

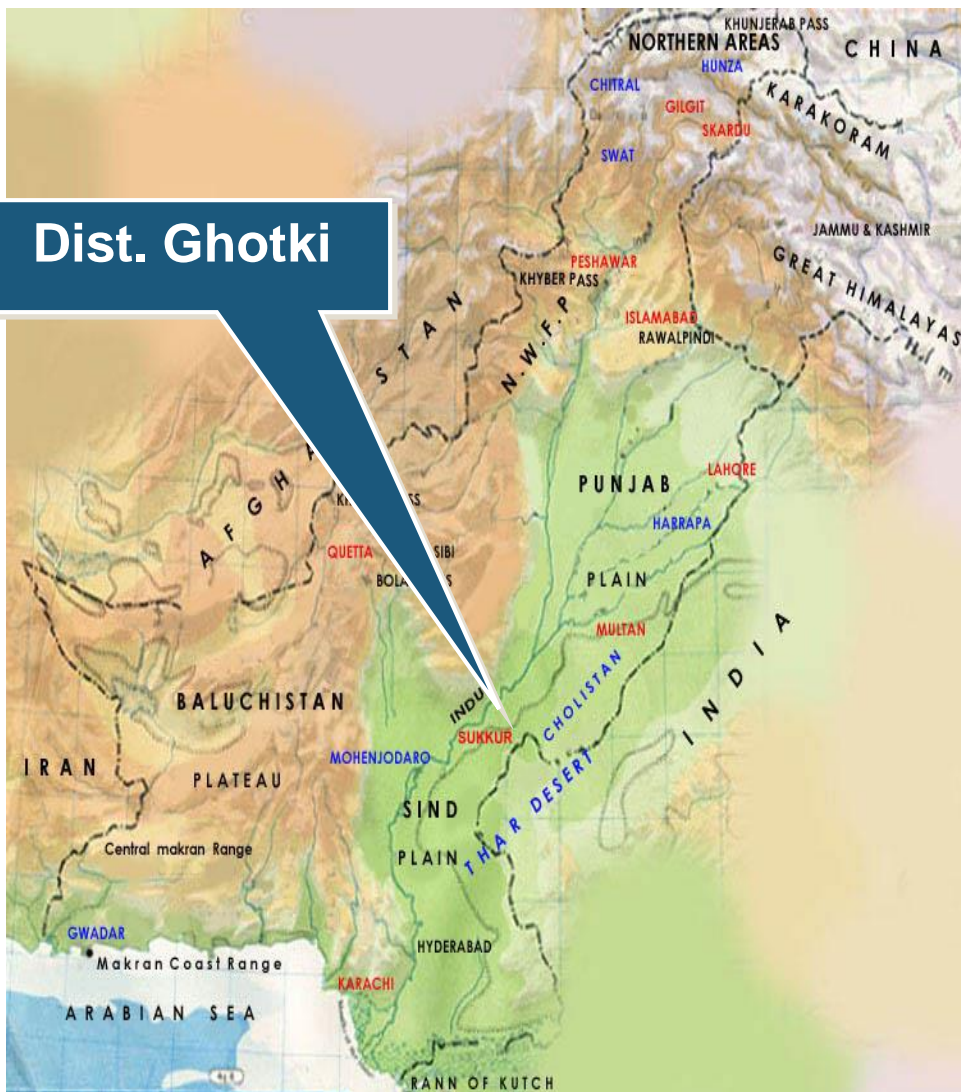


# Primark Sustainable Lives Program- Pakistan



# Program Particulars

**Dist. Ghotki**



Particulars	Statistics 2018-019
Geography	District Ghotki and Rajanpur
Number of beneficiaries	10127
Number of Village Groups	245
Children Girls and Boys Beneficiaries	1065
Children Clubs	95

**Primark Sustainable Lives Program**

# Objectives :Primark Sustainable Lives Program

- Increase women's participation in household decision making, including finances, taking up of credits, Bank accounts opened, Micro Enterprises started, better personal health & hygiene, use of family planning, household diets, reduce incidence of childhood diarrhea and increased computer literacy to be achieved in the 3-year program period.
- In addition to the above-mentioned training of Sustainable Cotton Program, the service provider will also impart training related to 10,000 women farmers on Sustainable Lives Program.
- Organize sustainable lives training program for enrolled women farmers
- Enrolment of Children of the program villages / schools and create awareness about importance of personal health & hygiene.
- Creative activities with children and awareness on Child Rights

# Primark Sustainable Lives Program Progress 2018–March 2019

Sr.#	Key Activities	# of Targets	# of Targets Achieved	Status
1	Registration of Females Farmers for SLP at VG level	10000	10006	100%
2	Staff TOT/ Refresher for SLP Staff on SLP Modules	3	3	100%
3	Midterm Baseline /Impact Assessment PSLP database in hard & soft	10000	10000 70% digitized	100%

## Capacity Building of Female Farmers PSLP

4	<b>General Health &amp; WASH Module -1</b> <ul style="list-style-type: none"> <li>•Anemia, Symptoms, Precaution</li> <li>• Immunization Importance for mother &amp; child health</li> <li>•Importance of Nutritional values and Keys of healthy diet“</li> <li>•Safe Drinking Water, Water contamination, Water Born Disease, Safe water and Storage, efficient use of water atHH</li> <li>•Open Defecation , Importnace of Use of Toilet and Hand washing importance ( Critical Times, Steps)</li> <li>•Personal Hygiene , Hygiene on Household and enviourmetal )</li> </ul>	1000 Trainings in VGs	1000	100%
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# Base line survey of the females farmers for Sustainable Lives Program.



# Training Sessions with Females Farmers Groups on General Health & WASH *Module -1*

## Health & Hygiene

- Anemia awareness increase from 7% to 60% (+53%).
- 100% know the reasons for its occurrence which was 87% in the baseline; also 100% are aware about its symptoms.
- At an overall level, awareness has been built-in about this topic from 40% to 63% (+23%).
- Usage of Sanitary napkins has increased from 1% to 11% (+10%)
- Awareness build about risk of menstrual hygiene from 35% to 95% (+60%).
- This awareness has also been build to some extend (from 38% to 58%) amongst those who don't use Sanitary Napkins
- Beneficiaries were trained on the importance of drinking water which helped build their awareness. Currently 100% of the beneficiaries treat water if its from unsafe source. This was only 1% during the baseline.
- Diarrhea among children have decreased from 8% to 6%





# Nutritional values & Healthy diet Training with Females Farmers Groups



# Continue

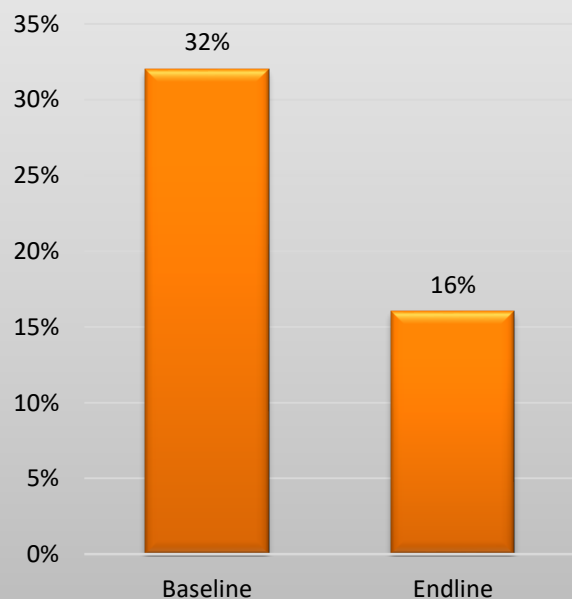
Sr.#	Activities	# of Targets	# of Targets Achieved	Status
5	<b>Child rights &amp; Education <i>Module -2</i></b> <ul style="list-style-type: none"> <li>•Child Labor &amp; health hazardous for children in cotton production activities</li> <li>•Child Rights as “Child Education is a basic right”</li> <li>•Gender Equality Education, Education Importance for Girls, Mother Role for their Girls Education Govt. Rules an</li> <li>•Child Rights (Early Child Marriage )d Laws Regarding children Education</li> </ul>	1000	1000	100%
6	<b>Women Empowerment <i>Module -3</i></b> <ul style="list-style-type: none"> <li>•Women &amp; Workers Rights &amp; empowerment</li> <li>•100 Women identification for KG and Trainings , Selection of Demo Plots Females</li> <li>•Capacity building of FG members for income generation initiatives and importance of Savings</li> </ul>	1000	1000	100%



# Training Sessions with Females Farmers Groups on Child rights & Education *Module -2*

- increase in awareness among beneficiaries that children's too have some rights (from 56% to 62%).
- awareness on child labor has been build significantly (from 1% to 77%).
- awareness on child labor has been build significantly (from 8% to 87%).

**Children Involved in  
Agriculture Activity**



# Training Sessions with Females Farmers Groups on Women Empowerment *Module -3*

- *female beneficiaries have started contributing to there family income (+13%) in the form of paying household bills, helping in savings and investment, contribution for children's education etc.*
- *Currently 22% beneficiaries have opened bank accounts in their name or jointly with their spouse which was 12% during Baseline (only +10% increase).*





Sr.#	Activities	# of Targets	# of Targets Achieved	Status
7	Medical Health Camp	03	01	30%
8	Children Enrollment Campaign	500	582	115%
9	Formation Kitchen Gardening demo plots	100	100	100%
10	Celebration of "International World Days supporting SLP	06	06	100%
Capacity Building of School Children and Adolescent Girls PSLP Education- WASH - Enviournemnt- Rights)				
11	Children Clubs Formation	75	95	120%
12	Children Capacity building Trainings on Module #1 & #2(MHM, Child Rights, WASH, Enviourmental)	250	250	100%
13	Rally's walks and camps ,Poster Painting Competitions	5	5	100%
14	Tree Plantation	300	374	110%
15	School Management Committees activation	75	86	110%

## 5 Free Medical Health Camp for Marginalized community with the collaboration of District Health Department





# Child Rights (Education Walks by Children for children )





# Universal children's day celebration with Children





## PSLP Quarter wise summary 2019

	Q 1		Q 2		Q 3	
Target Groups	Target	Achieved	Target	Achieved	Target	Achieved
Capacity Building of Female Farmers PSLP	250	250	250	250	250	250
Formation of Children Clubs to promote education and child rights among their peer group,	25	0	25	58	25	37

### PSLP Outreach Activities

Medical Health Camp	-	-			1	1
Children Enrollment Campaign with the collaboration of Education Department	200	213	150	179	150	190
2 Radio program to promote Health /Education/ Women Empowerment and elimination child labor	-	-	1	1	1	1

## PSLP Outreach Activities

Target Groups	Target	Achieved	Target	Achieved	Target	Achieved
Interactive Theaters performance to promote Women & Workers Rights & empowerment	1	0	1	0	1	1
Trainings of Lady health workers / Health Committees regarding / child health & rights and health effects due to child labor/ Community leaders/ Activist Training	-	-	1	-	-	-
PSLP Celebration of Days	-	-	1	1	4	4
School Management Committees activation (75/86)	-	-	70	70	16	16
<b>Staff Capacity Building Training on Modules</b>	1	1	1	1	1	1

# Promoting Child Rights



Children Art Gallery to promote Child Rights



# Children Clubs Activities ( Draw & Express Compitions)



Drawing Competition on Child Rights ( Education)

# Challenges & Mitigations

Challenges :	Mitigations
<ul style="list-style-type: none"><li>• Cultural barriers especially in female side when they were asked for the training session Pictures /photos</li><li>• Illiterate female Farmers and community</li><li>• There was less participation, less involvement and little sense of ownership among the SMC members.</li><li>• Literacy issues in the Project Area</li><li>• Lack of facilities in the project areas such as, health facility, education facility, availability of Agricultural equipment in the</li><li>• Limited education opportunities &amp; infrastructure, lack of transport are to school significantly contribute to keeping girls out of school and therefore tend to favor child marriage.</li></ul> <p>Females not familiar with specific Nutritional needs of different family members especially of adolescents children and pregnant females</p>	<ul style="list-style-type: none"><li>• Team will develop pictorial training material for illiterate females for better understanding</li><li>• Team will take pictures with the concern and willingness of participants where possible and will not disturb the tradition and culture of rural community.</li><li>• Mobilized and encourage for participation of School Management Committee in Schools actives</li><li>• Meeting will be held with Education Department to highlight Issues of inaccessible and far away schools a major cause of girls drop out and early child marriage .</li><li>• Issue will be highlighted through print media by Parents, Community Activist and SMC Members</li><li>• Strong Networking and coordination will be built with stakeholders</li><li>• REEDS Team will educate the VG members to understand the benefits of a greater variety of foods and adequate nutrition and members should be strongly recommend for Kitchen Gardening , REEDS Team will design systematic effort to engage the women to access of seeds and special Kitchen Gardening training.</li></ul>



# Hygiene (Household & Enviourmetal)

## Action Level of VG member

I am a farmer and a mother of 4 children who inherited husband's land, livelihoods and living area after husband death one year ago. Like other residents of the village we also have animals and we keep them like our family and give them place at our center of heart and house as well, smiles Sardaran Khatoon. VG Member Bashir Ahmed Dhandla, District Rajan Pur

"In training by REEDS Female Trainer, we were shown how our food contaminated through dirt, animal waste and flies due to unhygienic personal and household practices. For me, animal waste was to become organic fertilizer or feed for animals, but to think that flies follow us everywhere and move between our animal feces and food, it was very discouraging". The joy of every mother is to see her children grow healthier each passing day so I decided to improve hygiene practices at my home, from now I keep my cow and goats separate from my family, keep my house clean and control the risk of oral feces contamination by washing and covering all the eatable things."



# Hygiene (Household & Environment) Impact Action Level of VG members

**After attending training by REEDs Team, I decided to improve hygiene practices at my home, from now I keep my cow and goats separate from my family, keep my house clean and control the risk of oral feces contamination by washing and covering all the eatable things.” Says Sardaran Khatoon ( VG member PSLP Program)**





# Our Impact



“I feel so proud when other girls give my reference as a successful girl among the villagers.” says 16-year-old Nasima , who is now a role model and a change agent against Child Labor and child marriage in her community. As she sits alongside her parents and recounts her story she showed her boldness against child marriage. Now she is the pride of her community. “The girls who are interested for their study I will take responsibility to help them to continue their school instead of their early marriages.” She added saying, “The role which REEDS and Cotton Connect played to support and promote Child Rights, I will do the same for my community girls. That’s my dream. I am grateful to Saba Baji (Field Executive) for bringing responsibility and confidence among children club members.”