

سوہنی دھرتی اللہ کے قدم قدم آباد تھے



Awami Development Organization
(ADO)

Housing Colony Phase II By Pass Road Layyah
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خوشحال دھرتی پیداواری گروپ 150/TDA جمن شاہلیہ

Total Beneficiaries =
28
Male = 12
Female =

Land = 1.5
Acre

Total Cost = Rs
756,500

Seed & Fertilizer = Rs
140,950

Capital items = Rs
468,050

Misc = Rs
147,500

InCome in one session
= Rs



THE TUNNEL FARMING A GREEN REVOLUTION IN THE BARREN AREA.

Items	Quantity
GI Pipes	415
Wire (Per KG)	180
Rods	815
Shoper Polythene (per KG)	500
Black Shoper (Per KG)	60
Brittle guard Seed (per pack)	6
Cucumber Seed (per pack)	6
Pumpkin Seed (per pack)	5
Fertilizers Urea	20
Fertilizer Zarkhaiz	10
Land Tenant (per Acr)	1.5



VISION & MISSION OF CIG

- Vision:

To establish a well-informed & technological-based community having their own land for cultivation & a peasant generation will be a well-educated.

- Mission:

To provide a sustainable livelihood to each beneficiary and having a sense of ownership & will be owner of the land after two years.

OBJECTIVES OF THE CIG GROUP

- To strengthen the capacity in tunnel farming to increase sales to domestic and foreign markets
- To strengthen the capacity of small stake holders and farmer enterprises to operate autonomously and effectively; and
- To increase agriculture efficiency and productivity through adoption of new farming techniques and technological innovation among targeted beneficiaries.



PLANNING PROCESS

- **Formulation of Cooperative:** CIG groups was formed and activated through participatory approach. The formation criteria is based on common interest and a background and close geographical spread in a cluster.
- **Gender Inclusion:** 60% CIGs consists of females. These women also supported and represented as a farmer in the identified regions.
- **Linkage with line departments:** CIG group was linked with Agriculture department to increase their productivity / yield more over an exposure visit from agriculture university Faisalabad was also a great



PLANNING PROCESS

- **Trainings Workshops:** To impart trainings workshops to enhance the capacity of CIGs Members. Residents trainings workshops supported in different segments of the project goals and objectives



- **Value Chain development** there was a great achievement by:

helping peasant groups engage in profitable market-oriented production and improved access to markets through poor beneficiaries of the livelihood project



CURRENT IMPACT

- 40% More production than seasonal crop & earned marginable amount.
- Local poor farmer community was replicate it on a low tunnel.
- Women employability has increased from 50-130 rupees p-day.
- Through linkages with the local market and other beneficiaries make better chances for livelihood.



FUTURE POSSIBLE IMPACT

- Establishment of green house for the more production & business sustainability.
- Seed production will be gained through green house.
- 95% capital cost of crops, seeds would be saved & reinvest it to increase the tunnel area.
- 50% chance of employability will also be increased.



PLAN FOR SAVING & FUTURE INVESTMENT OF THE CIG

- Total revenue of the yield is distributed amongst the 29 parts , one additional share is using for CIG saving purpose , 28 parts are reutilizing for cultivation.
- Khushal Dharti paidawari group was also linked with micro finance bank for longing & the documentation is in progress.
- After the completion of one cycle of production CIG group have aim to work on CLF through CIG group.

EMPLOYMENT & LIVELIHOOD THROUGH LINKAGES

- With the experience of first production 16 female members were facilitate as a wage for working.
- 150 P-day were be paid from plowing - transportation to market. (3-4 hour per day)
- For the transportation from tunnel to the market a riksha is attached who is the son of the livestock beneficiary. This riksha was purchased from the livestock
- One beneficiary was soled cucumber & melon on cart at local level he earned 600 profit from it.
- The entire CIG was linked with the vegetable & food market.

Pictures will be paste of riksha & Cart sealer

COST ANALYSIS THROUGH LINKAGES

- Women earned from labor Rs
- Ghulam Abass (riksha)
Beneficiary of livelihood project Rs
- Cart sealer
- Livelihood beneficiary Rs

Total cost Rs

ذرا نخم ہو تو یہ مٹی بڑی ذرخیز ہے سساقی

APNI KAHANI

- Video Documentary
- 1 male & 1 female 2 min time duration

IDEAS & INNOVATION FOR FUTURE PROGRAMMING

- Concept of deepening and expansion
 - We have to promote those desperately poor who have the skills, for future sustainability in their economic life.
 - To ensure female active participation in small business at domestic level and to linked them with local market to enhance their livelihood and profitability.
 - To provide a common plate form to the scattered youth for enhancing their technical capacity and to provide them self employment through establishment of women community

IDEAS & INNOVATION FOR FUTURE PROGRAMMING

- Disability mainstreaming in all programming
 - Identification of the disable persons from reliable resources like “social welfare Department” “Union Council Office” of respective union council “LSO, VOs, and COs”.
 - The establishment of their own small business according to their disability & market need.
 - Some of the disable persons will also be a part of Collective Businesses as per LIP.
 - To establish female community business center for the collective business with relevant trades at a one place.

THE PRODUCTIVE INSTITUTIONS DEVELOPMENT AT COMMUNITY LEVEL

- Individual Enterprise.

- Livestock
- Keryna Shops
- Donkey & Cart
- Hair Cutting salon
- Electric Shop
- Tyre Shop
- Tailor Shop
- Cycle Shop

- Cloth Shop
- Decoration Shop (Bike Stickers , etc)
- Butcher Shop
- Drink Corner
- General Store
- Minari Shop

- Collective Business

- Tunnel Farming
- Bakery shop
- Bricks Production Unit
- Animal Farm
- Handi craft
- Tent service
- Chaki Plant
- Nimko Production
- Shuttering & Paint Shop

INCORPORATING ACTION LEARNING IN ALL PROGRAMMING

- Through female skill and community trainings
- Establishment of Less resistance business at their own door step especially to Provide self employment to skilled women. i.e beauty pallor , tailoring
- Linkages of local market with women small business to provide all the requirements at grass root level.
- To enhance these small



LESSON LEARNED

Major Issues in the execution	How to counter them (Techniques Used)	Lessons Learnt
Sale of Assets	Each Beneficiaries must Legal written agreement with ADO (A stamp paper) with two guarantors	Some times off the record activities are also part of the project to insure its sustainability & insure regular activities
Less Women Participation	Mobilize the HH with the support of local activists and set a eligibility criteria for the distribution of assets .	Activist have a strong role to resolve any local conflict. Some changing's in Org Policies is also required according to the situation.
Failure of Business	Through the assessment of proper need identification and Providing them Quality ED trainings and Proper Follow up.	Proper Need identification not consider wishes list. Mobilization and Trainings Quality have strong impact.

LESSON LEARNED

Major Issues in the execution	How to counter them (Techniques Used)	Lessons Learnt
Staff Turn Over	Equal importance of all staff members and have alternative of each designation , also prepare a team of internees for back up.	Always have Plan B to ensure the smooth functioning of the Project to meet agreed targets.
Less impact of Community Trainings	Through the negotiating with the PPAF that short duration trainings have no impact , standard time required for the vocational trainings. Exposure visit paly a dominating role in community through exposure visits	Quality of training is more important then number of game.