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# A WAY TO SELF-RELIANCE

(The selected success stories of  
Peoples' Poverty Reduction Program-  
Govt. of Sindh)

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SINDH RURAL SUPPORT ORGANIZATION (SRSO)



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# Peoples' Poverty Reduction Program-Govt. of Sindh

## An Introduction

The Union Council Based Poverty Reduction Programme (UCBPRP) is a pioneering initiative of the Sindh Rural Support Organization (SRSO) and the Government of Sindh (GoS), for reducing poverty through the potential of the people. The Union Council Based Poverty Reduction Programme (UCBPRP) was initiated on the 1st of February 2009 in two districts of Sindh, namely Kashmore-Kandhkot and Shikarpur, with a total budget of Rs. 3 billion. The duration of the project was 30 months and is being implemented by SRSO.

In March 2010 after successfully completing its first year this project has been extended to two more districts namely Jacobabad and Tharparker by the Government of Sindh and is being implemented by Sindh RSPs.

UCBPRP has some unique features. First, the programme was focused on women, and the poor and poorest households, identified through a PSC survey. Second, the programme was the first ever major project of the GoS that is being implemented through community participation. Third, the programme was highly intensive in its development packages and coverage, and was concentrated at the union council level. Last but not least, the programme very quickly covered the programme union councils by organising communities: most of its targeted activities have been implemented within only 26 months. UCBPRP seeks to remove common hurdles faced by the poor that weaken their social capital: it seeks to create economic/productive assets through a self-help methodology by providing access to community managed micro loans, income generating grants, and creating employment opportunities by training youth in technical skills and engaging the local labour in CPI projects.

As a result of this program, the European Union (EU) in collaboration with Government of Sindh, is implementing "Sindh Union Council and Community Economic Strengthening Support (SUCCESS)" programme with a funding of 82 million Euros for expansion of UCBPRP to additional 08 districts of Sindh i.e. Matiari, Sujawal, Tando Allahyar, Tando Muhammad Khan, Kamber Shahdadkot, Larkana, Dadu, being implemented by three Rural Support Programs (SRSO, NRSP & TRDP) present in Sindh.

Now after successful completion of the First Phase, expansion phase of Union Council Based Poverty Reduction Programme has been commenced in additional 06 districts of the Sindh Province; Khairpur, Sanghar, Umerkot, Mirpur Khas, Thatta and Badin with the total cost of Rs. 8.94 billion. The project is renamed as Peoples' Poverty Reduction Program (PPRP) and will be completed in 06 years.

The fourth phase of expansion of Peoples' Poverty Reduction Program in district Sukkur and Ghotki initiated in 2021 and will be implemented in 103 UCs with an estimated 5.9 billion Cost.

PPRP is based on the Rural Support Programmes' (RSPs) social mobilization approach to Community Driven Development (CDD). Social Mobilisation centers around the belief that poor people have an innate potential to help themselves; that they can better manage their limited resources if they organize and are provided technical and financial support. The SRSO under the PPRP provide social guidance, technical and financial assistance to the rural poor in Sindh and enables them to build productive assets, reduce vulnerabilities and improve by and large, the condition of their village or locality. The project will also help improve social indicators relating to health, environment and education, especially for women and children. The project will also prepare the communities to make use of microfinance for their livelihoods and creation of assets, which are the main reasons behind poverty in rural areas. For helping them to improve their economic condition besides imparting training on enterprise development and making them eligible for self-employment.. The Project will ensure linkages between the poor communities, government departments, and other service providers and between government's social protection programmes.

### Programme Highlights PPRP

06 years Programme (2017 - 2023)

Total budget:	PKR 8.94 billion
Coverage:	6 districts of Sindh (Khairpur, Sanghar, Umerkot, Mirpurkhas, Badin, Thatta.)
Union Councils:	365
Organized Households:	772,297
Community Organizations to be formed:	44,560
Village Organizations to be formed:	5570
Local Support Organizations to be formed:	365
Households Provided ICG:	34,372
Households Provided CIF:	137,492
Households Provided VTP:	36,092
Households Provided Low cost Houses:	9,623
Enterprise Development Value Chain Products:	500

### Expansion of PPRP

05 years Programme (2019 - 2023)

Total budget:	PKR 5.90 billion
Coverage:	02 districts of Sindh (Sukkur and Ghotki)
Union Councils:	103
Organized Households:	252,434
Community Organizations to be formed:	14,024
Village Organizations to be formed:	1,753
Local Support Organizations to be formed:	103
Households Provided ICG:	10,000
Households Provided CIF:	100,000
Households Provided VTP:	9,000
Households Provided Low cost Houses:	10,000
Business Development Groups:	71
Kitchen Gardening:	10,000



Khairpur | PPRP-GoS | Enterprise Development | BDG-Beautician | UC-Kolab Jail

## Grooming business: Sustainable entrepreneurial intention: a road to economic growth in Sindh

In rural areas of Sindh, women today are constantly being reminded of what is considered beautiful even living a miserable life due to poverty. Thousands of opportunities have knocked the ideas being living in the digital era ( Social Media and Mass Communication of TVs) to promote this elusive beautiful image to women of all ages, shapes, and sizes even at the rural level. By placing male dominancy, society has halted to grow the women but it is made possible under the Government of Sindh Funded Program-PPRP and intervention of Enterprise Development for making the most beautiful lives through small startups by setting a standard of beauty, which has led to feelings of adequacy among women.



PPRP program has drawn certified trainees from the vast population of rural women who spend their lives doing chores. In 2019, the women have also attended the Beautician one-month training with a stipend under the Vocational Training Program of PPRP has folded themselves into the upper stage of Community Institutions named Business Development Group. This is the result of the SRSO approach that each HHs has the innate potential to be harnessed, therefore PPRP Enterprise Development Intervention has provided women a crucial space to embark on entrepreneurship, giving them the confidence, capital, and connections they need to succeed. They have had transformative impacts on women's lives by developing women's business and technical skills, providing them with mentoring and market access. Many of the exemplary BDGs were responses to the growing demand throughout national markets for unique small businesses and transmission of traditional knowledge and skills from the older rural population to younger generations that should have a sustainable growth to reduce the poverty that their future generation can avail the food, necessities, education, and income for uplifting their living standard.

Summary of Established Business run by Business Development Group (BDG) District Khairpur Mir's Peoples' Poverty Reduction Program-Govt. of Sindh	
Business Type	Cosmetic Products & Beauty Salon Shop
BDG Members	05
BDG Execution Date	August 2020
Invest and Profit	PKR: 150,000/, Profit Sharing: 90,000   Reinvestment from Sale Amount: 140,000
Financial Analysis	Community Contribution: Shop Rent Per Month: PKR. 4,000/, Utility Bills: PKR 2,000/, Employment: 05, Employee Salary: 6,000 PKR per Month plus commission on serving each customer, Current worth of Shop: PKR. 530,000/, Current Available Cash: PKR.86, 000
Services Offered (Initially)	Services Offered (Initially): Cosmetic Products Business Extension: Services Offered (Now after Value Addition)*: Cosmetic Products plus beautician shop (Beauty Parlour)
Location	UC-Kolab Jail   Taluka-Kingri   Khairpur Mirs

# Selected Success Stories of PPRP-Govt. of Sindh

The Village Organization leaders told that when we showed that the effects of media on women today, and most of the women want beauty products to look beautiful and have beauticians for special events i.e. Marriages, birthday parties, etc. Therefore, we brought this idea in front of our VO meeting and formed a Business Development Group to incubate this idea because the cosmetic industry and how it affects consumer's self-image is a prominent indicator of each house, and many expenses are incurred at village level life also and it's evident that the cosmetic industry influences HHs in some way.

Before execution of Cosmetic Products Shop and Beauty Saloon, one month we watched the behavior of rural women and asked about, are you are purchasing the makeup products from the city or not?, but we got inspirational and encouraging responses because, in villages, most of the houses have small makeup pockets and can not request makeup products to their male due to shame and feeling insecure because most of the women small makeup make up products" Mascara, Eyeliner, Pretty, Eye shadow, Foundation, Beauty cream, facewash, etc. In villages, 500-1000PKR rupees cost influences on home budget and they do not purchase the branded products.

The leader of BDG Group said first we were afraid that either this business will sustain or fail because rich women are running their Cosmetic or Beauty Parlours and mostly belonged to urban areas due to more awareness of beauty among females. Consequently, we are the poorest women, and how will manage the risk and mitigate challenges due to low awareness but as we have basic knowledge learned under VTP was sufficient and requested SRSO for Interest-Free loan for a start-up.



We successfully got the investment amount and started our cosmetic business being many years down the line, BDG women hope to turn this business into a full-fledged beauty parlor. With houses mushrooming in this village, we showed positive gestures and our business has flourished due to hard work and commitment. Indeed we are successfully running this cosmetic products business for the last 16 Months and acted upon the next Plan by saving up a few rupees of Profit and opening a parlor with our own money. This was only made possible through community Mobilisation has not only taught the importance of entrepreneurship, but also shone a light on how a business can be sustained with discipline and how it can flourish with ownership, leadership, and focus.

The Business Development Group and CIs would work together to uplift the rural women to increase business and employment opportunities to eradicate poverty at the village and Union Council levels. EDP's initiatives for linking rural women entrepreneurs to the male-dominated markets, especially it's initiative to sell women-driven demand products at village level for ease to access at their doorstep.

Enterprise Development Program is removing obstacles being faced by women, especially in entrepreneurship and it is contributing through conducting business capacity building training and giving exposure visits to the rural women entrepreneur. It also helps BDG women to get connected with the markets and to provide suitable working conditions. Under Enterprise Development Intervention rural women entrepreneurship help to harness women's potential, increase women's income, and improve the well-being of their families and communities.

The PPRP program has helped many women become economically competent but the real objective of the program goes beyond just providing income-generating skills to women. Through the program, SRSO would like to help women gain decision-making power, exert confidence, and excel in all aspects of their lives. For this to happen, the women must have the right support of their families and communities."

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Monitoring, Evaluation and Research Unit (MER-U)

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Success Impact Story of Enterprise Development | BDC-Beautician | UC-Kolab Jail | Taluka-Kingri

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Rural entrepreneurship and Empowerment Catering to Economic Empowerment of Rural Women

Growing business Sustainable entrepreneurial intention is a road to economic growth in Sindh. In rural areas of Sindh, women today are constantly being reminded of what is considered beautiful even living a miserable life due to poverty. Thousands of opportunities have knocked the ideas being living in the digital era (Social Media and Mass Communication of TV) to promote this abusive beautiful image to women of all ages (Rural) and even in the rural level. By placing male dominance, society has failed to grow the women but it is viable possible under the Government of Sindh Funded Program (SRSO) and intervention of Enterprise Development for making the most beautiful lives through small startups by setting a standard of beauty which has led to feelings of adequacy among women.

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# RURAL ENTREPRENEURSHIP AND INNOVATION CATERING TO ECONOMIC EMPOWERMENT OF RURAL WOMEN



The Jam Nawaz Ali (the poorest of the poor residents) Women’s Business Development Group of Village Organization Ali, Union Council Bhiro, Taluka Jam Nawaz Ali is located at the village market for providing the best services to all customers at the community level for different occasions/parties/marriages/religious programs. The group was established in 2019 when a group of women from the village decided to come together to change their welfare and household status. Their first group activity was initiating the catering decoration and echo sound system service shop at the local market. At that time the group was approached by the SRSO Enterprise team for capacity building training on entrepreneurship with support from Sindh Rural Support Organization. Later, these women were breaking away from the shackles of unemployment, and the ridicule of poverty is the dream of every individual and every nation. PPRP Program is being implemented by SRSO, so under the Enterprise Development intervention, it is catering entrepreneurship opportunities open to women for income generation and sustainable development in rural areas of Sindh, but it is very timing considering the weight of hunger, anger, and unequal distribution of resources mainly education is due to poverty. Women are nation builders but unfortunately, many are unemployed and paved into extreme poverty due to not having ease of access to necessities of life.

Under PPRP-EDP Program, SRSO is mainly working for economic development and sustainability, women who are nation builders need to strive hard to develop a new source of income generation and employment opportunities at the community level. BDGs under Enterprise Development are providing opportunities open to women in the catering business for survival. So these rural women were further folded into Business Development Group and discussed their business idea with the SRSO ED Team, therefore, through the Village organization they submitted a resolution for incubation of idea at community level aftermarket assessment and identified the market gap that there is not decoration and catering service shop and Echo Sound System and started serving the services to the community and with time they extended their services and included new demand-driven things of ECHO sound system.

# Selected Success Stories of PPRP-Govt. of Sindh

In 2021, the Business Development Group came up with an idea of dealing in catering services; however, they did not have all the necessary equipment to start the business, so they got financial assistance from the Government of Sindh-funded Peoples' Poverty Reduction Program and successfully got a sufficient amount for initiating the micro-business of catering services. So after the execution of the catering decoration and catering shop, their first engagement brought in 40,000 PKR, using all materials from the different group members' households. That first quarter, they got a marriage contract from local marriage halls for providing raw material on rent and this was followed by following catering jobs for unemployed people at the community level in terms of chefs, helpers, and others. The profit enabled the group to buy a tent (100 seaters), chairs, and serving dishes (Tray). The Enterprise Development Initiative has occasioned increased awareness of the need for self-employment and self-reliance and promoted rural women entrepreneurship. A means to self-employment and self-reliance is the existence of entrepreneurship. Entrepreneurship is the ability to set up a business enterprise as different from being employed.



Today the group boosts food security, increased incomes, improved gender relations and household welfare, access to clean and safe water, ability to pay school fees for their children, improved living standards through construction and renovation of houses, group saving and credit, being role models to other rural women of Village Organization (VO). The group has been able to offer its catering services to different people, organizations, and other institutions. Additionally, utilizing the material as a business and marketing size the demand is increasing day by day, now the group is mainly working for extensions of products extension and availability for customers. Small businesses enable these rural women to break free from inter-generational cycles of poverty. Poverty Reduction programs empower business development group women to send children to school, provide nutrition to families, and refurbish their homes from the saving/profits and income-generating opportunities.

These rural women said that obviously, it does not reduce poverty but is meant to provide basic income-generating opportunities and this financial assistance is critical for families living in extreme poverty. They all are paying thanks to the Government of Sindh and SRSO for implementing this program, which is mainly working for social protection to economic empowerment.





**MIRPURKHAS - COMMUNITY INVESTMENT  
FUND (CIF)  
ENTREPRENEURSHIP -  
BUSINESS A SOCIAL  
RECOGNITION**

**“Starting a business has given me recognition, confidence, and self-esteem,” says Rami**

Rami runs a grocery business with her family’s support and a modest capital base (100,000 PKR), started her business. Today she employs one worker and has plans for further expansion in terms of selling vegetables by having her kitchen garden at the home garden in the home courtyard. SRSO-PPRP community institution capacity development training and Business training (financial literacy) has enabled me to know how to display my products well and attract many customers to give a sale call to customers. The definitive confidence of a seasoned entrepreneur is that she is socially working for humanity for other rural women in the village by opening a small-scale grocery shop from the Collateral free loan received from Sindh Rural Support Organization. Rami, 38 Years, hails from the village of Bughio Farm, District Mirpurkhas. She depicted with a big sigh that the life for Pro-Poor Life is tough; it was, is, and always will be. It’s just that when I become weak in certain phases but unequal opportunities have crawled more into poverty and mainly due to less education.

But this PPRP Program enlightens a ray of hope and candle of life and said that SRSO support and encouragement gets a little tarnished because of the severity of reality and the rigidity of the environment and Government of Sindh through the Sindh Rural Support Organization is now graduating the chronicle poor through small collateral-free financial assistance for the execution of small scale businesses and its natural phenomena to get affected and impacted due to not striving for think out of the box that how can lift my life from poverty, that makes you human. It’s about what you do after being affected that could make you superhuman unleashing your powers to recovery. Ms. Rami shared her profile that where I am sustaining life nowadays, still have no access to safe drinking water, no medical facility, and no sanitation in terms of infrastructure and school for educating their children. By profession, she is a sharecropper and she is the first out of her 5 brothers and one Sister. She said that I always strive for two times meals because my family was paving into the loan world by taking loans from Bank/Wadera/Dewan on interest and returning to the bank/loan provider, so never think of my own Business. The idea of the business came into mind when last year due to natural calamities: Heavy Rain, Locust attack, and no water for the cultivation of crops could not get more yield and given a loss even do not able to return the loan. So, due to not having wheat in stock and there was a food shortage in the home.





At times of food shortage, they borrowed wheat from their landlord on a barter trade basis that they will provide service of farming (cultivation of cotton, picking of cotton and they will never get payment of their labor work repayments, including interest, were made in-kind at the next harvest. Under this situation, the family was always in debt to the landlord. For other household needs, Rami claims, "We lived a very basic life, with focus just on physical survival." Rami recalls that even in cases of serious sickness, her husband has never visited any medical facility because of extreme poverty that who and how will bear the medical expenses. She told me that in pursuance of this program when I find myself weak, hold myself like a great source to a community institution that provides strength, and like the truly reliable support system to incubate a small idea under PPRP. Poverty would never accuse failure or doubt of my innate potential. These Community Institutions will be there to remind me of strength and wait to find myself again.

Indeed, as I have embraced and lived countless calamities in the past, so find myself in one again and after folding into Cis, this phase of life has given me hope and pray for ease and all the pain to go away ever so quickly, so while striving for my that, remember to pray for strength and emotional wellbeing too. Because hope and resilience once have brought this far and will take me to places as dream more.



Rami said that after developing the Micro-Investment Plan by appraising the expertise and sources for the opening of small-scale businesses. So, she successfully got the Rs. 20,000 on dated 25th Nov 2020 and utilized her CIF for the opening of a shop in her village and she invests her own saving Rs. 10,000 for the product extension in the small tuck shop in their home. Indeed, she successfully returned the CIF amount within six months and now her business capital is above 1 lac PKR. Therefore, SRSO provided vocational and life skills business training and also financial literacy for businesses, HHs have been empowered with skills, access to finance, markets, and business development services. This is triggering a huge change in the lives of rural women. PPRP is the microcosm of a transformative ecosystem that has nurtured 137,492 Households organized women entrepreneurs while creating employment in rural areas of Sindh. The PPRP supported a business program of Bihar aimed at empowering women through small financial assistance. The approach scaled up nationwide under the Peoples' Poverty Reduction Program is driving growth and job creation in rural areas through women-owned enterprises. Now women are taking charge, becoming entrepreneurs, and providing jobs to other women. Over the past 04 years, the Government of Sindh is empowering these organized rural women with the unique approach of intrapreneurship and entrepreneurship as the rural livelihoods approach to women's economic empowerment.

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**MIRPURKHAS-COMMUNITY INVESTMENT FUND (CIF) ENTREPRENEURSHIP-BUSINESS SOCIAL RECOGNITION**  
**"STARTING A BUSINESS HAS GIVEN ME RECOGNITION, CONFIDENCE, AND SELF-ESTEEM," SAYS RAMI**

*Compiled by: Ms. Naveedullah Saeed  
 Assistant Director MER SRSO Sukkur Office Sukkur*  
 Rami runs a grocery business with her family's support and a modest capital base (100,000 PKR) started her business. Today she employs one worker and has plans for further expansion in terms of selling vegetables by having her kitchen garden at the home garden in the home courtyard. SRSO-PPRP Community Institution capacity development training and Business training (financial literacy) has enabled me to know how to display my products well and attract many customers to give a sale call to customers. The definitive confidence of a seasoned entrepreneur is that she is socially working for humanity for other rural women in the village by opening a small-scale grocery shop from the Collateral free loan received from Sindh Rural Support Organization. Rami, 35 Years, hails from the village of Bughio Farm, District Mirpurkhas

**ENTREPRENEURSHIP-BUSINESS A SOCIAL RECOGNITION**

She depicted with a big wish that the life for Pro-Poor Life is tough to walk, it is always will be. It's just that when I become weak in certain phases but unequal opportunities have created more into poverty and mainly due to less education. But this PPRP Program enlightens a ray of hope and candles of life and that SRSO support and encouragement gets a little tarnished because of the severity of reality and the rigidity of the environment and Government of Sindh through the Sindh Rural Support Organization is now graduating the chronic poor through small collateral free financial assistance for the execution of small scale businesses and its natural phenomena to get affected and impacted due to not striving for think out of the box that how can you do business, that you are affected that could make you superhuman unleashing your powers to recovery.

Ms. Rami shared her profile that where I am sustaining life nowadays, still have no access to safe drinking water, no medical facility and no sanitation in terms of infrastructure and school for educating their children. By profession, she is a shopkeeper and she is the first out of her 5 brothers and one Sister. She said that I always come for food items mostly because my family was paying into the loan word by taking loans from Bank/Water/Dew on interest and returning to the bank/loan provider, so never think of my own Business. The idea of the business came into mind when last year due to natural calamities heavy Rain, social attack, and no water for the cultivation of crops could not get more yield and grow a few seeds do not able to return the loan. So, due to not having wheat in stock and there was a food shortage in the home. At times of food shortage, they borrowed wheat from their landlord on a barter trade basis that they will provide service of farming (cultivation of cotton, picking of cotton and they will never get payment of their labor work repayments, including interest, were made in-kind at the next harvest. Under this situation, the family was always in debt to the landlord. For other household needs, Rami claims, "We lived a very basic life, with focus just on physical survival." Rami recalls that even in cases of serious sickness, her husband has never visited any medical facility because of extreme poverty that who and how will bear the medical expenses.

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MIRPURKHAS

# FLOWER NURSERY SUCCESS STORY

**Group Profile: Business Type: Flower Nursery (Seedling, Planting and selling sapling of all types), Members: 05**

**Investment 200,000, Profit 1st Cycle: Total profit PKR. 189,000, Amount Reinvested: PKR:45,000/, Each member Dividend: PKR.28,000, Current Balance in account: PKR 91,000, Current Worth of Plants available: PKR: 437,000**

**Village Organization: Satram, Union Council: Wadal Shah, Taluka: Shujaabad, District: Mirpurkhas**

**Value Chain: 3-acre own land (Community Contribution), Business Outlet at Main Road for sell**

**Main Products: Mango Tree Orchard on two acres land, 1 acre for fruit, shadow, forestry, and other plants**

**Linkages: Different small organizations, Government of Sindh Agriculture, Ministry of Climate change, Agriculture University Tando Jam.**

A group of rural entrepreneur women has inspiring tales for unskilled and uneducated to initiate a venture with the inherent experience of mango trees growing nurseries. They have taken earthen pots with a variety of flowering plants from the base nursery and moved daily to the city outlet shop for sale.

In Mirpurkhas due to low literacy, Women's entrepreneurship in villages is key for the survival of rural areas and the economic and social empowerment of women. Due to the varied agro-climatic conditions and relatively low cost of nursery plants production, these rural women of BDC have cashed these immense opportunities not only to meet the local demands of flowers and varieties of fruits, floriculture, and ornamental nursery plants but also a high potential for capturing the national economy. Indeed, SRSO organized women under CIs platform have launched a flower nursery and participating financially in terms of a new source of income-generating for families. Indeed, a group of these women is strong and independent women who can bear the burdens of village life is necessary for any family to be healthy and to thrive. They have got the right to utilize their entrepreneurship skills and this is only possible when women are constantly economically and socially empowered and when we insist on equal rights and equal opportunities for women.

According to one member, all her BDC members have been associated with nurseries for a long time, mostly growing mango, berry, other plants and taking care of them. They work together at a commercial nursery located near their settlement and stay there from dawn to dusk. This nursery is said to be a warehouse, where they grow new plants and then shift to the outlets, which exist in the city. The nursery business has provided jobs to several workforces in different categories, including cultivators, caretakers, and marketers.

Rural women (a group of BGD) have intensive experience and worked intensively on agricultural production and SRSO under the EDP program has worked on the development of women's entrepreneurship in rural through capacity building and provided an opportunity for the economic empowerment of women and for preserving villages and offers an opportunity to fight for herself, to be strong and to be independent.

Despite challenges like proper plant management, seedling, planting, and rigorous hard work required, they did not give up. Their enthusiasm inspired others to come forward and help. As it was a difficult step to initiate the incubation of ideas and successfully executed the flowering nursery, in between they attended other capacity-building training from the development of nursery, marketing, and plant management training programs being organized by the Peoples' Poverty Reduction Program.





These BDC women at nurseries believe “these flowering plants need care like babies. After working and dealing with these plants, we know how much feed and water these plants need”. They make such feed through river-bed sand, compost, farmyard manure, green manure, and water, which they arrange through different sources.

Right in the first cycle, they earned 189,000/- PKR only from the first seasonal sell. All members were so happy with the progress that they used their first income to buy more equipment, seeds, Agri-inputs, and clay pots for plants. This profit has motivated them further mobilize women in her community to take up alternate sources of income, especially the nursery of flowers. The entrepreneurs know which plants can attract their potential stakeholders and have value. Presently, besides fruit and shadow tree species, people want to plant Mango plants, which they plant in their orchards. Personal and local selling is helpful in marketing nursery products. In addition, by using the linkages they also sold all plants during the season. The nursery business is environment friendly which is another encouraging factor for the nursery entrepreneurs in Mirpurkhas. However, nursery entrepreneurs in Sindh lack a modern management system. An effort to expand this business needs proper capacity development techniques to lead this business for rural women for the revitalization of the rural economy towards an important area of economic value addition.

Today, these all-rural women entrepreneurs are reflected as an emerging women leader in the community who is not only mobilizing women but also representing them. From planting, setting a nursery, the group has now moved forward to adding value to it.





**BADIN**

# TOMATO CULTIVATION AND HARVESTING BUSINESS ONE STEP FORWARD

Group Profile: Business Type: Lease Land Tomato Cultivation and Harvesting with selling into the market.

Investment Rs. 1,390,000/, Profit 1st Cycle: Total profit PKR. 390,000, Amount Reinvested: PKR:300,000/, Saving in Bank Account: PKR.90,000, Current Balance in account: PKR 90,000, Current Worth seedling: PKR: 201,4300,0  
Union Council: Seerani, Taluka: Badin, District: Badin

Value Chain: Grading and Packaging of Tomato for market selling

Linkages: Different small Market, Government of Sindh Agriculture (Advisory and Spray), Fruit and Vegetable Market

Tomato-A Silent revolution of leased land for business

**DECEMBER 31, 2021 / ISSUE #253**

**Sindh Rural Support Organization**  
**E-BULLETIN**

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CEO-SRSO Visits  
Badin/December 30, 2021

Tomato's Cluster Seerani accompanied with SRSO Technical Advisor that how to help deprived people and how to entomb poverty



**Chief Executive Officer- SRSO Mr. Dittal Kalhoro along with Dr. Shereen Mustafa Narejo Technical Advisor SRSO visited Tomato Cluster Seerani. The Office bearer Ms. Zakia briefed the Tomato Cluster consists on 15 members which are from three different VOs and 10 COs while she has revealed that Tomato Cluster made with the support of GoS and SRSO. The group agreed to cultivate 15 acres Tomato and received technical training. Meanwhile, CoS approved Rs. 1,390,000/-. Moreover, cluster members shared their experiences with CEO & TA of SRSO. On that occasion members shared their Tomato Sell Rs. 1,305,697/- with production figures. Simultaneously, honorable management discussed on future's planning in which next crops and other related things. Before the closing of meeting/visit LSO-Roshni office bearers & cluster members handed over recovery cheque Rs. 785,630/- to respected CEO.**

**An additionally, CEO stated that strengthen your organization and carry out your work and he announced that member who get more tomato product they will be rewarded three prize's 1st 25,000, 2nd 15,000 & 3rd 10,000. District SRSO team facilitated higher management and visit of Tomato Cluster Seerani. Technical Adviser SRSO said that 'good work by our teams and community members. Efforts are well appreciated. Good part was everybody acknowledged that they are continuously learning apparently.**






Business Development Group women of Badin harvest tomatoes in her open fields on leased land, Badin a small town, where agriculture is the main source of livelihood. Proper agriculture management capacity development training helped them with the provision of high-quality certified tomatoes seedlings from the development of nursery to harvesting on own land has given them the highest results in terms of yield and sell at the time. Indeed, BDGs cluster women being an agrarian, Tomato cultivation is one of the most profitable agriculture businesses, therefore these women avail an excellent option for harvesting a commercially important crop four times a year. These entrepreneurs have technical knowledge and experience regarding germinating tomato crops. The businesspersons are already farmers and well known about the cultivation of the crop, these crops are seasonal and fertilized once in a year and seed germination timing is (July-August), and its cultivation timing is (August-September). Agricultural Land is located in a different village of union council seerani taluka Badin, District Badin. The Cluster members took 15 acres of land on lease for 1.5 years on a leased basis. The Land exists on 02 portions (A&B) & its locations are under 10 acres @ Village Saleh Warer and 05 acres @ Village Yousif Warer.

Furthermore, they successfully cultivated tomato and seed germination, after the harvesting of tomato, they cultivated another crop like (Grass/Wheat/Cotton/Chilli, etc) and an estimated cost is invested Rs. 1,390,000/-. Indeed, there is a contribution of members, The Labour cost & sacks/shopper cost borne by Cluster-Members Additionally, the landlord donates the land (20 gunta/0.5-acre land) for a nursery or seed germination to cluster-members, which was situated on the best location in their premises. During the land levelling there, they will make the beds for seed germination. In addition, under initiatives of PPRP Interventions have provided them a right that how they have changed and grabbed their rights of farming women can also become a self-farmer for commercial purposes by leasing the fertile land. During this magical journey of success, they face challenges and mitigated during the growing of Tomato by accessing the different markets which was an eye-opener, and tightening the comfort zone by sitting in homes. they cited how this idea came for incubation, she said that these rural women are traditional vegetable farmers for the past three decades. Even with all have years of farming experience but no land for cropping for commercial purposes to sell the tomato at the Market Level.





So, under Enterprise Development Intervention, BDG successfully received an amount of PKR. 1,390,000/. So, they started cultivating tomato crops on 15 acres of land. Now they are harvesting the tomato and up to now, they have earned a profit of PKR 390,000/ This was a new approach for producing tomatoes by participating as a demonstration farmer along with the technical assistance of the SRSO team. After a detailed and explicit presentation, there was a discussion section about experiences of farming vegetables, their value chain, market channels, Agriculture, and other departments' support through proper linkages that have given us happiness that we harvested our bumper crop and sold into the market at a good price.

SRSO under PPRP program is giving motivation and encouragement to the Agripreneurship women for such tremendous work and they are economically empowered that you have involved huge labor for a different section of production, harvesting, packing, and loading at the market level.



The BDG Agripreneurship worked together with men to establish a seedling nursery. BDG members sowed the seed, transplanted, weeded, applied top dressing, harvested, graded, sorted, and packed the tomato fruit. The activities empowered women, strengthened their position in the family as well as in the local community, and inspired other women in the village. With women working side by side with male family members, laborer families were able to reduce external labor costs. Indeed, encouraging results produced at this cluster have inspired other tomato growers in that area, especially rural women.

The leased land concept for agribusiness was aimed to show differences between various crops by tenants of male and now this through female promoted by PPRP ED interventions, and capitalized the usual methods farmers practice in their fields. This venture of cluster between SRSO and community, led to better and high yield, saving cost, and higher yield—all of which increased.



***KKHAIRPUR***

# **AGRIBUSINESS DEVELOPMENT GROUPS**

Organized Women are now paving towards shackles of the myths of society that only women are for caring homes and nurturing their families being a fundamental role in agribusiness value chains. All rural women in Sindh are mostly the agricultural workforce—and as much as 70 percent in many districts of Sindh and women are essential to planting, cultivating, and harvesting, as well as processing, logistics, and sales. Despite their contributions, women face unique challenges that hamper their productivity and growth, in turn weakening rural economies, the businesses that depend on them have Limited or no access to farmland, Fewer opportunities for education and access to agricultural services, and Limited access to know-how regarding agricultural inputs and mechanical equipment. Significantly lower wages for the same work as men.





Indeed, now women are crawling to entrepreneurship gradually because across the Sindh, rural women have proven their commitment and resourcefulness in finding or adopting new ways to improve their own lives, as well as those of their families and communities. In pertinent to this, a group of 05 rural women organized at Village Organization level under Government of Sindh Funded Program of Peoples' Poverty Reduction Program to incubate their small advance ideas of agri-business to get high yield and maximum profit to improve their lives and reduce the poverty. Due to high inflation and low employment opportunity and financing on interest, there is a continuous exit of small farmers from agriculture farming, due to the limitation of land and water and an ever-increasing trend away from farming to other professions. Today's farmers need to adapt to this process by making the required transition from being simple producers to becoming managers of an agricultural enterprise, armed with the latest technologies and know-how, as well as an understanding of the market.

**Agricultural diversification, coupled with intensive Research and Development and effective up-to-date extension services for rural farms, will prevent the transformation of additional farming lands for non-agricultural use and keep farmers and rural professions in business. As technology and intensive agricultural methods change the conditions of agricultural production, farmers need to explore other alternatives to remain in the rural areas. Taking into account current trends, Israel is ready to share its rich experience in agribusiness for the enhancement of rural development.**



# \*RURAL ENTREPRENEURSHIP AND INNOVATION\* ECONOMIC EMPOWERMENT OF RURAL WOMEN

\*Business Type\*: Tyre Puncture Shop | BDG Name: Qurban Kathore | BDG Members: 05

\*BDG Execution Date\*: January 2020

\*Basic Investment\*: PKR: 150,000/, Profit Sharing: 130,000 | Reinvestment from Sale Amount: 190,000

\*Community Contribution\*:  
Shop Rent Per Month: PKR. 3000/, Utility Bills: PKR 4,000/,  
Employment: 02, Current Worth of Shop: PKR. 400,000/,  
Current Available Cash: PKR. 63,200

\*Services Offered (Initially)\*: Tyre Puncture and air Filling

\*Services Offered (currently with product and service extension)\*: Tyre Puncture, Welding (Electric), Spare Parts (New), Used Spare Parts



\*Someone once said, a team is not just a group of people who work together, but a group that trusts each other. The rural economy is improving day by day with the behavior changes for businesses and became a successful entrepreneur because these 5 rural women from a small village of Khairpur are linking their small business (Tyre Puncture Shop, Spare Parts, and Electric Welding) with value-added products and developed linkages for providing service to many different villages and markets even to mobile service on the phone call for temporary puncture of the tyre. There tyre puncture shop is the cornerstone of many small rural villages. They provide needed products and services, new employment opportunities, and general vitality. The economic impact of this business has on their village and entrepreneurs (in terms of Profit).



Khairpur | PPRP-GoS | Enterprise Development | BDG-Qurban Kathore  
 Rural Entrepreneurship and Innovation  
 Economic Empowerment of Rural Women



**Khairpur MRS/December 16, 2021**  
 Someone once said, a team is not just a group of people who work together, but a group that trusts each other. The rural economy is improving day by day with the behavior changes for businesses and became a successful entrepreneur because these 5 rural women from a small village of Khairpur are linking their small business (Tyre Puncture Shop, Spare Parts, and Electric Welding) with value-added products and developed linkages for providing service to many different villages and markets even to mobile service on the phone call for temporary puncture of the tyre. These tyre puncture shops in the corners of many small rural villages. They provide needed products and services, new employment opportunities, and general vitality. The economic impact of this business has on their village and entrepreneurs (in terms of Profit).  
 This small business is executed with the financial assistance of the Government of Sindh under the Peoples' Poverty Reduction Program implemented by Sindh Rural Support Organization and factors that may have led to their success because of the sustainability, value addition as per demand and service providing at quality. Before this shop, in the village there were two shops, now there are 15-20 shops means they have developed a new market at road side in the village.

Khairpur | PPRP-GoS | Enterprise Development | BDG-Qurban Kathore

Project Name	Enterprise Development
Location	Khairpur
Project Manager	Mr. Mahmood Ali
Project Officer	Ms. Farhat Ishtiaq
Project Start Date	2020
Project End Date	2021

The business was started with tyre puncture and air filling only, now they have extended their services and added products also like: how they have purchased local generator (Dinamora Baco Machine), electric welding, spare parts (used and new) and on-call service to emergency customers through phone. Sindh Rural Support Organization is continuously mentoring the entrepreneurs as valuable and guiding them that entrepreneurial actions must be continuously supported in order to contribute towards a process of rural development. SRSO team with continuous mobilization have found out these women entrepreneurs in areas which they have lack of knowledge and expertise and conduct to the creation of a culture of entrepreneurship in the local context.

Our social mobilization is mainly for collective action, in areas these villages, there was one common factor that struck us, how villagers are ready to work together in groups for their common good. Our group-based enterprises were the result of this discovery. We did every initiative program in terms of success of small businesses have uplift the village and quality organized women, community development to villages and improvements in livelihood for the community at large. The villagers are largely dependent on agriculture and our interventions focus on skill development, incubation of ideas, enterprise development, community mobilization on sanitation, health, and hygiene, and education also. In Khairpur, we brought together not just women, but men too and trained them to set up their own enterprises. These rural women are paying thanks to the Government of Sindh for providing this opportunity to initiate small business.



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Compiled by:  
 Mr. Mahmood Ali  
 Assistant  
 Manager-MER,  
 PPRP-Head Office  
 Sukkur.

This small business is executed with the financial assistance of the Government of Sindh under the Peoples' Poverty Reduction Program implemented by Sindh Rural Support Organization and factors that may have led to their success because of the sustainability, value addition as per demand and service providing at quality. Before this shop, in the village there were two shops, now there are 15-20 shops means they have developed a new market at the roadside in the village. The business was started with tyre puncture and air filling only, now they have extended their services and added products also likewise: Now they have purchased local generator (Dinamora + Beko Machine), electric welding, spare parts (used and new) and on-call service to emergency customers through phone.

Sindh Rural Support Organization's enterprise development team is continually mentoring the entrepreneurs as valuable and guiding them that entrepreneurial actions must be continually supported to contribute towards a process of rural development. SRSO team with continuous mobilization have found out these women entrepreneurs in areas which they have lack of knowledge and expertise and conduct to the creation of a culture of entrepreneurship in the local context. Moreover, the success of entrepreneurship actions is mainly on the social capital they have created in their surroundings and on the cooperation and creation of networks among the different actors that live in the rural area.

Our social mobilization is mainly for collective action, so across these villages, there was one common factor that struck us; how villagers are ready to work together in groups for their common good. Our Group based enterprises were the result of this discovery.



GoS Poverty Reduction program in terms of execution of small businesses have uplifted the village and specially organized women essentially brings development to villages and improvements in livelihood for the community at large. The villages are largely dependent on agriculture and our interventions focus on skill development, Incubation of ideas, enterprise development, community mobilization on sanitation, health, and hygiene, and education also. In Khairpur, we brought together not just women, but men too and trained them to set up their enterprises. These rural women are paying thanks to the Government of Sindh for providing this opportunity to initiate small business.



**GOS-PPRP!  
ENTERPRISE  
DEVELOPMENT!  
AGRIPRENEURSHIP!  
RURAL  
ELECTRIFICATION**



Members: 05, Total Investment: 350,000, Total Profit: PKR: 560,000/, Dividend Shared: 350,00/ PKR per Member, Reinvested Amount: 340,000 PKR, Current Amount in Account: 530,00 PKR, Current Products Value: 730,000/PKR  
Selling Products: Solar Products, Electric Products, TV, Dish, Footwear (Ladies and Children), Speaker on Rent, Winter Clothes (Children)



As the darkness falls on the plains around our village, a remote Kotdiji Taluka, a rural woman switches on her solar lantern to finish their home chores. Not long ago, nightfall would have forced these women to close their incomplete tasks or use a smoky kerosene lamp. But with the selling of solar energy products, lamps, these women can now work for their home/small business for as long as they want. Solar energy has entirely changed rural life.

The rural women are now unpacking successful outcomes generated by a small-scale business of solar shop that works towards building and sustaining solar energy-based entrepreneurship at the village level. A group of five organized women initiated this business with only solar mechanic shop for selling solar energy products (Their Sons get a certification of Solar Mechanic under PPRP-Vocational Life Skills Training) but being a successful entrepreneur effectively running their business and within six months they have expanded their business with the highest sale in summer. Now, they have done product extension as per villager need basis and added many other products: Ladies Chappal/Sandal, Children Ready-Made Clothes, Footwear of male, winter (Children) Clothes and most important they have started a big loudspeaker on rent.

The rural women incubated this idea with a clear vision that they will go for entrepreneurship and develop a new market at the village level by utilizing the opportunity and demand of solar. They have recognized entrepreneurship opportunity as a key instrument in bringing in financial transformation and thereby development, very little insight has been provided to gain an understanding of solar entrepreneurship and its effect at the Household level.

Indeed, the community-level impact of women-led solar businesses by using community-driven demand and expanding their businesses introduces the varied impact of women-led solar entrepreneurship on rural women and how that is realized at various levels as well as time scales.

In pertinent to this, now the group is expanding their business by opening a new small-scale shop of Ladies/children garments and footwear shop to serve the community at their doorstep. These Women are thankful for providing this opportunity.





# GOS-PPRP! ENTERPRISE DEVELOPMENT! AGRIPRENEURSHIP! GURR/JAGGERY MAKING





The aforesaid group of Agripreneurship women increasingly run their small-scale businesses, yet their socio-economic contributions and entrepreneurial potential remain largely unrecognized and untapped. They are concentrated in informal, micro-size, low productivity, and low-return activities, and this PPRP Program is mainly focusing to stimulate the start-up and upgrading of women's businesses and thereby help generate decent and productive work by achieving gender equality, reducing poverty, and ensuring stronger economies and societies. Today, this small business has given them recognition, confidence, and self-esteem. Now these organized women of the community became the owner of their own business with the technical & financial support of the Government of Sindh & Sindh Rural Support Organization SRSO

In District Khairpur a group of rural Agripreneurship women is exploring new avenues of their business in terms of sugarcane harvesting and gur-making to avoid manipulation at the hands of market forces, including millers and middlemen/commission agents. Indeed, this product fetches cash price whereas supplying to sugar mill farmers faces problems in timely payment besides some other problems. Now they are fighting against poverty and exploring new ways of income-generating and improving their lives in the best possible and sustainable way. WHEREAS, Business Development Group BDG Mitho dero Bapar, this business Group of 5 organized women by for running their business of Local Sweet (Gur) through Sugarcane in Feb 2021, under the "Peoples' Poverty Reduction Program PPRP" funded by Government of Sindh & implemented by Sindh Rural Support Organization SRSO. These Women have got collateral-Interest Free loan of PKR. 340,000/- and with the effective cost prompted cropping of Sugarcane on leased land of three acres and from the residual cost they purchased the second-hand machine (Chechro) for making Gur. Through BDG-these women are now working for value-added products which are being produced are branded as "Desi-Gurr" with packaging and they will be available in good packaging in different shapes and forms with proper labeling for effective marketing. The products include: Simple Gur, Gur with black pepper, and Gur with Ginger



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**GoS-PPRP! Enterprise Development! Agripreneurship! Gur/jaggery Making**

**Khairpur Mirs/ February 09, 2021**

In District Khairpur, a group of rural agripreneurship women is exploring the new avenues of their business in terms of sugarcane harvesting and gur-making to avoid manipulation at the hands of market forces, including millers and middlemen/commission agents. Indeed, this product fetches cash price whereas supplying to sugar mill farmers faces problems in timely payment besides some other problems. Now they are fighting against poverty and exploring new ways of income generating and improving their lives in the best possible and sustainable way. WHEREAS, Business Development Group BDG Mitho Dero Bapar, this business Group of 5 organized women by for running their business of Local Sweet (Gur) through Sugarcane in Feb 2021, under the "Peoples' Poverty Reduction Program PPRP" funded by Government of Sindh & implemented by Sindh Rural Support Organization SRSO. These Women have collateral-Interest Free loan of PKR. 340,000/.





*Sindh Rural Support Organization (SRSO) was incorporated on May 29, 2003 as a not-for-profit Organization and registered under section 42 of the Companies Act 2017 (Formerly known as Companies Ordinance, 1984). SRSO was established by Government of Sindh to work in the designated districts of Sindh to achieve the goals of poverty reduction through community empowerment, skills enhancement, capacity building and development of community-supported infrastructure projects, and provision of support for income generation, enterprise development and micro credit.*



*SRSO's mandate is to alleviate poverty by harnessing people's potential lying within the communities to help themselves and undertake development activities.*

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