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## Innovative Strategies for Reducing Poverty

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### Abstract

The world faced a big challenge in the side of poverty. The eradication of the poverty contribution towards the world is an essential part in today's life. This paper discusses about the real essence of poverty and the Strategic methods from Economic Theories, Foreign Exchange Regulation , Finance discounts methods and Innovative ideas like Virtual Countries , Poverty Special Economic Zones, Poverty Currency map, Poverty Exchange Trading Mechanisms, End the Zero Sum game, Global Poverty alleviation Food Factory, Using Intangible power of Branding for Global Poverty ,Artificial Demand and Monopolizing a new technology for ending poverty and Centralized Planning etc.,

Keywords: Poverty Reduction, Innovative Methods for overcoming Poverty, Strategy for Global Poverty reduction, Poverty In Asia, Global Cooperation

### Introduction

In a globalized world different government bodies should find new innovative methods and strategies to cooperate among themselves and alleviate Poverty around the World. This paper gives various innovative methods where Individual countries, governments, Regulatory bodies, banks, Institutions, local government bodies can notice some innovative methods to eradicate the poverty.

### Define Poverty

According to the World Bank Group, hunger is a defining characteristic of poverty. Absence of shelter is poverty. Being sick and unable to visit a doctor is poverty. Being illiterate and lacking access to education are both aspects of poverty. Living day by day and not having a job are all signs of poverty.

Poverty has been characterized in a variety of ways and takes on several forms that vary from place to place and over time. Most of the time, people desire to get out of poverty. So, poverty is a call to action for both the wealthy and the poor, a call to alter the world so that more people may have access to protection, education, and healthcare. In addition to a lack of money, poverty also refers to the inability to engage in leisure activities, send kids on field trips with their classmates or to birthday parties, or afford to pay for prescription medicines. These are all expenses related to poverty. Those who are barely able to cover their basic needs like food and shelter just cannot think about these additional costs. There are negative effects on society when people are marginalized from society, when they are undereducated, and when they are more prone to illness.

In Asia, China has the greatest economy in Asia and the second-largest economy worldwide, whereas India has the second-largest economy in Asia and the fifth-largest economy worldwide. Some Asian nations are noticeably less developed. A number of indicators, including GDP per capita, and GNI per capita, can be used to assess a nation's financial standing. Although each method differs somewhat from the others, the outcomes are very similar. GDP per capita technique identifies 11 countries as the poorest countries in Asia like Afghanistan, Yemen, Tajikistan, Nepal, Kyrgyzstan, Pakistan, Timor-Leste, Myanmar, Cambodia, and Uzbekistan

## Review of Literature

According to the World Bank in the world, the extent of poverty is greatest in Sub-Saharan Africa, South Asia, and Latin America, where the number of poor is growing due to high population growth and poor economic performance. According to various reports, the youth constitute the majority of the population in these countries, so targeting them can be effective in reducing poverty. Developing countries are currently implementing policies aimed at reducing poverty and vulnerability and raising living standards.

Promoting inclusive economic growth is critical not only for increasing output and incomes, but also for ensuring that the benefits of economic growth are distributed broadly. Investing in infrastructure is one way to promote inclusive economic growth. Liberalizing trade and expanding export markets; providing incentives to small and medium-sized businesses; providing fiscal stimulus to the economy; ensuring macroeconomic stability; and improving public management and governance are all examples of actions that could be taken.<sup>1</sup>

Rapid economic growth lifted a significant number of poor people out of financial poverty between 1970 and 2000, according to studies from Africa, Brazil, China, Costa Rica, and Indonesia. Economic growth, according to Bhagwati and Panagariya, generates revenues needed to expand poverty alleviation programmes while allowing governments to spend on basic necessities for the poor such as healthcare,

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<sup>1</sup>. Poverty Reduction Strategies in Developing Countries Submitted: June 1st, 2021

education, and housing Poverty alleviation strategies are classified into four types: community-based microfinance, capability and social security, market-based, and good governance.<sup>2</sup>

Safety net programmes must be technically sound, administratively and financially feasible, and politically viable in order to be successful. Good Political decisions and the preferences given to various sections in society determine how to allocate finite budgets between social protection and the expenditures, and governments must determine how to allocate funds within the social protection budget between different types of targeted, universal, and categorical programmes.<sup>3</sup>

### Objectives of this Study

The Objective of study is to reveal Poor Countries in Asia by using GDP Per capita as base of 2021. Second Objective is to introduce new innovative strategies for Poverty reduction. Limitations of this Study: All information are only collected from web, author view point, situation of country, Economic level of country ,living standard, policies of government like etc.,

### Countries in Asia GDP (Nominal)

| S NO | Country/Economy             | GDP<br>(billions of \$) | Population in<br>Crore | GDP Per capita<br>in USD | Country<br>HDI |
|------|-----------------------------|-------------------------|------------------------|--------------------------|----------------|
|      |                             | <b>2021</b>             |                        |                          |                |
| 1    | China                       | 16,862.98               | 141.24                 | 11939                    | 0.76           |
| 2    | Japan                       | 5,103.11                | 12.57                  | 40598                    | 0.925          |
| 3    | India                       | 2,946.06                | 140.76                 | 2093                     | 0.633          |
| 4    | Korea                       | 1,823.85                | 5.17                   | 35278                    | 0.925          |
| 5    | Indonesia                   | 1,150.25                | 27.38                  | 4332                     | 0.705          |
| 6    | Islamic Republic of<br>Iran | 1,081.38                | 8.79                   | 4092                     | 0.758          |
| 7    | Saudi Arabia                | 842.588                 | 3.6                    | 23405                    | 0.875          |
| 8    | Turkey                      | 795.952                 | 8.48                   | 9386                     | 0.83           |
| 9    | Taiwan Province of<br>China | 785.589                 | 2.38                   | 33008                    | 0.768          |
| 10   | Thailand                    | 546.223                 | 7.61                   | 7178                     | 0.8            |
| 11   | Israel                      | 467.532                 | 0.93                   | 50272                    | 0.919          |
| 12   | United Arab                 | 410.158                 | 0.97                   | 42284                    | 0.8            |

<sup>2</sup> . Evaluating poverty alleviation strategies in a developing country, Pramod K. Singh, Conceptualization, Formal analysis, Funding acquisition, Methodology, Writing – original draft, Writing – review & editing\* and Harpalsinh Chudasama

<sup>3</sup> . Reducing Poverty and Investing in People The New Role of Safety Nets in Africa Victoria Monchuk, The World Bank

|    |                       |         |       |       |       |
|----|-----------------------|---------|-------|-------|-------|
|    | Emirates              |         |       |       |       |
| 13 | Philippines           | 385.737 | 11.39 | 3387  | 0.699 |
| 14 | Singapore             | 378.645 | 0.545 | 69476 | 0.939 |
| 15 | Malaysia              | 371.114 | 3.36  | 11045 | 0.803 |
| 16 | Hong Kong SAR         | 369.722 | 0.741 | 49895 | 0.952 |
| 17 | Vietnam               | 368.002 | 9.75  | 3774  | 0.703 |
| 18 | Bangladesh            | 355.689 | 16.94 | 2457  | 0.661 |
| 19 | Pakistan              | 292.217 | 23.14 | 1505  | 0.544 |
| 20 | Iraq                  | 201.472 | 4.34  | 4642  | 0.686 |
| 21 | Kazakhstan            | 224     | 1.9   | 11789 | 0.544 |
| 22 | Qatar                 | 169.184 | 0.269 | 62894 | 0.855 |
| 23 | Kuwait                | 132.266 | 0.42  | 31492 | 0.831 |
| 24 | Sri Lanka             | 80.785  | 2.22  | 3639  | 0.782 |
| 25 | Oman                  | 80.611  | 0.452 | 17834 | 0.82  |
| 26 | Myanmar               | 66.74   | 5.38  | 1241  | 0.58  |
| 27 | Uzbekistan            | 65.503  | 3.49  | 1877  | 0.727 |
| 28 | Turkmenistan          | 53.087  | 0.63  | 8427  | 0.75  |
| 29 | Azerbaijan            | 52.645  | 1.01  | 5212  | 0.745 |
| 30 | Jordan                | 45.344  | 1.11  | 4085  | 0.72  |
| 31 | Bahrain               | 39.104  | 0.146 | 26784 | 0.875 |
| 32 | Nepal                 | 34.265  | 3     | 1142  | 0.483 |
| 33 | Macao SAR             | 29.223  | 0.067 | 43616 |       |
| 34 | Cyprus                | 26.546  | 0.124 | 21408 | 0.896 |
| 35 | Cambodia              | 26.08   | 1.66  | 1571  | 0.593 |
| 36 | Lebanon               | 21.222  | 0.56  | 3790  | 0.706 |
| 37 | Afghanistan           | 21.222  | 4.01  | 529   | 0.478 |
| 38 | Yemen                 | 19.471  | 3.3   | 590   | 0.455 |
| 39 | Lao P.D.R.            | 19.375  | 0.74  | 2618  | 0.6   |
| 40 | Georgia               | 17.846  | 1.08  | 1652  | 0.802 |
| 41 | West Bank and<br>Gaza | 17.343  | 0.49  | 3539  |       |
| 42 | Brunei Darussalam     | 15.686  | 0.04  | 39215 | 0.83  |
| 43 | Mongolia              | 14.28   | 0.33  | 4327  | 0.737 |
| 44 | Armenia               | 13.612  | 0.28  | 4861  | 0.759 |

|    |                 |           |       |      |       |
|----|-----------------|-----------|-------|------|-------|
| 45 | Kyrgyz Republic | 8.15      | 0.67  | 1216 | 0.692 |
| 46 | Tajikistan      | 8.104     | 0.975 | 831  | 0.685 |
| 47 | Maldives        | 4.573     | 0.05  | 9146 | 0.707 |
| 48 | Bhutan          | 2.48      | 0.07  | 3543 | 0.666 |
| 49 | Timor-Leste     | 1.697     | 0.132 | 1286 | 0.607 |
| 50 | Asia            | 36,818.74 |       |      | 0.76  |

### Correlation Between HDI and GDP Percapita

The correlation between HDI and GDP per capita is 0.71 , which shows Countries with good Human Development Index are having better GDP per capita. Hence countries must take steps to improve HDI.

### Some Innovative Strategies

#### Poverty Trading

A Trading mechanism where companies, bank, corporates can trade total Poverty volume of shortage of food in a particular state for particular period as total food shortage supplied or helped by them as a discount mechanism way for Banks to ease them for favoring discounts in outstanding loans or to get tax concession for corporates .

#### Poverty Economic Zone

Like Special Economic Zone, Special Poverty Economic Zones can be created for peoples in all countries , where people will be given enough skills to trade and overcome poverty like SEZ in every country .Every country can categories their zones as Poverty Economic Zone and get help from NGOS, Policy makers, Government and Corporate. The people in these zones can be given guaranteed minimum number of working days in a year.

#### Synergy of Global Trade

Even though various theories for International trade exist , centralized planning body can help and guide various countries to maximize individual countries export and earn foreign revenue and contribute for employment opportunities in export and reduce the overall competition and complexities by directing each country to produce a particular goods or service according to their guidance. Hence each country can channelize their resources and money to produce a particular agri goods or technical goods from their guidance. There by reduce competition, favor research for exports and more synergy in global trade cooperation.

## Depreciation Claims and Tax structure

In the manufacturing companies depreciation is used to reduce the tax and Tax policies. It is critical to measure the influence of taxation and spending on poverty as well as inequality in order to evaluate the fiscal system's effect on people's standard of living. When combined with progressive transfers, for example, effectively structured regressive taxes can worsen poverty even if the transfers are sufficient to compensate the impoverished. Finally, policymakers can take away one key lesson from our volume: they should plan their tax and transfer systems so that the poor's incomes (or consumption) before fiscal interventions is not lower than it is after taxes and transfers. In other words, fiscal policy shouldn't worsen the plight of the least fortunate; rather, it should work to better it.

## Global Insurance Policies

In the world there are so many claims for insurance policies from general insurance claims to health insurance. Using some synergy between insurance companies across globes people of poor countries should be given free medical aids with free insurance policies that they can claim their own countries by Globalnonprofit Hospitals.

## Global Chits funds for reducing poverty

All 194 countries can use chit as an effective mechanism to pool their money. A total of 25 countries in each chit group countries can be formed. In a chit group countries can be of variety of economic strengths thus forming an effective group.

## Tax for Tax heavens

Amounts brought from tax heavens banks to home countries can be taxed need to be charged more and can be used for social upliftments.

## Poverty Map

Mobile app can be used by integrating GPS in the world to monitor the poor's in the world .The poor people in world can use a mobile app to give feedbacks like suffering for food, lack of education, lack of shelter, Insecurity etc., that can be monitored in all countries in real time and sufficient help can be given by any of the International organizations. The same data can be used to give the local governments policy related mentoring by IMF or WORLD BANK or any internationalorganization newly created for giving policy related suggestions

## Virtual Country

A new concept where any people in any country who feels they have problem can become a virtual citizen for a new virtual country. The Virtual country concept can help its people by giving works online for them. There by eradicating a sizable poverty.

## Poverty Alleviation Adoption Program

Each MNC can adopt a village to alleviation poverty in the world that same can be telecasted for branding. Through Public Private Partnerships poverty alleviation programs can be launched in needed zones.

## Poverty Exchange & Food Currency

A Mechanism by which people in a poor country are provided food and in exchange gets some products or services lie barter system for poverty reduction. World bank can give Common Printed Currency to all needed countries for overcoming Foodstarving as a means to prevent people dying from Hunger and malnutrition.

## Poverty Currency Exchange

Two countries can be compared with two sets of data like number of people in poverty and its GDP. A ratio of number of people in poverty to GDP can be combined with multiplying the basic currency like say INR for India and get a numerical value. Greater the numerator with lesser the denominator means the country has larger people in poverty compared to its national output. A lesser figure indicates a better economic functioning of country. This value can be monitored monthly basis and ratio of ratios different country can be gathered and analyzed. Just like currency exchanges like FOREX market we have a look at ratio of ratios of two different countries moving in which direction and virtual exchanges can be done. This ratio can be compared with ratio of currency exchanges between countries.

## Poverty Box

Like post box, Poverty Box mechanism can reduce the ease of starving community food starve. Global forex at 0.001 percentage fee. Global forex market being one of the most greatest traded is traded at about 6.6 trillion used daily. With a bare minimum of 0.0001 percentages commission of transaction volume can give six million used daily of commission to alleviate poverty.

Development Policy Credits (DPC) is financed by the World Bank to less developed countries to support implementation of a PRSP. PRSCs are programmatic, meaning that they are multi-year series of credits, approximately one per year. DPCs are stand-alone credits

## End the Zero Sum game

The arsenal of policies used to encourage economic progress, the creation of new markets, and efficiency have long included trade reform.

It may come as a surprise to some that even after more than fifty years of trade talks, there is still a lot of protection in the global economy and room for more gains once protection is removed. Protection endures because it is a practical and opaque method for governments to allocate financial benefits to specific groups. While groups that had benefited from protection will see their incomes decline as a result of trade liberalization, the reorganization of the economy that results may cause economic disruptions in the short term. Trade liberalization does, however, raise the average standard of living in the medium term. There is growing recognition that some of the victims of trade reform may be the most vulnerable people in society, who have fewer resources at their disposal to defend themselves in difficult times and are therefore less able to bear the costs of adjustment than their fellow citizens. Even a brief loss of income can prevent the poor from gaining human capital through improved nutrition, health care, and education, which lowers their odds of escaping poverty. The susceptibility of the poor calls for a closer examination of how trade liberalization affects the poor and a consideration of whether trade liberalization can be planned to reduce its detrimental effects.

## Power of Brand to eradicate poverty

World Branded Products – Value to End Poverty. The brand is an intangible asset, the power of a brand like say World Branded food or products can be harnessed to alleviate some level of poverty in any country. Branded World food products, Consumer goods, electronics items can be created especially value for money and so many cumulative concessions can be got from governments, companies to get profits and transfer the same to raise the living standard of people. Power of Monopolizing a technology or Product. With new technology added from Nano technology, Bit coins to Virtual manufacturing. A power of monopolizing a new products or service in the entire world can be there, where all the counties can agree to monopolies a particular set of new technological product monopolizing to end the poverty in poor countries.

## Common Currency & Transfer Payments

For deprived poor, Common currency can be printed by World Bank as a way to use among all countries in world and its net usage can result in overcoming food shortage for poor people. Poverty Reduction Support Credits (PRSC) and Development Policy Credits (DPC) are financed by the World Bank to less developed countries to support implementation of a PRSP. PRSCs are programmatic, meaning that they are multi-year series of credits, approximately one per year. DPCs are standalone credits.



### Virtual Work / Export Hub by creating Free Tradezones

Countries can give virtual works to suffering countries. Free -trade zone, formerly free port, an area within which goods may be landed, handled, manufactured or reconfigured, and re-exported without the intervention of the customs authorities can be setup in deprived countries. Only when the goods are moved to consumers across all countries world become globalized and free zones can be created, for only a particular set of products in all ports across globe to transfer the advantage to deprived sections. People poor can be employed and given preferences this zone.

### Monopolizing a new technology

With Technological up gradation and research activity carried out in all parts of world. If more countries come together to accept to monopolies a new technology like in material science, nanotechnology etc., major profits generated out of it can be given to poor deprived countries.

### Poverty End factory:

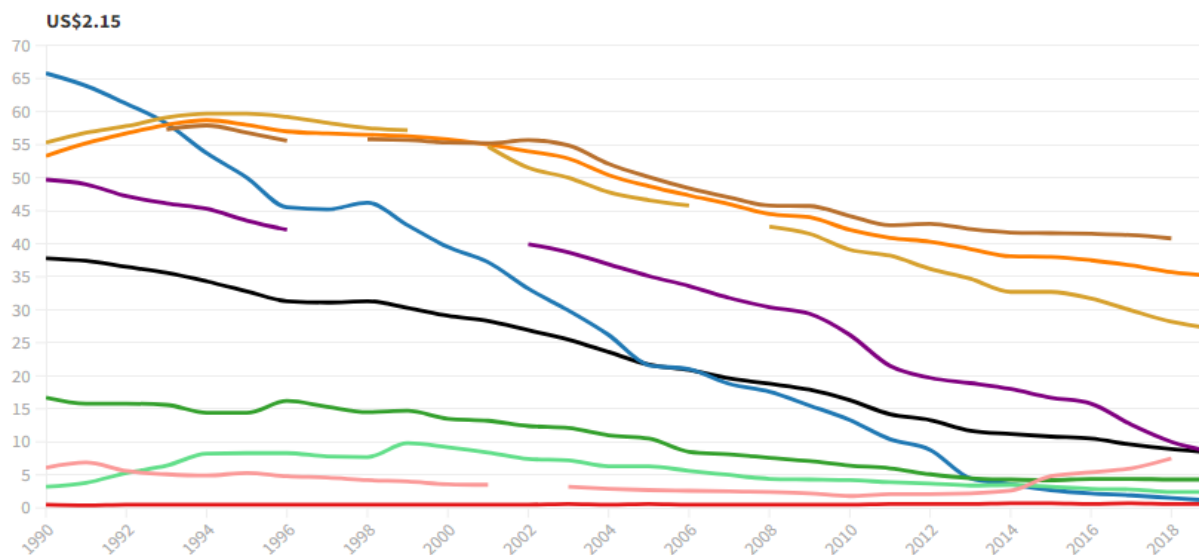
Imagine cultivating agrifoods in large scale in hectares to harvest with using technologies to feed the deprived people in a country or society partly that's the concept of Food factory for the world hunger people. Imagine a big factory for food creation for only Poor people in world. That can be created with using available resources and concessions form many countries governments and setup a big factory to end the poverty. Essential products like rice, maize, corn, wheat etc., can be product in very large scale by using large machines in cultivating industrial method of cultivation.

### Trade Facility Free from Customs Duty Procedure

| Region                       | Survey Coverage (%)<br>Sept 2022 | International poverty line |           |                          |           | Lower middle-income line |           |                          |           | Upper middle-income line |           |                          |           |
|------------------------------|----------------------------------|----------------------------|-----------|--------------------------|-----------|--------------------------|-----------|--------------------------|-----------|--------------------------|-----------|--------------------------|-----------|
|                              |                                  | Poverty rate (%)           |           | Number of poor (million) |           | Poverty rate (%)         |           | Number of poor (million) |           | Poverty rate (%)         |           | Number of poor (million) |           |
|                              |                                  | Jun 2022                   | Sept 2022 | Jun 2022                 | Sept 2022 | Jun 2022                 | Sept 2022 | Jun 2022                 | Sept 2022 | Jun 2022                 | Sept 2022 | Jun 2022                 | Sept 2022 |
| East Asia and Pacific        | 97.5                             | 1.2                        | 1.5       | 25                       | 32        | 7.4                      | 9.4       | 154                      | 196       | 26.4                     | 34.9      | 552                      | 730       |
| Europe and Central Asia      | 89.4                             | 1.0                        | 2.4       | 5                        | 12        | 4.0                      | 6.1       | 20                       | 30        | 11.7                     | 15.5      | 58                       | 76        |
| Latin America & Caribbean    | 86.7                             | 4.0                        | 4.3       | 25                       | 27        | 9.9                      | 10.7      | 63                       | 68        | 23.7                     | 28.3      | 151                      | 180       |
| Middle East and North Africa | 50.9                             | 7.5                        | 7.5       | 29                       | 29        | 20.0                     | 15.9      | 78                       | 62        | 44.1                     | 45.1      | 171                      | 175       |
| Rest of the World            | 82.4                             | 0.6                        | 0.6       | 7                        | 7         | 0.8                      | 0.8       | 9                        | 9         | 1.3                      | 1.4       | 14                       | 15        |
| South Asia                   | 96.4                             | n/a                        | 10.0      | n/a                      | 182       | n/a                      | 45.6      | n/a                      | 828       | n/a                      | 82.4      | n/a                      | 1495      |
| Sub-Saharan Africa           | 72.6                             | 38.9                       | 35.7      | 420                      | 385       | 65.4                     | 63.1      | 705                      | 680       | 85.3                     | 86.8      | 920                      | 936       |
| Eastern & Southern Africa    | 60.4                             | 44.0                       | 40.8      | 283                      | 262       | 68.8                     | 66.4      | 442                      | 427       | 86.7                     | 87.5      | 558                      | 563       |
| Western & Central Africa     | 90.6                             | 31.4                       | 28.2      | 137                      | 123       | 60.4                     | 58.1      | 263                      | 253       | 83.1                     | 85.7      | 362                      | 373       |
| World Total                  | 87.7                             | 8.7                        | 8.9       | 659                      | 674       | 23.2                     | 24.7      | 1764                     | 1880      | 42.9                     | 47.4      | 3262                     | 3607      |

Source: Word bank Group

■ World 
 ■ East Asia and Pacific 
 ■ Europe and Central Asia 
 ■ Latin America and the Caribbean 
 ■ Middle East and North Africa 
 ■ Rest of the world 
 ■ South Asia 
 ■ Sub-Saharan Africa 
 ■ Eastern and Southern Africa 
 ■ Western and Central Africa



Source: [Poverty and Inequality Platform](#)  
 Note: PIP's global and regional coverage rule is applied.



### Research Methodologies

The data collected for the study is secondary data and from various websites and publications. Various authors have mentioned about the Poverty their reasons and how to tackle from political policy to innovative technologies. In this paper various innovative strategies are discussed as new innovative methods that can be support for reducing poverty.

| S No | Country     | Traditional Method  | Innovative Methods  |
|------|-------------|---|---|
| 1    | Afghanistan | To reduce poverty, Afghanistan must focus on strengthening agriculture, investing in human development and managing and mitigating risks that increase poor people's vulnerability. ,strengthen the country's dire investment climate | Finance discounts methods, Poverty Currency map, Poverty Exchange Trading Mechanisms,                                     |
| 2    | Yemen       | Poverty reduction rests on what are referred to as the four pillars of the strategy: economic growth, human resources development, improved infrastructure and social protection  | Monopolizing a new technology for ending poverty and Centralized Planning   |
| 3    | Tajikstan   | Tajikistan's strategy to reduce poverty focuses on three central ideas: improvement of public administration, development of the private sector and investment and development of human potential                                     | Poverty Currency map, Poverty Exchange Trading Mechanisms, End the Zero Sum game, Global Poverty alleviation Food Factory |

|   |             |  |   |
|---|-------------|--|---|
| 4 | Nepal       | Increase in Economic Growth Rate. ...<br>Investment in Human Capital<br>Development of Rural Infrastructure<br>Creation of Empowerment Opportunities<br>Participatory Development Activities<br>Food Pricing and Distribution Policy<br>Targeted Programs for Poor | Poverty Special Economic Zones, Poverty Currency map  |
| 5 | Kyrgyzstan  | social protection during crises, healthy diets, rural development, disaster risk management and climate change adaptation reducing prevalence of diseases ,human development   | Poverty Currency map, Poverty Exchange Trading Mechanisms, End the Zero Sum game, Global Poverty alleviation Food Factory           |
| 6 | Pakistan    | Construct community capability and institutions Improve workers' productivity,Provide Social security for workers in rural area  | Monopolizing a new technology for ending poverty and Centralized Planning   |
| 7 | Timor-Leste | creation of opportunities for economic participation; delivery of basic social services; provision of security of person and property, and protection against unforeseen shocks; and empowerment of citizens and communities                                       | Using Intangible power of Branding, Artificial Demand and Monopolizing a new technology for ending poverty and Centralized Planning |
| 8 | Myanmar     | streamline the supply-and-demand chain in agricultural sectors, improve access to digital services and diversify income by providing entrepreneurial networking opportunities to youth   | Power of Global Branding, Poverty Exchange Trading Mechanisms   |
| 9 | Cambodia    | open borders to international trade ,attract more foreign direct investment to support manufacturing, construction, and tourism. issues such as a lack of human capital, infrastructural gaps and limited professional development programs                        | Poverty Special Economic Zones, Poverty Currency map  |

|    |            |   |  |
|----|------------|---|--|
| 10 | Uzbekistan | Allowing the private sector to grow,<br>Creating a more enabling state,<br>Increasing investments in people reduce<br>Skills shortages, greener growth policies<br>will increase the sustainability | Financial discounts<br>methods and other methods |
|----|------------|---|--|

## Findings

The major findings in this paper is that for countries like Yemen , Afghanistan , Tajikistan , Timor-Leste , Myanmar , Uzbekistan , Nepal , Cambodia , Georgia has low GDP percapita . The government should take proper policy measures and use innovate strategies for improving the overall condition of their people.

## Conclusion / Recommendations

Apart from traditional measures taken by the governments across the Asia and world , new innovative methods can be introduced like Foreign Exchange Regulation , Financial discounts methods and Innovative ideas like Virtual Countries , Poverty Special Economic Zones, Poverty Currency map, Poverty Exchange Trading Mechanisms, End the Zero Sum game, Global Poverty alleviation Food Factory, Using Intangible power of Branding for Global Poverty , Artificial Demand and Monopolizing a new technology for ending poverty and Centralized Planning

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