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Government of Sindh

PAIDAR

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European Union
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LEAD

Local Enterprise Acceleration & Development

Entrepreneurship Journeys
Reshaping Badin

District Badin, Sindh — November 2026

Implemented by: Sindh Rural Support Organisation — SRSO



















PUBLICATION CREDITS

PUBLISHED BY
Sindh Rural Support Organization
Monitoring, Evaluation & Research (MER) Unit
Https://srso.org.pk

ON BEHALF OF
Micro grantt Beneficiaries
District Badin, Sindh

AS PART OF
LEAD — Local Enterprise Acceleration & Development
Success Story Booklet-01

PLACES
Badin, Sindh, Pakistan

DATE
November 2026

CITATION

SRSO(2026), *LEAD Badin: Unlocking Local Potential,* Driving Shared Prosperity, Local Enterprise Acceleration and Development (LEAD) Programme, Badin, Sindh, Pakistan.

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The findings, interpretations, and conclusions expressed in this publication are those of the authors and do not necessarily reflect the views of the Sindh Rural Support Organization or project donors.

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RECOMMENDED CITATION

SRSO (2026), *LEAD Badin: Unlocking Local Potential, Driving Shared Prosperity,* Local Enterprise Acceleration and Development (LEAD) Programme, Badin, Sindh, Pakistan.

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ABOUT SUCCESS STORIES BOOKLET



ACKNOWLEDGEMENTS

The Sindh Rural Support Organization (SRSO) extends its deepest appreciation to the ten pioneering micro-enterprises across District Badin that generously opened their workshops, shared their financial records, and welcomed our documentation teams to capture their journeys of resilience and growth under the Poverty Alleviation and Inclusive Development Across Rural Sindh (PAIDAR) programme.

We gratefully acknowledge the founders, workers, and community groups behind these ten featured micro-enterprises across Badin's five talukas—Badin, Matli, Tando Bago, Talhar, and Shaheed Fazil Rahu—for sharing their practical insights and experiences.

SRSO expresses its sincere gratitude to the European Union for its generous financial support and commitment to rural economic recovery in Sindh, and to the Government of Sindh for its strategic guidance, policy support, and institutional partnership.

We also extend special appreciation to the United Nations Industrial Development Organization (UNIDO)—including its Country Office in Islamabad, Sindh Provincial Office, and District Badin officials—for their continuous technical guidance, enterprise mentorship, and collaborative leadership throughout the implementation of PAIDAR.

Furthermore, SRSO recognizes its own dedicated field mobilizers, enterprise development officers, monitoring and evaluation teams, and regional management in District Badin, whose grassroots outreach and hands-on support ensured that micro-grants and business development services reached high-potential women, youth, and flood-affected entrepreneurs. Finally, we thank our technical reviewers, field photographers, and editorial design team for bringing these stories of local micro-enterprise transformation to life.

We thank all contributors, facilitators and field teams whose experience and care shaped this work.

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ABOUT SUCCESS STORIES BOOKLET

ABOUT

In alignment with the European Union's commitment to inclusive economic growth, climate resilience, and green transition, the Sindh Rural Support Organization (SRSO) —as an implementing partner under the European Union–funded, UNIDO–led Poverty Alleviation and Inclusive Development Across Rural Sindh (PAIDAR) programme alongside the Government of Sindh—works on the ground to transform vulnerable rural livelihoods into resilient, competitive micro–enterprises.

District Badin, situated along the vulnerable Indus Delta coastline, faces compounding economic and environmental pressures, including climate–induced extreme weather, soil salinity, post–harvest agricultural losses, rising grid electricity and fuel tariffs, and the lingering economic aftershocks of the 2022 floods. While rural entrepreneurs across Badin possess great traditional skills and market potential, their growth has historically been constrained by limited access to productive capital, modern processing equipment, quality standards, and formal financial services.

Through SRSO's grassroots enterprise diagnostics and engagement with local financial institutions in Sindh, a critical insight emerged: while commercial banks and microfinance institutions recognize the potential of rural micro–enterprises, they often view small rural businesses as high–risk due to informality, erratic cash flows, and a lack of documented financial track records. Conversely, micro–grants are frequently misunderstood as short–term welfare rather than catalytic seed capital capable of building bankable micro–enterprises.

LEAD — Local Enterprise Acceleration & Development: Ten Micro–Grant Journeys Reshaping Badin was developed by SRSO to bridge this evidence gap. By presenting ten real–world micro–enterprise transformations across Badin's five talukas through a rigorous commercial, operational, and impact lens, this handbook provides policymakers, development partners, market buyers, and financial institutions with verifiable proof of how targeted micro–grants—paired with practical Business Development Services (BDS), clean energy integration, and digital financial onboarding—turn informal rural livelihoods into profitable, formalized, and sustainable micro–enterprises



METHODOLOGY

LEAD Badin followed a four-stage, evidence-based methodology combining desk review, field verification, and financial analysis to evaluate the investability of **51** shortlisted enterprises.

01 PORTFOLIO SCREENING & VALUE-CHAIN MAPPING

An initial portfolio of 51 enterprises was screened using criteria such as business maturity, sector relevance, operational scale, and available documentation.

A value-chain mapping exercise was conducted to identify key sub-sectors with strong backward and forward linkages.

02 STANDARDIZED FIELD DATA COLLECTION INSTRUMENT

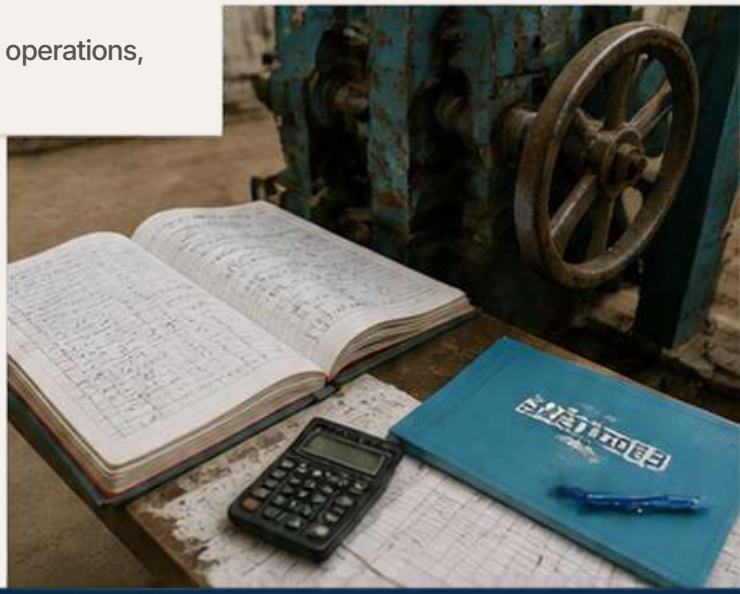
A structured questionnaire was developed to capture enterprise profile, financial performance, operations, market linkages, compliance, and investment needs.

Enumerators underwent training to ensure consistency, accuracy, and professional conduct.

03 FIELD VERIFICATION, LEDGER AUDITS & VISUAL DOCUMENTATION

Field visits were conducted during October and November 2026 across Badin's towns and union councils.
Enterprise claims were verified through physical inspections, ledger audits, and cross-checks.

Visual documentation was captured to validate operations, infrastructure, and production processes.



04 TECHNICAL VALIDATION & FINANCIAL SYNTHESIS

Technical experts reviewed sectoral viability, production capacity, and growth potential.

Financial analysts evaluated cost structures, profitability, and investment readiness.

Findings were consolidated into enterprise profiles and the final investability assessment.

Acronyms

BISP	Benazir Income Support Programme	**MSME**	Micro, Small and Medium Enterprise
CEDAW	Convention on the Elimination of All Forms of Discrimination Against Women	**PMD**	Participatory Market Development
CPEC	China-Pakistan Economic Corridor	**SDGs**	United Nations Sustainable Development Goals
CSO	Civil Society Organization	**SRSO**	Sindh Rural Support Organization
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit	**WASH**	Water, Sanitation and Hygiene
KHI	Karachi	**WMSDP**	Women's Market-Driven Skills Development Programme
LEAD	Local Enterprise Acceleration and Development	**YEA**	Youth Enterprise Acceleration
M&E	Monitoring and Evaluation	**YILP**	Youth Internship and Learning Programme

Reflections from the SRSO Team

Behind every financial metric and production milestone documented in this handbook lies a story of quiet perseverance across the villages and market towns of District Badin. Throughout SRSO's field engagements and verification visits, one insight stood out clearly: rural micro-entrepreneurs do not lack ambition, resilience, or craft—what they have historically lacked is a practical bridge between grassroots effort and modern production standards.

Contrary to common assumptions that small rural businesses are slow to modernize, micro-enterprises in Badin adopted clean energy, hygienic packaging, and digital payment tools with remarkable agility once the upfront barrier of equipment cost was lowered. Driven by the daily pressures of erratic grid electricity, rising fuel expenses, and post-harvest spoilage, local entrepreneurs immediately recognized the commercial value of solar power, waste recovery, and direct-to-retail branding.

Equally inspiring was the openness of women and youth founders in sharing their production methods, pricing strategies, and financial records. For many, transitioning from an informal home-based activity to an FBR-registered micro-enterprise with a business bank account and Raast QR code represented far more than regulatory compliance—it marked a milestone of professional dignity, market legitimacy, and household self-reliance.

Sustaining and scaling these achievements across Sindh requires collective commitment. Catalytic micro-grants under PAIDAR have proven that grassroots businesses can rapidly graduate into viable commercial enterprises, but long-term expansion depends on financial institutions recognizing digital transaction histories as credible track records, market buyers sourcing directly from rural processors, and technical partners continuing hands-on mentorship. Together, these ten journeys demonstrate that when rural communities are equipped as creators of value, District Badin's economy becomes greener, more inclusive, and profoundly resilient.

EXECUTIVE SUMMARY & BADIN AGGREGATE IMPACT



Across the twelve priority value chains, LEAD initiatives in Badin District created direct and indirect jobs and generated measurable enterprise value. This is growing the local economy, improving incomes, and strengthening Badin's position in provincial, national, and international markets.

LEAD strengthens value addition, promotes clean and efficient production, improves access to finance, and creates quality employment for women, youth, and underserved groups. This builds a more competitive, resilient, and inclusive enterprise ecosystem in Badin.

As the largest district in Sindh, Badin has the potential to become a hub for innovation, investment, and enterprise growth. LEAD supports Badin entrepreneurs to excel and build a better future for the community.

BADIN AGGREGATE IMPACT DASHBOARD

VALUE ADDITION & BRANDING

CLEAN ENERGY & RESOURCE EFFICIENCY

DIGITAL FINANCE & FORMALIZATION

INCLUSIVE JOBS

08

EXECUTIVE SUMMARY



Accelerating rural micro–enterprises in District Badin requires targeted catalytic capital, practical technical mentorship, clean energy access, and integration into formal financial ecosystems. Persistent structural barriers—such as rising electricity and diesel costs, significant post–harvest agricultural losses, reliance on informal intermediaries, and limited bookkeeping—have historically constrained local businesses to subsistence–level margins. Addressing these bottlenecks requires coordinated grassroots mobilization and market–driven enterprise support.

LEAD — Local Enterprise Acceleration & Development: Ten Micro–Grant Journeys Reshaping Badin provides an evidence–based reference for policymakers, development practitioners, B2B buyers, and financial institutions. Published by the Sindh Rural Support Organization (SRSO) under the European Union–funded, UNIDO–led PAIDAR programme in partnership with the Government of Sindh, this handbook documents ten verified micro–enterprise transformations across all five talukas of District Badin (Badin, Matli, Tando Bago, Talhar, and Shaheed Fazil Rahu).

Across four core rural value chains—agro–processing and dairy; textiles and eco–packaging; light engineering and clean energy services; and aquaculture and circular waste–to–value—these ten micro–enterprises demonstrate how strategic asset grants paired with Business Development Services (BDS) unlock commercial growth:

- Value Addition & Branding: Rural processors transitioning from raw bulk commodities to graded, hygienically packaged, and branded retail products achieved an average net profit increase of %.
- Clean Energy & Resource Efficiency: Micro–enterprises integrating solar photovoltaic (PV) systems and Resource Efficient and Cleaner Production (RECP) practices reduced monthly energy and fuel expenses by up to %, insulating operations from grid outages and tariff inflation.
- Digital Finance & Formalization: % of featured micro–enterprises adopted digital merchant payments (Raast / QR) and completed regulatory formalization (FBR NTN, business bank accounts, and Sindh Food Authority licensing), creating verifiable financial track records for future commercial lending.

To support replication across Sindh, the handbook introduces a practical Plan–Do–Check–Act (PDCA) operational roadmap alongside a bankability and financial comparison framework showing how micro–grant recipients graduate into creditworthy clients for commercial banks and microfinance institutions.



01

CHAPTER 01

The Case for Enterprise Acceleration in Rural Badin

STRUCTURAL BOTTLENECKS IN BADIN'S RURAL VALUE CHAINS

Badin's rural economy is rich in natural resources and traditional skills, yet enterprise growth remains constrained by persistent structural bottlenecks across key value chains. These constraints limit productivity, suppress incomes, and prevent local enterprises from scaling sustainably.

Across agriculture, livestock and dairy, fisheries, and traditional crafts, enterprises face common challenges: inadequate infrastructure, fragmented production, limited access to finance, weak market linkages, and skills gaps. Addressing these systemic issues through coordinated investment, capacity building, and enabling policies is essential to unlock the full potential of Badin's rural economy and create inclusive livelihoods.

FIGURE 1: STRUCTURAL BOTTLENECKS ACROSS KEY VALUE CHAINS

AGRICULTURE

- Inefficient irrigation and water scarcity
- Low productivity and input access
- Post-harvest losses due to poor storage
- Limited market linkages and price volatility
- Limited access to finance and extension services

LIVESTOCK AND DAIRY

- Poor animal health services
- Inadequate fodder and feed quality
- Weak milk collection and chilling infrastructure
- Fragmented markets and middlemen dependence
- Limited access to credit and insurance

FISHERIES

- Limited access to quality gear and technology
- Inadequate cold storage facilities
- Weak value addition and processing capacity
- Poor transport and market connectivity
- Regulatory complexities and resource conflicts

TRADITIONAL CRAFTS

- Irregular access to quality raw materials
- Outdated tools and production techniques
- Limited design innovation and product diversity
- Weak branding and market access
- Limited business skills and enterprise training



THE PAIDAR ACCELERATION MODEL: FIVE PILLARS OF TRANSFORMATION

The PAIDAR model rests on five mutually reinforcing pillars that address the full spectrum of barriers to sustainable enterprise growth. These pillars integrate resource efficiency, product innovation, market access, and digital enablement into a practical pathway for climate-resilient, market-linked livelihoods.

Table 1: PAIDAR Model — Five Pillars and Interventions

PLLLL F	[I2A] INTERVENTION DESCRIPTION
1. RESOURCE EFFICIENCY & CIRCULARITY	Promotes input and resource recovery, waste minimisation, and circular reuse across agri-processing and crafts.
2. PRODUCT INNOVATION & QUALITY	Strengthens clean and hygienic processing, improves product quality, and supports innovation in value-added offerings.
3. MARKET ACCESS & BRANDING	Builds eco-packaging, branding, and quality certification to enhance market differentiation and consumer trust.
4. DIGITAL ENABLEMENT	Facilitates digital commerce, online visibility, and enterprise management systems for greater efficiency and reach.
5. PARTNERSHIPS & MARKET LINKAGES	Connects enterprises to B2B linkages, suppliers, aggregators, and institutional buyers for sustainable scale.

> **“PAIDAR IS MORE THAN A MODEL—IT IS A MOVEMENT TOWARD RESILIENT, REGENERATIVE, AND INCLUSIVE ENTERPRISES.”**

By combining resource efficiency, quality, markets, and digital tools, PAIDAR drives enterprises that are rooted in place, connected to markets, and prepared for the future.

FIGURE 2: PAIDAR VALUE CHAIN FLOW



FROM SUBSISTENCE TO BANKABILITY:
FINANCIAL VALUE CREATION

Acceleration transforms survival enterprises into bankable businesses. By reducing risk, improving visibility, and increasing margins, we convert informal activity into financial value that lenders can confidently back.

Graduates typically achieve a **25% to 60%** DIFFERENCE over undifferentiated local sales through quality, consistency, and verified origin.

THREE LENDER-RELEVANT BENEFITS

Lower risk
Improved practices and traceability reduce uncertainty.

Greater visibility
Digital records and transparent flows enable informed lending.

Stronger repayment capacity
Higher margins and stable demand support reliable cash flow.

UNACCELERATED: INFORMAL MICRO-UNIT → ACCELERATED: BANKABLE MICRO-ENTERPRISE





No clear records
Performance is unclear and difficult to verify.

Low visibility
Informal operations limit transparency and trust.

Limited returns
Inconsistent quality and weak pricing constrain income.

Verifiable performance
Standardised records and traceability build confidence.

Transparent operations
Digital payments and clear flows increase visibility.

Higher margins
Quality, consistency, and market access drive stronger returns.

> SRSO DO NOT GIVE HANDOUTS; WE OPEN MARKETS, BUILD SKILLS, AND CREATE CREDIBLE ENTERPRISES.

CHAPTER 02

Ten Micro-Grant Journeys Reshaping Badin



This chapter tells the stories of ten micro-entreprises across all five talukas of Badin, spanning four value chains and diverse enterprise types. From clean energy adoption and formalization to digital inclusion, each journey reflects how small investments unlock big changes in livelihoods, resilience, and local economic growth.









LEAD

LOCAL ENTERPRISE ACCELERATION & DEVELOPMENT

MICRO-ENTERPRISE JOURNEY 01 | TALUKA BADIN

FORGE —

FABRICATION, OWNERSHIP & RURAL GROWTH ENTERPRISE

ENTREPRENEUR: ZULFIQAR TALUKA BADIN MAIN MARKET



BEFORE

Zulfiqar operated with basic hand tools and limited capacity, relying on irregular work and small earnings.

PAIDAR INVESTMENT

- PAIDAR micro-grant: **PKR 1,000,000**
- Founder equity: **PKR 500,000**
- Total productive capital: **PKR 1,500,000**
- Assets: heavy-duty lathe, drill press, welding, cutting and grinding tools
- Enterprise launch: **September 2026**

CURRENT → CURRENT

A functional fabrication workshop delivering quality work, building client trust, and generating steady monthly income.

IMPACT AT A GLANCE

PKR 50,000	PKR 40,000	PKR 10.000	20%
Monthly Gross Revenue	Operating Expenditures	Net Operating Profit	Margin
8-10	02	JazzCash/ EasyPaisa	Expansion into B2B
Monthly Clients	Full Time Jobs	Digital payments	Maintenance & fabrication contracts

> "PAIDAR's support gave me the machines and confidence to build something of my own. Today, I'm earning, creating jobs, and planning bigger projects for the future."

— ZULFIQAR
ENTREPRENEUR, FORGE ENTERPRISE
VILLAGE NABI BUX UNAR

24-MONTH ROADMAP

1. Stronger local market presence, streamline operations, ensure consistent quality and timely delivery.
2.
3.
4.

FORGE | Clicks

Village Nabi Bux Unar, Taluka Badin







Case Study 01 | TALUKA BADIN

FORGE

Fabrication, Ownership & Rural Growth Enterprise



Zulfiqar from **Village Nabi Bux Unar, Taluka Badin,** dreamed of building a dependable fabrication service that could support local livelihoods. Before support, he relied on basic hand tools, limited capacity, irregular work and small earnings. Through LEAD Badin's **PAIDAR** micro-grant of **PKR 1,000,000** and founder equity of PKR 500,000, **Zulfiqar** mobilized a total productive capital of **PKR 1,500,000** to launch **FORGE — Fabrication, Ownership & Rural Growth Enterprise** in **September 2026.** He invested in a heavy-duty lathe, drill press, welding, cutting and grinding tools.

When precision machining expertise breaks free from wage dependency and claims ownership of industrial capital, a single mechanical workshop becomes a vital productivity anchor for an entire rural economy. In Village Nabi Bux Unar of Taluka Badin, Zulfiqar possessed rare, hands-on mastery in precision lathe machining and metal fabrication, yet years of working as a salaried mechanic in another workshop left his earning potential capped, his margins captured by intermediaries, and his entrepreneurial ambition unrealized. Coming from a financially constrained household, his vision of launching an independent light-engineering enterprise was repeatedly stalled by the steep capital threshold required to acquire heavy-duty industrial machinery, persistent exclusion from formal commercial credit, and formidable entry barriers in Badin's competitive engineering services market. Without productive fixed assets, raw-material inventory, or a direct client roster, transitioning from wage dependency into scalable self-employment remained structurally out of reach.

That trajectory shifted decisively in March 2025 when Zulfiqar was inducted into Cohort 01 of the European Union-funded, UNIDO-led Poverty Alleviation and Inclusive Development Across Rural Sindh (PAIDAR) programme, implemented on the ground by the Sindh Rural Support Organization (SRSO) in partnership with the Government of Sindh. Backed by a catalytic PAIDAR micro-grant of PKR 1,000,000 and reinforced by Zulfiqar's own equity co-investment of PKR 500,000—representing a total productive capital deployment of PKR 1,500,000 with a strong 33% founder equity stake—he engineered and outfitted a modern, self-contained mechanical workshop. Capital expenditure (CAPEX) was strategically allocated across an integrated suite of industrial equipment, including a heavy-duty lathe machine, precision drill press, commercial electric welding unit, and high-speed cutting and grinding tools, complemented by working capital (OPEX) in cold-rolled metal sheets, structural steel rods, and industrial welding electrodes. Concurrently, SRSO's Business Development Services (BDS) strengthened his operational governance through an intensive Enterprise Business Plan Bootcamp and Financial Literacy and Bookkeeping training—equipping him to design a lean shop-floor layout, institute disciplined unit-cost and job-order pricing, manage inventory turnover, and launch full commercial operations in September 2025.

Case Study 01 TALUKA BADIN

FORGE

Fabrication, Ownership & Rural Growth Enterprise (continued)



By consolidating lathe turning, precision drilling, structural welding, and bespoke metal fabrication under a single roof, Zulfigar's micro-enterprise eliminated multi-vendor bottlenecks and established a **compelling** value proposition for commercial buyers. Agricultural producers, agro-processing units, market traders, and neighboring workshops across Village Nabi Bux Unar and the broader Taluka Badin corridor no longer had to outsource stage-mechanical repairs to distant urban centers or absorb costly machinery downtime during peak agricultural seasons. Direct end-to-end order management enabled Zulfigar to enforce standardized tolerances, superior structural durability, and rapid turnaround times—commanding a strong average unit realization of PKR 3.000 per primary fabrication job and cultivating a loyal base of 8 to 10 recurring B2B and retail clients driven by performance reputation. To modernize collections, reduce cash-handing leakage, and build a verifiable credit footprint, he integrated a JazzCash/EasyPaisa merchant payment account, offering frictionless digital settlements while systematically documenting business cash flows.

Within its initial operational phase, the micro-enterprise scaled from a **zero-asset startup to PKR 50,000 in monthly gross revenue against PKR 40,000 in direct operating expenditure, generating PKR 10,000 in monthly net operating profit and a resilient 20% net operating margin while rapidly amortizing startup overhead. Beyond transforming his household's financial trajectory from precarious wage labor into asset-backed enterprise ownership, the workshop has created two full-time paid positions—including skilled technical employment for a young worker from the local community—while generating upstream and downstream economic multipliers for regional steel merchants, hardware distributors, and local rural transporters.**

> *"Before the PAIDAR grant, I had the technical skills to run a lathe, but zero capital to own one. With SRSO's support and the new machinery under one roof, I now serve regular customers directly, generate steady monthly sales, and provide full-time employment to two workers from my community."*
>
> **– Zulfigar,** Micro-Enterprise Founder, Taluka Badin



Positioned on sound commercial fundamentals, **Zulfigar's 24-month expansion roadmap centers on locking in recurring B2B maintenance and fabrication contracts with commercial farms and agro-enterprises across District Badin, reinvesting retained earnings into specialized precision tooling to elevate throughout and margin per machine-hour, completing formal tax and regulatory registration, and establishing structured technical apprenticeships to train and employ local youth.**

MICRO-ENTERPRISE JOURNEY

02

STITCH – SCALING TEXTILES, INNOVATION & YOUTH TRADE

TALUKA MATLI: ENTREPRENEUR SURESH KUMAR
WARD NO. 5, MATLI CITY

LEAD
LOCAL ENTERPRISE ACCELERATION & DEVELOPMENT





TRANSFORMATION TIMELINE

BEFORE LEAD
Small home-based tailoring with limited tools and irregular orders.

PAIDAR MICRO-GRANT
Received PKR 1,269,000 with founder equity PKR 150,000.

INVESTMENT & SETUP
Acquired 11 Juki sewing machines, steam pressing irons, cutting tables and shears, and installed 3.5 kW solar PV.

GROWTH & STABILITY
Producing 335 garments per month, achieving 55% margin and reaching 12 full-time jobs.

FUTURE SCALE
Expanding into overlock, buttonhole and B2B supply partnerships.

GARMENT-PRODUCTION WORKFLOW

1. **CUTTING** — Fabric is measured and cut with precision.
2. **STITCHING** — Pieces are stitched on Juki machines by skilled operators.
3. **PRESSING** — Steam pressing irons ensure quality finish.
4. **QUALITY CHECK** — Each garment is inspected for fit and durability.
5. **PACKING** — Garments are folded, tagged and packed securely.
6. **DISPATCH** — Orders are delivered to retail and B2B clients.

IMPACT AT A GLANCE

TOTAL PRODUCTIVE CAPITAL	PKR 1,419,000
MONTHLY GROSS REVENUE	PKR 85,000
MONTHLY OPERATING EXPENSES	PKR 38,000
NET OPERATING PROFIT	PKR 47,000
NET OPERATING PROFIT MARGIN	55%
JOBS CREATED	12 FULL-TIME (10 YOUTH POSITIONS)
COMPLIANCE & PAYMENTS	FBR NTN; JazzCash/EasyPaisa

> "The PAIDAR grant gave me the machines and confidence to grow. Today, we stitch quality garments, employ youth, and power our unit with clean solar energy."
>
> **— Suresh Kumar**
> Founder, STITCH
> Ward No. 5, Matli City

ROADMAP AHEAD

UPGRADE CAPABILITIES
Add overlock and buttonhole machines to improve finishing and design quality.

B2B SUPPLY GROWTH
Build long-term partnerships and digital marketing with retailers and uniform providers.

SUSTAIN & SCALE
Leverage solar energy and digital payments to scale production and reach new markets.

STITCH | Clicks

Ward No. 5, Matli City













Case Study 02 | MATLI

STITCH

Scaling Textiles, Innovation & Youth Trade in Taluka Matli



Suresh Kumar, a skilled tailor from **Ward No. 5, Matli City, Taluka Matli,** founded **STITCH** to turn his craft into a reliable textile enterprise. **Before PAIDAR**, the enterprise was small home-based tailoring with limited tools and irregular orders. **PAIDAR** provided **PKR 1,269,000** with **PKR 150,000** founder equity, enabling Suresh to transform his operation into a modern, efficient unit. The enterprise acquired **11 Juki sewing machines, steam pressing irons, cutting tables and shears, and installed 3.5 kW solar PV** to reduce energy costs and ensure reliable production throughout the year.

STITCH follows a structured production workflow to deliver consistent quality. Fabric is selected and moved to precision cutting, where patterns are laid and cut with accuracy. Pieces are then stitched on Juki machines for strength and neat finishing. Garments move to steam pressing to ensure a crisp, professional look, followed by quality checking for sizing, stitching and overall finish. Completed items are packed carefully and dispatched to retail and B2B clients on schedule, building trust and repeat business across the region.

The results have been strong and consistent. Monthly output reached **335 garments**, generating **PKR 85,000** in monthly gross revenue. Direct operating expenses stand at **PKR 38,000**, resulting in **PKR 47,000** monthly net operating profit and a **55%** net operating margin. **STITCH** now provides **12 full-time paid jobs**, including **10 technical positions for local youth aged 18–29.** The enterprise is **FBR NTN** compliant and uses **JazzCash/EasyPaisa digital payments** to manage transactions efficiently and transparently, strengthening trust with customers and suppliers.

Looking ahead, Suresh has a clear 24-month plan. He will invest in overlock and buttonhole machines to expand product range and improve finishing quality. **STITCH** will build B2B partnerships with retailers and uniform providers to secure regular, long-term orders. By combining solar energy and digital payments, the enterprise is well positioned to scale responsibly, create more skilled jobs and become a leading textile brand in Taluka Matli.

Case Study 02 **STITCH**

STITCH –

Scaling Textiles, Innovation & Youth Trade in Taluka Matli (continued)



By integrating mechanized garment assembly with a 3.5 kW solar photovoltaic (PV) system, Suresh engineered a decisive dual advantage in both product quality and unit cost competitiveness. Captive solar energy eliminated daytime grid outages and substantially compressed overhead utility costs, enabling the workshop to price aggressively for wholesale buyers while maintaining strong gross margins. On the shop floor, standardized pattern grading, precision Juki stitching, and commercial pressing elevated output to 335 retail-grade garments per month, ensuring a structured jacket, tailored trousers, and three-piece ensembles—while disciplined offcut developed professional printed product catalogs and visiting workers alongside a JazzCash/EasyPaisa merchant account, streamlining digital B2B collections and building a verifiable transaction record.

Today, the micro-enterprise operates on strong, repeatable commercial fundamentals, generating PKR 85,000 in monthly gross revenue against PKR 38,000 in direct operating expenses to deliver PKR 47,000 in monthly net operating profit—an exceptional 55% net operating margin. Beyond replacing informal debt vulnerability with household financial security and consistent retained savings, Suresh's factory has emerged as a premier youth employment engine in Taluka Matli, sustaining 12 full-time paid jobs—including 10 technical positions for young workers aged 18-29—while generating steady upstream demand for regional textile wholesalers, trimmings suppliers, and local transport operators.

> *"Before PAIDAR, manual tools and lack of workspace limited what I could produce and earn. With SRSO's guidance, solar-powered Juki machines, and a dedicated production floor, we now deliver retail-grade garments across districts, sustain strong monthly profits, and provide full-time livelihoods to twelve workers—ten of them local youth."*
>
> – **Suresh Kumar, Micro-Enterprise Founder, Taluka Matli**

Positioned for sustained scale over the next 24 months, Suresh plans to reinvest retained operating profits into commercial overlock and buttonhole machinery to deliver export-grade interior seam finishes, expand recurring B2B supply agreements with retail outlets across wider Sindh, and create additional skilled manufacturing careers for local youth.

EMPOWERING YOUTH. STITCHING FUTURES.

Enterprise today.
Opportunity for tomorrow.

MICRO-ENTERPRISE JOURNEY 03 | TALUKA BADIN

PRINT – POWERING RURAL INNOVATION & NEW TRADE

LEAD
LOCAL ENTERPRISE ACCELERATION & DEVELOPMENT

Molvi Hussain Soomro, Union Council 2 | Founder: Muhammad Ayob



FROM BASELINE TO CURRENT

BEFORE LEAD SUPPORT	TODAY TODAY
Small kiosk with basic photography and manual writing jobs.	Modern print & stationery enterprise with advanced equipment and steady client flow.
Irregular income, limited equipment and no digital systems.	Digitised services with POS/QR payments and streamlined operations.
No formal registration or digital payments.	FBR NTN registered, formal business with growing market trust.

PRODUCTIVE CAPITAL & INVESTMENT

PAIDAR micro-grant	PKR 800,000
Founder equity	PKR 600,000
Total productive capital	PKR 1,400,000

Commercial photostat machines, workstations, multifunction printers, binding, cutting equipment, generator and stationery inventory.

SERVICE WORKFLOW

Receive job (print, copy, design, bind) → Process on photostat / digital press → Bind, cut & finish materials → Deliver to customer on time

IMPACT TODAY

PKR 30,000
Monthly net operating profit

2
Full-time youth jobs created

PKR 12,000
Average wage per job

> *"This grant didn't just buy machines — it opened a new chapter for our village. Today our work travels beyond Badin, and our youth have dignified jobs at home."*
>
> – Muhammad Ayoob, Founder

24-MONTH GROWTH PLAN

- Expand into institutional stationery orders from schools and government offices.
- Invest in high-speed digital presses to increase capacity and quality.
- Build a local design & printing brand, creating more skilled youth jobs.

PRINT | Clicks

Molvi Hussain Soomro, Union Council 2, Taluka Badin



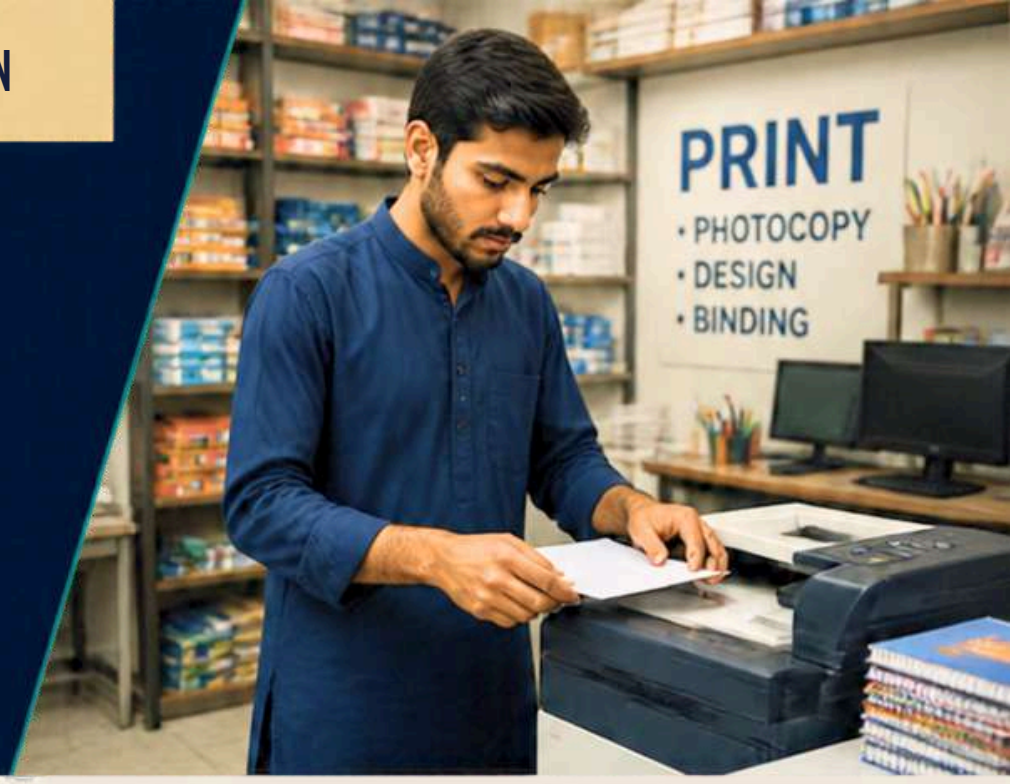




Case Study 03 | BADIN

PRINT

Powering Rural Innovation & New Trade



Muhammad Ayob and **Molvi Hussain Soomro**, founders of **PRINT from Union Council 2, Taluka Badin**, transformed a small kiosk into a modern print and design enterprise.
Before PAIDAR he operated a small kiosk with basic photography and manual writing jobs, with irregular income, limited equipment, no formal registration and no digital payments.

PAIDAR provided a micro-grant of **PKR 800,000** and founder equity of **PKR 600,000**, creating total productive capital of **PKR 1,400,000**. The enterprise acquired commercial photostat machines, workstations, multifunction printers, binding and cutting equipment, a generator and stationery inventory.

PRINT receives print, copy, design and binding jobs from customers across Badin. Orders are reviewed to confirm requirements, then processed on a photostat machine or digital press. Materials are then bound, cut to size and finished for a professional look. Completed jobs are quality-checked, packed carefully and delivered on time, ensuring customer satisfaction and repeat business.

Today, the enterprise is now **FBR NTN** registered, uses POS/QR payments and **JazzCash/EasyPaisa**, and generates **PKR 30,000** monthly net operating profit. It has **created 2 full-time** youth jobs, with an average wage of **PKR 12,000 per job**.

Looking ahead, Muhammad Ayob and Molvi Hussain Soomro have a clear 24-month plan. They will expand institutional stationery orders from schools and government offices, invest in high-speed digital presses, and build a local design and printing brand that creates more skilled youth jobs.

> ***Muhammad Ayob's founder quote: "This grant didn't just buy machines – it opened a new chapter for our village. Today our work travels beyond Badin, and our youth have dignified jobs at home."***

Case Study 03 TALUKA BADIN

PRINT —
Powering Rural Innovation & New Trade (continued)



By pairing multi-functional digital printing and finishing equipment with dedicated backup power generation, Muhammad Ayoob solved the primary reliability bottleneck plaguing rural commercial print shops: grid-octage downtime. While competing outlets stall during daytime load-shedding, his enterprise guarantees uninterrupted, rapid-turnaround document reproduction, laminated and bound reports, and standardized stationery supplies for students, legal practitioners, local offices, and market traders across Taluka Badin. To elevate customer acquisition and modernize financial management, he paired professional printed product catalogs and visiting cards with POS/QR code payments and a JazzCash/ EasyPaisa merchant account—eliminating cash-handling friction while building a transparent, verifiable digital revenue trail.

Today, the micro-enterprise generates PKR 30,000 in monthly net operating profit from a zero-ownership daily-wage baseline, transforming Muhammad Ayoob into a self-reliant, tax-registered business owner with resilient household cash flows. Equally significant is its direct multiplier impact on youth employment: the shop has created two full-time paid positions for young workers aged 18–29 at an average monthly wage of PKR 12,000 per worker, while sustaining steady upstream demand for regional paper wholesalers, ink and toner distributors, and local transporters.

> *Before PAIDAR, I worked as a daily laborer in someone else's photocopy shop with no path to owning my own business. With SRSO's guidance and grant support, I now run a fully equipped shop of my own, earn steady monthly profits, and provide full-time jobs to two young workers from my community.*
>
> — Muhammad Ayoob, Youth Micro-Enterprise Founder, Taluka Badin

Positioned on strong operational fundamentals, Muhammad Ayoob's 24-month expansion roadmap focuses on scaling wholesale and retail stationery inventory to capture higher-margin institutional bulk orders from schools and local offices, reinvesting retained earnings into high-speed industrial digital presses, and creating new skilled employment opportunities for local youth.

MICRO-ENTERPRISE JOURNEY 04

SOLAR — SUSTAINING OUTPUT, LIVELIHOODS & AGRO-RESILIENCE

TALUKA BADIN | VILLAGE BUDHALL PHAWER

LEAD
LOCAL ENTERPRISE ACCELERATION & DEVELOPMENT



CLEAN-ENERGY TRANSFORMATION TIMELINE

INITIATION
Parveen Akhter envisioned a reliable, low-cost energy solution for grain processing.

SOLAR INVESTMENT
Installed a 25 kW solar PV system to power flour mill and rice sheller.

PRODUCTIVE OPERATIONS
Consistent milling, higher throughput, and better quality output.

BUSINESS GROWTH
Expanded customer base, digital payments, and plans for packaged flour.

INVESTMENT & PRODUCTIVE CAPITAL	
	PKR 1,300,000
FOUNDER EQUITY	PKR 2,200,000
TOTAL PRODUCTIVE CAPITAL	PKR 3,500,000

25 kW SOLAR PV | FLOUR MILL & RICE SHELLER

> *"— Solar power has reduced our costs and lifted our productivity. It gives me confidence to invest in my business and our community."*

— PARVEEN AKHTER
FOUNDER

PKR 35,000
MONTHLY ENERGY AND FUEL SAVINGS

Reliable solar power is cutting costs and strengthening rural livelihoods.

IMPACT DASHBOARD

REPEAT CUSTOMERS	150 or more per month
MONTHLY GROSS SALES	PKR 65,000
NET OPERATING PROFIT	PKR 15,000
JOBS CREATED	4 full-time jobs including 2 rural women and 2 youth
MARKETING & PAYMENTS	WhatsApp/Facebook promotion, JazzCash/EasyPaisa and Khata app

ROADMAP AHEAD

Expanding operations and moving into packaged flour to reach more households with quality and trust.

SOLAR –

Sustaining Output, Livelyhoods & Agro-Resilience

(continued)



Powered by the 25 kW solar installation, Parveen Akhter's micro-enterprise decoupled grain processing from grid instability and diesel price volatility, slashing monthly energy and fuel expenditure by PKR 35,000. That structural unit-cost advantage enabled her to price flour-grinding services below conventional diesel-run mills while operating uninterrupted through peak daytime demand. Embracing Resource Efficient and Cleaner Production (RECP) and circular economy principles, the facility packages flour in eco-friendly materials and valorizes milling husk and by-products for local households to use in natural mud-house plastering—eliminating organic processing waste. On the commercial and financial front, she modernized customer acquisition and cash-

flow transparency by pairing WhatsApp and Facebook promotion with a JazzCash/EasyPaisa merchant account and a digital ledger (Khata app) for disciplined daily accounting.

Today, the micro-enterprise serves 150 or more repeat customers per month across Village Budhall Phawer and neighboring settlements, scaling from a zero-revenue startup baseline to PKR 65,000 in monthly gross sales and PKR 15,000 in monthly net operating profit while rapidly amortizing fixed infrastructure. Equally transformative is its inclusive socioeconomic footprint: the enterprise has generated four full-time paid jobs—comprising two dignified positions for rural women and two technical roles for local youth aged 18–29 at an average monthly wage of PKR 21,000—while sustaining indirect livelihoods across regional grain cultivators, input vendors, and rural transporters.

> ***"High electricity costs and expensive machinery once stood in the way of building a sustainable enterprise in our village. Through SRSO's support and our 25 kW solar system, we now run an uninterrupted flour mill that saves communities money, creates dignified jobs for women and youth, and strengthens our household independence."***
>
> **— Parveen Akhter,**
> **Woman Micro-Enterprise Founder, Taluka Badin**

Positioned on resilient clean-energy fundamentals, Parveen Akhter's 24-month expansion roadmap focuses on scaling grain-milling and rice-shelling throughout, reinvesting retained earnings into complementary value-added agro-processing equipment, expanding packaged flour distribution across neighboring communities, and creating new skilled employment pathways for rural women and youth.

SOLAR Clicks

VILLAGE BUDHALL PHAWER, TALUKA BADIN











MICRO-ENTERPRISE JOURNEY 05

Taluka Badin | Village Aali Khalifo Jamall Muhalla

BUILD — BOOSTING URBAN INFRASTRUCTURE, LIVELIHOODS & DEVELOPMENT

LEAD
Local Enterprise Acceleration & Development



PRODUCTION TRANSFORMATION

BEFORE (Pre-Intervention)	AFTER (Post-Intervention)
150,000 units	300,000 units
PKR 50 per unit	PKR 70 per unit

UNIT ECONOMICS (MONTHLY)

Monthly Gross Revenue	PKR 300,000
Operating Expenditure	PKR 200,000
Net Operating Profit	PKR 100,000

CAPITAL INVESTMENT

PAIDAR micro-grant	PKR 1,000,000
Founder equity	PKR 250,000
Total productive capital	**PKR 1,250,000**

EMPLOYMENT & BUSINESS METRICS

- Direct payroll expanded from 2 to 5 — including 2 youth roles
- 16 recurring clients
- FBR NTN and digital settlements
- Industrial concrete mixer and material-handling equipment

> **The PAIDAR support gave my small unit real strength and stability. From more production and better prices to a regular client base, everything has improved. We're now preparing to expand into automated hydraulic block-molding. This is just the beginning.**
>
> — Muhammad Hashim, Founder

ROADMAP AHEAD

Expansion into automated hydraulic block-molding

Scaling capacity, improving quality, and creating more local jobs.

MICRO-ENTERPRISE JOURNEY 05

Taluka Badin | Village Aali Khalifo Jamal Muhalla

BUILD —
Boosting Urban Infrastructure, Livelihoods & Development

LEAD

Local Enterprise Acceleration & Development





In Village Aali Khalifo Jamal Muhalla, Taluka Badin, **Muhammad Hashim** runs a small concrete block-making unit that plays a quiet but powerful role in building the homes, schools, and infrastructure his community depends on. Like many entrepreneurs in rural Sindh, he began with limited means but a strong determination to grow.

Before PAIDAR, the unit had limited machinery and working capital. With manual mixing and basic molds, it produced approximately **150,000 concrete blocks per month**. While local demand was steady, the business could not accept larger construction orders due to inconsistent quality, time-consuming production, and cash flow constraints.

Through the PAIDAR program, Muhammad Hashim received a **PKR 1,000,000** micro-grant. Reinforced by **PKR 250,000** of his founder equity, the total productive capital reached **PKR 1,250,000**. This investment enabled the purchase of an industrial concrete mixer and material-handling equipment—critical upgrades that transformed the way the unit produces and delivers.

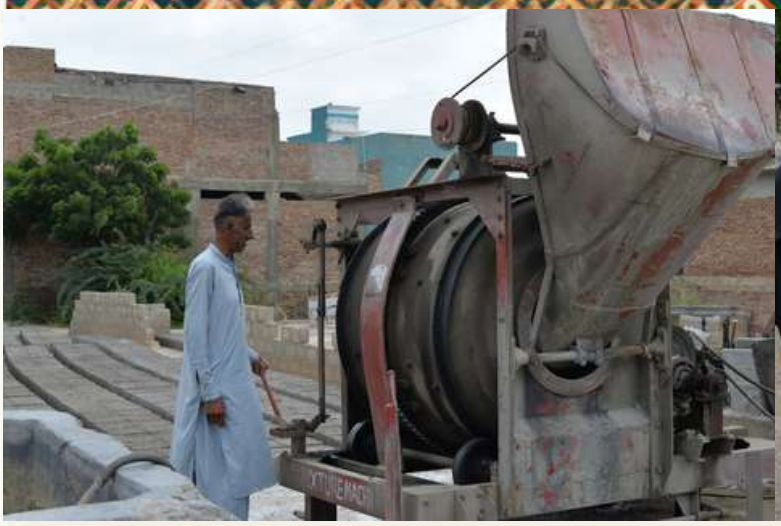
Beyond financing, SRSO support strengthened the foundation of the enterprise. Muhammad Hashim received hands-on guidance in enterprise planning, bookkeeping, and quality improvement. He was also supported in adopting digital settlements and formalizing his business through FBR NTN registration—opening doors to new markets and institutional buyers.

The impact is visible in the quality and scale of production. Standardized mold sizing, controlled curing, and mechanized mixing have improved the consistency, strength, and finish of each block. These quality improvements, combined with faster and more reliable output, have increased capacity, reduced rework, and built strong confidence among builders and contractors.

With better tools, stronger systems, and growing trust in his products, Muhammad Hashim is now ready to expand, take on larger orders, and contribute even more to the development of urban infrastructure and livelihoods in Taluka Badin.

Taluka Badin | Village Aali Khalifo Jamal Muhalla

BuiLD — Boosting Urban Infrastructure, Livelihoods & Development





After the PAIDAR micro-grant, the enterprise delivered a clear **jump in output and value**. Production increased from **approximately 150,000 to 300,000** concrete blocks per **month**, supported by better equipment and smoother processes. **Average realization increased from PKR 50 to PKR 70 per block**, reflecting improved quality, consistency, and stronger demand.

The enterprise now serves **16 recurring builders, civil contractors**, and institutional buyers, providing a reliable supply of quality blocks for housing, boundary walls, and small infrastructure. With higher production and better pricing, the enterprise now generates approximately **PKR 300,000** monthly gross revenue. **Operating expenditure** is approximately PKR 200,000, resulting in a **monthly net operating profit** of approximately **PKR 100,000**, maintaining the 33% operating margin profile established under the BUILD journey.

The enterprise's growth is also creating more opportunities locally. Direct full-time payroll expanded from **2 to 5 paid staff**, including skilled roles for local youth in production, quality control, and equipment operations. Business enablement supported the formalization of operations with **FBR NTN** registration and adoption of digital settlements, improving transparency, record-keeping, and trust with clients.

> ***The PAIDAR support gave my small unit real strength and stability. From more production and better prices to a regular client base, everything has improved. We're now preparing to expand into automated hydraulic block-molding. This is just the beginning.***
>
> — **Muhammad Hashim,** Founder



24-MONTH ROADMAP

The enterprise is preparing to expand into automated hydraulic block-molding to further increase capacity, improve product quality, and reduce production costs. Over the next 24 months, the plan is to secure recurring B2B supply agreements with builders, contractors, and institutions, ensuring stable orders and steady cash flow. This roadmap will drive sustainable growth and create more local jobs for skilled and semi-skilled youth in Badin.

Case Study 05

BUILD –

Boosting Urban Infrastructure, Livelihoods & Development

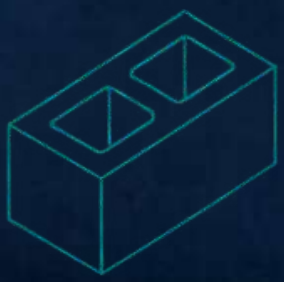
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Integrating mechanized concrete mixing with standardized mold sizing and controlled curing transformed both structural product quality and batch throughput. Uniform cement-to-aggregate blending eliminated weak spots and dimensional variance, doubling monthly physical output from 150,000 to 300,000 units while enabling the enterprise to capture a 40% price premium—lifting init realization from PKR 50 to PKR 70 per primary block based on superior load-bearing strength and clean architectural finish, to convert technical quality into sustained market share, Muhammad Hashim paired printed product catalogues and visiting cards with a JazzCash/EasyPaisa merchant account for frictionless B2B digital settlements, expanding his active client roster from 10 to 16 recurring builders, civil contractors, and institutional buyers across Taluka Badin.

Today, the micro-enterprise has doubled its monthly gross revenue from PKR 150,000 to PKR 300,000 against PKR 200,000 in direct operating expenditure, doubling monthly net operating profit from PKR 50,000 to PKR 100,000 (a resilient 33.3% net operating margin) and establishing a high-volume construction supply hub. Equally significant is its local employment multiplier: direct full-time payroll expanded from 2 to 5 paid staff—including two skilled roles for local youth aged 18–29 earning an average monthly wage of PKR 20,000—while sustaining four indirect livelihoods across regional quarry suppliers, cement dealers, and heavy-transport operators.

> *Limited machinery and working capital once held back how many blocks we could produce and the size of construction orders we could accept. With SRSO's guidance and PAIDAR's investment in our mixer and raw materials, we have doubled our monthly sales and profit, expanded our repeat client base, and created steady jobs for local youth."*
>
> — Muhammad Hashim, Youth Micro-Enterprise Founder, Taluka Badin



Positioned on strong commercial fundamentals, Muhammad Hashim's 24-month expansion roadmap centers on reinvesting retained earnings into automated hydraulic block-molding machinery, securing multi-month B2B supply agreements with regional infrastructure and housing developers across District Badin, and creating new full-time skilled careers for local youth.

MICRO-ENTERPRISE JOURNEY 06

TALUKA BADIN | UNION COUNCIL BADIN 2

GLOW -

GROWING LIVELIHOODS, OWNERSHIP & WOMEN'S ENTERPRISE

A dedicated, hygienic home-based commercial beauty parlour built with purpose, professionalism and pride.



PAIDAR MICRO-GRANT
PKR 640,000

This grant enabled Simran to set up a fully equipped, women-only beauty studio at home and build a steady income.

TRANSFORMATION TIMELINE

BEFORE PAIDAR
Simran wanted to turn her skills in beauty care into a dignified livelihood but lacked the space and equipment to start.

WITH PAIDAR SUPPORT
Received PKR 640,000 to set up a dedicated, hygienic home-based commercial beauty parlour with modern equipment and a welcoming space.

TODAY
Running a professional salon with recurring clients, steady income and a female youth assistant.

TOMORROW
Expanding services, adding more styling stations and creating more jobs for local female youth.

OUR SERVICE MENU

- Haircuts · Blow-dry · Hair colouring
- Bridal & Party Makeup
- Facials & Skincare
- Manicure & Pedicure
- Hair Treatments
- Threading
- Waxing
- Hair Treatments
- Henna (Mehndi)

We accept payments via JazzCash & EasyPaisa. Ask for our printed rate card.

IMPACT AT A GLANCE

RECURRING SERVICE BOOKINGS PER MONTH	30 bookings
AVERAGE SERVICE VALUE	PKR 1,500 per service
MONTHLY GROSS REVENUE	PKR 50,000
MONTHLY OPERATING EXPENSES	PKR 30,000
MONTHLY NET OPERATING PROFIT	PKR 20,000
NET OPERATING MARGIN	40%
JOBS CREATED	1 FEMALE YOUTH ASSISTANT

"PAIDAR gave me the confidence to build my own studio at home. Today, women in my community feel comfortable and come regularly. I am earning, saving and also helping another young girl learn and grow."

SIMRAN

FOUNDER, GLOW BEAUTY STUDIO
UNION COUNCIL BADIN 2



24-MONTH ROADMAP

- Introduce advanced skincare treatments and premium facials.
- Add extra styling stations to serve more clients.
- Hire and train more female youth, creating a team of skilled professionals.

MICRO-ENTERPRISE JOURNEY 06

TALUKA BADIN | UNION COUNCIL BADIN 2

GLOW -

Growing Livelihoods, Ownership & Women's Enterprise



Simran lives in Union Council Badin 2, Taluka Badin. She had the beauty-care skills and the passion to serve her community, but she lacked the space and equipment to turn her skills into a dignified livelihood. Simran wanted to create a hygienic, women-only studio that would be close to home and welcoming for women and girls in her community.

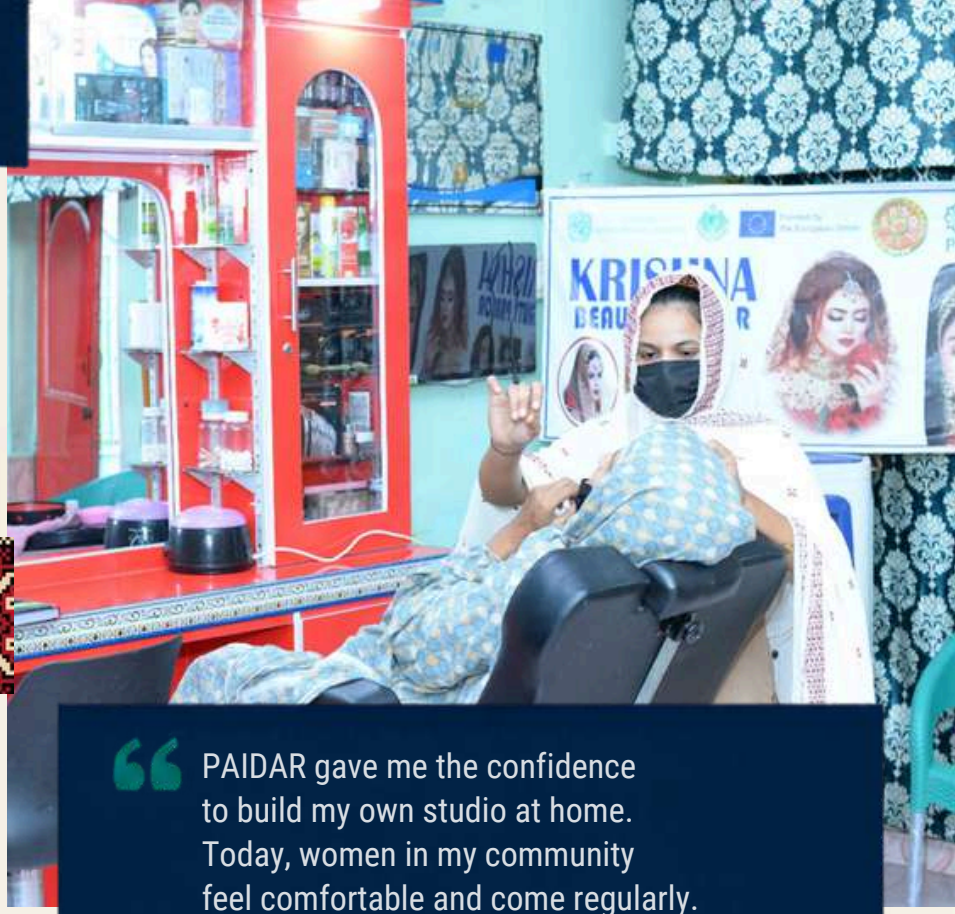
Through the PAIDAR micro-grant, Simran was awarded PKR 640,000. This support enabled her to set up a dedicated, hygienic home-based commercial beauty parlour with modern equipment and a welcoming client space–built with purpose, professionalism and pride.

Simran also received hands-on business-development support from SRSO. She was guided through enterprise planning, bookkeeping, hygiene practices, and service standardization. She developed a printed rate card, strengthened her branding, and learned to offer digital payments through JazzCash and EasyPaisa. These practical skills have helped Simran build a professional operation, serve clients with confidence, and grow a sustainable source of income.



GLOW is more than a beauty studio–it is a space of safety, confidence and care for women and girls in the community. Simran's enterprise reflects how the right support, combined with determination, can turn skills into a dignified livelihood and strengthen women's ownership and leadership at home.

GLOW - GROWING LIVELIHOODS, OWNERSHIP & WOMEN'S ENTERPRISE (CONTINUED)



With PAIDAR's continued support, Simran's beauty studio, GLOW, is now a trusted part of the community. Women from nearby areas visit her for quality services in a respectful, hygienic and comfortable environment. The business is running smoothly and reliably, bringing steady income to Simran and enhancing her confidence and independence.

GLOW offers a complete range of beauty services designed to meet the needs and special occasion needs of women and girls. The service mix includes threading, haircuts, blow-dry, hair colouring, bridal and party makeup, facials and skincare, manicure and pedicure, waxing, hair treatments, and henna (Mehndi). Each service is delivered with care, modern techniques and a strong focus on hygiene.

Simran is also creating opportunities for others. She has hired and trained a young female assistant, providing her with a safe workplace, practical skills and a chance to build her own future. Together, they manage appointments, maintain cleanliness and ensure every client leaves feeling confident.

The continued support from **PAIDAR has helped Simran strengthen her business, retain more clients and dream** bigger. With a **loyal customer base and** strong word of mouth, GLOW is not only growing as a business but also becoming a **source of** inspiration for other women in the community.



> "PAIDAR gave me the confidence to build my own studio at home. Today, women in my community feel comfortable and come regularly. I am earning, saving and also helping another young girl learn and grow."

RECURRING SERVICE BOOKINGS PER MONTH	30 bookings
AVERAGE SERVICE VALUE	PKR 1,500 per service
MONTHLY GROSS REVENUE	PKR 50,000
MONTHLY OPERATING EXPENSES	PKR 30,000
MONTHLY NET OPERATING PROFIT	PKR 20,000
NET OPERATING MARGIN	40%
JOBS CREATED	1 FEMALE YOUTH ASSISTANT

24-MONTH ROADMAP

- Introduce advanced skincare treatments and premium facials.
- Add extra styling stations to serve more clients.
- Hire and train more female youth, creating a team of skilled professionals.

GLOW | Clicks

Union Council Badin 2, Taluka Badin





















Case Study 07 | Taluka Badin

Drive – Developing Rural Innovation, Vehicles & Youth Enterprise

Youth Founder:
Kashif Ali
Village Ibrahim Soomro,
Taluka Badin



Equipped for Quality Service
Hydraulic jack, air compressor, blowers, precision drills, solar PV, spare parts inventory

Powered by Solar PV

From Seasonal Risk to Year-Round Enterprise

Before
Agriculture-dependent seasonal income

Idea
Identified year-round demand for vehicle services and spare parts

Started
PAIDAR micro-grant + founder equity investment in tools, equipment and inventory

Today
A profitable, growing enterprise serving the rural market

Impact & Performance

PAIDAR micro-grant	**PKR 1,452,000**
Founder equity	**PKR 500,000**
Total productive capital	**PKR 1,952,000**
Recurring service & retail orders per month	150
Average realization per order	**PKR 500**
Regular B2B clients	12
Monthly gross revenue	**PKR 75,000**
Monthly operating expenses	PKR 58,000
Net operating profit	**PKR 17,000**
Net operating margin	**22.7%**
Full-time jobs created **(exclusively for local youth)**	5
Digital payments enabled	Raast ID/IBFT, JazzCash/EasyPaisa and mobile banking

> *PAIDAR's support gave me the tools, equipment and confidence to start. Today, we have 150 recurring orders every month, 12 regular B2B clients and five local youth working with pride. This is our village's enterprise, run on skill, trust and hard work.*

Founder, DRIVE
Village Ibrahim Soomro, Taluka Badin

THE ROAD AHEAD
Expanding into fleet maintenance and tractor parts to serve a wider rural market.

Case Study 07 **TALUKA BADIN**

DRive –
Developing Rural Innovation, Vehicles & Youth Enterprise



When off-farm entrepreneurial ambition meets pneumatic workshop tooling and captive solar power, a rural household breaks free from seasonal agricultural vulnerability and builds a high-velocity commercial mobility hub. In Village Ibrahim Soomro of Taluka Badin, young Bachelors graduate Kashif Ali spent his early years assisting his father on their family's agricultural fields, where household cash flow depended entirely on seasonal crop cycles. Escalating agricultural input costs, erratic weather and yield volatility, and multi-month liquidity gaps between harvests placed continuous financial strain on the household, Recognizing the urgent strategic imperative to diversify family income into a year-round, counter-cyclical off-farm enterprise, Kashif envisioned establishing an integrated automobile spare parts and mechanical service center—yet limited startup capital and persistent exclusion from formal commercial credit kept his vision out of reach.

That trajectory shifted decisively when Kashif was inducted into Cohort 01 of the European Union-funded, UNIDO-led Poverty Alleviation and Inclusive Development Across Rural Sindh (PAIDAR) programme, implemented on the ground by the Sindh Rural Support Organization (SRSO) in partnership with the Government of Sindh, after pitching his business model at a joint entrepreneurship bootcamp. Backed by a catalytic PAIDAR micro-grant of PKR 1,452,000 and reinforced by his substantial personal equity co-investment of PKR 500,000 —representing a total productive capital deployment of PKR 1,952,000 with a strong 26% founder equity stake—he commissioned a modernized automobile spare parts and mechanical service workshop. Capital expenditure (CAPEX) was strategically deployed into heavy-duty pneumatic and mechanical equipment—including an industrial hydraulic jack machine, high-capacity air compressor, commercial blowers, and precision power drills—alongside bay upgrades, complemented by working capital (OPEX) for a diversified inventory of fast-moving automotive spare parts and consumables. Simultaneously, SRSO's Business Development Services (BDS) institutionalized core operational and financial governance through an intensive Enterprise Business Plan Bootcamp and Financial Literacy and Bookkeeping training—equipping him with SKU inventory tracking, standardized labor-rate pricing, and disciplined ledger management.

Case Study 07 | TALUKA BADIN

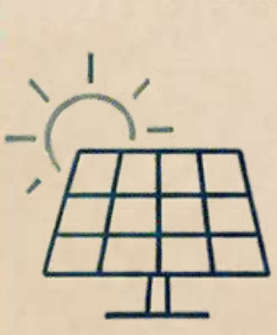
DRive — Developing Rural Innovation, Vehicles & Youth Enterprise (continued)



By pairing mechanized pneumatic tooling with a solar photovoltaic (PV) system, Kashif eliminated slow, labor-intensive manual servicing and grid-outage bottlenecks while bundling genuine spare-part retailing with rapid mechanical installation under one roof. Vehicle owners, commercial transporters, and agricultural machinery operators across Taluka Badin no longer had to source parts from distant towns and wait hours for manual repairs—driving 150 recurring service and retail costs per month at an average unit realization of PKR 500 and locking in 12 regular B2B fleet and commercial clients. To eliminate cash-handling friction and build a verifiable digital credit history, he integrated Raast ID/IBFT, a JazzCash/EasyPaisa merchant account, and mobile banking for seamless supplier and customer settlements.

Today, the micro-enterprise operates on resilient year-round commercial fundamentals, scaling from an off-farm startup baseline to PKR 75,000 in monthly gross revenue against PKR 58,000 in direct operating expenses—generating PKR 17,000 in monthly net operating profit and a steady 22.7% net operating margin. Beyond insulating his family from seasonal agricultural shocks—and generating enough retained wealth for Kashif to construct a new family home—the workshop has emerged as a premier youth employment engine in Village Ibrahim Soomro, sustaining five full-time paid jobs (exclusively for local youth aged 18–29 alongside upstream economic multipliers for regional auto parts distributors, lubricant wholesalers, and rural transporters.

> *"The financial support received through the PAIDAR programme has greatly helped me strengthen my business. I am now earning a better income, which has enabled me to financially support my family and build a new house for them. This achievement has improved my family's living conditions and given me a sense of pride, dignity, and confidence as an independent and successful entrepreneur."*
>
> — Kashif Ali,
> Youth Micro-Enterprise Founder, Taluka Badin



Positioned on strong operational fundamentals, Kashif's 24-hour expansion roadmap centers on reinvesting retained operating profits into deeper spare parts inventory across commercial transport and agricultural tractor lines, formalizing recurring B2B fleet-maintenance contracts across District Badin, and creating new skilled technical careers for rural youth.

Case Study 08 | Taluka Badin

Oil — Organic Innovation & Livelihoods in Cold-Pressed Mustard Extraction

Village Molvi Hussain Soomro, Taluka Badin

Youth entrepreneur Aijaz is turning locally grown mustard into pure, cold-pressed oil — creating jobs, incomes and a healthier choice for communities.



Farm-gate to bottled product

1. Local Sourcing
Mustard seeds procured from local farmers.

2. Cleaning & Sorting
Impurities removed for better quality.

3. Cold Extraction
Industrial mechanical screw oil expeller.

4. Multi-Stage Filtration
Multi-stage pressure filtration.

5. Storage
Food-grade storage for purity & safety.

6. Bottling
Sealed, labelled bottles ready for market.

Unit Economics (Monthly)

Production	
Average unit realization	PKR 500
Gross revenue	PKR 86,960
Operating expenditure	PKR 73,338
Net operating profit	PKR 13,622
Recurring B2B buyers	9
Full-time jobs created	2
Average wage	PKR 15,000

Circular Waste-to-Value



Press cake is sold as nutritious cattle feed, reducing waste and adding value.

Founder — Aijaz

> "PAIDAR's support gave me the technology, confidence and start I needed. We produce pure, cold-pressed mustard oil, support local farmers, create jobs and ensure nothing goes to waste. Our next step is expanding into cold-pressed sesame oil.'

Business Enablement

- Registered with FBR NTN
- Digital payments via JazzCash / EasyPaisa
- Market outreach through Facebook
- Engagement via Instagram
- Customer orders & support through WhatsApp Business

LEAD
Local Enterprise Acceleration & Development

OIL —

Organic Innovation & Livelihoods in Cold-Pressed Mustard Extraction

When traditional rural retail is upgraded into a hygienic, branded, and circular agro-processing enterprise, a small grocery shop becomes a reliable market for local farmers and a source of dignified rural employment. In Village Molvi Hussain Somoro of Taluka Badin, young entrepreneur Aijaz operated a small grocery outlet that generated only modest informal income and offered no pathway to asset ownership. Although surrounding farmers produced mustard seed locally, the village lacked a trusted facility for converting that crop into pure, retail-ready cooking oil. Aijaz recognized the opportunity to build an integrated cold-press extraction unit, but the capital cost of an oil expeller, filtration equipment, packaging materials, and reliable working capital placed formal manufacturing beyond his reach.

That constraint shifted when Aijaz was selected for Cohort 01 of the European Union-funded, UNIDO-led Poverty Alleviation and Inclusive Development Across Rural Sindh (PAIDAR) programme, implemented by the Sindh Rural Support Organization (SRSO) in partnership with the Government of Sindh. Through a catalytic PAIDAR micro-grant, reinforced by founder investment, he established a hygienic, tax-registered cold-pressed mustard-oil enterprise. Capital expenditure was deployed into a mechanical screw oil expeller, a multi-stage filtration press, food-grade storage, precision bottling equipment, and basic production infrastructure. Working capital secured direct procurement of mustard seed from nearby growers alongside food-grade PET bottles, tamper-evident caps, labels, and other packaging inputs. SRSO's Business Development Services institutionalized the management systems needed for scale through enterprise planning, financial literacy and bookkeeping, quality assurance, hygiene, branding, and marketlinkage support.

The enterprise was designed around a complete farm-gate-to-bottle value chain. Mustard seed is purchased directly from local farmers, cleaned and sorted to remove impurities, and fed into the mechanical screw expeller under controlled low-temperature cold-press parameters. The crude oil passes through multi-stage mechanical filtration before entering food-grade storage and precision bottling. Custom labels and tamper-evident packaging distinguish the product from loose, unbranded, and frequently adulterated oil sold in conventional rural markets. The de-oiled press cake is recovered and sold as nutritious cattle feed, creating an additional revenue stream while ensuring that processing waste is reduced.



Case Study 08

OiL –

Organic Innovation & Livelihoods in Cold-Pressed Mustard Extraction (continued)



To transform raw local oilseeds into a shelf-stable, retail-ready consumer product, the micro-enterprise executes a disciplined, end-to-end agro-processing workflow engineered for purity and yield optimization. Rather than purchasing through distant commodity middlemen, Aijaz secures direct backward linkages by procuring raw mustard seeds from surrounding farmers in Taluka Badin alongside bulk food-grade PET bottles, tamper-evident caps, and custom-printed labels—giving nearby growers a reliable, transparent cash market at harvest while guaranteeing seed freshness and batch traceability. Cleaned mustard seeds are fed into the mechanical screw expeller under controlled low-temperature cold-press parameters, extracting crude oil without high-heat roasting or chemical solvents so its natural pungency, volatile aroma, and essential fatty acids remain intact. The crude oil then passes through a multi-stage mechanical filter press to strip suspended solid particulates and mucilage, achieving optical clarity and extended shelf stability inside a hygienic bulk storage tank prior to precision bottling. Embracing Resource Efficient and Cleaner Production (RECP) and circular economy principles, the unit also recovers nutrient-rich de-oiled press cake (khali) and commercializes it locally as affordable, high-protein cattle feed—eliminating solid processing waste while generating an auxiliary revenue stream.

Moving beyond the loose, unbranded, and frequently adulterated oil sold in conventional rural markets, Aijaz forward-integrated into distinctive consumer branding and tamper-evident retail packaging featuring custom graphics and origin labeling that certify pure, chemical-free extraction. On the commercial distribution front, he executes a hybrid B2B and B2C go-to-market strategy—supplying 9 recurring B2B wholesale buyers, regional grocery stores, and organic food retailers across neighboring towns while driving direct consumer orders through active social media marketing on Facebook, Instagram, and WhatsApp Business. Collections are streamlined through a JazzCash/EasyPaisa merchant account, eliminating cash-handling friction while building a verifiable digital transaction footprint.

Comparing pre-grant and post-grant performance underscores a major leap in commercial resilience, asset producitvity, and community spillover impact. From a baseline of zero manufacturing output, no paid employees, and informal subsistence trading, the micro-enterprise now produces 170 sealed bottled units per month at an average unit realization of PKR 500, generating PKR 86,960 in monthly gross revenue against PKR 73,338 in direct operating expenditure to deliver PKR 13,622 in monthly net operating profit alongside Aijaz's existing retail earnings. Beyond elevating his household's financial stability and commercial standing as a formalized, tax-registered agro-processor, the facility has created two full-time paid jobs at an average monthly wage of PKR 15,000 while sustaining 8 to 9 indirect livelihoods across local mustard cultivators, packaging vendors, and rural transport operators.

> *Before PAIDAR, running a small grocery shop only met basic daily needs, and I had no capital to buy an oil expeller. With SRSO's training and grant support, I now operate a hygienic cold-press extraction and filtration unit, supply pure bottled mustard oil to regional stores, provide a reliable local market for nearby farmers, and supply affordable cattle feed to livestock owners.*
>
> — Aijaz, Youth Micro-Enterprise Founder, Taluka Badin

Positioned on strong agro-processing fundamentas, Aijaz's 24-month expansion roadmap centers on maximizing expeller capacity utilization by diversifying into cold-pressed sesame (til) and complementary specialty edible oils to hedge seasonal crop cycles, expanding B2B retail shelf placement across District Badin, and creating new skilled technical employment for rural youth.

Oil | Clicks

Village Molvi Hussain Soomro, Taluka Badin

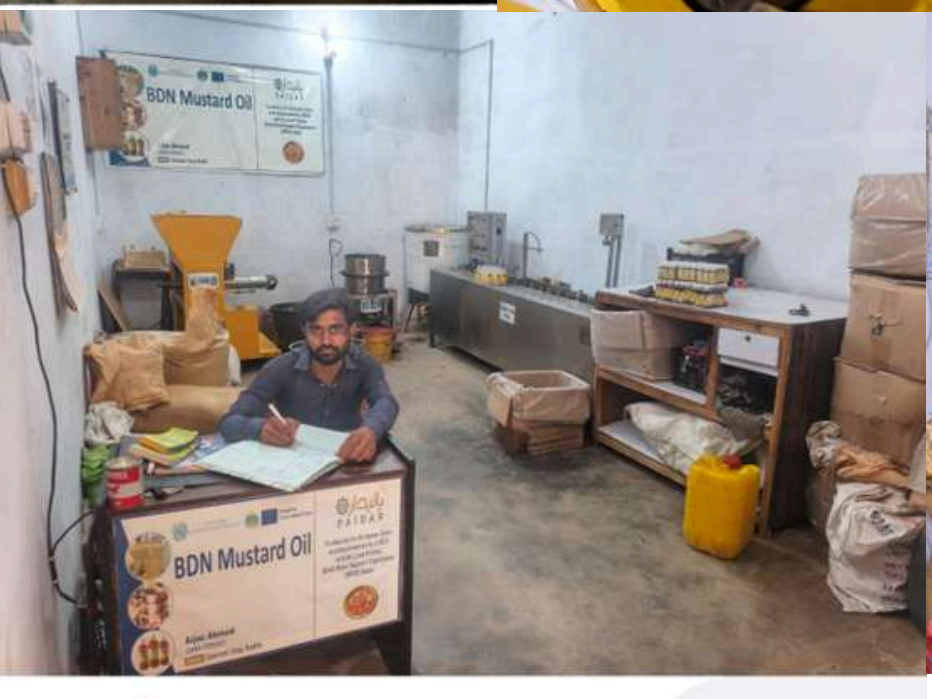










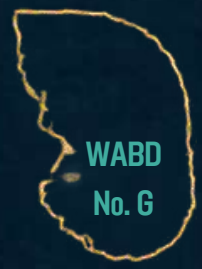




CASE STUDY 09

TALUKA BADIN

CRAFT — CREATING RURAL APPAREL, FOOTWEAR & YOUTH TRADE







RETAIL TO MANUFACTURING TRANSFORMATION

Kailash, a youth entrepreneur from Ward No. 6, Taluka Badin, transformed a retail footwear outlet into a local manufacturing enterprise. Through the PAIDAR micro-grant and personal investment, he established CRAFT - Creating Rural Apparel, Footwear & Youth Trade, building productive capacity, creating jobs, and learning the trust of B2B and retail buyers across the region.

> "PAIDAR gave me the support to move from retail to real production. Today, CRAFT is made in Badin — creating jobs for our youth with quality and pride."
>
> — Kailash
> Founder, CRAFT
> Ward No. 6, Taluka Badin

PRODUCTION WORKFLOW

- Raw leather sourcing
- ↓
- Skiving & pattern cutting
- ↓
- Stitching & assembly
- ↓
- Finishing & quality check
- ↓
- Packaging & dispatch

IMPACT METRICS

PAIDAR micro-grant	PKR 1,540,000
Founder equity	PKR 1,000,000
Total productive capital	PKR 2,540,000

Assets: leather skiving machine, pattern-cutting machines, finishing equipment, solar PV and raw material inventory

Production capacity	200 finished pairs per month
Average unit realization	PKR 1,500
Buyers	10–12 recurring B2B and retail buyers
Monthly gross revenue	
Operating expenditure	PKR 120,000
Net operating profit	PKR 180,000
Profit margin	60%
Employment	7 full-time jobs at average wage PKR 25,000
Digital payments	Raast ID/IBFT, JazzCash/ EasyPaisa, mobile banking and POS/QR

ROADMAP FOR GROWTH

Kailash plans to expand into automated lasting and stitching machinery to increase capacity, improve efficiency, and scale CRAFT into a leading rural footwear brand.

Automated lasting → Automated stitching → Higher capacity, stronger brand

CRAFT —

Creating Rural Apparel, Footwear & Youth Trade

Youth Entrepreneur Kailash, Ward No. 6, Taluka Badin





When a young rural retailer combines practical market knowledge with mechanized production, solar-supported power, and disciplined branding, a small footwear outlet can become a local manufacturing enterprise. In Ward No. 6 of Taluka Badin, young entrepreneur Kailash operated a retail footwear business but remained dependent on purchased stock, inconsistent supplier quality, and narrow retail margins. He saw sustained demand for durable, affordable footwear across Badin and neighboring markets, yet lacked the machinery, productive workspace, and working capital required to manufacture at scale and compete for wholesale orders.

Through the European Union-funded, UNIDO-led Poverty Alleviation and Inclusive Development Across Rural Sindh (PAIDAR) program, implemented by the Sindh Rural Support Organization (SRSO) in partnership with the Government of Sindh, Kailash received a catalytic micro-grant and invested founder equity to transform the retail outlet into CRAFT — Creating Rural Apparel, Footwear & Youth Trade. The total productive capital supported leather and synthetic-upper inventory, mechanized pattern-cutting and skiving equipment, stitching and finishing machinery, solar photovoltaic power, packaging materials, and working capital for production. SRSO's Business Development Services strengthened the enterprise through business-plan development, financial literacy and boukeeping, quality assurance, branding, packaging, digital payments, and market-linkage guidance.

The new workshop follows a standardized production system. Raw leather hides and synthetic uppers are sourced and cut to repeatable sizing patterns, thinned and beveled on a mechanized skiving machine, assembled with soles and hardware, and refined through powered finishing stations before quality inspection and packaging. Solar power protests production from daytime grid interruptions and compresses utility overhead, while leather and sole off-cuts are recovered for secondary use or resale. The shift from unbranded retail reselling to branded, retail-ready manufacturing gives Kailash control over quality, presentation, and margin while opening access to B2B wholesale buyers across the region.

Through custom brand logos, product hangTags, standardized packaging, printed catalogsues, visiting cards, and digital payment options, CRAFT is positioned as a locally made footwear producer rather than only a neighborhood retailer. The enterprise now supplies finished footwear to recurring wholesale and retail buyers, creates skilled work for local youth, and provides a platform for further investment in automated lasting and stitching machinery.

Case Study 09 **TALUKA BADIN**

CRAFT –

Creating Rural Apparel, Footwear & Youth Trade

(continued)



Today, the micro-enterprise executes an integrated, technology-enabled shoemaking workflow engineered for batch uniformity, structural durability, and high margin retention. Raw leather hides and synthetic uppers are precision-cut to standardize sizing patterns, thinned and bevelled via the mechanized skiving machine for seamless stitching and ergonomic comfort, assembled with high-traction soles and hardware hooks, and refined on powered finishing stations. Powered by a solar photovoltaic (PV) system that insulates shop-floor machinery from daytime grid interruptions and compresses utility overhead, the workshop also embeds Resource Efficient and Cleaner Production (RECP) practices by systematically recovering and reselling leather and sole off-cuts for secondary reuse—minimizing material waste while generating ancillary cost recovery.

Moving beyond unbranded reselling, Kailash forward-integrated into a cohesive consumer brand identity featuring custom brand logos, product hangTags, standardized retail packaging, printed product catalogues, and visiting cards. This retail-ready presentation enabled his micro-enterprise to pivot from neighborhood walk-in retail into regional B2B wholesale distribution—supplying 200 finished pairs per month at an average unit realization of PKR 1,500 across 10 to 12 recurring B2B wholesale and retail buyers, supported by targeted social media marketing and comprehensive digital financial inclusion through Raast ID/IBFT, a JazzCash/EasyPaisa merchant account, mobile banking, and POS/QR code payments.

Comparing pre-grant and post-grant performance underscores a decisive leap in manufacturing scale, asset productivity, and local employment generation. Generating PKR 300,000 in monthly gross revenue against PKR 120,000 in direct operating expenditure to deliver PKR 180,000 in monthly net operating profit—an exceptional 60% net operating margin—the enterprise has strengthened household financial resilience and funded children's education while creating seven full-time paid jobs at an average monthly wage of PKR 25,000 per worker alongside steady upstream demand for regional leather merchants, component suppliers, and local transporters.

> ***Through the support and training received under PAIDAR and SR50, I have gained valuable practical knowledge, adopted modern mechanized techniques, and transformed from a simple shoe retailer into a manufacturer—enhancing production efficiency, product quality, and steady employment for seven staff members.***
>
> **— Kailash, Youth Micro-Enterprise Founder, Taluka Badin**

Positioned on strong commercial fundamentals, Kailash's 24-month expansion roadmap centers on reinvesting retained operating profits into automated footwear lasting and stitching machinery to expand monthly batch capacity, scaling B2B wholesale distribution across District Badin and neighboring regional markets, and creating new skilled manufacturing careers for local youth.

Case Study 10 **Taluka Badin**

Chunri — Commercializing Heritage, Upgrading Networks & Rural Income

Master Artisan Abdul Razzaque, Union Council 2





From Handcraft to Mechanized Finishing

1. Tradition
Generations of hand-tied chunri using natural techniques.

2. Support
PAIDAR micro-grant of PKR 800,000 enabled upgrading.

3. Upgrade
Installed industrial washing and mechanical spin-drying machinery; modernized dyeing station and washing bay.

4. Scale
Expanding quality, faster turnaround, and higher production capacity.

5. Growth
Expanding into mechanized drying and B2B supply contracts.

Production Workflow

Design & Tie
Eco-conscious hand-tying of patterns by skilled artisans.

Dyeing
Eco-conscious drying in upgraded station.

Washing
Eco-conscious drying for colour fastness and clarity.

Spin-Drying
Mechanical spin-drying reduces drying time and improves finish.

Finishing & Packing
Pressing, quality check and packing for markets.

Impact at a Glance

Monthly Production	110 finished units
Average Unit Selling Price	PKR 2,500
Monthly Gross Revenue	**PKR 80,000**
Monthly Operating Expenses	**PKR 22,000**
Net Operating Profit	**PKR 58,000**
Operating Margin	**72.5%**
Direct Employment	1 full-time salaried worker
Indirect Livelihoods Supported	5 indirect livelihoods

> *This support helped me upgrade from traditional methods to modern machinery. Now we produce better chunri, earn more, and create opportunities for our community.*
> — **Abdul Razzaque**
> Master Artisan, Union Council 2

Roadmap Ahead

- **Invest in mechanized finishing equipment for higher efficiency and consistency.**
- **Secure B2B supply contracts with fashion brands and retailers.**
- **Expand market reach to regional and national markets.**

Case Study 10

Case Study 10 — CHUNRI

Lead

Local Enterprise Acceleration & Development

When traditional Sindhi tie-dye craftsmanship is reinforced with mechanized finishing and disciplined supply-chain management, a household craft unit ceases to be a subsistence trade and becomes a high-margin regionalwholesaler. In Union Council 2 of Taluka Badin, 52-year-old master artisan Abdul Razzaque possessed decades of technical expertise in authentic chunni tie-dye textile production, yet his enterprise suffered from severe operational bottlenecks. Relying entirely on manual washing, weather-dependent sun-drying, and improvised workspace conditions constrained daily throughout, prolonged tarnaround times, and created batch-to-batch finishing inconsistencies—preventing him from capturing higher-volume wholesale orders and trapping the operation in low-margin local retailing.

That commercial bottleneck was broken when Abdul Razzaque was selected for Cohort 01 of the European Union-funded, UNIDO-led Poverty Alleviation and Inclusive Development Across Rural Sindh (PAIDAR) programme, implemented on the ground by the Smith Rural Support Organization (SRSO) in partnership with the Government of Sindh. Through a catalytic PAIDAR micro-grant of PKR 800,000, he executed a targeted brownfield scale-up in September 2025, re-engineering his workshop into an efficient, batch-consistent textile processing enterprise. Capital expenditure (CAPEX) was deployed into industrial washing and mechanical spin-drying machinery, a modernized dyeing station, a renovated washing bay, and structured inventory
and display shelving, while working capital (OPEX) secured bulk procurement of raw cotton fabrics, commercial tie-dye pigments, dye-fixing agents, soda ash, industrial salt, rubber bands, and cotton and sewing threads. Simultaneously, SRSO's Business Development Services (BDS) institutionalized core management practices through an Enterprise Business Plan Bootcamp, Financial Literacy and Bookkeeping training, and Quality Assurance and Hygiene advisory— instilling unit-cost accounting, batch quality benchmarks, and structured working capital discipline.





CHUNRI — Commercializing Heritage, Upgrading Networks & Rural Income (continued)



Today, the micro-enterprise operates a streamlined, standardized value-addition workflow engineered for speed, repeatability, and commercial margins. Bulk raw fabrics and chemical inputs are sourced systematically from regional suppliers to lower unit material costs, and prevent stockouts. After intricate hand-tying with cotton threads and rubber bands, fabrics undergo calibrated immersion dyeing fortified with soda ash and chemical fixatives to guarantee deep color saturation and wash-fast durability. Transitioning from manual rinsing and open-air drying to mechanized industrial washing and spin-drying has dramatically compressed production cycle times, eliminated monsoon and humidity delays, and improved fabric softness, before each piece undergoes final inspection and hygienic protective packaging.

By upgrading product finishing, color fastness, and retail-ready presentation, Abdul Razzaque successfully pivoted from fragmented local retail sales into higher-volume wholesale distribution. Currently producing 110 finished units per month at an average unit selling price of PKR 2,500, the enterprise generates PKR 80,000 in monthly gross revenue against PKR 22,000 in operating expenses–yielding PKR 58,000 in monthly net operating profit (an exceptional 72.5% net operating margin) and effectively doubling his pre-grant income. Beyond strengthening household economic resilience and funding children's education, the scaled operation sustains one full-time salaried worker alongside five indirect livelihoods across regional fabric merchants, chemical and dye distributors, and local logistics providers.

> *Previously we worked manually, but through PAIDAR, access to modern machinery and facilities has made our work easier and faster, and our income has doubled compared to before."*
>
> – **Abdul Razzaque,** Micro-Enterprise Founder, Taluka Badin

Over the next 24 months, Abdul Razzaque plans to reinvest retained earnings into additional mechanized finishing equipment to expand monthly batch capacity, formalize B2B supply contracts with urban apparel wholesalers across District Badin and wider Sindh, and generate new skilled jobs for local textile artisans.

Chunri | Clicks

Union Council 2, Taluka Badin










Sk Garments
Stitching
Factory
Suresh Kumar


Sk Garments
Stitching
Factory


Sk Garments
Stitching
Factory
Suresh Kumar
PAIDAR


Sajjad Stationary
& Photostate


Towel
Chunri Center

About This Publication

LEAD — Local Enterprise Acceleration & Development: Ten Micro-Grant Journeys Reshaping Badin documents how catalytic micro-grants, clean energy adoption, regulatory formalization, and digital financial inclusion are transforming informal rural livelihoods into resilient, bankable micro-enterprises across all five talukas of District Badin. Through verified enterprise metrics and field-level human-interest narratives, this publication captures captures a replicable blueprint for rural industrialization, decent youth and women's employment, and inclusive value-chain growth across Sindh.



Published By

Sindh Rural Support Organization (SRSO)
SRSO Head Office, Shikarpur Road, Sukkur, Sindh, Pakistan
District Office: Badin, Sindh
Website: srso.org.pk

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

PAIDAR

Funded by
the European Union

Produced by the Sindh Rural Support Organization (SRSO) under the Poverty Alleviation and Inclusive Development Across Rural Sindh (PAIDAR) programme—funded by the European Union and implemented by UNIDO in partnership with the Government of Sindh.



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