



FEBRUARY 2023 / ISSUE#35

Monthly E-Newsletter

SINDH RURAL SUPPORT ORGANIZATION
(SRSO)



The German Ambassador to Pakistan H.E Mr. Alfred Grannas along with Deputy Council Karachi Mr. Andrass Wegner and Secretary Ms. Julia Klein visited Sindh Rural Support Organization (SRSO) at Mirpurkhas on February 23, 2023 to learn about organization and its poverty reduction initiatives supported by the Government of Sindh.

Monitoring, Evaluation and Research Unit (MER-U)

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This issue:

| | |
|--|----|
| 1. 12th Sartyoon Sang Crafts Exhibition Karachi | 03 |
| 2. German Ambassador to Pakistan visits SRSO | 05 |
| 3. Medical Camps and Fodder Distribution | 06 |
| 4. Agreement signing with GoS for resilient housing construction | 07 |
| 5. Federal Secretary MOPASS-GoP visits SRSO | 08 |
| 6. SRSO-Flood Emergency Response 2022 | 10 |
| 7. Productive Assets distribution under NPGP | 11 |
| 8. Training for Adolescent Champions-UNICEF | 12 |
| 9. MoU signing with Shaikh Ayaz University | 13 |
| 10. Delegation from Balochistan visits SRSO | 14 |
| 11. BRAC-UPGI Consultants visit SRSO at Thatta | 15 |
| 12. Mr. Naseer Memon delivered lecture | 16 |
| 13. BDGs of Artisan women displayed crafts | 17 |
| 14. Awareness Sessions by MoHR-GoP | 18 |
| 15. UNDO Delegation visits SRSO at Badin | 19 |
| 16. Country Director Malteser International visits SRSO at Khairpur and Sukkur | 20 |
| 17. SRSO-visibility standees developed and displayed by MER | 21 |
| 18. SRSO-Media coverage February, 2023 | 22 |
| 19. SRSO- Brief news February, 2023 | 23 |
| 20. Spring Colors 2023 @ SRSO Complex Sukkur | 24 |



Ghotki / February 13, 2023

Director General PPRP Government of Sindh Mr. Parvez Ahmed Chandio & Program Assistant Mr. Abid Ali Mahar visited People s' Poverty Reduction Program-PPRP interventions in district Ghotki.

They visited UC Khadwari, UC Jamal & Labana Taluka Ghotki and held meetings with Village Organizations (VOs) Usman Ruk, Sher Dil Mahar and Ekta village Azeem Menak held and got updates on the progress of low-cost housing, kitchen gardening, income generating grants, community investment fund and vocational training program.

They also visited PPRP supported interventions and met beneficiaries to gather feedback on the impacts of the interventions on their lives and livelihood.



@OCEAN MALL KARACHI/FEBRUARY 3-5, 2023

12TH SARTYOON SANG CRAFTS EXHIBITION

Three day 12th Sartyoon Sang Crafts Exhibition was successfully organised by Sindh Rural Support Organization, in collaboration with Sindh Government and other partners. The event's objective was to facilitate better incomes for the #flood-affected women artisans of rural Sindh. Mohtrama Aseefa Bhutto Zardari on first day inaugurated the exhibition at OceanMall, Karachi..

In the exhibition, over 95 Business Development Groups (BDGs) represented 1,572 artisans of 12 districts, showcased and market their hand made crafts including Plazo, Shalwar, Garara, Trouser, Shawl, Duppta, Stoles, Waistcoat, Date Leaf, Wheat Straw, Khussa, Moora, Straw and Rillis, bed sheets and cushions.

Visitors and buyers visited each stall, met with rural artisans and they also got information about their products and #post-flood situation and its impacts on their lives and #livelihood. They appreciated the artisan crafts and exhibition. They arranged such an activity to promote rural artisans and their handicrafts in a big urban market of Karachi. The Chief Executive Officer -SRSO and Manager Crafts and Enterprise Development (CED) facilitated and briefed them during the visit.





Mohtrama Aseefa Bhutto Zardari on Friday inaugurated the three day 12th 'Sartyoon Sang Crafts' exhibition Ms. Aseefa appreciated the endeavours of Sindh Rural Support Organizations for poor and destitute community and expecting in future to keep such spirit for rural communities of Sindh.

She visited all stalls, met artisan women who cam from flood-diaster areas and appreciated their work in calamity situation. Appreciating the exhibition, Aseefa Bhutto Zardari said arranging such an activity to promote artisans, handicrafts and Sindh's culture was a great effort being made by the SRSO.

On the occasion, Sindh Govt. Minister for Health ,Dr. Azra Peechuho, Minister for Local Government, Syed Nasir Hussain Shah, Chief Executive Officer (CEO), SRSO, Muhammad Dittal Kalhoro, Provincial Secretary, Minority Affairs Muhammad Abbas Bolach, Member BoD Azar Ayaz, and Mr. Ghulam Sarwar Khehrrro were present



Thousands of women, key officials and renowned persons visited the exhibition and appreciated the work of skilled women, entrepreneurs and SRSO efforts including, Ms. Naheed Shah Durani (Chairperson SRSO), Provincial Secretary for Social Welfare Sindh, Dr. Sheeren Mustafa Narejo, Managing Director STEVTA Dr. Ghulam Mustafa Sohag, Economist, Dr Qaisar Bengali, Senior Journalist Ghazi Salahuddin, Executive Director IRC Sadiqa Salahuddin, Chairperson, Sindh Commission on the Status of Women, Government of Sindh, Nuzhat Shirin and others.



GERMAN AMBASSADOR TO PAKISTAN

MR. ALFRED GRANNAS VISITS SRSO



A German Embassy In Pakistan delegation, including Ambassador to Pakistan Mr. Alfred Grannas, Deputy Council Karachi Mr. Andrass Wegner and Secretary Ms. Julia Klein visited Sindh Rural Support Organization (SRSO) to learn about organization and its poverty reduction initiatives supported by the Government of Sindh. The CEO-SRSO, RGM and DG PPRP-CoS shared its approach and work with the delegation, highlighting interventions made at the community level for financial, social, and economic empowerment of rural communities through small entrepreneurship with a women-led household-based approach.

The delegation also met with rural community representatives and beneficiaries of SRSO's programs, including Malteser International Cash Grants. The SRSO is also involved in disaster response and recovery efforts in partnership with Malteser International and ADH.

The German delegation appreciated SRSO's with rural women for empowerment and poverty reduction and gifted German-made Ajrak to women participants. The meeting concluded with the distribution of hygiene kits to promote good health and hygiene.



Free Medical Camps for Flood-affected Communities with Malteser International

Mirpurkhas & Sanghar/February 20, 2023

Sindh Rural Support Organization (SRSO) in partnership with Malteser International has extended emergency assistance to monsoon rain flood-affected families in 4 most-affected Union Councils of the districts of Mirpurkhas (Mir Allah Bachyio and Mir Khuda Bux-2 Taluka Jhudho) and Sanghar (UC Jamrao 84 and Jaam Jaani Taluka Jaam Ali Ali Nawaz).

Initially, free medical camps have been started at village level in targeted 4 UCs to provide medical care and treatment. To date, total 10 camps have been organized (7 Mirpurkhas and 3 Sanghar) and treated 2,890 persons (Mirpurkhas 2,042 and) Sanghar 848) by qualified doctors and health team.

During September-December 2022, SRSO with the support of Malteser International has successfully provided immediate emergency assistance included 400 dry ration bags, 200 temporary shelters, 200 hygiene kits, and 400 mosquito nets, 300 cash grants of 32,000 per household, 400 water purification tablets, 300 water canes, and medical care to 16,800 patients of same 4 Union Councils of the both districts.



Livestock fodder were distributed to most-affected and vulnerable 100 households Mirpurkhas/February 22, 2023

Livestock fodder were distributed to most-affected and vulnerable 100 households of 04 different villages of union council Mir Allah Bachyio Taluka Jhudho district Mirpurkhas under Malteser International supported emergency assistance project by SRSO. It aims to protect main source of livelihood (livestock) of the calamity-flood victim's families. The distribution was organized at village Haroon and beneficiaries were briefed about the project and support by Project Coordinator.



SRSO SIGNED AGREEMENT WITH GOVERNMENT OF SINDH AS IMPLEMENTING PARTNER FOR RESILIENT CONSTRUCTION OF HOUSES OF FLOOD AFFECTED HOUSEHOLDS

KARACHI/FEBURARY8, 2023

SRSO is an implementing partner of Government of Sindh in World Bank funded Sindh Flood Housing Reconstruction Project in 05 districts. Under the agreement, SRSO will construct 768,796 resilient houses in Jacobabad 113,250, Shikarpur 90,975, Kamber-Shahdadt 147,223, Larkana 131,733 and Khairpur Mirs' 268,796.



Sindh Rural Support Organizaiton (SRSO) signed agreement with Government of Sindh as Implementing Partner for resilient construction of houses of flood affected households in designated districts of Sindh with World Bank South Asia.

CEO-SRSO Mr. Muhammad Dittal Kalhoro signed the agreement during a ceremony in the presence of Mr. Bilawal Bhutto Zardari, Foreign Minister, Pakistan, Syed Murad Ali Shah, Chief Minister Sindh, Mr. Najy Benhassine, Country Director, World Bank Pakistan, Mr. Knut Ostby, Resident Representative, UNDP Pakistan, Muhammad Sohail Rajput, Chief Secretary Sindh and many other important delegates and stakeholders.





February 07, 2023

FEDERAL SECRETARY- MOPASS-GOP VISITS Sukkur & Shikarpur

Mr. Ghufuran Memon Federal Secretary Ministry of Poverty Alleviation and Social Safety (MOPASS) Govt. of Pakistan along with Mr. Fazil Sardar Programme Director, National Poverty Graduation Programme (NPGP) visited Sindh Rural Support Organization (SRSO). He conducted different activities at SRSO head office, Sukkur IBA and field and interacted different stakeholders of NPGP funded by International Fund for Agricultural Development (IFAD).

Firstly, he held meeting with SRSO Management and NPGP team at SRSO Complex Sukkur. CEO-SRSO briefed about NPGP and updated progress in both programme districts Shikarpur and Kashmore@Kandhkot and history of SRSO, its outreach, approach and key achievements. Secretary appreciated the progress of NPGP and SRSO efforts and advised to explore need based trainings and crop insurance venues with ultra-poor families in rural areas.

Secondly, Federal Secretary with NPGP and SRSO team met with @Sukkur IBA University Vice-Chancellor Mr. Syed Mir Muhammad Shah and his team, after detailed discussions in meeting decided to increase substantial numbers including female children of BISP beneficiaries as well agreed by NPGP, Sukkur IBA and SRSO to explore possibilities of regular degree program for children of #BISP beneficiaries.





GRADUATION CEREMONY

Federal Secretary was Chief Guest in completion ceremony of 3-months long course on Creative Design On-line Earning and Digital Marketing Skills @ CRAIB-IBA of children of #BISP beneficiaries of both districts. All speakers including; Dr. Issa AC Sukkur, Mr. Fazil Sardar PD NPGP, Mr. Muhammad Dittal Kalhoro Kalhoro CEO SRSO, Mr. Syed Mir Muhammad Shah VC Sukkur IBA and chief guest . Federal secretary Mr. Memon highly appreciated the efforts of all stakeholders and trainees for acquiring such modern IT skills to get gainful employment and termed First 45 Digital Heroes from the remote and destitute areas of Shikarpur and Kashmore@Kandhkot districts. on this occasion, few course graduates also shared their presentations, learning, experiences and views from the first day to end and thanked to #MOPASS, Govt. of Pakistan, IFAD and #SRSO on providing a productive opportunity.

MEETING WITH NPGP BENEFICIARIES

Federal Secretary @MOPASSPK-Govt. of Pakistan along with Mr. Fazil Sardar PD-NPGP visited village Wazeerabad Taluka Lakhi district Shikarpur and met NPGP beneficiaries. Women beneficiaries shared their stories after getting productive assets and said, now they are owner of assets before, this we have not right to keep and own any assets. He visited transferred assets beneficiaries families to observe their assets & get information about their assets, its impacts in their lives & livelihood at HH level. He appreciated the spirit and confidence of women and SRSO efforts to engage women of ultra-poor families in development process defiantly, which leads them to graduate from the poverty on sustainable basis.



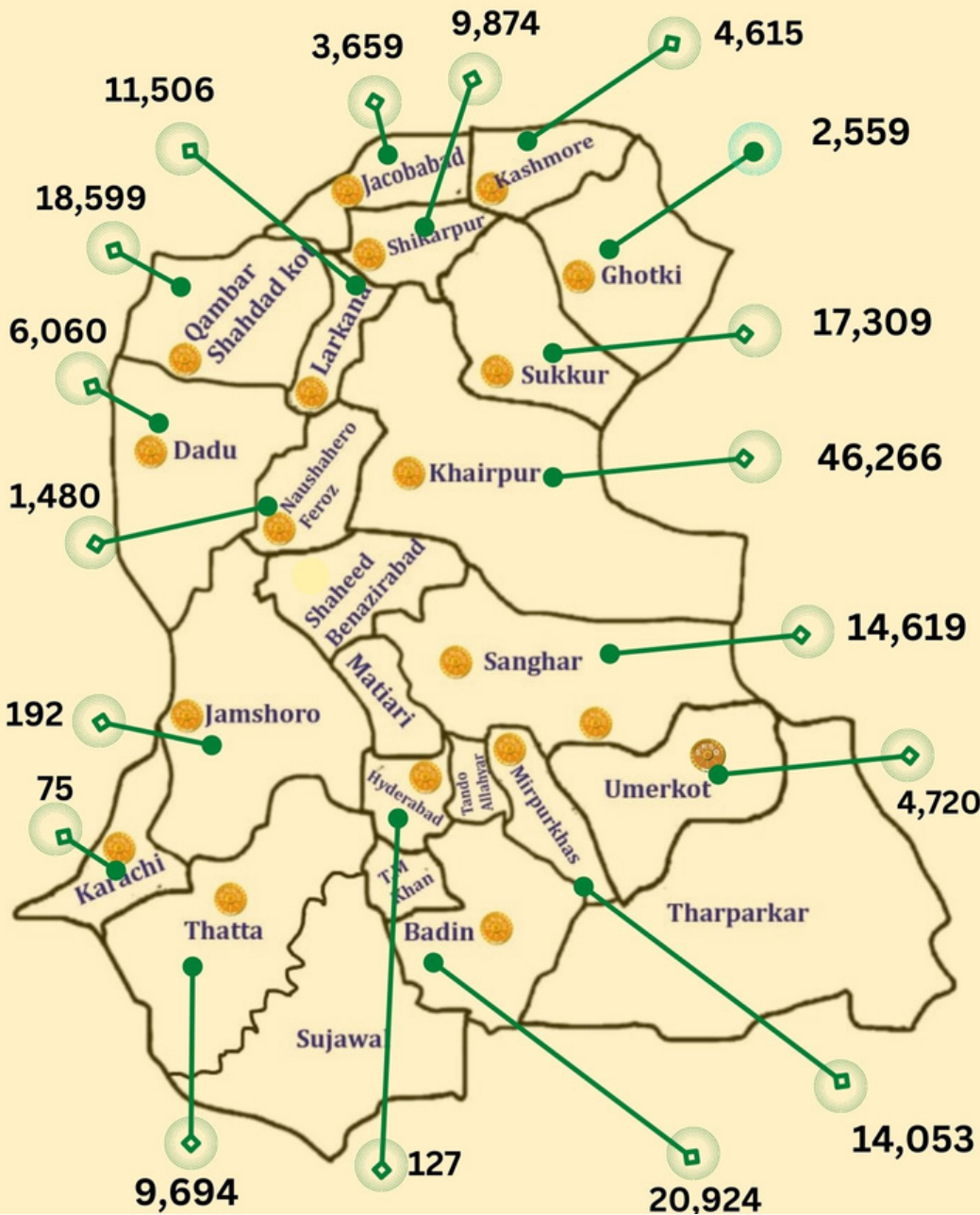
SRSO-FLOOD EMERGENCY RESPONSE-2022

SRSO Relief Operation Outreach



18 DISTRICTS

No of Families Per District



Sindh Rural Support Organization (#SRSO) is responding to the Flood Emergency 2022 in the most affected areas of 18 districts of #Sindh province of Pakistan to provide support in #relief, #recovery, and #rehabilitation of the #calamity-disaster victim-communities in collaboration with different Govt. departments, UN agencies, national/International humanitarian organizations, corporate sector, charity organizations, and philanthropists.

SRSO has utilized Rs.1.37 Billion by extending their services to 186,331 families of #calamity-victim-rural communities in 18 districts of Sindh under #SRSOFloodEmergencyResponse2022.



EMERGENCY RESPONSE!

| | | | |
|---------------------------------|--------------------------|-------------------------|-----------------|
| 73,001 Dry Ration Bags | 57,943 Cooked Fresh Food | 22,072 Stitched Clothes | 5,345 Tarpaulin |
| 2,279 Relief Tents | 22 Hand Pumps | 373 Mosquito Nets | 5,356 Vaseline |
| 15,621 NFPI Items | 23 Hand Pumps | 17,764 Mosquito Nets | 80,189 Patients |
| 24,301 Dignity Kits | 100 Hand Pumps | 40,390 Mosquito Nets | 2,966 Patients |
| 235,300 Liters Handwashing Soap | 100 Chlorine Tablets | 510 Mosquito Nets | Vaccines |

Relief Recovery & Rehabilitation Activities

IMPACT SUMMARY

- 18 Districts
- 1.37 Billion Funds utilized
- 186,331 Families Served

FLOOD EMERGENCY RESPONSE

10th Jan 2023

Sindh Rural Support Organization

With different organizations, corporations, and individual philanthropists' support, we have been able to extend ER&RC of flood response to 18 districts with PKR 1.37 Billion providing relief to over 1 million beneficiaries. The scale of #floodinSindh2022 is immense, and thousands of families still need your support.

SIEMENS Gamesa RENEWABLE ENERGY

SITUATION UPDATES

JANUARY 2023

IN NUMBERS

- 1,436,861 Families Surveyed as per Assessment affected
- 947,622 Families Katcha/Pakka Houses Partially and Fully damaged as per Assessment
- 325,796 Livestock Death
- 378 Human Casualties
- 1,094,446 Migrated Households
- Damages/Losses

NATIONAL POVERTY GRADUATION PROGRAMME (NPGP) PRODUCTIVE ASSETS DISTRIBUTION



Kashmore@Kandhkot/February10, 2023

126 productive assets (heifers) were transferred to women of ultra-poor households of the district Kashmore@Kandhkot under the National Poverty Graduation Programme (NPGP), a flagship program of the Ministry of Poverty Alleviation and Social Safety (MOPASS)-GOP funded by the International Fund for Agricultural Development (IFAD) and implemented by the Sindh Rural Support Organization (SRSO). The program aims to assist ultra-poor and very poor households in graduating from poverty on a sustainable basis.

The distributed heifers were vaccinated and insured by SRSO under Livestock Insurance (Death Claim) Policy. SRSO team members briefed beneficiaries about the program, complaint referral, insurance policy, and proper asset management.



Shikarpur/February09, 2023

143 productive assets (heifers) were transferred to women of ultra-poor households of the district Shikarpur under the National Poverty Graduation Programme (#NPGP), a flagship program of the Ministry of Poverty Alleviation and Social Safety (#MOPASS)-GOP funded by the International Fund for Agricultural Development (#IFAD) and implemented by the Sindh Rural Support Organization (#SRSO).

The program aims to assist ultra-poor and very poor households in graduating from poverty on a sustainable basis.

The distributed heifers were vaccinated and insured by SRSO under Livestock Insurance (Death Claim) Policy. SRSO team members briefed beneficiaries about the program, complaint referral, insurance policy, and proper asset management.

Mr. Sajid Grants Manager-NPGP visited distribution points and supervised the whole process of the distribution, animal screening and weight, meetings with Procurement Committee and Vendors, vaccination, tagging and briefing as well



UNICEF SUPPORTED INTEGRATED SERVICES PROJECT



SRSO has achieved another important milestone of the Trainings for adolescent champions

February 28, 2023



Sindh Rural Support Organization (SRSO) has achieved another important milestone of the Trainings for adolescent champions under UNICEF supported Integrated Services Project. These 2-day trainings were organized in the targeted 5 districts i.e. Khairpur, Naushahro Feroz, Dadu, Larkana and Kamber-Shahdadkot. 148 adolescent champions from targeted 37 union councils were trained on child rights and protection of children, GBV, violence against children, life based skills, psych-social support, nutrition, health & hygiene and mental health in order to protect children from sexual abuse and learned good and bad touch.

They were imparted life based skills through recreational activities such as several games and drawing competition and sessions. After completion of the training, adolescent champions are conducting sessions with children in the villages

MOU SIGNING CEREMONY

February 16, 2023

SRSO Complex Sukkur

SRSO-IMSD



Sindh Rural Support Organization and Shaikh Ayaz University-Shikarpur

A signing ceremony of Memorandum of Understand (MoU) between Sindh Rural Support Organization (#SRSO) and Shaikh Ayaz University-Shikarpur was took place at SRSO Complex Sukkur. CEO-SRSO Mr. Muhammad Dittal Kalhoro and Vice-Chancellor Mr. Ghulam Raza Bhatti signed the MoU. Main purpose is to create and support joint opportunities for learning and sharing with each other in research on community development, staff training, student/youth engagement among university and rural communities, experience sharing through exposure visits, and developing dialogue/forums on different subjects and current situations. On this occasion, VC-SAU said, it is very important for both institutions to work together for most marginalized and under developed communities especially youth of Upper Sindh. We have different expertise, experiences and resources. CEO-SRSO said, we are pleased to go work with #SAU for getting benefit from each other's experiences and resources.



SRSO-Institute of Management and Skill Development (IMSD) has signed MoUs and working on different joint ventures as well with different higher and reputed education institutions like; Sukkur IBA University, Sindhi Agriculture University Tando Jam and IBA Karachi.



A high level delegation from Balochistan visits SRSO



A delegation from Baluchistan Rural Support Programme along with senior officials of Balochistan Government, Member of the Provincial Assembly of Balochistan, RSPN, NRSP, DAI and BRACE visited Sindh Rural Support Organization (SRSO) in Thatta district to learn from the People's Poverty Reduction Program interventions funded by the Sindh Government.

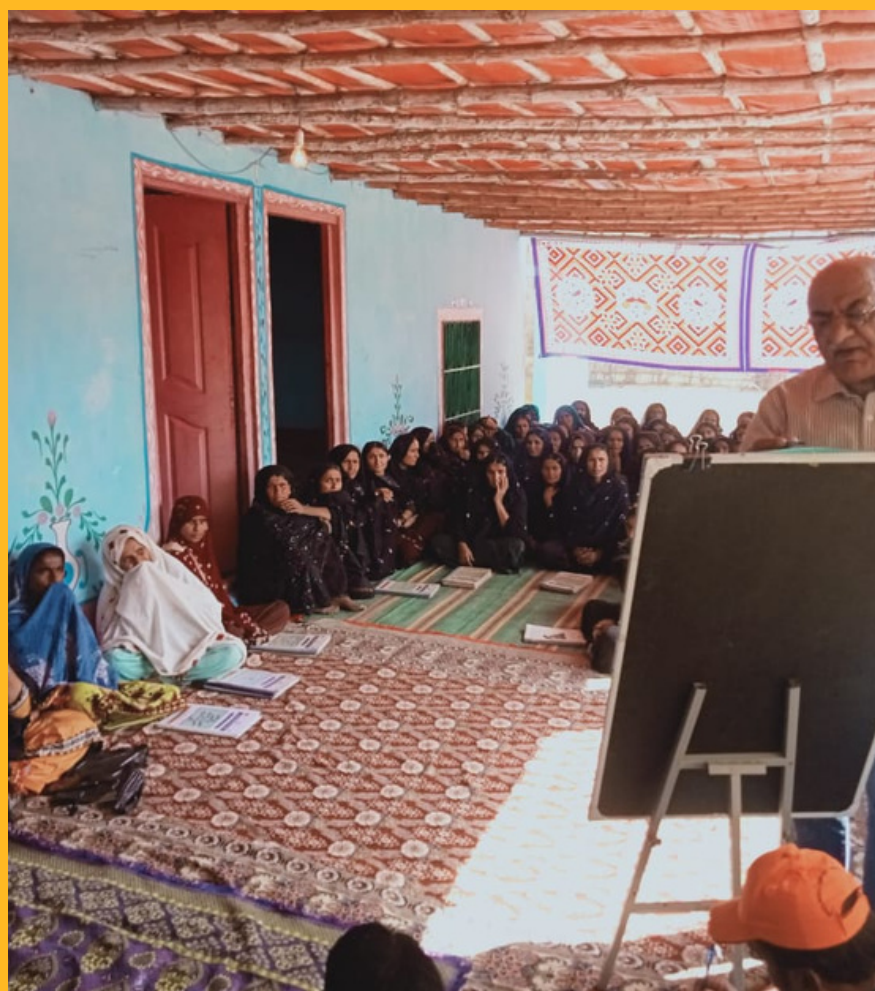
The delegation visited different parts of the program and participated in Managerial Activist Conferences with organized rural women to understand the nature and impact of local support organizations. The LSOs briefed about the different PPRP interventions, including the Community Investment Fund, vocational training programs, low-cost housing, business development groups, and enterprise development funds.

The delegation appreciated the efforts of SRSO in fostering community institutions and organizing very poor rural households at muhalla, village, and union council levels.

DG-PPRP- GoS Mr. Parvez Ahmed Chandio, RGM-Dr. Ghulam Rasool Samejo and District Manager SRSO Mr. Ahmed Khan Soomro welcomed and facilitated the delegation in visit.

Two consultants & Senior Development Experts Mr Khaleel Tetlay and Mr. Muzaffar Uddin from BRAC International Holland's Ultra Poverty Graduation Initiative visited Sindh Rural Support Organization (SRSO) in Thatta district. UC Mahar Taluka Ghora Barri and LSO Mahar welcomed and Ms. Fatima LSO President briefed about LSO and its.

During their visit, they met with organized women of community institutions under the GoS funded PPRP, discussed poverty reduction indicators, and visited various interventions such as EDF and low-cost housing. The consultants appreciated SRSO's efforts in helping ultra-poor households graduate from poverty through income generation and social mobilization initiatives.



BRAC INTERNATIONAL HOLLAND'S ULTRA POVERTY GRADUATION INITIATIVE (UPGI) CONSULTANTS SRSO

Thatta/February07, 2022

In the end, they also visited EDF and low cost housing and ongoing School of Sindh Education department visit and appreciated efforts of SRSO for ultra-poor HHs to graduate from poverty through income generation and social mobilization initiatives under PPRP-GoS.

A lecture-followed by open discussion on

"Role of Development Sector in Today's Economic Scenario of Pakistan"

by renowned writer and development sector expert Mr Naseer Memon

SRSO COMPLEX SUKKUR/ FEBRUARY 16, 2023

Renowned writer and development sector expert Mr. Naseer Memon conducted a lecture at the SRSO Complex Sukkur on the role of the development sector in Pakistan's current economic scenario. He highlighted the different dimensions of poverty in Sindh, which is facing severe multi-dimensional poverty, affecting people's lives and livelihoods. He also discussed the impacts of poverty, including the recent flood disaster that pushed 9 million people in Sindh below the poverty line. He emphasised the need to update ourselves with the rapidly changing sources of knowledge and learning, including social media. He also stressed the importance of setting priorities, following policies, and addressing community needs to empower socially and economically marginalised people.

Meanwhile, Dr. Ghulam Raza Bhatti Vice-Chancellor Shaikh Ayaz University Shikarpur concluded the discussion and CEO-SRSO Mr. Muhammad Dittal Kalhoro said vote of thanks of distinguished speaker, VC-SAU and other participants. This lecture was organized by SRSO-Institute of Management and Skill Development (IMSD) as part of lecture series for SRSO staff capacity building.



SRSO fostered and supported Business Development Groups

SRSO fostered and supported Business Development Groups (BDGs) of rural women artisan have attended and displayed stall to showcase and market their products in 1st International Conference on Woman Entrepreneurship: Challenges and Opportunities by Sindh University Jamshoro.

From SRSO different BDGs of Mirpurkhas and Sanghar districts like; BDG Rilli UC Daim Chohan, BDG Matka Decoration UC Ghirro Sahri, School begs UC Mir Mohd Achan, Rilli, Applac etc. have arranged stall where displayed hand-made crafts of rural artisan i.e. dresses, handmade purse, handicrafts, bed sheets, suits pillow covers, school Bags Applique work Suits, Rali, Mitka and kitchen sets.



RURAL WOMEN ARTISAN DISPLAYED THEIR CRAFTS

Jamshoro/February 15 & 16, 2023

Vice Chancellor Dr. Muhammad Siddique Kalhoro, professors, and students visited the stall and got information about crafts and artisan and appreciated their work.

The Sensitization & Awareness Raising Seminars on GBV & Women Rights were organised by Ministry of Human Rights-GoP

Sukkur, Shikarpur, Jacobabad and Kashmore@Kandhkot/February 6,7,8 & 9, 2023



Shikarpur/February07, 2023

A Sensitization & Awareness Raising Seminar on GBV & Women Rights by Government of Pakistan Ministry of Human Rights was held at Scout office Shikarpur. 175 community women of SRSO-fostered Community Institutions from the different areas of the district attended the seminar and shared issues and situation of women rights especially in rural areas.

Three detailed topics like; existing laws related to human and women rights on GBV at federal and Sindh levels were delivered and discussed by Mr. Aziz Iqbal Director (Ministry of Human Rights Islamabad) and Mr. Riaz Soomro (Assistant Director-Women Development Department-GoS) respectively.

Meanwhile, Assistant Manager-MER-SRSO Mr. Khan Mohammed Mangi has conducted the session on rehabilitation of Survivor, protecting measures, institutional mechanisms and case Management

The different stakeholders are participating i.e. Health, Population Welfare, Women's development, Social Welfare, departments, and NADRA, Police and SRSO Community Institution's representatives and asking different questions about women rights, especially GBV.

SRSO facilitated to Ministry of Human Rights-GoP in conducting awareness raising seminars on GBV and women rights in 4 districts of Upper Sindh i.e. Sukkur, Shikarpur, Jacobabad and Kashmore@Kandhkot.



2-Member delegation of UNDO visits SRSO



PEOPLE'S POVERTY REDUCTION PROGRAM (PPRP)-GOVT. OF SINDH

A delegation from United Nation Industrial Development Organization (UNIDO) Ms. Imrana Fashion Designer & Dr. Fariha Industrial Engineer NED visited Sindh Rural Support Organization (SRSO) in District Badin to identify and assess potential businesses for cluster development, technical enhancement, financial assistance, and market linkages.

The delegation visited four different ongoing businesses, met with artisans and entrepreneurs, and assessed potential needs and requirements for cluster business development. SRSO is committed to promoting and supporting hand-made crafts and new enterprises to increase income and empower socially and economically disadvantaged communities, especially women. DM-SRSO Badin welcomed and explicitly briefed about SRSO and its interventions in districts especially SRSO supported business and its current scenario for cluster development business.

A Malteser International delegation, led by Country Coordinator visits SRSO

Khairpur & Sukkur/February 8 & 9, 2023



A Malteser International delegation, led by Country Coordinator Mr. Fayyaz Shah visits Sindh Rural Support Organization (SRSO). The main purpose was to evaluate the potential for a strategic partnership between SRSO and Malteser for uplifting the livelihood of communities in resilient-based agriculture, social psycho-mental health, and education.

First day, delegation visited various locations in the Khairpur district to observe SRSO interventions, post-flood situation and meet communities. They visited a village in taluka Kingri named Jam Khan Jatoi most impacted by recent floods, they observed on going interventions, engaged with the community, and assessed the post-flood situation. The delegation visited a free medical camp in Village Wahid Bux Kubur, Taluka Thari Mirwah, and held meetings with community leaders and patients to gather information on relief efforts and their impact on health and well-being.

During their visit to UC Bugro BDG Sawera, they explored the potential for replicating successful nursery, basketry, and applic made products, dates value chain businesses in another district. The delegation appreciated rural entrepreneurship and offered their services to extend the businesses to other areas.

The delegation also visited SRSO District Office and evaluated SRSO's performance management system through staff interviews and a formal assessment.

2nd day, he visited all sectors at head office and held meeting with all sector-heads and management regarding key areas of partnership. They acknowledged the efforts of SRSO and community institutions in improving the lives of those affected by natural disasters and humanitarian crises and thanked for well-planned visit.



SRSO-Programme Sector's Visibility Standees

SRSO-Monitoring, Evaluation, and Research Unit (MER-U) is also taking different steps to ensure visibility of the organisation at different levels. For this purpose, it developed, designed, and printed 20 visibility standees of different program sectors and displayed at different corners of the SRSO Complex Sukkur.

Mr. Shoab Sultan Khan

THE Legend

Mr. Shoab Sultan Khan is the Chairman of the Rural Support Programmes Network. He is a pioneer of the Rural Support Programmes in Pakistan, a totally community driven development approach. He initiated the Aga Khan Rural Support Programme in 1982 and afterwards steered various programmes in Pakistan, India and South Asia, touching the lives of millions of rural poor. He received the Global 500 award in 1989, Sitara-i-Imtiaz in 1990, the Bharat Ratna Award in 1992 and the WWF Conservation Medal in 1994.

Sindh Rural Support Organization (SRSO)
www.srso.org.pk

Social Mobilization

The Way Forward for Social Transformation

Social mobilization is the key strategic approach to achieving the goal of empowering rural communities and reducing poverty. Sindh Rural Support Organization has adopted this approach from its inception which is comprising on 3-tier social mobilization pillars and formation of Community Institutions (CI) at village level, community organization (CO) at village level, village organization (VO) and (ii) union council level Local Support Organization-LSO.

These community institutions are playing a vital role in the whole program implementation from inception to completion.

150,000 people's potential and willingness to alleviate poverty

130 unmet people's potential and willingness to alleviate poverty

1 to enhance and commitment Government of Pakistan's policy of poverty alleviation

2 to support and strengthen Government of Sindh's effort to translate poverty reduction strategies into action.

Sindh Rural Support Organization (SRSO)
www.srso.org.pk

SRSO-Flood Emergency Response 2022

Committed to Recover Calamity-Victims Again

SRSO Relief Operation Outreach

18 DISTRICTS

No. of Families Per District

| | | | |
|--------|-------|-------|--------|
| 11,506 | 3,659 | 9,874 | 4,615 |
| 18,599 | | | 2,559 |
| 6,060 | | | 17,309 |
| 1,480 | | | 46,266 |
| 192 | | | 14,619 |
| 15 | | | 4,700 |
| 9,614 | | | 20,924 |
| 127 | | | 14,053 |

Sindh Rural Support Organization (SRSO)
www.srso.org.pk

Micro-Health Insurance (MHI)

Micro-Health Insurance (MHI) is an important (fee management) tool in poverty reduction for staff and community beneficiaries as well. SRSO started MHI services in October of 2005, covering the cost of hospitalization, accidental injuries, disabilities, and compensation in cases of accidental death, providing MHI to the poorest households (households that fall in the O-18 category according to the poverty scorecard). It insures SRSO assets like: buildings, vehicles and cash made travel and inventory.

Sindh Rural Support Organization (SRSO)
www.srso.org.pk

Social Service Sector (SSS)-Education

Accessing Quality Education for All

SRSO is managing two schools (i) Govt. Girls High School Numallah Colony Sukkur and (ii) Govt. Boys High School Sami Khairpur to provide quality education under the Sindh Basic Education Program (SBAID-EMO Hub Schools Project) with Education and Literacy Department-Govt of Sindh. 1,332 children of ultra-poor families of disadvantaged areas are enrolled.

Sindh Rural Support Organization (SRSO)
www.srso.org.pk

Natural Resource Management (NRM)

SRSO supported to 3,300 poor women farmers families in developing kitchen gardening to grow vegetables at household level to meet nutritional needs of their family under Sindh Irrigated Agricultural Productivity Enhancement Project (SIAPPE)-OFWM-GoS in 15 districts of Sindh.

Sindh Rural Support Organization (SRSO)
www.srso.org.pk

Micro Finance (MF)

Lending Service for Increasing Productivity and Income

SRSO-Microfinance is a banking service provided to unemployed/low-income individuals or groups, who otherwise would have no access to financial services; simultaneously it allows people to take reasonable small business loans safely and, in a manner, that is consistent with leading practices.

Vision: To emerge as an innovative and inclusive service provider for marginalized communities, creating economic and social parity through sustainable livelihood improvement.

Mission: Our Mission is to become a proficient & innovative financial service provider for alleviating poverty of grassroots low-income women, individuals, and entrepreneurs of under-served rural, peri-urban, and urban communities through a sustainable and diversified loan product portfolio.

Key Features (as of June 2022):

- SRSO MF outreach in 14 districts
- Total amount disbursed (in Billion) 12.29
- Total beneficiaries 926,851 in agriculture livestock and enterprise

Sindh Rural Support Organization (SRSO)
www.srso.org.pk

Institute of Management and Skill Development (IMSD)

Human Resource Development is the backbone of the SRSO for. It provides meaning to the process of social mobilization by delivering capacity building training to the mobilized community, instrumental to creating the productive community.

IMSD Objectives:

- Training needs assessment and analysis
- Designing and reviewing curriculum
- Designing training courses
- Delivering training and conducting evaluation
- Designing and delivering special packages
- Coordinating with other organizations and institutes for training
- Training of community Activists and Staff capacity building.

Main components of the MSD capacity building 1. Community Management Skills Training for CoV, UICs and LSOs

2. Vocational Training Program

Key Achievements as of June 2022

- 398,943 Community members trained of Community Institutions (Cis)
- 103,336 Community members trained in vocational skills
- 6,491 SRSO Staff trained in projects

Available Training Facilities: Trained and experienced training faculty Big Conference Hall, 3 Training Halls, Hotel Facilities and Cafeteria.

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Physical Infrastructure and Technology Development (PITD)

SRSO follows basic needs approach - the conscious attempt to reduce poverty among the poorest groups. It is committed to assist communities in improvement and addition to the existing physical infrastructure with their participation as an essential element. Physical infrastructure is normally considered one of the strongest and more visible indicators of development, with a high demonstration effect. It provides inspiration to the community to own and involve in the development process.

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Monitoring, Evaluation and Research (MER) Unit

Managing Knowledge and Learning from the Grass Root for All

SRSO has a strong and regular mechanism and systems of the MER at community, district, project, and head office levels. The main purpose of the MER is to monitor, document, and communicate progress, change, and impacts and ensure effective learning, results, and best experiences for improving organizational work, communities and share with partners.

Key MER-U Functions/Sections

- Regular Monitoring and Reporting
- Evaluation and Research Studies
- Management Information System
- Complaint Redressal Mechanism
- Communication and Documentation

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Crafts Enterprise Development (CED)

Empowering Rural Artisan Women Through Promoting Indigenous Crafts

Crafts Enterprise Development (CED) Sector is striving to explore the hidden potential in rural communities and developing micro-level enterprises for these communities through a variety of subject-based capacity-building initiatives. All of these inputs contribute towards the development of craft or art-based small businesses and enterprises at the local level, which in turn are creating employment opportunities at local and broader levels.

Saryyoon Sang Crafts Enterprise

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Social Service Sector (SSS)-Education

Accessing Quality Education for All

SRSO is operating Sindh Education Foundation-Government of Sindh Assisted 19 Community Cluster Schools in Shikarpur and Kashmore/Kandikot districts (10 Shikarpur and 9 Kashmore).

These schools have been constructed as State-of-Art of education with all modern learning and education facilities with qualified teaching faculty. 5422 children from rural areas are enrolled in the schools from KG to Matric classes.

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Gender & Development (GAD)

Gender and Development (GAD) is the core programme of the SRSO to mainstream gender into policies, programs and actions.

SRSO re-vitalized Gender Resource Group (GRG) on organization level for overseeing gender-related matters at policy programs and operation levels.

SRSO plan and conduct gender sensitization workshops for all Staff members to orient and sensitize them about gender, key gender policies, protection laws, and code of conduct.

30 Days activities against gender-based violence is a regular activity of the GAD sector. Each year, this has been celebrated to sensitize all about gender-based violence and support actions and policies to end all forms of violence against women.

SRSO celebrates International Women's Day under the global themes each year with rural women.

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People's Poverty Reduction Program (PPRP)-Govt. of Sindh

PPRP is the hallmark of the performance of the Sindh Government in terms of service delivery to the poorest rural population through Social Mobilization and Income Generation. The Program aims at achieving Sustainable Development Goals (SDGs) and Social Sector Improvement by ameliorating multiple indicators in Sindh.

SRSO is implementing PPRP in 6 Districts i.e. Khairpur, Sanghar, Umerkot, Mirpur Khas, Badin & Thatta.

Key Interventions & Achievements (as of January 27, 2023)

| Indicator | Target | Actual |
|---|----------|----------|
| Number of households targeted | 1,75,000 | 175,000 |
| Number of households visited | 1,75,000 | 1,75,000 |
| Number of households visited by women | 1,75,000 | 1,75,000 |
| Number of households visited by men | 1,75,000 | 1,75,000 |
| Number of households visited by children | 1,75,000 | 1,75,000 |
| Number of households visited by elderly | 1,75,000 | 1,75,000 |
| Number of households visited by disabled | 1,75,000 | 1,75,000 |
| Number of households visited by pregnant women | 1,75,000 | 1,75,000 |
| Number of households visited by lactating women | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 6 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 12 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 18 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 24 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 30 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 36 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 42 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 48 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 54 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 60 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 66 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 72 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 78 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 84 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 90 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 96 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 102 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 108 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 114 | 1,75,000 | 1,75,000 |
| Number of households visited by women with children under 120 | 1,75,000 | 1,75,000 |

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People's Poverty Reduction Program (PPRP)-Govt. of Sindh

Business Development Group, Mikha Decoration, Village Organization, Sanghar, UC Gaver, District Mirpurkhas

Sindh Rural Support Organization (SRSO)
www.srso.org.pk

People's Poverty Reduction Program (PPRP)-Govt. of Sindh

Business Development Group-Nursery Farm, Village Organization Sitram, UC Waddal Shah, Taluka Shujaabad, District Mirpurkhas

Sindh Rural Support Organization (SRSO)
www.srso.org.pk

People's Poverty Reduction Program (PPRP)-Govt. of Sindh

Business Development Group, Tunnel Farming Nursery and Vegetable, Village Ghulam Rasool Raipar, UC Fathepur Taluka Kotdiji, District Khairpur Mir's

Sindh Rural Support Organization (SRSO)
www.srso.org.pk

People's Poverty Reduction Program (PPRP)-Govt. of Sindh

Business Development Group, Khes Making, Village and UC Anb Sharif, Taluka Sobho Dero, District Khairpur Mir's

Sindh Rural Support Organization (SRSO)
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Emergency Assistance to Monsoon Rain Affected Families

SRSO in partnership with Malterser International provided emergency assistance to monsoon rain flood-affected families in 4 Union Councils of the districts of Mirpurkhas and Sanghar (Sindh) during September-December 2022. The assistance included:

- 400 dry ration bags,
- 200 temporary shelters,
- 200 hygiene kits, 400 mosquito nets,
- 300 cash grants of 32,000 per household,
- 400 water purification tablets,
- 300 water canes,
- 16,800 patients provided Medical assistance.

Sindh Rural Support Organization (SRSO)
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SRSO-Media Coverage February, 2023

SRSO-Monitoring, Evaluation, and Research Unit (MER-U) ensured media coverage of the 12th Sartyoon Sang Exhibition February 3, 4 & 5, 2023 organized by SRSO-CED at Ocean Mall Karachi, Sindh. All main-stream media i.e., print, electronic and digital of Sindhi, Urdu and English languages extensively covered the exhibition through conducting news-stories, interviews of artisan, SRSO team members and management, visitors and buyers.

Over 1,000 rural women from flood-hit areas showcase their handicrafts at Clifton show
Aseefa inaugurates three-day exhibition, lauds female artisans for their skills

By our correspondent
Over 1,000 women artisans from parts of Sindh who have been displaced by the recent catastrophic floods have been granted the opportunity to showcase their creative skills at a three-day handicrafts exhibition at a shopping mall in Clifton.

Aseefa Bhutto Zardari inaugurated the exhibition on Friday and interacted with women art.

She also purchased some of the handicrafts on display at the exhibition.

The three-day Sindh Rural Support Organization (SRSO) Sartyoon Sang Crafts Exhibition was inaugurated by the Minister for Health, Dr. Azra Fazal Pechhuo, Minister for Local Government, Syed Nasir Hussain Shah, Chief Executive Officer (CEO) SRSO, M Dittal Kalhoro, Provincial Secretary Ministry Affairs M Abbas Baloch and others were present.

The exhibition was attended by a large number of visitors from Clifton and adjoining areas. The handicrafts on display included embroidered clothes, handbags, traditional handkerchiefs and other handicrafts. The exhibition was a bridge between rural women and urban consumers. The exhibition was a success for the SRSO and the women artisans. The exhibition was a success for the SRSO and the women artisans.

Aseefa inaugurates three-day rural crafts exhibition
Event aims to facilitate better income opportunities for flood-hit women

KARACHI: Thousands of women artisans from Sindh are displaying their crafts at the 12th Sartyoon Sang Crafts Exhibition organized by the Sindh Rural Support Organization (SRSO) here at a Clifton mall on Friday.

Aseefa Bhutto Zardari, the younger daughter of slain former prime minister Benazir Bhutto, inaugurated the exhibition.

The three-day event is aimed at providing market linkages to the rural female artisans. The first day of the exhibition received an overwhelming response from local and international visitors.

In the exhibition, 95 business development groups are representing 1,572 artisans of 12 districts, displaying and marketing their handmade crafts, including plazzo, shawbar, gharara, trouser, shawl, dupatta, stoles, waistcoat, ruffs, khunso, moora, bed sheets and cushions and things made up of date leaves, wheat straws, etc.

Ms Aseefa appreciated the endeavours of the SRSO for the poor and destitute communities and voiced her expectation of the continuation of that support.

She met and purchased wares from the crafts-women, who came from the flood-hit areas, and appreciated their work and craftsmanship despite facing a calamitous situation.

SRSO chief executive Muhammad Dittal Kalhoro said the event's objective was to facilitate better income opportunities to the flood-affected women of rural Sindh.

In this connection, the SRSO trained more than 10,000 women from the most under-developed regions, including Jacobabad, Kandhoke, Kashmir, Shikarpur, Ghotki, Qambar-Shahdadkot, Khairpur, Sukkur and other districts to help them gain maximum monetary benefits from their skills.

Present on the occasion were Sindh Health Minister Dr Azra Fazal Pechhuo, Minister for Local Government, Syed Nasir Hussain Shah, Chief Executive Officer (CEO) SRSO, Muhammad Dittal Kalhoro, Provincial Secretary Ministry Affairs Muhammad Abbas Baloch and others were present.

The first day of the exhibition received an overwhelming response from local and international visitors. Thousands of Sindh women artisans are displaying their crafts with the aim to provide market linkages to rural women and artisans.

Aseefa appreciated the endeavours of SRSO for poor and destitute communities and voiced her expectation of the continuation of such support for rural communities of the province.

She met and purchased wares from artisan women, who came from flood-affected areas and appreciated their work and craftsmanship despite dealing with the calamitous situation.

The SRSO organized the exhibition in collaboration with the Sindh government. Thousands of Sindh women artisans are displaying their crafts with the aim to provide market linkages to rural women and artisans.

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Aseefa inaugurates 12th Sartyoon Sang Crafts exhibition

KARACHI: PPP leader Aseefa Bhutto Zardari inaugurated the three-day 12th Sindh Rural Support Organization (SRSO) Sartyoon Sang Crafts exhibition here on Friday.

On the occasion Sindh Minister for Health, Dr Azra Fazal Pechhuo, Minister for Local Government, Syed Nasir Hussain Shah, Chief Executive Officer (CEO) SRSO, Muhammad Dittal Kalhoro, Provincial Secretary Ministry Affairs Muhammad Abbas Baloch and others were present.

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The exhibition was a bridge between rural women and urban consumers. The exhibition was a success for the SRSO and the women artisans.

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SRSO-Brief News February, 2023

Ghotki/February24, 2023

Sindh Rural Support Organization (SRSO) completed a one-month long vocational training program on mobile repairing for 16 rural youth from ultra-poor families of different villages in Union Council Wahi Ghoti Taluka Mirpur Mathelo, under the Sindh Govt. funded People's Poverty Reduction Program (PPRP).

Vocational Training is the key component of the PPRP, aims to equip 9,000 rural youth males and females with new job-market-oriented technical trades of both covering districts Ghotki and Sukkur.



Kamber-Shahdadkot/February17, 2023

The Action Against Hunger (ACF) Provincial Head Dr. Rano Mal visited SRSO and held dialogue at village Qabool Lashari with the beneficiaries of ACF multi sector emergency support, regarding project intervention and impacts to combat disaster. SRSO team participated and briefed the delegation. Delegation visited the construction activity of washrooms and appreciated the efforts of SRSO in initiating the construction activity in terms of quality and standard.

SRSO in partnership with ACF multi-sector emergency support is providing emergency relief to the most vulnerable marginalized flood affected 19 villages of 04 Union Councils of Kamber shahdadkot and Khairpur districts.



Ghotki/ February22, 2023

Sindh Rural Support Organization (SRSO) distributed 100 H2O wheels (Help 2 Others) to desert-residents of UC Beroota Taluka Dharki, Ghotki district. The distribution was carried out at village Faizabad and village Umeed Ali Pitafi, and the beneficiaries were from seven different villages in the desert area of the union council. The H2O wheels were donated by Tayaba Organization and RUMSAN Organization, and the aim was to support women in carrying and storing drinking water.

The H2O Wheel is a specially designed water-carrying device that helps transport clean water safely and removes the burden from those who struggle to obtain water.

The District Manager-SRSO visited and verified the process from beneficiary dashboard online entry and handover of H2O wheels to the beneficiaries.



Kamber-ShahdadKot/ February21, 2023

A team from UNFPA, OCHA, and PPHI visited SRSO to assess the UNFPA-Sehtmand Khandan Project's achievements, tasks, and performance, including emergency response, psychosocial support, and GBV. The team visited one of the AYFs, Lashkari Chandio, where they interacted with the community, Youth Champions, flood-affected girls, and women who received psychosocial support and dignity kits. The project is actively working towards providing support to women and girls affected by GBV, creating a safe and supportive environment for them.



Colors of Spring at SRSO Complex Sukkur

It is great to hear about the efforts made by SRSO Administration Department to promote the season of colors and contribute to the goal of a clean and green country through raising flowers and plants at the SRSO Complex Sukkur. The beautiful and pleasant views created by the blossoming flowers not only add to the aesthetic appeal of the complex but also provide a conducive environment for the staff to perform their daily routine work as well as for the visitors and hostel guests.

