothers(women), people with disabilities (PWDs), pensioners, minority ethnic/faith groups have largely been ignored. More needed to be done to address their needs and involving, empower and engage them. This would save lives, improve quality of lives, as well as improve conditions of living. The findings are inconclusive; therefore, more research is needed with new data set. **We argue identifying and tackling the root-causes, experiences, challenges, impact, and solutions through the methodology model for global poverty intervention would significantly reduce multidimensional poverty (cumulative poverty).**

Practical implications/conclusion: (i) Policy makers and policy implementers may benefit from the new data available and findings for policy formulation purposes whereas new researchers may use this as starting point, which they could build upon. *(ii)* Not just young people and community organisations but also policymakers and policy implementers are beginning to express concerns and even question the conventional approaches to tackling poverty; *(iii)* The insights are expected to lead to new opportunities that could help run a better and more effective and efficient global poverty

alleviation programme that is more sustainable, with view to making the world a better place. (iii) It would be ideal to see or experience a world free of cumulative poverty.

1. Introduction

Through this methodology development/validation paper (working paper II), we submit the case for ~~further~~ scholarly conversation on this fundamentally critical challenge and existential threat to humanity. There is a growing concern~~to~~ the threat of poverty is worsening, despite the different methodologies and well-meaning poverty reductions efforts have been deployed over many years, which is a thought also shared by the new World bank chief(see Banga,2023;Mishra,2023). The aim and purpose of this paper is to review the traditional responses to multidimensional poverty (cumulative poverty) processes and offer a solution, adopting the Methodology Model for Global Poverty Intervention (MMGPI), whilst using social marketing techniques (SMT). This study is based on previous empirical studies entitled, 'What the young people and community organisations perceives as their support needs in Nigeria in tackling poverty,' and 'How to sway policy makers, using social marketing techniques (SMT)?'(Eguruze,2016,2017,2019,2022); a qualitative study undertaken in Jharkhand, India, entitled, 'role of social entrepreneurs in women's empowerment and indigenous peoples' development in Jharkhand, India: A cross-case analysis(Kumari, 2020), and compared with (and supported by) data-evidence from third study carried out in Bosnia-EU by the United Nations Population Fund(UNPF,2012), as well as inspired by another study on energy poverty in the Philippines(Santiago and Roxas(2013).

At the regional levels, the MMGPI has had significant evidence of demonstrable success rates. Its unique contribution was that this research improved on the previous Multidimensional Poverty Index by enlarging and combining it with a current Social Marketing Technique model. The new Multi-dimensional Poverty Index - Implementable Joint Programme of Action model is user friendly and retains the multi-dimensional paradigm. This extension was achieved through the literature research, the development of the methodology, adopting a mixed methods approach and the strategy conference.

The research paper is arranged as follows: Introduction (includes a research problem, research question and research objectives. Literature review, Research Methodology, Findings/results, Discussions/conclusions, Limitations/direction for future research, Appendices, and References.

1.2 The Research Problem

The paper posed the critical question why these previous approaches have fallen short of overcoming the threat of poverty, despite the huge sums and research efforts committed to eliminating extreme poverty? This research paper is motivated by the question 'why are there are so many billions of people suffering under such high levels of cumulative poverty, and yet the contemporary world have so many billionaures and rich/developed countries, including the organisation for economic co-operation and development (OECD) countries?

It is disappointing that the world has so many wealthy people, organisiotns, and nations and yet billions of people experiencing cumulative poverty or extreme poverty(World Bank, 2011,2014, 2023 Oxfam, Eguruze ,2016,2017,2019,2022)The implications of this poverty have led to high unemployment rates or absence of real jobs, low wages, lack of access to quality education or affordable, decent low-cost housing. There is also a lack of access to healthcare or infrastructural facilities such as electricity, and/or potable drinking water, micro-finances, access to finance for business, recreational centres, economic growth and freedom from pollution/climate change(World Bank, 2011,2014, 2023; Banga, 2023; Oxfam, 2015; Eguruze, 2016,2017,2019,2022).

This study follows the lessons gained from the experiences of Vietnam, which was devastated by war and internationally isolated but has, in the past few decades, seen significant economic growth and reduction of poverty(Tran, 2013) Thus, Vietnam offers an excellent example when it comes to tackling poverty in emerging nations, Pernia, 2003, Tran, 2013, Eguruze, 2016, 2017, 2022; Kumari and Eguruze, 2021).

Although there have been numerous previous, well-meaning interventionists poverty alleviations efforts around the world (Sen,1982, 1999, UNDP 1979: OPHDI, 2010,Oxfam, 2015: MDGs,2015;Banga, 2023;

). Equally, there has been a wide range of similar studies on poverty reduction both in the regions in question (Uddin and Uddin, 2013; Eguruze, 2016, 2017,2019,2022; Eguruze and Kumari, 2019, 2021, and as elsewhere around the world). Nevertheless, the problem of cumulative poverty or extreme poverty in many regions of the world, particuarly in the sub-Saharan Africa region is under-researched. Unfortunately, the problem of multidimensional poverty persists and has severe effects on childre, young people and community organisations, across the globe. The authors, therefore, believe that a new approach is necessary.

1.3 Research Questions

How would the deployment of the new methodology for global poverty intervention (MMGPI) help reduce poverty? What is the benefit and purpose of reviewing/evaluating the most significant root-causes, experiences, impact, and solutions to poverty through the methodology model for poverty intervention, using social marketing techniques? What is the most significant root-causes, experiences, impact, and solutions? What is the methodology model for poverty intervention? And what is social marketing techniques?

1.4 Research objectives.

To save lives, improve quality and poor conditions of living through analysis and evaluation of the most significant root-causes, experiences, impact, and solutions to poverty through methodology for poverty intervention, using social marketing techniques? To identify the most significant root-causes, experiences, impact, and solutions to poverty. To explain the meanings of methodology model for poverty intervention as well as social marketing techniques.

2. Literature review

This chapter focuses on building the theoretical framework, which underpins the study. The Key cases involved (Eguruze,2106,2017, 2019, Uddin & Uddin, 2013, Kumari, 2020, and Kumari and Eguruze, 2021); Nwafor and Eguruze (2023)(see details under Findings/results in 4, table 2.2).

2.1 What is the benefit and purpose of tackling poverty and social marketing values?

The authors advocate when one helps to relieve poverty, its impact, the inherent challenges, and consequences, it substantially helps save lives, improve quality and poor conditions of living. To some scholars it is about sustaining developmental freedom (Sen, 1999) or regaining economic freedom (Pradosa de la Ecosura, 2014). Saving lives is a win-win for all stakeholder and society (Eguruze, 2016, 2017, 2019. 2022; Banga, 2023). Crucially, social marketing, is instrumental in all these valuable acts by offering an act of value. Social marketing conveys massive social benefit to mankind. Social marketing promotes good causes, which benefits humanity in general. The social responsibility and duty of care relating to saving lives, is something unquantifiable, as it implies not merely a compassionate attitude of mind-set but also exhibiting or adopting a positive behavioural pattern (Kotler and Zaltman, 1971; Andreasen, 1995,2002;2006; Eguruze, 2016,2017,20202022), or could be deemed ensuring a social insurance for those less privileged or disadvantaged (Beveridge report, 1942). This paper believes saving lives through analysis and evaluation of the most significant root-causes, experiences, challenges, and impact, whilst also finding solutions to poverty through methodology for poverty intervention, using social marketing techniques can restore dignity of human capital. There is a huge social responsibility and sense of duty to look after the less privileged, the disadvantaged and the most vulnerable. The authors believe adapting the new methodology of global poverty intervention tool across the various regions of the world and adopting could offer a new way of thinking or delivery social value.

As other stakeholders perceive, including the new World Bank chief, of the value of social marketing, it is fundamentally also about creating opportunities for everyone., whilst also eliminating barriers that stood on the way, thereby inhibiting the processes. It should be about removing inequality or ensuring equality and ensure that all persons do have a level playing grounds regardless of race, gender, disability, age, religion, geographical location, sexual orientation, and so on (Banga,2023;Mishra, 2023). Moreso, it should be about ensuring equitability, fairness, and sustainability with the next generation in mind

(Banga, 2023; Mishra, 2023). A win-win for all stakeholders. That should be the focus. Like the new World Bank chief, this paper contends, the mission of MMGPI is to ensure equitable provision of essential services. Also, to be fair and bring about "a different way of thinking to leadership (and delivering or providing essential services to meet needs of people). To this, other recent studies added, the global poverty could be eliminated, providing entrepreneurship intent is supported with supportive and enabling leadership. In other words, merely talking about entrepreneurship gain is not good enough, but it could even be better if backed up with substantial supportive and enabling global leadership (Nwafor and Eguruze, 2023), Previously, another study also found that cumulative poverty/multidimensional poverty could be substantially reduced, using a combinations strategy from social entrepreneurship and social marketing techniques (Kumari and Eguruze, 2021). Yet another scholar, theorises about the concept of the 'thinking into character.' The role of 'doing,' as an important social marketing tool, which must be a critical part of knowing something. That way, it is believed, when 'knowing' is backed with doing or ability to do, then learning and development could lead to more liberated mind-set that could drive individuals or people, including less privileged or disadvantaged person to achieve substantial more than the ordinary (Pankaj, 2020). It could help overcome poverty. To eliminate global poverty a different way of doing is envisaged. Like, the philosophy of 'thinking into character, which is where the new MMGPI becomes critical.

2.2 Definition of Poverty; cumulative poverty and Implications

Definitions of poverty are depicted here (Figure 2.1 below) in the form of poverty concept mapping (poverty tree), and the MMGPI. As this paper is a methodology development/validation paper, it does not delve deeply into the theory of poverty which already has been exhaustively examined in previous poverty literature. Poverty is a multi-dimensional and debateable topic, as it is reflected in Figure 1

Figure 1   Poverty Concept Mapping
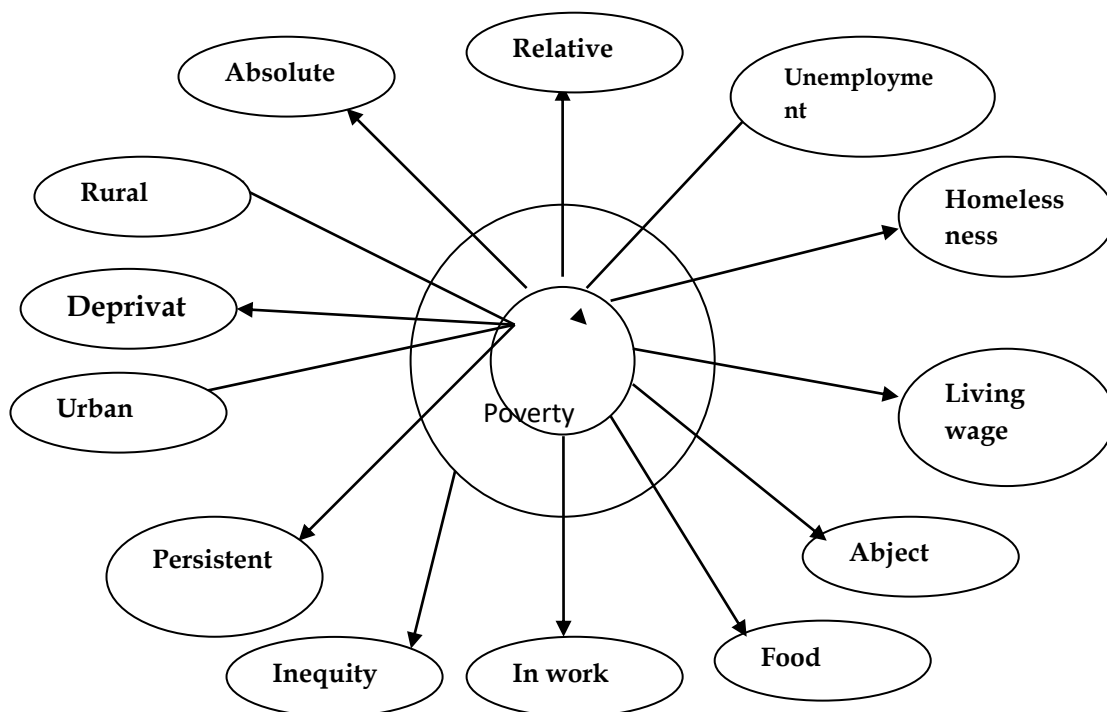
Source: Author's Construction 2014,2016, 2017, 2019, 2020, 2022

As seen in Figure 1, poverty is complex and multidimensional in nature. It comprises these aspects and others: inequality/inequity, in-work, food, low living wage, homelessness, unemployment, absolute, rural, deprivation, urban, persistent, as outlined in figure 1. Other forms of poverty may include extreme

poverty, absolute poverty starvation, famine. However cumulative poverty is the worst form of absolute or extreme poverty. It (cumulative poverty) constitutes a cyclical impact of poverty on a variety of human needs or variables, hence multidimensional coupled with intergenerational and transgenerational consequences (Eguruze, 2016,2017, 2019, 2022). These meanings are varied and different. As these were previously illustrated in a series of literature review papers, this current paper focuses on the methodology development.

Despite the fact various interventions have been made over the years, extreme poverty and cumulative poverty persist. Whereas these various interventions are welcomed, they do not seem to go far enough. The solution therefore may rely on a new approach. This leads us to the MMGPI as in 2.2, Figure 2, below.

2.2 What is the Researcher's Methodology Model for Poverty Intervention (MMPI) or The Researcher' Methodology for Global Poverty Intervention (MMGPI)?

The MMPI is the original researcher's framework for poverty reduction that was invented in 2014 by the author. MPPI was designed for tackling poverty in in Bayelsa State of Nigeria, Nigeria, and the sub-Sahara African Region. Whereas the MMGPI is an extended version of the MMPI. Since MMPI was regional based, it was not appropriate for the global need or global use. So, the MMGPI represents the author's approach to overcoming the problem of poverty across the global, unlike MMPI. This is based on the belief that social marketing could offer a way to end poverty as the framework has been purposely designed to bring about constructive social change. This model functions in sequential process starting from left to right as below in fig 2.

In terms of definition, MMPI/MMGPI is the structured process by which young people and community organisations, as well as policy makers and policy implementers identify, share, and exchange their perceptions of the meaning of poverty from their own different perspectives through the process of market research. Once their diverse definitions and understandings and perceptions on poverty had been established, that data is to organise a strategy conference (as a form of action research). This is followed with Strategic planning (and then community budgeting) and finally Joint Implementation of Programme of action. These are explained in more details below in fig 2.

2.3.1 MMPI/MMGPI (Fig 2).
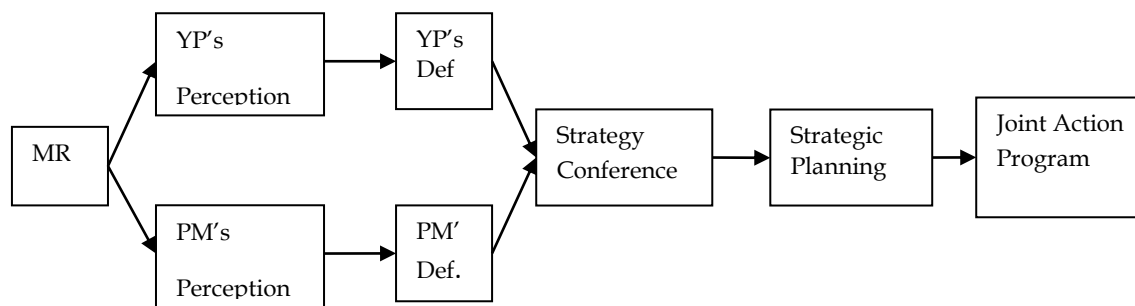
Source: The researcher, construction (Eguruze, 2015, 2016, 2017, 2019, 2022,)

Notes to Fig 2 (Researcher's methodology model for poverty intervention):

MR = Market Research; YP = Young people's perception; Young people's definition of poverty; PM = Policymakers' perception; Policy makers' definition of poverty; Strategic Conference; Joint Programme of Action.

Step 1 (a) Market Research: Market research is used to impact on young peoples' perceptions. This enables young people to define poverty in their own terms. (b) Market research is also used to impact on policy makers' perceptions and triggers them to define their understanding of poverty from that perspective.

The significance of the market research is discussed below. Market research is gathering or collecting data for decision making (Kotler, 2012; Kotler and Armstrong, 2014). It is usually the starting point, the first point of call, in any marketing venture. Market research facilitates effective decision making, enables

managers to make quality decisions and ultimately decides outcomes more accurately and, therefore, more cost-effective. Therefore, market research is a vital and useful tool in social marketing to achieve cost-effective poverty reduction programme leading to effective social change. Social marketing is a strategic driving force.

Step 2   Strategy Conference Model: A Strategy conference model is applied here to match the diverse definitions of poverty through strategy meetings (to avoid a decision-making crisis). The relevance of the conference strategy model is that it contributes to clarity obtaining a consensus when there are differing opinions, according to (Soutar, 2004; Buchanan and Huczynski, 2010)

2.3.4   The Strategy Conference Process: The Strategy conference's process is aimed at harmonising areas of major differences. Strategy conference is a critical tool/instrument of Action Research

Fig 2   Strategy conference process

Young people Define poverty as well as Policymakers define poverty from their perspectives step 1	Comparison of findings in different definitions step 2	Identify/pick areas of Issues of Main differences step3	Select reps from YP and PM covering differences in views step 4	Interview each representative against personal view step 5
Research introduces each issue to the Conference Step 10	Distribute to conference attendees step 9	From reactions create for each issue/paper for discussion at conference step 8	Distribute Summary and repeat the interview step 7	Write up & summarise each individual view step 6

Source: Eguruze, 2015, 2016, 2017,2019,2022)

2.3.5   The Relevance of the Strategic Planning Model: Hill and Jones (2009) define strategic planning as "the process of taking a specific pattern of decisions and actions by managers to achieve an organizational goal better than competitors." This study adopts strategic planning as part of the SMT model due to its strategic usefulness: it is a rational approach to planning and control. It enables the researcher to assess the strengths, weaknesses, opportunities, and threats (SWOT) about the environment of Nigeria and its competitors whilst tackling poverty. Hill and Jones (2009) argue that since the strategic capabilities of an organization are not absolute but about its competitors, a SWOT analysis can only be meaningful if it is being applied comparatively, and if it involves top management itself. In summing up, traditional planning itself requires taking alternative courses of action when faced with choices.

2.3.6   Strategic Planning Process (Fig 3)

Strategic analysis Corporate -level (decision making) strategy	Strategic choice Functional level strategy (decision-making)	Strategy implementation Operational/supervision level (decision-making)
Values/Vision Mission/statements Goals/Objectives Internal analysis Strengths/weaknesses External analysis Opportunities/Threats analysis Core competencies/resources	Business level strategy Global level strategy Designing strategies and Strategies and tactics to achieve corporate goals	Design. Organisational structure Matching strategy, structure & control, manage strategic change Designing control systems E.g., Feedback: monitoring and evaluating if goals go according to plan? If not, why not? Plan B? Budgeting /budget allocated. Based on needs/wants of communities' purpose of community regeneration)

Source: Eguruze, (2016, 2017, 2019, 2022)

Vision or Mission is used interchangeably with goals or objectives. Vision or Mission, by an organisation, is a formal declaration of intent or of what the organisation would like to achieve over a

period, whereas goals or objectives are the desired or specific future state that the organisation wishes or sets out to realize. They must be specific, measurable, achievable, realistic, and time-constrained, evaluated and re-visited (SMARTER). (Hill and Jones, 2009; Eguruze, 2016, 2017).

Step 3   Strategic Planning Model: A strategic planning model is applied here to ensure that a pattern of decisions and concrete, actions are being taken by managers to achieve an organisational goal better than competitors. As noted, there are three specific components: strategic analysis, strategic choices, and strategic implementations. (Hills and Jones, 2009: Eguruze, 2016, 2017, 2019,2022).

Step4. Joint Programme of Action (JPA): The last phase of the researcher's methodological model for poverty intervention is the implementable joint poverty reduction programmes (JPA) (or action plan). The joint programme of action implies that, based on the strategic plans drawn-up, a range of different specific actions must be taken to tackle different poverty challenges head-on. Specific implementable joint programmes of action (IJPA), according to particular needs: programmes to provide good standards of low cost and/or affordable housing; programmes to end difficulties in accessing free healthcare services, loan, grant and scholarship schemes to enable all eligible persons to access free quality education whenever and wherever they want and to access such education regardless of race, disability, gender, religion or sexual orientation, political beliefs or affiliations. This model functions in the sequential process starting from left to right as below in fig 2.

2.3.7. Implementable Joint Programme of Action (IJPA): The last phase of the researcher's methodological model for poverty intervention is the implementable joint poverty reduction programmes (IJPA) (action plan). The IJPA could be developed for social campaigns - to both targeted audiences and the wider public. The aim is to end poverty. This action plan will be the researcher's model (tool for delivery) through which poverty could be reduced, if not ended.

3. Research Methodology

The design/methodology is a cross case analysis of an exploratory longitudinal nature that is based on previous empirical studies entitled 'What the young people and community organisations perceives their support needs in Nigeria in tackling poverty' and 'How to sway policy makers, using social marketing techniques (SMT)?' As part of a mixed methods research methodology, for the quantitative data, an instrument comprising a two-part, 31-item questionnaire was utilised. Part 1 is entitled, 'You and Poverty Survey' and Part 2 is entitled, 'How to Ask Government Survey'. The interview schedule was also used in respect of the qualitative data and a discussion group methodology was adopted. The research participants for these studies were a sample-size of 1461 consisting of randomly selected young people.

How was the sample-size of 1461 achieved? The Nigerian Studies:(i) Eguruze (2016) a PhD; empirically based study in Nigeria had a sample of 301: (ii) Eguruze (2017) (a post-Doctoral): an empirically based study in Nigeria had a similar sample-size of 352. (iii) Eguruze(2019), again another(post-doctoral) field work/empirically based study with a sample-size of 751: (iv) in Uddin and Uddin(2013), the response details were unavailable. The Indian study, was also a PhD/qualitative study in India, undertaken by Kumari(2020) and the sample-size utilised was 57. By contrast, in Boznia, EU, done, was a review, as indicated in Table 2.1, below.

3.1 Data Analysis

Table 2.1 Analysis of the most relevant contrasting cases-studies utilised in this research

Uddin&Udd in 2013, Review : secondary data, in Nigeria Boznia, EU 2012 a Review onyouthemi - grationcrisis	Eguruze 2016 This studywasbased on PhD, empiricalresearch datafrom the Niger Delta region of Nigeria ; sample- sze 301 ; respondentsyoun g people (aged 18-24) &	Eguruze, 2017 Post-Doctoralresearch : Based on empiricalresearchda ta from the Niger Delta region of Nigeria. Sample size 351 ; respondentsaged 18-35)	Eguruze 2019 Post-Doctoral Based on empiricalresearch data from the Niger Delta, Nigeria ; sample size of 751 ; randomlyselected.	Kumari 2020 This empiricalworkre latedto PhDresearch. Data wascollected at the Amadobi&Ghas hila rural villages, Jharkhand,	Kumari&Eg uruze 2019& 2022 2 reviewsdon educring201 9 & 2022 ; While 2019 relatedto PhD-research : the

				India ; A qualitative ; phenologicalanalysis in which 57 (aged 13-59) semi-structured interviews wereconducted (with consent) intheirownlocal languages /transcripted, coded, translated.	otherwas a post- doctoralres earch. Utilisedbot h social entrepre- neurship/S ocial marketing techniques (SMT).
braindrain by United Nations Population Fund (UNPA) (2012) ; un- employment nepotism, corruption, pooreducati on, organised crime, etc	ruralcommunity organisations ; randomlyselected.				

Source: Author's construction 2022 based on previous research data 2011- 2019.

As noted in Table 2.1 above, the main case-studies that were analysed are outlined.

Following these reviews, the most significant causes, experiences, and solutions were highlighted. These were isolated and re-organised into ranking order, as below:

4.   Findings/Results

Table 2.2 Outline of Factors that Root-Causes, Experiences and Solutions to Poverty in Nigeria in Rank Order; based on 4 empirical research outcomes (Eguruze, 2016, 2017, 2019, 2022; Uddin & Uddin, 2013; Kumari (2020) and Kumari and Eguruze (2021)

Causes of Poverty in Rank Order	Experiences of Poverty in Rank Order	Solutions to Poverty in Rank Order
Causes (1) Corruption of top politicians/government officials, (2) Absence of jobs/unemployment, (3) Low wages, (4) Access to quality education (poor education), (5) Oil/gas pollution, climate change (6) IMF/World Bank conditionalties, (7) War (8)Tribalism (9) Migration (youngsters escaping to foreign countries from their own) / (emigration e.g., rural/urban movements /brain drain (10) Population (11) Poor governance /Poor leadership (12) Poor infrastruturalfacilitieseg : electricity, water, roads, public transportation systems ; healthcare/medical care, recreational centres, lowcost, good standardhousingetc.	Experiences (1)Unemployment, (2) lack access to quality education, (3) lack of access to business start-up finance(micro finance), (4) lack of low-cost housing (lack of decent affordable housing0, homelessness, (5) lack of access to quality free healthcare (no-money-treat illness), (6) poor infrastructural facilities, (vi) (7) No-food to-eat (hunger/starvation) (8)No clean drinkable water (9)No regular electricity supply. (10) Nomoneyto buy new clothes; (11) Poor roads/absence of public transportation). 12)Luring people intoprostitution, druggangs, kidnapping.	Solutions (1)A Marshal-plan support isrequiredfor massive infrastructuralchanges (2) Free access to quality education ; (3) Stop corruption of top governmentofficials and politicians (4) Create real jobs and employmentopportunities, (5) Developemploymentskills&training, (6) Improve agriculture ; (7) Attraction/gascompanies to invest ; (8) Create conducive atmosphère ; peaceful and enablingenvironment, (9) Iincreased investment spending ; (10) Steady electricity;(11) Free healthcare are also seen as problems. (12) Actively involving young people and community organisations in policy-decision making and the policy-implementation processes, (13) Setting new priorities, or re-directing, is likely to enhance the probability of ending extreme poverty.

Source: Eguruze, (2015, 2016, 2017, 2019, 2022).

Table 2.2 comprises the main significant causes, experiences, and solutions, which are based on the summary of the expressions by the respondents themselves. As shown, these are arranged in a rank order,

as far as practicable. These causes, experiences, plausible solutions may go some way to help tackle the challenges.

5. Discussion and Interpretations of the findings

5.1 Factors that cause, experiences and solutions to poverty in Nigeria, India and Boznia in rank order (as in Table 2.2). Following the above data analysis, the findings.

5.1.1   The most significant root-causes of poverty: as per the respondents and literature analysis these include - , absence of jobs or unemployment, corruption of top-level governmental officials and politicians, low wages, war, World Bank/IMF conditionalities, pollution/climate change, discrimination/tribalism, natural disasters, lack of access to free quality education, rural/urban migration, intercontinental migration, lack of infrastructural facilities, the long term impact of the transatlantic slave trade, colonialism/neo-colonialism, the role of multinational corporations,

5.1.2 The most common experiences of poverty: based on the perspective of the respondents and literature analysis, these include: unemployment, no money to go to school, homelessness(lack of affordable houses, kpako houses(plank houses or ghetto or slum living); no money to rent), food insecurity(,less food to eat, school meal, starvation/malnutrition, hunger, famine;), refugees, no money to afford no money to buy new clothes; into prostitution,   no money to pay for public transport, no money to treat illness, lack of electricity, lack of drinkable water, period poverty, into drugs and gangs, no money to start up enterprise or lack of micro-finance or grant or small loans, less food to eat, and so on.

5.1.3 The most significant impacts: from the perspective of the respondents and literature analysis - most vulnerable people are impacted by poverty in the following several ways - psychological, emotional, lack of social mobility, discrimination, inequality, isolations, exclusions, lack of inclusivity, lack of self-confidence, low self-esteem, distress, inequality, injustice, exploitation, oppression, non-payment of repatriation arising from the impact of transatlantic slavery, and so on were identified, as part of the problems

5.1.3.1 As it could be seen in the poverty tree (The Poverty Mapping) above, Figure 2.1 the impact and experiences are complex and diverse. It reflects a wide range of environmental, social, and economic situations, making it prime-facie insurmountable challenge. However, the significance of the poverty concept (poverty mapping) is that it embedded most aspects into a compact form, visually more meaningful. The Poverty mapping conceptualisation has made it more comprehensible. Until recently, the disourse on the meaning and impact of poverty had not been introduced in such a simple and pragmatic view of poverty from a range of perspectives.

5.1.4 The most significant solutions: from the responses – based on the responses and literature analysis these constitute -   food bank, Marshall plan-type massive investment support, create massive employment/jo opportunities, access to free quality education, increase pay to decent living levels, creating supportive and enabling leadership environment, create infrastructural facilities, providing micro-finance support for start-ups and business growth or expansions, attracting investors, provide affordable accommodation, providing regular water and electricity supply, provide reliable public transportation, provide support for the agricultural sector, and so on.

The outcomes are consistent with both empirical data and literature evidence and appeared to have formed a pattern globally(Eguruze, 2015,2016,2017, 2022; Uddin & Uddin, 2013; Kumari, 2020; Eguruze, and Kumari,2021). The purpose of this was to make it more meaningful and give a clearer understanding. There appears to be consistency in young people and communities 'demand for jobs/employment opportunities, ending corruption and make improvements in wage levels, as well as infrastructural transformation. Similarly, there was a desperate need for real jobs amongst young people and rural community organisations. From the young people's perspective more needs to be done

5.1.5 People mostly affected or impacted by poverty - women and children, as well as and young people, are part of the most vulnerable segment of societies, most affected segments when it comes to poverty. Women, children, and young people are inextricably linked, almost inseparable. The other segment of population that are mostly affected by poverty include people with disabilities (PWDs), pensioners, minority groups (ethnic or faith). Therefore, they form a large part of those in poverty (

5.2   Linkage between multidimensional poverty and cumulative poverty: a new definition of poverty was needed from the perspective of young people and rural community organisations. Based on the above, analysis, a new definition is needed. Based on the above study, until recently, the above revealed the definition of poverty to have been elite based. Cumulative poverty as a new form of definition was driven by the grass roots level (Kumari and Eguruze, 2021).

5.3 A new SMT = MMGPI+IJPA model for poverty intervention; the new Researcher's Methodology Model for Global Poverty Intervention (see Fig 2.3 above). It is important to note that there will be changes associated with the MMGPI. The question is, what changes might occur following adoption of the researcher's SMT's Model? What are likely implications for leadership? As with any radical changes that occur in life, there may be knock on effects. These may include strategic(major) and/or operational(minor) or both side by side. There may also be resistance to change during the SMT Model Implementation Process (Eguruze, 2015, 2016,2017,2019,2022).

5.4 Research implications of this study: Like climate change, poverty is an existential threat to humanity. This challenge is that poverty is not just for the weak and vulnerable but also for the rich and powerful. If not tackled, there is a potential for social chaos and disintegration across the globe. Until cumulative poverty or extreme poverty is eliminated no-one is safe. Eradicating poverty would save lives. This is a win-win for all (Eguruze,2015, 2016,2017,2019,2022). This study provides a learning point for both practitioners, policy makers, and researchers. The paradox is that without tackling the main-root causes, experiences, and solutions to poverty at the global level, the current status-quo cannot change.

5.5. **Originality of this study:** This study has evolved over 23 years. The original thoughts started in 1996 during Dr. Eguruze's first master's degree in marketing at University of Greenwich. The researcher revisited the original work as part of his second Masters' degree programme Youths and Community Work at Brunei University in 2011.Both previous studies were massively updated in a PhD study in 2016 at Cardiff Metropolitan University, as well as in subsequent post–doctoral studies in 2017 and 2019. Hence, it is viewed as a longitudinal study. More recently, the researcher has engaged in some collaboration work with other scholars, providing a further opportunity for evaluation and comparison. For example, Kumari's (2020) Doctoral study in India, was similar in many respects.

6 Conclusion

As noted above, in summary, based on the above analysis and interpretation of both literature and empirical data, we *argue identifying and tackling the root-causes, experiences, challenges, impact, and solutions through the methodology model for global poverty intervention would significantly reduce multidimensional poverty (cumulative poverty).*

Crucially, the study found there is evidence: (i) both empirically and theoretically, that is pointing to the fact of the existence of devastating root-causes, experiences and impact of poverty across the world, whilst at the same time, there is increase in people who are millions and billionaires, which is a contradiction; (ii) and more crucially, the consequences of poverty is exacerbating instead of reducing, particularly amongst the most vulnerable segments of population across the globe, not just in developing world, but also in developed nations; (iii) there is equally an evidence that there are have been meaningful efforts in tackling

poverty across the world, yet poverty is still escalating rather than reducing, which is another irony for the world to reflect upon; (iv) the paper therefore argues perhaps a different approach, a new methodology, may be needed; (v) the paper suggests, in particular, validation/adoption of the new MMGPI is needed for it to be applied globally;(vi) this could be achieved by conducting further research, using a new dataset, a larger sample size and a more diverse, global participant sample, (vii) this process should be overseen by a higher level of institution suitably experienced and qualified in poverty eradication or social policy formulation, such as the UNDP; (vi)   validation and efficacy are positive ways forward(ii) there appears to be an acute methodological validation limitation relating to these previous studies; (vii) there is a scarcity of research model(s) on poverty accepted from the developing world was observed, particularly from countries such as Nigeria/sub-Saharan Africa; (viii) previous studies would form the basis for this new study; (ix) previous could form a starting point for further global research, which gives motivation for the current research, (x) importantly, the previous studies have proven demonstrably credible at the regional level and suggest a reasonably optimistic outcome at the global level, (xi) pro-poor policies are needed, and (xii) it would help save lives., improve quality of life, as well as increase conditions of living.

6.1 Limitations and directions for further research
6.1   Limitations of the study
    The findings of this study relate only to tackling poverty in developing countries such as Nigeria, India, and Bosnia-EU, and how policymakers could be influenced to ending extreme poverty/cumulative poverty, from the perspectives of young people and rural community organisations, using social marketing techniques.

    Social marketing seeks to ensure constructive social change through persuasive methodologies only. Although social media is an important tool of social marketing, it has been used only as valuable for social marketing communication or a promotional tool in this study. It is important to note this inextricably close relationship between social media and social marketing to avoid misunderstanding/confusing these two important marketing phenomena.

    This research is based on the perceptions and opinions of the respondents. Therefore, limitations of opinion surveys need to be appreciated or respected, as the respondents' opinions might not be the same as their actual practice and actions.

6.2   Directions for further research
    As the current study did not extend to or cover other developed and developing nations or beyond, there is a great potential and scope for more extensive work, achievable by conducting further research, using a new dataset, larger sample size and more diverse, global participant sample.
    To seek methods of validating/adopting the MMGPI), from the United Nations/World Bank/IMF.

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