



# NEWSLETTER

October - December 2022

The Quarterly Newsletter for SRSO  
Outreach & Interventions



## Monitoring, Evaluation & Research Unit (MER-U)

📍 SRSO Complex, Shikarpur Road Sukkur (Sindh), Pakistan.

☎ 071-56271820 📠 071-5627182-111

🌐 [www.sroso.org.pk](http://www.sroso.org.pk) ✉ [info@sroso.org.pk](mailto:info@sroso.org.pk)

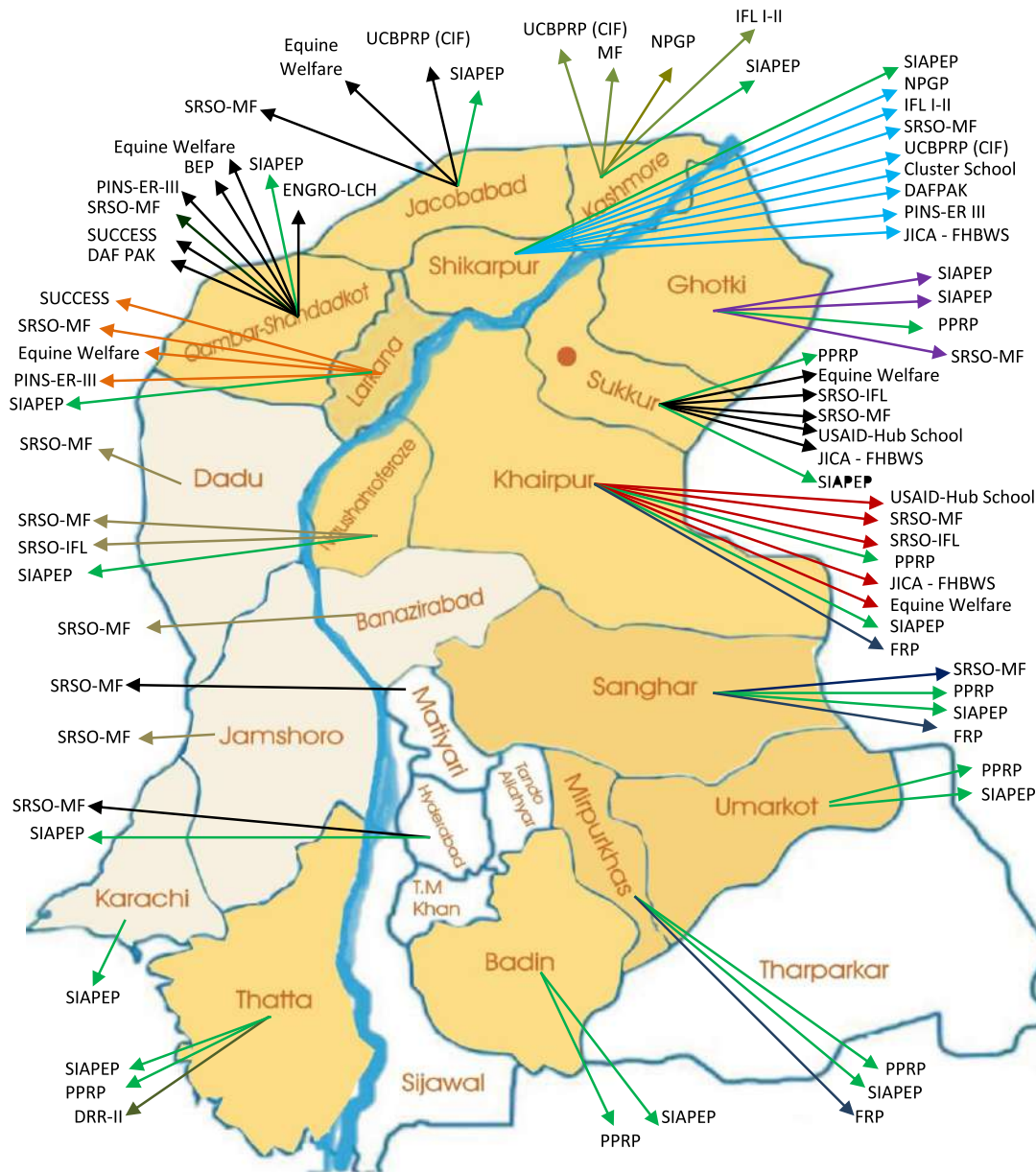
## Inside...

Key Emergency Responses	02
Flood Emergency Responses Outreach	04
Key Response with Partners	09
Key Visitors	14
Key Interventions	15
Pictorial Highlights	20





## SINDH RURAL SUPPORT ORGANIZATION (SRSO) OPERATIONAL AREAS



### ON GOING PROJECTS

- UCBPRP (CIF)**  
Union Council Based Poverty Reduction Programme  
Funded by: GoS
- Equine Welfare Project**  
Funded by: BROOKE
- PPRP**  
Peoples' Poverty Reduction Programme  
Funded by: GoS
- SRSO-Microfinance**  
Funded by: SRSO
- Inerrest Free Loan - IFL-II**  
Under EHSAS Programme  
Funded by: PPAF
- USAID-Hub School (EMO-Schools)**  
Funded by: USAID-GoS
- SUCCESS**  
Sindh Union Council and Community Economic Strengthening Support Program (SUCCESS)  
Funded by: European Union (EU)
- PINS ER-III**  
Programme for Improved Nutrition in Sindh  
Funded by: P&D-GoS - EU
- DAF PAK**  
Delivering Accelerated Family Planning in Pakistan  
Funded by: PSI - DFID
- JICA - FHBWS**  
Improvement of Livelihood and Female Home-Based workers in informal Economic Section in Sindh Province  
Funded by: JICA
- NPGP**  
National Poverty Graduation Programme  
Funded by: IFAD-GoP
- DRR-Project-II**  
Funded by: ECHO
- BEP**  
Body Energy Product  
Funded by: RSPN-GET Foundation
- Cluster School**  
Funded by: GoS
- IHSS**  
Integrated Health Strengthening System  
Funded by: JSI
- SIAPEP - Sindh**  
Sindh Irrigated Agriculture Productivity Enhancement Project  
Funded by: GoS- World Bank
- FRP**  
Flood Relief Project  
Funded by: Malteser International & ADH
- ENGRO-LCH**  
Low cost House  
Funded by: Engro foundation

### VISION

To perceive Socially and Economically empowered Communities especially the marginalized ones and helping create a proactive Community Organizations by attitudinal change by setting free people's Potentials and willingness to alleviate poverty.

### MISSION

To meet the challenge of battering poverty and help the poor to get above the poverty line and have a standard life. To help marginalized rural people harness their potential to bring about change in their quality of life on a self help basis.

### OBJECTIVES

- To unleash people's potential and willingness to alleviate poverty in Sindh
- To reinforce and compliment Government of Pakistan's policy of Poverty Alleviation
- To support and strengthen Government of Sindh's efforts to translate Poverty reduction strategies into actions



# SRSO-FLOOD EMERGENCY RESPONSE 2022

## Key Responses as of December 31, 2022



**73,001**  
Dry Ration Bags



**57,943**  
Cooked Fresh Food



**22,072**  
Stitched Clothes



**5,345**  
Tarpaulin



**2,279**  
Relief Tents



**373**  
Eco-Friendly  
Pit Latrines



**5,356**  
Animal Feed



**197,270**  
Livestock Vaccination



**15,621**  
NFIs



**23**  
Hand Pumps



**17,784**  
Mosquito Nets



**80,189**  
Patient's  
Treatment



**2,430**  
Dignity Kits



**18,270**  
Winterization Kits



**22**  
Water Filtration  
Plants



**24,215**  
Aquatints



**2,966**  
Shoes and Chapels



**129**  
HHs Kits (25 KG per  
wheat flour bag)



**235,300**  
Drinking Water Liters



**100**  
Children's Nutrition



**510**  
Anti-Mosquito Shelter



**40,390**  
Aqua Tabs



**245**  
Village Mosquito  
Fumigation Spray



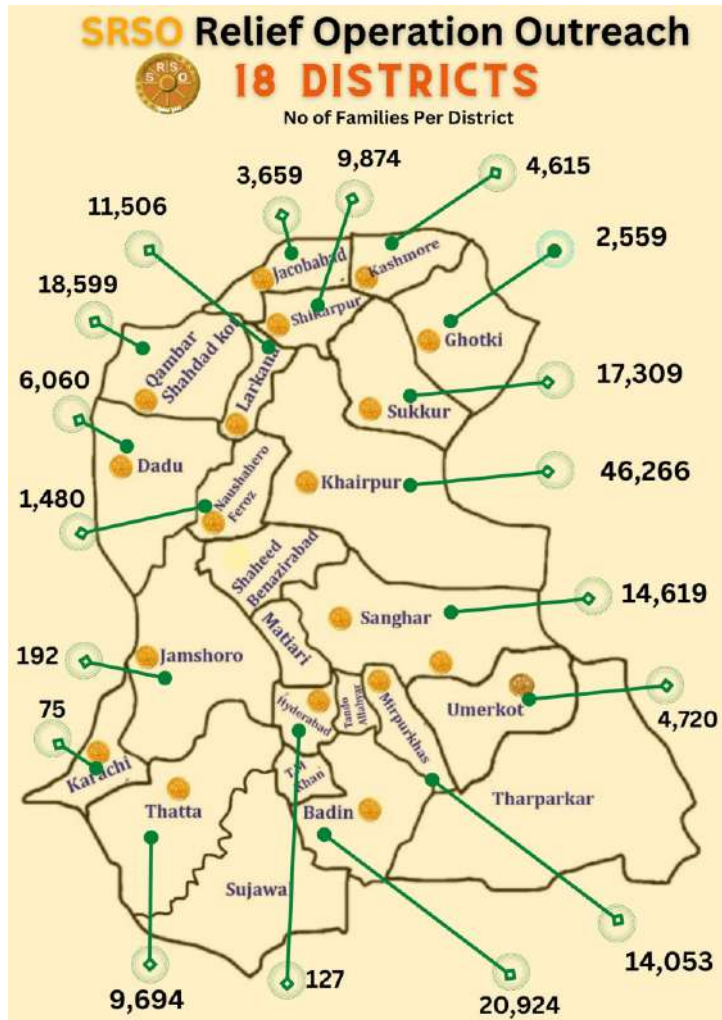


# SRSO-Relief Operation Outreach 2022

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 SRSO Flood Emergency Response 2022.



## SRSO Emergency Response Partners



## Key Flood Emergency Response 2022-Intreventions & Outreach

The key emergency response to flood-emergency response district-wise as of December 31, 2022 are as under:

### Ration/Food

Ghotki	Sukkur	Khairpur	Mirpurkhas	Sanghar	Thatta	Umerkot	Badin	Larkana
397	9,730	15,594	4,135	7,135	4,782	3,134	14,250	713
Qamber	K-Kandhkot	Shikarpur	Jacobabad	N.Feroz	Hyderabad	Dadu	Jamshoro	Total
3,500	1,230	600	700	580	64	6,060	192	73,001

### Medical Care

Ghotki	Sukkur	Khairpur	Mirpurkhas	Sanghar	Umerkot	Larkana	Qamber	Shikarpur	Jacobabad
1,130	1,980	2,710	8,540	7,840	382	3,372	18,684	34,400	321
Thatta	Umerkot	Badin	K@Kandhkot	N.S Feroz	Karachi	Hyderabad	Jamshoro	Dadu	Total
670	382	160	0	0	0	0	0	0	80,189

### Livestock Vaccination

Ghotki	Sukkur	Khairpur	Mirpurkhas	Sanghar	Thatta	Umerkot	Badin	Larkana
7,233	17,230	25,610	11,560	11,560	14,270	25,972	11,850	8,259
Qamber	K-Kandhkot	Shikarpur	Jacobabad	Naushero Feroz	Hyderabad	Karachi	Jamshoro	Total
24,997	4,874	9,720	13,456	10,679	0	0	0	197,270

### Stitched Cloths

Ghotki	Sukkur	Khairpur	Mirpurkhas	Sanghar	Thatta	Umerkot	Badin	Larkana	Kamber
3,728	4,145	4,270	2,973	1,550	792	500	700	499	103
K@Kandhkot	Shikarpur	Jacobabad	N.S Feroz	Hyderabad	Karachi	Jamshoro	Dadu	NA	Total
100	528	391	675	600	75	19	500	NA	22,072

### Tarpaulin

Ghotki	Sukkur	Khairpur	Mirpurkhas	Sanghar	Thatta	Badin	Larkana	Kamber	KKK	Shikarpur	Total
30	140	560	200	350	15	3,595	186	20	100	119	5,345

**Temporary Shelters/Tents**

Ghotki	Sukkur	Khairpur	Mirpurkhas	Badin	Larkana	Kamber	Shikarpur	Total
10	180	235	74	1,288	47	435	10	2,279

**Pit Latrines**

Sukkur	Khairpur	Mirpurkhas	Thatta	Sanghar	Badin	Qamber	KKK	Shikarpur	Dadu	Total
10	48	25	77	5	5	73	5	25	100	373

**Cooked Food**

Khairpur	Mirpurkhas	Umerkot	Badin	Larkana	Qamber	K.Kandhkot	Shikarpur	Dadu	Total
48,000	250	400	5,000	175	50	1,200	1,368	1,500	57,943

**Safe Drinking Water (Hand Pumps)**

Sukkur	Khairpur	Mirpurkhas	Sanghar	Thatta	Total
2	10	5	3	3	23

**Health & Hygiene Materials (Kits)**

Ghotki	Sukkur	Khairpur	Mirpurkhas	Sanghar	Thatta	Umerkot	Qamber	Shikarpur	Larkana
160	670	978	170	350	1,758	106	1,833	25	8,102
K@Knadhkot	N.S Feroz	Badin	Jacobabad	Hyderabad	Karachi	Jamshoro	Dadu	0	Total
360	0	0	15	3	75	19	1,000	0	15,621

**Health & Hygiene Awareness Sessions**

Ghotki	Sukkur	Khairpur	Larkana	Qamber	Shikarpur	Mirpurkhas	Thatta	Hyderabad	Karachi	Total
360	350	11,860	6,402	2,513	555	1,458	1,579	70	75	25.282

**Mosquito Nets**

Ghotki	Sukkur	Khairpur	Umerkot	Badin	Qamber	Jacobabad	Mirpurkhas
90	3,458	4,810	177	3,520	460	1,198	600
Sanghar	Thatta	Larkana	K@Kandhko	Shikarpur	Hyderabad	Dadu	Total
1,300	120	336	700	952	3	60	17,784

### MHM Kits

Mirpurkhas	Sanghar	Umerkot	Badin	Larkana	Qamber	Hyderabad	Dadu
760	390	557	20	3,372	6,775	3	1,100
Ghotki	Sukkur	Khairpur	Thatta	K@Kandhkot	Shikarpur	Jacobabad	Total
60	4,00	1,300	150	615	6,560	219	24,301

### Non-Food Items (NFIs)

Ghotki	Sukkur	Khairpur	Mirpurkhas	Sanghar	Thatta	Umerkot	Larkana	Qamber
20	1,470	1,650	2,399	568	737	353	1,832	530
Hyderabad	Karachi	K@Kandhkot	Shikarpur	Jacobabad	N.S Feroz	Jamshoro	Dadu	Total
39	115	220	100	159	0	0	1,000	<b>10,414</b>

### Animal Feed/Fodder

Sukkur	Khairpur	Larkana	Qamber	Shikarpur	Jacobabad	Total
306	1,530	1,165	604	223	1,525	5,356

### Water Purification Tablets

Sukkur	Khairpur	MiPK	Sanghar	Thatta	Umerkot	Badin	Larkana	Kamber	Ghotki	Shikarpur	Jacbd	KKK	Total
2,945	2,220	6,000	6,000	1,395	2,000	3,500	4,000	7,800	2,600	2,000	1,380	1,300	<b>43,140</b>

### Shoes/Champal

Ghotki	Sukkur	Khairpur	Mirpurkhas	Sanghar	Umerkot	Hyderabad	Jamshoro	Total
360	1,000	170	1,087	124	196	15	14	2,966

### Anti-Mosquito Spray/ Fumigation

Sukkur	Khairpur	Sanghar	Larkana	K-Shahdadkot	N.S Feroz	Total
46	39	37	43	42	41	245

### Anti-Mosquito Nets for Animals

Khairpur	Jacobabad	Total
10	500	510

### Birthing Kits for Pregnant Women

Sukkur	Khairpur	K-Shahdadkot	Shikarpur	Total
250	46,000	300	300	47,450



### Winterization Kits

Ghotki	Sukkur	Khairpur	Mirpurkhas	Sanghar	Thatta	Umerkot	Hyderabad	Jamshoro	Badin
700	5,647	1,600	2,750	800	1,343	300	15	14	300
Larkana	K-Shahdadkot	K@Kandhkot	Jacobabad	N.S Feroz	Karachi	Hyderabad	Jamshoro	Dadu	Total
180	850	600	600	1,500	0	0	0	500	18,270

### ORS Distribution (60 Sachets per packet)

Sukkur	Khairpur	Mirpurkhas	Sanghar	Thatta	Badin	N.S Feroz	Dadu	Total
1,400	259,250	8,000	8,000	7,00	900	400	1,000	279,250

### Water Filter Plants

Khairpur	Mirpurkhas	Sanghar	Shikarpur	Jacobabad	N.S Feroz	Dadu	Total
7	1	1	3	2	5	3	22





# Key Emergency Responses with Partners

## Freshened Cooked Food/Fruit service for road-side/tent residents



SRSO, in collaboration with emergency response partners, especially RIZQ, Monal Foundation and World Central Kitchen (WCK) provided immediate relief to flood-affected communities by providing cooked foods include; meals, water, fruits, and other relief aid to 57,943 people in 9 districts. This action was taken to address the basic need for food for those who were displaced and living in IDP camps or on the roadside due to continuous natural disasters and displacement.

Khairpur	Mirpurkhas	Umerkot	Badin	Larkana	K.Shahdadkot	K.Kandhkot	Shikarpur	Dadu	Total
48,000	250	400	5,000	175	50	1,200	1,368	1,500	57,943

## MHM Kits

Better hygiene leads to better health, good hygiene is critical for preventing the spread of infectious diseases, especially among adolescent girls as well as women. To prevent the spread of diseases in water-prone areas, SRSO social mobilization team conducted an awareness session on health & hygiene and to maintain the dignity of women during emergencies.

For this purpose 24,301 dignity Kits have been provided to adolescent girls and women in 15 affected districts by SRSO. The kits were prepared by Business Development Groups (BDGs) trained and supported by SRSO-Craft Enterprise Development (CED). shows that SRSO is taking a comprehensive approach to addressing the needs of affected communities by providing not only necessities such as food and shelter but also clothing.



Mirpurkhas	Sanghar	Umerkot	Badin	Larkana	Qamber	Hyderabad	Dadu
760	390	557	20	3,372	6,775	3	1,100
Ghotki	Sukkur	Khairpur	Thatta	K@Kandhkot	Shikarpur	Jacobabad	Total
60	4,00	1,300	150	615	6,560	219	<b>24,301</b>



## Flood Relief Activities under FCDO/PSI funded Flood Relief

The Sindh Rural Support Organization (SRSO) has organized 380 free medical camps in partnership with RSPN, to provide medical assistance to flood-affected communities in the districts of Shikarpur and Kamber-Shahdadkot in Sindh. The camps were funded by the FCDO/PSI Flood Relief Activities. A total of 41,054 patients have been treated by qualified doctors, including 10,174 adult males, 13,194 adult females, and 17,686 children. In addition to medical treatment, 600 delivery kits, 600 baby kits, and 12,661 menstrual hygiene kits were distributed among the affected communities. The organization also conducted 298 awareness sessions on health and hygiene care, which were attended by 16,481 community members.



## Emergency Response in partnership with Malteser International



Sindh Rural Support Organization (SRSO) in partnership with Malteser International provided immediate emergency assistance to monsoon rain flood-affected families in 4 most-affected Union Councils of the Mirpurkhas (Mir Allah Bachyio and Mir Khuda Bux-2 Taluka Jhudho) and Sanghar (UC Jamrao 84 and Jaam Jaani Taluka Jaam Ali Ali Nawaz) during September-December 2022. The 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 assistance to 16,800 patients.

## Water Filtration Plants with the support of World Central Kitchen (WCK)

The Sindh Rural Support Organization (SRSO) with the support of World Central Kitchen (WCK) has installed 22 water filtration plants in flood-affected areas of Sanghar5, Khaipur5, Mirpurkhas5, Naushoro Feroz3, and Jacobabad2 districts to provide access to purified drinking water and decrease the adverse effects of saline water on health and sanitation. Access to safe drinking water is a basic right and urgent need of flood-affected people.



## Bamboo Shelter One Room House by AKHO

SRSO constructed 200 Bamboo Shelter Rooms in UC Gondhro & Naseer Faqeer Jalalani Taluka Kotdigi district Khaipur. It's environmentally-friendly, sustainable, renewable, and strong in tension and compression. Sustainable & Cost-Effective Building Materials Construction traditionally consists of locally sourced materials – bamboo, wood, and mud plaster, hand-mixed concrete, and corrugated metal. Not only are these materials readily accessible, but they also allow people to build with resources found on their property for free or sourced locally for a small fee.



## Terms of Partnership under Engro Foundation funded Low-Cost Housing Kamber-Shahdadkot/December28, 2022

The SRSO conducted a dialogue on Terms of Partnership (TOP) with beneficiaries of the Engro Foundation-funded Low-Cost Housing (LCH) Project. The dialogue was organized in the village of Sahib Khan Tunio in the UC Junani Taluka Warrah and 146 LCH beneficiaries and representatives from community institutions participated. The households were selected from targeted villages after a comprehensive assessment based on their vulnerability, poverty, and affected houses. The SRSO-RGM, Programme Engineer, and District Manager participated and briefed about the project, proposed design of the houses, allied facilities, payment procedure, and quality standards and defined the roles and responsibilities of each partner. Under the project, SRSO will construct 146 low-cost houses with allied facilities of warinda, washroom, and kitchen to provide quality and resilient shelter for marginalized and flood-affected families of two villages Sahib Khan Tunio and Ramadan Gadehi

UC Junani Taluka Warrah district Kamber-Shahdadkot.



## 440 Wheat Seed bags distribution in partnership with Action Against Hunger (ACF) Kamber-Shahdadkot & Khairpur Mir's/December15 &16, 2022



The Sindh Rural Support Organization (SRSO) and Action Against Hunger (ACF) have distributed 440 wheat seed bags to 220 calamity-hit farmers in the districts of Kamber-Shahdadkot and Khairpur Mir's. The distribution was part of the Multi-Sector Emergency Support for Communities in Sindh project, which aims to provide integrated assistance to address the urgent needs of flood-affected communities in targeted areas. The project focuses on livelihood, health, and water, hygiene, and sanitation sectors.

For this purpose, a detailed assessment was conducted to identify the most vulnerable farmers, and 220 from 19 villages in 4 Union Councils of both districts to provide the support. The CEO-SRSO and ACF team members participated in the distribution at Khairpur.

## Financial assistance for 25 BEP-CRPs to construct and repair their damaged houses November22, 2022

SRSO in Kamber-Shahdadkot, under BEP (Balanced Energy Protein) Project, provided financial assistance to 25 Community Resource Persons (CRPs) whose households were damaged in the recent floods. The assistance was provided in collaboration with Hystra Paris and RSPN, and was based on a need-based assessment of the affected houses. 6 CRPs received financial aid worth Rs. 1 lac and 19 CRPs received aid worth Rs. 50,000. The Assistant Commissioner of Taluka Nasirabad, Syed Yaar Ali Shah, the District Manager of SRSO and the District Project Officer of BEP-SRSO participated in the ceremony, distributed cheques among the CRPs and appreciated SRSO's efforts in providing emergency support to the affected community after the calamity.







## Response under PINS-ER-3 in Kamber, Larkana and Shikarpur districts

To mitigate the disastrous impacts of floods in Sindh, the EU announced Early Recovery packages to support small scale subsistence farmers to cultivate bio-fortified wheat to address micro-nutrient deficiencies. In collaboration with RSPN, on November 20 & 21, 2022 SRSO distributed seeds of bio-fortified wheat to 305 female farmers under the Program for Improved Nutrition in Sindh (ER-III).

In 2021, under the programme it was successfully experienced the cultivation of zinc-fortified wheat with a high yield (09 maunds more than average).



## Response under Equine Welfare Project



SRSO, under the Brooke Pakistan-funded Equine Welfare Project, is organizing relief to provide support to rain-affected equine owners in six districts: Sukkur, Khairpur, Shikarpur, Jacobabad, Larkana, and Kamber-Shahdadkot. The camps are planned and organized with the support of community organizations fostered by SRSO. The team provided treatment and deworming for the animals, as well as distributing feed and fodder bags. Equine doctors and support teams trained and experienced by SRSO provided their services to communities in these camps.

SRSO, in collaboration with the Brooke Pakistan under Equine Welfare Project, provided animal feed/fodder to 5,356 flood-affected families in 06 districts, to support the survival of the remaining livestock.

## We care Foundation and TZU CHI donate 4,161 dry ration bags in district Thatta

The SRSO team facilitated to We care Foundation and TZU CHI Foundation Taiwan distributed 4,161 dry ration bags among flood affected families of VOs of villages. These distribution was carried out in UC Hafiz Shah and Tando Soof Shoro District Thatta.

For this purpose SRSO after the UC and village prioritization with a participatory approach of community to other stakeholders carries out the next activity of HHs based on Need assessment as per their vulnerability and need. So, SRSO jointly with Community Institutions headed by rural women carried out the HHs Need Assessment. The SRSO teams conducted the assessment door to door of the affected households through the assessment tools, processed it on the excel database, and shared it with the We Care

Foundation for verification and validation. After the verification, the team selected the distribution points at the different locations which were the easy reachable for the females of the affected households.





## Response for Rural Artisan under JICA's Light F-Project

SRSO-CED-Crafts Enterprise Development with the support of JICA's Light-F Project responded to flood emergencies to provide relief to artisan women of Business Development Groups (BDGs) in their covering 06 districts. They distributed relief items like; blankets, rasion bags, tarpas, mosquito nets and hygiene kits to families of Business Development Groups- BDGs i) Larkana 07 BDGs, ii) Ghotki 04 BDGs, iii) Sukkur 06 BDGs, iv) Shikarpur 03 BDGs, v) Jacobabad 02 BDGs, and vi) and Khairpur 08 BDGs.

Total 675 Blankets (675 families in 30 villages/BDGs of 5 districts), .2000 Tarpals in 20 BDGs (10 members from BDG),

449 Ration Bags in 20 BDGs members, 500 mosquito nets in 30 BDGs members and hygiene kits in 10 BDG members in 3 districts Larkana: 05, Sukkur: 03 and Khairpur: 02 BDGs.



## 22,000 Food packages donated by Morris Pakistan Limited.

SRSO distributed 22,000 Food packages among flood-affected communities in collaboration with Rural Support Programme Network (RSPN) donated by Morris Pakistan Limited. These packages were distributed in Badin, Sanghar, Khairpur, Sukkur, Kamber-Shahdadkot and Dadu districts.

The purpose of the above food package distribution is to

support the most affected & marginalized families who have been affected by torrential monsoon rain and overflow of canals. SRSO team managed the distribution process accordingly & smoothly towards the completion target in light of transparency.



## UNICEF supported Integrated Services Project

SRSO is implementing UNICEF supported Community Engagement and Social Mobilization for Raising Community Awareness on Health, Nutrition, Mental Health and Psychosocial Support (MHPSS) and Referral Mechanisms for Integrated Services" project in most-flood affected 37 UCs of 5 districts of Sindh i.e. Larkana, Dadu, Khairpur, Kamber-Shahdadkot and Naushero Feroz. The key objective is to sensitize, raise awareness, and mobilize flood affected communities regarding child protection, nutrition, GBV, SBCC and mental health and develop referral mechanism for integrated services. Under this project 148 CRPs (74 males and 74 females) were identified from the targeted UCs and trained on 2-day training, assessment, coordination and social mobilization process has initiated in the district.





# The Key Visitors of Emergency Response

## UNFPA delegation visits SRSO emergency response activities

Dadu/December 07, 2022

The UNFPA Country Representative, Dr. Luay Shabaneh, along with team members Bayramgul, Garabayeva, and Ejaz Ahmed participated in a GBV/SRH awareness session conducted by the Sindh Rural Support Organization (SRSO) during their visit to flood-affected areas of the district Dadu. The session was held with flood-affected community women and adolescent girls at village Qaim Jatoi of Taluka Mehar, as part of an ongoing UNFPA-SRHR project. The UNFPA team observed the proceeding, engaged in dialogue with the participants, and discussed issues and community women shared their thoughts and expressed that they had been facing these problems for a long time, and felt ignored in terms of education, dignity, and justice. The team thanked the participants and SRSO for the session, and 50 dignity kits were distributed among the participants. The DM-SRSO Kamber-Shahdadkot and DPO-UNFPA-SRHR Project facilitated the team during their visit and discussion.



## Country Coordinator-Malteser International visits SRSO Flood Emergency Response

Mirpurkhas/October27, 2022

Mr. Fayyaz Shah, the Country Coordinator of Malteser International, visited emergency relief activities in the district Mirpurkhas. He visited medical camps and observed the distribution of relief items to families affected by rain in the TalukaJhudho. He participated in a free medical camp where check-up services and medicines were provided to 376 families. He also participated in the distribution of relief items, such as

ration bags, hygiene kits, tarpaulins, water cans, water purification tablets, and mosquito nets, to 100 flood-affected families in the UC Mir Allah Bachayo and UC Mir KhudaBux 2 of TalukaJhudo.

The SRSO is providing emergency assistance to families affected by monsoon rain floods in Sanghar and Mirpurkhas districts with the support of Malteser International.





# SRSO's Key Interventions-Highlights

## Digital Marketing Course-Follow up Session with Artisan under JICA's Light F-Project SRSO Complex Sukkur/October31 and November01, 2022

SRSO-CED under JICA's Light E-Project organized follow-up session for 21 artisans of Business Development Groups (BDGs) who completed an online digital marketing course under JICA-supported Light-F Project. The sessions aimed to improve the artisans' soft skills, digitize their crafts, and increase their access to markets. The artisans were trained on live course modules such as WhatsApp Business, Facebook Account and Marketplace, Instagram Business, and Photography and online posting. Now, they have their own Gmail ids, mobile wallet accounts, Facebook pages, Instagram business accounts, WhatsApp business accounts, photography, and Canva. The Light F-Project has facilitated the artisans to start their businesses on digital and e-businesses, and they are expanding their e-business through digital marketing.



## MoU signing and launching ceremony of Digital Skill Course for Rural Youth under NPGP-GOP between SRSO and Sukkur IBA University Sukkur IBA University/November9, 2022

SRSO is distributing productive assets to rural communities in Shikarpur and Khamore@Kandhkot under the National Poverty Graduation Programme (NPGP)-a flagship program of MOPASS-GoP funded by the International Fund for Agricultural Development (IFAD). The program also includes training on enterprise development, climate change, gender, health, and nutrition through the engagement of Community Resource Persons (CRPs) as master trainers. In 2022, SRSO has also initiated a new initiative to provide digital skills courses for rural

youth from the Sukkur Institute of Business Administration University. For this purpose, a Memorandum of Understanding was signed and the course was launched on November 9, 2022. The ceremony was attended by the Vice Chancellor-Sukkur IBA University Prof-Dr. Sayed Mir Muhammad Shah, Chief Executive Officer SRSO Mr. Muhammad Dittal Kalhoro, Mr. Muhammad Fazil (Program Director NPGP), and officials of NPGP, SIBAU & SRSO.







## Hystra Paris delegation visits Pakistan Rural Market Test Project

Kamber-Shahdadkot/November 23 & 24, 2022

A consulting team from Hystra, the technical partner of the Basket of Goods (BOG) and Loyalty Scheme Project, visited SRSO's project intervention. The delegation, consisting of Mr. Guillaume Massot and Mr. Bashir Anjum, along with an implementing partner from RSPN, visited 5 Community Resource Persons (CRPs) working on BOGs and 3 CRPs working on a loyalty scheme. They validated the BOGs' records and sales and asked the community about the use and benefits of the BOG products. They also organized a meeting with Local Support Organizations (LSOs) to gather their views on the WELLMA sachets and the potential launch of BOGs in the future. On the second day, the delegation observed CRPs showing testimonial videos in the community, evaluated the

impact of the videos on the sale of WELLMA, and met with clients who were attracted by the videos. They also observed a session with the husbands of pregnant and lactating women who were convinced by the testimonial videos. The delegation expressed satisfaction with the positive response and appreciated the teamwork of SRSO in the district.



## Activist Workshop on "Elimination against violence," under the 16 Days Activism

Kamber-Shahdadkot/November 29, 2022



SRSO organized a workshop to support the 16 Days Activism Against Gender-Based Violence under the UNFPA-SRHR Sehtmand Khandadn Project at the village of Ghulam Hassan Mugheri. The workshop was attended by community activists and youth representatives from various organizations and Taluka Nasirabad, Warah, Miro Khan, and Kamber. The speakers briefed on the 16 Days of Activism, which starts on November 25th (International Day against GBV) and ends on December 10th (Human Rights Day) with the goal of reducing violence towards women and girls and promoting equal rights. Various government and UNFPA-SRHR project representatives also shared their views and role regarding GBV and the 16-Day Activism.

On this occasion, youth representatives performed tableaux, art galleries were displayed by youth champions, and discussions were held on GBV and early child marriages. The efforts of SRSO and community institutions were appreciated.

## 3rd International Exhibition participated by SRSO-Sartyoon Sang

Baku, Azerbaijan/November 8-16, 2022

SRSO participated in "Asian Baku International Expo 2022" from 8 to 16 November at Passage 1901 in Nigar Rafibeyli, Baku Azerbaijan, with an aim to reach out to the global markets for rural artisan of Sindh. Sartyoon Sang Crafts Enterprise is promoting Indigenous Handmade products prepared by Women artisans of Rural Sindh. SRSO work revolves around the support of women of rural Sindh, who tirelessly work to support their families from the work they do.

SRSO is providing vocational and technical training to rural women to harness their potential and creating an enabling environment by improving the livelihood of community members, particularly of the poor and marginalized people.





## World Children Day was commemorated in Schools by SRSO. Secretary Social Welfare Deptt. GoS was the chief guest Shikarpur & Sukkur / November 20 & 21, 2022

World Children's Day was commemorated at the SRSO-managed SAS-Qabalo Secondary School taluka Garhi Yasin district Shikarpur and EMO-GHS Numaish Colony Sukkur. The Secretary of the Social Welfare Department (GoS), Dr. Shereen Mustafa, was the chief guest at the both events. Representations of the Education department, parents, children, Local Support Organizations (LSOs), and SRSO staff

attended the event. Children participated and made speeches, and presented their projects.

Dr. Shereen urged parents and teachers to spend quality time with their children and guide them on the serious problems children face in society. The CEO-SRSO stated that children are the future of the nation and we should ensure their participation in development.



## Managerial Activists Conference organized by SRSO under PPRP-GoS Thatta/December 24, 2022

Sindh Rural Support Organization (SRSO) organized a Managerial Activists Conference (MAC) in Village Qaim Shoro, Thatta district, under the Govt. of Sindh-funded Peoples' Poverty Reduction Program (PPRP). The event was attended by Mr. Naseer Memon (Renowned writer & development expert), Mr. Parvez Ahmed Chandio (DG PPRP-GoS), and Mr. Muhammad Dittal Kalhoro (CEO SRSO). LSO Leaders presented progress in all PPRP indicators and other self-help-based

actions. The guests conducted a participatory dialogue with LSOs leaders and beneficiaries to elaborate on CIF utilization, LCH, VTP, and other interventions, and appreciated the efforts of the community institutions and beneficiaries for improving their social and economic status. Chief Guests visited constructed Low-Cost-Houses under PPRP and developed Kitchen Gardening under the SIAPEP-Govt. of Sindh funded Project at Azad Nagar Rural Hyderabad District.







## Meeting for explore potential partnerships for developing the Ultra Poverty Graduation Initiative (UPGI).

**SRSO Complex Sukkur/December 10, 2022**

SRSO and BRAC International Holland held a meeting to explore potential partnerships for developing the Ultra Poverty Graduation Initiative (UPGI). The meeting discussed poverty policies and programs implemented in South Asia, with a focus on UPGI, which aims to sustainably alleviate poverty for ultra-poor households. Participants were divided into groups to identify gaps in existing SRSO principles and essentials in the context of UPGI. The discussion also covered lacking essentials of poverty graduation programs, such as emergency response, evidence-based M&E, communication, policy advocacy, and capacity building, and suggestions were made to incorporate these in the initiative.

The meeting was attended by 22 senior team members of SRSO from different sectors, programs, and districts, as well as two

senior development professionals and consultants of UPGI-BRAC Mr. Khalil Ahmed Tetllay and Mr. Muzaffar Uddin facilitated the meeting.



## Sindhi Cultural Day was celebrated with NPGP Rural Communities

**Shikarpur & Kashmore@Kandhkot/December5, 2022**



SRSO celebrated Sindhi Cultural Day 2022 with IFAD-funded NPGP beneficiaries/communities in both districts (Shikarpur and Kashmore@Kandhkot) with aimed to promote unity, tolerance, hand-made crafts of women artisans and support flood-affected communities. The women beneficiaries put up Traditional Bedspreads and Quilts handmade (Rilli Art) and Traditional Bread Basket stalls from the savings of acquired productive assets under NPGP, after recovering from the devastation of floods and the recent disaster, the women look confident and happy. The beneficiaries also thanked IFAD/NPGP/SRSO and commended them for their efforts to lift women out of poverty and empower them.

## Free Eye Camps for SRSO Staff by Micro-Health Insurance (MHI)

**Sukkur Head Office, Shikarpur & Larkana/October 17 & 26, 2022**

Three free eye camps were organized by SRSO-Micro Health Insurance (MHI) in collaboration with Al-Shifa Eye Trust Hospital Sukkur at head office, Shikarpur and Larkana. The main goal of the camps was to provide eye care services to the SRSO Staff, particularly drivers. The staff of Al-Shifa Eye Hospital Sukkur conducted the camps and provided services, including eye exams, chashma, medicine, and advice for proper eye care.

A total of 290 staff members were treated during the camps at three locations. SRSO staff appreciated the efforts of both the hospital and the SRSO management. The MHI Manager and team facilitated the camps, and thanked the hospital and SRSO administration for their support.





## Renowned Writer and Senior Development Expert Mr. Naseer Memon visits SRSO Mirpurkhas/December 25, 2022

Mr. Naseer Memon, a senior development expert, renowned writer and member Board of Directors of SRSO visited SRSO and its enterprise development initiatives under Govt. of Sindh funded PPRP in district Mirpurkhas. CEO-SRSO and the Team Leader of PPRP-SRSO were also accompanied. He visited Sky Garment Industry which was started by 6 entrepreneurs with the financial support of SRSO

and the Govt. of Sindh and employed 51 artisans. Mr. Memon praised the innovative business setup and the dedication of the entrepreneurs, and held a dialogue with 41 male and female entrepreneurs from various areas in the district. He encouraged the entrepreneurs to focus on the education of their children, as they are the future.



## SRSO-Fostered Local Support Organizations participate in the National Convention of LSOs 2022 Islamabad/December 13, 2022

Ms. Zuhra President-LSO Chhato Chand, taluka, and district Thatta and Ms. Hafiza, LSO Fateh UC Izat Ji Wandh, Taluka Rato Dero, District Larkana participated in The National Convention of the LSOs 2022 on December 13 at Islamabad organized by the Rural Support Programmes Network (RSPN). They represented the LSOs and briefed about the success and experiences achieved in collaboration with SRSO, Govt. other organizations,

and self-help basis. LSOs of different RSPs from all over the country participated in the conference and shared their experience, learning, and views with govt. donors, development partners, and other stakeholders. Mr. Shoaib Sultan Khan Chairman-RSPN and Founder RSP movement in Pakistan inaugurated the Conference and awarded the shield to both LSOs on their success.



*I am not standing here alone, I have the support and I present the voice of thousands of women from my community*

— Ms Hafiza  
Chairperson,  
LSO Fateh  
Larkana







# PICTORIAL HIGHLIGHTS

