

# A Radical Change in the Poverty Attitude



## Case Studies

Livelihood Enhancement & Protection Project

**Awami Development Organization. (ADO)**



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## Forwards

Working with helpless and marginalized communities is the remarkable and rewarding obligation. Particularly the socio-economic conditions of Layyah are miserable but the courage and the passion of the people that they have to cope with the problem of poverty, is appreciating.

Their innate wisdom and a sense of realization are more valuable as a guideline for development practitioners and their work.

This booklet provides some real life studies of our beneficiaries, who are working with our various Community Organizations COs, Common Interest Group CIGs and who, through their determination and zeal, have changed their fortunes.

We wish we could do justice by including in this report the many more men and women who through their pure hard work, faith, and a strong will have overcome the hardships of system and harsh circumstances in ending the poverty. Nevertheless a start has been made and we hope to build upon the same in future.

My thanks to the members of Community Organization and Common Interest Groups and the staff of the ADO for making the stories of these remarkable men and women to reach a wider audience.

Sh.Shazad Gull  
Executive Director.

## Say no to adversity!!!

Wretchedness, redundancy and extreme dearth of human necessities are the common traits of village Basti Chandia situated at Layyah Thal Jandi. The most destitute settlement is a part of the most disadvantaged district of the Punjab province. This settlement is 03 K.M away from the district headquarter most of the residents are deprived even from the basic amenities of life .The literacy rate is below the satisfactory line and people earned their livelihood by wages labor. Females work in the fields (pre-emergence to harvesting of crop activities) all the daylong and get approximately 70 rupees per day.

08 months ago at chalk no. 148-A by the Awammi Development Organization a common interest group named shareef enterprise group was shaped .All the members of this groups belong to enterprise (karyana shops) .Muhammad Niaz and Abdul Aziz selected as president and the manager of this newly formed group respectively. Most of the beneficiaries belong to the ultra poor categories confirmed from the poverty score card survey.

After the formation of the group saving was not possible because they have to enhance their business first .whatever they earned from their daily income they utilized it in the protection of their business shops. Gradually they started to keep the money from the daily income for the rainy days.ADO LEP team facilitated the group in budding the linkages with the local market. Seven beneficiaries of this group decided in the monthly meeting that we have to capture the local customers for this purpose we have to jointly provide them the basic requirements at their door step. First they divided the

Commodities that one shopkeeper will put up for sale the other will do another thing. So that the maximum facilities should be provided to the local community like if one is doing the business of fruits and vegetables the other will do the ice cream Kulfa business.” *So these value additions in our routine shops will increase the daily income*” claimed one of the members of this group Muhammad Niaz. Because I have started the beverages and was linked with the coca cola sale depot in the local market and refrigerator was made available to me because of my good average sale. Abdul Aziz started the general store items like cosmetics and shoes at his shop as additional commodities. Muhammad Saeed another member started



Selling petrol and established a tyre puncture shop according to the local area needs.

“A Salesman from the ADO bakery shop established at U/C Ladhana has also linked with our group and, he supplied us the requirements comparatively at the economical rates to the local market. The donkey cart owner from our neighboring CIG is also permanently attached with us for the carriage of our collective purchase from the market” said Javid Iqbal one of the members of this group.

One member at the beginning of our group got unwell condition in his business due to his improper business planning. At the monthly meeting he disclosed his business malfunctioning so we all the members decided to lend a hand with him for the success of his business. So for this purpose we practically started the saving to help our fellow being. We first open the bank account and stated to save the monthly saving in this joint account. Within two months we have congregate more than 10000 rupees from our daily income. Nevertheless we urgently handed over this income to Javid so that he could properly run his business. Muhammad Niaz portrays this situation.

As Javid’s shop begin to flourish we started saving the more for the rainy days .suddenly Abdul Aziz the manager of our group diagnosed as the long-suffering of esophagus cancer .This was a very shocking to all of us. We immediately arrange the group meeting including the neighboring CO and CIG of donkey cart to cope with the Severe condition. We moved the patient to Lahore

After some days the consultants suggested us to shift him to his house for the camootherapy. Aziz is getting the medicine regularly and we are nursing him.

Abdul Majid a senior group member narrated that” *before the ADO intervention we were scattered we never gathered at one place even we were unknown to our neighbors how and where he is living ...but ADO has provided us a common plate form to share each other grievances and problems . But we are able to solve our own problems by self help*”.

We are now able to establish a common market having the same business interest to maximize our business and to enhance our daily income said a shop keeper of this CIG. We have learnt from our resent experience that everything is possible if we have the same thinking and collective action to address our adversity.





## The conversion of frustration into Prosperity

Union Council Ladhana was a challenge when ADO started Social Mobilization here. Poverty stricken masses, hopelessness and a fear to take initiative were the common characteristics of this area. Initially scattered population even unaware of their basic rights was provided a common platform where they could freely express their basic problems and necessities. The United Community Organization CO was formed. All the members at inception hesitantly joined this and later when they realized the importance of this group they started to participate vigilantly in their own problems and the solution that how to resolve these by using the available resources for this purpose. The United CO unanimously through a resolution identified three semi-skill young men to provide them Livelihood and Employability. They chose agricultural seed business because most of the members belong to an agricultural background a strong value chain should be developed.



These young men selected by the CO for the agricultural seed centre were nominated Ijaz Ahmad, Javaid Iqbal and Jaffar Hussain. They were given the training of enterprise development after the PSC survey. They were also given 10 days training at the University of Faisalabad about the seed production, Pest management, how to get maximize production and about the use of fertilizers. These young men were provided all the requirements by the ADO regarding their concern business.

These ultra poor, unemployed and frustrated young men when started their business they were reluctant and hesitated at the beginning but all the CO members and the ADO team of Social Mobilization and the team of LEED project ensured the moral, technical and financial support to them. "We all are with you" this motivation was the factor behind the inception of this centre.

They have to face the hurdles and restrictions but gradually they started how to cope these and at beginning they have to face the dilemma of their family support because they were not getting the income from this business nevertheless slowly but surely when the business started to flourish they underwent to get wages from the total income. They earned 110000 rupees from the first season of cotton seed sale. They reinvest this income to enhance the business in the secondly they earned 125000 in wheat season and they reinvested it in the 3<sup>rd</sup> season of cotton seed again. They also collected more than 1 lac rupees along with sale of fertilizers and other vegetable seeds. Now they have enhanced the business more than 4 lac.



These young men have divided their duties at the centre Ijaz performing his role as shop keeper at the centre and Javed and Jafer as the field assistants. Now they are getting the per month earnings from their own center. All the CO members are the regular clients of the Awami Green Seed Center.

Muhammad Ramzan the member of the united CO narrated that “This centre is blessing for the entire community of our village. Before this we were forced to purchase the crops seed at the high interest rates. We were captured in iron cage of traditional traders (Aarati). This is a sigh of relief for all of us. It is not merely a seed center but a social capital of the entire Community”





## We will never die in poverty!!!

Owners of the Barren land, poverty stricken inhabitants, socially discounted among themselves, wrapped with strong strings of poverty, victims of hopelessness and destitute. Firmly bounded with the notion that we are the unwell fortunate people. They have confirmed it that we have born the poor, are living in poverty and will die in these pitiable conditions. It seems that poverty has become their attitude instead of destiny. No one knew that who were these people who have such concepts about their current social and economic circumstances. These are the perceptions of the residents of chalk number 150-A one year before. The scatter population of this village was never provided a common platform where they could describe their miserable conditions freely even among one other.

Before one year when ADO team of social mobilization has an intervention in this village, mobilized them and started to realize them that there is a ray of hope in these circumstances. We are also with you. These people begin to assemble at one place within the village. They participated in the formation of community organization and social mobilization started to change their mentality and attitude from adversity to prosperity. Their participation in Community Management Skill Trainings CMST trainings proved drip irrigation in their Barron circumstances. They gradually started to ponder upon that where the problem exists. Why we are so poor? How we can come out from these monstrous problems? The sense of self actualization leads them to do something. Because they claimed that room was not built in a day... we have do something for ourselves.

They gradually started social interaction among themselves and begin to discuss, and



Identified their basic problems, the root causes, where the fault is and what are the available resources to cope with these and how to plan the solid strategies to eradicate these? Collectiveness, the sense of awareness and realization when came in these peasants and the extreme poor through social mobilization. ADO then again intervened in these people by the help of its Livelihood Enhancement Protection LEP team. In the door to door survey through Poverty Score Card PSC most of the residents declared as ultra poor members of the community.

During the Livelihood Investment Plan LIP all these people made a collective decision that we want to do something from a common platform to address our poverty and adversity. Most of the female and male members belong to the agricultural background. So they took a decision to intervene in the agriculture. All these demanded tunnel farming establishment in their village. Because five farmers among these have got the 10 days training at university of agriculture Faisalabad six months before about tunnel farming, food security and enhancement of agricultural yields. The fruitful result of this training leads them to establish their own tunnel in their own village town. Due to the linkages with the line department soil test and the feasibility

of the project was scientifically tested good and suitable results of this test also encouraged the passion of all the members to do so.

28 members were selected for this purpose and a Common Interest Group CIG named Khushal Dharti Paidawari Group was formed at 19 December 2013 all the members were given the relevant trainings about the tunnel farming its management and how to enhance the production?.LEP team provided all the requirements and they begin to start their own assigned task. Shaheen Bibi the president of this group along with the other female members actively participated in the plowing and sowing stage. Manager Muhammad Sohail also provided the entire requirements and arranged the members in different categories by assigning them the different tasks.

Now it's time for the first production the of cucumber. It is an interpretation of the dream which they saw year before .All the members are very excited because they are working at their own tunnel and females are also getting the daily wages with high sense of ownership which they have first time throughout their levies... peasants are now the owners of a tunnel.

The production is ready to sale in the market so the donkey carts beneficiaries are now linked with this CIG for the carriage from tunnel to the fruits and vegetables market ( Mandi.)

Asmat Mae the member of this group expresses her sentiments” that first time in my life I eat cucumber because in my area it was considered the salad of the rich community”

. Din Muhammad another member of this group an experienced old man of his village claimed that “this agricultural production house is the first initiative in our collective approach which has changed our aptitude that everything is possible but it needs self determination and the consistency. So we have to move forwards for the further progress and sustainable future of our village from this plate form”.

Noor Muhammad another member of this group expressing his view that we are also very pleased and thankful to Awami Development Organization that they have recently provided us the training about the food security in the Arid environment arranged at Bahadar Sub campus Layyah.

Hajran Mae expressed that” we are now the helping hands of our men in our livelihood at our own door step. We were the peasants and depressed people but ADO has not only given us the sense of apprehension but also provide us the realistic pathway for the enrichment and the safety of our means of livelihood”.





## A radical change



Chacha Khuda Bux is very disheartened today during the monthly meeting of Hasmi Mushtaka Group a donkey cart common interest group CIG at Basti Chandia, when reason was asked about his sadness he narrated that” my daughter has applied for B.Sc Nursing at DHQ hospital Layyah she has qualified for criteria but I have not a single penny for my daughter admission the last date for the submission of the dues is next week. It is very large amount of money and I could not pay it alone”. All the 07 members of this group were surprised to hear this and took the matter seriously and they made a decision to lend a hand to their fellow being hopefully .all the members started hard work to earn the required money all these and Chacha Khuda Bux himself earned the mandatory money for the better future of his daughter. For this purpose they decided to did extra work for the obligatory money. They all helped chacha in his hard-hitting time by their resilient efforts and commitment. The daughter of a donkey cart owner has now enrolled in the B.Sc nursing class due to the savings of this group. Chacha has promised to his group that” next month I will return this money because I will do extra work for this recovery and the monthly stipend will also be provided to my daughter from the nursing school for the financial relief in my family”.

“ This is the remarkable step in the history of our village that we collectively do something for the future of our children .we never did such things in the past it is all due to the Awami Development Organization ADO efforts to amalgamate and assemble us” declared Muhammad Akmal the president of this group.

Here is another story of this village where the most of the people are underprivileged even from the rudimentary requirements of the human life. After 2 months unfortunately the beneficiary Muhammad Hashim the owner of donkey cart was much anxious about the ultimate loss of his donkey. His donkey that was awarded to him from the ADO has died. He could not recover this



cruel loss because it was not just a donkey but a strong mean of his livelihood. It was the one and only source of his family living. Now the saving of the group was available because chacha Khuda Bux has returned his loan previous month. So they decided to help their member in his intricacy. This saving was insufficient for the purchasing of new donkey. So the entire member worked hard to recover the loss of their member. Hashim himself urgently started labor work with the local mason. The members after earning some money provided a new donkey cart to Hashim .This was the second initiatives took by the group effort. So practically they have realized the importance of saving and collective action.

ADO team of LEP built linkages of this group with the local market so that they can easily get their livelihood. So each member is now linked with fruit and vegetable market, stockiest of bazaar and tent service. They are permanently attached with these business points to provide the services at their door steps.

Before the intervention of ADO the misery, redundancy and extreme dearth of human necessities were the common traits of village. The most destitute settlement is near to the district headquarter but most of the residents were deprived even from the essential amenities of life. We were unaware even about our neighbors.

ADO in this needy village through the social mobilization, formed a community, mobilized and arranged it at a one plate form. For the identification of their basic social and economic problems, there solution, planning for the economic prosperity and increasing the profit from the small scales business were the major objectives of the ADO. A common interest group named Hashmi Mushtarka Group was formed behind this background. The groups of these seven ultra poor members belong to donkey carts.

Muhammad Asghar the member of this group described that” our thinking and approach towards life has completely changed now due to ADO support”. He took a sigh of relief by taking a long breath and said that” my so



n who is now in matriculation will become an M.B.B.S doctor ... a son of a donkey cart owner”.

