



SUCCESS STORIES

Empowerment of Women to Take Charge of Lives and Livelihoods



PEOPLES' POVERTY REDUCTION PROGRAM

**Planning and Development Department
Government of Sindh**



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This collection of success stories (Means Whatever rural women has told; we have written down in their success stories. Indeed, this document aims to showcase the impact of the Peoples' Poverty Reduction Programme towards the Economic Empowerment of Rural Women among rural women in the Six Districts of Project. It seeks to demonstrate how an integrated, holistic approach to the economic empowerment of women has the potential to transform not only their lives, but also their families and communities at large, thereby contributing to poverty reduction more broadly and enhancing the reach and sustainability of the outcomes of development strategies.

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Preface

The women are socially empowered after the PPRP program because the Social empowerment of women means equipping them to be economically independent, self-reliant, in addition to providing positive self-esteem to face any difficult situation. They are empowered through Community institutions (Co/VO/LSO) and availing the basic interventions of PPRP Program (CIF/IGG/LCH/VTP/ED).

PPRP Program is the only program which aims to empower communities, particularly marginalized group. Women are increasingly recognized as a group that PPRP interventions need to reach out to with specific activities to ensure that they fully benefit.

PPRP Program have the potential of enabling women to overcome some of the restraints that they face in the rural space. Empowerment is a key element of the PPRP approach. Yet, dimensions of empowerment (economic, political, or

social) they aim to affect, directly or indirectly, and how. Recognizing that empowerment is both a process and an outcome can help PPRP interventions to better frame what they can impact both in the short and the long term.

Immediate impacts of PPRP projects are found in terms of inclusion of women and on some of the economic benefits from the project's activities.

Positive impacts are documented on outputs such as participation and engagement, and in some cases on intermediate outcomes such as social capital and women's increased confidence.

The most important outcome is the rural women entrepreneurship has been increased and promoted through different successful business execution at community level.

PPRP Program is working for the betterment of peoples with different initiatives' and to make them vibrant to avail the new opportunities of life to look into a new window of life and start living not surviving.

Under the PPRP, Sindh Rural Support Organization has been working with communities at grass root level, and employed fine-tuned approaches according to the circumstances and resource demand for households at rural areas of Sindh.

The platform for making and changing the lives of rural women is only made possible under PPRP platform that entails the firm belief that if the lives and livelihoods of the poor households are to be improved.

Even though rural women have faced numerous hurdles and challenges, it has not deterred their confidence and enthusiasm to bring about a powerful social change. They are forging a new path toward achieving social and economic empowerment. Indeed, for this, there is dire need to support of

organizing households into a network of people's own Institutions (CO/VO/LSO). They need to engender and admittance of capital for income generation actions as well as to build up their productive and non-productive assets, Capital (Financial, Human and Social) and to constantly improve their social, financial, and technical skills.

The PPRP is a package of different interventions in terms of Financial assistance to have generate the new sources of incomes, Community Investment Fund (CIF) an interest free loan, Income Generation Grant (IGG), Enterprise Development (ED) which are the key interventions of the Sindh government's Peoples' Poverty Reduction Program.

PPRP in Sindh has some unique features. First, the Programme is focused on women, and poorest to the poor households, identified through a Poverty Score Card (PSC) survey CAPI based through an android mobile phone. Second, the Programme is the first ever major project of the GoS that is being implemented through community participation.



Third, the Programme is highly intensive in its development packages and coverage, and is concentrated at the union council level. Last but not least, the Programme very quickly covered the Programme union councils by organizing communities which involves organizing rural communities into “organizations’ of the poor” at the community, village and union council level.

Community Institutions’ are formed and owned by local communities, and undertake a wide array of development activities such as Low-Cost Houses, income-generating initiatives (CIF and IGG), VTPs, and Enterprise Development (Encouraging women entrepreneurship) social sector programs, with the technical support of the SRSO.

Later, in 2017 Government of Sindh Initiated another phase of UCBPRP with name of Peoples’ Poverty Reduction Program in six districts of Sindh (Khairpur, Sanghar, Mirpurkhas, Umerkot, Badin and Thatta).

It aimed to remove common hurdles faced by the poor that weaken their social capital: it seeks to create economic/productive assets through a

self-help methodology by providing access to community managed micro loans, income generating grants, and creating employment opportunities by training youth in technical skills and engaging the low cost houses to shelter-less women.

This Documents is reflecting the household-level analysis to capture the socio-economic changes that have taken place in lives of rural household of the PRRP Districts from July 2017 to October-2019).

The stories documented in this report shows the detailed account of the interventions of PRRP have changed the lives of rural women through CIF/IGG/VTP/LCH/ED. The case studies also present how women, who had been overlooked by their men and formal institutions, improved their lives and livelihoods on providing access to a rich course of capital within their reach through their own organizations’.

Applying a qualitative research approach, a case study method has been used. We have used primary data that was collected by tools of key informants’ in-depth interviews, direct observation, and



secondary data from the reports and presentations about PPRP and social mobilization records of SRSO.

By conducting content analysis of the stories, we have found that social mobilization integrated with intensive development package has become a sustainable solution to increasing the access and control of the poorest of women over capital. It was also found that the process of social mobilization may bring up a cost to overactive community members, who give all their time in serving the communities and forget about their domestic relations.

SRSO through PPRP, has provided technical, social and financial support to rural women of these districts. This have not only been able to improve their living standards but also it has provided them with a way of empowering themselves. These series of case studies demonstrate how the Project under the platform of Community Institutions have brought a revolution in the lives of rural women to participatory development.

The case studies also extant how a catalytic support organization reached down to the household level to organize

rural women in their own organizations which acted as receiving mechanism for development interventions.

Mainly their passion for work, their excellence on the innate natural hereditary potential and the change they have wrought has taken them to the top of their development. They are changing the rules every day. Meet the power of women and their inspiring stories.





Scope of the Study

Methodology

Preliminary, the objectives of rural women catalyst at household level have brought an impact in the lives of rural women and have bring a change in thinking and behavior to bring change in life to empower herself and contribution in decision making.

The case studies are document the significant change in social and economic dimensions of the lives of the poor women and how the Peoples' Poverty Reduction Program through all interventions has braced them in improving their lives and livelihoods.

Each rural woman profile stated in this document particularizes livelihood activities before and after the intervention and it gives the holistic account of how the beneficiaries achieved these socio-economic results during the process of becoming change agents throughout these years.

Furthermore, each case study in the document reflects the explicit process that how they have followed the change

process with passionate and dedication for the betterment of life after PPRP interventions under community institutions' platform.

In this study both qualitative and quantities research approaches are employed. Applying the qualitative research approach, we have used the case study method. As "case studies, in their true spirit, reconnoiter and sightsee contemporary real-life phenomenon through appropriate examination of a limited number of events or conditions.

In addition, we are able to go beyond the quantitative statistical results and understand the complex contextual and implicit changes, which are not clearly evident, through the respondent's perspective.

Data collection tools of key informants' in-depth interviews were conducted. The selection of beneficiaries was done on sampling basis after getting the consensus from VO and those Vos having cleared their recovery 100%. Vo have given a list of CIF/IGG/LCH/VTP/ED



beneficiaries list and out of which sampled beneficiaries case studies have been jotted down in this document.

Informants were purposefully sampled. These households for study from districts were selected. MER PPRP has designed a checklist/questionnaire and conducted in-depth interviews with the members of selected households during August, September and October, 2019. Each interview was conducted after receiving an oral consent from the respective interviewee.

Furthermore, the interviews were given information about the purpose of study and its outcomes. Each interview lasted between 1 to 2 hours on average. Information collected via interviews was triangulated and supplemented through informal conversation with the CO/VO/LSO leaders and PPRP Social Mobilization teams.

In this study, the qualitative data is presented in the form of narratives and to perform this analysis, primarily we have looked for expressions of the ideas in words, phrases, sentences, paragraphs and entire document.

In addition to the collection of primary data, documents and data about the PPRP that was available at SMU Office and community institutions record, was also reviewed.

Applying the quantitative research method, Poverty Scorecard information (Socio-economic) is used to witness the modification from baseline to the present. Respondents' Poverty Scores were extracted from PSC Dashboard. Following PSC Indicators are reflected in information.

1- One indicator reflects

Poverty risk, by measuring education level, residence and household size.

2- Reflects the change in household poverty

by measuring household assets, transport assets, meat consumption, and sweet consumption. By using non-economic indicators.

The household PSC data includes information pertaining to household related information with the score on the following dimensions: access to education, access to basic amenities (sanitation, housing), ownership of assets (livestock, appliances and land).



The dimensions can be combined in a particular way and its combination has the ability to accurately assign a household a poverty score, ranging from 0 to 100 (with 0 being extremely poor and 100 being non-poor).

Structure of the Case Studies:

The Case Studies have been drafted under one format that is below,

- Early Life of Beneficiary
- Life Before PPRP Program
- Opportunity Knocks-PPRP Program Intervene in their life
- Trained Catalyze-Impact of Intervention of PPRP
- Using the yield to convivence- Inspirational Words of Beneficiaries'

Limitations:

When interviewees are recalling their family histories and participation in various development activities, the issue of accuracy of information arises. However, we tried to mitigate against this by referring to already collected information from SRSO Social Mobilization teams/Community institutions leaders in meetings and SRSO officials.



Change Drivers for the Sustainable Community Development

Key Variables that have impacted the Households lives Fighting for equality woven rural women destiny

Preliminary:

The rural women have brought a silent revolution through their dedication and commitment and Social change has become possible in male dominant society. This is because the society we live in an era where changes are taking place very rapidly and human has to adopt as per time.

Therefore, Change is constant, but just need a time like to hit the iron when it is hot to become a catalyst and these women have proved to be a catalyst for the rural unprivileged community to upscale their life and living standard for better future of a new generation.

PPRP Interventions (a Package of life):

In Sindh women play major role in agriculture, livestock production and different industries i.e. cotton, dates, strawberry, mango, tomatoes and red

chilies. Women play apart as family labor and never get properly paid due to physically weak and male dominance especially due to feudal and lords, yet her position is never recognized in the villages.

In rural Sindh women are mostly involved in cotton picking and rice field, where indiscriminate use of farm chemicals affect their health and also the health of new born babies as well. The solution was identified during PPRP Program implementation that if women have given economic and labor rights and equal wages, she will get better position in the society.

Women also tackle economic constraint, which are lack of technical knowledge about the crop, no loan facilities for field improvement. By improving women's health and education, we can definitely bring some positive change in the rural area of Sindh. That's the PPRP is joining hands together with these rural women to empower and uplift their living



standard and generate new sources of income through providing different technical assistance in terms of capacity development, life skills vocational trainings and financial assistance (in terms of interest free loan and grants).

The community owned community institutions have become a voice to raise their voice in front of Government of Sindh and their Line departments for community development.

Vocational Skills training have brought a revolution because Sindh is rich in culture and also famous for fabric, metals, wood, stone work and other work like: Ajraks, pottery, coarse cotton cloth, camel fitting, lacquered work, cotton lunges and khes, earth ware, metal vessels, the rally quilt. Rilli work divided in to three categories of designs: patchwork, applique and embroiders. These designs are inherited from mother to child and it is passed just on memories not written work.

The solution lies by empowering women with artesian work, which they have got under the PPRP different interventions and through Enterprise development they have entrepreneurd different

relevant business as per market demand to reduce the poverty and improve the intelligence of person due to getting elegant floral and geometric design boost their I.Q. level.

In addition, through community institutions these rural women are getting empowerment, they have brought socio-economic change, which help them improvement in income and building the community development. Through capacity development trainings they have to boosted their skill and also provided grants to establish their own businesses in the rural areas of Sindh.

Before the PPRP in mostly areas/villages of Sindh specially in projected districts, women physical morbidity is limited for women in the rural areas of Sindh. They have no freedom, when they go outside home some male family member goes along with them. Most of women get early marriages and they have no part in selection of their partners.

Usually parents decided their partners in life. But, PPRP and Mobilization have brought change that women have empowered and they have successfully got few freedom and stoppage the early



child marriages in areas where LSO is working and women have become vibrant and speak freely for their rights.

As the women reproductive, productive and community work are controlled by the male members in the rural areas but now after PPRP Program women are getting awareness and proper knowledge about life and child education women have started changing their behavior. Before, PPRP women have low legal status having no equal right in all aspect of life but due to CIs linkages building women are raising their voice.

The current rural women position has been improved by the PPRP interventions. PPRP has provided better interventions i.e. CIF/IGG/ED/VTP/ED have increased the livelihood and economic security by improving their living standard through income generating activities in the rural area to assist them in reduction of poverty.

In terms of improvement of rural women skills, position under PPRP have imparted skills and training of vocational activities. Due to PPRP and Social Mobilization of folding women into community institutions (CO/VO/LSO) have

strengthen the power of women knowledge which empower them toward success.

At grass-root level Under PPRP they have got advocacy for social, political and economic issues. Empowered through social mobilization, improvement of skill for rural arts and craft. Women are sending their children to education i.e. sending to Government schools for getting (formal and non-formal education).

Under the enterprise development, women are becoming entrepreneur and using Micro-enterprise development for income generation activities. This has been started in the rural areas of Sindh specially in project areas of PPRP. Vocational Skills training for life skills training and pertaining to technical knowledge for job placement and self-employment, this helps to reduce the poverty.

Under the CIs (CO/VO/LSO) platforms, women have removed already existing problems and have strengthen the rural communities and improve women position in the society. Therefore, PPRP have improved rural women status by



improving education, social status, and work-load at home and at the farm, size of the family, freedom of expression on economic and socio-cultural issue.

Indeed, the women have got empowerment with knowledge and skill to develop new patterns of artisans' work/art work and many other areas. PPRP has made her strong socially, politically and economically bring positive change in rural environment.

Mutually, the chronicles climax the resulting foremost concepts that indicate women's social and economic empowerment:

1. **Empowerment cum Legal awareness:** The respondents have vast knowledge about separation and who have right to keep their children. They knew the right age for a girl child to get married.
2. **Empowerment cum Economic Growth:** After folding into community institution CO, women have got awareness and possession of personal ownership of productive assets such as sewing machine, livestock, and cash savings.

3. **Socially Vibrant and increased Mobility:** Prior to the community institution, many women did not have freedom to go outside their houses. But now after the member of Cis, women can go to different places (the market, medical facilities, CO meetings, and outside the village for trainings).
4. **Women Empowerment in terms of decisions Making:** Women households' now have been involved in household decisions (individually or jointly with the husband) related to household due to have income source at their hand for repair, raising a goat for profit, buying a cart for a husband, opening a shop in the village.
5. **Investment Opportunity:** Prior to Community Institutions, respondents did not have access to finance but due to having financial assistance in terms of CIF/IGG, now women are able to invest into their ideas or making purchase anything and these are purchased with money that they themselves earned.
6. **Women Empowerment Recognition:** Women have got the



recognition in terms of Decision making/opinion/ their ideas are well executed in family, they are getting more labor charges after getting mobilization for labor rights and their respect for hard work to bring a change and different schemes' and projects like schools for children in their village.

7. **Incubation of Ideas:** Self initiatives' and incubation of ideas have been taking place under the Enterprise Development and Community Investment Fund within available resources have rightly utilized the financial Assistance or Grant for taking individual and Group level self-initiatives of Entrepreneurship. its result of Program that they have successfully helped in joint venture business of tailor master, some have opened FMCG shop in village, some respondents have started their own retail cloth business in village. It's the output of PPRP Program advocacy.
8. **Rural Women Entrepreneurship:** Under the banner of Enterprise Development, rural women have started small business at Union Council Level. They have initiated

different innovative business at community level after getting an opportunity to have own income generating source.

9. **Education of Children:** After getting awareness regarding the education of their children is the key of success in life and to build the career of future generation.

These are the women that are spreading the education in women sub-ordinate role, which can be converted into better position in the society. Using these ways, we not only remove the poverty but we also develop a sustainable society, which helps boosting the Home status and living standard and eradicate the poverty.

This program has empowered the village rural artisans and women who are living in absolute poverty by providing education & livelihood earning skills to live with dignity. This Program has changed the life of many rural women by imparting life skills training, provided basic education to children while learning skills of swing, dressmaking, handicraft, to sell & earn for improving their living conditions & ready to contribute towards



betterment of their household conditions.

Now managed rural community is scripting many successful stories as a community catalyst and trend setters for others, that everyone just needs an opportunity to polish their innate potential and avail the golden opportunity because life is the name of struggle.





An Overview of Journey by Rural women to be a change agent

Under the Peoples' Poverty Reduction Program, it is time to celebrate the contributions and achievements of women in different fields of life for uplifting and household development through program interventions.

If, there is one field that has been full of success stories – it has to be the Sindh Rural Women start-up world and has promoted the rural women entrepreneurship. Women entrepreneurs have been stirring up the start-up world, especially in the field of Modern Agribusiness, art and crafts, Natural crops, Flowers, Livestock, means of sustainability & and different local indigenous businesses as per rural market, as well as self-care.

One of the key contributors to these success stories has been different interventions of PPRP Program like Community Investment Fund (CIF)- Interest Free Loan, Income Generation Grant (IGG) for income generation purposes, Vocational Skills Training Program, Low Cost Houses and Enterprise Development.

ED Intervention has provided a platform for entrepreneurs and artisans alike to showcase their products to execute their indigenous business at community level, with an aim of promoting and offering Land, Flowering, Floor Mill, Transport and Cargo Service, Masonry and Catering Services Livestock, natural and organic Food products (Date Stock), Desi Hen Trade etc. that support sustainable living.

Under Enterprise Development Intervention has been providing a fund and SRSO a just technical assistance for value chain and linkages'. While there are several women who have had inspiring journeys with PPRP-ED, we at Spotlight reached out to a few of them and here are their stories.

Indeed, despite continued development, a generous proportion of the Sindh's population today lives in rural areas. Many rural households also face major challenges to their livelihoods and wellbeing. In the Project areas, many rural households work under arduous conditions to make ends meet and many are in poverty.



Rural communities have limited access to modern services and social deprivation is widespread in Pakistan and Sindh due to bad governance and male dominance. In the villages, poverty remains a problem and rural communities are also disadvantaged when securing access to education, social services and transport.

On the other hand, the contribution of rural communities to economic development is widely recognized.

They produce the food and other commodities societies require and contribute significantly to national development. In many countries, agricultural commodities are a major source of exports. For these and other reasons, Government of Sindh has adopted Poverty Reduction Strategy and rural development to enhance the well-being of rural communities and alleviate the poverty.

Peoples' Poverty Reduction Program is only woman development program which has promoted the empowerment and their access to basic necessities by having increase in capitals (Human, Financial and Economic) of rural households.

Mostly through this program rural development, poverty and deprivation among rural people as well as inequitable access to services and opportunities remain widespread. In addition, many rural women working in the rural development field believe that rural people are not fully involved in decision making or executing the business to improve their wellbeing.

The primary objective of this project is "to improve the quality of life of communities living in rural areas that lack basic facilities", while the specific objective is to build up the capacity of the population living below the poverty line through social mobilization in the rural areas to empower the local communities both socially and economically so that they move up the ladder of poverty and are able to improve their livelihoods.

After this program, the organized women have reflected that the Social capital appeared as an important element in economic development, in combination with other capitals, for its ability to increase the sovereignty of communities, households and individuals through relationships between Social Capital and



the linkages with other organizations involved, which determine the degree of control over resources and their ability to negotiate with other stakeholders. Overall, PPRP is the reflection of the performance of Sindh Government in terms of amenity conveyance to the poorest rural population through Social Mobilization and Income Generation (CIF/IGG/ED) and vocational skills training. The Program is achieving the Sustainable Development Goals (SDGs) and access to the Social Services of rural households for Improving by ameliorating multiple indicators in Sindh which are ultimate results of this Program.

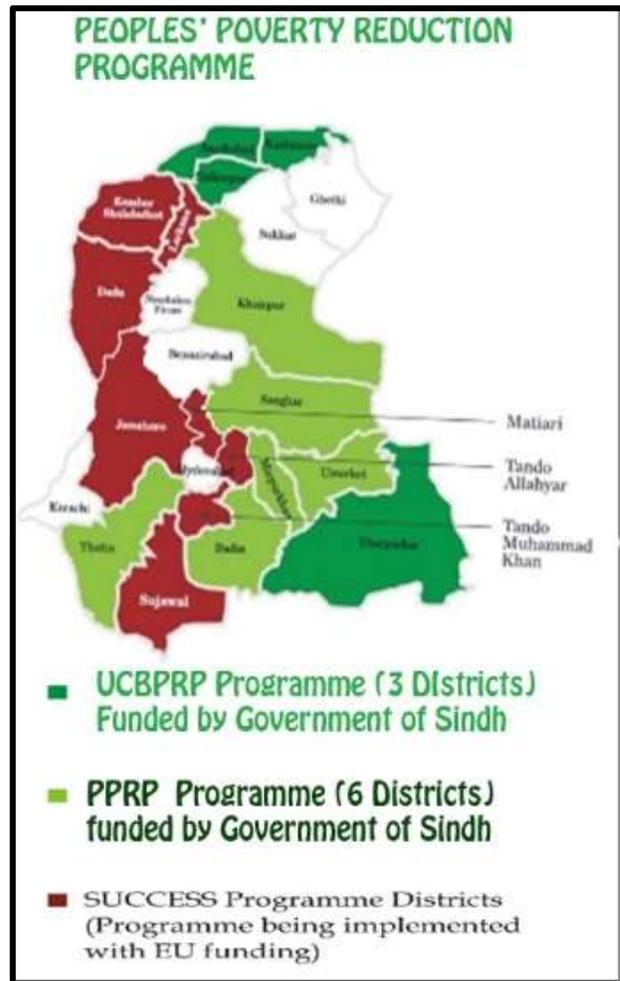




PEOPLES' POVERTY REDUCTION PROGRAM-INTRODUCTION

Peoples' Poverty Reduction Program (Previously known as Union Council based Poverty Reduction Program) is a revolutionary program of Planning & Development (P&D) Board, Government of Sindh mean to reducing poverty by harnessing the potential of people. The PPRP is a 1st Poverty Reduction model of Pakistan and that was a big community development initiative to poverty reduction at rural and unprivileged community of rural Sindh. This was an initiative for the alleviation of poverty through participatory approach Social Mobilization at the household level.

The Project builds on the demonstrated successful indigenous three-tiered social mobilization approach developed by the RSPs in Pakistan and specially SRSO in Sindh PEOPLES' POVERTY REDUCTION PROGRAM funded by Government of Sindh, is builds on the demonstrated successful indigenous three-tiered social mobilization approach developed by the RSPs in Pakistan and specially SRSO in Sindh based on community driven development.



The specific objective of PPRP Program is to build up the capacity of the deprived population, living in the rural areas through social mobilization to empower the local communities both socially and economically to have access of basic resources and increase the capital (Human, Financial and Social). Mainly, enabling them to improve their livelihoods and increase their incomes through Income Generating Grants and



Community Investment Funds (CIF) i.e. interest free loans. The overarching objective of this project is “to improve the quality of life of the marginalized communities that lack basic facilities by involving the Rural Support Organizations. Following are the Program Highlights

- **4 years programme (2017 – 2021)**
- **Total budget: PKR 6.3 billion**
- **Coverage: 6 districts of Sindh (367 Union Councils and 33 Tehsils)**
 - **Khairpur, Sanghar, Umerkot, Mirpurkhas, Badin, Thatta**





INTRODUCTION



An LCH Beneficiary Ms. Sakeena, Happy after having own house and studying their children in courtyard.

The core objective of these household level case studies is to document the significant change in social and economic magnitudes of the lives of the poor women and how the social mobilization process amalgamated with the intense Social suite of progressive interferences of Peoples' Poverty Reduction Program has supported them in improving their lives and livelihoods for uplifting their living standard to reduce the poverty. Each profile reported in this document elaborates livelihood activities before

all-inclusive interpretation of how the beneficiaries achieved these socio-economic results during the process of becoming change agents throughout the project duration through accessing the increase in social, financial and economic capitals.

In this document both qualitative and quantities research approaches are employed. Applying the qualitative research approach, we have used the case study method. As "case studies, in their true core, explore and examine present-day real-life spectacle through

appropriate analysis of an inadequate number of events or conditions.

In addition, we are able to go beyond the quantitative statistical results and understand the complex contextual and implicit changes, which are not clearly evident, through the respondent's perspective. Data collection tools of key informants' in-depth interviews were conducted.

Informants were purposefully sampled. We designed a checklist/questionnaire and conducted in-depth interviews with the members of selected households. Each interview was conducted after receiving an oral consent from the respective interviewee. Furthermore, the interviews were given information about the purpose of study and its outcomes. Applying the quantitative research method, Poverty Scorecard tool is used to observe the change from baseline to the present. Respondents' Poverty Scores were extracted from MIS-PPRP. The household PSC data includes information pertaining to household related information with the score on the following dimensions: access to education, access to basic amenities

(sanitation, housing), ownership of assets (livestock, appliances and land). The dimensions can be combined in a particular way and its combination has the ability to accurately assign a household a poverty score, ranging from 0 to 100 (with 0 being extremely poor and 100 being non-poor).



► Mirpurkhas



Forging her own

DESTINY



MIRPURKHAS

Empowered to diversify for a better life

GPS of Beneficiary: 25.567

GPS of Business Location: 69.897

Cart Vegetable Selling Business



Early Life of Lehran

Mrs. Lehran w/o Kewal, 47 years, hails from a far-flung village of Mirpurkhas named Kanji. She was brought up in a straw hut and her parents were peasants. She brought up in this village and deprived of basic rights: education due to village traditions. Her family is comprising of nine members. She was victim of early marriage and got married without consensus as per tradition.

Life Before PPRP Program

After getting married, she started living with her husband in one room of katcha house covered with trees and date palms straws to have a shelter. Her husband was a laborer

and she was doing home chores during day time.

Six Months ago, SRSO team conducted CAPI-Poverty Score card survey under a Program named Peoples' Poverty Reduction Program under the umbrella of three tiers social mobilization.

The PSC survey was mainly to identify the poorest to poor for technical and financial backing and a tool to catalogue the poverty of rural areas as per defined 13 questions in PSC CAPI. She also responded the team and given accurate information to interviewer.

PPRP Program Intervene in their Life

In December 2017, the SRSO social Mobilization team (SMT) came at village and met with male members to orient them about the PPRP Programme and explicitly defined the essence of PPRP with their objectives and goals to be achieved during this. Later, the SMT gathered women in the village, where SMT conducted a detailed Program Introduction of PPRP and Lehran also attended it. She said that she was suspicious about the motives of SMT members in this gathering, that what they would do with us.

Moreover, she explained that she had taken them for vaccination or giving some type of donation or supplies to poor people. When we listened it carefully, we started discussion among women that they are in favor of our lives and for development of



future generation and have vision of betterment of our lives.

On next day, we all women gathered at one place and SMT came to manage us into **community organization named Kanji** and all the women selected me as a member having Poverty scorecard score **12**.

After formation of CO, SMT told us that you all have to gather on monthly basis and have exercise the practice of saving and have to search out the practical solution of issues and betterment of life by fighting against the poverty.

Later after becoming mature the SMT conducted CMST for community institution leaders and they deliver what they have learnt during training. In connection to this, we passed a resolution at CO level for formation of village level organization and submitted to SMT.

SMT collected the resolutions from all Cos of village and called a gathering of all CO members and leaders to form a Village organization so we formed a **Village organization (VO)** named Emaan and selected their office bearers

Furthermore, when they developed their managerial skills, they requested the SMT to develop their Micro investment plans against their poverty alleviation plans for different purposes Livestock, Enterprise, agriculture and many others.

On next day, SMT filled out the MIP of every CO member so she has also filled the MIP for enterprise head to open a shop. After a detailed review by SMT and verification from Village organization.

She always following the practice of saving and she has saved 400 rupees in CO Kanji. She always striving for poverty but the financial assistance was dire need to fulfil her dreams of poverty eradication.

The members of CO submitted resolution to SRSO for demanding CIF against their filled MIP. She successfully received an intervention of PPRP CIF- community investment fund for technical assistance and she received CIF amount Rs. 14,000/= rupees. From this financial amount she opened a vegetable shop outside of her straw hut.

Initially, she felt difficulty in purchasing the vegetable on prominent and feasible rates of vegetable but slowly she long with her husband habitual and oriented about the rates so they trained their son and he is the seller of the vegetable at shop. The sale is increasing day by day which is also profit earning from 300-700 per day.

Impact of PPRP Intervention:

In connection to this, she learned to educate her children because she knew the value of education that this is the only weapon that we can wipe out the poverty.

She is happy that due to a small effort and investing a 1000 she is able to send two children at school and one child is admitted newly in school.

Due to GoS-PPRP, Mrs. Lehran is spending happy life with her family member because her income is increasing day by day. Which has also increased all the capitals: social, financial and human at family and society.



Inspirational Words'

“ **Being a rural woman**, never think out of box that I can also provide a financial support to my family because in our village women are scared of males and do not speak which is perception so, I believe that women Empowerment refers to increasing and improving the social, economic and decision making strength of the women, to ensure equal-right to women, and to make them confident enough to claim their rights, which only a belief so, when I firmly believed that I will do this I did it and **achieve my goals and now fulfilling my dreams.** ”



Bare foot rural woman became a successful entrepreneur

GPS of Beneficiary: 25.5768

GPS of Business Location: 69.4526

Tuck Shop-FMCG Products Selling Business

Early Life of Tejoo

A rural woman can bring a social change in the society being an illiterate and a minority woman. Ms.Tejoo is a rural women resident of a local village of Mirpurkhas. She has passed her childhood to teenage in the same village with poverty even do not have two-time meals to eat and neither she was able to get education due to not having school building.

She stated that she never went out of village for medicines and their family believe in allopathic cure.

Life Before PPRP Program

She got married and her husband was a laborer on daily wages which was insufficient for two times meal for two persons.

My Father in law, separated us after one week of marriage, so we shifted into a straw hut where for shelter we had nothing except a tree so gradually we started to build a hut and made a straw hut proper living and mud pots for eating purposes. After first child birth, we were in trouble that how we will provide the food and fulfill the medical treatment expenses.

Indeed, she started working as an artisan and starting made local cultural products of embroidery and started contribution into home to accomplish the basic necessities for

child and us. Currently, I have three children



one son and two daughters.

She said that once in the month of Augsut,2017 an enumeration team came to our village. The team visited our household and conducted my CAPI-Computer assisted personal interviews and collected socio economic information of her house.

Later, Program team female Social Organizers came to conduct the Program Introduction of PPRP and with community consent the community organization were formed. So, she successfully has managed and organized herself into community organizations (CO and VO).

She said the she has regularly attended the meetings of CO and VO. She three children and due to poverty, she is not able to send them school but when I listened the trainings message, I was realizing the real worth of education so decided that after financial



assistance of GoS funded PPRP, will get admit to these children into school.

PPRP Program Intervene in the Tejoo Life

In one meeting of VO, we all members passed a resolution for demanding CIF from SMT, so we give this demand to SMT and on next SMT reviewed the MIP filled of every individual having Poverty score 0-18, and she possesses 07 PSC score. SMT after verification of VO disburse the CIF (community Investment fund) and IGG (Income generating grant (IGG) for income generation as per their Micro-investment plan. She also successfully received the CIF amount Rs. 12,000/ Rupees and opened a FMCG cabin shop at village level and purchased all things from city.

Furthermore, in shop, Tejoo herself and children are selling products as a shopkeeper during different time. Now she is earning on daily basis started from 100 and now 1000-1500. She is now happy that she is balancing her home and shop timing and she paid thanks that this became possible due to GoS funded project implementation in rural area. She is a best catalyst for rural women to lead the family front and empower herself by availing the small opportunities you got and she is successful rural women.

Inspirational Words

“ I love my work.

was that I first tried everything, gained experience and then advised others,” she told other rural women organized into community institution.in while talking about her success. **She, now offers consultancy services free of cost to people from Union Council villages, continuing to make a difference.**”



One Single Effort-Brought relief of 100 People lives

Hand Pump Installation

The village Moosa Pota is situated in Union Council Soofan Shah of Taluka Digri, District Mirpurkhas. This village is 10-15 kilo meters away from Digri City and there are living Moosa potta where existing households are 150 rounds about. Our primary source of income is farming and casual laboring and we females do handmade work like, Embroidery and Rally for better surviving the life. There are 2 hand pumps but it is not able to use for drinking and cooking because water is brackish/saltish.

Community female added that villagers had only one source of sweet water in the form of water pond, we stored water in pond which used for the crops, domestic and drinking purpose. Due to less availability of water, pond became damage and bad that was not sufficient and safe for health.

Community shared that in our village there was main problem of water since last 4 years and females were fetching the water 1 kilo meter away from other fields due to shortage of water where hand pump is available to collect the water.

Community also shared that Due to collect the water, we did not have enough time to care the children and send the children in school on time and also were not able to work of embroidery and Rally to get income. It was difficult time to survive and we did not have awareness and nor unity in this village to take the action for community welfare.

Community women further added that A social welfare organization named SRSO implemented program of Peoples' poverty reduction Program (PPRP) in our village and the targeted poor/vulnerable families according to poverty score card for empowerment and sustainability of community with the support of Government of

Sindh (GoS) Pakistan. That was only hope for us to get benefit from the organization. SRSO team mobilized and sensitized to form CO and save the money for village welfare. We realized that and initially developed 3 community organization (Dua, Kamil and Kanji paro) at hamlet level and the village level on self-reliant efforts. 2 members nominated as a president and manager from each CO with the support of community members.

Dua community organization consist of 22, Kamil community organization consist of 23 and Kanji community organization consist of 13 in our village.

SRSO team facilitated and shared roles and responsibilities of CO/VO designated females. We are also the part of the CO/VO and serving as president/Manger of our village. We all CO member saved money on monthly basis and maintained record timely. We president and manager attended CMST and VMST trainings in SRSO and got more knowledge about community organization, roles and responsibilities of designated persons.

One day we held the meeting with CO/VO member and discussed on water problem that is issue of our whole village then we all decided with consensus of three CO's members to get new Hand pump from cumulative saving for our village and we did save total 28000 money of 3 COs.

Community utilized saving Rs-160,00 out of 280,00 on new hand pump to collect the sweet water easily in this village and to save the time. After new hand pump, 70-80 households are collecting the water easily of two hamlets and getting benefits from this hand pump. After the implementation of SRSO program, we all females are in unity and created ownership to manage all things in good manner.



After few months, we will get one new hand pump for hamlet of CO Kamil from cumulative saving of three COs because kamil hamlet is away from us and they are not getting benefits of new existing hand pump so we will do plan and provide water facility in Kamil Hamlet.

Seeing us men also implemented on saving and they saved money for fulfill basic need at village, they rehabilitated new kacha pond for storage of water supply if water supply comes

We will continue to save the money to support/help of community at village level every time and develop village as a model village. Now we have more time to work as a laboring and increase income, our children are going to school on time and there is no tension of shortage of water to get from other side.

We all are very thankful to SRSO/GoS for facilitating and guiding us by the implementation of this affective program, we hope that all villages of the Digri will think and save money to face difficulties on self-reliant efforts.

Now we are Happy and spending happy life.



Before: The Rural People Drink this water



After: The Rural People Now Drink water from Hand Pump

Forging for her Destiny

Bi-Products of CIF

Neelam w/o Rano, 34 years old, living in a straw hut along with 4 children at village Mir Taj



Muhammad, UC Jhurbi Tehsil Sindhri District Mirpurkhas. She has 8 PSC score.

She has passed her early life in hardships' and never went school due to not having a school building in village. She grown in poverty and learning many skills at home from mother i.e. tailoring (Stitching) and embroidery and applique work.

She married with consensus of parents and started living at father in law home. One day, SRSO survey team came at home and got socio economic information about household and later, after three months the team came for Peoples' Poverty Reduction Program Introduction that how SRSO will work with you women under the platform of Community



institutions formed by your peoples at helmet, village and Union Council Level.

Indeed, on next day team came for formation of community institution (CO) at helmet level under which she also folded her into this CI. They named this Community Organization-(CO) "Motiya" . While, during absence of SMT, we conducted the routine meetings and carried out gathering women and how to work for the future. In addition, after getting the Cos training of Capacity development, under the banner of CMST- Community Management Skills Training Program and in next meeting under the leadership of SMT, we further folded our CO into Village Organization named Mir Taj Muhammad at village level.

Neelam shared that due to less resources, I was upset to manage and fulfill household's needs. My husband is daily wage labor and he was earning 200-250.I discussed with my CO President and manager for support, president and manager called to SRSO and passed



resolution for identification/nomination of CIF.SRSO held the meeting with whole “Motiya” members and developed the individual household Micro Investment Plans, in which I developed a plan for livestock. Later in a meeting we discussed on CIF purpose, criteria and its utilization and recovery mechanism.

After the nomination, she successfully received Rs.15000 with the support of SRSO/GoS for purchasing a goat and a sewing machine for income generation to fulfill basic needs of household.

She expressed her feelings, I do better management of livestock, give feed/fodder and water timely and works hard to live a standard life and earn Rs.1200 per month.

I am very happy and thankful of SRSO who gave me opportunity to utilize tailoring skills and get benefits from them. Now I am spending happy life with my family members.



Impossible is the for unwilling

Business/Home GPS Coordinates:

Latitude: 25.1713704

Longitude: 69.1098413

FMCG Tuck Shop

Village Kot Mir Jan Mohammad is situated two kilometers away from the digri city in union council Sofan Shah, Taluka digri district Mirpurkhas, while total 144 house holds and a 864 population. The agriculture is the main source of the livelihood of poor communities in district Mirpurkhas. District Mirpurkhas is an agricultural area. The villagers of this village mostly depends up the agriculture. Megan w/o Jumo she is a resident in village Jan Mohammad. She is about 42 years old she seems to be healthy. Shee has five childrens 4 son and 1 daughters totally 7 persons in her family. She is living in this village from four generations. His livelihood depends on his husabands labouring.

PPRP program this poverty reduction program will help in reducing disparities and bring included women into main stream and empower the rural women's by increasing their capacity to realize them and provided them with skills to earn their livelihood, determine their life outcomes and influence the decision making.

The objective of this program to organized the women at house hold level and build the women skills through different program activities to change their social and economic conditions of women from district Mirpurkhas. In this regard three tiers important role for reduction of the poverty such like administration pillar, political pillar and Social pillar.

In this program CIF community investment fund is the main component of PPRP for Poverty score card band 0-18 level Households.

Meghan w/o Jumo having 12 poverty score card. She is member of CO Raja and regularly attended the COs routine meeting and saving and being member of village Organization Shiv Bholenath of Village Kot Meer Jan Muhammad R.V 173 Union Council Sofan Shah.



She shared her Micro investment plan for opening of very small shop (confectionary Shop) for her daughter and appraisal of amount 15000 about a year ago and disbursed on 4th July 2018 and Utilized her CIF for enterprise Small business of confectionary Shop and she invest her own saving 5000 at village level supply goods.

Her saving on daily bases 250 to 300 rupees. She said "I return my recovery to V.O Shiv bhoday nath from my small business at house hold level and enhance my business step by step wise.

Meghan is happy with her family and very thankful to Government of Sindh for Peoples Poverty Reduction Program and SRSO who support poor households to enhance their financial condition.



Life Journey to success

Business GPS coordinates

Latitude: 25.0074087

Longitude: 69.1563888

Tyre puncture Shop

While Rani w/o Mohammad Hanif from village organization Muhammad Usman of Union council Mir Khuda Bux village Harron Halepoto from CO Yousaf of Miyano paro.

Member beneficiary Rani wife of Muhammad Hanif having poverty score card is 17, she shared their Micro investment plan with SRSO team about a year ago for her husband opening a puncture shop in amount of 15000 through appraisal and got CIF fund as per requested and invest her own saving of amount 10000 and purchase Air pressure tank and machine and initiate puncture shop at 25000 mori Stop in Rs 25000.

Her husband employed and HH's daily income is 300 hundred to 400 on daily basis and House hold recovered CIF to Village Organization Mohammad Usman timely and Husband of Rani is expanding their shop in tube and used tyre sale and running their tyre puncture shop and business. The location of tyre puncher shop is suitable for business and adjacent very small and large number of villagers are located.

Both wife and Husband Rani w/o Mohammad Hanif is happy with her family and thanks to PPRP GoS SRSO who organize and provide CIF for improve HHs poverty conditions.



Happiness is homemade

Latitude: 25.2586159

Longitude: 69.352282

Vegetable Selling Shop



A woman helps their husband to add to family income for a better life of a children. Ganga w/o karamshe an illiterate rural women of village Nawaz Aziz, RV 328A, Union Council Hadi Bux Dhonkaie, Taluka Kot Ghulam Mohammed district Mirpurkhas. Ganga husband used to earn a daily profit of PKR 200-250 from a vegetable shop at own village. According to her, Such Peoples poverty reduction program changed their lives, Ganga lives their lives with her husband with four family members.

One day she learned that an organization SRSO launched a people's poverty reduction program funded by Govt of Sindh at own village. She felt motivated and joined the program and she became member of community institutions and requested grant for opening of vegetable shop in her own village. She requested through

resolution and she is from VO Jevraj of CO kashe her PSC is 11. She shared her Micro investment plan with SRSO staff for further on ward process.

After getting IGG as per requested grant by filling Micro investment plan. She received income Generating Grant of Rs 13000. Her husband opened a vegetable shop and selling daily vegetable to villagers and earning income on daily basis. The both husband and wife very much happy of their small business. Both shared there is a lot of demands for our vegetables and we also want to expend our vegetable selling business. Presently, most of their earnings are used to pay for family daily living expenses. However, they were also saving money for difficult time in case of any emergency. In a nut shell, she is very happy with her family and Say Thanks to GoS- PPRP -SRSO. Gos has given us Grant for Income Generation and which concluded in favor of running small business of vegetable shop at own village.



Daily discipline is the path to creative freedom.

Latitude: 25.7038703

Longitude: 69.1817903

Donkey Cart Transport



Mohani w/o sodo living in a remote area of taluka Sindhri, Union Council Ismail Jo Goth, RV Jamilani ward 11, there is a village Shair Ali Nohari where mostly Households are poor condition and facing necessities of basic survival of lifestyle. Under the GoS Peoples poverty Reduction program, SRSO team organized Households through Community Institutions (CO, VO, and LSO) and enhance their women leaders' skill through vocational and managerial trainings and provided intervention as per Poverty Score card through the Micro investment plan of 0-18 organized Households.

Here is VO Gosia of CO Bhell paro there is beneficiary name Mohani w/o Sodo her PSC is 14. She shared her Micro investment plan with SRSO staff. After getting CIF as per requested 15000 amounts by filling Micro investment plan. She planned that her husband name Sodo purchasing a Donkey Cart being a source of livelihood to our 09 family members.

She received Community Investment fund (CIF) of Rs 15000 and include her own amount 4000

and purchased Donkey -Cart for generating the per day income. She utilized 19000 for purchasing of Donkey-Cart and such being used strictly for transporting goods can make up to 500-600 hundred or more a day in the for transportation of materials to adjacent city of Hingoro and Sindhri a hub of small markets often set up in households or shops.

According to her husband Sodo said Donkey cart only used transportation good house-to- house and carry out their services for earning of daily income. He further said for them, advantages are very much evident because travel cost is cheapest, if I had to incur the fuel cost, it simply won't be profitable," he says. He claims to make around five to six hundred rupees a day.

Remarks of Beneficiary, She is very happy with her family and Say Thanks to GoS- PPRP /SRSO that they give us to Community investment fund in very much difficult time enhancing the financial conditions for purchasing of Donkey-Cart for enhancing of per day income.



A day can change a life

Latitude: 25.2385252

Longitude: 69.3515817

Cosmetics Shop (Motorcycle)



In remote area of taluka Kot Ghulam Mohammed, Union Council Hadi Bux Dhonkaie, RV 328 A, there is a village Nawab Aziz where mostly Households are poor condition and facing necessities of basic survival of lifestyle. Under the GoS Peoples poverty Reduction program SRSO team's organized Households through Community Institutions (CO,VO,LSO) and enhance their women leaders skill through vocational and managerial trainings and provided intervention as per Poverty Score card through the Micro investment plan of 0-18 organized Households.

Here is VO Bharte of CO Ram Bhaie there is beneficiary name wani w/o Ropo her PSC is 11. She shared her Micro investment plan with SRSO staff.

After getting IGG as per requested amount by filling Micro investment plan. She planned that her husband sell cosmetic items in different locations of taluka Kot Ghulam Mohammad. She received Income Generating Grant of Rs 15000 and include her own amount 5000 and purchased material for cosmetic items. She utilized 10000 for purchasing cosmetic items and remaining 10000 thousand were also utilized for purchasing of second hand motor bike for delivery purpose of cosmetic items in adjacent villages and union councils and properly utilized for sailing of cosmetic material in different villages. Now her husband after deduction of expenses of fuel and maintenance daily earnings is 300 to 400 in daily basis.

Remarks of Beneficiary, she is very happy with her family and Say Thanks to GoS PPRP SRSO. Which has given us to Income Generating Grant for financial support for Small business.



From Darkness to Dawn

Business-Mobile Repairing Shop

Latitude: 24.966588

Longitude: 69.296372

Early Life

Being a poorest, my inner potential has come true as my strength when I started viewing world to fulfill the basic necessities of life. The early child life of me and my family was under suppress. I have two brothers and two sisters. I belong to an unprivileged area of Mirpurkhas District named Settlement Faqeer Piyaaro Khan, Union Council Khuda Bux 2, Tehsil Jhuddo.

He added, I got primary education at village level and further went to higher secondary school to nearest school area where did intermediate education.

Life Before PPRP Program

in this technological era, where everything is just one touch away and mobile has suppressed the world into a Cellular Mobile Phones. Due to high rate of using mobile phones in Pakistan, there is increasing demand of repairing at the Rural market also. In pertinent to this, I was wandering here and there and searching for daily wage job and doing labor work due to poverty and having no sources to get higher education at University level. Poverty is a curse which demolish your courage and confidence but I never gave up and continued my work and struggle to support my family. From the childhood, I was keen to be a technician and mechanical engineer but fate and destiny drive me to another plant where always searching for a penny to survive.

During my teen age and after completing the intermediate education, I went to city to learn the technician work but I could not get chance and started daily wages labor at village or city but on occasional basis and started applying in Pakistan Rangers and Military forces and so

many times I Failed due to not having good at



academic skills.

PPRP Program Intervene in Life

One day, we friends were playing cricket game and saw a team of girls came to our village and went into homes. So, I went to my home and a Girl was in conversation regarding House conditions, family size, children and did door marking also.

After few months the program team (SMT) came at our village and told us that this is A Government of Sindh Program, which is launched for you people to harness your innate potential and . As everyday new smartphones are getting part of mobile market, so they need to be serviced or repaired. There is a huge potential in mobile phone repair market. Cell phone repairing is now a very easy task there are many institutes offering best training related to cell phone hardware repairing and software updates.



This is really very profitable business there are some simple faults that mobile phones face usually. Mobile phone Mic, Speaker and Ringer are most common problems in mobile phones. These are parts are available in few Rupees in wholesale market. Like a simple universal mic price is about Rs.5/- in Pakistani rupees but **mobile technician** will charge you from Rs.150/- to Rs.350/- depending on mobile phone model and manufacturer. So, there is a huge profit inside mobile phone repairing and servicing business.

PPRP program this poverty reduction program will help in reducing disparities and bring included women into main stream and empower the rural women's by increasing their capacity to realize them and provided them with skills to earn their livelihood, determine their life outcomes and influence the decision making.

The objective of the this program to organized the women at house hold level and build the women skills through different program activities to change their social and economic conditions of women from district Mirpurkhas. In this regard three tiers important role for

reduction of the poverty such like administration pillar, political pillar and Social pillar.

For the support of the common people and for the reduction of the poverty reduction vocational training program is also main and significant role for boosting the economic conditions of the local community. Vocation Training Program (VTP) is the main component of PPRP for Poverty score card band 0-18 level Households. Tarique Ali S/O Adam Ali having 16 poverty score card. His Mother name Zahida is member of CO Faeer Pyaro khan and regular attended the COs routine meeting and saving. She shared her son Micro investment plan for getting training of one month of her own son name Tarique Ali for Mobile repairing shop with getting training with the support of ongoing training of mobile repairing trade under people's poverty reduction program and supported by Government of Sindh. Tarique is very hard work boy having keen interest to work on mobile repairing shop in Jhudo city. After getting one month vocation training in now he is able to run the business in their nearest door step and earn money on daily basis. According to statement, he said now I am in a position to earn daily basis at



least earning 300-350 rupees which is enough for

me and my family for my generating livelihood and live very comfortable life. Further he said currently I am not in a position to run the separate mobile repairing shop because so costly to run the separate shop, Now I am currently working with my Ustad Atif Ali his own mobile repairing shop at Shahi Market Jhudo city and he get to support my on my skill and abilities and depending up on the daily income and given me 300-350 rupees on daily basis which enough for me for my daily home expenses.

Now Tarique Ali Mother name Zahida is happy with her family and very thankful to Government of Sindh for Peoples Poverty Reduction Program and SRSO who support through skill trainings to enhance their financial condition.





District Badin Success Stories

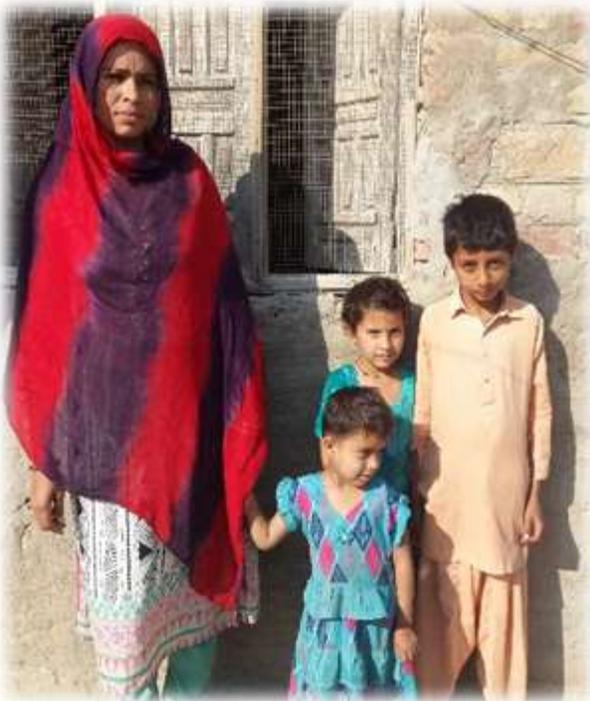


BADIN

Rural women empowered to challenge old practices

GPS of beneficiary
69.182592

24.777677,



GPS of business location
24.763611,69.195905

FMCG-Tuck Shop Business

Ms.Zainab w/o Mohammad Malook Khaskheli having a poverty score of 11; is residential of village Hayat khaskheli, and affiliation with VO Amar Nar at union council Saman Sarkar Tehsil Tando bago District Badin. Cumulatively, 06 members exist in the house and source of income was her husband's labor work.

Ms.Zainab shared crucial moments of past and occurring changes" my husband was doing thework of sheltering, but he always faced the problem to receive late payment that brought certain challenges of food and the relative basic need for home. It made us completely exhausted and in severe stress. He tried a lot to do other

work, but his experience was in sheltering and manage the shop. We both were intended to initiate business as we could be undependable, but there were no any financial resources which could support to inaugurate business. Due to be late payment, we were used to borrow money for food expenses and faced a lot of comments. Our relative were earned enough for survival so they could not support. We were in circulation of disparate and frustration and did not find a single way. We did not have any anything that could be submitted to bank for receiving loan instead. The launching of PPRP funded by the Government of Sindh really raised new hope and opportunity for rural women when SRSO team paid visits in our village. The goal and ambition of PPRP are really adorable that really support and rejuvenating livelihood options. I am one of those, who got massive benefit from program to start a new business that made me and my family undependable. SRSO explicitly briefed about program goal of poverty reduction and supported community, according to theme of program in perspective of community potential, skills and business plan. The way of mobilization and theme of the program won me.





CIF BENEFICIARY-PSC SCORE-11, PRODUCT-ENTERPRISE , KIRAYANA SHOP, TANDO BAGO, BADIN

I had been supported and guided to produce the MIP as the amount could be properly utilized for maximizing the source of income generation. After successful processing of receiving CIF Rs.14000, my husband inaugurated cabin at city".

Her husband added, " It is the blessing of the Almighty, the daily sale remained Rs.3000 and the average benefit is Rs.500 to 600. We both unanimously decided to save Rs.100 on a daily basis as the CIF recovery amount could be timely submitted because the Government of Sindh & SRSO trusted and supported us when we were suffering in hard times. We would never let them down, but would recommend to spread similar program at the corner of each District of Sindh".

Mr.Malook shared that the available goods of shop is Rs.14000 to 15000 because he took only Rs.400 and remaining amount utilized to revolve for expanding the business. Ms.Zainab successfully returned amount to SRSO PPRP under the head of CIF provision and Mr.Malook takes his daily wage from business besides he

keeps some profitable amount for business to expand it.

Ms.Zainab exclaimed, " No one could forget someone who helped in need and It is SRSO and Government of Sindh indeed. I am not only one who got benefit under PPRP program, there are many in my village who got great support from the Sindh Government by implementation of SRSO. We do pound on Government of Sindh for initiating programs of PPRP for destitute people in rural areas".

Inspirational words:

She proudly said that what I am today is due to my change of thinking pattern due to awareness and mobilization blinking in my mind and setting life goals by putting all efforts to achieve them due to my commitment & dedication that "I was always eager to do something, especially after my marriage. It was only after becoming a CO member that the avenues opened up for me.



Shahida Journey of Improvement toward Sufficiency from Subsistence



GPS of beneficiary House 24.764758,
69.197820

GPS of business location 24.777487,
69.182019

Cart Fruit Selling

Ms. Shahida w/o Abdullah, 45 years old mother of 6 children, hails from a village named Hayat khaskheli affiliation with VO Amar Nar union council Saman Sarkar Tehsil Tando bago District Badin. 10 members consisting of a house and source of income were dependable on her husband.

Ms. Shahida took a glance on some moments of the past, "All home expenses were completely depended on my husband and income was insufficient in light of current scenario due to be inflation of the price on each item that was inevitable challenges for survival and it became harder when my husband

suffered from a severe illness that consumed more than Rs.150000 expenses for the treatment. It brought us at the hardest turn of life. After completion of treatment, he could not be able to carry on business of fruit on a cart, but he never gave up and started to do labor work on low payment that earned Rs.200 and sometimes it missed because of health problem or there was no labor work in the market. In such circumstance, could it be

imagined the completion of a basic need for survival? No, it is not. My son tried a lot to restart the fruit business, but we did not have a single penny and I do belong to poor family so it was ethically unacceptable to ask money. Even, we could not be able to get loan from bank because we did not have permission and



bank could not provide loans without interest and security. It was the moment of desperation. The legend began when the Government of Sindh financed Peoples' Poverty reduction program (PPRP) with the collaboration of Sindh Rural support organization at District Badin that lightened new ray for rural women. There was no imagination in a rural community that women could be part of the program and lead towards poverty reduction.

SRSO Team explicitly briefed the program that enchanted every woman to be part and community organizations came into existence at the sub-village level, which federated to form a village organization as an apex body at village level. It was sparking and illumination of mobilization which united community and



brought at single forum. At the meeting, I

requested CO office bearers for loan of Rs.14000 in light of MIP submission to restart the fruit business. In addition to this, they were well-versed about my circumstance but nominated me according to criteria. After completion of the process, successfully received cheque of Rs.14000. I let my son to start the fruit business. You will find my son at turning location of pangriyo mori with fruit business on a cart and daily sale of fruit is Rs.3000 and benefit is Rs.600 to 700. I have successfully returned CIF loan in due time and slowly submitting loan of people who supported Rs.150000 at the time of my husband's treatment. It is rest sure that very soon people's loan will be returned. It would not be wrong to say that the Government of Sindh program and SRSO supported my family to be re-established. The Government of Sindh and SRSO supported when I was in need and Government of Sindh and SRSO are well-wisher for rural community and will reduce poverty indeed. I shall be remained highly thankful of Sindh Government and SRSO for initiating programs for rural community. We really need it and it never happened before that Government could approach at household level for supporting. It is adorable efforts of SRSO.



The unity of women in rural area has brought tremendous change and It is rest sure that their contribution in the program will lead Rural community towards modern and at the next level of development.

\Creativity Takes Courage

GPS of beneficiary
24.777066, 69.182559
GPS of business location
24.764758, 69.197820

Vegetable and Fruit Items Selling

Ms.Shama w/o
Manzoor Ali
Khaskheli with PSC
05; is residential of

village Hayat khaskheli, having affiliation with VO Amar Nar at union council Saman Sarkar Tehsil Tando bago District Badin. Total 10 members exist in house.

Ms.Shama shared," 10 members are living in the house and only one person earned for the whole family then how expenses could be met? Definitely, challenges would take place and it happened. My husband fell down in illness and it made him more week to work more, but never gave up. I was speechless and helpless. I do belong from a poor family and they

could not support me and my son tried to find work that he got rare. We were hardly having food for one time and sometimes supported by villagers to have food. They knew about my condition and circumstances. We all are living in a small room and it is our property. Who could lend me money? No one could, because I did not have anything for surety as security. Banks and other organizations work for well renowned person or with influence or recommended person. Who could help us? It's the miracle that the Government of Sindh launched program for the rural community. Honestly, SRSO is implementing with sincerity with devotion. I never thought such organization exist. They properly introduced the program and strategy. They trained office bearers at sub-village



and village level. They filled up MIP according to our shared plan and supported in production of effective planning. I received exact requested amount without giving a single penny to 3rd person or middle person. They explicitly shared that no one has any right to ask you money from received amount. Whatever amount have you got. That would be returned exactly without having any interest to SRSO. The receive amount will be revolved among other needy people as they could avail similar privileges like us. It has happened. I have utilized amount to inaugurate dry fruit cart business to my son. He is working over there beside the canal of the city. Now, he is earning money Rs.600 to 700

on a daily basis. Everyone is surprised and my husband is happy too, but he never stopped working.



Now, he does not have overburden of home expenses. I have started to sew relli making at home as well. It is the Government of Sindh and SRSO who brought us on stage of success. They changed our level of thought and it has brought huge changes in my home. I have successfully returned CIF amount from the business that started from CIF. It was unexpected that the small loan could bring such changes and SRSO proved it through mobilization. It is encouragement of SRSO that made us determined. We all are appreciating initiative of Sindh Government and determination of SRSO for working rural women. It is the first program that implements based on 100% rural women. It is adorable efforts. Thanks Government of Sindh and SRSO".



ART is innate Potential

GPS of beneficiary
24.77449,69.18284

GPS of business location Same

Stitched Clothes Selling (Boutique)

Ms.Niyamat w/o Ibraheem Khaskheli is residential of village Hayat khaskheli, having affiliation with VO Amar Nar at union council Saman Sarkar Tehsil Tando bago District Badin. 09 members consisting in the house and her husband is the only earning person.

Ms.Niyamat shared crucial moments of past and occurring changes" my husband is un-educated so he is used to do work with labor income of Rs.400 which was the only source of income, but it is insufficient for the family consisting I myself, my husband, 05 children, brother in law and Father in law including the facilitation of education to children. It was and almost seemed impossible, thus scenario brought me in severe stress and under the burden of loan.

It brought me at stage to beseeched in front of my relatives, but the amount was insufficient that could not support to initiate any business. Rs.18000 had been already loaned for me and did not find a way to do anything to support my family. Accordingly, to social barriers in Sindh in rural areas, women are not authorized to work out of home and un-educate women could not get any job, but I was internally disturbed to do something because expenses were more than income. One person could not complete the requirement of home expenses and I would not let my children keep away from education. I never gave up and struggle a lot despite of getting desperation.

The surprising moment came when SRSO paid visits in my village to introduce about Government funded program for rural women with the name of Peoples' poverty



Reduction Program (PPRP). It sounded good, but was curious to know what benefit could be for me in the program. After introductions, unanimously sub-village committees were formed and I had been elected office bearer by rural women and later received CMST training to drive the organization. There were incredible provisions and privileges for needy women who possesses the potential. It made me compel to present my interest of cloth sale in MIP and requested a village organization name Amar Nar. They unanimously checked out criteria and nominated me for CIF provision accordingly. I received support of Rs.14000 under CIF without any interest. My husband supported me a lot and initiated my business at home. Due to be members of the sub-village organization, almost all female from my village came to know about my business that disseminated information on nearby villages. They all supported me a lot in driven of my business and used to get the benefit of Rs.200 to 300 on a daily basis without affecting to look after my home and



children because my business is inside the home and no one could have objected on female to visit my home for purpose of purchasing clothes. It brought bit change in my village and females prefer to visit me for the purpose of purchasing clothes instead of visiting to Tando Bago city or Badin. My business becomes new recognition at my village and all villagers appreciated me for such incredible business. It makes my husband and villagers proud on me. I did save from my business to return CIF loan on time without the support of my husband from clothes business. Afterward, successfully returned Rs.14000 amount as loan to people, which was loaned for me. Now, only Rs.4000 is pending and I do support my family from income and reduced load on my husband. I am a bit more curious to expand my business and have intention to get CIF support once again from Government, funded of Peoples' Poverty Reduction program because they supported me to establish new business as a source of income generation and will support me in expansion as improvement in income generation. GoS and SRSO spelled new spirit in my life as well as in other women in rural areas. They have changed with extension of mind at the next level of confidence. Yes, I do say. it is an improvement and poverty reduction. SRSO taught us the proper



utilization of skills with improvement and resources, besides they brought new thoughts that women could support family by income inside the home. Being a life partner of my husband, it is also my prime responsibility to support him. He needs a life partner and it is now our turn to contribute being life partner and major part of society”.

Subsequently, she added to the message, “ I am proud on my Sindh Government and SRSO to approach me at the level of success This program must be expanded in each district in rural areas because someone is waiting for your support like me. ”.

Ms. Meena belongs to Community Organization (CO Kanbho Kolhi III) Village Organization (Lachman) at union council Rahoki, Tehsil Shaheed Fazul Rahu District Badin. She received PKRs: 14,000 under provisions of the Community Investment Fund (CIF) by submission of Micro Investment Plan (MIP) under Peoples’



Poverty Reduction Program (PPRP). This program is funded by the Government of Sindh and implementation by Sindh Rural Support Organization (SRSO) at district Badin.

Ms. Meena supported her husband (Mr. Kirshan) for starting the business of purchasing seasonal agriculture crops, i.e. Wheat, rice, sunflower, mustard etc. As small entrepreneurial by name Sham Traders at Rahoki terminal. During seasonal PKRs: 1500-2000 and off season PKRs: 500-700 amount stands daily basis, saving that has been started through provision of the Community Investment Fund (CIF), exclaimed by Ms. Meena.

This business has brought enormous change in our life to meet our basic need that successfully remained possible because of interest free loan through plate form of



community organizing, “exclaimed by Ms.Meena and her husband.

Community Investment Fund (CIF)

Ms. Noor Jahan, 29 years old, belongs to village Chak-15 at union council, Ahmed Rajo at Tehsil Shaheed Fazul Rahu, District Badin. Her Community organization (CO) name is Hamdard and Village organization (VO) name is Ahmed Nohriyo. She is living with her husband and four kids i.e. Two and girls and boys. They both did labour work to meet their basic need for survival that remained

insufficient, but it never lets her given in. Hard days passed out and time brought happiness moment and new turn of life, when she received PKRs 12000 under provisions of the Community Investment Fund (CIF) by submission of Micro Investment Plan (MIP) under Peoples’ Poverty Reduction Program (PPRP). This program is funded by the Government of Sindh and implementation by Sindh Rural Support Organization (SRSO) at district Badin.

Ms. Noor Jahan started herself a small shop as entrepreneurial and kept basic daily routine food items and sweets for children. She exclaimed, “my husband supported me to purchase required items for the shop from wholesale at Badin besides owning to be part of community organization (CO) and Village organization (VO); all members have supported and encouraged me to carry on my business by purchasing routine items and guided to buy required food items on need base”.

The Daily sale of her shop is Rs.110-1200 and saving remained Rs.300 to 400 on a daily basis. This business supported her to bear home expenses as well as brought her existence as successful person and inspiration to other rural women to rejuvenate their life towards leading bright future and development.



Income Generating Grant (IGG)



Every turn of life is a weird moment along with surprises and enormous challenges that sometimes become hard for survival.

Ms. Zebu w/o Allah Dinu is residential at village seven kids with her husband and belongs Community Organization (CO) Hamdard and Village Organization (VO) Ahmed nohryo at Union council Ahmed rajo, Tehsil Shaheed Fazul Rahu District Badin. Her husband is doing labour work and most of the time he remained idle due to have the nature of labour work. It brought hard challenges for Ms. Zebu to feed her children. "I never thought life could bring such challenges. My husband did a lot of efforts, but remained a failure to accept defeat in front of destine. I always tried to support my husband in contribution of bearing home expenses, but I did not have anything that could support me to do something because of lacking money", exclaimed by Ms. Zebu.

After arrival of Peoples' Poverty Reduction Program (PPRP) which is funded by the Government of Sindh launched at our area and community organization (CO) and Village organization (VO) formed by consensus of the community. She

participated to be part of the organized community association and According band of Poverty Score Card (PSC); community organization members and office bearers mentored her to produce Micro Investment Plan (MIP) in perspective of income generation for nomination of Income Generating Grant (IGG) because they were well-versed about her existing condition.

Ms.Zebu shared," the provision of Income Generating Grant (IGG) became new spirit and hope for me and my family. I received Rs.7000 and guided my husband to open small shop with basis routine goods on the outside of our village that will cover village community and a crossing road people. The community of my village supported me a lot to purchase routine required food items as well as a crossing peoples also purchased items according to their need that did business with my husband successfully. The daily sale of food items is Rs 900-1000 and earning is Rs.300 to Rs.400. Slowly and gradually addition amount added to increase food items. Now, my husband became undependable and do not need to seek labour work any more out of station neither I get any problem of feeding my children. I am thankful of Government of Sindh and Sindh Rural Support Organization (SRSO) to launch such adorable income generation program for the rural community. I will always remain obliged of Sindh Government in my whole life".

Community Investment Fund (CIF)



Ms. Khatoon and Ms Raheema belong village Chak-15 at union council, Ahmed Rajo, Tehsil Shaheed Fazul Rahu District Badin with having Poverty Score Card 17 and 12. They were under the criteria and became part of an organized community as a community organization (CO) at sub-village level. They submitted Micro Investment Plan (MIP) and requested community organization (CO) and Village organization (VO) for provision of interest free loan from the Community Investment Fund (CIF) under Peoples' Poverty Reduction Program (PPRP) funded by Government of Sindh and implementing by Sindh Rural Support Organization (SRSO) at District Badin. After completion of the process, each received Rs.12000 and cumulative amount stood Rs.24000.

Their husbands were doing labour work at fire wood shop and had a good experience, but there was no other resource that could support them to start own business and income from labour work became insufficient. Everyone desires to have a good life as well as provide a good education to their children and family. The provision of Community Investment funds (CIF) became a new ray of hope. They successfully started business of fire wood jointly out of the village beside the main road. Daily sale of firewood is Rs.1800 to 2600 and benefit occurred Rs.500 to 600 which distribute among partner.

Ms. Khatoon and Ms Raheema exclaimed, "It made our husbands independent and owner of the shop. Labour work is not enough to meet home expenses neither any amount could be saved for hard time or intention of

business. This is adorable of effort of the



Government of Sindh program for rural women that is really contributing in the alleviation of poverty in rural areas and strengthening rural women to be empower. We supported our husbands and they do respect us because they have been supported by us through plate forum of CO and VO. We got success from business and timely submitted recovery amount to the Village organization (VO) after achieving successful business, according to MIP plan during a set time period'.

VOCATIONAL SKILLS SOURCE TO IMPROVE ECONOMIC CONDITIONS OF A FAMILY

Ms. Kareeman D/o Qasim Mallah belongs to the village Mokhi at union council Haji Soomar Abro, Tehsil and District Badin. She is among the trainees who successfully completed vocational skill training under program by Peoples' Poverty Reduction Program (PPRP) funded by Government of Sindh through Sindh Rural Support Organization (SRSO). Vocational skill training program harnesses rural woman's talent and potential in seeking the employment opportunity to support their family. According to procedure, Ms. Kareeman nominated through platform forum of Community Organization (CO) and Village Organization (VO) for tailoring skills. After receiving and completing the tailoring skills, she received a cheque of Rs.2500 from VTP center in perspective of transportation allowance. It was her spirit that emphasized her to learn and use it as a source of income to support her family. She hardly managed to add Rs.3500 amount in the allowance of transportation to purchase a sewing machine. Eventually, she succeeded to start tailoring business at her home.

Ms. Kareeman narrated, "sometimes life brings weird turns which compelled to sacrifice the wishes. The source of income was insufficient and hardly met basic need. My family is too much important to me and it brought me at a stage where I can now support and contribute at home to lead my family towards betterment. Life becomes easier in comparison to the past. It was a time when we rarely departed to the city or nearby villages for stitching our clothes because sources were limited and consumptions were more than income. The hope raised when Sindh Rural Support Organization (SRSO) initiated Peoples' Poverty Reduction Program (PPRP) for rural women and provided me skills training. This program changed my life, I am sewing the clothes in my village and it is now a source of income to support my family. It really made me

proud when I heard appreciation from my family and nearby colleagues. I do manage to make a sewing couple of dresses in a day without too



much burden and earn Rs.200/- for each dress. Approximately, I earn Rs.12000/- per month".

Vocational Skill Training intervention brings significant changes by introducing entrepreneurial culture among rural women. Ms. Kareema is a symbol and spirit of rural woman and it proved that skills will let them to contribute to the economic development of their households.

Ms. Kareema exclaimed, "vocational skill training has become a driving force for improving our economic conditions. She paid gratitude to Sindh Government and Sindh Rural Support Organization (SRSO) for initiating such programs for rural women that let rural women to support their family and make them able to contribute their role and prove the existence.



SANGHAR

Survival for the Fittest

GPS Coordinates: **Latitude** 25°43'59.9" ,
Longitude N 68°37'07.1" E

Motor Mechanic Shop



Rambai has 14 score which is below poverty line, Rambai is member in community Organization-(Jai Mata) which is made at hamlet level and federated in VO Chand which is made at village level.

Rambai is living with her husband and four children two daughters and two sons in village Dhani Bux Rahu

which is situated in Union Council Mir Hassan marri, Taluka Tando Adam. Daughters are not studying in school but my little son "Haresh" is studying in 4th grade.

Rambai's husband "Leelo" is a farmers who work in the field; he gets grain in terms of wages according to the crop and my son Ramesh learned to work at motorbike shop at Rahu shakh and used to do a little bit work and get 150



runnes but he wanted to promote his skill master-(Full technician) at it.

Rambai recounted her unhappiness and said that my husband was main earner in the house; it was very tough time to manage other expenses like health, education social and religious events and to control high expanses of household in low income. I wished my son Ramesh could learn full skill in motorbike training that would help in household expenses. On that time Sindh Rural Support Organization initiated Peoples' Poverty Reduction Program with the support of Government of Sindh and facilitated in the formation of CO/VO in the end of 2018, after the five months SRSO team introduced about Vocational Training Program and discussed terms and condition in detail. Listening to this type of training, I shared my Micro Investment Plan in the front of SRSO team and VO members regarding vocational training and requested to nominate name of my son "Ramesh" for Motorbike mechanic trainings because of

my son was interested and willing for motorbike training. SRSO team filled





Training Need assessment form and approved his name on said training also gave a chance for skill enhancement. After the complete process of training, Ramesh successfully received one-month training course in the month of June-2019 and promoted his skills for better earning to fulfill other expenditures in smooth and good way without any anxiety and stress.

Now Ramesh has become a full master in motorbike mechanic, due to lack of resources, he could not establish self-business. Currently he works at the same shop where he used to work; now he gets 300 rupees daily.

Ramesh and his mother is feeling great and pay thanks to Sindh Rural Support Organization and Government of Sindh for promote skills for income generating and says such activities can help to reduce poverty of Rural communities.



“Hard work is the key to success”



GPS Coordinates: 25°49'31.6" N 69°22'51.8" E

Tuck Shop

The Sindh Rural Support Organization is working on Peoples' Poverty Reduction Programme with the support of Government of Sindh in rural marginalized communities **“to improve livelihood assets and lifestyle through capacity building and different types of interventions”**.

Hariyan w/o Photo belong to poor family living with her children in village Sarfraz Rajar, UC Hafiz Rajar, Taluka Khipro. She has six children; three of them children are studying in the school.

Haryan's husband Photo is expert in traditional rope bed and takes 300 on per rope bed making but nowadays there is very little wages due to inflation, in last four months made only two rope bed. Photo is often at home due to illness. Haryan used to work in the fields and spent most of her time in the field so she was not able to look after and care children's properly at home.

Two years ago, Haryan became part of Community organization-(Jai Shree Ram) during CO formation with 10 poverty score under the peoples' poverty Reduction Programme with the support of Sindh Rural Support Organization-(SRSO) and Government of Sindh-(GoS).

After the community formation SRSO team facilitated in VO formation and made VO with the name of Nai Soch. SRSO team also introduced community level intervention in which IGG intervention was included. In next meeting I shared my future plan at home level to SRSO team

and VO office bearers and requested for 15000 PKR IGG to establish small shop at home level. According to my plan and 10 score SRSO approved requested amount for shop (karyana shop). Haryan received 15000 PKR in the mid of 2018 after the IGG receiving she quit farming and opened a small shop at home level. She earns 400-500 daily and save 100 rupees on daily basis for future. Now she spends more time with her family and easily fulfills home related necessities.

Haryan pay thanks to SRSO and GoS and said that SRSO supported and encouraged me when my home condition was not good and also played role in women development and empowerment.



“Money makes Money”

Tyre Puncture

This success story is about a woman named Haleema who supported her husband in business and played role in improving the household's condition through Community Investment Funds under Peoples' Poverty Reduction Programme implemented by Sindh Rural Support Organization with the union of Government of Sindh.

Haleema w/o Dost Ali is house wife, she has ten children in which five girls and five boys are settled in village Yaroo Rind, UC Lundo and Taluka Shahdadpur. One daughter is divorced living with Haleema at her home, no any child goes to school. Haleema



remembered her past moments and told that my husband had a small puncture shop earning was 200 a day sometimes

he could not earn 200 a day. The total material/good was 10,000 in puncture shop. Due to be large family and less income I and my husband were very upset it was complicated to survive and fulfill basic needs of family members in minimum resources during of inflation. During these days SRSO organization launched program on Poverty Reduction and formed community female at hamlet and village level. I got membership in CO-Mehran with 17 poverty score generated on based of baseline survey. After some time this CO federated in VO-Haider Ali.

SRSO also enhanced capacity of community female leaders through CMST and VMST, CIF appraisal and CIF book keeping and initiated activity of Community Investment Fund which was interest free loan



for one year. Hearing about CIF scheme I thought I would do business for a year with loan which would start income and repay it later in a year. Finally I shared micro investment plan with SRSO and VO representatives and requested for 10,000 as a CIF, SRSO team approved 10,000 with the agreement with VO representatives and according to my need and score. After the receiving of 10,000 CIF, 5000 invested in existing puncture shop to improve business to a larger scale and increase income for family support and remaining 5000 utilized in livestock purchasing. Condition became better with time and increased earning.

Now current situation is that my two sons named Sain Dito and Tasawar Ali are engaged with father at shop now my husband has improved his puncture shop to a larger scale and earns 300-400 on daily basis. Material of tire puncture is 70,000 available in shop. Purchased female goat produced female baby seven months ago now I have two goats and at present their price is 12,000. We have successfully returned CIF amount from puncture shop on agreed time limit.



“Haleema share her feelings and pay thanks to SRSO and GoS for monetary support in business promotion and safe livelihood assists through assistance”.

“Home Sweet Home”



Every person want and wish to build new home but because of poverty and inflation they are unable to make their home, whatever they earn a little, they spend

in their homes, unable to save some money for household’s construction. Today we will talk about Sakina Jalbani, she is widow living with her four daughters in village 71-Chak which located in Union Council Khadwari, Taluka Sanghar. Sakeena’s husband Muzafar passed away from this mortal world four years ago and then whole responsibility of household’s came over Sakina. Sakina is main breadwinner of the family who is running the house, she is very strong and hard-working woman, works as a farmer and earns a little bit amount in a week. Sakina’s two daughters go to Madrassa and the other two daughters work with mother and support in home expenditures. Sakina recalled her past two years ago and said, I lived in a small and mud shelter, it was very difficult to stay in small hut in the winter and summer, in winter it was cold and summer was hot. In those days Sindh Rural Support Organization initiated Peoples’ Poverty Reduction Programme with the support of Government of Sindh and made community institutions on the base of baseline through CO/VO/LSO also increased their knowledge

and improved practices through Community trainings. After the trainings SRSO team held meeting with community females and introduced scheme about low cost housing and told the working criteria. I was



I was also part of this meeting, listening to the low cost housing scheme that ray of hope in my heart that build my new home with the support of SRSO and GoS. I requested to my office bearers and SRSO team for nomination in low cost housing scheme also shared living and existing households condition with SRSO team because of all community members were well aware about my old home structure and living condition. SRSO approved my request as per process and criteria also gave permission to start construction work. Sakina first got financial support from her relatives and started construction work and received cheque according to work in the form of installments.

Within 6 months completed construction of new home and installed Hand pump for drinking water. SRSO team facilitated and supported 110000 PKR in construction of low cost housing with allied facility.

Now I am living with four daughters in new constructed home and feeling comfortable in **“home sweet home”**.

She elucidate her contentment “ I am very lucky that SRSO and GoS who supported financially in new building low cost housing and pay thanks to them to initiate this type of program for most enormously rural



peoples and improved their living standard through hard and soft component”

“Sometimes smallest decisions can change your life forever”



Tailor Master

My name is Rasheed w/o Naseer living with my husband and four children in village Jamal Brohi of Union Council Jamal Faqeer Hingoro, Taluka Shahdadpur.

My Poverty score is 10 and belongs with CO-Brohi and VO Shafa which formed in our village under the Peoples’ Poverty Reduction Programme, implemented by Sindh Rural Support Organization with the collaboration of Government of Sindh.

Rasheeda says that I am member in CO Brohi and attend monthly meeting also give 100 rupees as a saving every month for future safety and security. I am currently living in my brother’s home; my house is rough-(KACH JHOPRA) which is now flooded by groundwater. My husband is farmer and he gets 800 PKR in a week. I have four children which are under five years of age and unable to attend school. Their health, diet and basic need was not easy to manage in 800 rupees in entire week. At that moment I decided to learn sewing course for support husband in household’s expenses. On the same time, SRSO brought vocational training program for rural women to enhance skills for develop source of income through small business. I gave my name and presented future plan with SRSO team and SRSO and

CO office bearers nominated my name for female tailoring training. After the nomination successfully completed one month training course and at the end of training received 5600 rupees from VTP centre as a food and travelling. Purchased sewing machine in 7000 PKR in which the received 5600 from VTP and remaining 1400 rupees taken from the CO saving invested in purchasing of sewing machine and started home based business of tailoring. So far as I



learned to sew, I have earned 3000 PKR, simple suit stitch in 150 and design suit stitch in 200-250 according to design.

In the past my villagers used to sew others since I learned to sew; now they give me all the stitching because I take fewer amounts than others and sew cloths on time. After the receiving of skills, now I consider myself powerful and living a life of happiness with children and also meeting basic needs on time. If there was no support of SRSO and GoS, I would never be able to improve the condition of my home. I would like to thank Sindh Rural Support Organization and Government of Sindh who understood me and supported in training for improving home condition.



“Success is the sum of small efforts”

Goat Fattening

Business of small livestock in Sindh is very common and popular. Many people prefer to raise small livestock in their home for the purpose of business. There is a great opportunity of earning some extra income for the marginal and landless farmer by raising goats. The goat produces wide variety of products including meat, milk, skin, fiber at a same time. A Goat product has very solid demand in the local market.

Keeping this picture in mind Named Bashiran w/o Anb applied for IGG and shared her business plan with SRSO team which is working with rural women on poverty reduction to enhance their skills and improve their practices and lifestyle through capacity building trainings and assistance.

Bashiran has 5 score which is on the poverty line, she belongs village Gul Muhammad Babur which is situated in UC kurkly, taluka Sinjhoru. Bashiran is member in CO Riyasat which is made at hamlet level and CO Riyasat is also federated in VO Dua which is working at village level.



Bashiran recounts her past, Saying the circumstances of my first home was very terrible. My husband is a laborer but wages are sometimes paid and sometimes are never paid, when no wages are available, it is very difficult to survive in the period of inflation. Bashiran has six children, from them one is girl and five are boys, from which two boys are studying in 4th and 5th class at school.

Bashiran shared that I requested to concern CO Riyasat for 15000 IGG assistance to purchase female goat for goat business at small scale for the purpose of income generating. After some days SRSO team came and analyzed my home condition physically and economically and filled form with the consensus with CO/VO members and approved 15000 rupees for goat purchasing. Bashiran received 15000 rupees and purchased female pregnant goat after a month goat produced two female babies, in case of need sold a goat in 7000 rupees. Now at this time she has two goats and their price is double at market. Bashiran expressed happiness, saying that I will not sell these goats right now when Eid-ul-Azha will come then sell them and get maximum benefits, from same benefit will buy other more goats and after some time I will move my business forward so that I can better support my family.

Bashiran said with smile face, “I am very grateful to Sindh Rural Support Organization and Government of Sindh who supported in



keeping with home conditions and gave opportunity to get out of poverty”.

“Skill is a tool to eradicate poverty”



Ameena D/o Ameer Bux having 10 score, she is living with her siblings and parents in village Lakaulah Narejo of UC Naubad, Taluka Sinjhor. Ameena’s mother “Sadori” is member of CO Shama which merged in VO Shama. Ameena has five brother and

three sisters, one of them is married. Ameena’s father is patient of TB; he lives mostly at home due to illness and her mother is house wife.

When talking to Ameena, she told that only my elder brother is daily wage labor and he works on collecting raw material of crops and loading. It was difficult to manage and handle a large family, expenses his father’s illness and the household expenses all at once. Earning was low as compare to expenses, due to this situation, everyone was worried then I thought I would learn sewing work that would support my family but every month I needed 500 fees to learn tailoring/stitching, which I was not able to afford fees every month. On that time Sindh Rural Support Organization team came and held meeting with formed community members regarding Vocational training program. Listen to the program I told my mother regarding learning and the mother requested to community leaders for nomination in VTP tailoring. The Community leaders nominated my name for tailoring training according to the need

and poverty score card. She added that I received successfully one month tailoring course in the month of August-2019. At the end of training received 5400 rupees as food and travelling out of which I purchased second hand old sewing machines of 3000 PKR and remaining amount utilized in purchasing of stitching material like, scissor, inch tap, button, bunches and Rubin. During the training I learned to sew cloths of different design, now I sew cloths of different types of design and villagers give me clothes for stitching.

Simple suit stitch in 150 and design suit stitch in 200-250, after the learning the stitch I have sewed 15 suits till now and have earned 3500. Sewing has increased revenue; now like my brother I support the home, which has greatly improved my home condition.

Skill is tool you can eliminate your poverty



“someone has told the truth that a well-educated person can be unemployed but a skilled person can never be unemployed”.

Impressive words said by Ameena “I never thought that any organization could offer me a sewing course for free but SRSO ran a program that enhanced the capabilities of the poor people”.



I am very thankful of Sindh Rural Support Organization and Government of Sindh for initiative this type of program and play role in women empowerment.

**"If you want to be developed,
you do hard work"**

Goat Fattening



Peoples' Poverty Reduction Programme under the Government of Sindh supported as Community Investment Fund to vulnerable households living in rural communities who falls in 0-18 score "to improve their source of income and lifestyle through small type of business" My name is **Jasoda w/o Kheto, living with my husband and four children in village Hussain**

Mangrio of Union Council Bilawal Hingoro, taluka Khipro. I falls in 14 score and belong with CO Sikander shah and VO Ghos-e-Azam which is made at community level.

Jasoda stated that my husband is labor and earns 200-250 on daily basis but due to lack of laboring my husband spend 15 days free at home and works 15 days only in a whole month. Due to less resources and income I was very upset and not able to survive better and fulfill basic needs of family members. Keeping this scenario and condition of households I requested to my CO office bearers and shared Micro Investment plan for small business. My

community leaders requested further SRSO team to fill Community Investment Fund appraisal form for purchasing of livestock for income generating and better lifestyle. The Sindh Rural Support Organization approved CIF amount with the consensus with community leaders according to my business need and criteria and supported 15000 rupees for livestock purchasing.

After the CIF receiving, I got three female goat babies for rearing and selling. After a year three goats' children grew up, from which two goats sold in 20000 rupees at the time of recovery and one goat is pregnant who will produce a baby after one month. At this time the price of a goat is 16000 rupees. My home's condition has improved a lot as compare to previous and now I will make 100 goats from an existing goat and take my business to a larger scale.

She added that "SRSO is the only one organization that encourages the poor women of rural areas and contributes role to their advancement also give them a chance to improve their lifestyle and safe assets".

I am grateful to Sindh Rural Support Organization and Government of Sindh who supported and empowered me in small business development for increasing sources of income.

Last motivational words said by Jasoda "I believe in God that if you work hard with a true heart; you will surely get its reward".



UMER KOT

RURAL WOMEN SUCCESS STORIES





UMERKOT

There is power in the organization



This story is of Community Organization of CO Gera Maya at Village Bhadeli UC Khan Sahib Atta Muhammad Palli 12th March-2018,

consists of 16 members, all members decided to do saving 50 Rs each member. As per members shared that we are collecting saving continuously on 12th date of every month and now we have collected 17600 PKR in 22 routine meetings.

Our CO is facilitating to our members in emergencies and social events through the internal lending, to till our community organization has facilitated through saving as 1. Kheti received 2000, 2. Kati received 1000, 3. Geeta received 2000, 4. Preman received 1000, 5. Jhori bai received 500, 6. Lata w/o Reejhu received 500, 7. Kenku w/o Popat received 1000, 8. Haryan w/o Heero received 3500.

Hariyan shared it was fever to my children I was need some amount but not available at me and my husband then I requested to our CO for support, CO supported me 3500 PKR for my children's treatment otherwise I would go on expensive interest.



Together with our members, we have started a lottery scheme with in our members, which we open through the quiz every six months for 6000 PKR, so that the member could utilize in business or in to purchase livestock. Through this lottery scheme we have opened 02 lotteries in which lottery was opened of member Preman Bai who has started a little shop at home and she is earning 100 to 150 rupees in a day. Preman Bai has returned 6000 PKR in 6 installments and in month of January-2020 we opened 2nd lottery of member Haryan. Haryan shared she will purchase one goat kid. Members that our 05 members had received CIF amount 70000 PKR and they returned clearly. Now we have requested to SRSO for CIF revolve to our members.

Members says it is very good initiative of Govt of Sindh for rural women that they would contribute in family expenses. We are very happy that Government of Sindh's funded PPRP program have guided us for community organization and supported us for CIF.



A Life A Soul A House

**GPS Coordinates: 25.238297,
69.426290**

Own Home (A Paradise on Land)



Ms. Bhani is belonging with very poor family living in Village Jhoojho Kolhi UC Tobhan Wari Taluka Kunri, District Umerkot.

Ms. Bhani has 06 daughters, she and her husband are in her family. Her husband is laboring in respected village and cities. He earns 300 in a day but not enough income to fulfil the basic needs for survive the life.

Ms. Bhani shared that we were living in one wood room it was damaged but what we could? I was no other option for residence. Due to the damaged house we always remained in dangerous in heavy rains. My husband is literate and have no any skill to do work for more income so that we faced always to many difficulties. It was only dream for us to construct cemented house though we were facing the food consumptions and other needs.

In 2017 one day a team arrived at our village for household survey and filled our forms door to door in village. We were not feeling excited that many non-government organizations were already working but we

were not interested in their work. After the survey when Sindh Rural Support Organization's team introduced the Govt of Sindh funded People's Poverty Reduction Program and its process. Our women agreed to work with SRSO and we all women formed community organizations and I became the member in our community institution CO Lachhami and my PSC Score is 11. It was fortune for our women that this program for strengthen to rural women. When our members made their micro invest plans I showed my choice to constructed cemented house it was my basic need. I submitted my choice to my community organization CO Lachhami and to Village Organization Jhoojho Kolhi for support. Finally SRSO approved 110000 PKR for me and other poor women to constructed cemented house. I and my husband did labor work during the construction house and completed my house along with allied facility latrine. Now I and other women are feeling very happy and thankful of Sindh Govt and SRSO that launched long term program for the women of rural areas there where have sufficient opportunities for women.



House is essential to survive the life

**GPS Coordinates: 25.210871,
69.477938**

Own Home



It was the great opportunity for us that Govt of Sindh and Sindh Rural Support Organization supported us 110000, otherwise we could not constructed cemented house in my life. These words of Ms. Sona who is living in village Haji Buxo (Buksho) Khakheli UC Tobhan Wari Taluka Kunri, District Umerkot. Ms. Sona has 05 children, she and her husband are in her family. Her husband sales some food atoms on motor bike in respective village and in surrounding villages. He earns 300 in a day but not enough to fulfil basic needs for survive the life.

Ms. Sona shared that we were living in one room it was damaged but what we could? I was no other option for residence. Due to the damaged house we always remained in dangerous in heavy rains. My husband is literate and have to any skill to do work for more income so that we faced always to many difficulties. It was only dream for us to construct cemented house though we were facing the food consumptions and other needs.



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The work is a worship

**GPS Coordinates: 25.278940,
69.395665**

Livestock Farming



Ganga w/o Laji belongs to very poor family which lives in Village Jhujhoo Kolhi, UC Tobhan Wari Taluka Kunri, having 02 daughters one daughter has married. Ganga has occurred many sorrows and faced many difficulties to survive the life. I saw my death, my husband and my daughter due to road accident on Motor Bike. My husband and daughter both have been died on the spot and I was be severe injured but recovered after the treatment. What you think when someone have not income generator as my husband was the only person who was earned and he was the household head. Ganga shared after all I decided to work of labor, cotton picking and chilly picking for me and my 02 daughters. I earning 150 PKR to 200 PKR in a day in this amount I utilized in food consumptions and also saved some amount for my daughter's wedding expenses i.e. dowry and clothes etc. I did marriage of my one daughter. My believe on God that is great and God would help to helpless people. After the death of my husband I did migration to my parentage's village there Sindh Rural Support

Organization team came to survey households also surveyed my household. As per surveyed my household showed PSC 17.

When Sindh Rural Support Organization's team came to our village to do program introduction regarding Government of Sindh's funded Peoples' Poverty Reduction Program after that our female members formed the community organization named CO Roshan in which I also became the member. I understood very clear about the PPRP during the program introduction and in routine meeting of our CO.

During the routine meeting SRSO team asked about micro investment plan, I made my micro investment plan to purchase sewing machine, and plan shared to CO and VO for approval. Village Organization requested to SRSO for Community Investment Fund (CIF) and I have received 14000 PKR CIF, I purchased 02 goats because I was not single goat at my home. In these goats one goat produced a kid and now these 03 goats are of near to 30000 PKR. Ganga said I returned all CIF amount in my saving. Ganga said I am thankful of SRSO and Government of Sindh's funded PPRP program for this support.



Striving for Struggle

**GPS Coordinators: 25.278992,
69.395093**

Kiryana Store



Shamoon w/o Roopo is a poor living at Village Jujho Kolhi UC Toban Wari Taluka Kunri. Her family is consisting on 09 family members in which she, her husband, 02 sons, 02 daughters, 01 her daughter in-law, 01 grandson and 01 granddaughter. As per sharing of Shamoon her husband is a farmer and her son is working of labor. It was difficult to survive the life in low income on 16000 PKR, and expenses are going to increase day by day. I was think about the support to my husband in work so that I was picking the cotton in picking season but not enough income.

One day when Sindh Rural Support Organization's team came at my home to do fill form and I shared information about our house and income. After that my household came in poverty score card band 12 in survey. Shamoon said I was not idea after that what will be after the survey and what kind may be support or not.

Shamoon said one day Sindh Rural Support Organization's team came to our Village Jhujho Kolhi and did program Introduction of



Govt of Sindh funded Peoples' Poverty Reduction Program. I and our females understood clearly that this program will encourage and support to poor women of rural areas. After that we formed the community institutions named CO Shankar Lal and I was elected the manager of CO Shankar.

I am participating to COs routine meetings regularly and attended CMST training being a manager. During the training I learnt about the role of CO and micro investment plans for poor to reduce poverty. Therefore, my choice was to invest in my shop which already shop setup was available but material was not enough so that I was interested to get CIF for increase to invest for good profit. My request has been approved by SRSO and our village organization through our CO.

Sindh Rural Support Organization supported me of CIF 14000 PKR, my son purchased the running atoms of grocery shop. Now above 30000 PKR investment is in shop and now daily sell is 1500 to 2000, in this investment



having a saving is 300 PKR in a day 9000 PKR in a month and I returned CIF amount in two installments. I am thankful to Government of Sindh and Sindh Rural Support Organization that supported me CIF for expansion my shop.

Skill is a wealth

GPS of HH: 25.297619, 69.534869
Self Employment



Kastoori w/o Peero belongs to very poor family which lives in Village Major Azhar Palli UC Raees Noor Khan Dhonkai, Taluka Samaro, having 05 children, in

which 05 daughters and 02 sons. Her husband is working as a labor earns 300 in a day. It was difficult to survive the life in low income on 9000 per month and only my husband is earning. Kstoori said I am helping in family expenses some time in cotton picking. I was think about my children that they could got education and have skills to my daughters they could utilize the skill as they would pay the education but there was no such opportunity in our village. One day Sindh Rural Support Organization team came to our Village to conduct household survey and our household was surveyed there. After the survey another SRSO team reached at our home and introduced the Govt of Sindh's funded People's Poverty Reduction Program and oriented regarding poverty score card in which my PSC fall in 05

and community organization.

We all understood the PPRP and formed CO named Mehran in which I was elected the Manager by members.



I attended training community management skills training there was learnt about the Micro invest plan I made the plan to get vocational training for my daughter and requested to Village Organization.

As per request of our COs and VO the Sindh Rural Support Organization facilitated us for tailoring trade center in our village and my daughter Janta attended training for tailoring. Janta said I was attended 30 days tailoring training in which I learnt to sew the suits of different designs, cutting work and measurement. Sindh Rural Support Organization has awarded me training completion certificate. After the successfully completion the training SRSO paid me 6000 PKR in terms of food, tea and refreshment in this amount I purchased sewing machine.

Now I am tailoring the suits in my home in the vacation of my School. Janta shared that I work as a tailoring so that I can pay our education expenses, at this time I am earning 5000 to 6000 in a month. Janta and her mother and father feeling very happy and pay thankful of Govt of Sindh and SRSO for provided us an excellent opportunity. Her mother said now Janta will train to his sisters it will be happiest moment for us that my





daughter would be skillful and skill is a wealth.

To be an artist is to believe in life **Tailoring Centre (Women Based)**

Tulsi w/o Khano belongs to very poor family which lives in Village Hemaram Colony, UC Samaro Taluka Samaro, having 05 children, in which 05 daughters and 02 sons. Her husband is working as a driver on 11000 salary. It was difficult to survive the life in low income on 11000 per month, and expenses were going too increased day by day. Tulsi said I was think about the support to my husband in work but I was not any source of income then I learnt tailoring work with my neighbor but did not increase income. One day when Sindh Rural Support Organization's team came at my home to do fill form and I shared information about my household and income. After that my household came in poverty score card band 18 in survey. Tulsi said I was no idea of that what will be after the survey and what kind may be support or not?

When Sindh Rural Support Organization's team came to our village to do programme

introduction regarding Government of Sindh's funded Peoples' Poverty Reduction Programme after that our female members formed the community organization named CO Tulsi in which I was too. I understood very clear about the PPRP during the program introduction and in routine meeting of our CO.

During the routine meeting SRSO team asked about micro investment plan, I made my micro investment plan to purchase sewing machine, and plan shared to CO and VO for

approval. Village Organization requested to SRSO for Community Investment Fund (CIF) and I have received 14000 PKR CIF, and as per my skills I purchased sewing machine of 15000 PKR.

After the purchasing machine I am tailoring the suits at my home and I am earning 200 to 250 per day 6000 to 7500 in month, in social



and religious events I will earn more 10000 to 12000 PKR for per month. Tulsi says it is very good initiative of Govt of Sindh for rural women that they would contribute in family expenses. I am very happy that Government of Sindh's funded PPRP program have support us.

Innovation is the key to success



HHs Location GPS. 25.385372,
69.540694
Ghaghara Making



Shehnaz w/o Wazir belongs to very poor family which lives in Village Soofi Faqeer UC Soofi Faqeer Taluka & District Umerkot, having 03 children. Her husband was working as loader of goods on tanks. It was difficult to survive the life in low income on 7000 per month, and expenses were going too increased day by day. Shehnaz said I was think about the support to my husband in work but I was not any source of income generate. One day when in 2017 Sindh Rural Support Organization's team came at my home to do fill form and I shared information about my household and income. After that my household fall in poverty score card band 16 in survey.

When Sindh Rural Support Organization's team came to our village to do programme introduction regarding Government of Sindh's funded Peoples' Poverty Reduction Programme after that our female members formed community organization with the name of Bhatawer in which I was selected manager by members. I understood very clear about the PPRP during the program introduction and in routine meeting of our CO.

During the routine meeting SRSO team asked about micro investment plan, I made my micro investment plan to get tailoring training and to purchase cart for my husband to supplying drinking water in Village and City Soofi Faqeer, and plan shared to CO and VO for approval. Village Organization requested to SRSO for Community Investment Fund (CIF) and I received 14000 PKR CIF, and provided me VTP Tailoring training for 30 days. After the completion VTP training SRSO gave me 6000 PKR for food and travel charges in which I purchased sewing machine now I am tailoring the suits at my home and I am earning 200 to 250 per day 6000 to 7500 in month, and from given CIF amount we purchased a donkey cart in which my husband supply the drinking water in respective our city and surrounding villages he is earning 300 PKR on daily basis and in summer season he will earn more than 400 to 500 per day and now we both are earning 15000 PKR in a month and we are surviving satisfactory life. Shehnaz says it is very good initiative of Govt of Sindh for rural women that they would contribute in family expenses. I am very happy that Government of Sindh's funded PPRP program have support us.





Thatta

The Past Does Not Equal the Future

Stitching-Self Employment



As Ms. Rasheedan belongs to very poor family, she has five children and her husband is working as daily wage laboring at farming field. She was spending her life with full difficulties just because of her less income.

SRSO brought people's poverty reduce program of Sindh government under this program she was benefited with VTP tailoring training intervention for the purpose of to promote their income generation through VTP vocational training.

She got VTP tailoring training of 30 days under PPRP program and at the completion of successful VTP training she received VTP training certificate and amount Rs. 6000 against cost of food and traveling to appear in VTP centre. She purchased sewing material from the amount she had received from VTP training and a sewing machine was awarded to her by UC Chairman of Ghagi in managerial activists conference (MAC) organized by SRSO District Thatta. After that she started sewing cloths of people who

are living at her surrounding and she is getting her earning now Rs.600 to 800.

Further she shared that nowadays our life is going smooth and my earning become good just because of SRSO Sind government and I am really thankful to SRSO Sindh government for their initiatives for poor people of District Thatta.

*Life is the art of drawing
without an eraser.*

As Ms. Rehana belongs to very poor family,



she has six children and her husband was not working when she got married with him. She was spending her life with full difficulties just because of her less income.

SRSO brought people's poverty reduce program of Sindh government under this program she was benefited with IGG grant amount 15000 intervention for the purpose of to promote their income generation through small scale business.

She bought two goats and rearing it at their village. Through this rearing process my goats started to give birth of baby goats after 10 to 11 months I had sold two goats and got handsome amount of money from it. After that she invested amount Rs. 15000 and included few amount Rs. 3000 of their own savings. She started their small scale business of confectionary shop for their husband because he was jobless so through that shop her husband upgrades their

earning. Now her husband is getting Rs.600 sell on daily basis in which he is getting Rs. 300 profit on daily basis too. She is saving Rs. 100 on regular basis also.

Further she shared that nowadays our life is going smooth and my earning become good just because of SRSO Sindh government and I am really thankful to SRSO Sindh government for their initiatives for poor people of District Thatta.

**Ms. Rehana with her husband at
their own shop**



Life is short, the art Long



As Ms. Kulsoom belongs to very poor family, she has five children and her husband is working as daily wage laboring at farming field. She was spending her life with full difficulties just because of her less income.

SRSO brought people's poverty reduce program of Sindh government under this program she was benefited with CIF loan amount 15000 intervention for the purpose of to promote their income generation through small scale business.

She opened a small Kiryana shop at their village as she invested amount Rs. 15000 and included few amount Rs. 5000 of their own savings. She started their small scale business upgrade their earning and after completion of their due time period of CIF, she returned all CIF amount Rs. 15000 and after that she requested again to their CO for CIF loan to upgrade their small scale shop so she received once again CIF loan Rs. 15000 and invested in same business. Now she is getting Rs.1200 sell on daily basis in which she is getting Rs. 700 profit on daily basis too. She is saving Rs. 200 on regular basis also.

Further she shared that nowadays our life is going smooth and my earning become good just because of SRSO Sind government and I am

really thankful to SRSO Sindh government for their initiatives for poor people of District Thatta.

Struggle is the real name of Life

GPS Coordinates:
24°53'39.0" N
68°03'55.4" E

Tuck Shop

Ms. Razia belongs to very poor family, she has five children 03 daughters and 2 sons, and her husband was died 5 years ago as she has no income



resources of earning. She was spending her life with full difficulties just because she has no income.

SRSO brought people's poverty reduce program of Sindh government under this program she was benefited with VTP training she received 30 day VTP training of tailoring as she received Rs. 6000 from VTP centre amount against their travel and food for whole month she purchased sewing machine from it and started sewing clothes. Now she is earning amount Rs. 2000 per month from tailoring.

As couple months ago she also received benefit of CIF loan amount 15000 intervention for the purpose of to promote their income generation through small scale business. She invested Rs. 15000 in confectionery items and started selling confectionery items at her village now she is also earning Rs.200 per day net income from it.





Further she shared that nowadays our life is going smooth and my earning become good just because of SRSO Sind government and I am really thankful to SRSO Sindh government for their initiatives for poor people of District Thatta.

Hope Sustains Life

GPS Coordinates: 24°45'13.51634" N
67°36'11.71434" E



A piece of Paradise

Ms. Sher Bano belongs to very poor family, she has 05 children 03 daughters and 02 sons, her husband is working as watchman his earning is Rs.20000. She was spending her life with full difficulties just because of her shelter was in very poor condition.

SRSO brought people's poverty reduce program of Sindh government under this program she became member of CO Naz and she was benefited with LCH scheme. She told me that she had not sound income sources but she did labour for their housing she did work of hand embroidery and made traditional shawls and sold out to get amount for housing sometimes she took labour in field to earn money for their home. Ms. Sher Bano and her husband strived alot to save amount for their new constructed shelter for living almost they spent Rs. 80,000 on it and Sindh government's contribution was Rs.110,000 for their housing along with allied facility of latrine. Further she shared that nowadays our life is going smooth and living with comfort just because of good shelter provided by Sindh government and I am



Title: “Rock bottom became the solid foundation on which I rebuilt my life.”

Gul Bano, 37 years deep-rooted women. She was born and hails from a rocky village named Muhammad URS Hajib Taluka Thatta in a poor uneducated family.

Her father was a seller of animal feed in local market and mother, a housewife. She had 08



siblings; three brothers and 5 sisters. She was the 2nd among her siblings. Her family lived in a straw hut. Gul Bano had a very rough and tough upbringing.

Her family was residence in a single room muddy straw hut. Her family was basically living their life as a peasant and fighting against poverty. The mother was also farming their landlord land after home chores. Her mother has been striving hard to earn through sincerity, painstaking and a methodical way to survive their life with basic necessities to live and remain fit in this society where two-time meals is also a big challenge for their family due to poverty at an extreme level.

She memorized that her parents were an idealistic and distinctive from other parents who were living in village but being a resident of the same village where traditions and customs were at peak, they have fulfilled their dreams to educate their children where education for girls were strictly prohibited because all village customs have imposed new traditions about girls education that the male teachers are not from

their village so they will not leave their girls in front of strangers for education purpose..

She said that during initial days of school our father came to leave me at school every day. She proved herself in education as a competent, intelligent and leader by graduating primary with flying colors and make their parents proud with outstanding performance. Then she not gets admission in an elementary school for upper classes to start higher education. She studied till 5th class that due to early marriage concept in the village her parents also agree on this.

She firmly believes in herself due to encouragement and support of her family especially her father that has taught her that never give up in difficulties they are not mean to end but for a time being and new turn will be coming soon.

she was in 7th years old, she started learning handicraft work from her mother through her school pocket money, she always save money and when the savings were sufficient, Gul Bano purchased a wooden frame to learn embroidery and applique work from her mother and neighbor women to create embroidered products, using unstitched plain cloth pieces. She was a quick learner, so she learned the art of stitching and embroidery from her mother and neighbors'. She wanted to contribute to the family's livelihood, but many a times she was unable to buy the necessary inputs, e.g. cloth, thread and needles. As this art was continuously coming from their forefathers so she has to continue it.

She is also a victim of early marriage at the age of 14 years with cousin in watta satta system. Her husband were the 2nd primogenitors among his siblings: 3 brothers' and 3 sisters. Husband family was consisting of parents and me. Father in law was a farmer by profession and mother in law was a housewife and good at handicrafts and doing their homemade products at home.

Husband's House was consisting of 2 room made up mud. Husband's family was mainly belonging to a poor family and they were depending on farming because they were possessing no own land for growing and cultivating all seasonal crops in landlord's land.

After 1 year, she gave birth to her 1st children a son named Hussain and now she has 4 children 2 sons and 2 daughters, so being a literate mother, she has given education to sons only but could not able for daughters. 1st child which is age of 17 years old and studying in the first year (FSC) and 2nd one is daughter Aamina which is not studying and 3rd one is 8 years old Son Mir Hassan studying in 2nd class, and the 4th one is a daughter Jannat age of 5 years old.

In 2017, Sindh Rural Support Organization under E-PPRP Programme funded by GoS-PDD send a PSC (Poverty Score Card Survey) and conducted a household survey later SRSO Mobilization team came in the village for the further intervention of PPRP Programme. While 1st visit of SRSO Mobilization team village Male members were kidding that now SRSO will empower the women when SMT told the male members that we will interact with female only.

She memorized that in this gathering from SRSO Ms.Heer Sana And Rafia came to meet with women so all women started gossips that due to illiteracy and saying that this is totally a fraud because they will sell us and will ask some fees in future also, so all women were worried but some were positive that this is the government project and government want development of society and people through empowering women and providing them some assistance.

She said actually women were underestimating the importance of advocacy and Women gathering at a single platform on community level institutes. Next meeting was conducted with 20 women where Programme brief introduction was given and the meeting was



successfully conducted for proceeding further interaction.

The Next meeting was conducted at the home of Gul Bano, all women that gathered in the previous meeting participated and the agenda of the meeting was CO formation, so all women agreed to make it and she also got membership so next phase was to select their leaders for this platform and started following next step of schedule and routine meetings. All women named this 1st tier institute as CO-**Sindh** on dated 13th November 2017, in resemblance that in patriotism that they will be a role model for all women that they have developed themselves because they will be the glisten stars are shining without any help and illuminate all the world, so these women will also follow this way of living life for others not for themselves. Beside this, all women selected Gul Bano as a CO President.

After formation of CO, she started the visiting the members homes for saving pruses and coming on next due meeting.

She said that, when SRSO called all the Cos presidents and managers for 3 days trainings of “Community Managed Skills training” in which they learn that how they can run their community organization and eradicated the poverty by further remain in coalition with SRSO and foster themselves into other community institutions tiers.

She narrated that after this trainings, a meeting of CO was called and I give them feedback and said that these local institutes are a platform to gather and women have solution of all issues being illiterate and unite because they knew that they have unity power and development of the community can only be possible by managing themselves and need a platform. After the maturity of CO, they formed the 2nd tier of institutes called village organization (VO) named Sindh and also selected their representatives. Furthermore, she was selected as manager of the VO.

Being a literate she always helps in CO/VO documentation and record keeping and understanding the message in right way and conveying to other women. She memorized that in every meeting of CO/VO, I personally emphasize all the members for saving and helping others.

She narrated that one day a CO member came to me that I am facing this issue that my daughter is going child birth delivery at hospital so she need some money for this treatment, I said this is not mine but all of CO members, so we all women sit together and decided to given her amount 3,000/ PKR for this and successfully her daughter give birth to a son. She repaid this amount after one month but during her delivery we gathered all healthy women for blood donating also at the time of emergency and along with her family we also went at hospital. Later we passed a resolution that we can assist any needy women in the village.

She said that there is a government school but teacher remain absent so one day we all CO members went there and talked with teacher that our future generation need education and the weapon of education can eradicate the poverty from their households’ so if you will not come on regular basis we will register a complaint against you at the Taluka Education officer and now that teacher is coming regularly.

After CMST training, SMT came for developing MIP (Micro Investment Plan) of individual Households and from that SRSO SMT analysis the need of households and reviewed their plans. On prompt basis the vocational training need was identified and SRSO team planned to start a Vocation training center at URS Hajib village of 30 trainees. For this purpose, the interviews of trainers were called out of which Gul Bano was selected as a trainer of VTP center.

Furthermore, the training was running smoothly but once a night, a CO member came to CO Manager and me that her son has been



diagnosed and doctor have informed them that her son is patient of Thalassemia a fatal disease. So, on next day, an emergency meeting was called and donation was collected from all members and give her 2,000 PKR for her initial diagnose and decided that every CO member will provide 1 ml pouch of blood to her son.

She said that on CO platform all members have taken big initiative regarding education, cleanliness' and health related issues in the village. She is the catalyst of the village and she is reaffirming their commitment to the work towards the liberation of women, and ensuring the realization of gender equality and the empowerment of women, because, she understand that by empowering women, the nation will be empowered.

She said some beautiful lines about today's village and male dominant society that these local institutes and all active women needs to do everything possible to bring women together, and male should ensure that women take control of their own destiny. Furthermore, Male dominant society need to ensure that women have equal access and control over productive resources and economic opportunities that are available in our surrounding.



Dedication and Commitment-A New journey of Rahiba's Life

Mst Rahiba, 45 years old. She was born and hails in village Muhammad Shoaib Rind, Union Council Shadi Shaheed, District Khairpur Mirs. She had 6 siblings; 2 brothers and 4 sisters. She was the 4th among her siblings. Her family lived in a straw hut. Her parents worked as labourers on a landlord's farm. Rahiba had a very rough and tough nurture. Rahiba, tears in her eyes, narrated her childhood memories, she said that in village there was no any friend with whom she can play and even not have a single penny to purchase fruit or toffees or anything to eat from village shop where other children were buying their favorite things on their choice at that time I started weeping in corner and wishing that I could have same money to buy something but wish always remain wish in childhood. Her mother was a skillful lady and she was master of making many products from the dry date leaves, so she also learned from her as she was a quick learner, so she learned the art of stitching and embroidery from her mother and neighbours also to make a unique daets products wth mixture of embroidery or applique. She wanted to contribute to the family's livelihood, but many a times she was unable to buy the necessary inputs, e.g. cloth, thread and needles. Rahiba remembers that her parents rarely bought mutton or beef for eating purposes and clothes for themselves on Eid.

When she was at the age of 16, parents got married to her cousin. While recalling that happy and sad moments of her marriage ceremony she was not even asked about acceptance for the marriage, as is the tradition. She said that it was a simple

departure with her cousin. She started her married life in a single room mud house. Her husband was the eldest among his five siblings. Her parents in law were tenant farmers receiving one third of the harvest for work. Rahiba remembers that the share the family received from harvesting was not even enough to meet their basic needs. It was not unusual for the family to take rice and wheat on credit from local shops to eat, and survive. Rahiba's husband also worked along with his father.



After 18 months of marriage, Rahiba gave birth to a baby son, who is now 11 years old. She recollects that she did not know anything about pregnancy and health related issues. She did not see any doctor; therefore, she was not aware of the child's nutrition, vaccination immunization or medical check-ups. With the gap of one year between each child, Rahiba had five children. Rahiba spent her days looking after her children and also did the household chores.

One fine day, a Social Mobilisation Team from SRSO visited our village and asked the women to gather for a meeting, recalls Rahiba. The elder women discouraged the young ones from attending the meetings. We had never stepped out from the boundaries of our houses.



Rahiba's father-in-law prohibited her and many other women of the village from attending the meetings called by SRSO. He complained saying that these outsiders will ruin the women and bring great dis-honour to the village. She narrated, Initially, when along with old SRSO team a new team of CED (Crafts and Enterprise development) sector also came and told us about the handi craft work and skills that we did at our homes during leisure time. So we some women have deep discussion with CED and made a BDG (Business Development Group) for learning new skills and arts that were promised by CED sector. Initially we selected our Group leaders through a democratic way in which we selected a group leader, record keeper and secretary. Initially SRSO CED sector arranged a hand made products development training named Product development training at Sukkur, in which our group leader, means I attended the training and after few days I conducted that training for my group members.

In connection to this, I was also become President of CO named Sahiba. She recalls that during attending SRSO CO meetings we learn how to save and what are benefits of saving and shyng to attend the meeting but slowly and gradulay we become habitual of attending the meeting. Later, SRSO SMT came and filled MIP against which I demanded for intrest free loan, After hearing about the Community Investment Fund loans available to poor CO members, to buy some thing in which the Request was approved and I got first installement of 14,000/PKR as per demend to utilize for purchasing livestock from which I bought a goat. However, Rahiba's persistence paid off. In 2013, she again applied for a CIF loan and

received it. The loan amount was Rs 15,000. When she handed over her CIF to her husband, he smiled and seemed pleased. With the interest free loan amount, Rahiba's husband bought Motorcycle for rent riding form village to Khairpur city and still he is doing that work. After one year. the loan was repaid. In 2010, she got another useful training that shine her career as an skillful artisan and groomed like a glisten bright start among CED sector on DRY Dates leaves basketry development" and also colour scheme training in 2014.

Being from a poor family, Rahiba also received further support from SRSO. Under the CED sector, Rahiba received two best recognition awards which proved a pathway to get a job at Ahan Organization as a Master Trainer and after getting a TOT training at Sukkur for 10 days on different sections regarding ahnd made products art and work. Now she has developed a big group of rural artisan about 50 which are working under her supervision. Now she is working with local NGO and earning about 15,000/= thousand per month as a Master trainer Basketry.

Due to her dedicated and commitment towards hand made products profession now she is core employee of "Aahan" organization selected her for handicraft exhibition on an international level at Islamabad. Currently, she is very happy because not only she is earning but also shared her husband burden now they easily provide bread & butter to family and also fulfill their basic needs.

After the aforementioned changes, started to think about her children's education. She has begun to save money to that end. Rahiba



learnt the importance of hand made products to work in leisure time can boost up a poor family living standard and savings from the CO meetings. Rahiba says that she has plans to educate all her children. I was always eager to do something, especially after my marriage. It was only after becoming a CO member that the avenues opened up for me. I am so glad that SRSO came to our village and supported us to set up the CO, Rahiba concludes, with a confident smile on her face.



Resources	Positive or Negative Changes in Household Endowments
Human capital	The case studies demonstrate that the beneficiary's skills have improved in the areas of bookkeeping, saving mechanisms, and finance at the level of VO. The respondent has become more confident and courageous to speak out and take more initiatives for improvement in her community after the intervention.
Social capital	The case studies demonstrate that Social Mobilization has been extremely successful in social capital built. Through CO, VO meetings all beneficiaries and her fellow community members learned about common issues and collectively worked towards respective solutions. It also demonstrates that social mobilization has nurtured mutual respect, dependence and the values of help and kindness in members.
Physical capital	Aforementioned women have gradually gained productive assets such as goats from handi craft work sell out in market. It played a crucial role in acquiring her physical assets. Later, she used these assets to fulfil her financial capital (expenses to educate her children).

Financial Capital	
	With the increased income from her children's salaries, women have been engaged in her monthly mandatory saving scheme that the CO members save at the manager end.





Peoples' Poverty Reduction Program

