



Primark Sustainable Lives Program- Pakistan

PROGRAM PARTICULARS

Dist. Ghotki



Particulars	Statistics 2019-20
Geography	Ghotki (Sindh)
Number of beneficiaries	10006
Number of Village Groups	250
Adolescents Girls (13-17age) Beneficiaries	1532
Adolescents groups	125

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, house hold 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 adolescent girls (13 – 17 years) in 50% 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

APRIL 2019 – MARCH 2020

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	General Health & WASH Module -1 <ul style="list-style-type: none"> •Health a& Hygiene •Water Born Disease (Diarrhea, Malaria, <i>Hepatitis</i>) •Menstrual Hygiene Management • Importance of Reproductive Health/Family Planning •Training regarding Anemia, signs and symptoms ,Causes of Iron deficiency 	1000 Trainings in VGs	1000	100%

Staff Capacity Building Trainings



SLP- BASELINE SURVEY AT VG LEVEL AND DATA DIGITIZATION



PRIMARK Sustainable Lives Program- Pakistan Need Assessment Baseline Questioner								
PRIMARK Sustainable Lives Program- Pakistan Need Assessment Baseline Data Farmers Registered in 2019 District: Ghotki								
A. General Information								
Sr.No.	Farmer Code	Name	Father/Husband Name	Age (In Years)	Village	Tehsil	District	Province
1	PAKISHTOHKAY 2019-01-01	Musmat Hashim Khan	Musmat Hashim	40	Aliah Yar Bhutto	Daharki	Ghotki	Sindh
2	PAKISHTOHKAY 2019-01-02	Musmat Hashim Khan	Musmat Hashim	25	Aliah Yar Bhutto	Daharki	Ghotki	Sindh
3	PAKISHTOHKAY 2019-01-03	Musmat Hashim Khan	Musmat Hashim	25	Aliah Yar Bhutto	Daharki	Ghotki	Sindh
4	PAKISHTOHKAY 2019-01-04	Musmat Hashim Khan	Musmat Hashim	25	Aliah Yar Bhutto	Daharki	Ghotki	Sindh
5	PAKISHTOHKAY 2019-01-05	Musmat Hashim Khan	Musmat Hashim	25	Aliah Yar Bhutto	Daharki	Ghotki	Sindh



Capacity Building Trainings of Females on General Health & WASH Module -1

Health:

- *66% of the women beneficiaries think health is related to only physical well-being*
- *Majority of the family members are cured at:*
 - *District Govt. Hospital → 25%*
 - *PHC/CHC → 23%*
 - *Private Doctor → 16%*
- *49% of the women beneficiaries perform open defecation.*
- *Main reason for not using Toilets was 'Toilet not constructed (79%)':*
 - *100% of women beneficiaries treat water if its from an unprotected source and mainly by boiling it (90%).*



Sr.#	Activities	# of Targets	# of Targets Achieved	Status
5	Child rights & Education <i>Module -2</i> <ul style="list-style-type: none"> •Child/ Adolescents Rights •Child/ Adolescents Labor in cotton and Health hazards •Women Rights •Education Importance especially for girls 	1000	500	100%
6	Women Empowerment <i>Module -3</i> <ul style="list-style-type: none"> •Women Rights •Kitchen Gardening •Saving •Entrepreneurship Management •Gender Equality and Women Rights • Saving and its Importance for today and future ,Saving methods ,Saving groups SHG definition and importance •SHG Formation 	1000	1005	100%

FIELD STAFF CAPACITY BUILDING TRAINING CONDUCTED ON PSCP PLUS SUSTAINABLE LIVES PROGRAM MODULE 3



Female Farmers Groups Training on Child rights & Education *Module -2*

- ❑ *87% of women beneficiaries knew that children too have some rights such as:*
 - *Right to education, care, leisure, and recreation → 79%*
 - *Right to protection from exploitation, abuse and neglect → 19%*
 - *Right to participation in expression, information, thought and religion → 12%*
 - *Right to survival, life, health, nutrition, name → 10%*



Females Groups Capacity Building on Modual 03

Financial Inclusion & Financial Decision Making

- ❑ *63% women farmers contribute to family earnings*
 - *Average monthly income of beneficiaries is 2662 PKR.*
 - *All these earning women beneficiaries (100%) use their income for household bills and other expenses and 75% also do help in household savings and investments.*
 - *Only 31% of the women beneficiaries are enrolled with Saving groups and that too majorly (71%) with 'Informal group'.*



SELF HELP GROUPS STARTED WITH INFORMAL SAVINGS PRACTICES



Sr.#	Activities	# of Targets	# of Targets Achieved	Status
7	Medical Health Camp	3	1	30%
8	Children Enrollment Campaign	1000 Children	580	58%
9	Formation Kitchen Gardening demo plots	500	539	107%
10	Celebration of "International World Days supporting SLP	6	8	140%
Capacity Building of School Children and Adolescent Girls PSLP Education- WASH - Enviournemnt- Rights)				
11	Formation of Adolescent Girls Clubs in 50% VGs(Age 13 - 17 years)	125	125	100%
12	Adolescents Girls (13-17age) Capacity building Trainings on Module #1 & #2(MHM, Child Rights, WASH, Enviourmental)	05	05	100%
13	Rally's walks and camps ,Poster Painting Competitions	8	09	100%
14	Tree Plantation	1000 plant	504	50%
15	School Management Committees activation	60	58	96%

DISTRICT HEALTH DEPARTMENT AND REEDS COLLABORATIVE HEALTH-CAMP AT BASTI MEER KHAN RIND -UBARO



EDUCATION AWARENESS AND ENROLLMENT WALK



(EDUCATION AWARENESS WALKS AND CHILDREN ENROLLMENT



CELEBRATION OF UNIVERSAL CHILDREN DAY - 2019



GLOBAL HAND WASHING DAY CELEBRATION-2019



Kitchen Gardening training to Female Farmers



KITCHEN GARDENING FOLLOW UP



CAPACITY BUILDING OF ADOLESCENTS GROUPS



ADOLESCENTS GROUPS CAPACITY BUILDING



TREE PLANTATION BY FEMALES AND ADOLESCENT FOR RESPONSIBLE ENVIORNEMNT



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	3	3	3	3	3	3
Capacity Building of Adolescent Girls PSLP Education- WASH -	3	3	3	3	2	2
PSLP Outreach Activities						
Medical Health Camp	0	0	1	1	1	0
Children Enrollment Campaign with the collaboration of Education Department	1	1			1	1
2 Radio program to promote Health /Education/ Women Empowerment and elimination child labor	0	0	1	1	0	0

PSLP Outreach Activities

Target Groups	Target	Achieved	Target	Achieved	Target	Achieved
Interactive Theaters performance to promote Women & Workers Rights & empowerment	0	0	0	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	1	0	0	1	1
PSLP Celebration of Days	1	2	1	2	3	3
School Management Committees activation (60/65)		11		12		13
Staff Capacity Building	1	1	1	1	1	1

NETWORKING AND COORDINATION WITH HEALTH AND EDUCATION DEPARTMENT



HEALTH STAFF CAPACITY BUILDING ON SLP



MHM TRAININGS & DISTRIBUTION OF KITS



PUBLIC AWARENESS THROUGH RADIO PROGRAM IN PSCP PROJECT AREA



CHALLENGES & MITIGATIONS

Challenges :	Mitigations
<ul style="list-style-type: none"> ❖ Women gathering is a challenge shared by field Team during crop harvest seasons ❖ In some VGs Females reluctant to share their information during baseline ❖ In many rural communities, lack of health awareness, hinders prevention efforts and greatest challenge is accessing to health care as Females feel shy and don't want to openly discuss about MHM/family planning / reproductive health 	<ul style="list-style-type: none"> ❖ Females capacity building ensured through Farm Advisory Service ❖ Local Field Executives and females group leaders proved best source to convince females and to get information ❖ REEDS seeking to increase awareness among the females health about with the coordinated activities with health dept by involving health workers ❖ Through program identify adolescents girls as important entry points for building family and community awareness regarding health awareness

CHALLENGES & MITIGATIONS

Challenges :

- ❖ lack of knowledge of health issues of MHM at grassroots level and cultural restrictions mostly girls and women had restrictions placed on them during their menstrual period. Such as not being able to cook, and restriction on movement, including going to school in some instances
- ❖ Limited access to menstrual management materials
- ❖ Literacy issues in the Project Area

- ❖ REEDS team build capacity of female Farmers that how to make re-usable and washable pads, as a low cost alternative for menstrual hygiene. This type of material used to make the washable pad should cater for skin sensitivity among different users, availability of local appropriate materials and affordability.
- ❖ REEDS would established literacy / community education centers with networking and coordination

MHM AWARENESS WORKS! BEHAVIOR CHANGE REGARDING MHM

FEMALES STARTED MAKING THEIR OWN SANITARY PADS BY USING THEIR
LOCAL RESOURCE MATERIAL



Name: Zara
Adolescent Group Leader
Village : Ghoose Bux



I am Zara from a small rural village Basti Ghoose Bux in District Ghotki where menstruation remains a taboo here. Even mothers do not talk about it with their daughters. “we used to listen from our mothers on our first period that "SSSHHH !!! Good Girls not discuss menstruation with anyone”. It was not of just my problem almost all our village girls and young women found in faced the same problem. We usually do not attend school and feel discomfort until menstruation stops. “When the Aapi (PSCP Field Executive) came to our village with the topic “Aao Baat Karain” (lets come to speak on menstruation Management) in our adolescent group, we were all very shy and did not know how to clarify our doubts,” reflects Zara adolescents group leader, confidently looking at her group members . “ when Aapi started talking about how important it is to keep ourselves clean, we realized that other girls should be trained to talk freely about this and we shared it with our classmates too. We talk with our Head teacher and teachers on this issue and convinced them find solutions to improve the MHM situation in our school, and they were willing to contributing to School sanitation and hygiene by buying soap for hand washing from school fund and notify all the girls of senior section to bring MHM kit from home to deal any emergency need. This was the first time we talk about this issue openly. It’s good. Now we know what to do. We are not ashamed now With teacher permission Zara made a Girls Health Club in her school where she conducts activities in morning assembly by following key topics child rights/ child labor ,hand washing with soap, use of latrines and menstrual hygiene management mates which she learns from REEDS Field Executive under Sustainable Lives Program with her school fellows.

Ghoose Bux Adolescent group have understood that personal hygiene especially during the menstrual cycle is even more vital and have decided not to go back to their earlier unhygienic habits



WOMEN FARMERS EMPOWER TO TAKE CHARGE OF THEIR LIVES AND LIVELIHOODS

Mai Zarina age 32, is a female farmer of Basti Parial Jalbani Taluka Daharki, District Ghotki. With farming as her main source of income, she tries with her husband to meet the needs of her joint family of nineteen. She is an innovative and enthusiastic farmer who tried her learning through Farmers Village Groups implemented by the REEDS in partnership with the Cotton Connect, under Primark Sustainable Cotton Program to improve her cotton farming and for the better quality of life under Sustainable Lives Program.



“The PSLP trainings enabled us to acquire the necessary knowledge for managing income and savings, initiating a home-based small business and planning for growth and development through communal approach”.

As part of what she had, just livestock production (Milk & Desi Ghee) for her home consumption, but this year the extra was sold to open up access to an savings amount to contribute in self-help group saving initiative.

“Before I never saved the income from the sale of milk. Now, I have purchased a money box and saved 1000 RS in a month which I have not use for other purposes than expanding my family’s economic resource”.

In the beginning, my mother in law used to say, “Zarina why you participate in women groups for wasting your time in gossips?” But gradually she is convinced with my changed role through learning and participating in Farmer Women Groups. Now she is a great support in my family matters especially at business. She supports me when I have to go out for farming or to Village group to acquire new knowledge.

FEMALES FARMERS EMPOWER TO TAKE CHARGE OF THEIR LIVES AND LIVELIHOODS

In January 2019, her luck supported her for getting RS 15000 money through the self-help group saving initiative as well as in purchasing all the necessary inputs and launched her Karyana business outside her home.

In less than three months, daily profit from her sale is 100-150 rupees (almost 3000-4500/Month) and she is confident to be able to return her monthly saving 1000 RS to the revolving saving of SHG to the next women of group to start her business. Zarina's strengths lie in communicating at Karyana where she enjoys talking with community members and sharing her knowledge regarding Sustainable Lives Program and family lives improvement.