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Empowering the Poor !

15 Years of Awami Development Organization



Director's Note

Once a sapling in the arid expanse of district Layyah has now become now a thick green tree. I feel just overwhelmed to see how many years have passed and we have not seen back ever since we started this journey to champion the cause of the oppressed – the cause of those peasants and workers who never enjoyed a two times meal for want of resources, the cause of those who never got their children admitted in school, the cause of those who tried to brave through the odds with failing health and the cause of those who remained out of the national headcount even, let alone their participation in any decision making. It is indeed a story of many successes and failures.

This report contains a brief snapshot of our 15 years work. It cannot in fact cover the insides of how we came to this point for it will need pages and pages. However, it will give our respectable readers the idea what Awami Development Organization put together accumulatively and that it is now standing firm and committed for many years and decades to come.

As this report rolls out, I must say that the herculean task was not possible if we did not have the support of our dedicated staff. I am thankful to all of them. I also thank immensely our donors which chose to work with us to transform the socio-political milieu of this sandy district that otherwise could have been shrouded under oblivion.

In the end, I invite from our dear friends to send us their invaluable feedback and suggestions to further improve our work.

Tufail Ahmad
Executive Director

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Awami Development Organization (ADO)

formerly known as Awami Welfare Society, is a body of young professionals who started off in 1996 with the mission to help the deprived sections of the district Layyah, South Punjab, to reduce poverty. In subsequent years, ADO underwent a paradigm shift of approach. It realized that the perspective of charity will not work if the organization intends to enable the target audience to get over their financial and social woes. Therefore, it moved from welfare to development paradigm considering the sustainable impact that the latter renders to the peoples' lives.

Today, ADO is about enhancing capacities of the people so that they negotiate their needs effectively and sustainably. It organizes communities into groups and assists them to prioritize development thrusts from among the host of issues. It trains and facilitates them to plan and implement corresponding programs and therefore systematically addresses the question of poverty.

ADO is currently working in the sectors of agricultural and general infrastructure development, democratic governance, education, health, violence against women, and disaster response. It employs research, advocacy, social mobilization and capacity development as its principal strategies.

From 1996 through 2011, ADO carried out a number of projects, in pursuit of its objectives. Most of these projects ADO implemented as an implementing partner. During the reported years, thousands of people, both women and men, have benefited from these projects. This report presents snapshot of our work in the last one and a half decade.



Vision

ADO envisions a democratic, peaceful and prosperous society that ensures equal development opportunities for the marginalized



Mission

ADO strives for socio- economic and political development of the marginalized communities especially women through group formation, capacity building, economic support and advocacy, to ensure development for all



Objectives

1. Organize and capacitate poorest of the poor, disaster-affected and disaster-prone communities to develop livelihood opportunities and community-based services infrastructure
2. Mobilize community support for democratic values, women' rights and women's protection from violence and their participation in socio-political and economic fields



District Layyah is situated in the Southwest (rather west). It appeared as a district in the province of Punjab in 1982. In the North of this district is situated Bhakkar district. In its west the River Indus flows. Across the Indus River is Dera Ghazi Khan. Jhang District is located in the East and Muzaffargarh in the South. For those interested in nomenclature, the title, Layyah, comes from a commonly grown shrub, 'Layyan' (Tamarisk Dieica). This shrub is used as fuel wood. It used to grow once in abundance here. Layyah was a Tehsil of Muzaffargarh before 1982. This district consists of a semi-rectangular block of sandy land between the Indus and Chenab rivers in Sindh Sagar Doaba. Administratively, it comprises of three tehsils, i.e., Layyah, Chaubara and Karor Lal Esan.

District Layyah covers 6,291 sq Kms, with a width from East to West of 88 Kms and a length from North to South of 72 Kms. It is populated of 1,121, 951, with population density of 178.2 people/sq km. Majority of the people here are linked with agriculture. Agriculture is found both in irrigated and desert area. The nature of farming of course is different in both cases.



Source: Working with the Weakest: South Asia Partnership-Pakistan, 2009

District Layyah is among the hottest in summers and the coldest in winters. The highest temperature recorded is above 50 Degree Celsius here in June and the lowest to 4 Degree Celsius in December. This area receives very scanty rainfall. As a matter of fact, the average rainfall does not exceed 18.7 centimeters, which is mainly in the monsoons (July-August). In the past, there were some exceptions recorded however. But in such an exceptional phase, the river Indus was in spate and people were displaced.

Layyah is not known for minerals as of today. It is though rich in natural/wild trees, plants, mushrooms and wild animals. Since above subsistence level farming is possible in the irrigated area, mainly and most lands in such areas are owned by a few influential land owners. As far as natural resources are concerned, Jand/Kana (Prosopis Spicigera), Shesham (Dalbergia Sissoo), Keekar (Acasia Arabica), Beri (Ziziphus Jajoba), Lai/Pilchhi and Jhan (Tamarix Gallion), Jhal (Salvadora Oleoides), Talla (Deb), Chambhar, Madhana, Thir and Jawan/Jawa, Kharpal, Munjhar, Mainon, Bhuk Bhathun, Savi, Phit Sain, Patralli, Phuli, Ludri, Budiam Asit, Tange Kamali But, Naun and Hemcha etc., are some wild trees and shrubs growing in the district. Other indigenous, though very rare, trees include Pippal, Banyan (Ficus Relugiosa), Bohar (Ficus Indica) and Jaman/Jammun (Engenia), etc. Therefore agriculture and natural resources combine together to serve as livelihood for peasants and workers at Layyah.

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ADO's Statistical Overview, 1996 - 2012

Villages Covered	=	156
Male Beneficiaries	=	86,649
Female Beneficiaries	=	93,870
Communities' Groups	=	630
Total Financial Input	=	382,848,241 Rs.
		(4,161,000 USD)
Current Staff	=	54

List of ADO's Donors and Partners

1.	PPAF
2.	UNDP
3.	Embassy of Japan
4.	SAP-PK
5.	Solidar Switzerland
6.	Oxfam-GB
7.	TVO
8.	Aurat Foundation
9.	SPO

Programmatic Snapshot: 1996 - 2011

ADO's philosophy of change is premised on i) respect for diversity, ii) acknowledgment of the potential of the people, both women and men, and iii) working together, irrespective of class, color, creed and political and religious identity. Our model of development struggle is rooted in communities, informed by the people of the same soil and effective utilization of the relevant knowledge.

ADO's work may broadly be classified in following six sectors over the past one and a half decade:

- 1 Community Agricultural Infrastructure Development
- 2 Livelihood Enhancement and Protection
- 3 Health and Education Infrastructure Development
- 4 Disaster Response
- 5 Ending Violence Against Women
- 6 Democratic Governance



Human Institutional Development

The overall programming of ADO is premised on Human Institutional Development (HID). HID is an approach towards "development". ADO evolved this approach in years of work. It is an accumulative form of sustained actions, including:

- Initial Discussions with the local population for Experiences Sharing, i.e., Mobilization
- Group Formation: of those who volunteer to work as a team member and share resources in cash and kind into Community Organizations(COs)
- Capacity Development of COs in Implementation and Management, including Assessments, Technical Surveys, Resources Management, etc.
- Identification of Projects/Schemes and Prioritization
- Formulation of Implement Strategy of the Identified Projects/Schemes
- Facilitation of the groups to undertake Monitoring
- Technical Backstopping for Sustainability and Marketing



HID precedes every project. In 2010, Pakistan Poverty Alleviation Fund (PPAF) started providing financial assistance to HID so that we continue to build our interventions on the same paradigm. With the assistance from PPAF, ADO is now working in 5 UCs where a total of 520 Community Organizations (COs) - each consisting of 15 to 20 male and female members - have been formed and trained. These COs have been trained in Organizational Management, Linkages, Disaster Management, Village Development Plan and Awareness of Sexual and Gender Based Violence, etc. and are now enabled to conduct different community-based actions, projects, campaigns and development schemes.

1 Community Agricultural Infrastructure Development

Community Agricultural Infrastructure Development (CAID) of ADO builds on the organizational experience and the HID in order to assist the agrarian communities to offset poverty and improve agricultural practices. It works through:

1. Formation of more than 750 groups of male and female peasants
2. Training and technical backstopping
3. Partial financial support to them to a) coordinate, b) develop, c) undertake, d) supervise and e) sustain and replicate infrastructure development models - linked to the development of agriculture and, subsequently, income of more than 46,000 poorest of the poor

There are two projects that fall under its ambit, i.e., Integrated Water Efficient Irrigation Project, which is known as IWEIP, and the construction of culverts, making of water courses, installation of tube wells, soling of link roads and streets, etc., which we term as Community Physical Infrastructure or CPI.



ADO completed at least five yearlong phases of CPI and three phases of IWEIP between year 2005 and 2012. The projects, of worth 322,066,972 rupees, quadrupled the incomes of the poor male and female farmers of Tehsil Chowbarah, Layyah and Karor as different reports indicate. Communities extended a share of rupees 51,706,335 in the overall financial input of the CAID. Donors provided 269,820,165 rupees to the kitty. The farmers groups are known as Kissan Committees.

Regarding planning and implementation of both IWEIP and CPI, ADO formed 632 groups. ADO has completed 411 projects and development schemes, courtesy South Asia Partnership-Pakistan which acquired resources from Pakistan Poverty Alleviation Fund, and helped the local agriculture ramify and quadrupled in production.

2 Livelihood Enhancement and Protection

Livelihood Enhancement and Protection (LEP) refers to assistance-based projects of ADO beyond agriculture. It is about the poorest of the poor rural communities' groups, in terms of social mobilization, training and financial support, to ramify their livelihood opportunities and add value to their products and business operations. It ultimately aims at better financial gains to offset the impact of poverty. South Asia Partnership-Pakistan is principle partner of this component. ADO is the local partner.

LEP comprises of two phases accumulatively benefitting 23 villages. First of these phases started in year 2010 and concluded in year 2011. The second phase started and concluded in year 2011 and year 2012 respectively.



Suicide? It is Never Now!

Muhammad Arshad, son of a late peasant, tried to commit suicide twice in his life. He is resident of Basti Faqiran Wali of union council Jaman Shah. He was looking alarmingly pale when ADO first met him in 2011. We learnt that he was depressed because of the bleakness of his future. Arshad shared that people considered him worthless and psycho. They shunned him lest he should beg from them. Arshad's village has no facility of electricity, safe drinking water, link roads or any industry. People of this village are very poor. Their means of livelihood is mostly peasantry. He is 18 years and living with his five siblings and a mother who is suffering from protracted illness. His elder brother is both physically and mentally challenged. So, he is the only bread winner.

ADO surveyed Arshad's his house and village and decided for him to open a barber's shop. Following the initial assessment, ADO arranged a three months' skill training for him in the Layyah city and a six days' enterprise development trainings so that he can also get basic tips of running a small business. After the completion of trainings, ADO opened for him a barbers-shop.

The shop is currently stocked to its bare minimum though. However, Arshad is doing great. He is earning 400 to 500 rupees daily. His younger brother and sister have started going to school. His mother is being checked up by a qualified doctor now.

Arshad shared following the set-up of his business that he used to consider it a cherished dream to support his family. He told that people had started respecting him. He also told that he has a business expansion plan.

The beneficiaries of both LEP phases were selected through a scientific method, i.e., Poverty Score Card. The projects covered the range of poor to ultra poor. There were 186 poorest households identified and conducted skills trainings with 672 male and female beneficiaries. Following the selection of the households, ADO developed 911 need-specific Livelihood Development Plans and created Common Interest Groups of the people whose needs corresponded with each other.

The LEP's overall financial support in both phases is estimated Rs. 10,130,000 ADO carried out series of trainings with 700 male and female members of the selected households. The trainings included enterprise development, livestock management, embroidery and stitching, skills of computer, auto cad, plumbing, welding, and air conditioners and refrigerators repair, etc. Exposure visits were also conducted to reinforce the learning of the beneficiaries.

The LEP has enabled the communities to rear sheep and goats and run small businesses of their own. The businesses the shop of electrician, shoes, rickshaw-body making, tailoring, bakery, welding, mobiles repairing, etc. are included in the list. Some households opted to buy donkey carts in view of the local needs.



3 Health and Education Infrastructure Development

Health and Education Infrastructure Development (HEID) entails support of ADO to the health and education service providers to improve concerned infrastructure so that communities should be able to benefit more. This component is based of health and education service models in rural communities.

Taking health in the first instance, in 2003, ADO established a Mother and Child Health Center in a local village (150 TDA) with financial assistance from Trust for Voluntary Organizations. This facility adequately handles general ailments and mothers' safe delivery. It benefits around 4,200 patients per month. It also provides for DNC, different lab tests and vaccination. Presently, there is a qualified doctor, lady health visitor and a trained birth attendant working at this MCH. ADO pumped in 500,000 rupees in this health infrastructure.

Saving Life, Time, Money and Energies Rural Health Center, Jaman Shah

Union Council Jaman Shah is located remotely in district Layyah. It is comparatively densely populated sandy terrain. Majority of the vulnerable 5500 inhabitants living here are connected to agricultural activities for livelihood.

ADO formulated its health related intervention at Jaman Shah because the only Basic Health Unit located here was surviving barely. It had negligible medical equipments and medicines. Then the government declared this BHU a Rural Health Center (RHC) and health administration deputed some additional medical staff here. But it still had no boundary wall, adequate rooms and wards, equipment and even ambulance and technical staff. As the result of this, the RHC did not perform to its potential. In December 2011, ADO and SAP-PK collaborated to improve the facility.

"ADO provided us with boundary wall, water dispenser, incubator, cardiographer and 25 beds. This is a blessing for we are now getting free quality treatment here. The arrangements have saved us precious time, energies, expenses of transportation and cost of medication, and, above all, life of women and children", one of the female beneficiaries of RHC shared her views in a recent interaction with staff of ADO.

Dr. Aziz Ahmad Klasra, who is in-charge of this RHC, informed that he had requested the high officials many a times for the facilities and equipment but hardly any support could arrive. So, he was thankful to ADO and SAP-PK for practically chipping in support for the benefit of 100 to 200 patients every day and discouraging the practices of the quacks which otherwise run unchecked in union councils Jaman Shah, Jhakkar and, Sarishta Thal.

Under HEID, ADO also provided support to the five Basic Health Units (BHUs) located in the union councils Ladhana, Layyah, Thal Jhandi, Jaman Shah and Sarishta Thal for up-gradation. With that assistance, the doctors' rooms were repaired, waiting rooms were upgraded, generators were provided and a Rural Health Center at Jaman Shahn was provided with an X-Ray Machine, Ultra Sound facility, ECG Machine and a fully equipped Birth Station Center.



As for the education sector, ADO helped improve the physical infrastructure of 21 girls and boys primary schools in Jaman Shah, Sarishta Thal, Chowk Azam (rural) and Ladhana union councils. The infrastructure included construction of boundary walls, installation of water pumps, seating arrangements for 2,350 male and female students, repair of classrooms, and construction of washrooms, etc. The overall financial support from ADO rendered to the education infrastructure is estimated Rs 11,783,805.

Apart from up-gradation of schools, ADO also established a learning school system in 2005 with the financial assistance of the Embassy of Japan. Deprived and ultra poor students of community are selected for quality modern education in this school. Initially, 75 students were enrolled. However, seven years down the road, the strength of the admissions today is 700 male and female students. This school focuses international curriculum and trainings of teachers and is equipped with a computer lab. It also has a stated policy of co-curricular and extra-curricular activities for all children. The school is situated at 148-B TDA.

4 Disaster Response

ADO's experience with regards to the disaster is about responding to the relief and rehabilitation needs of the flood affected people and disaster prone communities in district Layyah.

In 2010, Pakistan witnessed the worst inundation of its history that left more than 17 million adversely affected. Layyah was among the most affected districts where thousands were rendered homeless to say the least. At that time, ADO with the financial assistance of UNDP implemented 11 months' long "Restoring Livelihoods and Community Based Infrastructure and Governance", at UC Sahoo Wala and Baseera, Tehsil Karror, District Layyah.

The overall purpose of the project was to i) restore access to essential services (health, education, employment, markets) through employment intensive rehabilitation of basic/critical infrastructure of flood effected communities and house households at risk and ii) revive non-farm livelihoods of flood effected communities through access to income generation and decent employment opportunity.

ADO conducted capacity building trainings for community groups in the target communities on Community Management and Skills, as the consequence of which a cadre of 41 community groups' office bearers was trained to take the lead. Prior to this, ADO had already formed 41 groups in 18 target villages. The training contents are mentioned below:

- Introduction of the Project and UNDP/ADO
- Knowledge about Community Organization (CO)
- Need identification and Priorities Setting
- Participatory Problem Solving Approach
- Networking with other NGOs and Government Departments
- Record Keeping, Financial Management and Resources Management
- Awareness about Social Rights and Responsibilities
- COs office bearers' Roles and Responsibilities
- Planning for Local Development



Following the training, ADO and the community groups completed 41 rehabilitation schemes. These included installation of tube wells (08), construction of link roads (21), hand pumps (12 schemes). The accumulative financial size of the project was roughly Rs. 24,075,500. The total number of direct beneficiaries was 32,057. Of this, 15,262 were males and 16,795 females. Basic community infrastructure of 24 villages was improved in this project.

The project also included Cash for Work component. Under this component, ADO involved about 1100 skilled and unskilled male and female workers in relief and rehabilitation work in the flood affected areas. The unskilled workers received 300 Rs per day wages whereas the skilled workers earned 600 Rs. per day.

One Room Shelter project is another rehabilitation input extended by ADO to house those 350 families who had lost their homes in 2010 floods. ADO constructed one room (16'x16') that had an attached washroom (4'x6').

Solidar (Switzerland) provided 9.45 million rupees for One Room Shelter project. The average expenses accrued on a unit were Rs. 130,000. The houses were constructed in five union councils, namely, Sahoo Wala, Baseera, Kotla Haji Shah, Lowhanch Nasheeb and Jhakar.

Relief Operations

Apart from providing food to more than 2000 people, at 22 camps, for 28 days, ADO also provided the following non-food items to the 2010 flood effectees:

Hygiene Kits*	5500
20 Litre Jerry Cans	22,000
Bandage Kit	655
Kitchen Kit	1200
Tool Kit	1200
Bedding Kit	588

* Soap, Shampoo, Cotton, Lotta, Bucket, Nail Cutter, Tooth Powder



ADOs Next 5-Year Strategic Goals

1. Ensure participation of existing poor farmer groups by engaging them through political process.
2. Improve livelihood options of impoverished communities by imparting them with new skills, knowledge and livelihood enhancement opportunities.
3. Build capacities of rural communities to diffuse(minimize) the effects of climate-change.
4. Facilitate to build movement for ending violence from the society by promoting cultural heritage and peaceful coexistence.
5. Develop ADO as sustainable development training institute offering specialized services in advocacy, livelihood and other related essential social services to a range of stakeholders

5 Ending Violence Against Women

Violence against women is pervasive in Layyah because of widespread deprivation and illiteracy. It is a socially granted phenomenon, be it the physical violence or depriving women of their right to inheritance or their legitimate right to exercise their own will in the matrimonial affairs.

ADO has conducted different projects and campaigns on and around the issue violence against women. The most visible of these include Ending Violence Against Women (EVAW) and a district level campaign, WE CAN, which is in fact part of the EVAW. More than 34,000 women and men are part of the project.



EVAW is a project to safeguard women against domestic violence. It not only provides awareness through a variety of activities, like public meetings, seminars, rallies, radio talk shows, etc. on the repercussions of violence against women on women, home and society, but also engages district administration and other actors like journalists, civil society networks, etc., to take practical steps to mitigate incidence of violence. To provide legal assistance to the women survivors of violence, ADO has formed UC level Madadgar Committees (Support Committees) at Layyah district. These committees include local activists, journalists and lawyers.

South Asia Partnership-Pakistan is principle custodian of the project and the campaign, whereas ADO is the local implementing wing.

WE CAN campaign is an active interpretation of mass mobilization and membership in order to decrease tolerance against violence at the societal level, especially in general communities and educational institutions. To be part of this campaign, one has to take a pledge that s/he would actively discourage violence against women at the level of his/her home and vicinity. The members, who are in thousands, get together at least once in a year and share their stories, which is great source of inspiration both for activists and survivors.

6 Strengthening Democratic Governance

Democratic governance for ADO's part of the contribution refers to:

- i) peasants and workers education, mobilization and facilitation to participate in local decision making, especially with respect to development planning and implementation of different projects of service providers, especially of health, education, livestock and dairy development, etc., and
- ii) enabling environment for their participation in electoral process as voters' and as candidates.



ADO has been part of a five years program of South Asia Partnership-Pakistan, which is known as Strengthening Democratic Governance in Pakistan (SDGP). In this program, ADO carried out a number of programs and events at the village, union council and district level in which peasants and workers, political workers, political representatives, local administration and service providers worked together in order to improve governance and make local systems open and accountable. This program was great success in terms of peoples' motivation to organize local tribunals and assemblies. In these events, they discussed matters of concern with the service providers and political leadership and therefore got many services properly functional at the end of the day. They even participated in the meetings of their concerned union councils in order to understand how system works and to provide their input in local planning.

Under SDGP, ADO formed 100 Peasants and Workers Groups (PWGs). These groups continued to formally liaise with the local service providers between 2005 and 2010. They continue to exist even after the SDGP was concluded in 2010. It is also important to note that ADO got women 8,000 registered as citizens and more than 3,000 as voters.

