

T A R G E T

2015

Halving World Poverty

Over a billion people

(that's 1,000,000,000 people)

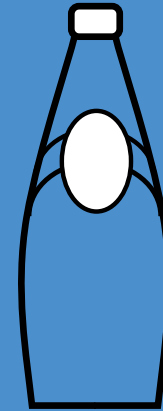
on our planet live in absolute poverty.

That's **a fifth**

of the world's population, trying to survive
on less than \$1 a day.

That's around **70p** a day.

that's the price of a bottle of
mineral water



or



*a few calls
on the mobile*

or



the price of two samosas


A Shared Vision of Reducing World Poverty – British Government and British Hindus Working to Realise the Common Good

Shouldn't it be our moral and religious duty, our *Dharma*, to ensure that we are part of a world where no one has to live in poverty? A world in which all have access to food, shelter, clean water; to a livelihood, health and education. A world in which the rights and dignity of every woman, man and child to live life to the full are respected.

This is the vision that inspires the work of the UK Government Department for International Development (DFID) and many charities and aid agency affiliates of 'Hindu Aid'. For Hindus, serving humanity is like serving God, and it is the duty of Hindus to give their service in whichever way they can as a form of worship. Thus it is imperative that the whole of humanity is accorded the means to a dignified livelihood. Target 2015 is in keeping with this vision.

This vision is not just a dream – we believe that it could be a reality. The world's governments, including our own, are playing a key role in the realisation of this dream, with their agreement to an ambitious campaign to cut by half the proportion of people who live in absolute poverty by 2015.

Target 2015 is an ambitious goal but with many countries and communities working together it is achievable.



Huge progress in tackling global poverty is already being made. On average, people today live longer and are healthier than their parents were. In forty years, death rates of children in poor countries have more than halved and people have more to eat and more clean water. More people have escaped poverty in the last fifty years than in the previous five hundred. This is evidence that for some people the world is no longer such a harsh place to live.

But for others, conditions are not changing fast enough. Many individuals, communities and even whole countries still suffer the effects of appalling poverty and inequality. There are still more people living in absolute poverty than ever before in history.

There is a widening gap between rich and poor – across the globe and within many individual countries. It is hard to believe that unfair distribution of wealth means that while the world as a whole is getting richer many poor people remain excluded from their share of the wealth. Together, with population growth, this means more poor people than ever before.

That is why the world's governments have set Target 2015 – to end absolute poverty sooner not later.

The Global Targets for the Year 2015



The first and foremost target is **very simple...** **but very difficult!**



By 2015 the proportion of people on the planet who are living in extreme poverty should be half what it was in 1990.

This means that over half a billion people will see their lives improve significantly.

The other targets follow suit:



Every child in every country should have access to primary education by 2015.



By 2005, girls should have the same educational opportunities as boys, both at primary and secondary school level. We know that education of girls is the most effective investment for targeting poverty eradication.

- Children's chances of surviving past their first and fifth birthdays must improve. The aim is to reduce the proportion of children under five who will die by two thirds. By 2015.
- The proportion of women dying as a result of having children must fall by three quarters. By 2015.
- All individuals of appropriate ages should have access through the primary healthcare system to reproductive health services, and should be free to choose the methods which are best for them in accordance with their moral and religious convictions. Definitely no later than 2015.
- All countries must come up with national strategies for sustainable development which take care of their environmental resources, so that current environmental losses are reversed by 2015.

Seven simple targets!
Now, how difficult can that be?



TARGET 2015



over there

Banter . . .

The ancient Hindu maxim, “Vasudhaiva Kutumbakam” means ‘all of creation is one family’. It is, therefore, one’s duty to honour all parts of this family. Ask most people about our starving brothers and sisters and they’ll say it’s awful, tragic, something ought to be done. Most of us think it’s not right that so many of our fellow citizens on the planet have to live in abject poverty.

In the Hindu faith, there is a powerful and obvious moral argument for ending global poverty. It is simply wrong that 1 in 5 of our fellow citizens never have a chance to enjoy their humanity.

But some people say, “It’s the way of the world – you’re never going to solve it. It’s sad, but that’s life... and, anyway, it’s over there”.

But these days “over there” is “over here”.

Disease and climate change know no frontiers. Their impact on our lives should make even those people who are not persuaded by the immorality of poverty sit up and take notice when they affect us.

Put simply, those of us who live in rich countries can no longer insulate ourselves from the effects of life in poor countries.

or Bullseye?

There are parallels from British history. In the big cities of the 1800s, the middle classes were won over to the importance of sewers and drains partly because of the injustice of the divisions between rich and poor – but also because cholera didn't know its place and wouldn't stay in the slums.

We are now in that situation globally.

There is a real danger that if we do not set targets to reduce global inequality, the world will become unsustainable. Perhaps as soon as the middle of this century. The combination of population pressure, growing levels of consumption in developed countries, environmental degradation and the conflict and disease which follows, could lead to catastrophes around the world.

We could, unintentionally, destroy the basis for human life on the planet.



is over here



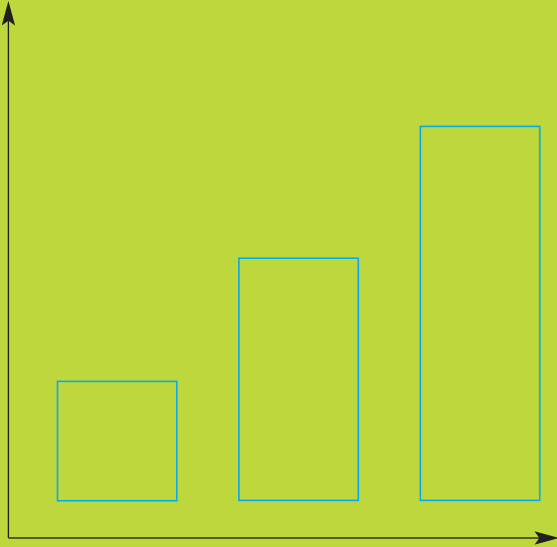
Looking to the needs of the hungry

In the Holy Bhagavad-gita, Lord Krishna says to carry out acts of giving that should be performed without attachment or any expectation of personal reward. This is the true form of charity.

In business too, there is a powerful argument for ending world poverty

Foreign investment by Britain is roughly 15 times Britain's development assistance programme. Technological developments, the integration of financial markets and the huge surge in trade and investment, with the corresponding movement of goods, people and capital, mean that the effects of trade and investment no longer stop at national boundaries. Jobs and prosperity in the UK are increasingly dependent on the well-being of all economies around the globe.





Business needs markets, and if the economies of developing countries grow, not only will their people benefit, but our economy will benefit from the increased demand for goods and services.



While globalisation is creating great wealth, it is also producing a greater gap – between those who benefit and those who don't. This can create instability – riots and social unrest – which increases risks for everyone.



It is sound business sense, as well as a moral obligation, to ensure that wealth is spread equitably.

Businesses and people benefit as poorer countries achieve the economic growth they need. But to create the conditions necessary for growth requires training and investment in developing countries. That needs a global economy which concentrates on sharing wealth as well as creating it.

Bullseye!

If we hit **Target 2015** – and ultimately eliminate world poverty – everybody benefits.

Targets can get people moving and force governments to take action. Without them we fail to deal with forces which threaten serious damage to the planet and the lives of the next generation. With them, we can measure progress year by year and it will be clear which governments are acting to deliver their promises.

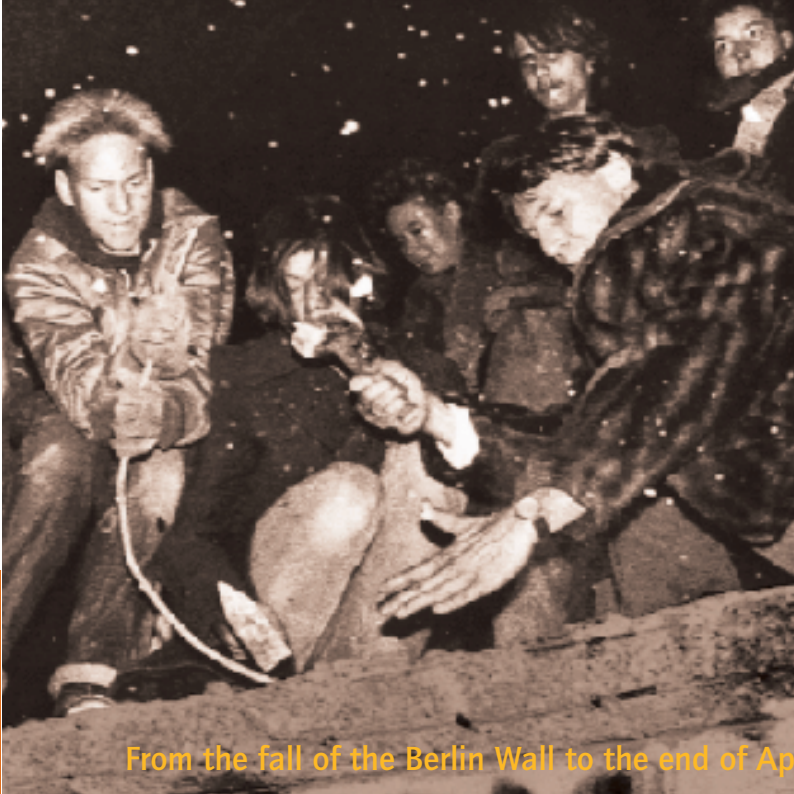
Is Target 2015 just a soundbite? (or could we actually hit it?)

There is no doubt that we can make a real dent in extreme poverty by 2015 – and we may even relegate it to the footnotes of our planet's history in our lifetime. (The younger you are, the more likely that the last sentence will be true!) But maybe, just maybe, that's what our generation will be remembered for.

Of course goals set at UN conferences are often met with scepticism. There are huge obstacles in the way. Financial crises can hit rich and poor countries alike and affect economic growth rates around the world.

It is difficult to predict which of the targets are more achievable. Education and health targets look attainable, but not in every country. The poverty target may look even harder but sceptics might be surprised by the facts.

Targets can be met. It is easy to allow the suffering of the poorest parts of the globe to blind us to what has been achieved so far.




From the fall of the Berlin Wall to the end of Apartheid... They said it couldn't happen but it did.

More human beings have escaped
from poverty in the past **50** years
than did so in the previous **500**




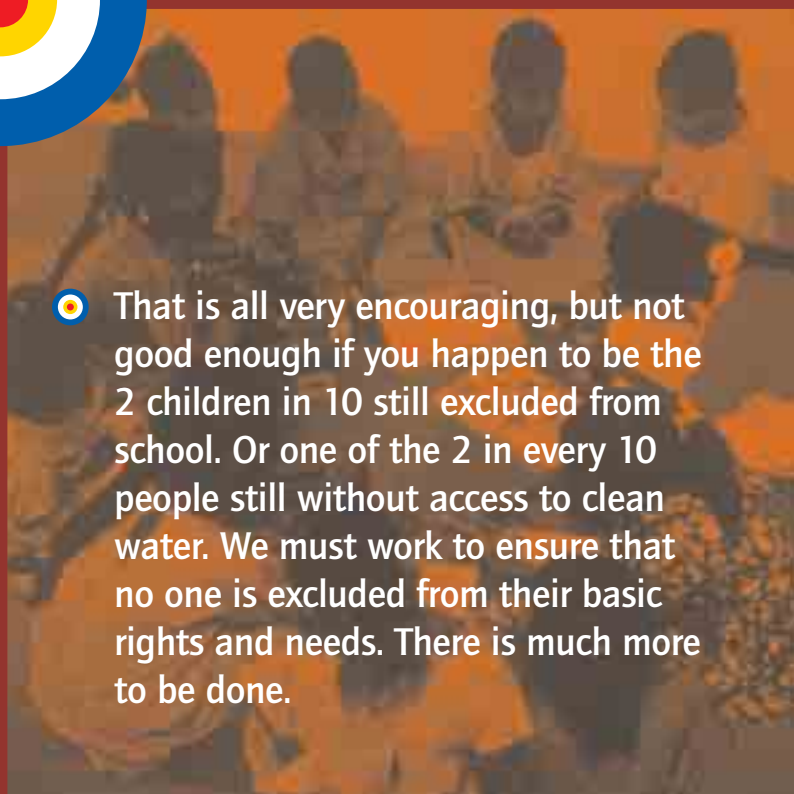
We are already on the way towards meeting many targets:

- Twenty years ago, only 7 in 10 children in the world went to Primary school. Today it is 8 in 10.

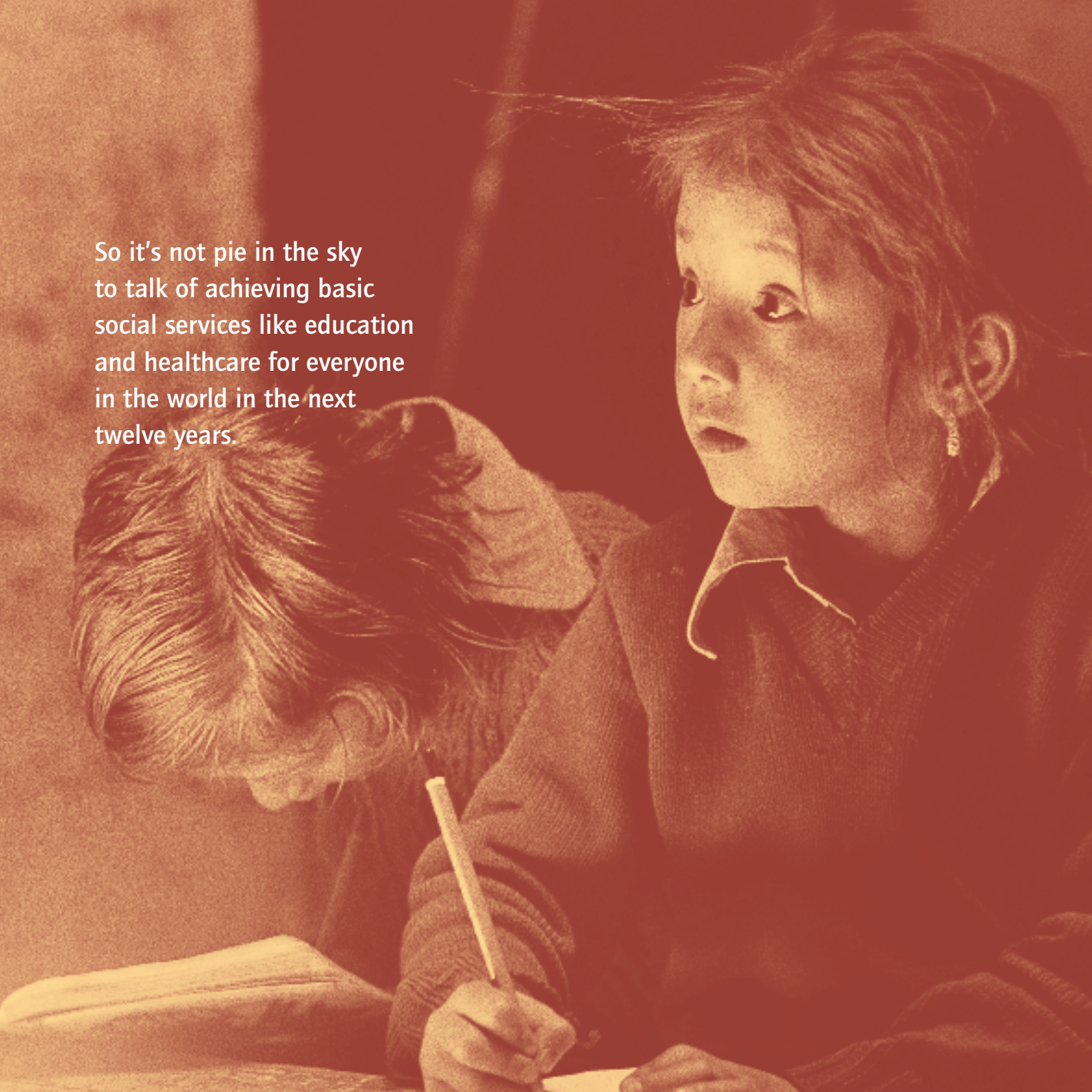
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- In the last twenty years, infant mortality has fallen from 8 deaths in every 100 births to 6.




- 
- Ten years ago, only 7 people in every 10 in our world could drink clean water. Now 8 people in 10 can.

- 
- That is all very encouraging, but not good enough if you happen to be the 2 children in 10 still excluded from school. Or one of the 2 in every 10 people still without access to clean water. We must work to ensure that no one is excluded from their basic rights and needs. There is much more to be done.

So it's not pie in the sky
to talk of achieving basic
social services like education
and healthcare for everyone
in the world in the next
twelve years.

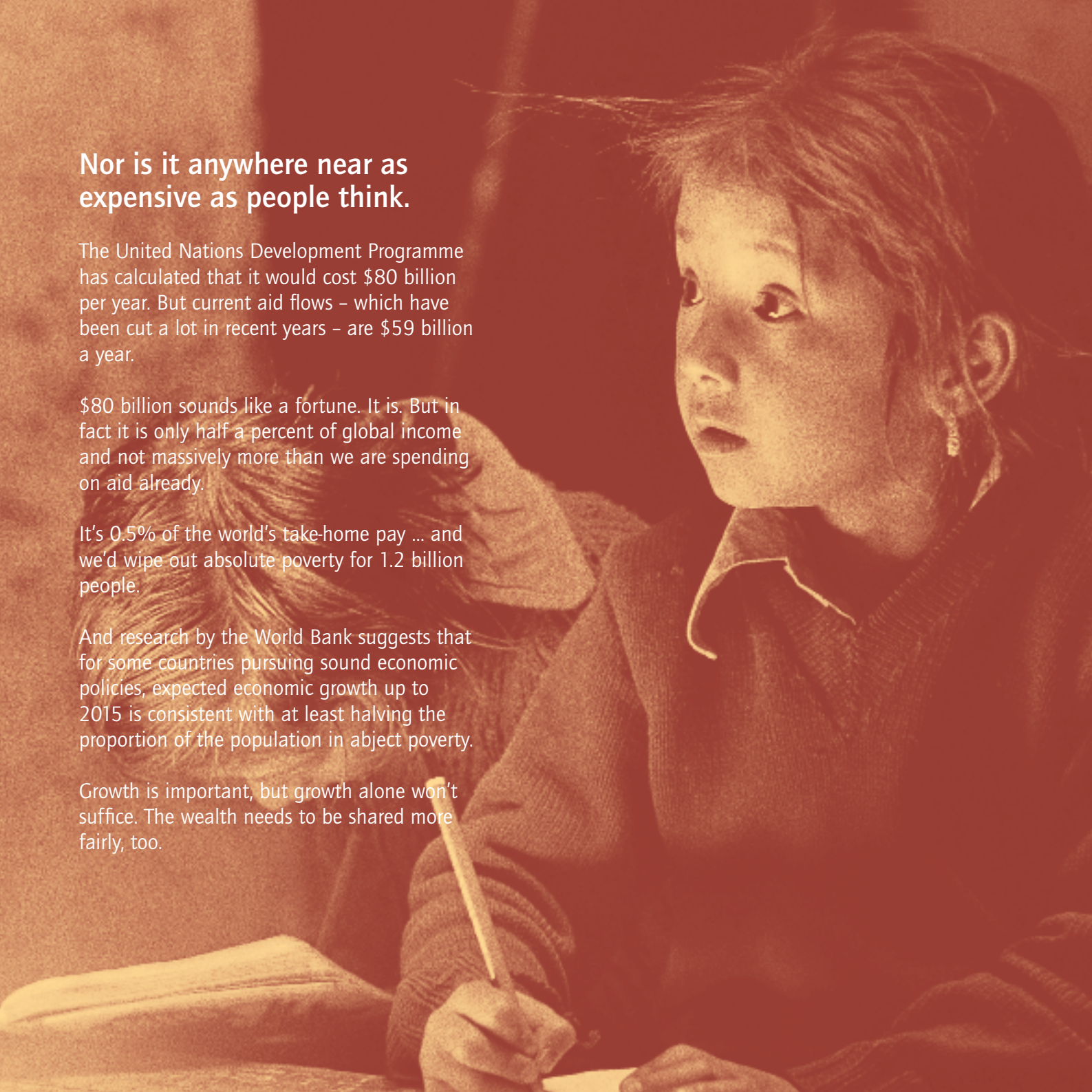


A black and white photograph of a woman holding a crying baby. The woman is looking down at the baby, and the baby is crying with its mouth open. The background shows shelves with boxes, likely in a clinic or hospital setting. The image is overlaid with a teal color filter.

The World Summit for Children in 1990 set goals to improve life for children by the year 2000.

A target symbol consisting of a red center, a yellow ring, a white ring, and a blue outer ring.

One was to tackle polio worldwide. Polio has now been eliminated in 100 countries. Nearly 2 billion children have been immunised during National Immunisation Days in the last 5 years – including 152 million children in a single immunisation campaign in India.



Nor is it anywhere near as expensive as people think.

The United Nations Development Programme has calculated that it would cost \$100 billion per year. But current aid flows – which have been cut a lot in recent years – are \$57 billion a year.

\$100 billion sounds like a fortune. It is. But in fact it is less than half a percent of global income and not massively more than we are spending on aid already.

It's 0.3% of the world's take-home pay...and we'd wipe out absolute poverty for over half a billion people.

And research by the World Bank suggests that for some countries pursuing economic growth up to 2015 is consistent with at least halving the proportion of the population in abject poverty.

Growth is important, but growth alone won't suffice. The wealth needs to be shared more fairly, too.

More Huge Numbers

In a world economy of **25 trillion dollars** (\$25,000,000,000,000), more than **1.2 billion people live on less than \$1 per day.**

Global numbers are still growing, so to hit Target 2015, over half a billion people need to escape absolute poverty in 12 years.

If India and China alone achieve reasonable rates of economic growth, that would be a huge step towards reaching the target.

Other parts of the world have great hurdles to overcome. Much of Africa, for instance, remains sidelined from the global economy. Its countries cannot achieve the growth rates required because of low investment, falling foreign aid from industrialised countries, their small share of world trade and low prices of commodities like copper and coffee. They also have to deal with the aftermath of civil wars and the ravages of AIDS.



The average weekly wage in the UK is £463.
The income of this village, in northern Uganda, is £380 a week.
(This village has 82 adults in it).

Cutting the Chains of

Debt

One sign of hope is the moves by the rich nations to look at substantially cutting the amount of debt owed by poor countries. Both the British Chancellor, Gordon Brown, and Secretary of State for International Development, Valerie Amos, have recognised that unless the debt relief comes into play, there is little chance of countries like Rwanda and Tanzania achieving the growth necessary to lift their population out of absolute poverty. Faster and deeper debt relief is essential. For many African countries, it is a necessary precondition to enable them to lift their people from poverty.

Aiming to reduce the proportion of the world's poor by half in twelve years is ambitious...but history suggests that **Target 2015** is within range.

What is the UK Government doing ?

The Government's Department for International Development has set itself a priority of galvanising the international system towards eliminating poverty in the new century. For its own part, in its first White Paper on International Development published in 1997, the Government committed itself firmly to the global development targets through which the world's governments have agreed to work to halve extreme poverty by 2015.

Its second White Paper on International Development, published in 2000, built on this commitment to Target 2015 and set out an agenda for managing the process of globalisation in a way that works for the world's poor. Alongside this, the Government is putting its money where its mouth is. The International Development budget is set to be more than 90% higher in real terms by 2005 (£4,902 million) than when the Government first took office in 1997.

The UK is committed to halving global

Poverty

This is amongst the biggest percentage spending rises of any Government department. Aid budgets in most industrialised countries are static or declining, with official development assistance amounting to only 0.23% of their national income in 2002. The UK is showing leadership on the international stage – but we must persuade others to follow if **Target 2015** is to be met.

Secretary of State for International Development Valerie Amos has also made it clear that the UK's funds will only be invested in countries and organisations which are committed to eliminating poverty.

A crucial part of the Department's work will be in measuring results. Governments and civil society need to know when progress is being made – and when it is not.

We can't wait until the year 2015 to see if Target 2015 will be met. The Government will assess progress every year – and is committed to the role of civil society in poor countries to monitor results.

Poor communities need to assert their rights and keep a watching eye on their governments: Are more children enrolled in school? Do hospitals have better medical supplies?

Target 2015 is one of the great challenges of our day.

But we can all contribute together by supporting government and development agencies working together to reach the target.



How you can help hit Target 2015

If you write to DFID or Hindu Aid – using one of the postcards – we'll send you further information on the campaign to eliminate global poverty. Alternatively, visit the websites below.

www.dfid.gov.uk

www.hinduid.org.uk

Hindu Aid is a UK based charity set up in response to the growing need for greater involvement of the Hindu community in humanitarian and development projects that will improve the lives of the poorest people in society. It will create awareness of the tremendous work being done by its member organisations to serve the most deprived communities in the world.

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Yes, I want to work to halve world poverty by 2015.

Title First Name Surname

Address

..... Postcode

Telephone e-mail

- Please send me details of how I can make a regular gift, providing long-term support that helps Hindu Aid keep its promise to those in need.
- Please send me regular details of campaigns I can get involved in.
- Please send me details of how I can make a gift to help poor communities through the government's Gift Aid Scheme.
- Please add me to your mailing list.



Yes, I want to work to halve world poverty by 2015.

Title First Name Surname

Address

..... Postcode

Telephone e-mail

- Please send me an information pack on DFID and the campaign to eliminate global poverty.
- Please add me to your mailing list.

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TARGET 2015