



Thatta District UCBPRP Launching Ceremony



Overview

The Government of Sindh and PMU-UCBPRP of P&DD GoS officials has launched the three-year Union Council Based Poverty Reduction Programme (UCBPRP) at District Thatta. The UCBPRP Launch Event was held on 23rd February 2018 at Gymkhana Makli Thatta, following the Provincial Launching by Chairman PPP Mr. Bilawal Bhutto Zardari at Sukkur of Expansion Union Council Based Poverty Reduction Programme.

The objective of the UCBPRP Programme is to reduce poverty through undertaking Community Driven Development (CDD) based on the proven social mobilization approach of Sindh Rural Support Organization. The Programme will cover Six districts of Sindh, including Khairpur, Sanghar, Mirpurkhas, Umer Kot, Badin and Thatta. Under the UCBPRP Programme, 716,523 poor rural households are to be mobilized and organized into a network of people's own institutions: 39,809 Community Organizations (CO), 4,975 Village Organizations (VO), and 321 Local Support Organizations (LSO), and SRSO then will provide support to improve the organized households' lives and livelihoods, as well as to foster linkages between organised communities and local government.

The District Council Chairman Mr. Ghulam Qadir Palijo, Syed Ameer Hyder Shah MPA, Mr. Muhammad Hanif Memon President PML-N Thatta, Mr. Sarfraz Hussain Solangi, Mr. Muhammad Essa Palijo Mukhtiyarkar Revenue, Pro vice Chancler Sindh University Campus Thatta, Mr. Tanveer Usmaan ADC-I, Mr. Nazar Muhammad Memon BOD SRSO, Mr. Pervaiz Ahmed Chandio Director UCBPRP GoS P&D Department, Hishaam Mazhar Director P&D Department, Mr. Khuda Bux Behrani DDSW, Mr. Muhammad Dittal Kalhoro, Chief Executive Officer SRSO, Mr. Ghulam Rasool



Samejo, TL EUCBPRP, Mr. Abdul Latif Soomro, SRSO District Manager Khairpur, Mr. Shafiq Agro SRSO District Manager Mirpurkhas, Mr. Ahmed Khan Soomro SRSO District Manager Umer Kot, Mr. Nadeem Ahmed Jamali CEO AHD Thatta, NRSP, PRC, PPHI, HANDS, SRO, ARHAM Enterprise, Malteser International, VARIS officials, Various Media Persons with President Press Club Thatta, Local Support organization members from District Shikarpur, District Kashmore Kandh kot, District Jacobabad, and District Khairpur participated also SRSO District Thatta Team participated in Event.

In Thatta the Project was launched by: Chairman District Coucnil Mr. Ghulam Qadir Palijo announcing the expansion of the Government of Sindh's Union Council Based Poverty Reduction Programme (UCBPRP) in concern districts and expected results as per assigned by PC-1 by P&DD of Sindh. The Programme will work with the poorest rural women of Khairpur, Sanghar, Mirpur Khas, Thatta, Badin and Umer Kot. The UCBPRP will be implemented by Sindh Rural Support Organization (SRSO) with the total budget of Rs 4.9 billion, the Programme will benefit 716523 households mainly in these districts with 33 Union Councils in Thatta. The UCBPRP's components include the formation of 39808 women's organizations', provision of Community Investment Fund (CIF) to each women organization, vocational training to 32244 persons, 8599 units under low cost housing scheme and income generating grants to 30708 poorest women.

Working across Sindh's villages through women's village organizations', the UCBPRP is the largest government funded poverty reduction Programme in any province. Previously, the UCBPRP has successfully empowered the rural women to break the shackles of poverty in four districts of Shikarpur, Kashmore, Jacobabad and Tharparkar.

The new phase of UCBPRP is aimed at targeting the poor through the process of social mobilization, harnessing their potential and enabling them to build productive assets, reduce vulnerabilities and improve by and large, the condition of their village or locality. Furthermore, all the distinguished guests and BoD member Mr.Nazar Memon said that SRSO will work for empowerment of women until there will be no rural women will be under privileged and unprevailed by privileges' of this Programme.

Introduction

Organization Profile

Sindh Rural Support Organization is undertaking to stamp out the poverty from unprivileged impoverished meager rural households at household level with differed not community driven the development of community institutions by harnessing people potential for human development, to increase human capabilities and the level of choices at the household level.

SRSO, being an RSP was accredited in 2003 by Govt. of Sindh under a mandate of poverty reduction in rural areas of Sindh. Registered under Section 42 of the Companies Ordinance



1984 as not-for-profit Organization, SRSO is currently present in 15 district s, namely Sukkur, Khairpur, Sanghar, Ghotki, Naushero Faros, Shaheed Benazir Abad, Shikarpur, Jacobabad, Larkana, Kashmore-Kandhkot, Qambar-Shadadkot, Umer Kot, Badin, Mirpurkhas, and Thatta.

The thematic Focus of SRSO is to achieve the goals through community-driven development with the community institutions platform ripping the orthodox customs of women, rural development with the empowerment of women, skills enhancement, capacity building and development of community supported infrastructure projects, and the provision of support for income generation, enterprise development and micro-credit.

SRSO is achieving a big milestone of poverty reduction through community driven development (CDD), on a community platform with women empowerment, skills enhancement, capacity building and development of community supported infrastructure projects, and the provision of support for income generation, enterprise development and micro credit. For this purpose, SRSO organizes the local communities into three tier community institutions (CO/VO/LSO) to develop their managerial

and technical capacity. Human development of rural People and the government is supported in forging a partnership and inculcating the sense of ownership among the people.

SRSO is presently entrusted with the responsibility of fostering a countrywide network of community organizations at the grassroots level in 15 districts of Sindh and works in the various sub-sectors while applying the participatory development approach of sustainable development.

E-UCBPRP (Expansion Union Council Based Poverty Reduction Programme)

The Union Council Based Poverty Reduction Programme (UCBPRP) is a 1st Union Council (UC) based Reduction model of Poverty Pakistan and that was a big community development initiative to poverty reduction at the rural and unprivileged community of rural Sindh by Government of Sindh. This was an initiative of Sindh Rural Support Organization (SRSO) and the Government of Sindh for the alleviation of poverty through participatory approach at the household level. The programme has successfully completed the 1st phase with golden words of success stories and poverty graduation among the rural community in projected areas which are a real witness to the success of the programme. Later the European Union also

Qambar-shahdadkot Ghotki Sukkur GoS UCBPRP 2009-18 EU-SUCCESS 2016-21 Khairpur Dadu GoS EUCBPRP 2017-20 Banazirabad Sanghar Jamshoro Karachi Khan Badin Thatta Sujawal

replicated the same model and extended this programme into 8 districts of Sindh with a programme titled as SUCCESS. This programme has been designed to alleviate the poverty of targeted communities of the poorest in rural Sindh. In the year 2016-17 GoS has included the UCBPRP for further 6 districts in Annual Development plan which was started in June-2017 in districts': Khairpur, Sanghar, Umer Kot, Mirpurkhas, Badin and Thatta with a financial assistance of 4.9 Billion by Government of Sindh.

The primary objective of UCBPRP is improving the quality of life of the rural communities, especially that of the poorest of the poor by an identification tool of Poverty Scorecard (PSC) Survey which

was an android based with a Software that collects the data and GPS coordinates for tracking purposes by writing all the details in the survey to provide technical assistance through this programme to alleviate the poverty. Later, the heart of all activities through the main conceptual package of Social Mobilization starts in these communities that have been identified for future programme interventions. The process of Social Mobilisation this involves organizing rural communities into "organizations" of the poor" at the community, village and union council level. This structured approach entails organizing rural communities into 'organizations' of the people' at the muhalla (neighborhood) level into Community Organizations' (Cos) and then into a federation of these COs to Village Organizations' (VOs) at the village level. These VOs are then federated at the union council level into Local Support organizations' (LSOs). These organizations are formed and owned by local communities, and undertake a wide array of development activities such as village-level community Investment Fund (CIF), income-generating Grant (IGG) initiatives, VTPs and social sector Programmes, with the technical support of the GoS. UCBPRP in Sindh has some unique features.

First, the programme is focused on women, and the poor and poorest households, identified through a Poverty Score Card (PSC) survey. Second, the programme is the first ever major project of the GoS that is being implemented through community participation. Third, the programme is highly intensive in its development packages and coverage and is concentrated at the union council level. Last but not least, the programme very quickly covered the programme union councils by organising communities: most of its targeted activities have been implemented within only 6 months i.e. PSC survey has completed successfully which was a huge task. UCBPRP aimed to remove common hurdles faced by the poor that weaken their social capital: it seeks to create economic/productive assets through a self-help methodology by providing access to community managed micro loans, income generating grants, and creating employment opportunities by training youth in technical skills and engaging the trained pax into different industries for jobs perspective.

District Launching Ceremony of UCBPRP Programme

Following the Provincial Inaugural ceremony of the expansion of UC-based Poverty Reduction Programme (UCBPRP), there were one event of district launching ceremony held in Thatta, in which the Political and administrative pillars officials attended the event as a chief esteemed guest. Mainly in Thatta District Chairman council, MPAs, GoS-Officials from Planning & Development Department, Local Government officials and different stakeholders', local officials and representatives districts community participated in the event especially the role model and success stories scripted with their efforts and struggles' to strive against poverty from Kashmore, Jacobabad and Shikarpur districts.



SRSO is implementing the Union Council Based Poverty Reduction Program from 2009 in 9 districts of the Sindh Province out of which 3 districts have been successfully been implemented with graduation of this Programme which was started from year 2009 and graduation of these household is the real witness of poverty alleviation with the financial support of the Govt. of Sindh. In Thatta the Project was launched by: Chairman District Coucnil Mr. Ghulam Qadir Palijo announcing the expansion of the Government of Sindh's Union Council Based Poverty Reduction Programme (UCBPRP) in concern districts and expected results as per assigned by PC-1 by P&DD of Sindh. The

Programme will work with the poorest rural women of Khairpur, Sanghar, Mirpur Khas, Thatta, Badin and Umer Kot. The UCBPRP will be implemented by Sindh Rural Support Organization (SRSO) with the total budget of Rs 4.9 billion, the Programme will benefit 716523 households mainly in these districts with 33 Union Councils in Thatta. The UCBPRP's components include the formation of 39808 women's organizations', provision of Community Investment Fund (CIF) to each women organization, vocational training to 32244 persons, 8599 units under low cost housing scheme and income generating grants to 30708 poorest women.

Working across Sindh's villages through women's village organizations', the UCBPRP is the largest government funded poverty reduction Programme in any province. Previously, the UCBPRP has successfully empowered the rural women to break the shackles of poverty in four districts of Shikarpur, Kashmore, Jacobabad and Tharparkar.

The new phase of UCBPRP is aimed at targeting the poor through the process of social mobilization, harnessing their potential and enabling them to build productive assets, reduce vulnerabilities and improve by and large, the condition of their village or locality.

Opening Remarks

The event began with a short film documentary tracing the pioneering of UCBPRP Success stories of Shikarpur, Kashmore and Jacobabad District women who have written their stories as a role model for other women for first steps towards social mobilization change in Sindh. The opening remarks were given by Mr. Bansi Malhi DM Thatta later CEO SRSO, who gave a brief history of SRSO work with RSPs approach. Government of Sindh (GoS) through



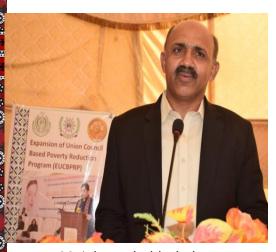


the Planning and Development Department (PDD) is implementing a 3-year, from 2017 to 2020. UCBPRP is the expansion phase of Union Council Based Poverty reduction Programme (in 3 districts: Shikarpur, Jacobabad and Kashmore) PINS will build upon the social mobilization approach to community driven development (CDD) of SRSO under the GoS supported Union Council

Based Poverty Reduction Programme (UCBPRP). The Programme was formally started wth reading the verses of Shah Abdul Latif poetry by Ms. Heer Sana, who also performed the role of stage secretary, after she called to Ms. Hakeema from CO Shama for recitation, after she took formal startup of program where she called to Mr. Bansi Malhi SRSO District Manager Thatta to come on stage and give honored to all program guests with Cultural gift of Sindhi Ajrak. After DM Thatta paid warm welcomed to all program



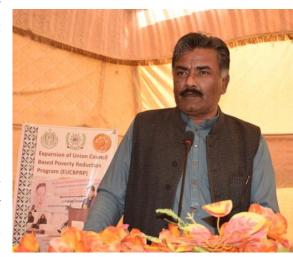
guests who us their precious time to make things possible and easy in the accomplishment of this wonderful event.later CEO SRSO was called for briefly sharing the working philosophy of SRSO and there tiers social mobilistaion and working with rural women to harness their potential to alleviate the poverty from households and also say warmly welcome to all guests and thanks note with an



introductory speech about SRSO, RSP journey and especially how the Union Council Based Poverty reduction has achieved milestone at community level due to which today we have got EUCBPRP first 100% anti-poverty rural women Programme which is proved a key of success for these 6 lacs families that has graduated successfully with the interventions of UCBPRP Programme.

CEO SRSO also narrated and cited a report source of CIF Impact Assessment Study by SUKKUR-IBA University, as per report "According to poverty score card these Programmes would help

100% households below poverty line to graduate above their existing band and 40% beyond poverty line. According to recent evaluation carried out by Sukkur IBA-ORIC department by taking a random sample from 50,000 beneficiaries of UCBPRP in Shikarpur, Kashmore and Jacobabad districts 90% of the beneficiaries in bottom band of PSC graduated to higher bands and 68% above poverty line. Following the CEO-SRSO, the Sana called the TL-EUCBPRP for brief Programme introduction of EUCBPRP. He briefly described the basic concept of poverty reduction and how poverty can be reduce, he started the sharing foundation of poverty reduction model by SSK and how GoS accepted the first union council based model. He told that this is ten first women



empowerment project. He shared the expected results of UCBPRP Programme and its interventions especially in Thatta district and their foundation means briefly shared the PSC, a tool of identifying the poor to the poorest for different interventions' to eradicate the poverty.

Video Documentary of Sukkur Launching Ceremony:

After UCBPRP intro, there was a documentary time, which was shown to all audiences and guests of UCBPRP provincial launching ceremony was arranged at SRSO Complex Sukkur by Chairman PPP Mr. Bilawal Bhutto Zardari and Chief Minister Sindh Sayed Murad Ali Shah.

Community Speakers (Their stories in their own words with struggles which end with success and a vision)

Ms. Koonj President LSO Roshani from District Kashmore@Kandhkot Sharing:

She came on stage as inspirational and motivational women for newly organized Thatta women, she shared her struggle which was full of hurdles but never give up and got achievement through Cis platform through LSO Roshani. She said that, she felt happy to be part of SRSO family. She shared that before part of LSO, she was also scared with talking anyone or depended for single rupee like you all community females.



Now she can talk with anyone on any forum like today's launching ceremony sharing, she was confidant for her dream to reduce the poverty and work for local deprived villagers. She said that she learnt her life from these community institutes' and now she is leading a happy life and family due to rightly utilization the interventions and this platform specially the on platform of LSO Roshani, she revolves the millions with believe on saving and grows day by day

The Next women that was called on stage was sharing her experiences and success was Mst. Arbeli.

She started through a Iqbal's poetry verse that belief is everything, if you have belief that you can achieve it. Mst Arbeli is LSO representative from district Jacobabad, she said that she has change her life when SRSO UCBPRP Program came and she became part of CO, first it was a big difficult that they may be do fraud with us but after listening the message of female social organisers, I also organized into CO. After 2010 Flash Flood tenure LSO Voluntarily provided services to all villagers, by passing a CO passed resolution for

Low cost Housing scheme (LCHS) to provide one room shelter. In this regard, GoS and SRSO launched the VRP (Village Rehabilitation Project) in UCBPRP District to serve the community in this natural calamity conditions. Later CO strive to give the CIF loan to their CO beneficiaries. She also got the VTP training, as she has skills in rilly making, based on CIF proper utilization she developed many product and sell them in suitable markets.



in last she said that Shaheed Benazir Bhutto dreamt comes true like UCBPRP when we rural women are talking today in front of you people. In last she paid thanks to GoS and SRSO also who change her life.

The Next women that was called on stage was sharing her experiences and success was Mst. Naseem Khoso.

Ms. Naseem Khoso LSO AWAZ uc Mugherani district Shikarpur Started her sharing with briefly giving the introduction and sharing LSO Profile with Coverage.Her LSO resolved the 10 years old Clashed b/w two



tribes, where already 30 people killed during clashes.LSO strive to Save 190 Trees when army interested to cut these all trees .I am coming here with this hope that you will all utilize your best platform of CO/VO/LSO for the betterment of your local community Thatta. She is thankful to SRSO, who work for illiterate women like all of us

The Next women that was called on stage was sharing her experiences and success was Mst. Julee.

A local women Ms. Julee President CO Khushboo village Beer Solangi uc Sonda Thatta started sharing her feelings that "today she is Felling Happy to be part of our CO Khushboo, our CO will work for decreasing the darknees from our community and will work for brightness to our poor community. Thanks to GoS and SRSO



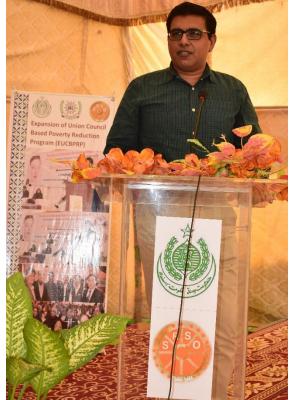
The Next women that was called on stage was sharing her experiences and success was Mst. Samina.

A local thatta district women Ms. Samina Manager VO Khushboo village Allah Wasayoo Khaskheli Thatta started sharing with briefly describing the PSC and when SRSO team first time visited her village. Two months before we have formed our CO and VO with the 3500 saving Poverty occurred in our surrounding due to lack of awareness" how to increase an income" no Literacy ratio that's why our people unaware that how to get rid off from poverty. I am first female who got intermediate degree in my village. Thanks Sindh Government SRSO and EUCBPRP

The next session was calling the guest speakers to talk about the Program so among Government officials Mr. Pervaiz Ahmed Chandio Director UCBPRP P&D GoS started sharing that UCBPRP is name of salient Growth toward success in poverty reduction We are working on other district where also need of UCBPRP Program, You all people lucky to avail this big opportunity. This is a silent revolution that has been brought through these rural women who always remain victim of male dominant society but through this project that have glisten their lives with many struggles and last phase of UCBPRP is real







of UCBPRP. Today these rural women have also shared their successful experiences that how they have brought the revolution among their villages through UCBPRP.

The NEXT speaker was **Mr. Usman Tanveer ADC-I Thatta.** He started sharing the GoS has achieved a milestone in gathering and working on backward rural women of the society who are always under privileged due to many reasons but this Programme will work for them which is totally for rural women and they will get benefit from it. He said, UCPBRP is Sind government's long lasting and sustainable program. Today I am totally impressed from female participation and ownership of program. Appreciable efforts by SRSO& GoS for poor to poorest community. I am not only giving my official support but out of box, I am 24 Hours available for SRSO Volunteer work which will be the noble cause of Pray.

The next speaker was Mr. Nazar Muhammad Memon BOD. He started sharing the rural women role in the



society and especially in rural areas of Sindh. He said that that I have really seen changed when I have conducted polio meeting because I have worked here in Thatta with UNICEF.I have worked many places also out of countries, but Thatta will find always same no change no any development found which now find after Qadir Bux Palijo who gave a lot of time for Thatta development. Everyone may raise question that why SRSO work with females because these all will easily and affectively revolves the billions which now they are doing at many districts. Being Sindhi we have just few objectives like marriage Children, you all must know that after two to three child there was great loss of Mother. I am not apposite of child birth, but we have to think about birth space. Now as per the need of society we have to give education and technical skills to our youth like motorbike repairing etc. where placement will easily linked for earning purpose. Punjab was growing day by day in small industries but our youth just west of time on hotel and Cigrate. Another hard truth is our 69% land owners are 11% people which are big and hard for all of us RSPs ever focused on HHs level Planning. Lastly paid thanks to Mr. Muhammad Dittal Kalhoro CEO SRSO who is leading a young team of SRSO and he prayed for their success

The chief guest Speaker was called on stage Mr. Qadir Bux Palijo Chairman District Council Thatta.

He started to share that how can I talk after Nazar memon detailed sharing. He endorsed that our sindhi community have limited education ratio, but if UCBPRP type awareness creates than will hope for change Really good initiative of GoS in form of UCBRP. Felt proud to be part of this important ceremony for poor people. He is paying thanks to call for this wonderful ceremony and hope for best in future with Community



Chairman District Council Mr. Ghulam Qadir Palijo said on the occasion, this Programme is the vision of Shaheed Muhtrama Benazir Bhutto who also keen to empower rural women and respect them in the society. As per Programme they highlighted the role of women in the society which is compromised and also remain a victim now should be addressed and empowered this Programme with their community institutions and will write their success stories and women empowerment throughout their life, and they said that being the first woman prime minister of the Muslim World, Benazir did her best for the self-respect of womenfolk in Pakistani society. He said local Government along with GoS would continue to support any institution which came forward with the cause of empowering women of the low-income group. He hoped that the SRSO Programme would reach each and every district of Sindh. "By making joint efforts, we and you can eliminate poverty from society. Furthermore, he said that those who were talking of a "change" should realize that the real change was bringing about prosperity and ensure massive development in the country is only possible through taking on board the women. He lauded the tremendous support of Sindh Government for approving the poverty reduction program for the Province. He also acknowledged the efforts and dedication of staff for making it a success.

He was happy to see how these poor rural Sindhi women got organized actively and very positively responded to these programs.

The guests were greatly delighted to see these organized women, inspired and appreciated their work.

last, Mr. In Malhi Bansi DM **SRSO** Thatta say Vote of Thanks all. to Mr. Bansi Malhi paid vote thanks to all members, Guests also



from other District Colleges, LSO members to come and attend this program

Lastly Mr. Nazar Muhammad Memon paid valuable visit to SRSO DO Thatta along with GoS officials where meet with district staff and took tea at office.



Advertising Used During Thatta Launching Ceremony







Expansion of Union Council Based Poverty Reduction Program (EUCBPRP) 2017-2020

Expected Results of EUCBRP

1.02 million households will be surveyed in 321 Union Councils of 6 targeted Districts 716,523 households organized into 39,809 COs and clustered into 4,975 VOs and 321 LSOs.

32,244 male and female youth identified and provided vocational skills training and 111,402 CO / VO / LSO members provided managerial and subject specific skills.

Rs. 460.6 Million Income Generating Grants provided to 30,708 poorest of the poor households.

Rs. 1,719.6 Million Community Investment Fund provided to 122,835 poor organized households through 4,976 VOs.

8,599 extremely poor households are provided with technical and financial support for low cost housing scheme.

321 Enterprise Development Group to be formed with value chain products finalized and implemented in 6 Districts



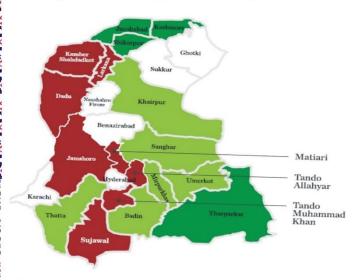




Expansion of Union Council Based Poverty Reduction Program (EUCBPRP) 2017-2020

Project Details

No of Districts	6
No of Talukas	29
No of Union Councils	321
Total HH will be surveyed	1,023,605
Total HH will be organized	716,523
COs to be formed	39,809
VOs to be formed	4,975
LSOs to be formed	321
Capacity building of CO Member	s 79,617
Capacity building of VO Member	s 29,859
Capacity building of LSO Membe	rs 1,926
Income Generating Grants	30,708
Community Investment Fund	122,835
Vocational Training Programme	32,244
Low Cost Housing Scheme	8,599
Enterprise Development Groups	321
= -	



- UCBPRP Districts (Programme implemented with GoS funding)
 UCBPRP Expansion Districts (Programme being implemented with GoS funding)
- SUCCESS Programme Districts (Programme being implemented with FU funding)

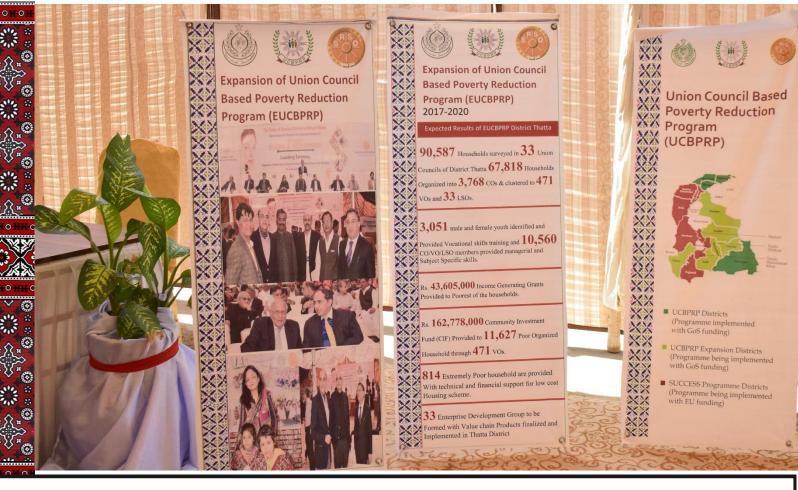




Figure 2: Stage Banner of UCBPRP Launching Ceremony





The Vision of Shaheed Muhtarma Benazeer Bhutto

The Mission of Chairman Bilawal Bhutto Zardari

Special Thanks by Organized Women [COs/VOs/LSOs]





CO/VO/LSO as a Social Pillar Wayforward for Recognition

Sindh Rural Support Orga





Picture Gallery of Event



OHOHOM

(T)



