



STORIES FROM THE FIELD

REEDS-PK PARTNERS



Following Jesus where the need is greatest



Shabeeran 's Sorrows Goes Out

Category- Karyana Business
Village - Chak 53-P

Shabeeran Mai , an ambitious lady of Bheel community ,was living in her brother 's residence with unemployed husband and 4 children after sudden separation of her in-laws in the year 2015 After that she decided to stay with her kids at his brother's residence, as she had no other options



Her husband is also dependant on shabeeran's earnings. Some time he operates her wife's shop. Most of the time when male members come to shop in the absence of her husband; she has to make "Parda". It was quit disappointing for her to fulfill the family needs from a small shop where no enough costumers are coming too purchase goods. Shabeeran is living under sever poverty and she have also fear that it will negatively affect upon her children's future life because she cannot afford the necessary clothing or school supplies for her children and she have no way for their children to get to school.

REED Pakistan started a project Income Generating Opportunities in Rahim Yar Khan. REEDS Organization held an orientation session in the community where Shabeeran is living. She also attended an orientation session which was organized by the REEDS. During meeting participants were asked to submit application for the process of approval of small Business. REEDS formulated a committee of its employee in order to verify the deserving community members for the approval of small Business



Team visited his house and verified her name.

Shabeeran was finally selected for the grant of small business.

Organization held session on the topics like how to run a small business and how to make savings. The basic objective of this training was to trained females/Males about basic/simple arithmetic and how save money from this small business.

She was assisted in up gradation of her shop which is already there in the community. She enhanced the quantity of goods in her shop in order to better earn money. According to her she kept small amount of goods in her shop as she increased the customers were also increased in this way she earned handsome amount on daily basis

She is now in a condition to keep some savings and children are started to go to school. Life of Shabeeran has become very easy and relaxing. She prayed for the organization, its staff and donors who have designed such meaningful and life saving program for the people who are under extreme poverty.



SUCCESS STORIES OF LIVELIHOODS PROJECTS



"Mehran Das Rahim Yar Khan District, Punjab Province, Beetle/Teddy Goats, very important to the food security in the Rahim Yar Khan district where the dry climate is bad for agriculture, used to be left to forage for food and water on their own. If they became sick no treatment was provided and only some would survive"-Mehran

Cholistani Hindu communities lose less of their livestock to disease since the successful training of the livestock to local young boys as Veterinary Assistant from the Ranger's Technical Institute regarding Veterinary assistant, dairy farming and artificial insemination in addition women beneficiaries regarding livestock management and rearing. When threatened by drought, they can sell the goats for food.

Mehran Das the local extension worker of the Veterinary Services of Basti Kahoor, explains how this pattern was reversed with the help of the Rural Education and Economic Development Society (REEDS), an ICCO partner in the Sustainable Livelihoods and Food Security Program.

"Together with Mehran Das we trained 10 veterinary assistants. In addition 09 women were trained, which were extremely revolutionary for the culture of this area, where women had the role of raising chickens, picking cotton, harvesting wheat, taking care of children." The veterinary assistants were trained in animal health management, in identification, prevention and treatment of common diseases as well as in artificial insemination for the promotion of milch and wheat breeds

"This year the population of goats (especially male) reduced but not because of mortality. Since the harvest was poor due to the drought, smallholder farmers are selling animals to buy food. For us, this is very positive since it demonstrates that we have managed to improve food security of the smallholder farmers by assisting them to treat their animals."



Figure 1 Mehran Das during training at Mishal Livestock Training & Development Center

Mehran says "**Today I see the sadness in livestock keepers when his animal is sick.** He knows that the animal is money, and has value, therefore he can't lose it. He treats his animals in a way which prevents them from becoming sick. It is a big difference from what happened in the past."



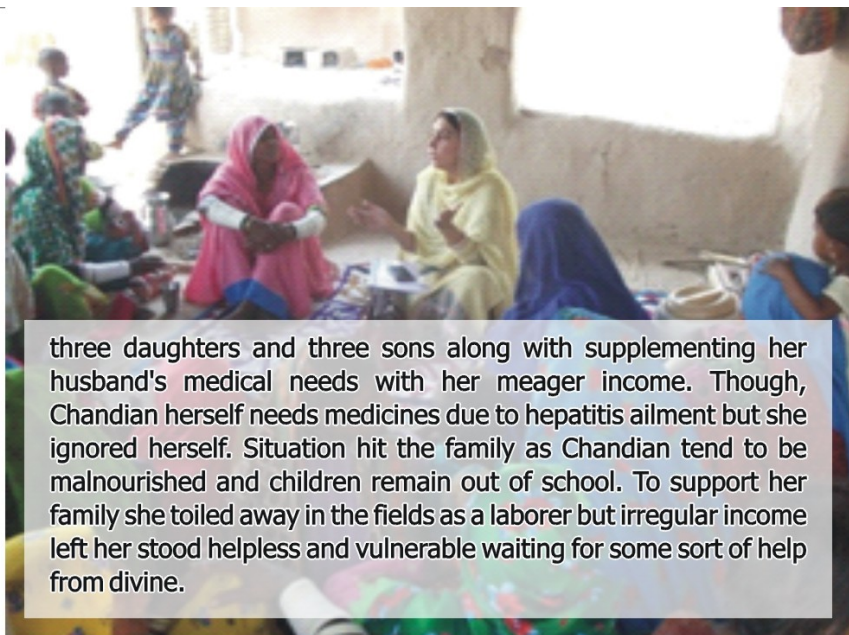
Chadian Mai Basti Kahoor District Rahim Yar Khan

“There was a time when my first born had to drop out of school after he reached the grade three, because I couldn't put him a school uniform and books . Although he is a year behind his class mates, now I am able to work hard and send him back to school, as saying becomes true the goat is a poor's cow,” Chadian recalls,



Goat rearing play vital role to pursue sustainable livelihood for millions of poor household in rural areas. As goat rearing is a key source of increasing income and mitigates environmental risks. Many case studies show that goat farming is a part of livelihood diversification for rural poor. Survival strategy for rural poor is difficult to maintain in longer term since world has been facing critical issues like food insecurity and increasing number of poor people. To shift from survival strategy to sustainable livelihood strategy for poor, intensification of diversified activity can improve the livelihood and food security for poor.

Hunger, illiteracy, low enrollment rate, state's negligence, gender disparity and the minorities division have taken its toll on the inhabitants of village Kahoor (UC Aman Garh), district Rahim Yar Khan. Chandian was identified to be provided goats and livestock management training. Out of whom, Chadian Mai, of age 34 years outshine the rest. Chadian's husband Ado Ram was incapacitated to earn a living. He was a daily wage laborer but his disability by an unfortunate accident stopped him to earn. This left Chandian with no choice but to find work to meet the demands of her



three daughters and three sons along with supplementing her husband's medical needs with her meager income. Though, Chandian herself needs medicines due to hepatitis ailment but she ignored herself. Situation hit the family as Chandian tend to be malnourished and children remain out of school. To support her family she toiled away in the fields as a laborer but irregular income left her stood helpless and vulnerable waiting for some sort of help from divine.



“The knowledge I gained from the training has entered my bones, not just my head,” Chandian Mai.

The training also enabled her to build link with REEDs Veterinary Assistants to avail free physical treatment services and vaccination through livestock health camps. She invested her time, skills and labor on goat farming and the population of goats increased rapidly from 3 to 5 goats.

She sold one of the goat's kids of amount 9,400 Rs to pay for her Husband's medical expenses and child school expenses, but now has two offspring from the other goat. With improved animal feeding, the quality and quantity of milk has increased and milk production, nutrition has improved in the family and the income from the sale of milk and production has helped them educate their children. **As goat milk is recommended by experts for infant and lactating mother because it is nutritive and easy to digest for kids, Facilitator shared during training-Chandani**

Livelihood project by REEDS-PK designed for the disadvantaged minorities communities so that socio-economically excluded are provided with intensive handholding exercises on enterprise development, livestock management, and skill up gradation trainings. On the recommendations of the VDC members, Chandian was provided with 3 milking goats as an asset under the small Business component of the project. She was also provided with technical and management skills of Livestock, Entrepreneurship trainings to make optimum benefit of the 'goats' as source of decent living.

“There was a time when my first born had to drop out of school after he reached the grade three, because I couldn't put him a school uniform and books . Although he is a year behind his class mates, now I am able to work hard and send him back to school,” Chandian recalls, who herself never attended school from as a result of early child marriage. She is firm in wanting to invest more in her children's education and health of her husband.

“I was elated when I got the matching grant from REEDS. In order to buy goats, I received 35000 Rs. in 2016. Now it is matter of proud for me that I have increased my goats from three to seven and goats milk enhanced nutritional status of my family by using the small grant. In the mean time I sold one goat (male) with good profit. Conducting this goat rearing business, I have changed the face of my family as a whole”-Chandian

THE RAY OF HOPE

Set A Family Free From Poverty Forever! By Sponsoring a Rickshaw Today

"Sponsoring a Rickshaw provides a family with a way to permanently support themselves. It is truly a perpetual gift that keeps on giving day after day, year after year" says Asif

Introduction:

Poverty and hunger go hand in hand, a fact that is blatantly obvious in the nation of Pakistan. While providing life sustaining food to destitute people is vital and good, it only addresses a symptom of gross poverty, not the problem itself. Therefore **REEDS livelihood** programs are focused on setting people free from the circumstances that cause their poverty.

It is an old saying now but still very relevant; "If you give a man a fish, he will eat it today and be hungry tomorrow, but if you teach a man to fish then he will not only eat today, but also tomorrow and so on." That is why wherever possible REEDS enable poor families to become self-sufficient by setting them up with their own small businesses. In Pakistan, a country of over 200 million people, a Rickshaw is an excellent small business to have. Asif Masih 29 years old young disable resident of 74/A Feroza Fatimapur, is one example of the project initiated by REEDS with the support of ICCO-cooperation.



Asif with his rickshaw at the time of distribution

Ten years back in 2006 during night a Scorpio cut on his right leg whose poison make him disable. Which make it unable to earn some, even his wife left him feeling him burden on her, other family members not supported because father and mother both died when he was age of 6 years. Now living with elder sister they also not happy with him because they feel he is burden on them. During getting driving license it was also a challenge for him but after the trial to the department they issued him driving license in 2014 but nobody relay on him and given him rickshaw on lease for driving to earn some for daily life.



Almost eight months back I heard an announcement in the church that an Organization REEDS is collecting applications for supporting families to raise family income in different categories and sponsoring a rickshaw is one of them. I contacted with the Social Mobilizer and VDC members and submitted my application along with my driving license.

After my selection by Village Development Committee for Rickshaw support, local contribution by me was a great challenge for my 2 brothers and 4 sisters not supported for contributing of local contribution. Mean while I discussed with the local Church representative Rev. Fr. Waqas after a discussion he supported me for sharing of local contribution.

Now after getting rickshaw a respectable employment for me and almost I am earning daily on an average 700-800 Rs. and saving more than 500 Rs. Per day taking passengers from one village to other, market, and girls to schools etc.

Now he feels quite relief and happy and prays for the people who had done it for him. "He really proud of having own rickshaw, Asif says thanks to the REED-Pk and ICCO-Cooperation a part of providing support for rickshaw, it also brought dignity not only to me but to all disables as it taught us how to live with dignity. Sure I will also actively participate in the local church activities for the betterment of the local communities. This also encourages me to get marry again and start a happy life, because now I have sustainable source of income which I can utilize according to my will for positive family development.



Asif receiving fair charges from passengers with polite attitude which was also part of his business management training.

WOMEN GET WINGS TO FLY



Shano Mai a female resident of a remote village Basti Shaikan which is a part of Union Council Bhong in Distt. Rahim Yar Khan, Punjab. Shano Mai belongs to a deeply conservative family. She is an exceptionally talented woman .She received the art of making fans with straw from her mother. But she did not adopt it professionally. Her life was translated into limitation after her marriage, as her husband was drug addicted and did not earn for livelihood. She has seven dependents with four girls and three sons. She was much found of the education of her children but her low income does not allow her to spend extra dues on the schooling of her seven children. Poverty suffering Shano Mai was unable to provide the needs of her family.

Over the last few years, the economic situation of her family had gradually declined to an eventual stand hill. Ultimately Shano has to decide to take up charge of the situation and not only explore means of income generation for herself but also for other females of the community.

She shared that I recognized the fact that women can also contribute in household income when I sold my twenty five fans which was my first order. But the profit was low as the middle man keeps a big amount as his own profit margin. After FACES intervention, Shano Mai planned to start her own small level business with her skill by making fans and successfully managed to gather a group of enterprising women in her village to work under the umbrella of FACES Pakistan

FACES program was designed to empower the skilled rural woman in fighting poverty through their capacity building for both their skills and entrepreneurship.

Shano BB ultimately availed this opportunity and participated in all learning and training activities learn market and financial skills by the team of FACES Pakistan and imparting in her business .In the result she has successfully managed to developed linkages with some urban shops from where she received orders and helped to generate economic activates with full profit not only for herself but also for other women in her village.

Shano BB expresses her feelings that women in their Basti has got the wings to fly and now their group is role model in the community and also motivates other females to utilize their skills and come in the entrepreneurship activities.

Beauty Parlor

MINI BUSINESS FOR LIVE LIHOOD

"Bad things do happen; how I respond to them defines my character and the quality of my life." Walter Anderson



"Now I am earning a handsome amount Mand regular income through my parlor & ICCO Cooperation Project which has enable me to manage my family expenditures and to send my children regularly" Nagina shared confidently

he 34 years old Nagina Munawer is widow of Munawer Masih and is residential of Mohalla Bheel Nagar of **Union Council Khadali**, District Rahim Yar Khan.

She was always aware of the importance of education but lacked confidence and self determination was much fascinated by aspects of personal grooming she wanted to do a beautician course, but her financial conditions became a constraint on her aspirations. To fulfill her desire she used to go to learn the basic skills of make up from her neighboring aunt and rest of the day she practiced at her home as a hobby. After her marriage **her husband was the main bread winner of the family who was maintained her livelihood by working as laborer in others' land. But after 1 year of marriage her husband stopped working due to last stage of Hepatitis C the family left unemployed with additionally medical expenses.** Since the death of her husband, she alone has been looking after her family consisting of 3 children (2sons & 1daughter). Loss of his husband was a complete misfortune for Nagina who was extremely worried about the food and living security for her children. With no surplus cash in hand, she was left with nothing but a two room's house with threat & fear of starvation. Her financial condition, lack of the support from her in- laws and traditional values of the society make her more vulnerable. At that time Nagina took her skills of beauty techniques more seriously and start For last five years without her husband she had managed to make a humble beginning with her skills from her tiny home and a less financial support of her sister who has her own family with low source of income. Nagina had no sustainable means of income to support her family due to lack of sufficient finance.

After attending orientation session by Project Coordinator and Social Mobilizer she applied for Livelihood project of marginalized community funded by ICCO Cooperation implemented by REED Society.

Nagina was selected and referred by Village Development Committee (VDC) for small business beneficiary after a fair assessment was made on project criteria status and skills in beautician.

Verifying committee found her a hardworking and vulnerable woman and considering her criteria in the said business confirmed her granted a cheque of 20,000 Rs to enable her to start her small business with the contribution of Rs. 5000 with her own.

She has completed 3 months of successful business after completing Business Management Skills training under ICCO Cooperation Project. Nagina is now happy and thankful to Project Team who has given her the much needed strength to prosper. To gauge the progress of the business, timely monitoring visits were conducted by the project team from time to time. During last visit to Nagina shared **"I earn well, I manage a minimum of Rs.4000 to 5000 a month, and last month a bridal order, managed her to earn about Rs 7,000 profit."**

“I was mentally prepared to leave the village to find work in the city. Farming with chemical fertilizer and pesticides was costing me and soil health and not putting enough food on the table.”

Muhammad Shehzad, Chak 100/1-L

District: Rahim Yar Khan



Shehzad 27 years old has been involved in cotton farming in Chak 100/1-L for three years. He lives with his mother, father, two brothers and younger sister. Like all the other farmers in his village, he and his father used chemical pesticides and fertilizers on his cotton crop even though he knew the chemicals were making him and his cattle ill. But he believed that was the only way to ensure that he had a good crop.

During the survey in 2013 REEDS producer organization of WWF-Pakistan team visited him and discussed with him about the BCFTF Project, he showed a great interest to be the part of this project and become active LG member and also selected as Secretary of LG 100/1-L Tehsil Khan Pur.

He actively participated in the LG meetings/gatherings and trainings. **He shared that he was much depressed and in stress for not getting maximum output from the cotton crop as he was applying 2-3 bags of DAP, 4-5 bags of Urea, 2 bags of CAN etc in last three years. He has also observed** drying out of the leaves, more height but less bolls and damage or even death of the plant.

Shehzad says "after becoming the part of the LG he comes to know benefits of the organic fertilizer or application of cattle dung through Fermented. After 10 days I irrigated 6 acres of cotton crop through fermenter. Really a dream came true when after eight days I have seen my crop lush green without application of any fertilizer. In the whole season I have only applied 1 and 1/2 bag of Urea/acre and 10 irrigations to 6 acres. Finally I have saved Rs. 6700/acre or 40200 for six acre additional 6 monds/acre yield is also more that the rest. Now with the saving amount (144600 Rs.) his family planned to utilize this amount for his marriage.

Shehzad says, “I was ready to leave the village to find work in the city. Farming with Chemical fertilizer and pesticides was costing me my health and not putting enough food on the table. Now my input costs are lower, and I am saving money through organic farming. This also resulted in improving the water holding capacity. At the end of the season once again I will request REED team to facilitate me for analyzing the soil to have better understanding to support that it improves texture and organic matter as I have learnt in LG gatherings. In addition Farmer Field Book helped him to put all the expenditure and income record properly which he was not doing before it. I am happy to stay with my family and am proud of the LG member, a better cotton farmer.”

Shama BB is now valued as knowledgeable farmer

Shama lives in small village Shaikhan of Tehsil Khan Pur. Like most women in her village, she was involved in some agricultural production activities from cotton harvesting and picking and in managing livestock. Despite her contributions, she depends heavily on her husband as she makes all the decisions in any income-generating activity. In 2015, however, Shama's role changed as early that year, Shama's husband died. With her husband gone, Shama took on new responsibilities and became the only decision-maker in agriculture-related matters. With little knowledge of cotton farming (Proper land preparation, need of water application, dose and time of fertilizers application for cotton, pesticides application, cotton pest, diseases and beneficial insect) she had little faith in her capacity to continue with the cotton farming with 2.02 (Ha) she decided to shift sugarcane production to sustain the expenses of dependent 8 members (5 girls & 3 boys including one mentally retard son)

A SEASON FOR CHANGE



In 2014, Shama attended trainings session on decent Work in Women Open School and oriented about Better Cotton Program, Health & safety measurement and safe and clean cotton picking. In the following season of 2015, She convinced by Women Field Facilitator (WFF) to join Learning Group to know about the better management practices of Cotton Production rather than to shift in Sugarcane Production

She joined and attended all the necessary trainings provided by Field Facilitators and learned about during the training (e.g. land preparation and sowing, application of fertilizer and irrigation, pesticides at recommended times and doses etc). She was amazed to see that growing production was healthy than previously cultivated land by following FF recommendations and advices. After 7 month experience with Learning Group members, "My in-laws initially did not allow me to join training sessions at LG with the males but now they become very impressed and often come to me to request for support on cotton production issues." Shama Bibi. She expected to get higher yields and profit as per her FFB record in which she captures farm information as expenses management cost of seed, irrigation, fertilizers, pesticides and labor.

Rural women in Pakistan are responsible for most of the hard work in and around the homestead, yet their work is seldom recognized as Farmer and usually they recognized as Farmer's wife. But a woman from a small village in Rahim Yar Khan have proved that she can contribute to household system as well as improved farm production as better and knowledgeable farmer



"I never thought Cotton production was possible after my husband's death; I observed it and finally I produced it by myself with REEDS field Team facilitation We are very happy; all village farmers are happy." Shama BB
(Small farmer GIF Project)

Little Things make greater changes "Women Leading the way for Decent Work in better cotton"



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. WWF - P is working since 2005 for the development and promotion of site-specific Better Management Practices under the project "Pakistan Sustainable Cotton Initiatives (PSCI)", with the objective of globally raising the sustainability standard of conventional cotton and making it available in large volumes to mainstream retailers at the same price as conventional cotton. The BCI 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 and being the Pioneer Country producing Better Cotton, REED-Pk started activities for widespread promotion and dissemination of Better Management Practices (BMP) as per Better Cotton Initiative (BCI) production principles and criteria through participatory approaches with the collaboration of WWF-Pakistan. 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.

Miss Najma Alam a private student of graduation is one of them who belong to a deprived family having four sister and three brothers. His father died twelve years ago. After his death brothers not allowed sisters to continue their study at this conflict mother supported their daughters and finally they (mother with two daughters) left the home and started life independently. During the meeting conducted with female learning group in Chak 45/P Miss Najma showed great interest and in 2013 she become the leader of her LG. Members of the LG appreciated and cooperated with her.

As a volunteer leader of LG she contacted with the Micro-Finance Bank and after their visit they selected five females for small loaning according to their development plan.

In April 2014 REEDS-Pk being the IP of WWF-Pakistan planned to start project regarding Better Cotton and to promote decent work through Female Field Facilitators. REEDS-Pk announced jobs in which response she also submitted application. During the interview it was shared that organization will not provide any transport for field how she will move in the field. After a while she thought and replied that because she wants to continue her studies and support her family so she will manage it.



Now she is moving in the field properly and timely and having meetings with the Female LGs in this group, female farmers and workers come together and share their concerns, issues and opinions on cotton growing, training and marketing. Females appreciating her and have 100% attendance rate by those who register. The women see the value of becoming Better Cotton farmers, and the benefits it will bring to their businesses.



The women have already started implementing some of the new knowledge and practices they have gained from the Learning Group. They ensure their own and other people's health and safety, and they apply Decent Work principles.

For the promotion of Decent Work WWF-Pakistan gave one week training (28th April to 3rd May 2014) to the recruited staff of all IPs. REEDS-Pk management was worried although they want to support Miss Najma but how she will move in the field was the question.

The Learning Group also gives women farmers and workers a chance to be part of a micro-finance program of NRSP. As part of the project, the women learnt about the importance of education especially female education and actively participating in meetings with parents about child school enrolment. Shabana Mai, one of the Learning Group participants, shared that "Now we can discuss matters related to best practices of sustainable cotton initiatives with other women. We also value the importance of education for our children."

After the training it was miracle in district Rahim Yar Khan that Miss Najma shared with the REEDS-Pk Executive Director that she will move in the field by Bicycle and office should support her for having it and she will return the amount in installments. A meeting was conducted with the staff and finally REEDS-Pk management purchased a bicycle and gave to her.

The positive results and changes that the women have seen from the mobilization of Miss Najam of their new knowledge on their family farms continues to inspire many other women workers and farmers to join the Learning Group. "I proud to be a Female Field Facilitator for promotion of Decent Work for Better Cotton" shared Miss Najma.



MAKING A DIFFERENCE TO OUR SOIL AND SOCIETY

“ Not only did home garden help improve household's dietary intake by 8-10 kg vegetables in week ,it helped in monthly savings of not less than 4,500 worth from vegetables .” states Saima .

Regular participant of Women Open School (WOS) Saima,28 years old, from Chak 120/1L Tehsil Khan Pur District Rahim Yar Khan. She has been involved in agriculture activities from childhood particularly in cotton picking and getting low income from labor and was unable to compete feed of her family needs. Having a combined large family setup she had no other option for her survival.



When Miss Zakia Malik women Field Facilitator conducted an introductory session for BCFTF Project with the women for establishment of WOS in their village, Saima also registered herself. She attended weekly trainings on Decent Work and observed all activities deeply. During a session along with other females she showed her deeply concern about the sharp increase in food prices and its negative impacts on vulnerable household. As mostly females are dependent on agriculture and livestock production as a means of their livelihood. In order to save and utilize the available resources without compromising on environment REEDS PK with the Collaboration of WWF P initiated Kitchen Gardening Trainings.

Focusing the criteria selected WOS members were offered a Kitchen Gardening Training with the objective to increase their production and productivity in their livelihood. Miss Saima was also selected beneficiary and provided kitchen Gardening Training, instructional Booklet and high quality of seasonal seeds .Saima grows the seeds in the small portion of her house but in turn she also trained the men of the household as well as grown up children especially girls.

“I have never experienced to grow vegetables although I was engaging in agriculture. Now this small garden is a source of nourishment for my family. We eat fresh, pesticide free and organic vegetables every day. So we are spending less on food and also earning from selling extra vegetables to other villagers. I also supports my relatives who have less money to buy vegetables ” Saima shared in a confident tune.

She thanked and praised REEDS and WWF-P team for supporting and giving her different means of livelihood.

A Dream Came True

"I can never forget the day when things changed in the second. No one knew what is going on and what would happen. Every one was trying providing rescue, to their beloved ones. And I was looking for the help of God,"



Mai Suhagan expresses her experience faced in flood of 2010.

35 years old Mai Suhagan is a disable widow with four children from Basti Gagan, Union Council Mohib Shah, Tehsil Sadiq Abad. Her family is living here from forefathers. She has four children including a seven years mentally disable son. She has her in-laws in the same village but she lives separately from them. She was living in muddy house with her children but now due to heavy flood she has lost everything.

She thinks herself as the most misfortunate woman in the village because she has neither husband nor a physically normal young son who could be a source of managing the matters and other things required by his brother and two young sisters. Mai Suhagan says, "I never thought that the flood would hit our village and it would snatch every thing from us, our shelter, our sources of livelihood, our food, our water and so many other important things to survive." "Three days we go without supper, but honestly those days were tough especially with the disability and with four children.

Due to flood and open defecation, water born diseases were another big challenge for her family members. She was constantly suffered from diarrhea and the children were always sick with stomach problems.

You can not imagine my delight when one day the REED PK Team visited my village for beneficiary assessment for the provision of latrine. They came into my tent what remained of my house and talked about my damages during the floods and listened to all my miseries. After becoming satisfied that I was a deserved case, the team registered me as a beneficiary.



Mai Suhagan expressed her gratitude to the REED PK Team by saying that "It was very first visit of any Organizational representative in our area and I hoped that once they visited and registered me they would definitely provide me promised facility. The REED PK Team fulfilled its promise by providing latrine to me. Once the village assessed a series of hygiene awareness meetings were arranged with females by the hygiene promoters of REED PK. She also attended various meetings. Hygiene Promoters spread the awareness on the merits and demerits of sanitation, causes and prevention of the diseases due to open defecation.

On her view these sessions amazingly effected on daily health practices, she has seen health and cleanliness improvement not only in her house but in the whole village. Mai Suhagan is provided latrine as she met our extremely vulnerable group. Having this main requirement, Mai Suhagan is so much happy as it gives her the feelings of security, and cleanliness. According to her "The biggest advantage is the privacy in the form of latrine provided by the REED-PK team and Malteaser is really appreciable. This will help our ability to stay clean not only for me but for my all family members.

Little Confidence and trust building brings greater changes among women

"Women Open Schools (WOS) convinced and encouraged me that women can also be part of better cotton as farmer in Pakistan. So I have decided to continuing growing cotton as per Better Cotton Standard System and decent work which have enhanced my capacity to get better production to support my family after the death of my husband Muhammad Hanif (an active member and progressive farmer of Learning Group village 109/1L)".

Widow Nasreen Bibi active member of Women Open School village 109/1-L Distt. Rahim Yar Khan-Punjab-Pakistan



Widow Nasreen Bibi 46 years old along with 6 children (1 boy and 5 girls) having 3 acres of agriculture land had been supporting his husband for growing cotton for 8 years. In 2014 after the death of her husband she took over the charge of family farm. She joined the women open school (WOS) running by REEDS, a producer organization of WWF-Pakistan, a community action group campaigning for building capacity of women regarding better cotton standards and decent work for better livelihoods for the rural poor.

Nasreen Bibi says "Women in Pakistan play active role in cotton production, although I was involved with my husband from last many years but this year after my husband's death I have directly taken charge of our family farm. I have participated in many training and became to know about the thinning, safe pesticide use, methods of application of fertilizer and pesticide, identification of beneficial insects, use of farm yard manure etc. Especially before this I didn't be familiar with that woman and children can be more susceptible to pesticides than men. Thankfulness to WOS, we have more self-confidence, and understanding about our crucial role in our family farm. Now, I recognize I can change things for the better." As this year I am not involving only in thinning and hoeing but also applied pesticide and fertilizer. Till now I have applied only 1 spray while other farmers in the village have 2-3 I have also saved two irrigations. I am confident that after picking I will have higher profitability and yield then other farmers. It encourages me that in different meetings it has been discussed that I am the only female farmer in District Rahim Yar Khan who is directly involved in cotton farming.

Nasreen Bibi also shared "I also appreciate Miss Najma Women Field facilitator who comes to us by Bicycle from far flung area to build our capacity. At the same I appreciate and requests to REEDS for expansion of their program as women have great role in cotton farming but they are not involved in capacity building and decisions' now I want to do more and help other women."

SUCCESSFUL EXPERIENCE WITH SUCCESSFUL ADOPTION

Cotton cultivation is Nazeera Mai's family profession, a small holder farmer from Chak 74/A Feroza, Rahim Yar Khan. Her parents, sister, brother and after her marriage her In Laws are farmers. Although, she have been involved in cotton Crop production since 2010 when her husband went to city for other income source. Nazeera cultivate cotton in her 1.62 (Hac) farm. Till recently the cotton yield from her land was coming down alarmingly with each harvest despite large doses of chemical fertilizers. The land was losing fertility due to over usage of chemicals to eradicate pests; recalls Nazeera

When in 2013 Better Cotton introduced in her village, her male's relatives after adopting BMPs improved productivity and cotton quality. For this reason, Nazeera Mai was eager to participate in Better Cotton Fast Track Fund in partnership with BCI and REEDS and she registered herself as Better Cotton producers in 2015.



Nazeera Mai participated in Learning Groups Training/ Advisory services to increase her cotton production as well as quality. "Every training gave an opportunity to share and learn experience form male farmers and Facilitator "she says. Sitting at cart in LG farmers training on Better Cotton Production Principles, Nazeera listen with rapt attention at the concept of Soil Management, Water Management, Crop Protection practices, decent Work etc. She found key messages of increasing cotton production was convincing both in terms of remuneration and sustainability. Drawing on the skills and knowledge, gained during the trainings, she increased yield 120 KG/acre than previous years.

"The most valuable training I received from LG was how to manage diseases and pests on my cotton crops," "Before the training all the insect just used to kill. But now I know how to identify beneficial and harmful insect caused problems and decrease my crops production." said Nazeera. The chemical and fertilizer used in cotton has significantly reduced and she saved 9000 Rs by minimizing fertilizer from 3 to 2 times.

"After knowing DW Principles only trained adults allowed at her farm for her help", indicating that child labour for better cotton cultivation is not acceptable to her. With her new cotton productivity, Nazeera has reduced cost and increased her economic opportunities as through LG she was also connected with Livelihood program funded by ICCO Cooperation and selected as final goats rearing beneficiary. By contributing more to the household income, she has gained more decision-making power in her home and has more economic autonomy in her husband's absence.



The IDH -funded project "Growth & Innovation Fund": Securing sustainable sources of for better Cotton production to support the Small Farm communities in District Rahim Yar Khan', So far, about 8000 farmers including 10 females farmers are benefiting from the project that is being facilitated by the BCI . The objective is to promote a bouquet of best agricultural practices, including the improvement of planting techniques and integrated pest management practices.

Sharing Culture Promoting Peace

Rahim Yar Khan District is bounded on the north by Muzaffargarh District, on the east by Bahawalpur District, on the south by Jaisalmer (India) and Ghotki District of Sindh province and on the west by Rajanpur District. The district has an area of 11,880 square kilometers and comprises four tehsils which contain a total of 122 Union Councils. Tehsil Khanpur has 28, Liaquatpur 26, Sadiqabad 29 and Rahim Yar Khan has 40.

In rural areas of district Rahim Yar Khan due to existence of different religious communities especially in Cholistan where Hindu Tribal Communities exist are considered against some of the common identity related to food habits, cloth, festivals & languages understood as the Composite Heritage. Not only these in these areas caste system, gender based discriminations, racism, communal mindset, language as medium of creating and spreading these divides, religious texts as a medium of legitimizing negative practices are also present.

REED-Society and Christian Study Center-Rawalpindi:

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.

In 2008-9 REEDS started working with the collaboration of Christian Study Center Rawalpindi for the promotion of peace and inter-faith harmony. During the implementation of different activities it has been observed that youth and the composite heritage can be a good source to bring people together.

With series of last three years activities once again in 2014 a project **Youth a source, for the promotion of culture of peace and harmony** initiated with the collaboration of CSC and REEDS conducted different activities in



Ch. Muhammad Shahid P) comments that initially when the people from the community came to me and shared the idea of composite heritage source of peace and to celebrate Baisakhi Mela a cultural festival, I refused to do such type of activity here in my village because I don't understand the theme but after a long discussion me and my subordinates allowed them and committed that we should be there to see what you wants to do. No doubt the Cultural festival is well organized having lots of fun, providing for participation, learning, and enjoyment for all ages.

Background:

After having the need assessment and focus group discussion with the local community of the Chak 53/P Tehsil & District Rahim Yar Khan a group of volunteers and REEDS staff met with the Ch. Muhammad Shahid (Nambardar of the Chak 53/P) for conducting this activity and inviting him as chief guest. During the discussion he refused to join the activity in addition he also strictly forbade to do this activity in the village.



He also shared that Baisakhi Mela is one of the most colorful aspects of Baisakhi celebrations have not seen before. Happy with the harvest and the ensuing prosperity, men and women dress themselves in their fanciest clothes and participate in the Baisakhi fair with joy and gusto. A combination of activities like folk songs, acrobatics, Performance of folk instruments, snake charmer, competition of beautiful livestock reared for Bakar Eid, cutting of wheat etc given people a chance to enjoy the spirit of life and inner freedom It is a day well spent: both informative and entertaining providing opportunities to all the people to come together and enjoy as human beings to promote peace and harmony.



Local landlord not only positioned on stage but also actively enjoyed and participated in the entire activities enthusiastically.

He also thanked REEDS and CSC for organizing such a beautiful events no doubt Composite Heritage play important role in bringing people together.

Resolving Matter by Getting Peaceful Solutions

Poverty and hunger go hand in hand, a fact that is blatantly obvious in the nation of Pakistan. While providing life sustaining food to destitute people is vital and good, it only addresses a symptom of gross poverty, not the problem itself. Poverty increase a conflict in society. Therefore **Aawaz and Accountability programs** are focused on setting people free from the circumstances that cause the conflict regarding poverty. AAWAZ Voice and Accountability programme gives voices to unheard especially excluded group.



Due to several meetings under Aawaz Program, the forums are Active strong and have a very influential communication with each other while Aawaz Agahe Center working as connector to facilitate community especially focusing minority's rights.

This story is about one such case that happened in Mohalla Aman Garh in UC Aman Garh, Sorting out the priority issues in the village Aman Garh with excluded group that need to be addressed on urgent basis, AVF identified the problem regarding unavailability of barber shop for Mainghwal community as majority of the Mainghwal community has to travel to main market far away about 15 km for hair dressing.



As two groups from Muslim and Mainghwal community argue with each other when Muslim Barber Shop owner refused to cut the hair of the people belongs to Mainghwal community. Meanwhile the whole community also got involved and scale of disrespect was long-drawn-out on the basis of religious point of view. Under Output 2, AAWAZ focuses to bring harmony and peace in the society and making citizens enable to solve their local disputes peacefully. During the meeting of AVF, members brought this important issue in the notice of AUF and Resource Person. Resource person and AUF Ashok Kumar decided to pay particular attention to this case on urgent basis to resolve the issue pre-empt.

Resource Person along with Ashok Kumar conducted a meeting with ICCO Cooperation Project Coordinator and highlighted the issue recommended Rajaish Kumar who has experience as barber that if he could be granted with some amount he can open a barber shop at Aman Garh he has no money for establish a Barber Shop so that Mainghwal community can easily approach him and root cause of the issue can be handled which can affect the peace enviournment in Basti Aman Garh. Immediately Resource Person filled a beneficiary form of Rajesh Kumar and after verifying it from Village Development Committee (VDC) of ICCO Cooperation organization working on the livelihood Project in District Rahim Yar Khan she referred the form to Project coordinator. This meeting and follow-ups proved very fruitful Monitoring committee of ICCO cooperation visited Rajaish Kumar and AVF Aman Garh and approved him as a selected beneficiary to start a small business by opening Barber shop for the community suffering the particular issue. Due to the efforts of AVF and resource person this matter was resolved successfully at local level. Rajesh Kumar take twenty thousand Rupees and establish a barber shop in front of Basti Amangrah Adda Ckak.103/P and start earning Rupees 600 to 700 hundred daily. As per the needs of the community and friendly atmosphere as well as positive attitude and behavior, Muslim and Non-Muslim both are coming to his shop for cutting hairs. Peace and tolerance has been started and all the Mehngwal community appreciated and thanked the Aawaz and Accountability Program and Aurat Foundation who supported the cause and gave the platform for sustainable development and peace promotion.



***"We should not be a burden on others, should be need others and can promote peace and interfaith harmony with our positive approach and deeds.
"Said Rajaish Kumar"***



National Office:

**Canal Park Street # 1 Near Govt. Girl's College
Rahim Yar Khan Punjab-Pakistan**

Ph: +92-068-5876693

E-mail: reedryk@gmail.com

Website: www.reedspk.org