



Rural Education & Economic
Development Society
(REEDS) Pakistan

ANNUAL REPORT 2018-19

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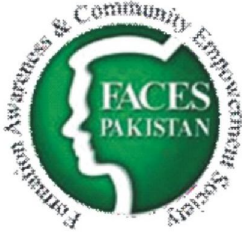


Acknowledgements

We would like to place my warm greetings and take the privilege to convey my sincere thanks to our benevolent donor/partners.

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BCI Better
Cotton
Initiative



COOPERATION >



BETTER
COTTON
GROWTH &
INNOVATION
FUND

EAT SLEEP & DRINK
WHITBREAD

Introduction of REED-Pk

: "Solidarity Building towards Sustainable Rural Development"

Rural Education and Economic Development Society (REED Society) is a non-profitable, non-government and humanitarian organization, registered under the Registration Act of 1860 with the government of Pakistan. REED Society is working for the integral development of the rural marginalized communities without any discrimination of race, creed, and religion in district Rahim Yar Khan since 2002 and become registered in May 2004.

REED-Society appear as a result of in-depth reflection and after having significant review by its likeminded group of men and women concerned for the integral development of the rural society, in response to unsatisfactory development and efforts made for socio-economic development of the marginalized and weaker section of the society

Vision:

Integrated human development through change in attitude with promotion of worship, honesty and harmony

Mission:

Motivate people for self-confidence for their integral development so that they can move towards a prosperous, free, equal and civilized life.

Goal:

Strengthen process that promotes education and economic development of poor rural communities and create an environment for collective change.

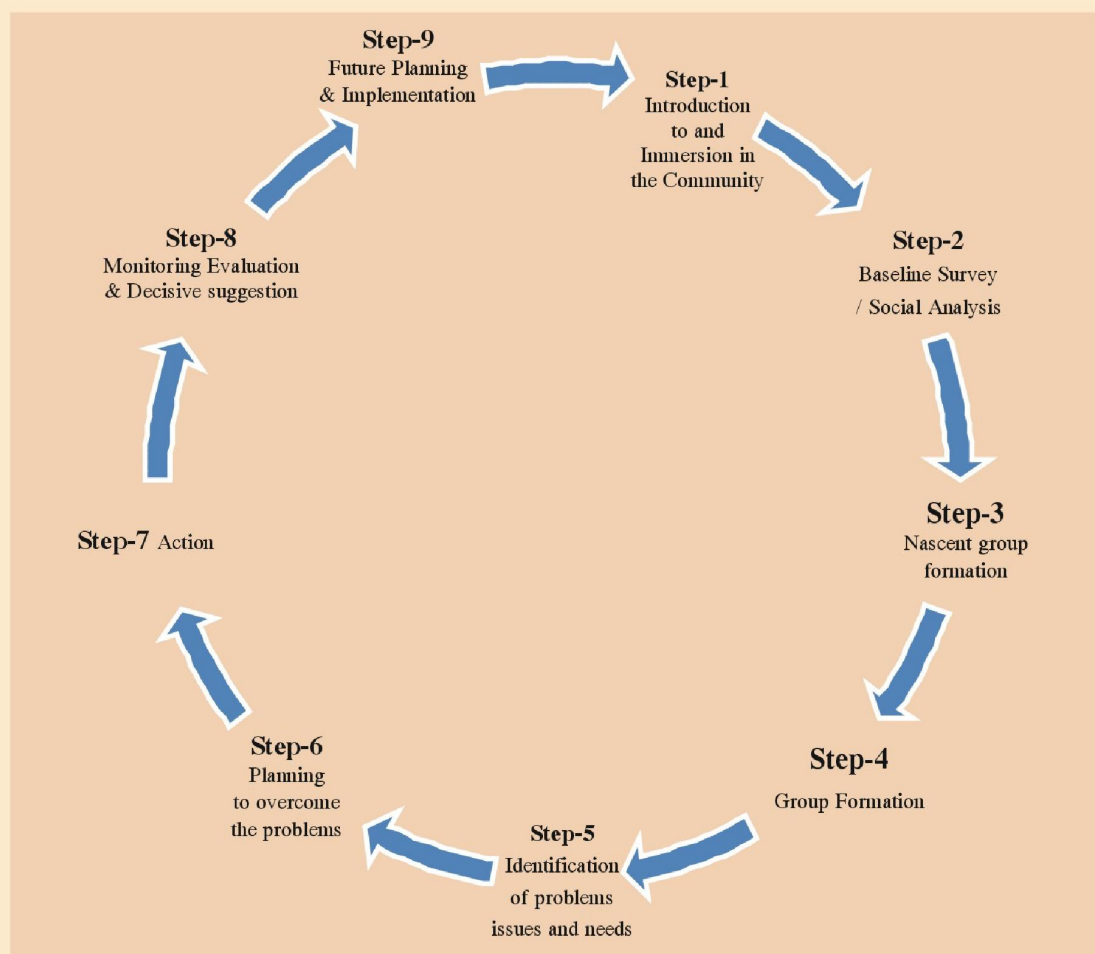
Objectives:

- a. Food security and the improvement of living standard of the rural community.
- b. To reduce loss of life and assets moreover make the disaster-prone communities self-reliant and resilience.
- c. Provision of education among school drop-outs/youth through functional literacy and skill development programs
- d. To promote and protect human rights, especially rights of minorities, older people, person with disabilities, women and children.
- e. To provide preventive, reproductive and curative healthcare services to the people, especially women and children of marginalized communities.

Essential Glance of REED-Pk Programs

- Social Mobilization and Development
- Food Security & Livelihood Program
- Women Education & Child Development Program
- Preventive Health Education Program
- Humanitarian Assistance & Disaster Risk Reduction Program
- Human and Institutional Development Program

Community Mobilization process



Step-2 Baseline Survey / Social Analysis

Strategies:

Awareness raising & Social Mobilization
Group Formation, Advocacy & capacity building
Research, debates and consultations
Information generation, collection & dissemination

Geographical Coverage:

Punjab:

1. Rahim Yar Khan
2. Rajanpur
3. Bahawalpur
4. Multan
5. Muzafargargh
6. Vehari

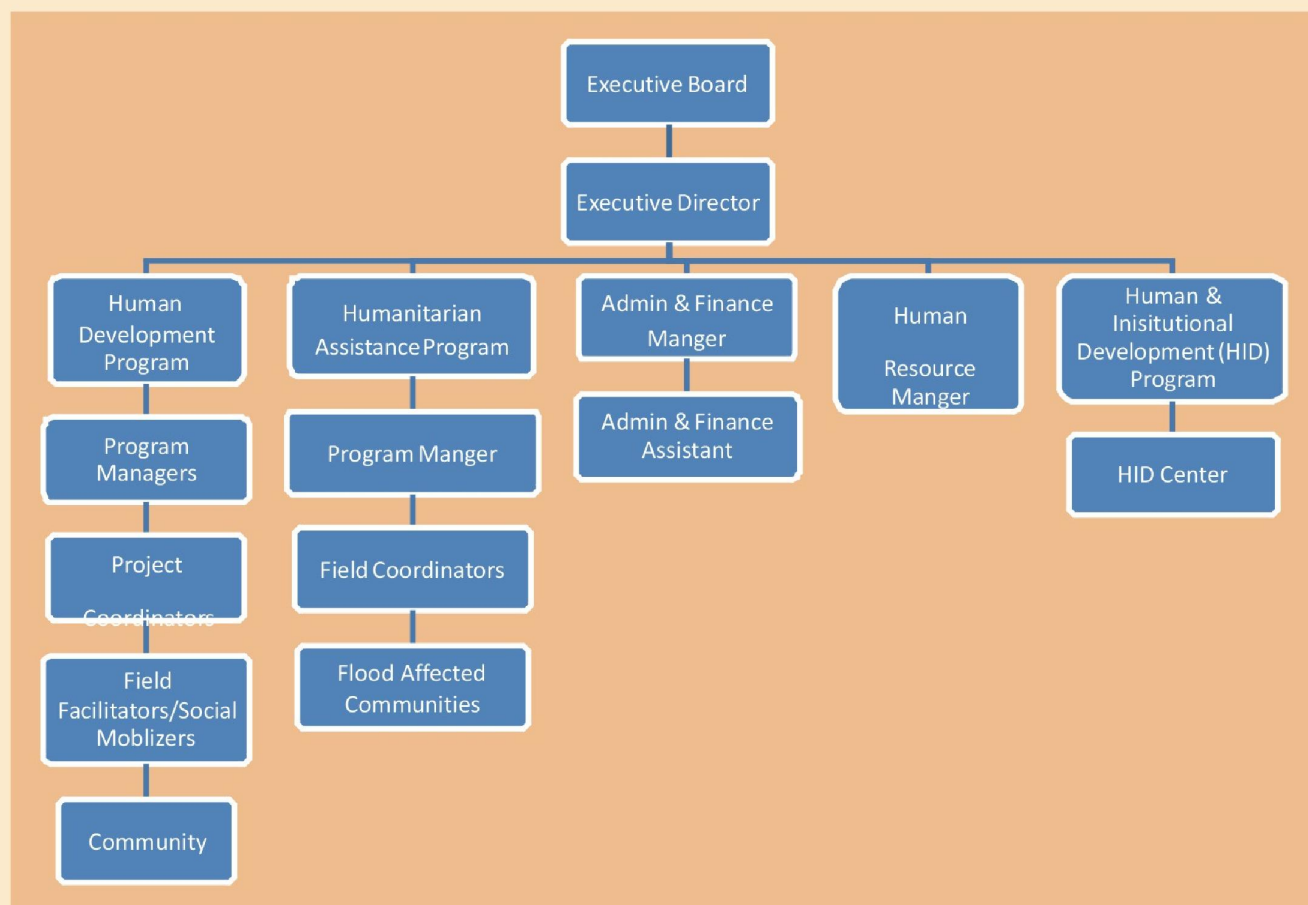
Sindh:

Dadu
Jamshoro
Ghotki

Target Group/Audience:

1. Male and female farmers
2. Religious leaders of the religious minorities
3. Women
4. Youth
5. Children
6. School teachers
7. Educational institutions
8. Local CSOs/NGOs

Organizational Structure



Human Resources

Sr.#	Designation	Qualification	No. of Posts	Male	Female
1	Executive Director	<u>M.Sc (Hons) Agri.</u>	1	1	0
2	Program Manger	<u>M.Sc (Hons)Agri./MA/DVM</u>	4	3	1
3	Quality Assurance Manger/Officers	<u>M.Sc (Hons)Agri./MA</u>	4	3	1
5	FF/DWFF/SO	Diploma in agriculture/MA/BA/ <u>Accred ited Training</u>	232	200	32
6	Accounts Manger/Assistant	M.Com/B.Com	2	2	0
Total			243	209	34



Foreword

Rural Education and Economic Development Society (REEDS) is a non-profit and humanitarian organization, registered under the Societies Act-1860, in May 2004 with the government of Pakistan. Sober minded group of individuals gathered together for a cause; envisioning empowerment through development at the grassroots level. Bringing in their energies, expertise and experience, they decided to stand next to the impoverished rural communities who desperately needed a way out of overwhelmingly unsatisfactory living conditions

Moved by their activism they chose to partner with the local communities on cooperative grounds and gradually picked one after another. In matter of days they noticed a large community was eagerly waiting to join hands with REEDS for development. We believe in the golden rule

"Go to the people, live with them Love them, learn from them Work with them, with what they have Build on what they know
And in the end When work is done.

REEDS is mandated to work for an integral development of marginalized rural communities belonging to any ethnicity, race, creed, and religion in Rahim Yar Khan, district, since 2002. We have built a reciprocal trust on the basis of shared vision for prosperity, equality, activism and unity that plays pivotal role as we continue to advance year The people will rejoice We have done it ourselves".

after year and 2018 - 2019 has been an exceptional year in our life time. We attend our objectives, by liaising with all the stakeholders starting by local communities, local line departments, likeminded national and international NGOs, to further our agenda of capacity-building, knowledge management, environment protection, community development including child protection

REEDS is obliged to all of its well-wishers, for their continued and unhindered support in terms of advice and funds that has helped us accomplish so very much as we move on. Moreover, we would like to dedicate Annual Report 2018-19 to the resilient and hardworking communities of rural areas of Rahim Yar Khan and Vehari districts of Pakistan

Thank you!

Shahid Saleem

Executive Chief

Sustainable Agriculture Program

Pakistan is blessed with vast land, vast natural resource base, covering various ecological and climatic zones; with one of largest and best irrigation systems in the world. Cotton is the most important cash crop declared as 'White Gold' all over the world. Livelihood of millions of people, farmers and cotton picker females is linked with this cash crop in Pakistan. Fiber of cotton is proved scientifically to be the most suitable material for human clothing and preferred natural fiber for fashion and design fabrics all over the world. To meet the increasing demand of this crop, quality and quantity of the crop is manipulated by improving cotton.

Pakistan comprising about 80% of the population continuous to be poor and under developed. More than 80% of rural masses depend directly or indirectly upon agriculture for their livelihood. A large proportion 56% of Pakistan population has income below poverty line and the majority of this group (70%) lives in rural areas.

The Better Cotton Initiative, CottonConnect-UK, Primark Sustainable Cotton Program and REEL Cotton Whitbread Program exists to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future. Keeping in view the importance of agriculture REED-Pk started activities for widespread promotion and dissemination of Better Management Practices (BMP) as per Better Cotton Initiative (BCI) production principles and criteria as well as Responsible Environment Enhanced Livelihoods (REEL) Code of Conduct through participatory approaches Agricultural Better Management Practices (BMPs) are practical, cost-effective actions that agricultural businesses can use to reduce pesticides, fertilizers, animal waste and other pollutants entering our water resources.

Sr.#	Province	District
	Punjab	Rahim Yar Khan
		Rajanpur
		Vehari
	Sindh	Dadu
		Jamshoro
		Ghotki

2- Goals:

- Implementation of Better Cotton System at farm Level.
- Implementation of BMPs (Better Management Practices) at farm level
- Widespread BMP dissemination at farm level
- Promotion of decent work at farm level

3-Objectives:

- To produce better cotton in accordance with the BCI production principles.
- To aware famers about the nature conservation.
- To enhance the capacity of farmers through better management practices.
- To ensure implementation of decent work principles and criteria namely; Freedom of Association and Collective Bargaining, Healthy and Safety, Child labour, Employment Conditions, Non Discrimination, Forced Labour, and Basic Treatment & Disciplinary Action.

4-Implementation Methodology:

- Participatory Discovery Learning Process (PDLP);
- Outreach and Technical Backstopping (OTB);
- Quality Assurance and Monitoring Mechanism (QAMM);
- Feedback Mechanism (FM);
- Continuous skill enhancement and capacity building of Expert Facilitators, Field Facilitators and farming communities;
- Farmer Self Assessment Mechanism (SAM)
- Creditability checks
- Wide Spread Dissemination activities
- Outreach advisory

8-Data Analysis

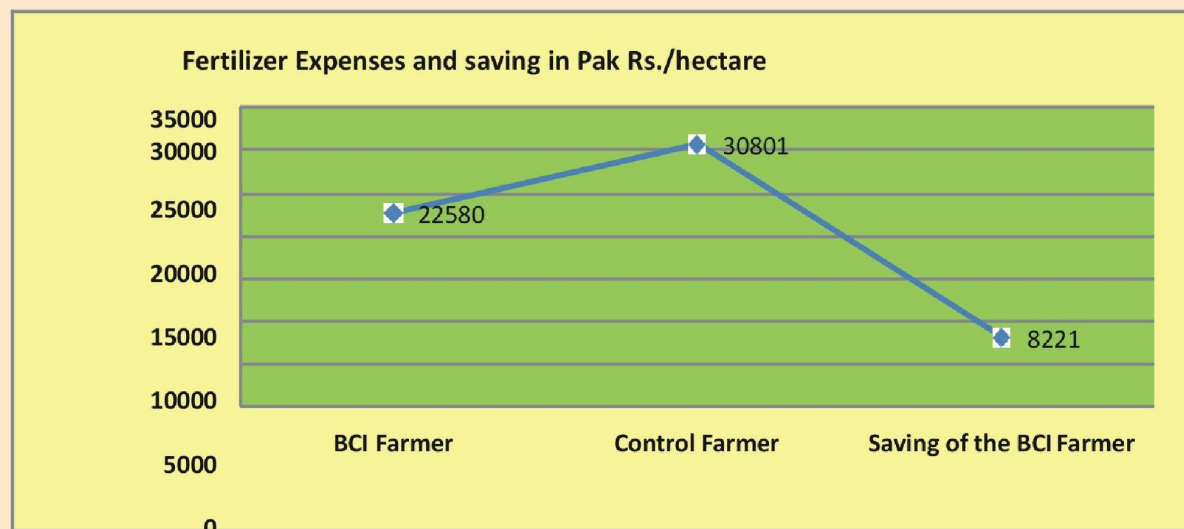
REED-Pk management and field staff i.e. DO, EFF and FF conducted regular field visits of target areas. Keeping in view improving farmer's knowledge and yield in addition reducing Soil, Air and Water pollution REED-Pk team worked with full commitment and dedication focusing better management practices (BMP). The aim of the initiative was to introduce Better Management Practices (BMP) that can optimize productivity and ensure high benefits for cultivators, with minimum possible damage to the environment. With a methodology OVOF through 17 Field Facilitators, 3 EFF, 2 DWFF and one District Agriculture Officer, Focal Person who visited farmer's fields, conducted meetings with the Learning Groups (LG's), monthly gatherings, trainings of decent work and gave them significant recommendations/advisories regarding BMP of cotton to get maximum outputs. To streamline the activities monitoring team worked efficiently and prepared their report for future planning. The underline data is analysed as each FF got data of 100 control farmers of its target 99 LGs and 3899 farmers. The data has been analysed in a way that 100 control farmer's data analysed against the 100 farmers of a PU selected on random bases.

Control Farmer and BCI Farmer Field Analysis:

BCI-farmer and Control Farmers were selected with same variety, same seed rate and sowing date. BCI-farmers plot where decisions regarding crop management were to be made through Cotton Eco System Analysis (CESA) using participatory approaches by the FF, EFF/farmers while Control Farmer Plots (CFP) where decisions were to be made by the farmers themselves who established

Practices & Cost Benefit Analysis of BCI-Farmer & Control Farmer

Use of synthetic Fertilizer:



BCI farmer applied 260 Kg Urea, 40 Kg DAP, 101 kg CAN, 1.5 Kg TSP, 10 Kg SSP and 7709 Kg FYM per hectare while Control Farmer applied 381Kg Urea, 140 Kg DAP, 72 kg CAN, 0 Kg TSP, 0 Kg SSP and 0 Kg FYM per hectare. At general BCI farmer spent 22580 Rs./hectare for synthetic fertilizer and Farm Yar Manure, while Control Farmer spent 30801 Rs./hectare for synthetic fertilizer, on an average BCI-Farmer saved 8221 Rs./hectare. In the project area total amount saved under this head is 201883097 Rs

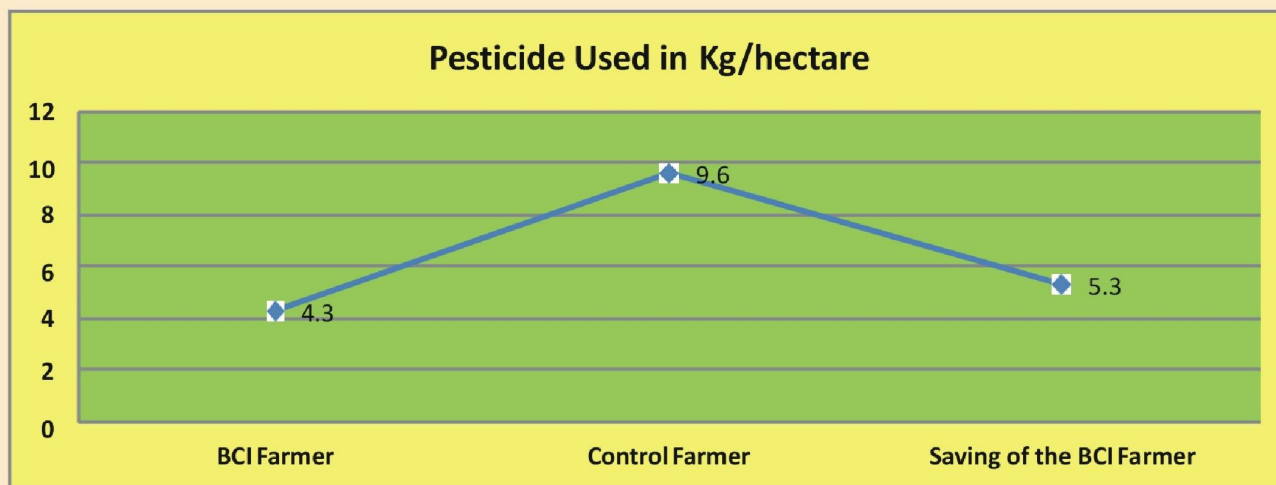
Control farmers used excessive Synthetic fertilizer due to some misunderstanding and lack of knowledge

- About nutrient requirement
- Critical growth stages of cotton crop? Formulation of Synthetic fertilizer
- Micro and macro nutrient deficiency Symptoms
- Proper time and method of application
- Misconceptions that yield are correlated with higher dose of fertilizer application.

Outputs of the Program

BCI-farmers saved their wealth/money/assets and got better results due to knowing nutrient requirement of the cotton crop, methods of application, Micro and macro nutrient deficiency symptoms, presence of nitrogen and phosphorous ratio in each bag which contributed for better yield. Reduction in Synthetic fertilizer application also *decrease soil and water pollution* as nitrate is carcinogenic and this also disturb the natural soil environment, as a result we have *conserved Nitro-somonas and Nitro-bactor naturally occurring bacteria in soil for nitrogen absorption from atmosphere*.

Use of Pesticides:



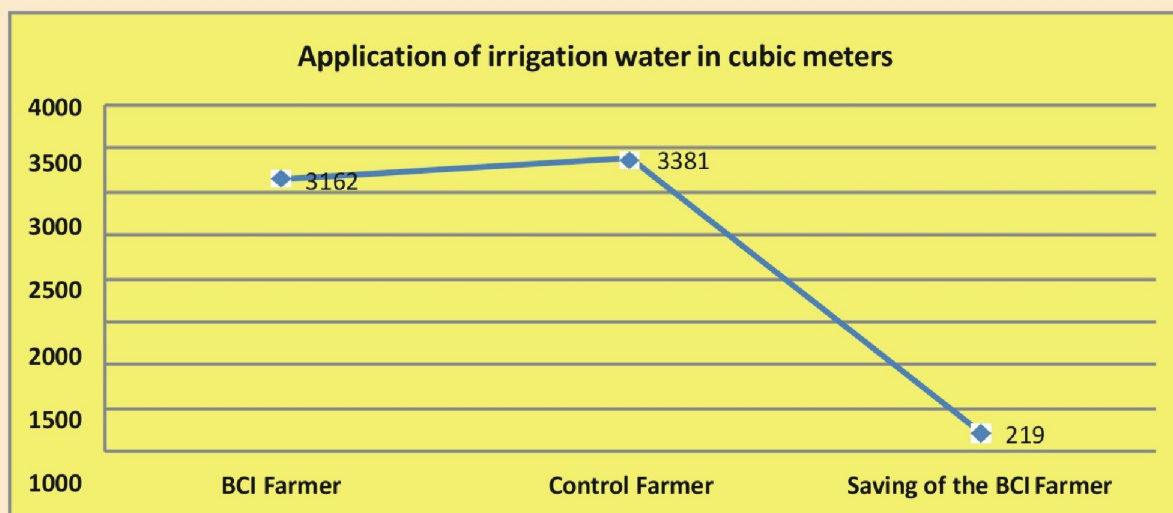
BCI-Farmers applied total pesticide 4.3 kg/hectare while Control Farmer applied 9.6 Kg/hectare. At a general 5.3 Kg/hectare pesticide saved by the BCI-Farmer through IPM and applying BMPs

There for in the target area BCI-farmers saved 130152 Kg/24557 hectare

BCI-Farmers applied pesticide of Rs. 5955/hectare while control farmer applied pesticide of Rs. 8275/hectare in total BCI-farmers saved 56972240 Rs/24557 hectares

Keeping in view the environmental degradation, due to less use of synthetic pesticides by the BCI-Farmers there is decrease in soil, air and water pollution which also conserve our naturally occurring beneficial insects. Control farmers applied more pesticides because they don't know

- Differentiation between harmful and beneficial insects.
- Mode of action of the pests
- Familiar with CESA (Cotton Ecosystem Analysis) technique.
- Relay on synthetic pesticides, no knowledge about botanical, biological and cultural control of pests



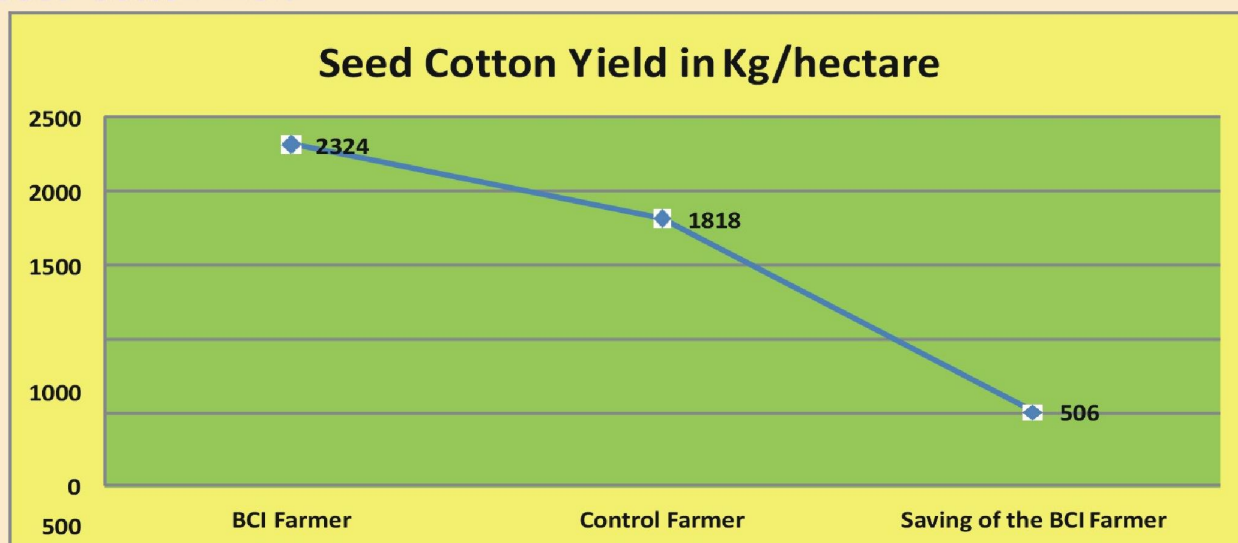
Graph shows that BCI-Farmers applied 3 162 cubic meter irrigation water while Control Farmer applied 3381 cubic meter irrigation water per hectare. Therefore BCI-Farmer saved 219 cubic meter irrigation water/hectare or at general in the target area farmers saved 5377983 cubic meter irrigation water/4186 hectares

It illustrates that Control farmers applied unnecessary water which was quite un-necessary and wastage of precious water due to

- Lack of knowledge about crop water requirement and critical growth stages with respect to water requirement.
- No proper water scouting before irrigation
- Conventional habit of flood irrigation
- Ample water available during the season

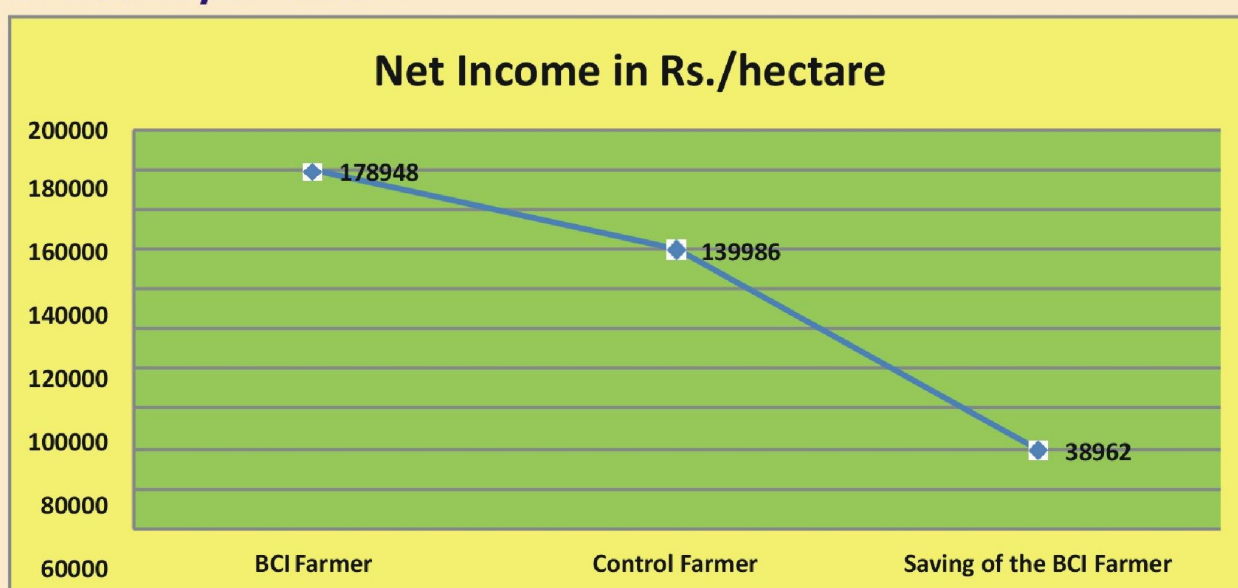
So in this way they are wasting this precious blessing and causing soil erosion due to excessive irrigation. *While BCI-farmers conserve the enormous natural resource, water and also conserve the soil from erosion through un-necessary application of irrigation water*

Seed Cotton Yield



The data shows about seed cotton yield of BCI-farmers and Control Farmers in 2013. The average Seed cotton yield of Control Farmer's yield was 1818 kg/hectare while BCI-farmer was 2324 Kg/hectare, which is 22 % more or BCI-farmer's yield increased on an average 506 kg/hectare

Net Income per Hectare



As the data shows comparison between net income per hectare of BCI-Farmers & Control farmers in 2013. Control farmer's income was **139986 rupees** per hectare while BCI-farmers income was **178948**



From the farmer....

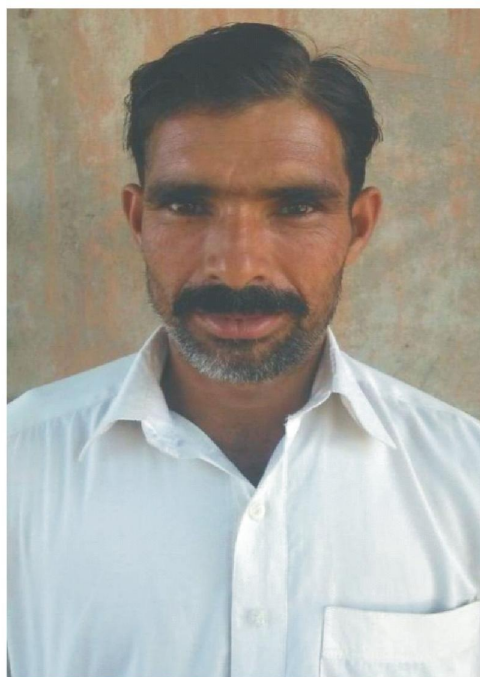
Name of the farmer:

Nabi Ahmad

Age: 32 years.

Location :

*Liaqatpur,
Basti Machi Goth*



I am a part of CottonConnects' REEL cotton program.

Cotton production season is a much difficult time for me as during this season have to manage field & daily household expenses. . Water & fertilizer requirements are on peak. Due to critical economic conditions I thought many times to quite farming and adopt any other livelihoods. I felt wastage of time to continue with Farming as my father do , It was a continuous struggle for me to manage farm without knowing crop requirement and just doing and following others 'I think if you're going to get a good yield on anything you have to use the full rate of fertilizer and the full rate of pesticide.... Otherwise you're just waiting of your time. After becoming the part of REEL program, I adopted different technical practices along with simple farming methods I did not burn crops residues as my father do soon after wheat harvest, prioritize soil analysis, laser leveler and used natural compost and livestock manure for crop nutrition instead of formula fertilizer, now I am more satisfied than ever before and now I enjoy more work.

I would suggest to young farmers that farming choices we will make today will effect the future of our cotton productive and sustainability. work together and be responsible to reduce environmetal impacts, maintain soil fertility and adopt healthy and sustainable practices at your farm

Food Security & Livelihood Program

The general aim of REEDS actions regarding “*food security and livelihoods*” consists of saving lives in crisis situations and protecting and preserving the means of existence for communities at risk, during or after major shocks and in situations of chronic stress. This approach means that the economic and social context in the wider sense needs to be taken into account, as well as the ability of households to be able to plan for, cope with and overcome future distress

Project Title: *Food security and livelihoods project for improving socio-economic conditions of marginalized communities of district Rahim Yar Khan*

Aims & Objective:

The project aims to provide improve livelihood of 288 farm families in of rural and semi urban areas having access to income-generating opportunities through cash grants within ten months. In addition promotion of skills development of 56 women/youth to improve employability and livelihood opportunities, reduce poverty, enhance productivity, and promote environmentally sustainable development by increasing 30-35% family income annually.

Project Target Areas:

4 Union Councils were selected mutually by REEDS and ICCO Cooperation on the basis of potential beneficiaries for Livelihood for minorities' rural community. These targeted villages of relevant UC's are listed in the following table.

Sr.#	Tehsils	UCs/Mouza	Villages
1	Khanpur	Moeena Abad	Chak 74/A Feroza Fatima Pur
2	Rahim YarKhan	Khadali	Yohana Abad
3	Rahim YarKhan	Aman Gargh	Basti Aman Garh, Chak 103/P, Basti Kahoor
4	Sadiq Abad	264/P	Chak 216/P

TARGET

Sr. #		Targets	Achieved	Achieved %	Beneficiaries	
Capacity Building					Male	Female
1	Training of Veterinary Assistant	1	1	100%	10	0
2	Training of Livestock and Poultry Management	1	1	100%	25	63
3	Training of VDC regarding record keeping, project management	4	4	100%	20	16
4	Exposure Visit to Livestock	2	2	100%	22	0

Support to beneficiary						
1	Small Business	250	250	100%	221	29
2	Support middle man	4	4	100%	4	0
3	Buying motorcycle rickshaw	10	10	100%	10	0
4	Establishment of poultry farms	6	6	100%	0	6
5	Purchasing of goats	30	37	123%	0	37
6	Skills Enhancement (plumbing, shuttering, electrician, steel fixing and Provision of kits)	10	10	100%	7	3
7	Training of Veterinary Assistant	10	10	100%	10	0
	TOTAL	128	135		129	154

Outcomes:

- Health of 4000 animals improved through timely vaccination and treatment of the livestock
- On an average 33 % family income increased due to availing income-generating opportunities.
- Confidence increased among the women
- Govt. livestock department not only appreciated the REEDS initiatives but also provided facilitators for the trainings of Village Veterinary Assistants which enhanced networking among different stakeholders
- Different religious leaders like, Catholic Church, Church of Pakistan etc supported in identification of suitable beneficiaries and promotion of peace and intra-faith harmony
- Women actively taken parts of different project activities like buying and selling of different goods, buying of goats, type of business started and utilization of money etc



SHARED FUTURE PROGRAM 2018

Strengthening Social Cohesion and Resilience through socio-economic cooperation

Duration: July 1, 2018 June 30, 2019

Sr.#	Major Activities	Outputs
1	Formation of Youth and Community leaders Core Group	A group of mixed religious community leader consisting of 20 members established A group 30 youth of mixed religious group established
2	5 Joint celebration of religious/cultural festivals	5 Joint celebrations facilitated by the REEDS involving all the community leaders, youth and community (200 per celebrations as whole 1000)
3	5 Celebration of International Days; 1- International peace day (21 Sep), 2- International Youth Day (12 Aug), 3- International Human Rights Day (10 Dec)	5 International days celebrated by REEDS involving all the community leaders, youth and community (200 per celebrations as whole 1000)
4	4 Exposure visit to composite heritage (places i.e. pattanMinnar, Darawar fort etc), folk singer i.e. BaghatKabeer etc.	4 Exposure visit conducted involving 40 people per visit (160 as a total)
5	4 Evening celebration with singer having command on Sufi Kalam promoting of message of peace	4 Evening celebrations conducted with 200 average participation per celebration (800 as a total)
6	Establishment of the Micro-entrepreneurs development network	Micro-entrepreneurs development network (MEDN) of different faiths/beliefs working actively Skilled youth earning 10000-14000 Pak Rupees per month
	Awareness and counseling sessions with youth on importance of technical education, social cohesion, peace building	80 Youth from mixed religious communities took admission in Govt. technical institution without hesitation and feeling secure
	Signing of MOUs with Technical Institutes	4 MOUs signed with 4 technical institute
7	Distribution of initial grants to start business jointly. 60 youth male & female received initial grants	60 youth become economically active in shared businesses 20 Youth got job placement in Govt. or private sector



Promoting Income Generating Opportunities for Sustainable Livelihoods of Marginalized Communities

This is the annual narrative report of the SHADMAN Livelihood Project implemented by REEDS in District Rahim Yar Khan, with the financial support of ICCO Cooperation. This report covers project activities implemented during the year (January- December 2018). It intends to provide an overview of progress, impact, challenges and lessons learned

The project is contributing to empower the marginalized communities especially women and youths (boys and girls) to build their capacities & gain access to opportunities that has improved their quality of life. Intensive work and approaches were done to ensure that all limitations facing by marginalized communities to start their economic resources are dealt with including challenges related to security, transportation, lack of money, etc.

REEDS adopted the methodology of social mobilization, skill promotion and grants distribution for socio- economic development of poor and vulnerable groups of religious minorities in ten Villages of district Rahim Yar Khan to achieve the set targets.

Sr . #	Activity Description	Total Target (Project # 71-03-06-060)	Achieved	Coverage %
1	Provision of Cash Grants with Matching Grants	215	215	100%
2	Training of young male/female regarding skill promotion	25	25	100%
3	Training of VA/IA and Distribution of Kits	20	20	100%
4	Health status of animals/livestock improved through 27 Mobile Veterinary Health Camps	27	27	100%
5	5 Days Training of women regarding poultry & Livestock Management	5	5	100%
6	Health status of the livestock improved due to	5000	6474	130%

The project had a target of 16 indicators under three thematic priority areas of implementation; 8 were related to Small Business Establishment, 4 to Youth Skills Development and 4 regarding Livestock health status improvement. However, the project has been successful achieved all the 16 indicators as a result 1099 direct people get benefitted and 2024 animal's health improved through the project interventions. In addition in 2018 out of 64 beneficiaries 4 beneficiaries' income increased between 10-20 %, 21 beneficiaries' income increased between 21-30%, 11 beneficiaries income increased between 31-35 % while 28 beneficiaries' income increased more than 35%

The project is further extended for 8 months from November 2018-June 2019. REEDS will target 66 beneficiaries as a whole including small grants; skills promotion, training regarding livestock and poultry management etc. The beneficiaries are distributed in previous working areas as well as including UC 264-P from Tehsil Sadiq Abad and Bagh-o-Bahar Tehsil Khan Pur. So, the change against the initial plan looks 66 number of beneficiary's increased.

I started off saying that we value marginalized community. What we value is important. Values show us who we are. In this report, you will see what work has been done and also how the work has been done. Our Core Values have guided us in the “how” and you can read in this report. As a partner of this project I trust that you see your own values reflected in the work we have all done together

With much gratitude,

5.0- Outreach Of The Project

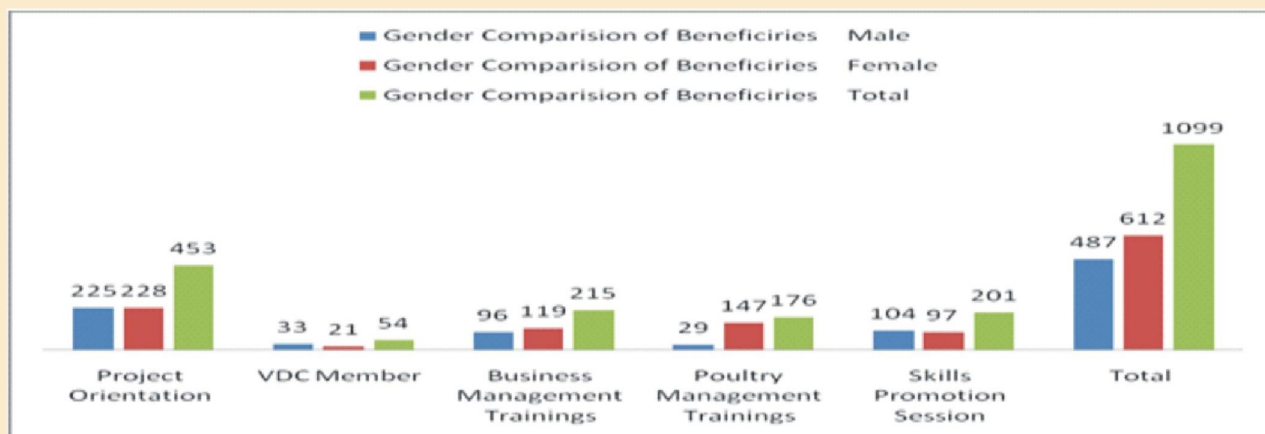
The project has directly reached 1099 people (612 Females & 487 males) in the marginalized communities (Table.1). The Project has covered, 25 widows, 19 FHH, 21 differently abled people and unskilled youth and low income beneficiaries

Table: 1- Number of Beneficiaries of the Project as per Criteria

Tehsil	Direct Beneficiaries		Total direct Beneficiaries	Widow/Divorced	FHH	Disable	Unskilled Youth	Low Income	Indirect Beneficiaries (family members)
	M	F							
Rahim Yar Khan	60	53	113	16	10	11	20	56	668
Khan Pur	36	66	102	9	9	10	36	38	740
Total	96	119	215	25	19	21	56	94	1408

The project has also enhanced the capacity of 1099 Community members and youth in different aspects of Livelihoods enhancement, which included orientation sessions, Skills promotion awareness sessions, Poultry and Livestock Trainings, Business management Trainings, Village Development Committees Trainings. Detail of the beneficiaries benefitted by key activities of the project is in Table 3

Figure: 2- Number of Beneficiaries of the Project Key Activities



In the project due consideration has been given to the inclusion of socially excluded and marginalized groups.

The maximum number of beneficiaries that were benefitted from the project were Hindu (46%) followed by Christian Community (36 %) and Muslims 18% Muslims. The ethnic composition of the beneficiaries is shown in figure 3



6.0 - Progress Summary Against Outputs

Table 2- Output#1: To Improve Livelihoodsof215FamiliesofRuraland Semi Urban Areas Having Access to Income-Generating Opportunities (Small Business)

Sr.#	Activity Description	Total Target	Achieved in 2016	Achieved in 2017	Achieved in 2018	Coverage %	Target 2019	Status
Target 1.1	Establishment of 10 groups of religious minorities consisting of at least 50% women	10	7	3	2	120%	2	2
Target 1.2	Project Orientation meeting/session at community level	8	8	2	2	150%	4	2
Target 1.3	Formation / Nomination of Village Development Committees (VDCs)	10	5	6	0	110%	4	2
Target 1.4	Training of VDC regarding record keeping, project management, identification of beneficiaries	10	5	6	0	110%	4	1
Target 1.5	Identification of beneficiaries for matching grants through FGDs/Questionnaire (170 +47 small entrepreneur, 25+12 skill promotion, 20+7 veterinary)	215	52	99	64	100%	66	10
Target 1.6	Training of beneficiaries regarding development of Business Plan	215	52	99	64	100%	66	10
Target 1.7	Establishment of purchasing committees	10	5	5	0	100%	4	1
Target 1.8	Provision of Cash Grants with Matching Grants	215	52	99	64	100%	66	10

Overall, all projects' staff and beneficiary's capacity building, Beneficiaries livelihood promotion as well as the administrative and management activities were successfully implemented. All activities related to this component were successfully completed. Different capacity building and training activities were conducted for targeted beneficiaries on how to manage and foster project growth of the organizations. These include (but not limited to) the following activities

Current Analysis of 64 Beneficiaries (2018) Income Increases

Note: 10 Beneficiaries of extension not included in the analysis because they started their business in December 2018 and their business are at initial stage.

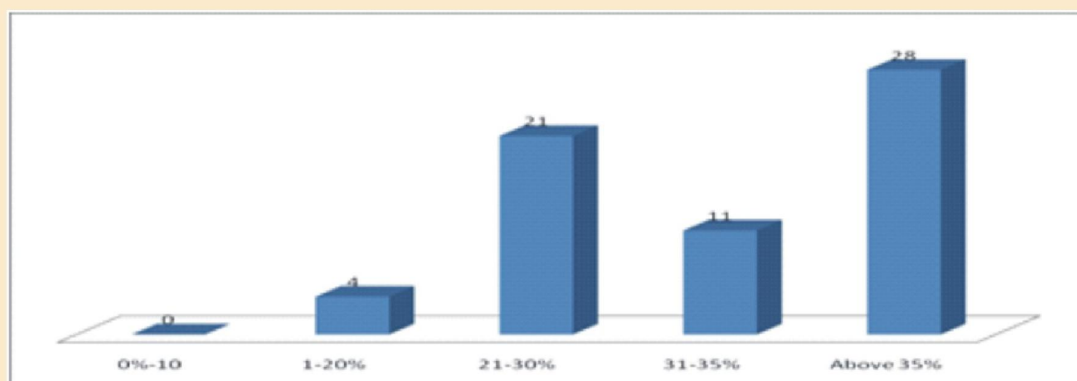
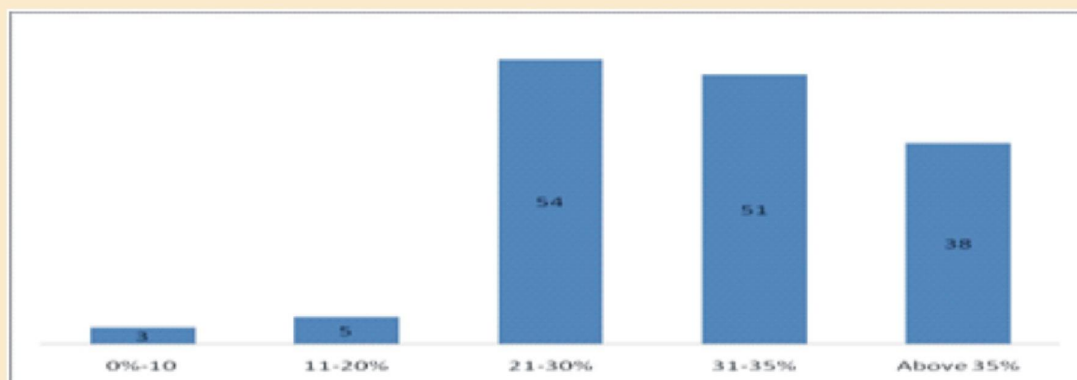


Figure 7: Income analysis of 151 Beneficiaries (2016-17) at the end of Dec 2018





"This is my first achievement; I still have a long way to go," Zahida added. "I want to see 2 branches of Imaan Beauty Parlor in my city and ensure my Imaan (Daughter) education continue to make her successful business women as when women do better, communities do better and families do better"

Zahida was seventeen when she got married due to early child marriage custom in their cast. She was happy that day but the married life was not what Zahida had expected though. Her husband, a commercial car driver, seldom came home, and whatever money he made, would be spent on his friends and late nights indecent activities. In 3 years depending with a daughter she lost her hopes with happy married and parenting life. Rising expenses and uncertainty of the future compelled her to take matters into her own hands by going against the norms of a traditional, patriarchal community and get divorced from husband.

24 years Zahida from Basti Bindor UC Aman Garh met REEDS team In December 2017; completing her six months diploma in beautician through Rangers Technical Institute. As a result she availed small grant amount of Rs. 35,000 from REEDS under "Promoting Income Generating Opportunities for Sustainable Livelihoods of Marginalized Communities Programme SHADMAN Project" and also added her own contribution to start a beauty parlor at market place. Prior to starting her business, she had never owned any other business or worked anywhere. She has been running the parlor now for a year and her approximate monthly income is Rs. 12000- 15000 monthly



"Some time ago, I couldn't even think of owning my own business let alone be successful at it. REEDS Grant is a God sent gift to us, maybe for enduring so much pain and unbearable loss but my daughter and I are happy now. There is always light at the end of the tunnel."

Owing to the techniques learnt from Entrepreneurship Management Training, Zahida was able to successfully establish links with a wide range of customers and Beauty Concern Cosmetics Company, which resulted in the business expanding substantially, with a capacity to produce approximately monthly income of RS: 12000- 15000 with 4000 monthly savings

She believes that her unconditional commitment to work, provision of better service to her customers, Business management Training and financial assistance from REEDS and ICCO Cooperation have played a major role in her business success

Overcoming a Disability to Succeed in Business



Success didn't come swiftly, or easily. "People would comment that a deaf person founding his own startup was insane," They told me that working in a factory was best for my 'situation'". Says Rizwan

Determined to prove doubters wrong, Rizwan refused to give up his hope that he could not start his own business. Yet faced many obstacles. The communication barrier made it more difficult but not now. Determined to prove doubters wrong, Rizwan refused to give up his hope that he could not start his own business. Yet faced many obstacles. The communication barrier made it more difficult but not now.

Rizwan grew up in an underprivileged family in Chak 109/1L UC 45-P under Tehsil Khan Pur of Rahim Yar Khan district. Her widow mother is a farmer on leasing 3 acre land and the entire family including his 2 brothers and three sister farmer on leasing 3 acre land and the entire family including his 2 brothers and three sisters besides him, live out of her income. However, it hasn't been easy for Rizwan who was elder son and deaf. He could not even complete his formal education because of poverty. So he went town sweet shop at the age of 11 with the hope of getting a job.

During his 7 years apprenticeship in a sweetshop owner, he was acknowledged as the "Trade Best" given the fact that he was a quick learner. Though, he got a job in the sweetshop, but was not satisfied with the 7000 monthly salary which hardly contributes financially to lessen the burden of his family expenses. Being ambitious with a wish and experience to become an entrepreneur instigated him to leave the job and start his own Refreshment Stall. All that he needed was some financial assistance.

Although he had to knock at the doors of several banks, all his efforts went in vain as he was unable to convince the bankers about his idea due to communication power and his poor economical background. He tried to start his business by taking loan from local moneylenders but the higher interest rate and much collateral liabilities restricted him from doing so as no one was agreed to take risk for marginalized (disable) person.

He was struggling for their basic needs when Village Development Committee (VDC) and REEDS Project team approached him for the financial help for establishing his business to afford better living for the family. Under Promoting Livelihoods Opportunities of Marginalized Communities Project, Rizwan through lot of sign languages succeed to convinced and finalized by Final Beneficiaries Verification Committees (FBVC) in June 2018, an ecstatic Rizwan received Small Grant cheque worth of Rs. 35,000 and contributed his own small amount, which was all he needed to start his own Refreshment Point that was matched with his dream and future. He also learned basic business management skills under SHADMAN project and learned to convert the skills, experience into successful business.

He astutely set up the Refreshment point on the road side at first so it was accessible to everyone in the locality. With the help of his mother, he started preparing refreshment items (Smosa, Pakora & sweets) to sell his customers mostly men and school children to whom he provide at break time and they are whole heartedly receptive of this refreshment addition to the Community School Centers.

Rizwan along with VDC member contacted three Government School Head Teacher and offered the samosa rates for their school canteens. They convinced and ordered the 300 Samosa per day. That was a big achievement of Rizwan.

Today, his Refreshment Point sale is about Rs. 10000- 15,000 worth of merchandise per month out of which he saves Rs. 3,000-4,000. In his life, the dynamics of his household have radically changed for the better.

"I have managed to take care of my family though", Rizwan says. "I provide for them financially, my younger sisters go to schools, I couldn't have been so brave, or even had this confidence in myself if REEDS hadn't empowered me financially and helped me along the way."

Sahbi Mai's Stitching Enterprise - Mainghwal Community



"Never in my life have I been able to save above Rs2000 in a month, today my average household saving amounts is more than, 3500 every month. My children are going to school and my husband looks at me with pride"

says Sahbi (Small Business Beneficiary from Chak 110/1L Tehsil Khan Pur while talking to REEDS staff member.

Sahbi Mai shares a house with 11 family members and with so many mouths to feed, clothe, educate and cater to, being unemployed was not an option for her. Husband's unusual labor opportunity, rising expenses and uncertainty of the future compelled her to take matters into her own hands and start a stitching business.

Previously, Sahbi and her husband would struggle to meet their daily expenses through laboring but after



putting her talent to use, she is able to successfully bring several changes to her household. With a cash grant of RS.35, 000 she bought a stitching machine, iron, stitching table that generated some income. Over the time, she applied all the important skills learn through Entrepreneurship Management Training under Promoting Income Generating Opportunities for Sustainable Livelihoods of Marginalized Communities Programme SHADMAN Project and from earning nothing to becoming financially independent, Sahbi is confident that her business will expand and improve the circumstances of her home further. REEDS Cash grants has not only provided the confidence to become an entrepreneur (a thought she did not even dream of having due to severe financial constraints) but pulled her family out of the clutches of poverty. Since becoming a recipient of the grant, she has wed her daughter, trained 4 other girls in the community on how to stitch, and provide better nourishment for her children and gained respect in the community. Sahbi like many other Females beneficiaries have a long way to go but are on the track.



School Enrollment Campaign 2018-19

Introduction:

REEDS program coordinators shared District Education Department to facilitate the department in enrollment Campaign in 2018 with full commitment and dedication. As education takes place not only in schools but also within families, communities, and society. Despite the various degree of responsibilities taken by each group, none can be the sole agent to take 100 % responsibility for educating children. Parents and families cannot be the only group of people for children's education as long as their children interact with and learn from the world outside their families. Communities and society must support parents and families in the upbringing, socializing, and educating of their children. Schools are institutions that can prepare children to contribute to the betterment of the society in which they operate, by equipping them with skills important in society. Schools cannot and should not operate as separate entities within society. Forum Coordinators also shared that each group plays a different role in contributing to children's education, there must be efforts to make a bridge between them in order to maximize the contributions. Education takes place most efficiently and effectively when these different groups of people collaborate. Accordingly, it is important to establish and continuously attempt to develop partnerships between schools, parents, and communities. Many research studies have identified various ways of community participation in education, providing specific channels through which communities can be involved in children's education

Objectives

- To facilitate district education department for children enrollment with especial focus to minorities girls.
- Motivate parents for enrollment of their children to schools and have proper follow-up to minimize the dropouts

Main activities to promote education importance especially focusing the marginalized group.

- Basakhi Mela
- Enrollment Walk
- Meeting with School Management Committees
- Enrollment Desk

Achievements:

- 1238 New children enrolled in which 47 students from minorities
- 128 Community sessions conducted with parents
- 4 Enrollment camps organized
- 12 Enrollment walks conducted
- 23 Rickshaw Announcements along with announcements in mosques with the cooperation of religious leaders
- 18 Meetings conducted with school management to get maximum outputs
- 111 sessions with students to sensitize them as education promoters

Primark Sustainable Cotton program

Objectives

- Develop better understanding of challenges and strengths of Reel Cotton farm groups
- Identify areas where CottonConnect can support REEL Cotton Farmers to improve yield and profitability for the farmers
- Understand the impact of supportive training on REEL cotton code of conduct, REEL cotton yield and quality and M&E system.

Particulars	Statistics 2018-19
Geography	Ghotki-Sindh
Number of Farmers	25257
Number of Hectares	47292
Number of Village Groups	625
Male Farmers	15251
Female Farmers	10006
Field Team	85

Major Outputs

- 30-40 % Reduction of chemical fertilizers and pesticides use by the farmers
- 20-3-% Reduction in irrigation water use by the farmers
- 20-30% Increase in seed cotton production as per REEL code of conductivity

Key Success Indicators

Target District Rahim Yar Khan	Target District Vehari
All PUs got 100% better cotton license due to participatory approaches and close interaction of field staff.	100% PUs got better cotton licensed due to committed, sincere staff and having strong interaction with farming community.
Developed close coordination with Govt. Line departments like Cotton Research Institute Khanpur, Agriculture Extension Department, District Health Department, District Education Department, Department of child protection and other INGOs such as ICCO-Cooperation, HDF, ENGRO foundation etc.	Developed close liaison with Govt. Line departments (Soil and water analysis laboratory, Agriculture Extension Department, Regional Agriculture & Economic Development Centre etc.), INGOs and NGOs.
LOI signed with Labor & Human Resource Department Govt. of Punjab to enroll maximum number of children which involved in child labor, and distributed free school bags, uniform, books and stationery among the children. Developed S-Nonformal schools in activity areas where 134 children enrolled and admission of 365 children was secured in formal schools..	Organized child enrollment walk campaigns and conducted meetings with school management committees to enroll maximum number of dropout children into schools. REEDS enrolled 114 children into the schools in Govt. as well as Private schools.
Established collaboration with Fuji Fertilizer Company (FFC), ENGRO Fertilizer and organized training of Better Cotton farmers on soil sampling, importance of soil analysis and nutrient management. Except that REED Society also facilitated the farmers for soil testing and water analysis laboratory of Fuji Fertilizer Company.	REEDS played a bridge role to facilitate the farmers in soil sample collection, sample submission. Analysis report shared with farmers to use balance dose of fertilizers.
As per BCI criteria of 20% soil analysis per PU, REEDS has established its own soil analysis lab in project office than 20% samples were analyzed and generated reports shared with farmers to improve the soil health and utilization of balance dose of fertilizers.	By keeping in view the health & safety of women pickers, REEDS team distributed 860 masks and gloves where more with coordination of RAEDC among cotton pickers.
MoU signed with GIZ on International Water Stewardship Program to build the capacity of field staff and other beneficiary of the project towards as well as project beneficiaries, towards water stewardship. REEDS also linked the Better Cotton farmers with Govt. of Agri. Engineering Department to get the benefits from the Govt. subsidy schemes.	
REEDS team planted 5000 plants in schools, near roads, canal and different places of the villages by involving the school children, led farmers and prominent persons of villages to enhance the biodiversity in surrounding areas.	Under Water Education for Teachers (WET) project. REEDS reviewed the Principals and Criteria's of Alliance for Water Stewardship and strongly recommended to have agriculture standards and providing Water Stewardship and provided trainings to enhanced capacity building of Children and School Teachers towards water resources knowledge.

Key Success Indicators

Target District Rahim Yar Khan	Target District Vehari
REEDS identified natural lake; Dhand Ghagri in project activity area. Initiated cleanliness campaign to clean the lake from pollution, due to sewage, garbage, liquid waste of households and agricultural land discharged into lake.	A field day was conducted by the REEDS in which 140 better cotton farmers participated and got aware about the better cotton standard system (BCSS)
PU Manager (Miss Madhia Nisar) from REEDS was selected to participate in IP meeting, to be conducted in Thailand.	One of REEDS female facilitator cum farmer selected for participation in annual IP conference in Belgium sponsored by BCI and her story was also published on BCI website; https://bettercotton.org/stories-from-the-field/female-field-facilitator-becomes-a-role-model-in-pakistani-cotton-community

Disaster Risk Reduction Program:

Project Title: Strengthening Community Emergency Response Capacity

Introduction of the Program:

The project intervention is primarily focused on strengthening the capacity building of communities, enabling them to respond to emergencies and reduce the disaster risk reduction, active community and local relevant authorities too , linkages development and networking, advocating with District Government for institutionalizing long term sustainable mechanisms for continuation of similar activities through bottom up planning, efficient use of available resources of rescue 1122 and at community levels to undertake community based risk reductions actions and strengthen the coping capacity of the vulnerable community. The emphasis is on working closely with Government, local civil society /communities

Objectives:

- 1.To train, equip, sensitize the community and are bridges to achieve the objectives that disaster risk reduction process and emergency response initiative.
- 2.The proposed project will be implemented in different phase such as identification and selection of the beneficiaries, community mobilization and formation, capacity building, networking & linkages development (collaboration and communication).
- 3.To develop and promote long term coherent strategies to combat the issue of DRR.

Sr. #	Province	District	CERTs	Members
1	Punjab	Rahim Yar Khan	20	400
		Rajanpur	20	400
		Vehari	30	560
2	Sindh	Ghotki	20	40
		Dadu	20	400
		Jamshoro	22	415

Output:

1. MoU signed with the District Disaster Management Authority (DDMA)-RESCUE 1122 to enhance the capacity of the CERTs
2. Training manual of the CERTs designed with the collaboration of the RESCE 1122
3. 132 CERTs established and Capacity of CERTs enhanced in district Rahim Yar Khan with the collaboration of RESCUE 1122
4. Training hall of RESCUE 1122 renovated to enhance the capacity of the CERTs
5. Directory of contact persons of different stakeholders developed, published and shared with different stakeholders to use during emergencies
6. CERTs responded the flood emergency in 2018 in district Rahim Yar Khan which highly appreciated by the District Government
7. Eight Mock Exercises regarding flood emergency involving different stake holders.

