



**PROJECT COMPLETION REPORT
OF
LIVELIHOOD ENHANCEMENT AND PROTECTION (LEP) PROJECT
PHASE-II**

DISTRICT GHOTKI

BY

**MONITORING, EVALUATION & RESEARCH (MER) SECTION
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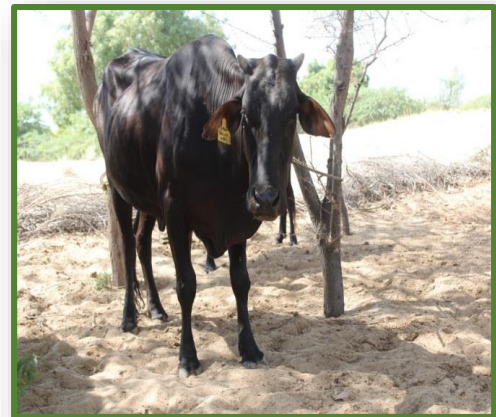
Table of Contents

Introduction	2
Choice of Cross Breed Animals (an initiative)	3
Comparison of Cross Breed with Local Breed	3
Procurement Process of Heifer's	4
Asset Transferring Process	5
Distribution of Heifers under LEP phase-II	6
Targets VS Achievements LEP-II	9
Achievements during NO Cost Extension LEP-II	9
Disease prevention mechanism for Heifers at gross root level	10
Nutrition Management through provision of Vanda	13
Different Trainings under LEP-II	14
Trade wise pax trained under LEP-II in project tenure	15
Trade wise pax trained under LEP-II No Cost Extension	16
Vocational Training through PITHM	16
Artificial Insemination (AI)	17
Insurance of Heifers	18
Formation of Common Interest Group (CIG)	19
Retagging of all untagged heifers	20
Major Findings of study on beneficiary feedback under LEP phase-II	20
Case Studies	26

Introduction

In August 2013, the livelihood enhancement & protection project had successfully completed its phase-1, and started similar type of activities with an advanced and new pattern proposed by the SRSO to PPAF. In this regard, a series of meetings held with PPAF on new pattern of asset transferring and delivery of trainings through well reputable institutions as to serve the objective more efficiently. Consequently, in October-2013 with all endeavors, it was proposed that there should be the deviation in existing asset transferring with respect to the livestock and it should be changed in form of breed conversion i.e. from local breeds to the cross breeds (heifers) which was initially appeared difficult to introduce in an area where the masses did not have any sort of knowledge and practices in the past regarding the breed being proposed to be introduced at a wider scale.

Primarily project focused on the livelihood of the masses which can increase the productivity and incomes of the targeted households with the variety of their choices. The purpose behind the idea was to provide such a support to the community which can gain the scale of their earnings ultimately becomes the cause of asset creation in the form of different breeds irrespective of local breeds which are very less productive and does not have sufficient means of earning at household level in terms of milk or meat. On the other hand, the cross breeds are well known for huge production of milk & meat at any level just it requires proper management of these animals. Furthermore, the poor women were usually engaged in traditional raring & management of animals which served no genuine purpose previously. But instead of this they would have required to spare same time to the management of cross breeds with just modern ways which result the increased production of milk and serves the primary needs of a poor households besides having their own milk to drink as well. When the household gets increased production of milk with same efforts and time, it will definitely create a passion to further protect their livelihood with possible measures and their interest in management of animals would be high relevantly improves the economic status of masses.



Choice of Cross Breed Animals (an initiative)

The decision of purchasing cross breed animals was taken in the favor of poor families, who are rearing their animals traditionally with high labor cost and low income in return. The SRSO management particularly the CEO of that time Ms. Naheed Shah Durrani exceptionally encouraged the district Ghotki team to go for cross breed animals. In this connection an extensive field visits were made at main Livestock Farms and local Mandies established in Punjab. The decision to purchase cross breed animals rather to local breed animals was taken on some genuine grounds, as cross breed animals are highly applauded for their high productions of milk and meat, additionally their natural characteristics which made them highly demanded animals, the comparison of cross breed with local breed animals is given in below table.



Comparison of Cross Breed with Local Breed

Sr. No	Characteristics	Local Breeds (Sindh)	Cross Breed
1	Milk Production	3 Liters	12-14 Liters
2	Age Maturity	26-28 Months	14-16 Months
3	Recycle Process	5-6 Months (after parturition)	1.5 -2.5 Months
4	Milking Duration	7 Months	9 Months in (some cases up to next parturition)
5	Meat Production	Low	High
6	Calving	Difficult (in case of cross with Fresian & Jercy)	Easy (body structure)
7	Market Value	50,000-60,000	120,000 (+)

Above table reveals about the major difference between cross and local breed animals. The cross breeds Cow gives milk production almost 4 times more than the cow of local breed. In above table conservative calculation have given about the milk production of Cows of cross breed, while at farms the milk

production for 24 hours is reported between 16-25 Liters. Whereas local breed Cow's milk production is more or less between 2-3 Liters/ 24 hours. This is the actual situation in the rural areas that is why the rearing of animals is not growing profession now for the poor families. Very low production of milk is inadequate for their domestic use. Villagers normally use milk in two ways i.e. one they use milk in making tea and remaining they use for their children and other family members to drink and drink is optional (if some milk gets saved from tea).

Now when SRSO have given them such breed which is producing and give them a milk production more than 08 Liters/day, based on that they have solid plans to sell the milk and started to earn the reasonable money. This is the main purpose behind the bringing heifers in district Ghotki for poor people. Now after many months of rearing and management of these animals, it has been apparently established in communities that the only cross breed animals are the better and improved way in order to bring some sort tangible changes in the life standard of poor families, who are putting their all energies in form of efforts to make the animals healthier and productive.

Procurement Process of Heifer's

After the assessment of Livestock dairy farms and local Mandies at Punjab, it was decided that Heifers to be purchased rather than the cows of cross breed, the market value of cow of cross breed was almost double than the ceiling amount that have for one asset. Therefore, the decision of purchasing Heifers was made. Initially 1,200 Heifers were decided to purchase as per the SRSO policies this amount exceeds more

اظہار دلچسپی

سندھ رورل سپورٹ آرگنائزیشن (SRSO) ایک نجی سرکاری اور غیر منافع بخش ادارہ ہے۔ جو سندھ کے 10 اضلاع میں دیہی ترقی کے لئے کوشاں ہے۔ یہ ادارہ کنٹری 42 آئی ٹیڈیز رو پیتس 1984ء کے تحت رجسٹرڈ ہے۔ ایس آر اے ایس۔ او (SRSO) اس وقت ڈسٹرکٹ گھوٹکی میں پاکستان پاورٹی ایلیمینیشن پروگرام (PPAF) کے مالی تعاون سے اضلاع کے غریب ترین خاندانوں کی ترقی کے لئے تقریباً 12 سو کراس نسل کی گاؤں کی چھڑیاں خریدنے کا منصوبہ بنا رہا ہے۔ اس منصوبے کو تکمیل کے لئے ادارہ کو کئی سالوں سے کام کرنا پڑا ہے۔ اس کے لئے ضرورت ہے۔ جو ادارے کی طلب شدہ شرائط پر چھڑیاں مہیا کر سکے۔

جانوروں کے لئے شرائط

* گاؤں کی چھڑیاں کا نسل فریزین یا جزی سائبریا اور چولستانی کے ساتھ کراس ہو۔

* چھڑیاں 12 تا 9 ماہ کی عمر کی ہوں۔

* جانور لینے وقت مختلف بیماریوں کے Test کیے جائیں گے۔ جیسا کہ Brucella Abortus Test وغیرہ۔

صرف اوپر دیئے ہوئے تمام شرائط پر پورا نہ آئے والے جانور ہی لینے جائیں گے۔

سیلائر ٹیکسٹ شرائط

* سیلائر (Vendor) کو تمام جانور ضلع گھوٹکی کے تحصیل گھوٹکی اور شاہ پور تک پہنچانے ہوں گے۔

* تمام جانوروں کی سیلائر ٹیکسٹ 2 ماہ میں مکمل کرنی ہوگی۔

* درخواستیں 30 نومبر 2013ء تک ایک ہی پتے کو کھولیں جائیں گی۔

* صرف ٹیکس رجسٹرڈ فرمز (Firms) / افراد ہی درخواستیں جمع کر سکتے ہیں۔

* سیلائر کو جمع کرانی ہوتی درخواست (BID) کے مطابق جانوروں کی اس مابینت کا 2% Earnest Money کے طور پر "SRSO" کے نام پر ڈیمانڈ ڈرافٹ جمع کرنا ہوگا، یہ رقم قابل واپسی ہوگی۔

* درخواستوں کے ساتھ فارم ٹیکس کے طور پر مبلغ ایک ہزار کا ڈیمانڈ ڈرافٹ "SRSO" کے نام پر بھیجنا ہوگا۔ جو رقم ناقابل واپسی ہوگی۔

* اعلانے کے اوپر "جانوروں کی سیلائر ٹیکس" ضرور نظر رکھیں۔ یاد رہے کہ ادارہ کو کئی بھی درخواستیں قبول کرنے یا خارج کرنے کا حق رکھتا ہے۔

اس سلسلے میں اوپر دی ہوئی شرائط کے پیش نظر سیلائر ٹیکس میں دلچسپی رکھنے والے فرمز / افراد سے درخواستیں درکار ہیں۔ درخواستیں لکڑا ادارہ کے website پر فارم حاصل کر سکتے ہیں۔ درخواستیں 30 نومبر 2013ء تک 12 بجے کے بعد وصول نہیں کی جائیں گی۔

فرمز (Firms) / افراد ہی پھیلے ہوئے کے ایڈریس پر ادارے سے رابطہ کر سکتے ہیں۔

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ویب سائٹ: www.srso.org.pk فون: 3115116-3333

than 2 million, therefore purchasing of Heifers went through the "Bidding" an advertisement was posted in two main News Papers of Punjab, i.e daily "The Jang" and "The Nawa-e Waqt", the suppliers were called for the supply of cross breed Heifers of selected specification. Through BID top Livestock suppliers took interest to supply the Heifers and applied as Vendor. SRSO shattered the supply into two parts;

a) Supply/Delivery of Heifers

The following steps were adopted in the process of procurement,

- ♣ Advertisement appeared in Local News Papers to call Vendors for supply of Heifers

- ♣ BID opened in the presence of all Vendors
- ♣ Constituted a technical committee to review the proposal submitted by Vendors
- ♣ Interviews of Vendors and final selection of 2 vendors
- ♣ Issued services letters to selected Vendors from procurement department
- ♣ Issued Purchase Orders to both Vendors as per requirement by procurement department

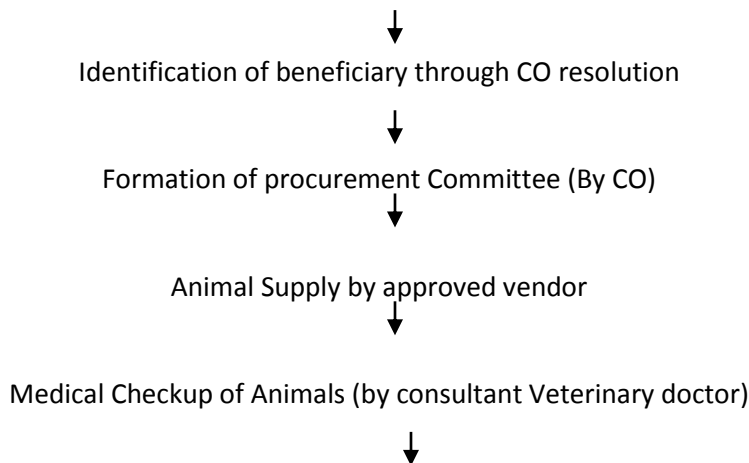
Meanwhile for medical checkup of Heifers, the services of Veterinary Doctor were hired to assess the breed of Heifer, Weight, and for the medical check and other services like tagging, vaccination and deworming.

b) For the selection of beneficiary and distribution of Heifers, following steps were taken

- ♣ CO resolution nominates the name of beneficiary for the asset
- ♣ Training of beneficiary regarding selected nature of asset
- ♣ Formation of procurement committee
- ♣ Selection of Heifers through medical check up
- ♣ Certification of Heifers by consultant doctor
- ♣ Distribution of Heifers in the presence of procurement committee

Asset Transferring Process

After the formal approval of competent authorities, the asset transferring process was completely revised and some additional and new steps were made the part of the process. The asset transferring policy in terms of procurement was also revised and certain key changes had also been modified. Under LEP-II phase the following process was adopted during the course of asset transferring to ultra and vulnerable poor in district Ghotki.



1) Breed (Cross Breed Fresian & Jersey Cow with Sahiwal & Cholistani)



2) Weight (160-180 Kg Live Weight)



3) Foot & Mouth Diseases (FMD Clear)



4) Brucella Aborts Test (Clear)



5) Vaccination



6) Deworming



7) Tagging (Exp: SRSO/Fr-SW/756/LEP-II/KK-07)



8) Certification (Medical Fitness Certificate issued by Consultant Doctor)



9) Asset Hand over to beneficiary (in the presence of CO procurement committee)

Through the approved vendor the supply of heifers and the proper execution of intervention, the achievements witnessed the effectiveness, relevancy and the vitality of cross breed initiative in District Ghotki after short span of eight to ten months only. Hence the 100% of set targets have been achieved efficiently with all qualitative indicators which has eliminated the all perceptions, in fact initiative invites for replication and expansion to other districts.

Distribution of Heifers under LEP phase-II

The heifers' distribution was mainly based on the newly established process and procedures that were more improved and safer as compare to the previous one in LEP Phase-I. In first phase the cash amount was being provided to the ultra and vulnerable members to purchase the local animal of their choice in presence of procurement committee. They usually purchased cows of their choice from local breed. But in LEP-II phase the process has been



changed and respective beneficiaries was required to come to receive the animals (heifers) from SRSO in presence of their procurement committee members.

For the proper distribution of heifers, the project team had organized/arranged well planned massive distribution ceremonies in which all other stakeholders including the Govt officials were invited to participate. During these ceremonies all stakeholders were oriented thoroughly about the initiative of cross breed heifers at large. In such ceremonies a total of 1,800 cross breed heifers have been distributed to the poor and destitute women of Taluka Khanpur & Ghotki.

a) Heifers Distribution

After the initiation of cross breed, the distribution process has been completely reviewed and later on revised it in order to ensure the asset transferring of cross breeds Heifers properly. During the ordinary course of implementing the LEP team applied the following process for distribution of cross breed animal in district Ghotki.

- The Livelihood Officer identified the beneficiary names through the PSC, and respective VO finalized the names whom assets were transferred.
- VO Formed a formal Procurement Committee (PC) in the presence of LO, and then endorsed the same PC through resolution to purchase the animals. And the PC comprised of four members, i.e. one beneficiary herself, two members of VO/LSO and the LO from SRSO.
- Vendor arranged the Pirhies of Cross Breed Heifers in District Ghotki on a particular day and place after the full consent of LSOs & SRSO.
- Consultant Veterinarian doctor of SRSO verified the specifications of the animals set by the organization. After screening of the animals the consultant issued the fitness certificate of the animal, only those animals were selected which reported as fit.
- The beneficiary chosen the best animal in the presence of the procurement committee members from local Pirhi arrange by the vendor at Khanpur & Ghotki.



a) Pre-distribution activities

While before the distribution/handing over of cross breed animals to the original owners, all possible steps were adopted to ensure the efficient and effective asset transferring to actual beneficiary. Such measures/steps are highlighted as below: -

Weight of animals: A well trained doctor/consultant medically assessed each animal physically and recorded its proper weight and compared it to the normal ranges, which is (160 + kg) possible required transferring the animal to the beneficiary. During the implementation of this very crucial step, some of the animals have been identified unhealthy and did not meet the required criteria, therefore the doctor had not issue medical certificates for such heifers and rejected the assets not fit for distribution among beneficiaries. Thereupon, the respective vendors kept the custody of those animals and replaced the new healthy and fit animals for transferring.

Verification of Breed: same consultant doctor performed the verification process of cross breed, and verified the all animals physically prior to distribution, and certified that the breed of heifers is Jersey or Frisian crossed with Sahiwal.

Pregnancy Conceiving Test: this test called (Brucella Abort) was also performed at the various pirhies in order to check the pregnancy conceiving ability of heifers before distribution process.

Deworming: The consultant doctor also checked all the heifers physically and provided the deworming in for of reasonable treatment to each animal. This deworming prevents the different diseases in heifers.

Vaccination: The consultant doctor also performed different vaccinations against the specific diseases, keeping the dynamics of the area in the mind.

Tagging: Before the distribution, the total cross breed (heifers) were tagged properly with separate code assigned to each animal in order to located the heifers easily.

Certification: At last, after all above steps the doctor certified the animals and issued the proper certificates for each animal as fit and healthy to be handed over to the beneficiary.

LIVELIHOOD ENHANCEMENT & PROTECTION (LEP) PROJECT "PHASE-II"
Medical Fitness Certificate Of Animal

Beneficiary's Profile		Heifer's History	
Name of Beneficiary		Breed:	
Parentage		Weight: (Kgs)	
CNIC #		Age (Months)	
Village:		Brucella Aborts Test	
Union Council		Vaccination / Deworming	
CO Name		Insurance Period	
PSC (Status)		FMD:	
LIP #		Tag #:	

Date: _____

Certified By: **Dr. Wasand Kumar**
Consultant Doctor

Checked By: **Imam Ali**
DM-Ghotki

Received By: _____
Beneficiary

This is to certify that the animal is checked and found medically fit, diseases free and as per agreed specifications

After ensuring all above mentioned steps properly, the respective Cross Breed (Heifers) have been distributed to the beneficiaries through a distribution ceremony at particular places.

Targets VS Achievements LEP-II

Overall Achievements LEP-II				
TASK/ACTIVITIES	Women	Men	Mix/ trans gender	Total
PSC completed	14,034	-	-	14,034
LIP Completed	1,711	16	-	1,727
CIG Formed	99	34	-	133
CIG Members	1,044	201	-	1,245
CIG Saving	101,350	20,100	-	121,450
CIG saving members (those members who saves certain money in keep record at CIG level)	-	-	-	-
Assets distributed to persons	1,738	62	-	1,800
Training provided to person	5,505	1,987	-	7,492
Person provided with wage compensation	818	142	-	960
Amount provided as wage compensation (Rs)	823,516	1,463,109	-	2,286,625

Achievements during NO Cost Extension LEP-II

Activity No.	TASK/ACTIVITIES	Achievements No Cost Extension LEP-II			
		Women	Men	Mix/ trans gender	Total
1	Fresh, Advance & Refresher Trainings				
1.1	Refresher Course on Livestock Extension workers & AI Technicians (# of Pax)	-	30	-	30
1.2	Refresher Course on LMT (# of LEP-II Livestock Beneficiary)	1,429	-	-	1,429
1.3	Refresher Course on ED (# of Pax)	22	180	-	202
1.4	Refresher Course on CIGs (# of Pax)	458	25	-	483
1.5	Advance Training on Mobile Repair & Maintenance (# of Pax)	-	17	-	17
1.6	Advance Training on Tailoring (# of Pax)	50	-	-	50
1.7	New Training on Fabricators (# of Pax)	-	20	-	20
1.8	New Training on Pipe Fitter (# of Pax)	-	20	-	20
1.9	New Training on Plumbing (# of Pax)	-	20	-	20

1.11	LSOs Capacity Building training (# of 6 LSO Members, Per LSO 4)	-		-	-
1.12	TOT (EDT & CIGs) (# of Pax)	-	5	-	5
1.13	SAAB (Sales Man as Business) Training (# of Pax)	-	25	-	25
	ORS Awareness related Training Event (# of Pax)	100			100
	Maternal Health Related Training Event (# of Pax)	100			100
2	Livestock Mobile Clinic				
2.1	# of Animals Examined & Treated (Livestock Given through LEP Project)	-	-	-	1,897
2.2	# of other Animals Examined & Treated	-	-	-	105
2.3	# of Animals provided Medical Services of AI	-	-	-	71
2.4	# of Animals provided Medical Services of Vaccination	-	-	-	1,831
2.5	# of Animals provided Medical services of Deworming	-	-	-	1,000
2.6	# of Animals provided Medical Services of PD (Pregnancy Diagnose)	-	-	-	1,000
2.7	# of Animals provided Medical Services of Synchronization (Usually 30% of the Animals)	-	-	-	-
2.8	# of Animals provided Medical Services of Goober Test (Usually 30% of the Animals)	-	-	-	-
3	Establishing Milk Collection Chillers	-	-	-	-
3.1	# of villages visited for milk collection	-	-	-	290
3.2	# of Milk Collection Points Confirmed	-	-	-	128
4	Organizing Cultural Mella in Projected Area	-	-	-	-
5	Documentary on LEP-II Program	-	-	-	-
6	Assets Heifers Distributed	50			50

Disease prevention mechanism for Heifers at gross root level

The Cross Breed Heifers are very sensitive in terms of sustaining the impact of high temperatures, while District Ghotki is considered in those districts which fall in the list of high temperature areas/districts of Pakistan. In such situation the preventive measures have been proven very helpful for healthy living of these animals.

The history of these Heifers showed that the animals feel difficulty in facing high temperature environment and shortage of fodder and safe drinking water could be the additional hazard for heifers in rural areas. With aforementioned conditions, the animals have been faced three major challenges in the project area, i.e. general management of Heifers in high temperature environment in villages, protect Heifers from major animals' seasonal diseases, dry season which generally started from April to June in these areas, and the most important one was that the provision of AI based services for heifers during the heating period in those rural areas.

Looking at the major challenges the SRSO had made a comprehensive Plan to deal with the conditions, eventually was very difficult for women owners to face without the support of SRSO.

a) Follow up visits to all Heifers by concerned LO

This was made for all distributed Heifers; which covered the almost all heifers in initial days of implementation. Under this strategy the respective LOs was held responsible to visit all the villages for heifers, and record the relevant data, that was health status of heifers including the heating period, nutrition management of if heifers at household level and housekeeping of all distributed animals at the HHs level. Respective LOs have been regularly visited the locations and reported the concerned consultant doctor on above-mentioned data properly.

Besides this the consultant doctors team also conducted three hour sessions with small groups of 7-10 beneficiaries, where beneficiaries have been sensitized on management of the Heifers. Through one-day session and follow up separate shelter/shadow for Heifers were made to be ensured so that Heifers may be protected from high temperatures.



The proper nutrition of Heifers, availability of safe drinking water in sufficient quantity, timely response to any kind of disease of animals. These all things discussed during the sessions duly conducted with beneficiaries during the course of project tenure at rural areas.

Medical Checkup & treatment of Heifers

Before the establishment of mobile veterinary clinic, the various services i.e. medical checkups and treatment of heifers was done through the regular visits of concerned doctor and LOs in field. With the start of the high temperatures in rural areas of Ghotki, threat of Hemorrhagic Septicemia (HS) disease has also been

increased. Keeping in view the effects of this dangerous disease for the animals, the plan of medical check-up of all distributed heifers has already been made. Based on the prepared plan, the medical check-up and other treatment services were provided to all the heifers. A part from medical check-ups and treatment the required and relevant vaccinations were also introduced in field and majority of animals have been vaccinated for various other diseases to manage the Heifers protected and healthy.

During the regular follow-up visits following services were extended to the heifers in various villages: -

a) Vaccination

All Heifers have been HS vaccinated, particularly to protect them from Hemorrhagic Septicemia (HS) disease, this is seasonal disease and a major cause of HS disease appears in this season.

b) Red Water Disease

The Imizole vaccine was highly important for animals to protect them from a disease called “Red Water” in which two Heifers have reported as dead, to ensure the no more deaths of animals this vaccination was also made the part of the contingency planning initially done for heifers.

c) De worming

This medicine was very crucial for the health of heifers, so that this was provided for all the heifers, which protected the animals from bad effects of germs and insects in the stomach of the animals. This medicine additionally improved the general health of the animals and supported the development and growth of the animals as well.

d) Provision of DCP Powder

During the course of LEP-II implementation, all the beneficiaries were provided the one packet of Calcium Phosphate (DCP) powder as the feed for the animals. This was a daily supplementary feed for heifers. The respective owners have also been oriented well about the properly use of the DCP for their heifers. DCP powder promptly improved the physical conditions of the heifers and animals have been started to grow rapidly and it also enhanced the immunity power among the heifers against various diseases to sustain the worse effects.

Under disease prevention mechanism, through different services for heifers had largely ensured the healthy living of cross breed heifers at the household level, in such areas where this animal was being introduced first time and the owners had not any kind of post exposure to manage these heifers. This

initially achieved with efficient planning and devoted efforts of the SRSO team and the indispensable role of rural women who have been successfully rearing/managing their heifers without any fears now.

Nutrition Management through provision of Vanda

After the distribution of heifers, the LOs reported regarding the shortage of green fodder due to the hot & dry season from May to July. In these conditions the heifers were at great risk and experienced the huge scarcity of required green fodder in the area. Resultantly, respective owners started to use the straw fodder for animals which was not a healthy sufficient diet for heifers.

The scarcity of required fodder was quite challenging for respective women beneficiaries and the SRSO as this breed was first brought in the area and it was highly important to see for strong option around in order to manage situation effectively without any sort of disturbance and loss of heifers.



Later, reviewing all possible options and going through field reports which revealed through regular as well as productive visits of project teams in majority of areas where the scarcity was being reported by the women beneficiaries. A plan was developed to provide balanced Nutrition Feed to the animals, in this regard the two types of feed as a supplement has been provided to owners of heifers in order to cope up with the dry season.



Each beneficiary was provided two Vanda bags of 37 Kg. The respective beneficiary had provided/served 1.6 kg Vanda per animal on single day. The support was extended for 60 days, which maintained the heifers healthy and created a great power to sustain the hot conditions.

Now when the LEP-II project has been completed, the beneficiaries are managing the supplementary needs of their heifers on their own with maximum efforts. All the beneficiaries are in touch with SRSO office and getting information on the quality and possible quantity of supplementary diets of their animals.

Different Trainings under LEP-II

Under LEP-II trainings have been arranged for the targeted households in order to make them orient and their capacities might have been built before the execution of certain interventions. Members who were involved in livestock based interventions were imparted trainings in livestock management. The participants of livestock management trainings were made fully aware on the modern ways and techniques to manage the livestock at the household level. In addition to this, the same households were also educated on the routine management of cross breeds (heifers) in terms of their diet and water need. Trainers apparently urged and demonstrated on beneficiaries about the importance of water and food for these animals, as their productively entirely depends upon the water and routine diet. A deficiency in any of the component may lead to less production of milk and ultimately affects the growth of cross breed animals.



A part from livestock trainings, other households who were willing to work in agriculture sector, have also been provided trainings on agriculture management. During the training events the households were made familiar about the latest methods and patterns of agriculture while cultivating different crops. Trainers have specifically highlighted such practices which were very useful for getting maximum output or per acre yield for various crops. Participants were encouraged to use their time and

resources while cultivating desired crops with modern methods.

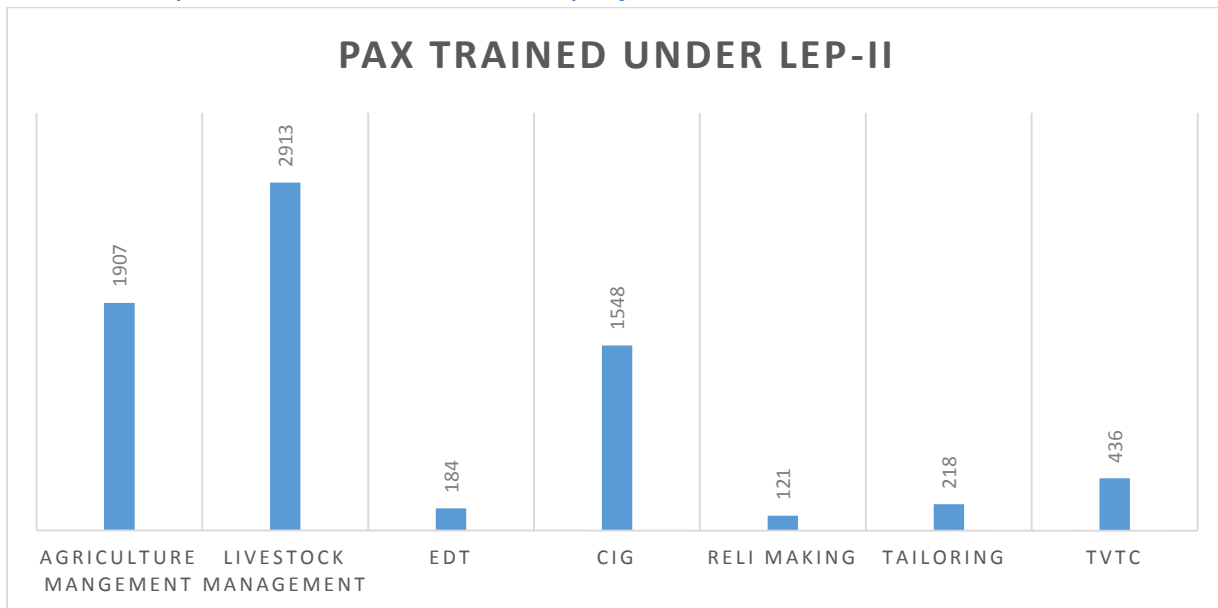
Other households who has been identified willing to execute any small work in enterprise. Such type of households was imparted the trainings on enterprise development. Throughout trainings on ED, the trainers have fully educated the households/members on the importance of small enterprise in rural



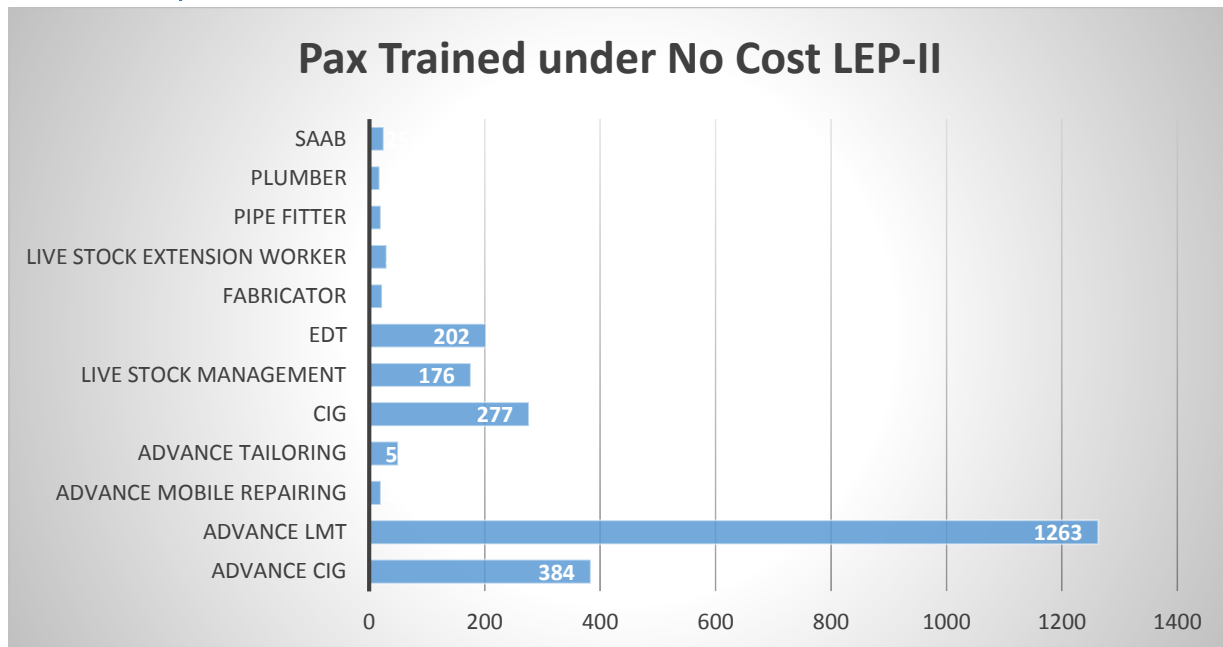
areas, and how this business becomes the major livelihood for people. At the end of training days, a formal market research/survey was the part of the enterprise training as to make the participants completely updated on the various commercial benefits of enterprise and to meet with successful shopkeepers and entrepreneurs for their new business. Other than aforementioned trainings, other

relevant vocational trainings were imparted to those members who sent their willingness to their respective CO/VO for vocational training under trade of their own choice. Based on the request of VOs the youths from various villages have been provided vocational trainings under the trades i.e. tailoring, plumbing, pipe fitting, advance mobile repairing, fabricator and reli-making from various local institutions namely TTC and AKC of district Ghotki.

Trade wise pax trained under LEP-II in project tenure



Trade wise pax trained under LEP-II No Cost Extension



Vocational Training through PITHM

Besides the training on livestock the vocational training under this project has been provided to the households that were identified as being under the poverty line (poverty rank 0 - 23) with certain disabilities. This leads to either self or external employment of both men & women.



It has been very recognized way that the encouragement and promotion of rural potential of masses remained the focused areas for the development of underprivileged segments in the society. Therefore, it was highly important to maintain a deep concentration on ways and patterns that can effectively address and contribute to the basic needs of the rural masses specifically youths who were the

aspirant to do something different than routine at household level, in order foster the various gross root level activities i.e. literacy, health and creation of employment through getting required skills.

For aforementioned context and vocational trainings, SRSO has also out-sourced the services of PITHM and formally signed an agreement in order to train the 49 participants in two different trades i.e. housekeeping and food services.

The training of Basic housekeeping started from 13-May-2014 to 22-May-2014 and classes of Food and Services started from 16-May-2014 to 25-May-2014.

Throughout the training the participants have shown huge interest and participated in each activity of training. The trainers have emphasis the participants to take part practically to learn as much as they can. The director PITHM educated the participants regarding the importance & scope of Hotel management, particularly in urban areas, which is ultimately a good source of income.

All participants have successfully completed the trainings and efforts are being taken to find out the appropriate placement in the market

Artificial Insemination (AI)

An initiative to introduce the Artificial Insemination (AI) technology in the rural areas of District Ghotki was challenging task to do at any level. But the core guidance of CEO Ms. Naheed Shah Durrani and firm commitment of LEP-II team with the support and direction of district team they have started to conduct the Training Need Identification of those members who have been awarded the Cross Breeds heifers within their homes. The participants who identified and shown their huge interest to become trained in this technology are actually relatives of Cross Breed owners, and then again conducted the Training Need Assessment before making a final proposal to the Institution whose services were being taken to train these applicants.

For this important activity SRSO contacted with an Institution of Lahore namely Riphah collage Lahore which is well known and famous for their good arrangements and effective training delivery. After making all formal and necessary arrangements the first batch of 22 participants has been sent to the Lahore to attend the one-month residential training on AI technology. During the training at



Lahore the participants were educated regarding the Artificial Insemination Concept its importance and vitality of this technology in the current era in which we are living. And secondly all participants were practically demonstrated about each and every step used in AI process.

All 22 participants have been successfully completed the training and returned back with a great hope to execute the work in their native areas to promote this technology as maximum benefit could be provided

to the masses. All trained AI technicians have been providing the AI tool Kits which are mandatory during the provision of services at the doorstep of each heifer/animal owner.

– **AI Service delivery**

After receiving the A.I kits the technicians have started to provide the services in different villages and the provision of Liquid Nitrogen gas and Semen of good breed is made available for the AI technicians. The technicians are receiving orders from the owners for AI services; they are frequently visiting the owners and providing AI services. 134 animals have been reported as pregnant through the AI services in different villages under the LEP-II project. With the passage of time and conceiving of pregnancy in animal the AI services would be quite successful to restore the trust of the community to determine and adopt this AI technology. After the proper promotion and the scaling of this technology, SRSO intends to establish the AI clinic in the field where the owners have easy access to get their animals pregnant.

Insurance of Heifers

After introducing the cross breed heifers in district Ghotki, the focus always remained for the maximum welfare and prosperity of the masses that has been given these animals. It was very important firstly that all the animals must get insured by well reputable insurance agency. Secondly, if any beneficiary unfortunately loses her animals she must have another option in form of money to get another animal in order to protect their livelihood by possible means.

In this perspective, all 1,800 animals which have been distributed among the poor women are completely insured with the Askari General Insurance Company for a period of 11 months. The relevant vendors' have paid the insurance amount to the company, by the agreement they are bound for the insurance of each animal that has been given to the community and insurance starts from the day when animal reaches to the actual beneficiaries.

Throughout the period of eleven months if (unfortunately) any heifer dies the respective company is bound to pay the Rs. 43,000/= to the owners under the insurance policy and policy covers the death incident only for all heifers. In case of thieving the particular beneficiary is responsible for heifers' security.

The community members and the relevant beneficiaries were oriented regarding the insurance of their animals. Also educated them that if any animals unfortunately die they will not dispose of it until the concerned LO from SRSO and the representative from the insurance company may reach to verify the animal physically.

Besides physical verification there are few other steps at community level to claim the animal before the respective insurance company. Initially, if an animal dies the beneficiary will inform the SRSO and will produce the certification and then concerned CO/VO certifies the death of an animal through resolution, and afterward the SRSO consultant doctor certifies the death of animal medically. In the end a picture of dead animal has to be taken to claim properly.

Formation of Common Interest Group (CIG)

Common interest groups are comprised of individuals with similar livelihood aspirations, plans as well as resource based on social geographical background, which organize and engage themselves to initiate a livelihood activity. These groups have been provided with requisite technical support including basic infrastructure, working capital, linkages with the market and banks for successful implementation of proposed activities.

With the formation of Common Interest Groups, the individuals have been engaged in a wide range of opportunities and development of their existing livelihood activities and assets; through this the value chain, their efficiencies and knowledge have improved. Besides those provided technical knowledge that would enhance their access and participation in local markets.

Now the Common interest group is a business group having the same interest in the same business, this group is formed where (LEP) intervention are ongoing. Common interest group is divided into two types of members one is basic and second is honorary which consists of 7 to 15 members. The linkages of CIGs were given more importance in order to find out maximum options of market and livelihood, primarily all the CIGs have been facilitated to explore their opportunities prevailing within the surrounded areas.

Sr. No	Activity/Task	Project Target	Achievements	% Achieved
1	Common Interest Group (CIG) Formed	133	133	100%
2	CIGs formed in Male	0	34	0
3	CIGs formed in Female	0	99	0

Observable Outcomes

- Trained vocational skills holders have got a good platform to utilize their skills in order to earn for the family to change their social and economic conditions.
- Community use to have self-dependency behaviors/attitude and have willed to promote their skills to earn a lot at gross root level.
- Saving trend/tendency has much more understood and is being practiced seriously in formed CIGs which could be very handy in long or broader perspective.
- The poor women of CIGs are able to priorities the plans as well as able to execute the plans and getting maximum benefits by utilizing the CIG platform.

Retagging of all untagged heifers

Such reports were received that tags were removed by some of the beneficiaries, this issue was taken very seriously and the retagging of all animals was decided whose tags were removed. It was observed that almost 40% of the beneficiaries removed the tags of their Heifers. Although there was no any genuine reason behind it, but it was learnt that the illiterate community if any persons within the community communicate any information all of them try to follow it.

One of the community member ask them to remove the tags otherwise Heifer will die, someone ask for better



health of Heifer it is necessary to remove the tags. Now all Heifers are retagged and beneficiaries were charged Rs. 200/ each as a fine against to remove the tags. This amount has been handed over to the concerned LSOs, and the charges of fine was necessary to avoid such practice again in future.

Major Findings of study on beneficiary feedback under LEP phase-II

In LEP-II project the heifer initiative have largely enabled the poor targeted community to choice their better livestock management with cross breeds which is generally well known for the good production of milk. Keeping in view the initiative, the study was conducted at meant to collect the information regarding contemporary practices, patterns, techniques and different sort of measures as well as plans in terms of cross breed animals at household level after the period of over eight months.

a) Objective of the study: The study also aimed to focus the various problems which the community can have to face while managing these heifers first time at their homes, and also to see the different trends

of the community regarding heifers' management. During the study the main focus always remained on the expected production of milk that the owner determines from their heifers. A part from this, study meaningfully concentrated on the plans of community that after the production of milk what would be the mechanism with the community for the reasonable selling of that produced milk from heifers.

b) Coverage during the study: During study 326 beneficiaries have been covered out of 410 of sample, the remaining were not yet covered due to some genuine reasons like 32 beneficiaries not found due to their extreme level domestic emergency or other affairs whereas 54 beneficiaries have not traced due to the seasonal harvesting of rice crop, and many of them have temporarily taken out their animals together where they were harvesting in fields.

c) Trainings & Workshops on Livestock: According to the data obtained from the respective beneficiaries that all 326 heifer owners have been given proper training on livestock and they attended the training for six days consistently. While the 222 heifer owners attended the workshops on livestock management and 104 beneficiaries have missed to attend those workshops due to their personal reasons, here it is better to share that the 104 heifer owners were found well aware regarding the methods and techniques used in the management of these heifers.

d) Asset Transferring (Heifers): The status showed that 98% of assets have been received by the respective beneficiaries, whereas only 2% assets received by the Husbands on the behalf of their wives which are the actual beneficiaries. Due to the extreme level of emergency the 2% beneficiaries could not receive the asset personally. Besides the status of assets here it reasonable to share that the 98% respective beneficiaries have shared during the course of survey that they were properly informed by the SRSO and their own VO regarding the date, time and the venue of asset distribution, and it was strictly communicated that asset only provided on the basis of personal availability of beneficiaries, if anyone missed to come in person she will not be able to receive asset until she comes in person at the distribution venue.

e) Management of Heifers at household level: The data apparently showed that 25% beneficiaries arranged green fodder for their cross breed heifers, while 35% beneficiaries also arranged dry fodder with more than one types. The 18% beneficiaries have tried and arranged the both fodders i.e. green as well as dry to manage their heifers healthier. Whereas 22% of the beneficiaries who become more conscious of their cross breeds and arranged cotton seed cake & wheat bran (Khar & Chokar) to keep their animal healthier and happy. Further, during the survey it was also shared by the majority of the respondents

that arranging cotton seed cake & wheat bran (Khar & Chokar) for their Heifers is an expensive one, but the 22% beneficiaries who arranged the same told the survey team that it is their interest and the passion that lead them to ensure such supplement nutritional arrangements for heifers, otherwise animals can survive with green & dry fodders. According to the findings which based on the responses of beneficiaries that 70% of heifer owners are providing 3 to 4 times fodder to their animals with clean drinking water as well, whereas 20% heifer owners responded that they are providing 4 even in rare cases 5 times fodder for their heifers with proper watering on need basis. Whereas as only 10% owners shared that they are providing 1 to 2 times fodder for their heifers with proper watering.

f) Animal Care at household level: Data clearly depicted that 37% beneficiaries have potentially arranged the shed/chapro for their animals/heifers, while 32% of beneficiaries have significantly arranged proper dry as well as clean place for heifers. Hence 31% of the respective beneficiaries have arranged the safer place for their cross breed animals within their homes. Here is it vital to be explained that the safer place referring as the place where the threat of insects and other vulnerability is minimum and animal can be considered more safe based on rural dynamics.

g) Medical Services Provided by SRSO: The report reveals the status of medical services provided by SRSO to the owner of heifers at their doorsteps, according to the findings 94% beneficiaries confirmed that they have been provided the required medical services, whereas only 6% beneficiaries denied and told that they have not been provided any sort of medical services for their cross breed heifers. Besides this, 2% beneficiaries also responded that in spite of medical services their cross breed heifers are not getting proper growth and sustaining the different diseases of digestive system and could not be cured after using other medicines provided by the local Veterinary assistants.

h) Type of Medical Services provided by SRSO: Survey findings revealed that 305 heifers have been vaccinated, and 297 heifers have been provided the medicines for Deworming, whereas 301 heifers have been provided DCP-Powder in order to eliminate the fear that heifers may face any disease immediately after asset transferring.

i) Provision of Vanda Bags as Nutrition Management: The study has obviously shown that 94% heifer beneficiaries received the Vanda bags from SRSO under LEP-II project, whereas only 6% beneficiaries were found during survey who denied that not to receive any sort of Vanda from SRSO. It also includes those beneficiaries whose animals were previously died and then in second time when insurance company provided them animals, they have not received any Vanda for their new animals from SRSO. Furthermore,

beneficiaries have highlighted the various other benefits of this Vanda, according to the responses of 61% beneficiaries that this Vanda has potentially fulfilled the nutritional requirements and found as a supplement which enabled our heifers to grow fast, and it has additionally improved the digestive and immunity system of cross breed heifers.

j) Pregnancy Status of heifers: The study report apparently shows the ratio of pregnancy among the heifers based on the responses and physical look of each animal which survey teams have done properly. It reveals that 26% heifers have conceived the pregnancy which has been confirmed; simultaneously 5% heifers have attained the heating period and matched bull or A.I yet their pregnancy is settled not confirmed, either it is possible that the heifers have conceived pregnancy or it is too possible the heifers might not have conceived pregnancy at all. Whereas 69% heifers reported as not pregnant, and from that 41% heifers found not yet reached on heating period and 28% heifers identified as to reached on the heating period but their owners have refused to match any bull or use A.I, because of heifers early age factor, in other words the animals have attended the heating period before the proper time, perhaps its reasoning of proper care and timely nutrition and other livestock management.

k) Methods adopted for pregnancy in Heifers: For the pregnancy of heifers the respective beneficiaries have used different methods based on the availability and need. The below mentioned figurative data clearly states the ratio of those methods which the heifer owners have used in their rural areas. According to the survey findings 50% beneficiaries preferred the local Bull for pregnancy of their heifers, while 50% beneficiaries preferred the artificial insemination (A.I) method, in which 32% availed the facility of A.I through other sources, whereas 18% have settled to avail the A.I facility from the trained technicians of SRSO.

l) Production of Milk from the Heifers (Expected): During the survey the team has thoroughly focused the quantity of milk that heifer owners may have plan to get from their animals, therefore for the better understanding of beneficiaries the quantity has been divided into four categories by assigning kilograms. According to the survey findings the 54% heifer owners have planned to get 5-7 kilograms of milk from their animals, while 34% heifer owners intending to get 7-10 kilograms of milk from their cross breed animals, whereas 11% owners planned to get 10-12 kilograms of milk production by using additional resources and time from their heifers, and only 1% owner desires to get the maximum production of milk which is 12-15 kilograms from her animal with all possible efforts & means. Additionally, it is necessary to mention that during the surveying one heifer found which has been given birth to the female calve. While the team has taken huge interest and conducted the detailed discussion with the beneficiary regarding

the pregnancy and delivery of her heifer. According to the statement of beneficiary she was not aware of the pregnancy of her animal because the heifer was already pregnant when it was transferred to her from SRSO. Furthermore, she has shared regarding production of milk that after the initial 15 days which has passed, now the heifer produces more than 4 kilograms' milk and gradually it will increase by upcoming 40 days by 7 to 8 kilograms with proper nutrition and efficient management.

m) Expected plan to sale heifers milk: During the survey entire focus has been made on the plans that the beneficiary may have in her mind to sale out produced milk. According to the responses of the relevant heifer owners that 37% beneficiaries intending to sale out their milk within their own village on appropriate rates, whereas 21% beneficiaries rely on the mid person who generally obtains or collects milk from the area, while 34% beneficiaries have planned to access the market personally in order to find out better and reasonable rates for their milk for good livelihood, and 8% beneficiaries clearly refused to sale out the milk, they just intending to consume the milk domestically only, and these cases mostly found in the remotest areas in UC Lohi.

n) Current status of Heifers: According to the findings that 307 cross breed heifers were found available/present during the survey, most importantly all the heifers were found properly tagged and the tag contained the information like the LIP No of the beneficiary and the type of breed the animal is. While during the survey team has found that only 01 heifer has been sold due to some reason which the beneficiary has not yet shared with the team, whereas 01 heifer has been found as theft which is already reported to the authorities of SRSO. And the 05% heifers have been found as died and their information is already shared with SRSO and the concerned insurance company.

o) Conclusion: After conducting survey/study & drafting its report, it can be concluded that the cross breed initiative under LEP-II has been successfully implemented and achieved its basic objectives with spirit. This initiative has highly contributed in the uplifting and empowerment of rural women and added the many more like:

- Introduced the trend of a new breed and enabled the rural poor women that how to manage their livestock with modern and effective methods which can be very easy and productive at household level.
- It has further enhanced /enriched the contemporary practices & patterns of the rural women regarding the management of livestock at household level.

- It has successfully served the purpose of asset creation since the heifers have started to deliver the breed which ultimately will promote this new breed and possibly enhance the inventory of livestock at household level.
- This initiative under LEP-II has provided a better chance/opportunity to rural poor women to get the improved production of milk in order to enrich their nutrition intake and can further protect their livelihood while by planning the proper and efficient sale of that produced milk, which is the genuine objective of this LEP-II project.
- This initiative under LEP-II has promoted the use of artificial insemination (A.I) technology, which was completely unknown to the rural women, and also engaged the siblings of rural women by providing them the proper training of A.I and opportunity in area to find out the better livelihood for their families which ultimately serves the objective of livelihood enhancement.

Overall the project has completed properly in stipulated time, and the rural women have positive feedback and tangible plans to enhance their incomes and also protect their livelihood and its means permanently at their own base.

Case Studies

Beacon of Hope

Mai Asia, 41 years of age is happy to have an animal of good breed which is known for its good production of milk. She always had a strong desire to find the reasonable livelihood for family. Her wish seemed to be achieved when she became the member of their CO and started to attend the CO meetings and also strive for savings as all others were doing. She is the resident of village Chhatan Mahar UC Khanpur. Her family is comprised of ten family members including (husband, 7 children and two Father-Mother in laws). Mai Asia, used to live with inadequate resources to fulfill needs they neither own any sort property nor had permanent livelihood options to manage the expenses. She & her husband remained involved in labor work, many times they could not find any work and became worried for daily expenses. This type of situations put her in great worry and started to think regarding there should be a permanent and effective means of livelihood which maintain the daily expenses of her family. In that context she decided to engage herself in rilly-making work but soon she realized that this work takes days to be completed which was not suitable to meet the needs of the whole household of her family.



In the meantime, SRSO with financial support of PPAF, had started the livelihood project in their village where Mai Asia had already applied with her respective VO for asset. Her request was honored by VO and recommended her name to be provided cross breed heifer to her. SRSO provided a cross breed heifer to



Mai Asia upon the recommendation of respective VO. Mai Asia, started the proper management of her cross breed animal with methods and which were taught her in livestock management training provided by SRSO under LEP project. Gradually her interest has increased and few month after the asset transfer the cross breed heifer has delivered calve. The cross breed heifer have started to produce the milk which was awaited for months within the house of Mai Asia. 10 liters milk is extracted from animal and she use to sell the produced milk.

By selling the milk she earns 500 to 600 on daily basis which was only imagined previously. She had dream that her children may get proper and complete education which make them better and equal to others. Previously when the livelihood options were limited and uncertain, resultantly she always remained thoughtful for education of her children who currently studying in classes 5th, 6th and 7th respectively.

While after getting a good income Mai Asia started to plan things to make her livelihood more secure and sustainable, by saving some amount (300) only daily basis. From that saved amount she has a plan to engage her husband in shop to make the livelihood options more protected with existing resources. Her efforts are in right direction and she has been thematically desirous to make the household conditions better & improved by means of multiple sources of income.

Journey towards Prosperity

Mai Zohra, 47 years old is proud to have asset which was only imagined previously in her life. She belongs to village Bhalay Dino UC Khanpur. She lives with her family which is comprised of eight members (3 sons, 3 daughters & her husband). She used to live in a kacha house which is built of mud and soft wood. Her husband used to have labor work as their livelihood and source income. Through daily wages work Mr. Sodagar could earn Rs: 120 which was completely insufficient to meet the daily needs of their family. This thing has put Mai Zohra in great worry that how to deal with the daily requirements of the family which is increasing day by day. Additionally, Zohra was thinking of her children's future while they were growing rapidly.



These were the days when SRSO with respective VO had started a project for livelihood Zohra said. Their village organization has pronounced the names of those households who has been identified as poor & poorest with PSC rank of (0-18). And simultaneously those households were eligible to plan any small enterprise by devising their individual LIPs with their respective VO. After such an opportunity Zohra,



submitted her plan with VO to get the Heifer animal which is well known for high production of milk as compare to the other local breeds. Upon the recommendation of relevant VO, the required cross breed heifer had transferred to Mai Zohra under LEP project. After receiving the animal Zohra increasingly given time to the animal and ensured its proper management as she was

taught in livestock management training from SRSO, before the transferring of assets.

After some months hard work, finally the heifer has delivered a calf and Zohra now becomes the owner of two animals of good breed. According to Zohra, her heifer delivering more than 6 liters milk daily which is quite encouraging one for her that to plan proper consumption of that milk. Zohra & her husband decided to take complete advantage from the production of heifers in whole village. She revealed that they are getting dual benefits from the milk production of heifers i.e. firstly she selling out the 4 to 5 liters milk in local market of Khanpur and getting good returns up to Rs:450 on daily basis. Secondly she has

interestingly engaged her husband to collect heifers' milk from all over the village & surrounded villages and sell the same milk in market with minimum mark up of 10% to each customer on daily basis. Mr. Sodagar (husband of Zohra) collects 25 liters' milk from their village.

Now with this dual plan Mai Zohra has tremendously success and earns at least up to Rs: 800 on daily basis which is a reasonable income to fulfill the domestic needs. Mai Zohra, while with smiling face mentioned her future plan that she intends to promote the manufacturing of dairy products at household level with maximum resources as to make existing livelihood sources sustainable and protected. She also has a wish to repair their mud made house to make it well bricked.

Making it Possible

Life with constraints always put people in conditions where a person might have any option other than the do what can be done. Mai Namoi, 69 years old widow women who desperately become helpless when her husband left her alone in this world. Her husband was only single source of family income. She became worried regarding the daily expenses of house and the education of her children. After husband's death and consistent responsibilities created worst and difficult days for Namoi, and she could only manage the affairs partially and issues remained unsettled because of no any source of livelihood. Mashooque who was the son of Mai Namoi, was living with his mother along with his wife and two children. Mashooque & his family were happy with Mai Namoi with limited sources. Mai Namoi never predicted to see those worsen days of her life when her son Mashooque became psychology patient. Day by day the health condition of Mashooque went worst and resultantly he identified as mental case. This has immensely affected the whole family and Mai Namoi was partially shaken after such heart-breaking event. Her responsibilities saved her from any unwanted situation.



She has managed herself and realized her role after the sickness of her son. The physical and mental conditions of Mashooque remained unchanged and could not be cured after treatment of many years. In the meantime, Mai Namoi had faced many difficulties while managing the family of her son which was only source of income of the whole family.



According to Mai Namoi that during those harder days SRSO started project with their respective VO namely Livelihood Enhancement & Protection Project (LEP) for enhancing the livelihood of masses in villages. After that she submitted plan with her VO for asset to be provided to her. Her name was recommended to SRSO for transferring of Karyana Shop in order to execute the livelihood. Initially Mai Namoi opened up a cabin and started to sale the grocery items later on as per demand of masses she included other items in general. Steadily her customer's ratio increased and sale also enhanced. She started to earn up to Rs: 500 on a daily which was seemed to be sufficient to fulfill the

daily need of her family. After short span of time Namoi felt to save some amount at home to deal with any unwanted/emergency situation. Mai Namoi, stated that her family completely lost the hope to survive in those conditions which emerged after the incident of her son.

But it was just seen possible, when the LEP project was initiated in their village and most importantly, she became more hopefully when her request was duly considered by respective VO and recommended to SRSO for asset transfer. Now the livelihood option is created and other options to expand and protect it on sustainable basis is also with her in form of savings and tangible plan. With existing resources & income Mai Namoi intends to take her son to other hospitals in order to find out any better treatment which may be curable for her son.

WHEN DREAMS COME TRUE

Village Bhetoor Sharif is about 19 KMs away from Khanpur town, but it is visible from the outer side of the village, yet it takes much time to reach the town, because of worst condition of link road for many years which is now being repaired/constructed and hopefully the physical work will be completed soon. The village comprised of 320 HHs, with eleven castes living together. Village also contain Hindu population which is 22 households only, they lacking with livelihood options and have no any permanent source of income to rely on, resultantly are poorest & destitutes. Hindu community is involved in profession of shoe-cobbling, Tailoring, Masson and labour work etc. like other Hindu households Mai Mithal and her family was surviving with bitter financial



conditions with harder days to pass without having required resources and money to fulfill the primary & basic needs of the household. She is the mother of five children (four daughters & one son), and used to live in mud-made house with her children, mother-in-law, & Son-in-law. Her husband Mr. Nando has been actively working hard to deal with conditions but he could not make any visible difference and only earned Rs: 70-100 on a single day which was completely insufficient for whole household. Instead of such conditions Mai Mithal never lost her hope always encouraged her husband and other family members to have some good days very soon. She became member of her CO & later on in VO, when the SRSO staff had arrived in their village and presented their social mobilization program and encouraged the villagers to form their own organization in order to cater the needs & problems. Soon after this program, the SRSO also executed a project namely Livelihood Enhancement & Protection Project with financial assistance of PPAF in six UCs of district Ghotki. Same project was also introduced in village of Mai Mithal with VO. Under this project the respective VO had recommended her name through LIP, for the asset of enterprise shop. After that her husband Mr. Nando has been provided five days enterprises training in which he was fully oriented regarding the execution of any enterprise and how to become a successful entrepreneur. After training, as per LIP of Mai Mithal a Chapel Shop has been transferred to her husband from SRSO under LEP project. Now, Mr. Nando had given-up old professional and adopted the new one with dedication and more energy to make clear difference. Gradually his customers increased and his shop become handier to the people to purchase the chapel from him instead of Khanpur town. Initially he maintained a

reasonable profit margin as to grasp more customers. His strategy has proved effective and he could success to draw the attention of more customers to buy chapels from him.

According to Mr. Nando his daily sale has improved more than the expectations and he started to earn up to Rs: 2,000 as profit from the shop. This eventually enabled them to maintain their domestic needs



properly and their family has started to save some amount of money from that profit. From that saving, Mr. Nando with full consent of his wife Mai Mithal, has purchased a refrigerator and added a corner of beverages in the existing Chapels shop. After introducing beverages corner, which had been tremendously succeeded to get more and more profit from his shop. Later on, with plan of Mai Mithal other corners like Karyana items corner, vegetable corner within the same shop were also added. Other corners also becomes the

good source of profit for his family. Now the things have completely started to favor Mai Mithal through investments, hard-work and dedication of her husband. Nowadays, Mai Mithal and her husband seriously thinking of to add a new corner of cloths as the villagers use to purchase cloths from Khanpur town. Both have adopted this shop as their permanent profession and source of livelihood, therefore striving very hard to make it more customer friendly as to serve their domestic needs effectively with no any fear of uncertainty.

Mai Mithal, in her own words expressed this whole that her dream was to send her children to school and her household would have sufficient resources to meet the domestic needs independently, which is now being seen to fulfilled, after execution of this meaningful shop.

Step towards prosperous future

Women empowerment has not been considered at a meaningful scale until they prove their self likewise Mai Muradan 32 Years old widow poor lady resident of Village Mehar Shaikh union council Ali Bagh District Ghotki. She is the mother of 5 children one son and four daughters, she has observed the worst days of her life due to the unavailability of income generation resources and activities that led her to the extreme level of poverty. Her survivals become very difficult when her husband and life partner have left this material world and went forever and left her alone to face the bitter and rigid days of her life with five innocent children, now life becomes very difficult to pass in a conservative society where no one is ready to pay for others on account of welfare and support. But she has never lost the hope and always remained optimistic that the time would surely come when good days will be wait for them.



Very soon the Sindh Rural Support Organization (SRSO) has started the Livelihood Enhancement and Protection (LEP) Project with the financial support of the Pakistan Poverty Alleviation Fund (PPAF) in the village of Muradan because in her village the COs was already formed. When the activities of the LEP project have been started with their community organization (CO) she has shown huge interest in her CO to execute any kind of business with financial support which may take her to the next level in the future. Besides making a formal request to her CO, she also becomes eligible for any kind of financial support in an LEP project with PSC 5 which comes in an ultra-poor category at all.

Finally, her CO has approved her nomination for asset transferring to open up a grocery shop within her village. During the course of bitter and difficult days she always planned to open up a shop but due to the lack of resources she had not able to do this. So by the intervention of LEP she becomes able to do what she has been planning for several years. With LEP project she has availed an opportunity and opened up a grocery shop to start the livelihood for her innocent children, she has worked day in and day out to abstract the maximum benefit. With her adequate efforts and unbroken commitment, she becomes able to earn up to 300 per day, which seems appropriate for her family to survive as compared to the previous

days of agony and troubles. Having such income, she is thinking of the savings as best weapon would be used at the time when there is no other source except loans. Therefore, besides bearing the expenses of her family, she also wishes to save at least 10 to 30 rupees on a daily basis to save for the rainy days, because she believes that it the efforts of man which makes everything possible. She also becomes authorize to send her children to the school with fair expenses similar to the other children of the same age and group as well as status. Besides making all other arrangements she also reserves her to think of the expansion of her livelihood options on a sustainable basis as to ensure the due protection of existing resources. After taking all due efforts at maximum scale she (Muradan) explains her post conditions that “she had nothing to eat and wear, but now she has food to eat and cloths to wear, her children were wondering without having proper schooling, but now her children are well recognized students in the school, overall the life conditions/standard has much more improved, her consent has been taken impartially in the community organization and now she becomes a hand to mouth”

AGE & EXPERIENCE MAKES DIFFERENCE

The passion to do something almost makes the things possible like 70 years old Mohammad Ali s/o Khuda Bux resident of village Beriri union council Beriri did; he basically belongs to the poor and illiterate family and spends his life under the object of extreme level of poverty. Although he was leading a normal life with all types of available resources at that time. Unexpectedly he becomes seriously ill with a dangerous disease and expensed almost everything to become curable. With all the efforts and expenses he becomes hopeless and would not have any single penny to arrange one-time food for his family and nothing left behind in his hands and his family has sustained the difficult time ever faced in previous life just because of his sudden illness made this whole.



During the course of time the Livelihood Enhancement & Protection (LEP) Project has been implemented in the District Ghotki, meanwhile under this project he would have an opportunity to plan his own business as to furnish the all possible options of livelihood within the village. Later on the LEP team has filled his LIP in which he has strongly shown greater interest to start the business of a grocery shop on his own behalf. In spite of age at 70 years he planned all the possible things in a proper and vigilant manner to overcome the issue as early as possible.

Later on the asset transferring has been made to him in the form of grocery shop in which he has placed all the type of commodities being considered necessary items for daily consumption at the household level within the village. After opening up that shop he has tried his level best to give additional time to the shop as to enhance the livelihood of their children. Slowly and gradually he started to move from one level to another level with minimum chance of disadvantage. After the opening up such a grocery shop the Mohammad Ali slowly becomes able to take the responsibility of food expenses of his family and becomes self-sufficient to earn somewhat by which he could feed his family properly, now Muhammad Ali earns 700 on a daily basis which is sufficient to lead a middle class life easily and also have the responsibility to send his children to school as they have been deprived to get an education which is the basic right of every child. With this significant business of grocery shop Mohammad Ali has become able to return all the dues which he had borrowed during the time of his illness. Besides fulfilling other

responsibilities Mohammad Ali sees that the practices of savings would always enable him to plan his expenses in the light of amount /money that one person has to consume, therefore with this realistic approach he uses to save at least 50 rupees on a daily basis at his home to get the support of that money at the time of difficult situations which no one knows when it appears.

After the running of grocery shop and proper benefits Mohammad Ali explains that “Apart from his pre-conditions which were very difficult to pass, but with intervention of LEP he becomes able to control the overall financial matter since after a huge illness, the needs of the family are being fulfilled properly as per their desires, the children are being seen in the schools which is good for person who was almost deprived to see such days, overall the living conditions has improved and now he is eligible to plan any additional activity within the village”