

# SRSO NEWSLETTER

October-December, 2009



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## Editor's Note

I am privileged to bring out 2<sup>nd</sup> quarterly newsletter for publicizing SRSO programme activities and major events held during October to December 2009. M&E's priority is disseminating reliable information to SRSO Management and Stakeholders, for our longer term development work. We continue to innovate in our Section for contributing in SRSO programme. We are scaling up our efforts for highlighting programme activities being carried out through out SRSO Operational Areas, as can be seen in this newsletter.

I conclude by thanking once again our wonderful colleagues all the way through nine districts. I acknowledge the support of my team and sector in charges who supported us in issuing this publication by contributing material and sharing their reports to us. We remain grateful for the support of our management for their support and resource allocation to the unit; we never forget our responsibilities in using these resources to give timely feedback to the programme activities for improvement and disseminate reliable information to all whom we work with.

Looking forward for your continuous feedback and input for improvement in this newsletter

Have a nice Day!  
Syeda Nazia Shah

## Micro Health Insurance (Social Safety Net)

By: Zeeshan Shaikh



Chief Economist P&D -GoS, Noor-ul-Haq and Mr. Shoalb Sultan Khan, Chairman SRSO at the ribbon cutting of swap machine installed at Zeenat Esaani Hospital Shikarpur.

According to The World Health Organization (WHO) estimates the out-of-pocket health expenditure in Pakistan stands at 71 per cent - a heavy burden for the poor, especially low income family households. Those who can only afford to pay a little usually get the poorest quality of the services, says a World Health Organization review on health inequalities in Pakistan.

For more than 50% of population living below the poverty line and more than 65% hasn't access to health facilities, it is impossible to pick up the health bill-while it is also a fact that =

disease prevalence rate is higher among this group due to malnourishment, lack of sanitation and unsafe drinking water etc.

Regarding this, October 2005 in Pakistan Adamjee Insurance Company collaboration with Sindh Rural Support Organization which has been working with rural communities in the districts of upper Sindh province, introduced a product of Micro Health family insurance for the poor Households covering married couple, children up to 18 years, in-laws and spinster sister in-law above 18 years old dwelling at rural and remote areas, Micro Health Insurance is covering cost of Hospitalization, accidental injuries, disability compensation and compensation in case of accidental death. The limit per insured enjoys is Rs.25000/-while effective annual premium is set out Rs.600/-only.

Furthermore, in November 09 Adamjee Insurance Company brought a catch card (cashless card) for the insured poor family who can enjoy Rs.25000/-each Health covered family member in the nearby panel Hospitals.

Besides that, Consultants and Specialists Sponsored by Adamjee Insurance Company also visit for diagnosing and investigation few diseases in the Panel Hospitals.

However, no priory investment of the family in their health and received a quality health services around the clock.

It is one of the important steps towards poverty reduction. In view of the fact that single largest bill poor families pay is on account of Health of the family.

Under this scheme, by paying small amount the community gets back big amount and assurance that it will not lay behind unattended.



Senior General Manager Adamjee Insurance Captain Muhmood Sultan alongwith Manager Saima Tabsum briefed about catch card to Government Officials and Chairman SRSO.



# Union Council Based Poverty Reduction Programme Khairpur

The Sindh Rural Support Organization (SRSO) had entered into an executive UC Based Rural Poverty Reduction Programme to improve the social and economic status of the community in 19 UCs of district Khairpur on fast track basis with the total cost of Rs. 636,140,679 rupees. The project will be completed in 36 months record time. The overarching objective of this project is "to improve the quality of life of communities living in rural areas that lack basic facilities, while the specific objective is to build up the capacity of the population living below the poverty line through social mobilization in the rural areas to empower the local communities both socially and economically so that they move up the ladder of poverty and are able to improve their livelihoods and increase their incomes and is being implemented in 19 Union Councils of District Khairpur. The project will also link its organized communities to a micro-rural healthcare security scheme.

The Project is designed to reduce rural poverty using the RSPs conceptual package of social mobilization supplemented by a programmatic interventions based upon a holistic approach. In addition to poverty reduction, the project will also help improve social indicators relating to health, environment and education, especially for women and children. This will also introduce micro health insurance for the poor to avert health related shocks that push vulnerable people to below poverty line and poor to chronically poor. 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.



The Project which has commenced its activities with effect from 01<sup>st</sup> July, 2009 has completed identification beneficiary households through the SRSO Poverty Score Card Survey in 19 Union Councils of Khairpur district. 19 Rural UCs has been selected from two taluka, 10 UCs from Khairpur and 9 UCs from Sobhoderi; survey covers almost each household that exists in these UCs. However PSC verification is being carried out parallel to other project activities to ensure more accuracy and maximum coverage of target population.

● The Social Mobilization follows process mentioned below:

Undertaking social mobilization, using participatory techniques for needs assessment and social organization of households that are below the poverty line according to the poverty score card results. Organizing them in COs, VOs and then federating these community organizations in second tier i.e VDO. 141 COs, 45 VOs and Eighteen VDOs has been formed from

51 villages of 3219 Households have been organized so far.

● Supporting capacity building and strengthening of COs, Village Organizations and Village Development Organization in each village in the designated UCs so as to enable them to assess their needs and become capable of independently managing, planning, mobilizing resources and implementing the household and village level activities/needs on self help basis.

● Providing income generating grants to HHs securing 0-9 score in poverty score card for livestock, agriculture equipments/implements/machinery so as to enable them to graduate to next level.

● Providing scholarships of Vocational Training to Households falling 0 to 23 band of PSC. These vocational skills will lead to either self or external employment for both men and women. 250 community members have been trained in different trades so far.

● Motivating Village Development Organizations to rehabilitate non-functional drinking water supply schemes and as well carry out lane / Mohalla level sanitation projects on a self help basis.

● Training, Motivating and building capacity of Village Development Organizations and create linkage with various other programmes of Sindh Rural Support Organization, for monitoring and feedback on service delivery of schools, BHUs and water supply & sanitation facilities in their respective villages /Localities.





# CHEQUE DISTRIBUTION CEREMONY

A Cheque distribution ceremony was held in unit Rohri, to distribute the Cheque amongst female Harees of LLHP. Mr. Abdul Waheed Shaikh EDO Revenue Sukkur was the Chief Guest. Approximately (50) female Harees participated in event. It started with Tilawat-e-Quran Pak. Madam Musarat Mangi Training Coordinator briefly introduced SRSO Conceptual and Program Package in toto.

A part from Program Package land less Haree project funded by GOS is planned to empower the women of the rural area who are underprivileged of the socio-economic status. And the main reason behind this project is to reduce the poverty threat from rural households. Therefore, SRSO is working on this project in order to mitigate the risks of poverty as rural folks especially women can be



benefited at the height of development.

Furthermore, Nisar Ahmed Pathan Manager NRM presented detailed briefing on LLHP, 72% female Harees are directly benefited through this mega project and those female beneficiaries would be converted in to the CO members as SRSO is willing to interlink the projects with Core activities. It means, 72% coverage most probably will bring better results for the projection of social mobilization and ultimately mobilization would create fair paths for our other projections in respective areas.

Keeping in view the challenges and damages to uncultivated land and, less crop yield, Mr. Abdul Waheed Shaikh briefly shared the policy of Government. He told that fresh land will only be allotted to females in future so, those females can become more powerful in their socio-economic scenario and their poverty scale could be decreased. If Government achieves the goal of empowerment of females through this

project, it will ultimately be converted in fertilization of lands of Sindh. Simultaneously, if more land would be cultivated it will obviously increase the size of food production and we will have more grain in future which is really a serious matter in the form of shortage of food. Mr. Saleemullah Channa NRM Professional introduced about Micro Drip, reasons of installation, expected benefits, and above all the technicalities of Micro Drip technology. Muneer Chachar Agriculture Officer paid thanks to all the guests & staff of Sukkur District.

## UCBPRP VOCATIONAL CENTER KHAIRPURE

An important intervention of Union Council Based Poverty Reduction Program (UCBPRP) for organized community organizations is provision of the vocational trainings to the siblings and female members of these Cos. As in UC based poverty reduction program all work is done with female folks of the villages and main focus is given to the extremely poor, chronically poor and transitory poor HHs. Vocational trainings can increase the earning capacity of the house hold and helps to reduce the poverty. Need for the trainings came out by implementing Micro Investment Plan (MIP). And training need assessment of the member was carried out which could help to provide proper training to HHs.

To provide a good quality of trainings and conducive environment to the female members of COs, vocational training center was established at



Khairpur's Saeeda Village on 1<sup>st</sup> October 2009. Training is being provided in four trade's i.e Tailoring, Machine Embroidery, Beautician and Hand embroidery. The training center started its

function from 1<sup>st</sup> October 1st batch was comprised of 60 participants in three trades, 20 in each Tailoring, Beautician and Machine Embroidery the 1<sup>st</sup> batch successfully completed its tenure on 30<sup>th</sup> October certificates were given to these trainees. 2<sup>nd</sup> batch started on 31<sup>st</sup> October 2009 in this group a new trade of Hand embroidery was added total eighty pax were trained in 2<sup>nd</sup> batch in four trades 2<sup>nd</sup> batch completed its tenure on 3<sup>rd</sup> December a closing ceremony was also arranged and certificates were given to the trainees. And the third batch started on 5<sup>th</sup> December 60 participants are getting trainings at present, the trade of beautician is not started yet as beautician is a need based training and it is not widely used as other trades like tailoring, machine embroidery and hand embroidery.



On 10<sup>th</sup> November Chairman RSPN Shoaib Sultan khan inaugurated and visited the vocational training center, Ms Shandana Khan CEO RSPN, Mr. Norrul-Haq Chief Economist Government of Sindh and Team of SRSP was also accompanied with them.

DCO Khairpur Ghulam Abbas Baloach also joined Chairman RSPN in inauguration ceremony. He praised and met with trainees. DCO khairpure also appreciated the initiative taken by SRSO for building up the capacity of female members of the rural marginalized HHs, which will ultimately helps them to get rid from bellow poverty line.



# CLIMATE CHANGE THE WAR EQUAL TO THE WAR OF SURVIVAL FOR THE FITTEST

By: Ghulam Abbass Soomro

**Climate Change:** climate change refers to a change in climate that is attributable directly or indirectly to human activity that alters atmospheric composition.

Climate change is the serious, most challenge of our times. The Nobel Peace Prize winning report by the Intergovernmental Panel on Climate Change (IPCC) has highlighted the fact that the worsening trends are expected to accelerate to a point of no return. There is growing recognition that the developed and developing economies should aim at becoming carbon-free. This ambitious direction, even if it does not become a specific target at this point, is expected to be vigorously pursued by the new administration in Washington and by Pakistan's bilateral and multilateral development partners.

Climate change adaptation has come up with alarming facial expression to this world. Recent resources have declared that (28) countries in both South Africa and South Asia are badly affected by climate change threats. 12th stands Pakistan in the series of those targeted countries. The world is threatened by this monster like challenge which is covering almost all areas of the world with different faces. Bangladesh, Nepal, China, Bhutan, they are on threat more than Pakistan in many terms. Agriculture in Pakistan remains on high frequency of damages annually. A scientific research has unfolded the gigantic picture of climate change with many reasons. Among them the major are "the major and heavy extension in Average earth temperature which is increasing (2) to (5) cg after every five years. Reflecting this fact, the data admits that, since (1850) last (10) years on this earth are calculated as the warmest years of the earth in human history. It really springs many issues related to human life, mainly; health, agriculture, food security and energy crises as well.

"As pointed out in the seminal report by Sir Nicholas Stern, which was commissioned by the UK government, the cost of inaction will be great. The cost of the climate change for Pakistan will be still higher because it will adversely affect the natural water storage that the glaciers release for our crops, changing patterns and temperament of the monsoon. This will directly add to our water-, food- and energy insecurity. Particularly hit will be our population in more fragile ecosystems (such as the mountain regions and rain-fed agricultural areas), the urban poor, and communities living downriver on the Indus and coastal areas." Apart, increment in temperature,

the extreme weather is also playing vital role in bringing up climate change challenges. Due to extreme weather, agriculture of Pakistan remains at high risk all the way. Agriculture is known back bone of any country like Pakistan because; it is a single most source of their social and economic system. So, if such change overlaps, the whole agriculture will be affected to great extent and in result Pakistan will have facing food shortage and shortage of food will again result in heavy variations in migration trends and this would double the urban population and same



time the problem of food production would be the talk of time.

In recent survey, (09) districts of province Sindh are titled as Disaster Prone and enveloped with the Climate Change Threat. Among those are Karachi, Thatta, Badin, umerkot, Sharparkar, Noshero Feroz, Dadu and Qambar Shahdadkot respectively. These all districts have been warned against a serious hit by climate change. Geographical locations result in the variety of problems faced by all 09 districts. Karachi, Thatta, Badin are threatened by climate change in the form of Oceanic storms and earthquake. District Dadu and Qambar Shahdadkot are placed at the risk of heavy floods, even we had witnessed floods already in these districts in past as well. Besides, Sharparkar, Umarkot are again predicted as the soul sufferers by heavy draughts as these districts are already dry in their nature. Every district is facing its own issues but, when combined, it creates social and economic issue of the province and ultimately all provinces gathered with such issues give birth to national issues of Pakistan as a whole.

Emission of Carbon gases is the chief cause of Climate Change. Ecosystem of earth is being overlapped by pollution of different types and due to pollution Green Gas Houses which are in fact protectors of human atmosphere remain on the mercy of polluted air and smoke which damage those human friendly gases at great level. When these gases are being high jacked by heavy pollution it appears in the form of imbalance in atmosphere and such imbalance helps in arranging heavy damages in the shape of climate change.

Several nations, including India and China, have developed national plans of action on climate change. Their plans

have identified areas where gaps in capacities exist, investments need to be made, and immediate actions need to be taken. Pakistan needs such a plan too. The national plan of action on climate change will need to address some of the most pressing issues that will confront Pakistan and outline areas of priority for investments and actions. The national action plan needs to serve as the basis for our revised energy, water, agriculture and forestry policies. It also needs to be at the heart of our poverty-alleviation strategies and our Millennium Development Goals. In fact, it needs to provide a framework for the 2011-2015 five-year plans.

Most important to all is to find out the reasons and remedies of Climate change issue. Above mentioned facts are nothing more than ABC of the issue of climate change because, the losses we can expect and, bear can be greater than what have said so far. What we need, is to identify and own the issue as a serious drawback to human survival. Same time, it should directly be communicated to stakeholders of all concern and awareness propaganda should touch the ears of the weak huts of villagers and all streets of urban life must recognize the slogans against this reptile change. If we are committed and self motivated against this enemy of humanity than we must assure the unity, cooperation and sincerity at all regional, national and international level as the worse should be faced in better fashion.

"Climate Change is not a priority for many poor people who are badly affected by it. This is because many poor people are dealing with more important everyday needs like extreme poverty e.g. extreme lack of food, water and shelter. It is important for us to be aware of the needs of people affected by climate change and to help them understand the new conditions the future climate may bring."

During the reported quarter, SRSO started campaign with collaboration of OXFAM GB. Public awareness workshops, sessions with community members during routine meeting, meetings with stakeholders, partner organizations and government departments and walks and rallies were carried out by the SMTs and MER team. Awareness raising and disaster preparedness were main agendas. Very positive response from Government departments, other partner organizations working in the same jurisdiction and above all from community was witnessed.



# Union Council Based Poverty Reduction Programme

## District Kashmore-kandhkot and Shikarpur

The Union Council Based Poverty Reduction Programme (UCBPRP) is a pioneering and challenging initiative of the Government of Sindh, for reducing poverty by tapping into the potential of the people. The UCBPRP, being implemented by the Sindh Rural Support Organization (SRSO), was initiated on February 1, 2009 in two districts of Sindh, namely Kashmore-Kandhkot and Shikarpur, with a total outlay of Rs. 2.9 billion, for a period of 30 months (FYs 2008-09, 2009-10 & 2010-11). In July 2009 the PC-1 cost has been revised from Rs.2.9 billion to Rs. 3.368 billion, with additional new programme packages.

1. The UCBPRP aims at improving the quality of life of the rural communities specifically that of the poorest of the poor, through the conceptual package of social mobilization of the Rural Support Programmes (RSPs). This entails organizing rural communities into "organizations of the poor" at the community, village and union council level. At the heart of the social mobilization approach is the belief that there is an innate ability in each individual to improve his / her living standard life. However, what sets the poorest apart is the fact that they are not able to tap into their inherent potential. Social mobilization is the first step in eradicating some of the barriers that the poorest face. In the case of UCBPRP, it caters towards removing common hurdles such as lack of assets, capital and technical skills which ultimately prevent the poorest from climbing up the poverty ladder.

2. The characteristics of the UCBPRP are:

### Targeting of the Poorest:

The fundamental basis of the UCBPRP is to alleviate the poverty. Therefore, success of the project lies in its ability to target and include the poorest into the main fray. To this end, SRSO has used the Poverty Scorecard (PSC), developed by the World Bank and adopted by Planning Commission of Pakistan. The PSC uses 13 easily verifiable questions to evaluate the poverty levels of a household. PSC has the ability to categorize entire union councils and districts into different poverty bands [Bands are: 0-11

extremely poor / destitute, 12-18 chronically poor, 19-23 transitory poor, 24-100 non poor] making it easier to distinguish products for each band. In the UCBPRP, the PSC has been used to identify those poor households which are ordinarily excluded from social welfare initiatives. The purpose is to provide them the products included in the project.

administration and SRSO, etc. eventually, it is envisaged that all the VOs will be able to develop their relationship with external agencies in order to cater for their needs. On the other hand the VOs will be managing their own organizations, which will enhance the confidence and skills of the community. SRSO envisages that in



### of the Poor:

One of the first activities in the UCBPRP, the PSC survey identified and categorized a total of 257,988 households in both districts in February 2009. In District Kashmore-Kandhkot, 54,871 of the total households fell into the three lowest bands of the poor (0-11 extremely poor / destitute, 12-18 chronically poor, 19-23 transitory poor). Likewise in district Shikarpur, 49,468 of the total households fell into the three bands of the poor. Therefore, on the whole both districts have 104,339 poor households in the three lowest bands (0-23); around 40% of the total population. Further bifurcating these households into the three lowest poverty bands separately; 17,220 households are extremely poor (0-11), 39,321 are chronically poor (12-18) and 47,798 households are transitory poor (19-23).

### Social Mobilization:

In the UCBPRP, community in both the target districts are being organized at Para / Muhalla level into Community Organizations (CO) and at the village level into Village Organizations (VOs). By having their own organizations, the communities (especially the poorest) will be able to present themselves in a unified manner and will have the ability to voice their developmental concerns to the relevant authorities / bodies, such as District Governments, Taluka

two districts, 180,592 households will be organized into 12,039 COs federating into 4,200 VOs.

as of November, 2009, a total of 102,568 households have been organized into 5,734 COs and 1,950 VOs. All 102,568 households' members are women and fall in lowest three bands of the poverty as per pre-assessed PSC data.

**Products:** UCBPRP includes the following products for the poorest households:

### Income Generating Grants (IGG)

According to the PSC results there are number of households who do not have capacity to pay back even the interest free credit (loan), but have the potential to perform and desire to come out of the poverty trap and needs one time financial and skill support. The income generating grants have been designed for those households who cannot afford to pay back the loan. Therefore, the grant focuses on extremely poor women, for the purpose of increasing their incomes. Each eligible household receives a grant of up to Rs. 20,000 for purchasing income-generating assets / livestock such as goats, cows, buffaloes, etc.

As of November, a total of Rs.14.7579 millions grants amount has been disbursed in the both districts. Total 1,638 women (having PSC ranging from 0-11) have received the grants and majority of the grants have been used



on the purchase of animal's feed and seed for agriculture.

#### **Small Loans from the Community Investment Fund (CIF):**

Community investment fund is aiming at empowering women through institution building and capacity building of extremely poor and chronically poor women of the area. CIF enables above two bands to get rid of poverty through small scale loans. On the other hand the ultimate goal of CIF is to establish institutions at Village level for the betterment of rural women. It goes without saying that institutions not for community but institutions of community. Each VO will be given a revolving fund for providing small / flexible loans to poor women only. The amount of the fund that each VO receives depends on the number of chronically poor households with a maximum of Rs. 25,000 allocated per household. The distinguishing aspect of the CIF is that the fund will be managed by the village women themselves, as they will be the ones who decide which poor woman should receive a loan

and at what flexible terms. As of November, 2009, VOs received a total of Rs.144.00 millions CIF funds. A number of 13,385 poorest women have been given CIF loans for various purposes, such as for livestock, enterprise and for agriculture.

#### **Scholarships for Vocational Training:**

The UCBPRP includes a component whereby youth from extremely poor and chronically poor households will be identified through

have been trained in 14 trades. They have acquired their trainings at Shikarpur, Kandhkot, Sukkur and Islamabad.

#### **Community Physical Infrastructures (CPIs):**

In the project, 50% of the villages having VO will be given one scheme of CPI, which may include sanitation and drinking water. The labour skill and unskilled required for the construction of the CPI will be brought or invited from extremely poor and chronically poor households of the VO and will be paid market-based wages. As of November, 2009, total 396 CPIs and 56 low cost village improvement schemes have been initiated with the cost of Rs.46.07 million and almost 235 projects have been

completed. A Total amount Rs.1, 831,200 have been paid to 9156 Un-skilled men and Rs.1, 420,800 amount paid to 3552 skilled men.

#### **Low Cost Housing Scheme:**

During the process of PSC survey and social mobilization, the project team found that there is substantial number of shelter less households in the villages, who require shelter support. The total provisions of Rs 60,000 support to a deserving household have been kept. The villages having 80% poor shelter less households are being focused for the project implementation.

As of November, 2009, 141 houses have been constructed; Whereas 190 houses are under construction. Also, an amount of Rs.4.66 million has been disbursed among the poor community members.

#### **Productivity Enhancement:**

Research & Development is an important component of UCBPRP for the productivity enhancement; to enhance the productivity of poor farmers in agriculture and livestock sectors. The UCBPRP is clearly focusing on the better utilization of resources in Agriculture and Live Stock to increase the productivity of the poorest community members. The concept of "More Crop per Drop" is a guiding concept through drip irrigation and water management which is being used in water scarce areas of Sindh. UCBPRP also has started. Drip water

system for better irrigation. In order to efficiently reach out to women and the poorest segment of rural villages of the Shikarpur and Kandhkot@Kashmore districts. 1380 community members have to be trained in different sectors like agriculture, fisheries, and enterprise development. As of November, 2009, 156 community members have been trained in agriculture and livestock for the productivity enhancement.

#### **Education**

In the light of situation analysis's findings, the Government of Sindh has recognized that education can be a powerful tool for empowerment and building capacity and capability to challenge inequalities and poverty. Total UCs are 87 in Shikarpur and Kandhkot districts this project will be implemented 300 schools of selected UCs. Major objectives of this project are; improving primary school system for increased enrolment by making 300 non functional schools functional, establishing 100 second shift

primary schools for girl child primary/middle education and 100 early childhood education canters and school feeding programme in two union councils. The project activity has just begun from the mid of October 2009 and has taken the pace to catch up with the targets. As of November, 2009, 4 teachers (2 female and 2 male teachers) have been appointed for two schools namely GBPS Abdullah Burriro and GGPS Momin Jhullan. 35 School Management Committees have been formed as per guidelines provided by the Education and Literacy Department, Government of Sindh.

#### **Traditional Birth Attendants (TBA)**

TBA is another initiative of SRSO, which is concerned with poor women health care and knowledge regarding the pregnancy and antenatal care. Facts show that 89% deliveries occur in rural areas where poor women are not fully skilled to deal deliveries. UCBPRP will enhance the skills of poor women with the technical support of HANDS. Under this project 4200 Traditional Birth Attendants will be trained within 10 days extensive trainings. As of November, 09 total 85 participants have been trained in Traditional Birth Attendant trade.



identified through Poverty Score Card and provided scholarships for receiving vocational training. The type of training provided will depend on assessments conducted during consultations among the individuals, their household and the VO. As of November, 2009, 4,795 participants



# SRSO Initiative in two Districts Shikarpur & Kashmore at Kandkot

## Media Delegation Visit

**SRSO** under Union Council Based Poverty Reduction Programme with coordination of NADRA and District Government organized camps in district Shikarpur and Kandhkot Kashmore for registration of community members on dated 2<sup>nd</sup> December 2009 at Government Higher Secondary School Sultankot District Shikarpur and Government High School Tangwani, District Kandhkot. In which 3200 community members were registered.



To ensure registration of such huge number, SRSO staff communicated and mobilized the poor community members about the importance of CNICs. Pick and drop facility to the community members was also provided. SRSO strived hard to fulfill all administrative and operational responsibilities. NADRA colligated the all equipment of three NADRA Registration Offices at one place. They provided technical and managerial support to handle the operations and provided services without any fees



DCO Shikarpur, DDO, General Manager of NADRA and SRSO Management visited the event to witness such huge effort and process. At the end of this two days camp, 1400 CNIC were registered in Kandhkot while 1800 in Shikarpur.

### Delegation Members;

Manzoor Chandio  
Saleem Shaikh  
GN Mughal  
Khurshed Abbasi  
Dhamsaz Lakhia  
Liaquat Abbasi  
Gul Mohammad Mangi  
Sajad Ali  
Zia Rub Qureshi  
Sanobar Gul  
Ghanzi Jhandhi  
Rubia Baig  
Naila Nizam  
Hafiz Tunio  
Waheed Rajpar  
Zulfiqar Rajpar  
Muhammad Muneer Saki  
Mushtaq Sohail  
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Daily Awami Awaz  
Sindh TV  
Daily Kawish  
The Nation  
Daily Sindhu  
Mehran TV  
Daily Faislo  
Dhoom TV



On December 23<sup>rd</sup>, a huge media delegation visited Union Council Based Poverty Reduction Programme of SRSO. On first day morning, delegation was briefed about the programme introduction, working strategies and overall interventions of the Union Council Based Poverty Reduction Programme (UCBPRP) by Dr. Sono Khangharani, Chief Executive Officer. They visited Vocational Training Centre set up at Sukkur, visited a School which was functional after the intervention of UCBPRP, and Low Cost Housing Schemes and met with the poor community members on first day. The delegation also met with the DCO Kandhkot for getting his views regarding the progress and impact of SRSO in his district. On day second, delegation was distributed into two teams for visiting District Shikarpur and Kandhkot. Both teams moved accordingly at 7: 00 am. In Kandhkot district they conducted meeting with the member women of Village Organization, Malik Moachi Mohalla. The whole team listened carefully the stories of the community women who shared their experience of getting organized and benefiting from SRSO-UCBPRP programme Interventions. Detailed discussion with the community was made on other interventions like CIF, IGG, CPI & V-TEC etc. The delegation met with different community members in two days scheduled field visits to evaluate programme impact and head back to their stations on evening of 24th December 2009.



# A Mean to Alleviate Poverty

Case Study

Women in the Shikarpur district undertake heavy domestic work at a very early age due to discrimination in girl's access to formal education; Farhana is also one of those girls. She belongs to Hamba Sharif, UC Chak, and District Shikarpur. She is 24 years old and she lives with her mother, who is 65 years old. Due to sickness of Farhana's mother, she manages both educational and domestic responsibilities, often resulting in poor scholastic performance and early drop-out from the educational system. This has long lasting consequences for aspects of women's lives. Her father Mohammad Aamir passed away when she was in 5<sup>th</sup> standard, hence there was no one to support her financially to continue her studies.



Her mother was too much meticulous regarding Farhana but Farhana was get bent out of shape about her mother because there was no any body who console her at this stage after her father. Sindh Rural Support Organization has arranged Vocational and Technical Training Courses for the poor and distressed women at their door-step in form of Vocational Training Centre. SRSO screening staff recommended her for beautician course at Vocational Training Centre Chak, after assessing need & her aptitude for the course.

Farhana has received a vocational training in the trade of beautician. Demand driven vocational training helped her develop an independent way of living. After that she got Income Generating Grant Rs.8000/-, which is the main intervention of SRSO and this is being given to those who are unable to pay back as well as those households which lie in the poverty band of 0-18. Farhana opened beauty parlor at her house. She earned Rs.3100/- in the first month after her being professional beautician. Her ecstasy was beyond any measure as not only would she help to lit stove for her household and now she hopes to one day start her own big parlor in the town

## WATER HELPS TO LIVE LONG

This is a story of Loung Khan Laghari village, which is situated in the East of UC Nim- Sharif, Taluka GariYasin, and District Shikarpur. There are 71 houses and approx. population is 504 but there was no any clean drinking water facility. The whole family members used to bring clean water from the point of use, which was 1500 meters away from this village and when the water point was more than 1500 meters from the point of use, the amount of water people use per day was less than 3 liter, which was below acceptable health standards. Besides, due to the distance, people were spend most of their time and energy in water fetching which had a negative impact on income generating activities. At the moment, rural people can not afford the cost of 1500 meter pump and to buy a new hand-pump, loans are difficult to get and upfront



payment is often difficult. There were lot of house hold members, involve in different diseases like; kidney stones and urinary tract infections, increase toxins from the body, gas Titus and hepatitis etc; According to SRSO-UCBPRP project, 50% of the villages having VO (Village Organization) will be given one scheme of CPI (Community Physical Infrastructure) which may include Sanitation or Drinking Water. The labor skilled and unskilled required for the construction of the CPI will be brought or invited from extremely poor and chronically poor households of the VO and will be paid market-based

wages. Therefore, a VO formed in this village through the Social Mobilization Process by SRSO team. The VO decided to get two Safe Drinking water Hand Pumps schemes from SRSO because it is a simple, inexpensive, hygienic, efficient and environment-friendly way to access the pure and safe water. SRSO thought over the necessity that Hand-pumps will contribute immensely to health and hygiene benefits thus the saving lives of many children who may otherwise have perished to water-borne diseases, besides this SRSO hired un-skilled labor from this village for the construction on daily wages and paid them money according to market-based wages. SRSO consumed Rs.152000/- on the installation and construction of two water hand-pumps and has brought water nearer the homes of about 504 people and freed lot of women and young girls from the daily drudgery of walking 1500 meters each day to fetch a pot of water. At present 71 houses of this village have very easy access over the pure drinking water and they are safe from the different diseases



# COMBATING RISING FOOD PRICES IN PAKISTAN ADDRESSING THE NEGATIVE IMPACT OF RISING FOOD PRICES ON FOOD INSECURE AND VULNERABLE HOUSEHOLDS

By: Nisar Ahmed Pathan

A total number of 5,980 & 5,538 farmers were initially identified by the project team in eight Union Councils of district Sukkur and Khairpur respectively. After necessary verification and short listing a total of 4,270 beneficiaries (2,150 Sukkur & 2,120 Khairpur) Were selected for final distribution for Package-I i.e. Wheat Seed, DAP & Urea. For Package II i.e. vegetable seed, SRSO received seed for 4,274 beneficiaries.

As for Package-III i.e. Lentil Seed, the organization received inputs for 4,276 beneficiaries as per following details;

**Receipt type and quantity of agriculture inputs by the RO**

	Unit	Quantity Received	
		Sukkur	Khairpur
Package-I			
Wheat Seed	50 Kg Bag	2,150	2,120
DAP	50 Kg Bag	2,150	2,120
Urea	50 Kg Bag	2,150	2,120
Package-II			
Vegetable Seed (Tomato Turnip, Spinach, Pea)	(6 gm, 200 gm, 200gm, 300gm sachets)	2,137	2,137
Package-III			
Lentil	4 Kg Bag	2,138	2,138

Provision of quality seed and fertilizer to farmers is one of the most important factors to combat increasing food prices and ultimately resulting in increased staple food availability. With focus on small farmers who lack access to critical inputs in highly food vulnerable areas and timely distribution of inputs to the identified beneficiaries as per defined criteria has a very positive impact on the

lives of benefited households. The most immediate impact observed by the field teams, just after the distribution was the content showed by the beneficiaries especially those who used to take credit for inputs at the time of sowing. Informal discussions with the beneficiaries also revealed



their intentions to utilize the saved amount in procuring additional agriculture inputs and any other productive use like livestock procurement, which otherwise would have not been possible. This productive investment will ultimately result in better livelihood making them less vulnerable to continuously increasing food prices. The main feature during the reporting period, which resulted in the success of distribution activity, was close coordination with various stakeholders.

The stakeholder included District Authorities, Food and Agriculture Organization and Grass roots level local institutions i.e. COs, VO's etc. Strong coordination with EDOs agriculture, district officers agriculture, technical experts and area coordination office of FAO resulted in proper identification, timely distribution and, effective and efficient implementation of the planned activities. The on time target achievement of the distribution process would not have been possible without the supportive role of EDOs agriculture and continuous facilitation of FAO during various phases of the process.



## IMPACT OF FAMILY NUTRITION KIT'S (FNK'S) INSTALLATION (BEFORE & AFTER)

Sindh is very rich part of Asia pacific. About 70% population is related with Agriculture, due to which it plays role of back bone of country. This province is growing rice on 2.2 million acres, wheat on 2.5 million & cotton on 1.6 million acres. History of Agriculture of territory is very old, even than Moen jo Daro & Harpa. After providing food & clothes to 18 crores population of Pakistan, the cotton & rice is being exported to other countries of world also. Sindh River plays vital role in cultivation of crops its water is the life like Aab e Hayat. Due to his varieties, Sindh province is popular amongst world, especially Basmati Rice, Sindhri Mangoes & Dates of Khairpur are famous. Sindh River do keep very old history, is flowing from Himalaya & Irrigating Punjab & Sindh. Due to Heavy pressure of population, & change in climatic conditions our flow of water in Sindh River is at zero. All the barrages & canals of province are unable to meet the requirement of irrigation water for agricultural crops. Micro Drip is irrigation system, which was invented by Dr. Sono Khangharani in 2004. This system make growers able to cultivate, Vegetables, Orchards, Sunflowers, Cotton and all crops except rice & wheat on drops of water. In limited quantity of water farmer can grow maximum crops what ever they intends to sow & ripe.



- Micro Drip translates to utilize every drop of water for plant.
- To minimize losses of water.
- To cultivate crops where irrigation water is not available.
- To get maximum benefit from minimum water.
- Every water drop is golden drop for plants life.

The tube wells under solar energy systems are highly success modules of Micro drip where irrigation

channels & canal are not available. It is useful livestock to health sector also. Micro drip is designed on 12x17 sq ft, 50x50 sq ft, 70x70 sq ft and even on 1 acre.



Laterals being scattered at the 3x3 ft in row distance incase of vegetables & emitters from which drops of water is falling at the roots of all vegetables are designed at the distance of 1x1 ft. With the collaboration of acumen a britian company, Micro drip is working in Sindh Dully Centralized by Karachi & Now from Lahore. It works in Hygiene and agriculture also. Its future seems to be bright if taken aggressively.

SRSO has installed more than one thousand FNKs in the backyard of LLHP beneficiaries' women so far.



**T**raining on Managing for development results was conducted at Asian Institute of Technology Bangkok, Thailand, Funded by DFID in collaboration with RSPN/SRSO. 04 Participants from RSPs namely Naveed SRSO, Hamidullah Khan (BRSP), Dr Ashok (TRDP) and Zeeshan (PRSP) participated.

This 10 days training was divided into 4 days sessions and 6 days Study Visits at different Provinces of Thailand. The training was good and relevant to M&E field such as RBM, LFA, and Poverty Reduction strategy and poverty ranking by using BASIC MINIMUM NEED Survey.

The field visits of the communities and government offices in various provinces ranging from the level of Provincial Governor office to district, Sub-district, Tambon and Village level office, community centers and communities gave us an insight of the paradigm of rural development which has taken place during the last 2 decades in Thailand succeeding the government to trickle down the blessings of development to the poor and marginalized segments at the grass root level and thus bringing the poverty level to less than 10% against the national poverty line in the country.

The effectiveness of king philosophy of "Sufficiency Economy", Program of "One Tambon One Product (OTOP)", "Basic Minimum Needs (BMN) survey, data collection and compilation to identify the poor HHs and target them, effective participation of the communities in the development activities and achieving the targets of MDGs and now entering into the mode of MDG +program by Thai government are all commendable achievements in Thailand.



Govt: Official showing BMN data available for final reporting Consolidated learning:

1. Good governance

- The government agencies are involved and are coordinating effectively at all political & Bureaucratic levels. The integration of strategic development plans are encouraged at the national, provincial and Tambon levels.



Thai Cultural Show Performed at Nanong Tropical Garden Pattaya.

- The Community Development Department (CDD) actively works to collect the HHs data and link the communities with resources and government departments for channelizing the resources, knowledge and assistance as per requirement to mobilize people collaboratively to solve their problems.

- The theory of sufficiency of economy which provides appropriate guidelines supplemented with spirituality to both the government and individuals to reduce dependency and avoid unnecessary expenditures are linked to the government's strategies and plans to reduce the poverty and improve the economy of the country.

- The government departments' right form the level of Provincial Governor office to the level of Tambon (sub-district) office are well-equipped and there seems no difference in the Governor and Tambon office in terms of facilitation.



Group Photo with Governor of Province Saraburi.

As a result of constitutional reforms in 1997, overall the government policies and plans are successful for the eradication of poverty. The field

- experience reveals that the poor do not exists any more in most of the villages.

### 2. Community participation and leadership

The leadership at the village level is capable, knowledgeable and dedicated to lead the community and transform their skills, knowledge and energies for the betterment of their lives the process of Social Mobilization is less mechanical and more functional in Thailand which does not require rigorous requirements of orthodox social mobilization which requires more funds resources and efforts. The PRSP model in Pakistan of focus groups in Basic Health Units and other Projects case is more close to Thai model of social mobilization and development.



Health staff and volunteers

### 2. Effectiveness of programs and systems

Government through the Basic Minimum Needs (BMN) survey, which is collected from all rural households every year to identify the households that have per capita income lower than the poverty line - 20,000 baht. This national database is very intact, comprehensive and provide concrete basis for implementation of development programs targeting the poor. The most successful poverty reducing policies are perhaps the implementation of sound macroeconomic policy and the promotion of efficient resource allocation at the village levels.

Over all the training was good and fully informative for us, special thanks to RSPN and DFID to conduct such a wonderful training and exposure for M&E professionals.

Thai Govt: is working smoothly for poverty reduction in their country and steps taken by them are fully encouraged and admirable.



By: Samina Shaikh

## Exposure Visit to Srilanka

SRSO in collaboration with NRSP - Institute of Rural Management Islamabad Pakistan arranged one week of International exposure visit to Srilanka for the participants of Women's leadership Training Program. The major purpose behind this visit was to get learning exposure from our neighbor country in all similar as well as in different fields of daily life. In Srilanka we visited few of the famous cities of Srilanka; like Kandy, Colombo and Ahungawalla. This visit was organized by the support of Srilankan Govt: (Ministry of Youth Affairs).

This was a great opportunity to be there for exposure visit. Srilanka is the pearl in Indian Ocean, a beautiful blend of hilly areas with green grassy cultivated land, valley of art and culture and decorated with sweetness of coconut, pine apple and papaya fruit trees with in the sea area. Srilanka is a small country, population till 2008 is about 21,223,791. Women are almost 50% of the total population and literacy rate in Srilanka is 98%, which is an excellent sign of social and economical development. Education and Health facilities are free for Srilankan citizens. Official Language is Sinhalese while English used as source of communication to the foreigners. Srilanka is a multi religious country; Budd dharm, Islam and Hinduism.



Colombo is the largest city and the commercial capital of Srilanka while country capital is Sri Jayewardenepura Kotte. A great shopping mall, international cuisine, culture and sport centre. Ratio of un-employment in Srilanka is about 6% and minimum.

Currency of Srilanka is LKR (Srilankan rupees).

Srilanka is an agricultural country like Pakistan and it is self sufficient in rice, rabbar and coconut crops and exports these products to the other neighbor countries including Pakistan, which is the major resource of economic development.

Govt: of Srilanka supporting a lot to the young generation of the country in all the departments and technical skills development. Providing scholarship programs to the youth like; different vocational training programs, interpersonal and leadership development program for both young men and women.



We visited Srilanka Ministry of youth affairs; Mrs. Dr. Neela Gunasekara welcomed us and gave briefing regarding the role of the Ministry. A large number of departments are working under this umbrella, like skill development program, athletics, dancing and music classes and drama and theater, trade development and business administration etc, equally for young men and women. Different cultural dances, songs, and dramas were presented in front of us; this shows their brilliant talent of young generation; which deserved to be realized and highly recognition had given to them by all of us.

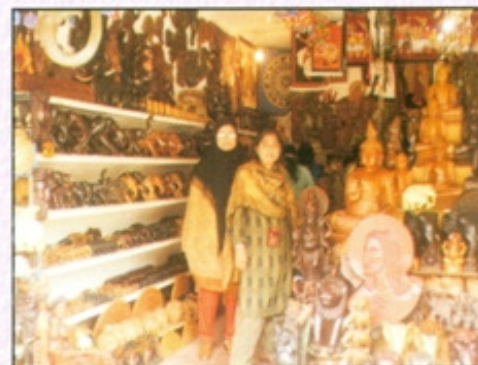
One thing which really appealed us was the women's participation in all the fields of life as equal to man perhaps more than man. Srilanka has a marvelous cultural heritage and here products were produced there like; Silverware, Batik, Wood carvings, lace, Leather, Cane (rattan) and Paintings. They were promoting their products by arranging annual festivals, mina bazaars, small shops were settled and crafts were displayed around the tourist locations specially using during the religious activities.

### PINNAWELA ELEPHANT ORAHUNGE

Pinnawela Elephant Orahunge; it was a wonderful tourist site to visit there. It is a short drive from Kandy and where almost 100 elephants were used for riding. In Tooth Relic Temple; a biggest temple not only in Srilanka but in the world of Buddhist followers;



Two factories of Batik work were visited with the support of Enterprise Development Department. Owners of both of the factories were women and they had a good product working environment for the women workers and almost 35 women artisans were working under the supervision of two senior ladies. They had a very good variety of garment stuff and decoration pieces from this crafts.



In the end I would like to pay my heartedly gratitude to the Govt: of Srilanka, Ministry of youth affairs and our guide Mr. Chandra, all of them supported and entertained us a lot during the whole trip of Srilanka. I had come back with a great learning inspiration from this visit which will support me in the context of my work with SRSO.



By: Umat-ul-karim

The Women's Leadership Programme (WLP) is offered as a part of the capacity building efforts for Women Professionals. WLP provides a unique learning opportunity for women through a year long training programme (10 weeks in 5 phases), with a distance training and mentoring, that will:

1. Empower women with the knowledge, skills and awareness to enhance their personal growth and professional development.
2. Build their leadership and management skills to plan, build, and, drive high performance teams and programmes.



WLP is a yearlong programme spread over one year which consists on workshops, lectures, presentations, group exercises, case studies, guest speakers, field study, exposure visits; and individual home assignments.

Presentation and communication skills were broadly developed among the participants. These key skills were enhanced firstly through interactive sessions and also by ensuring regular and extensive presentations delivered by the participants.

After each workshop, the participants returned to their organizations with assignments (practical, field related) which were returned to the WLP team before commencing of following workshop/phase.

The following topics have been covered during the WLP Cohort - III

- Leadership & Management;
- How to become a leader,
- Leadership styles,
- Management and its functions,
- Team building,
- Conflict management
- Effective time management,
- Decision making & negotiation skills etc.
- Communication & presentation
- Human Resource Management
- Gender and Development
- Gender Mainstreaming
- Gender Analysis

- Gender Budgeting
- Development, Poverty and Participatory Development
- Strategic Project Planning
- Project Cycle Management
- Monitoring & Evaluation
- Governance
- Financial Resource Management and Budgets
- Research Tool and Techniques
- Advocacy, Networking
- English Language (spoken & written)
- Computer Skills (MS office, Internet/e-mail)

#### National Exposure Visit to Karachi

**Purpose:** Under 2nd module (Gender and Development), three days exposure visit of Karachi was arranged. The purpose of this exposure was to visit different development, corporate & welfare organizations & also meeting with leaders that how they are working & how some of these organizations changed their working strategy from welfare to development according to the current scenario & expand the organization from small level to big level.

The following organizations we were visited:

- ❖ State Bank of Pakistan
- ❖ Orangi Pilot Project - OPP
- ❖ WWF- Wetland Center

#### Meeting with Dr. Dilshad Ashraf Professor Agha Khan University -

Dr. Dilshad share some ideas regarding women's leadership

#### The Qualities That Distinguish Women Leaders:

**Women leaders are more persuasive, assertive and willing to take more risks than male leaders.**

#### Finding 1:

Women leaders are more persuasive than their male counterparts.

#### Finding 2:

"With women, it's all about confidence and helping them believe that they can do Whatever."

#### Finding 3:

An inclusive team-building leadership style of problem solving and decision making.

#### Finding 4:

Women leaders are more likely to ignore rules and take risks.

- ❖ Meeting with Dr. Sulaiman Shaikh Phase 5

#### Study Visits

1 International Study visits Sri Lanka

#### Graduation Ceremony



WLP Cohort III graduated from NRSP Institute of Rural Management on Thursday, 18 November, 2009. The graduation ceremony was held at Iqra University, Islamabad. In the ceremony, honorable Mr. Jayawadiya ambassador of Sri Lanka invited as chief guest, Ms. Shandana Khan, CEO-RSPN, Mr. Roomi S. Hayat (Director NRSP-IRM) and senior management of RSPs staff of Iqra university, and Other dignitaries from Rural Support Programmes attended the ceremony.

The graduation ceremony marked the conclusion of a year-long project that has provided specialized leadership training to the graduates. The course, which mainly aims at reversing the current trend of marginalization of women's access to decision making processes, equips them with skills that enrich their professional careers and produce entrepreneurial opportunities in their respective organizations. The goal of the programme is to equip young women professionals with the skills, knowledge, and sense of leadership necessary for change.

Mr. Roomi S. Hayat, Director NRSP-IRM, explained the back ground of the need to put the boot in off the Women's Leadership Programme and especially thanked Ms Shandana Khan for the constant support complete by RSPN. main objective is to promote the leadership qualities among women professionals especially working for Rural Support Programmes, In the ceremony one participant from all RSPs gave a quick review to the audience & shares their learning. They shares how they feel after becoming a Women leader.

#### Major Learning of Umat-ul-karim from WLP

- Confidence building
- Improved presentation skill
- Improved my analytical skills
- Exposure and meetings with leaders can provide inspiration to take challenges
- And realize ourselves first in order to lead others with understanding
- This training will help me in conflict resolution and handling of diversified situation.
- WLP is basically the guiding process of participants both at personal and professional level



# FAMILY ADVANCEMENT FOR LIFE AND HEALTH

By: Shahzadi Alia Shaikh

FALAH or Family Advancement for Life and Health is a USAID supported five year project in reproductive health and family planning whose aim is to protect the health and well being of mothers, newborns and children through the adoption of birth spacing by eligible couples in Pakistan. The project is being implemented in 26 districts of all four provinces. The Population Council is the prime partner along with a consortium of national and international implementing technical partners.

## Goal of the Project:

Specifically, the goal of FALAH is bring about an increase in the adoption of birth spacing behavior and practice of the WHO recommended birth spacing interval under the guidelines of "Healthy Timing and Spacing of Pregnancies" (HTSP), thereby bringing about marked improvements in maternal / child health and decline in their mortality rates due to pregnancy related complications. This will be achieved through removing barriers, improving understanding of the benefits of birth spacing, increasing awareness of the risks associated with early, late closely spaced and high parity pregnancies, increasing knowledge of the various contraceptive options available and improving access to and quality of care in both the public and private sectors.

## Partnerships:

The major collaborative partners and institutions are the project consortium partners (The Population Council, Jhpiege, Greenstar Social Marketing, HANDS, Mercy Corps, NRSPN, and Save the Children, USA), the Federal Ministry of Population welfare, the Federal Ministry of Health, the four Provincial Departments of Population Welfare and Health, the EDOs and the Executive Officers for PW and Health in the 26 District Governments, and external partners of FALAH including PAIMAN, TACMIL, UNICEF, UNFPA and the donor USAID.

## Four major Objectives:

- Increase use of modern contraceptive methods in the project districts by an average of 10 percentage points by year five;
- Train and equip eighty percent of public service-delivery points in the

26 project districts to provide appropriate family planning services by year five;

- Public and private sector delivery systems will have sustainable and well-integrated services strategies in the project districts;



## Role of SRSO

Role of SRSO in FALAH project is to create awareness and generate demand for birth spacing in the community through social mobilization. For this purpose the social mobilizer of FALAH project are conducting awareness / sensitization session on importance of birth spacing and its methods with married men and women (Husband and Wives) of RH age through community organization and referring potential clients to public and private facilities for counseling and services.



## OCT: TO DEC: 2009

	G. Meetings	MWRA	Group Meetings	Husband
Sukkur	120	2732	130	2795
Shikarpur	83	1897	89	2016
Jacobabad	89	2004	82	2008

7 clinic sahult organized in Sukkur district

6 by Green star and 1 by DPWO

6 clinic sahult organized in Shikarpur district

6 clinic sahult organized in Jacobabad district.



Contributed by:  
**Namjma Solangi**  
APO-Finance

## DEAR MOTHER



My dear mother,

How can I live without you ever,  
I remember the days you care,  
I remember the days you shade  
your tears,  
When I was in a difficult situation,  
You never let me alone from your  
affection,  
O my dear mother,  
How can I live without you ever.

What ever I seek, what ever I  
found,  
I never beat when ever heard your  
beautiful courage and sound,  
When I will be renowned in this  
world,  
I will let every body know that I am  
Because of my mom,  
O my dear mother,  
How can I live without you ever.

My nature, my ethics, which I do  
possess,  
They are your reflections which  
Never will end in days,  
Your teachings, your guidance are  
as beacon.  
O my Lord let me show them in  
heaven,  
O my dear mother,  
How can I live without you ever.

When you offer prayers for me,  
I feel intuition inside me,



By: Mahtab Tariq

By: Gh: Abbass Soomro

Two days Exhibition was arranged by Trade Development Authority of Pakistan at Public School Sukkur on 16<sup>th</sup> and 17<sup>th</sup> Dec 2009. The main purpose of this exhibition was to see the export potential of upper Sindh and the main idea behind this exhibition was to select the participants with their quality product for next exhibition and international trade fair will be held at Karachi in the month of february 2010 at Karachi Expo centre.



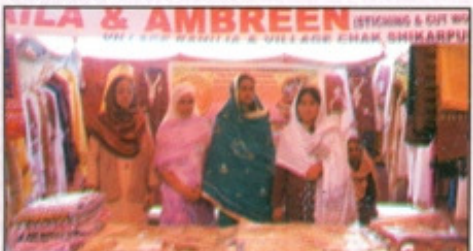
Chief of TDAP Visiting SRSO Stall

Enterprise development sector (SRSO) also participated in this big event including UC based project unit, vocational centre. Five different stalls of Cutwork, Patchwork, Date leaves products, Embroidery work and Reed work products were on display. Artisans from different districts participated in this two day event and good response have been received from visitors.



Turkey delegation visiting the SRSO Embr. Stall

It was a good opportunity for our artisans who came to know about the variety and quality of different craft and how to improve more to reach the international markets.



SRSO-ED Staff with PIU artisans at Stall

Approximately fifty stalls were setup, all together of different variety of handicraft and date products.

Since the professional birth of SRSO many changes has occurred in the form and content of SRSO policy, objectives, mandates, and the changes of kind has overlapped SRSO structure too many times. But finding many worth oriented areas to be left untouched CEO of SRSO took it too much important to reshape few things which are necessary to be reviewed and refreshed. Though it is hard to reshuffle the existing structure of even little community, never the less, this workshop seemed as the first aid for SRSO's structural changes.

The main reason behind conducting this

his part. I still remember the slides 1<sup>st</sup> slide advocated the cause of SITUATION ANALYSIS of SRSO Operational Areas, its value, and why it is necessary for us? It was the utmost important to have an equal wavelength so that we may have unanimous understanding of our operational areas. After sharing the way and worth of situation analysis, it was left till next workshop as participants were asked to write profiles of their respective areas.

Next to situation analysis, achievement of last five year was reviewed in the light of lessons



workshop was “to create a sense of composed organization with thoroughly comprehensive structure. Same time, CEO made it realize to participants that right now we can't say a single word which is acceptable to we all.” It means that he was of the opinion that we need to examine ourselves and must understand and own our tasks with multi mindedness and we must explore new vistas towards change.

As, it was workshop of intellectuals or brains of SRSO, the doors were open to all participants and sharing formula was kept of the top of the agenda as every one can get and give what he or she wishes to.

Pertaining to the current scenario of SRSO CEO presented presentation based on slides which was one the best observation from

learnt. Good and bad experiences were being shared and in the reflection of those experiences participants were directed to make their next plans as those mistakes can be avoided in future planning. Same time the objectives of SRSO were brought under debate. CEO provided fair grounds to develop a document which can be materialized as the “statement based on evidence”. After continues brainstorming all agreed to develop a statement advocating the cause and effect of SRSO's working pattern.

Pointing towards the progress and picture of sectors, CEO indicated the value of NRM sector .it followed basic brainstorming questions that how do we look at NRM? Is NRM enterprise or means of production? Have we ever strategized the objective of NRM? The



sector can play vital role for the optimization of SRSO image and performance. SRSO is working on this project with high spirit and scale. We are supporting lot of masses per month in the form of economy in cash, grain, food, and kind. Despite such a heavy scale support we have to took it serious

All sharing in workshop was revival of SRSO to have such workshop. Revivals always open new avenues towards prosperity and progress so same is expected from this work shop. The most important point of workshop is here to glance. it is rightly said that organizational culture is being made by



to review the face book NRM and revise its strategy as we can bring it into the most lucrative status. We must link it with our core program; we must analyze the talk of time. It is real time to play as a team rather than to play as a single player. This statement of CEO was equally appreciated by both managers of Core and projects.

Importance of all sectors, strategies and way forward came under discussion.

Social Sector Services remained the key sector to debate on. As, this sector covers the most important aspects of human life, like education, health, and water sanitation. Same time, the issue of health appeared on the scene. Like education, health matter was again put in front of all, as every one can produce their valuable comments and as in result we could have better strategy to follow for health activities. It was expressed that either we should work on mother child care, community health care, should we focus child health, woman health, health of old persons or we should work as a link between other institutions, or we should work on preventive health care?

Talking about PITD and its role, community demand was focused on priority basis.

values. So without observing the values no system can be run properly. Similarly, following this tip SRSO also needs value based organizational culture which will reflect its systems and the beauty of systems. We need to systemize the things. Till this day we don't find actual values, achievements, approaches, and beliefs said CEO.

The key note enveloping the theme of this workshop is reflected in the words of CEO. we must follow the pattern of integrity and transparency within limit of our boundaries. What we here learnt and shared must be shared with staff at Hub, district and unit level as our staff must be aware of SRSO mission and gals. Most of times staff is kept away which results in communication gap which ultimately affects our pattern of work. The stress was being laid upon the integrity of Core program with running projects. The sense of team work must prevail in the minds of every manager and his or her team. Our mission must advocate one cause with one slogan on every one's address. If we follow such practices I hope we can have better face of SRSO in near future.

## A TIMER IS A GOOD THING, A VERY GOOD THING FOR A WRITER.

You can set a timer for a specified amount of time, such as 10 minutes, and you can write for that length of time. When the timer dings then you can go do something else and know that you've accomplished some writing for the day. It makes a big project seem doable if you break it down into little time slots.

Certain timers can also help you keep track of how much time you're spending on things. For example, are you notorious for getting on the computer "just for a minute" only to spend ridiculous amounts of wasted time? A stopwatch timer can bring you face to face with the actual amount of time you're spending on the computer instead of that little dream world number in your head

Do I ever have a timer for you! Check out this and it's right there on your computer so you don't have to hunt it down in some drawer. It's quiet so you don't have to listen to an annoying ticking sound. It works both ways. You can set a length of time you want to write or you can keep track of how much time you've actually spent writing. Just remember to set the computer volume loud enough to hear the alarm

Remember, the timer is your friend- the one that will keep you on track and actually make you produce some writing. We all need that kind of friend!

Contributed by:

**Mohammad Zahid Soomro.**  
P.O Finance & Accounts



# **CMP-II, SRSO Social Mobilization Component**

## **BY: Ahmed Khan Soomro (Project Coordinator)**

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The Ministry of Food and Agriculture, Government of Pakistan, launched a Project titled as Special Programme for Food Security and Productivity Enhancement of Small Farmers in 1,012 villages with the objective to ensure adequate food supply through increased production of food and cash crops, creation of employment, sustainable livelihood, and income generation for increased access to food particularly of the food-insecure population. The project strategy in line with the objectives defines approach as well as means with time tested tools through provision of a system of input-output management for the Village Organizations and investing in capacity enhancement of these grass root level institutions for productive enhancement and increase farm income on sustainable basis; the approach unveils participation by organizing farming community in the folds of FAs and federation of these FAs into VOs at village level, and the means reveals the four main components includes: (a) Organizing and Empowering Farmers' Community, (b) Capacity building for Crop Productivity and Income Enhancement, (c) Establishing of Small enterprises and (d) market Linkages Development. Each component further enlists sub-components with a special focus to strengthen the overall component.

The Social Mobilization of small farmers occupies a special niche in the project. This is the bed rock of the project and this central activity fosters a network of Farmers' Associations that federate into Village Organizations at village level and a mechanism to provide on going support and capacity building to help sustain these organizations. Social Mobilization activities precede all other project interventions. SRSO has been accorded with the responsibility to undertake the Component of organizing and empowering farming community.

This report highlights progress of the Social Mobilization Component. Progress review of the special focus on formation of Farmers' Associations in each Project village and federation of these associations into Village Organization at village level for providing firm footing to build the future edifice for accomplishment of Project objectives as envisaged in PC-I. As a result, the Social Mobilization Component formed 360 FAs with a total membership of 5760 maintaining an

average membership of 16 small farmers per FA. Furthermore, in a total of 90 villages, All FAs were federated into VOs at village level. A step forward was facilitation provided to these VOs in preparation of necessary documentation in line with Cooperative Society's Act, 1925, whereby a total of 90 VOs submitted their documents for registration with the Department of Cooperatives. Consequently, 45 of them have got certification for which Department of Cooperative staff adopted a thorough process of visiting and inspecting the VOs intending registration. These all VOs are in the process of registration. All the FAs and VOs were trained in maintaining basic records of meeting. It is also mentioning that VOs & FAs generated total share money of Rs. 3.55390 millions, which is an indicator of the farmers' willingness and trust of these institutions in the project. This money will not only provide them a sound financial footing for investments in Input Sales and Marketing Centers and accessing matching grant from the project.

For further strengthening and on-going support, FAs and VOs are holding regular meeting wherein they discuss their meeting agenda revolving around the on-going activities. These meetings serve as a forum not only for flow of information to the each individual member but also provide opportunity for mutual decision making for the project related activities. The Office bearers maintain attendance of the participating members and proceedings of the meeting in FA and VO registers for record of their activities. For this, a total of 360 FAs and 90 VOs were provided with the stationery items/registers by their respective SMUs during the quarter. Conduction of a total of 360 of FAs and 70 meetings of VOs respectively was reported during the quarter under review.

Alongside quantitative achievement it was equally emphasized to maintain the desired quality of the outputs achieved. With this purpose, periodic joint monitoring visits were conducted by FMCU, PMCU, RSPN PMU and SRSO PSU CMP-II teams. In addition RSPN and SRSO management also conducted visits to monitor and evaluate the progress and quality of the social mobilization component. The most quotable were the visits by the Planning Commission. FMCU, PMU and PSU representatives furnished their

monitoring visit reports with highlights of their observations and recommendation for further improvement whereas the officials from Planning Commission gave satisfactory remarks during their field visits and meetings with FAs and VOs members.

With the perspective to enhance managerial capabilities of office bearers of both Farmers' Associations and Village Organizations, the office bearers of FAs were provided with three days basic Community Management Skills Training course specially designed for the Project With ten modules that addresses the managerial capacity of office bearers essential for effective functioning of FAs. In total 246 FA office bearers representing 123 FAs were trained. Now equipped with the essential knowledge, skills and attitudes the training participant will be able to better manage the FAs and to other small farmers in and outside of the village. To ensure quality of these training, CMST Manual was designed in consultation with the FMCU SPFS CMP-II.



For inclusion of women farmers in the project and help support undertake interventions related to women particularly Income Diversification Interventions (IDIs) a total of 90 local women activists were identified in 90 villages and trained with work alongside social mobilization staff to encourage women farmers to get associated with the FAs and Village Organizations.

The exercise of village profiling could be conducted in 90 villages.

During this short span of social Mobilization process since July 2009, it has been found that people are enthusiastic to participate and also willing for pooling of financial and human resources to attain the desired goals. Farmers' active participation gives very optimistic touch with a hope that the efforts at grassroots combined with the Government's inputs would make it highly successful in pursue of its defined objectives.



# GENDER TRAINING FOR SRSO PROFESSIONAL STAFF !!

By: Sohail Ali Kalari

Over the globe of world Pakistan is known as developing country and continuously racing for proving as developed since its separation same like 1<sup>st</sup> and 2<sup>nd</sup> world countries of the world and many organizations are countering its development struggle.

SRSO being a part of development Sector since 2003 has appeared for poverty reduction by harnessing the potential of rural men and women, in a sustainable and equitable manner to bring women into mainstream development process and continues development interventions with cooperation of gender sector in context of gender awareness for its community members and professional staff of all sectors.



Gender and development sector has arranged two day training for its professional staff from different Units including social Mobilization, credit, MER, MIS and HRD sectors the group comprised of 20 members 09 male and 11 female Professionals, the main objectives behind this training were to familiarize the participants with the concept of Gender, to equip participants with weapon of knowledge on Gender in context of Islamic perspective and familiarize the participants with principles of gender and development and basic tools of gender analysis. This training was conducted by two trainers of HRD sector Hafeeza Solangi (SPO, (HRD)) and Meer Hassan Kerio. (RP.HRD) both of them recently completed the TOT on Gender from RSPN Islamabad. Ms. Rizwana She came from RSPN Islamabad and participated in the training as an observer.

## Sessions conducted during two days workshop



- ❖ Introduction
- ❖ Understanding Gender
- ❖ Gender Disparities
- ❖ Gender & Islam
- ❖ Gender & Development
- ❖ Gender Mainstreaming at SRSO
- Group Presentation and Discussions

### CEO, SRSO

Dr. Sono Khangharani participated training during last session, the facilities provided by organization to its employees and suggestions for employ (management) to accelerate development process.

Dr. Sono Khangharani appreciated the efforts of gender and development sector against reducing the myths in society for female members honor, he also appreciated the participants for learning gender knowledge, experiences were also being shared by him regarding learning process of 30 years, "he said that, I have never denied learning nor said enough to learn, but I am ever ready to practice my new learning." emphasis came by CEO, trainers and observer to use vested



resources (time, research, money) during this training effectively and efficiently to become a part of constructive society. Finally certificate distribution ceremony held with camera flashes and hopes to access resources and opportunities equally to men and women.

## PUBLIC AWARENESS WALK



Public Awareness Walk was arranged for Climate Change campaign at field unit Salehpat Taluka Rohri, with participation of community members, news reporters reputed village representatives local government officials and all well wishers of ecosystem this awareness activity was arranged through the plate form of SRSO with co-operation of Oxfam GB, working with different development organizations on forestry and ecosystem protection.



Said activity was followed by same purpose to aware different sects of society with odds and evens of climate change and expected threats followed by our neglected actions on daily basis. walk started from SRSO Unit office to Press Club Salehpat during this walk participants rounded all the important roundabouts and business centers with spreading message to save the forestry, reduce Water wastage, pollution and if there would need to cut the tree than you should grow other for limiting the loss of forestry Peaches came forward at press club when all the members were present for carrying message to their local areas and returned back with the ambitions to do something practical



# ONE DAY VETERINARY TRAINING OF DVMS, C.A AND CLEWS (VSPS) ABOUT ANIMAL DISEASE (SURRA)

By: Dr. Mukhtiar Noonari

One day Veterinary Training of DVMS, C.A, S.A and Clews for awareness of Animal Diseases organized by Brooke Hospital of Jacobabad with the Collaboration of SRSO at Field Unit Office Thull and 20 participants were present in the workshop from the Jacobabad, Thull and Shikarpuri.e.,

• Three Veterinary Doctors, Two Clinical Assistants, Five Stock Assistants, Seven Clews, Two people from Pharma Companies and MER Representative

Brooke is the UK's leading overseas equine welfare heretical organization and its aim is to improve the lives of pets working in the poorest parts of the world. These pets form the backbone of the economy in many developing countries, supporting countless poor communities where many people earn less than a dollar a day.

The Brooke's mobile vet teams and community animal health workers, and our partner organizations worldwide, provide free treatment to animals and train animal owners, local healers, furriers, saddlers, feed sellers, harness and cart makers. They currently operate across ten countries in Asia, Africa, Central America, Middle East, and in Pakistan it works since 1991.



## SURRA Disease

Surra is a chronic wasting disease caused by trypanosomes-single-celled blood parasites related to the organisms that cause sleeping sickness. The disease, which is spread by biting flies, is most severe in pets, but also occurs in cattle.

Clinical signs in pets include fever; haemorrhages of the eyelids, nostrils and anus; skin rashes; weight loss;

Anemia; and jaundice. There may also be oedema (swelling) of the legs, brisket and abdomen. Death can occur within two weeks in acute cases, but can take up to four months in chronic cases. Acute disease in camels is clinically similar to that in horses but chronic disease is more common, leading to wasting and anemia.

Dr Habibullah from Brook Hospital of Jacobabad during session informed participants that the meaning of the SURRA is "Sound of heavy breathing through Nostrils, of imitative origin" is disease of vertebrate animals. Mostly this disease is caused by Protozoan Trypanosomes which infect and rupture the RBCs of vertebrate host causing the,

- Fever
- Severe weight loss which lead to emaciation
- Anaemia
- Hindlimb coordination, progressive paralysis
- Oedema of limbs, lower abdomen and thorax
- Hemorrhagic Petitions on third eyelid

Dr. Habibullah also told participants the remedies, their mechanism and dosages of SURRA disease which are as follow,

- Trypanidium
- Tryban
- Fatribenal

In last, participants were informed about the identification of this disease and procedures of collecting sample for laboratorial diagnosis of disease SURRA by demonstration.

## COMMUNITY INITIATIVE THROUGH SOCIAL MOBILIZATION



The Nations of developed countries contain 90-95% their identification documents in different shapes USA. Green Card, UAE, agama, Oman, Patasha and Pakistan has its own

Identification document known as Computerized National identification Card (CNIC). The sad news with this nation is that at for and undeveloped areas people don't have ever seen their CNICs. Whereas without CNIC no any official formality could be finalized this hurdle was realized by SRSO team and jumped for removing that barrier of development for community members of Union council Mirpur Mathelo Ditric Ghotki.



CRP Ghulam Sarwar Gabo) and activist Ahmed Malik played key role in arranging NADRA mobile camp at Mahbool Malik village with special support of MER (SRSO) District representative Nazir Ahmed Lashari.

These were the result of social mobilization, when the NADRA mobile team arrived at village and started their work people from neighbor villages flew to this village for their CNICs. NADRA's capacity of registering cards was 100 to 130 per day.



But the queue consists of more than 150 male and female candidates. It was decided with mutual understanding of community that ladies should be given priority because of the hectic and time consuming process.

Day end with registration of 150 CNICs registered consisting larger female ratio. It is really big achievement because 60% population was deprived of their national identities and hence were deprived of their basic rights. Efforts of CRPs and social mobilizations teams is worth admirable.



# PREVENTION BATTER THAN TREATMENT

By: Dr. Saleemullah Channa

Malaria has been as a major cause of morbidity in Pakistan and it continues to be a major threat to the health of millions who lives in malaria areas. Malaria in Pakistan of unstable pattern and transmission is mainly post-monsoon from July to November. Approximately 95 out of 161 million total populations live in malaria endemic areas of the country. Since Govt. is committed to combat malaria and achieve its national targets, which are in line with the global roll- back malaria and MDGs. The current national health policy provides the basic framework for all disease control interventions. In this regard to improve early diagnosis and prompt treatment practices, rapid diagnostic tests (RDTs) are intended to introduce. Therefore in this Global Fund to fight against AIDS Tuberculosis Malaria (GFATM) round-7 malaria surveillance tools and reporting system are also planned to be reviewed and re-designed to capture the maximum information on malaria disease and the coverage of major interventions. The use of insecticide treated bed nets (LLINs) has been proved to be a powerful prevention tool world wide. In this project pregnant women and children below 5 years of age are the major target groups for the use of bed nets. During the current project WHOPES approved long-lasting insecticide treated bed nets (LLINs) will be provided free of charge to rural Households having children under 5 years of age or pregnant women in Khairpur district.

The overall goal of the project is to reduce malaria burden by 50 percent in high risk area of the district Khairpur. It further aims to improve early diagnosis and prompt treatment services in the district. Besides LLINs are the major prevention tools for pregnant women and children aging less than 5 years. For this purpose different methods for LLINs promotion in the target communities are adopted. It was planned to distribute total 98,678 LLINs to people living in selected high risk areas of district Khairpur in the first two years out of which 49,200 bed nets are distributed so far.

## Community Awareness and Orientation Workshops

The purpose of the workshops is to enhance knowledge and awareness of participants on proper use of LLINs and its timely treatment. Besides this participants are also briefed about the importance of the LLIN and preventive measures of malaria disease.



Participatory approach adopted during workshops and use of pictorial audio visual aids which helps the participants to understand message clearly with their interest.

Three main objectives have been set to achieve this target, which are as follows:

1. To improve early diagnosis and prompt treatment services in the Khairpur district
2. To scale up coverage of LLIN and other effective vector control measures in high risk district
3. To strengthen & build management capacity of NMCP to co-ordinate, plan, implement and Monitor effective curative & preventative interventions nationwide

So far, 57 community awareness workshops and 24 Community Orientation Workshops have been organized in project area.

## AWARENESS THROUGH PUPPET SHOWS



The Puppet shows are arranged to create awareness amongst the People especially women and children to adopt precautionary

measures for protection from malaria.

The purpose of the puppet show is that,

1. How to adopt precautionary measure to protect themselves from the effect of malaria.
2. How to keep the atmosphere neat and clean, i-e own house, neighbor's house, avoid to throw the rubbish in court yard of house, street openly.
3. To avoid accumulating the dirty water near hand pumps or any other place, used for getting the drinking water.
4. Proper use of Long Lasting Insecticide Bed Nets, and to keep it at a safe and secure place, away from the approach of children, sun light or heat or any pet animal
5. About the treatment of malaria fever and symptoms

06 Puppet Shows has been arranged so far at different localities. boys and girls from community were given proper training for the shows along with four days rehearsal was conducted at project office Khairpur to ascertain there performance on the appropriate subject.

The participants of the shows have observed the performance of the characters with the keen interest.



The shows were very successful and the performance of the characters of puppet show was very effective and successful.



Subsequently the Mosquito net were distributed amongst the target group (pregnant women & woman having under 5 years children) form 39 health facility and 6 special outlets.



# Comments



I am very glad on the release of second quarterly newsletter with great dedication and keen interest of MER section. I wish this report should be published subsequently. I anticipated that this publication will provide more information about activities being carried out in the organization. This is the slogan of SRSO

strives to help poor community in reducing poverty through productivity enhancement, skill enhancement, quality education and provision of safe drinking water on the doorsteps in the remote villages of SRSO operational areas. Social Mobilization plays the key role in achieving all objectives. This newsletter will help in sharing our achievement with all stakeholders.

**Yar Muhammad Bozdar**

Assistant General Manager



The great agitations have been carried out by MER team regarding the publication of quarterly newsletter of SRSO. It is greatly affective, and knowledgeable because it shows the quarterly progress of individual project and each sector of SRSO.

As the foreigners and Use to visit our organization it is great source to orient them about SRSO operations. I am very appreciating your efforts and with the hope of implementing the same in future.

**Nisar Ahmed**

Manager-NRM



We studied SRSO news letter, it is great effort of MER Section, Crop Maximization component was missing so I hope you will add in next write up. Our Gem & Gime a Mercy crop foreign visitors when saw this, they appreciated this efforts. Again we wish you good luck, well done MER, Carry on.

**Ahmed Khan Soomro**

Project Coordinator,  
CMP-II, NRM



SRSO Quarterly Newsletter is good and informative document for all its my suggestion that there should be a product profile corner (if possible) in which ED section can provide you the material regarding our specific product and its whole process and price, this will also support us in marketing.

**Samina Shaikh**

Programme Officer  
Enterprise Sector



We are thankful to MER Sector for initiating Quarterly Magazine. This report is really helpful in sharing sectors progress in narrative and numerical way very systematically.

**Shazia Gul Shaikh**

SPO-RCED



Recently introduced "Quarterly Newsletter" is a good effort for information sharing. I read this & found very informative as it can be an effective way to maintain and build relationship with our partners by sharing SRSO progress.

We suggest M&E to be consistent in providing valuable content on a very regular basis.

**Ilyas Ahmed Shaikh**

Programme Manager Finance  
Head Office



It is crystal clear that information sharing plays a vital role in uplifting any organization. I appreciate the efforts of MER-Sector for publishing SRSO Newsletter for sharing progress and activities carried out at field unit level. This will also encourage our field staff for performing even better and advertising

their efforts towards achieving SRSO goal and objectives.

I have gone through previous publication which reflects a genuine picture of activities going on in the field for supporting poor rural communities. These sorts of efforts develop a confidence of field worker who are striving day and night it is hoped that the coming and true picture of field activities

**A. Hameed Bullo**

Regional programme Manager



This is a collection of events coverage, articles and news items on a wide range of subjects. Though thematically diverse, all the articles and publications in its miscellany have one thing in common, the distinctive, flair and irrepressible "MER MANAGER" stamp.

**Zeeshan Shaikh**

Programme Manager -SSS