The Last Frontier: Market Creation in Conflict Zones, Deep Rural Areas, and Urban Slums

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### What is Rural-Urban Migration?

- The migration of people from rural areas (2,500 people or less) to cities (2,500 people or more)
- An increasing amount of people are migrating from rural areas to larger cities
- For a number of reasons including the location of natural resources such as mines can contribute to migration as well as the conveniences associated with city living
- Moving to the larger cities was kicked off with the Industrial Revolution because workers needed to be closer to the factories
- The driving forces behind making the move are called "Push" and "Pull" factors

### Push Factors

- Push factors are the forces "pushing" people out of the rural towns aka. the reasons to leave
- Man power is being replaced by machines which means there are less job opportunities
- · Limited services and infrastructure
- In 3rd world countries factors include war, famine, poverty and oppression

# Thecasesolutions.com Pull Factors

- These are the forces that attract people to the city
- · Better lifestyle
- · Better quality of life
- · More job opportunities
- · convenience
- · Services (hospitals, schools, shops)

#### Impacts of Rural-Urban Migration

- Overcrowding- often leading to the creation of shanty towns
- Poor living conditions
- More competition for employment
- · Rapid deterioration of rural economies
- · Inner-city congestion
- Concentrated pollution
- · Urban Sprawl...



# Urban Sprawl

- Urban sprawl is the outward spreading of a city and its suburbs to low density developments
- Caused due to the cost of living in the city and the general low economic income of those that migrate from rural areas



"rural" means less than 2,500 people "urban" means greater than 2,500 people

# Rural-Urban migration in Africa



Nairobi- the colonial urban policy limited the migration of certain genders into Niarobi. Wives and children of African workers in the city were not allowed to enter the city. Once independence was gained the restrictions were lifted and there was an influx of people from rural areas to the city (Dr O.A. K'akuma)

"South Africa is one of the few countries that has resulted in no human development benefits based on the Human Development Index" says Mr Sivuyile Mabode in his article about the future and sustainability of African cities. This illustrates the need for changes in current practices, policies and resource allocations to accommodate for the increase in city populations.

## "Rural-urban Migration: A Micro-Level Analysis of Rural Bhutanese Population"

- The study questions the non-migrants on the reasons behind rural-urban migration and its opportunities and its issues (200 surveys over rural Bhutan)
- The two largest cities: Thimphu and Phuentsholing are under increasing stress from the immigrants. Strains on roads and parking, water supply, solid waste disposal, drainage and housing facilities
- Farmers are unable to meet the demands in terms of labor force because the remaining villages are older (Braunvan, 2004)
- Poverty and migration have a positive correlation and for the rural poor, migration is often a survival strategy (Mohanty, 2009:1)
- However there is a tendency of people that after saving a decent amount of money from their jobs in the city, they move back to rural living (Collison, 2007)
- In addition it was noted that a number of children that move to the city send money home for their families
- The study proposes a few suggestions...





"The people seek a better life in a highly unequal world"



