

Project Completion Report LEED 62nd batch

Submitted to : PPAF

Implemented by

Awammi Development organization (ADO)

Housing Colony Phase –II by Pass Road Layyah

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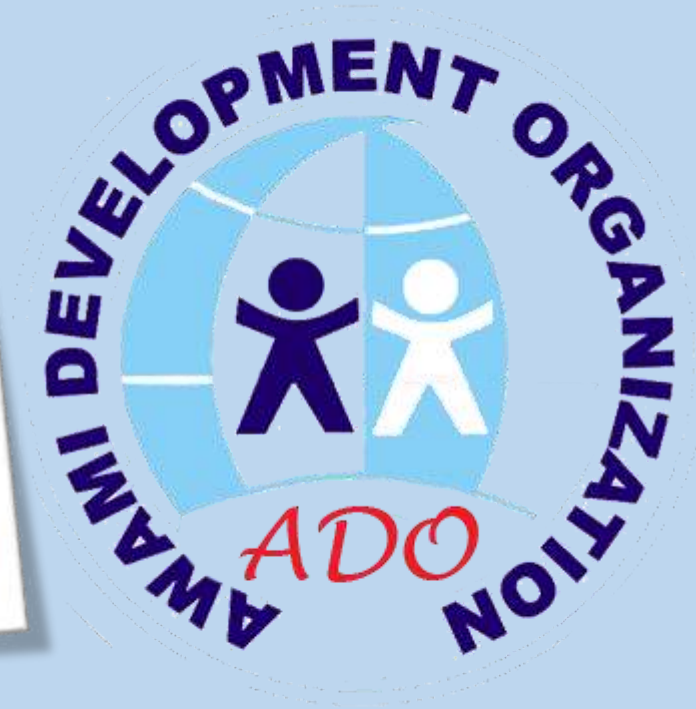


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List of Acronyms

PSC	Poverty Score Card
CO	Community Organization
VO	Village Organization
LSO	Local Support Organization
CMST	Community Management Skill Training
ADO	Awammi Development Organization
PPAF	Pakistan Poverty Alleviation Fund
MIS	Management Information System
MDP	Members Development Plan
VDP	Village Development Plan
LEP	Livelihood Enhancement and Protection
CNIC	Computerized National Identify Card
PO	Partner Organization
HID	Human Institutional Development
NGO	Non Governmental Organization
GLA	Government Lines Agencies
HH	Households
CIG	Common Interest Group
EDT	Enterprise Development Training

Context:

This report presents the implementation of LEED 62 Batch in tehsil & District Layyah. The basic objective of the project is to delivered and strengthen the Common interest groups, Production centers, NYKs, Youth Centers Capacitate them and lift up their lives. Different activities has been completed under the LSOs which will reflect in the Project Completion report.

LEED Project: LEED is a PPAF supported initiative which aims at targeting ultra-poor and vulnerable households to enable them to enhance productivity of ultra-poor through focused interventions aimed at developing skill sets and assets for greater income generating opportunities and better livelihood. Under the LEED Project batch 62, ADO trained 593 persons on varied trades/skills, provided productive assets to 333 beneficiaries, developed two, formed 09 Common Interest Groups (CIGs) and organized one mega event (District Mela). In addition to this, ADO consolidated the documentation and case studies for best practices in livelihood enterprise development. This project was implemented for a period of 06 months from April to September 2015. This project was implemented in five union councils of tehsil Layyah in district Layyah.

Area Profile

In 1901, Layyah was transferred to the new District of Mianwali. Later on, it was made part of the Muzaffargarh District. In 1982, Layyah Tehsil was upgraded to District headquarters comprising three Tehsils: Layyah, Karor Lal Eisan and Chaubara. The municipality was created in 1875. The population, according to the 1998 census was 2 Million.

The district name is derived from a commonly grown shrub, 'Layyan' (Tamarisk dieica) used as fuel wood which covered the area at one time. District Layyah is situated in the south west (rather west) of Punjab. In its north, is situated the district of Bhakkar while in its west flows River Indus. Across the river there is Dera Ghazi Khan which is also the district of Punjab. District Jhang is located in the east and Muzaffargarh is located in the south of district Layyah. Layyah declare as poorest District of Punjab.

Landscape and Physical Features of the Area

District Layyah lies between 30-45 to 31-24 deg north latitudes and 70-44 to 71 -50 deg east longitudes. The district consists of a semi-rectangular block of sandy land between the Indus and Chenab rivers in Sindh Sagar Doaba. It is also a part of the recently established civil division of Dera Ghazi Khan. The total area covered by the district is 6,291 sq. km with a width from east to west of 88 km and a length from north to south of 72 km. Having a population of 1,121, 951, the population density is 178.2 people/sq km.

The climate of the district varies from very hot in summers to cold in winters with the highest temperature of above 42 degree centigrade in June and lowest up to 4 degree in January. The district receives only scanty rainfall, the average rainfall does not exceed 18.7 centimeters which is mainly in the monsoons (July-August), although some exceptions have occurred occasionally in the past e.g. in 1980-81, it was as high as 54.4 centimeters¹. It is evident from the same source that there has been an overall declining trend in the frequency and quantity of rainfall in the district over a period of several decades (ibid, pp.5 and 6). However, heavy rains in anywhere above the district, result in floods in the Indus river.

These floods cause huge disasters especially in the Nasheb areas along the river banks (from the North West to south west of the entire district). The high floods during the monsoon months this year and the year before, affected more than 100,000 people. There was loss of human lives, livestock and crops. A lot of land eroded, leaving many without homes (Oxfam flood reports July18, 2005 and July 19, 2006).

Settlement Patterns:

The settlement pattern in the district is influenced by the geography and agro-ecological setting. Relatively large and nucleated villages are located in the fertile and irrigated areas which are mainly in the Thal tract where agriculture has been developed extensively. In 'Nasheb' which is the low lying area, inundated occasionally by the River Indus, relatively smaller, scattered and rather temporary or semi-permanent human settlements have been possible.

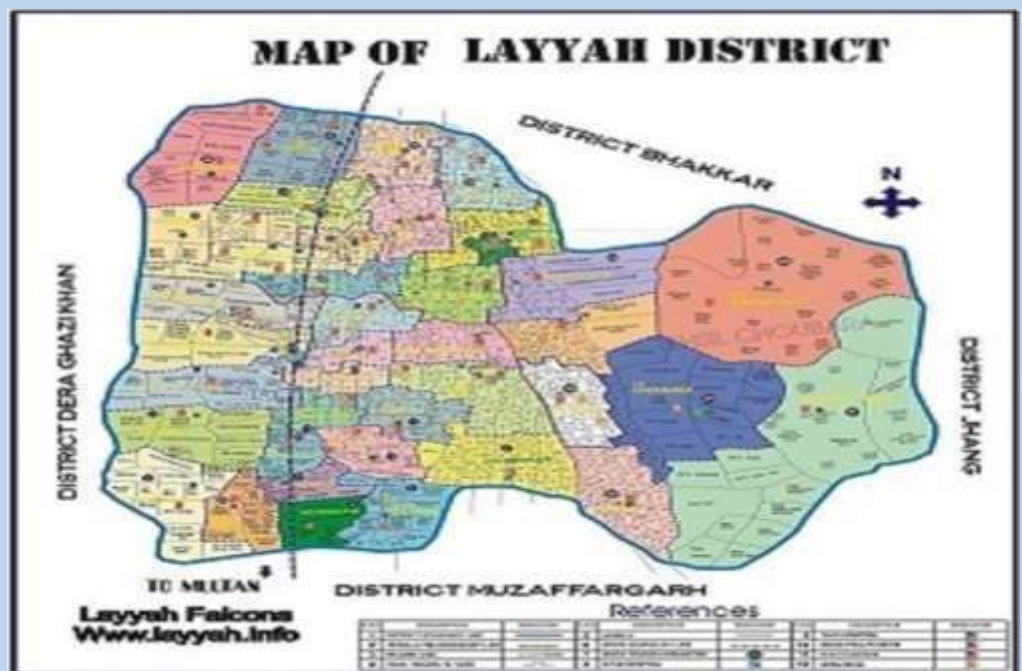
The same trend is found in the sandy desert areas of the district with smaller, scattered and humble habitations of nomadic and semi-nomadic population. The Chaubara Tehsil, which is largest in respect of the total area and minimum in terms of population, with a minimum percentage of people/Km, is a typical example of small human settlements as the local ecology cannot support large human concentrations at any given place in this Tehsil.



Administrative Sub-divisions

District Layyah has three sub-divisions or Tehsils:

- 1) Layyah
- 2) Karor Lal Esan
- 3) Chaubara



Tehsil Layyah is situated at the south west of the district along the River Indus, the latter separating it from Dera Ghazi Khan District. Karor Tehsil is located just above the Layyah Tehsil along the right bank of the Indus and Chaubara is in the north west of this district and is the largest of all the three Tehsils, covering most of the eastern half of the district area.

There are three Municipal committees and one Town committee in the district. There are about 200 Patwar circles or land recording and revenue units. The number of Mauzas or the smallest revenue units in the district is about 730. Of the latter, only 26 have a population of above 5000 and about 53% of Mauzas have less than one thousand people while others have between one to two thousand people (District Census 1998-op.cit).



Roads

TYPE AND LENGTH OF ROADS

Roads	Metaled (Km)	Unmetaled (Km)
Provincial roads	200	228
'Sugarcane roads'*	30	14

Source: 1998 District Census Report: Layyah; 2000; Govt. of Punjab

* Constructed out of Sugarcane Development Funds.

Industry Situation:

The only 'large scale' industry in the district is the Layyah Sugar Mill established in 1954. This mill provides employment to a few thousand people, mainly as workers or laborers in the district. Although not mentioned by the District Census 1998, cotton ginning and pressing, oil pressing mills are medium and small level industries in the district.

Besides the sugar mill, there are three large flour mills with modern equipment in the district and many small 'Chakkies' in urban and rural areas (District Census; 1998)

No. And Type of Industrial Units in the District of Layyah

Sr. No.	Industry	Urban	Rural
1	Sugar Mill	1	
2	Flour Mill	3	
3	Wheat Grinders (small)	43	231
4	Cottage industries	2	3

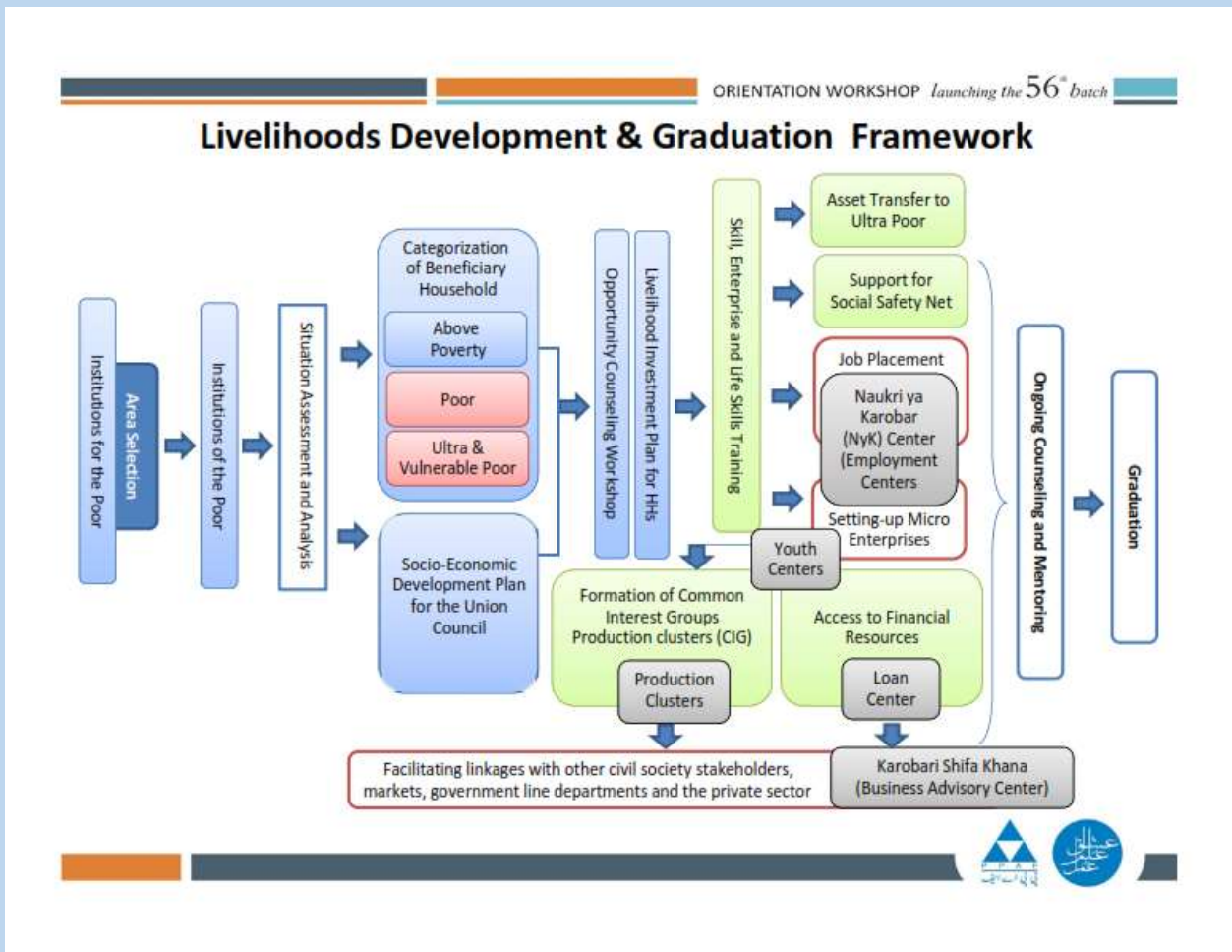
Institution (Status& Capacity Building of LSOs):

S.#	PO Name	UC Name	LSO Registration Number	LSO Bank Account Number	Bank Name and Branch Code
1	Ladhana Welfare Society	Ladhana	RLY/S/05	0824-37102522	UBL Ladhana
2	Bahar Development Society	Jaman Shah	RLY/S/49	2372700001720-3	HBL Layyah Terminal Branch
3	Sawel Development Society	Layyah thal Jandi	RLY/S/58	2372700001740-3	HBL Layyah Terminal Branch
4	Sada Bhar Development Society	Sarishta thal	Under process	9953-1011522250	The First Micro Finance Bank Choubrara Road Layyah
5	Aghaz Development Society	Chowk Azam Rural	RLY/S/48	1523-4891011522254	The First Micro Finance Bank Choubrara Road Layyah

Project objectives and approaches:

The objective of project is to develop the capacity, opportunities, assets and productivity of community to reduce their vulnerability to shocks, improve their livelihoods initiatives strengthen their business operations by mapping and need assessments of livelihood related skills, knowledge and practices for the deprived Community.

Livelihood Frame work



Concept of Sustainability: A livelihood can be classified as sustainable, when it is resilient in the face of external shocks and stresses, when it is not dependent upon external support,

when it is able to maintain the long-term productivity of natural resources and when it does not undermine the livelihood options of others.

1. Target Area

Livelihood interventions made in the areas identified as target areas for ADO supposed to work in their existing villages and union councils, which have been organized into Community institutions and benefited from planned interventions.

2. Poverty Targeting

Proper identification of the various target groups is crucial to ensuring an inclusive approach to livelihood development. The ultra-poor, chronically poor and transitory poor households will be identified through the Poverty Score Card' and the social mobilization process is designed in a way that inclusion of all the segments of the particular community is actively pursued. The vulnerable groups will be identified through various participatory appraisal methods and validated through door to door surveys. ADO ensured that all types of poor benefit from the interventions made under the livelihood component. Due to a number of reasons it may not be possible for the ultra poor to participate in the activities like inter loaning, however efforts would be made to enable them to participate in such activities through assets transfers and other activities focused on such segments. Similarly ADO will facilitate its COs to link with the safety net programmes being implemented nationally. For this purpose, data collected through Poverty Score Card will be used for linking the ADO target groups with such initiatives, until they graduate to higher tiers of social strata to benefit from the inter-loaning activity and are credit worthy clients of financial institutions.

In LEP context vulnerable poor is defined as a person falling under poverty line as per the Poverty Score Card and having following additional characteristics:

- i. Widows having no male child of over 18 years of age
- ii. Women with disabled husbands
- iii. Abandoned women, elderly and children
- iv. Girls having crossed the age of marriage and dependent on others
- v. Orphans without legal guardians
- vi. Person with disabilities
- vii. Person over age of 60 having no male child over age of 18
- viii. Person adversely effected by natural and human made disaster

Social mobilization is the bedrock of ADO interventions and the process is designed in a way that inclusion of all the segments of a particular community is ensured. The data collected through the poverty score card will be shared with the community organizations and their endorsement will be obtained in order to ensure transparency and ownership of the process as well as authenticity of the information collected. This will also help in averting intra-community conflicts with regards to transfer of benefits to the target group.

INTRODUCTION

1.1 Context

Awami Development Organization (ADO) has recently completed Livelihood Employment & Enterprise Development (LEED) Project in five union councils of tehsil & district Layyah. LEED is a PPAF funded initiative which aims at provision of a range of livelihoods interventions, extends capacity building and initial grant funds to incubate social enterprises and ensures that it is set up and managed on sustainable business principles. This project has completed its 6-month phase in September 2015. In order for assessing the immediate after-implementation impact of project activities/interventions, the current study was initiated in the month of November 2015 almost 2 months after the completion of project targets/activities. This preliminary stage assessment will help ADO in terms of digging out field realities of its various livelihood support and poverty alleviation programs in the target communities looking into how the process of poverty graduation is proceeding.

1.2 About LEED Project:

LEED is a PPAF supported initiative which aims at targeting ultra-poor and vulnerable households to enable them to enhance productivity of ultra-poor through focused interventions aimed at developing skill sets and assets for greater income generating opportunities and better livelihood. The LEED Project was born out of the necessity to find innovative, sustainable and scalable strategies so that people living in poverty and those living in extreme poverty can stabilize themselves socioeconomically, increase their resilience to shocks, and continue on the path to development through accumulating productive, financial, human and social assets. PPAF, under its Livelihood Employment & Enterprise Development (LEED) Group initiatives since 2013, has been playing a key role in graduating those households that are below the poverty line through two-pronged strategy of 'push and pull'. The group specializes in provision of a range of livelihoods interventions, extends capacity building and initial grant funds to incubate social enterprises and ensures that it is set up and managed on sustainable business principles. Besides, it supports advocacy efforts to change policy that may have a positive influence for community-based livelihoods.

Under the LEED Project batch 62, ADO trained 593 persons on varied trades/skills, provided productive assets to 333 beneficiaries, developed two digital hubs, formed 09 Common Interest

Groups (CIGs) and organized one mega event (District Mela). In addition to this, ADO consolidated the documentation and case studies for best practices in livelihood enterprise development. Along with this series of exposure visits were organized for experience sharing and mutual learning. Additionally, ADO's team focused on developing market linkages. This project was implemented for a period of 09 months from January to September 2015. This project was implemented in five union councils of tehsil Layyah in district Layyah. The main criterion for selection of project beneficiary households was based on scores obtained on Poverty Score Card (PSC) which was applied at the start of the project interventions. The complete PSC database of all the 593 direct beneficiary households was developed.

Project Objectives and Approaches:

The objective of project is to develop the capacity, opportunities, assets and productivity of community to reduce their vulnerability to shocks, improve their livelihoods initiatives strengthen their business operations by mapping and need assessments of livelihood related skills, knowledge and practices in union council existing two union councils and two new union councils was also added on the basis of HID project need and identification.

Target

Area:

Livelihood interventions made in the areas identified as target areas for ADO supposed to work in their existing villages and union councils, which have been organized into Community institutions and benefited from planned interventions. Priority given to the poorest U/Cs

- Ladhana
- Layyah Thal Jandi
- Sarishta Thal
- Chowk Azam Rural
- Jaman Shah

In District Layyah to poverty stricken areas, especially ADO existing areas of interventions where social mobilization project has strong roots.

Poverty Targeting

Proper identification of the various target groups is crucial to ensuring an inclusive approach to livelihood development. The ultra-poor, chronically poor and transitory poor households will be identified through the Poverty Score Card' and the social mobilization process is designed in a way that inclusion of all the segments of the particular community is actively pursued. The vulnerable groups will be identified through various participatory appraisal methods and

validated through door to door surveys. ADO ensured that all types of poor benefit from the interventions made under the livelihood component. Due to a number of reasons it may not be possible for the ultra poor to participate in the activities like inter loaning, however efforts would be made to enable them to participate in such activities through assets transfers and other activities focused on such segments. Similarly ADO will facilitate its COs to link with the safety net programs being implemented nationally. For this purpose, data collected through Poverty Score Card will be used for linking the ADO target groups with such initiatives, until they graduate to higher tiers of social strata to benefit from the inter-loaning activity and are credit worthy clients of financial institutions.

2. LEED & Social Mobilization

Social mobilization is the bedrock of ADO interventions and the process is designed in a way that inclusion of all the segments of a particular community is ensured. The data collected through the poverty score card will be shared with the community organizations and their endorsement will be obtained in order to ensure transparency and ownership of the process as well as authenticity of the information collected. This will also help in averting intra-community conflicts with regards to transfer of benefits to the target group.

3. The Poverty Score Card

At the very beginning an identification survey has been conducted. 9685 households were door to door visited by the field teams in previous phases. The prime objective of the survey is to identify Ultra and Vulnerable Poor through Poverty Score Card (PSC) around 5 Union Councils Chowk Azam Rural, Layyah thal jandi, Sarishta thal and Laddhana, Jaman Shah. Finally households were passed through a filtration process and 898 ultra and 699 vulnerable poor households were selected for various interventions. After filtration of beneficiaries households Livelihood Investment Plans (LIPs) were prepared for 1000 households.

5. Productive Assets

On the Basis of Livelihood investment plans 333 Assets were delivered to the targeted community to lift up them and strengthen them socio-economically. As per the need and identification process Assets were distributed as per below mentioned table.

A collective initiative was also taken by LSOs for the strengthening of community, people of targeted area have the skills of Marble work, as per their business plan a unit was established in near Layyah city over all 16 beneficiaries were agreed to do the business on the specific terms and conditions.

6. Capacity Building Trainings

On the basis of Livelihood investment plan and selection process of LSOs ADO have been conducted community trainings of 555 persons. The said beneficiaries of trainings avail the training of Enterprise development trainings, Common interest group training, Value chain concept in their business, Skill & vocational trainings. All the beneficiaries are now doing their business / skill & vocational beneficiaries are doing their jobs in their sectors. Especially we would like to mention here that the 6 students are identified for Domestic Kitchen work the training was conducted by Hashoo Foundation in Islamabad. A batch of Art & Carft training was successfully completed by AHAN 20 students are now doing work at their homes with the support of AHAN in Layyah. One batch was completed by the motorway Police school in Layyah 11 students are now doing the job in public private sector with the support of them.

Training:
5 Days Enterprise Development Training

PPAF Partner Organization:		ADO		Location:		Chack No 165 Ladhana			
Training Dates:		21 July to 25 July 2015		No of Participants:					
Training Team:				Total:	Male:	Female:			
<ul style="list-style-type: none"> Nasir Iqbal 				31	18	13			
Districts Covered:		Layyah							
Businesses Selected:									
Business:	Livestock	Grocery Shop	Electronics Shop	Donkey Cart	Rikshaw	Manyari Shop			
Male:	-	-	-	-	-	-			
Female:	-	-	-	-	-	-			
Training Highlights:									
<ul style="list-style-type: none"> Traditionally, each new day was started with a short recitation from the Holy Quran. After the first day, participants were divided into groups in order to recap and present reviews of the previous sessions through presentations. 									

- A participatory approach was employed, with different interactive exercises to develop conceptual understanding of enterprise development.
- The **first two days** were spent in preliminary training and introduction of the basic concepts of poverty, vulnerability and business development.
- A mini-market to sell different products based on the practical market research performed by the participants. The **Mini Market** simulation exercise always generates considerable excitement.
- **Day 4** was spent in implementing a Business Creation Exercise (BCE).
- In this training it helped the participants apply the conceptual orientation received through direct workshop inputs.
- They learnt the considerations and absorbed the principles that must be applied in a BCE, how to analyze business competency and identify weaknesses.
- The groups had to generate a number of ideas for products and services and screen them according to various criteria.
- They were asked to assess the feasibility of their BCE and announce their expected profit.
- They also had to perform a costing exercise and maintain records of sales and expenses.

1st Day Agenda of EDT

- *Introduction,(Objectives, Expectations ,Threats & Norms)*
- *The basic concept of business.*
- *Entrepreneurial Competencies.*
- *Simple Record keeping.*
- *Home work; find the puncher of a business.*
- **Proceeding of 1st Day:**
- *Training started with the name of Allha& recite of Holy Quran.*
- *Trainer elaborate the objective of EDT.*
- *Almost all participants shared their expectations about 5day of EDT that we want to know about business, some want to start their own business, some want to remove poverty and sustain their business successfully. Where participants have good expectations from 5 day of EDT at the same time have some threats in their minds that we waste their time? We are illiterate how we learn about training. So Trainer remove their threats &Elaborate the objective of EDT which were same to their expectations. Then participants become realize from their threats & hopeful for success.*
- **Three types of Business:**
- *Production*
- *Trade*
- *Services*

- **Business Circle:** _____
- *Identification of opportunities*
- *To collect the resources*
- *Start the Business*
- *To run & sustainable Business*
- **Business Categories:** _____
- *Income generation*
- *Self Employed*
- *Entrepreneurship*
- *Trainer delivered these concepts through case study of Dani & his family.*

- **2nd Day agenda of EDT**

- *Review of the 1st day secession & PECs*
- *Round Robin activity*
- *Introduction of Feasibility*
- *Instruction of mini market*
- *Simple record keeping methods*
- *Home work , opportunity identify for mini market*
- **Proceeding of 2nd day:**
- *2nd day started with the name of Allha& Holy Quran.*
- *Trainer gave a short review of previous or 1st day. Then through a practical exercise Trainer delivered the 13 personal competencies of a successful businessman to their participants.*
- *In opportunity identification Trainer delivered this concept through round robin activity participants remain engaged & identify 59 businesses.*
- *In Feasibility secession Trainer convey 6septs of feasibility through a pictorial case study of a businessman (Rehan).*
 - **6septs of feasibility**
- **Select Business**
- **Identification of customer**
- **Estimate of recourse**
- **Estimate of expenditure**
- **Estimate of income**
- **Decision of Business**
- **Trainer delivered the secession of record keeping through a roll play which was fruitful for participants.**

3rd day of Agenda of EDT

- ✓ Review of 2nd day & PECS
- ✓ 6Ps of marketing
- ✓ Value chain
- ✓ Market survey & Mini market
- ✓ Home work

❖ Proceeding of 3rd day:

- ✓ 3rd day start with the name of Allha& recite of Holy Quran.
- ✓ Trainer Practically arranged a market and elaborate 6 Ps of marketing by voting of participants.

6Ps of marketing.

1. Place
2. Product
3. Price
4. Publicity
5. Packing & Packaging
6. person

- ✓ Trainer delivered the concept of value chain to their participants through a roll play which was so fruitful.
- ✓ All participants become aware the importance of market survey & its effects on business.

4th Day Agenda of EDT

- ✓ Review of 3rd day & PECS
- ✓ Feedback of market survey
- ✓ Casting & price fixing
- ✓ Record keeping
- ✓ Market survey & mini market feedback
- ✓ Home work

Proceeding of 4th day:

All participants gave their fed back about market survey.

Trainer gave a group exercise and then elaborate that how many kinds of cost & how we fix the price of anything.

5th Day Agenda of EDT

- ✓ Review of 3rd day & PECS
- ✓ Record Keeping

- ✓ The difference between Feasibility & Business
- ✓ Demand & supply ,Calendar
- ✓ Business Plan
- ✓ 5th day started with the name of Allha& recite of Holy Quran.
- ✓ Trainer aware their participants the difference between feasibility & Business plan.
- ✓ In the secession of Demand & supply, calendar Trainer elaborate its impacts on business.

Participants feedback

- The style of the trainers was impressive and they explained in a way to inspire us towards action.(Muhammad arif)
- Trainers were excellent and impartial, just and good facilitators. They facilitated us regarding our personal problems; they worked with tolerance and provided training as per trainees' mood.(Muhammad Husnain)
- Role plays were a superb way to understand difficult terms.(zakia Bibi)
- We found market survey very feasible and informative for our businesses.(samena Bibi)
- After BCE now it is practically confirmed that no big amount is needed for any business – we started our business from Rs. 100 only.(zaitoon Bibi)

(CIG)Common Interest Group		Training No: (CIG)Common Interest Group	
PPAF Partner Organization:	Awami development Organization	Location:	154A / TDA UC/ Chowk Azam
Training Dates:	18 to 20/08, 2015	No of Participants:	

Training Team:		Total:	Male:	Female:
• Shakila kousar		29	23	06
Districts Covered:	Layyah			

Business:	Livestock						
Male:	00						
Female:	00						

- **Covered District Layyah**
- **Objective of training**
- “Equip their knowledge on Common Interest Group that they can take much benefit as much from their business through collective efforts. They should be the value chain. They will be able to understand the market assessment .They developed collective senses for business group. ”

- **Opening ceremony**

All participants were welcomed by the PPAF and (Awami Development Organization). Training coordinator (M. Rizwan Ahmad) attended the opening ceremony from Awami development Organization. He gave a detailed orientation about CIG project, while Shakila Kousar from PPAF briefly introduced PPAF and its aims and objectives. Training was started with the name of ALLAH and recitation of Holy Quran and says the Naat. The trainees felt strange in the first day of the training but after first session titled “Micro Lab” they became well known with each and other then started to take keen interest in next sessions .The narrated their level of learning regarding Knowledge, skill and attitude that it was keep maintained till the last session of the training by trainers.

- Training norms were settled with the mutual consent of participants. After that training agenda has shared with participants.

Participants response/key learning, highlights about the sessions and training

During training, method of using props is very much best with effective techniques for illiterate person to understand the session easily.

- Near to participants the session of dreams was life changing experience as they explained that never part of importance of dreams in their life before.
- The participants were very much concerned about the session that there were so many related procedures, process and the general requirements of the account opening and how to apply for ATM card and also the use of ATM that how it can be use proper and easily which they never taught off before and always faced problems to get their account open and the apply for and use of ATM card.
- The participants enjoyed the storey of khairpur.

The participant learned following three important topics.

- 1. How they open the bank account and what are the requirements for it.
- 2. They learned how they can apply for ATM and the procedure of its use.
- 3. They learned about Value Chain.

- During the session of "Difference between social welfare society and common interest group(CIG) participants told that we think that social welfare society and common interest group(CIG) are performed same activities ,but now we clearly understand about CIG concept and the 'Difference between social welfare society and common interest group(CIG)'" .
- Participants were very glad and energetic in all activities, group works, .roll plays, and stories.
- Participants were fresh with energizers like mirror, coconut and rain clapping.
- Role play enhanced the knowledge of participant and they learned to find their problems and also to find the solutions of their all such problems.

Closing ceremony guests, comments.

- In closing ceremony, the chief guest (M.Ghafoor khan Alyani) was satisfied with participant's feedback. He was very impressed. He appreciated the training method and techniques (using panaflex and props) of Miss Shakila. Mr. Mohammad Ahsan was also there in the closing ceremony and helped out in all ceremony activities.
- In the end training certificates and traveling expenses were given to all participants.

Feed Back

- **M. Azher** says that he learned to find the actual problem and how can solve the existing problem.
- **M. Kazim** says I would develop habit to keep proper record keeping accessing profit and loss because this is better way to evaluate the business.
- **Surrya Bibi** says I enjoy during learning value chain session and group work also.
- **M. Illyas** says I learnt the importance and differences in CO and CIG during this training.
- **Shehnaz Bibi** says that the training session was very good and trainer and her way of teaching was also competent.
- **M.Arif** says that this training taught them to see their dreams (khwab) and how to plan the 5 years dreams to improve and change their life.

Constraint Faced

- .Mostly participants were illiterate.

Recommendations

- The training material (stationery and books / literature) should be provided from day first of the training.

Production centers

Two production centers were established under the LEED project in the form of collective business. One production center is a *Stitching Unit* which is collectively owned by 20 female members from different villages of two union councils namely Jaman Shah and Layyah Thal Jandi. The other production center is a *Marble Unit* which is jointly owned by 16 male members from four union councils. These are the same asset transfer beneficiaries who have contributed their allocated asset to become part of this collective business. Both of these production centers have started functioning.

In order for making initial assessment of these production centers two focus group discussions were conducted with both type of beneficiary groups. The members of both these CIGs were enthusiastic about the future prospects of their collective business. Many of the members especially females expressed their confidence that their collective business will become their recognition and they will gradually become good business entrepreneurs. Regarding the social impacts of the collective business, many aspects were discussed during FGDs with both male and female beneficiaries. The participants narrated many positive social outcomes as result of becoming part of collective production business such as (i) increased sense of ownership and responsibility; (ii) enhanced competition and cooperation; (iii) increasing trend of sharing problems and helping each other; and (iv) mutual learning and experience sharing.

Market linkages development

As part of LEED Project and other mainstream programs of ADO, there is been considerable activity for developing market linkages for facilitating the poor business entrepreneurs. Under the LEED Project ADO organized a two-day mega event "District Mela". The main objective this event was to attract the project beneficiaries and the government stakeholders and market players for increased interaction and liaison building. The participants had a chance to show their products and services to a wider audience. Different recreational and learning activities were organized during the event. The feedback from different participants shows that the event has been a very successful activity in terms of facilitating the beneficiaries developing linkages with market players.

NYKs

Over all NKYS working under ADO networks registered 998 Beneficiaries were they get Enterprise development training, Skill & Vocational trainings from different training institutes of District Layyah. Some of the student's gets employability with the support of training institutes i.e Hashoo Foundation, AHAN, The Professional training institute, united Collage of Technology.

Two of the NKY Centers registered on the web site developed by the PPAF and students were also registered on it for further activities.

District Mela

An intro about the Pakistan Poverty Alleviation Fund (PPAF), Awammi Development Organization Layyah (ADO) & Youth Center was given by Executive Director Mr. Mahar Muhammad Tufail Ahmed.



In this intro it was highlighted that how Pakistan Poverty Alleviation Fund (PPAF) is trying to mitigate the poverty not only in this District but also in other Districts of the whole Pakistan by their devotion, hard work, honesty & Simplicity. They are putting their efforts day & night with keen desires to achieve this goal by sustaining the individuals.

Awammi Development Organization Layyah (ADO) performing its key role with the collaboration of Pakistan Poverty Alleviation Fund (PPAF) and feeling honor for the service of mankind.

Youth Center is the place for youth to show their skills, expertise, strength & knowledge. Youth center is established by Awammi Development Organization Layyah for such kind of activities to bring the capacities of youth in front of world.

LSOs representatives, Youth Club Members and LEP Beneficiaries participate positively. The event was not only for youth even LEP beneficiaries were take a positive advantage from it they fully utilized their capacity building trainings on the event.

LSOs representatives organized the event and involve LEP Beneficiaries of all the five union councils and provide them equal opportunity to enhance their livelihood and earn money. Detail of CIGs involved in Youth activities are:-

- Alwahab Tent Service Sarishta thal
- Shadi Mubarik tent Service Ladhana
- Enterprise Group Chah Pathana wala, Jaman Shah (kiryana & Donkey Cart Group)
- And Many Individuals beneficiaries arranged stalls of Tea Hotel, Drink shops, ice creams cycle stand.

As per initially assessment each of beneficiary were earned approximately 5000 per day over all 27 direct LEP beneficiaries were involved in for social enterprise. It's a model for LEP beneficiaries to arrange different stalls in upcoming Events to earn reasonable source of income in other words we may said that's it's a great exposure for community.

Under Below activities to be done in the district Mela Activities

Schedule of DISTRICT MELA

1ST DAY:

- 1) RECITATION OF HOLY QURAN
- 2) NAAT
- 3) WELCOME REMARKS BY LSO & YOUTH REPRESENTATIVE
- 4) INTRODUCTION OF PPAF, ADO & YOUTH CENTER
- 5) LOCAL JHUMAR
- 6) KABADI
- 7) MUSICAL CULTURAL NIGHT
- 8) LOCAL FOLK & CULTURAL SINGERS

2ND DAY:

- 1) OPENING DO SOCIAL WELFARE
- 2) DOG RACE
- 3) 200 METER RACE (ALL 5 UNION COUNCILS)
- 4) CYCLE RACE
- 5) CRICKET MATCH
- 6) WOLLY BALL MATCH
- 7) KISSAN CONFERENCE

- 8) KUSHTIYAN
- 9) CLOSING REMARKS BY CHIEF GUEST
- 10) THANKS FORM ADO TO YOUTH & LSO & PARTICIPANTS

1st DAY:

RECITATION OF HOLY QURAN:

DISTRICT MELA Ceremony was started with the name of Almighty Allah. Muhammad Hasnain from Sawel Development society was recited the Holy verses of Holy Quran.



WELCOME REMARKS BY LSO & YOUTH REPRESENTATIVES: After the recitation of Holy Quran Welcome remarks were given by the LSO members & Youth representatives. In their remarks they said that it is great honor for them that ADO is going to provide them a platform for the chance to show the abilities of the youth and to give a message by this activity to community that about leadership, honor, trust, encouragement, enlightenment & public awareness. Mr. Javeed Iqbal from Ladhana Development Society also appreciated the all aspects of activity.

INTRODUCTION TO PPAF, ADO & YOUTH CENTER:

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LOCAL JHUMAR

After the welcome remarks community of Chowk Azam Rural Welcome the Chief Guest and as well as the participants by their traditional Jhumar Dance.



Kabadi Match

1st biggest event of Kabadi has been conducted at day first evening. Union councils representatives introduced the Players with chief guests.

The match has been conducted between Layyah thal jandi and sarishta thal Jandi Players in the first half Sarista thal Made the 15 points first. From the start the players shows their interest and get lead and keep the lead on till the end of match.

Community of Rural Area really enjoyed the match and the activity has been closed at the evening. At the end of match union council sarishta thal wins the match by getting lead of 14 points.



MUSICAL CULTURAL NIGHT:

Music culture is very old tradition throughout the world. In Pakistan Ghazals, Qawali, Religious, Classical, Regional, Modern and Filmy music are more popular in which different kinds of singers perform their capacities & capabilities. A famous singer from Multan Nadia Hashmi performed in the Cultural musical night and amuses community. Her sweet voice captured the whole environment and due to this a mass of nearby 5000 individuals took part in cultural night. She sung much kind of songs like local songs, national level songs, pop music, classical music and modern music.

LOCAL FOLK & CULTURAL SINGER:

Pakistani folk music deals with subjects surrounding daily life in less grandiose terms than the love and emotion usually contained in its traditional and classical counterpart. In Pakistan, each province has its own variation of popular folk music.

Pakistan has created many famous singers in this discipline such as the late Alam Lohar, who was very influential in the period of 1940 until 1979: he created the concept of “jugni” and this has been a folk song ever since, and he sang heer, sufiana kalaams, mirza, sassi and many more famous folk stories Other famous folk singers include Sain Zahoor and Alam Lohar from Punjab and Allan Fakir and Mai Bhaghi from Sindh, Akhtar Chanal Zahri from Baluchistan and Zarsanga from North-West Frontier Province who is considered the queen of Pashto folk music. Local Folk & Cultural singers were also invited in DISTRICT MELA. They performed there and represent culture of Pakistan especially of South Punjab.

2ND DAY:

OPENING BY DISTRICT OFFICER SOCIAL WELFARE:

Opening ceremony of 2nd day was done by the District Officer Social Welfare Mr. Rana Shahid D.O Social Welfare welcomes all the participants especially youth and thanks to Awammi Development Organization for such kind of mind boosting activity of youth. He addressed to youth that today there is a need to save & preserve the culture by such kind of actions. He told that now tradition has changed. Our youth is busy in some kind of electronic media like Facebook, twitter, internet & gaming zone on computers and become limited to meet and present face to face cultural activities. So there is a need to present capabilities, qualities, skills and activities of youth regarding their culture in front of world. He appreciated the all youth participants and also the work of Awammi Development Organization Layyah that due to their extreme efforts this day come.



CRICKET MATCH BETWEEN LADHANA UC & CHOWK AZAM UC:

Cricket is a bat-and-ball game played between two teams of 11 players each on a field at the center of which is a rectangular 22-yard long pitch. Each team takes its turn to bat, attempting to score runs, while the other team fields. Each turn is known as an innings. The bowler delivers the ball to the batsman who attempts to hit the ball with his bat away from the fielders so he can run to the other end of the pitch and score a run. Each batsman continues batting until he is out. The batting team continues batting until ten batsmen are out, or a specified number of overs of six balls have been bowled, at which point the teams switch roles and the fielding team comes in to bat. Special announcement brings the spirits in player if bats man hits continuously 3 Sixes then he get 1000 rupees or if the bowler made hatric then he gets 1000 rupees from Project manager LEED.



Al Murtaza Cricket Club Layyah thal Jandi won the toss and elected to bat first, at start Al murtaza Cricket club get the target of 85 runs in 10 overs. In response Al Sabri Cricket club chase the target in 9.2 overs. Tariq merani was the man of the match and Irfan played a tremendous batting to get closer to win to al sabri cricket club.



Volley Ball Match.

Volley Ball Matched was played between Sarishta Thal Union Council and Chowk Azam Rural Chak No 153/TDA. The game was planned of 30 points with three changes after 10 points. Chowkazam Rural starts with full devotions and win the game by 30-17. Amjad Tounsvi Played dynamically. After completion of match captain of Chawkazam Rural said in his speech that these kind of Events is the plat form to show their abilities and really appreciated the activity of ADO and awaz Youth Club.



SLOW CYCLING RACE:

Slow Cycling race is a very charming and technical game now a days in which many cyclers have to reach at the final point. Cyclers start their journey up to a limited point & they have to reach there at last to win. Many cyclers participated in this cheery event from all 5 union councils. Some volunteers also participated in this game. Finally Faqeer Ahmad won this slow cycling race. By this slow cycling race a message of technical patience and never to let efforts was delivered to community.

200 METER RACE:

A slightly shorter race, called the stadion and run on a straight track, was the first recorded event at the ancient Olympic Games. The 200 m places more emphasis on speed endurance than shorter sprint distances as athletes rely on different energy systems during the longer sprint. From all 5 union councils youth members participated in this energetic event and a 200 meter race was held.

ROPE PULLING COMPETITION:

Tug of war, also known as tug o' war, tug war, rope war, rope pulling tugging war or rasa kashi, is a sport that directly pits two teams against each other in a test of strength.

The origins of tug of war are uncertain, but it is beyond dispute that this once royal sport was practiced in ancient Egypt, Greece and China, where it was held in legend that the Sun and Moon played Tug of War over the light and darkness. It is also widely believed the sport was made popular in Great Britain by Lord Elliott Simpson, in the 16th Century. Simpson was a keen tigger. Rope pulling competition was done between two teams of Ladhana union council & Layyah Thal Jandi union council. In this game team of Ladhana shows great strength and after very tie competition finally they were succeeded to pull the opposite team and won.

KISSAN CONFERENCE

As the district Layyah is known as an agrarian area in south Punjab. To keeping in view kissan conference has been conducted to discussed the local issues of the small farmer for the said purpose Mr. Khoja Ghulam Fareed Kureja (President Saraiki Qomi Itehad), Doctor Abdul Sttar (BZU Campus) Allah Nawaz Sargani District President Saraiki qomi Itehad), Mhr Fiaz Sindhar, Mr Iqbal have been addressed with farmers. Discussed the local issues of Farmers on agriculture issues. Discussed the fuel prices, fertilizers and charter of demand has been signed to decreased the rates and compensate the farmer. All the representatives of 5 LSos and community of the same area really appreciate the efforts of ADO management to rise the voice of local small farmer in front of media and Government representatives.



KUSHTI COMPETITION:

Pehlwani or kusti is a form of wrestling from South Asia. It was developed in the Mughal era by combining native malla-yuddha with influences from Persian koshti pahlavani. The words pehlwani and kusti derive from the Persian terms pahlavani and koshti respectively. A practitioner of this sport is referred to as a pehlwan while teachers are known either as guru or ustad, depending on their religion. Many southern Indian practitioners of traditional malla-yuddha consider their art to be the more "pure" form of Indian wrestling, but most South Asians do not make this clear distinction and simply view kusti as the direct descendent of ancient malla-yuddha, usually downplaying the foreign influence as inconsequential.



An auspicious competition of Kushti was held in DISTRICT MELA in which different pehlwans from all over the district participated. After a great competition among all pehlwans, Rustam e



Layyah beat each and every trick of all pehlwans and made the first prize on his name.

CLOSING REMARKS BY CHIEF GUESTS:

Chief Guests who all participated in this youth event were:

- 1) **Member of Parliament Assembly MNA (Mr. Peer Saqleen Shah Bukhari sb)**
- 2) **Ex District Nazim (Mr. Malik Ghulam Haider Thind sb)**
- 3) **District Co-Ordination Officer Layyah (Mr. Nadeem Ur Rahman sb)**
- 4) **District Officer Social Welfare (Mr. Rana Shahid sb)**
- 5) **President of LSO Bhar Development society, Lahdna Development Society, Saweel Development society,**

All the guests of DISTRICT MELA appreciated the act of Awammi Development Organization by the core of heart. They said that such kind of events not only preserve our culture but also give message to the whole world about our strength, unity, faith, & devotion.

PRIZE DISTRIBUTION AMONG WINNERS:

Prizes were distributed among all the winners of each game/competition by Chief Guests, ADO staff members, LSO & Youth representatives to boost up the courage, devotion & strength of the youth.





THANKS FROM ADO TO YOUTH, LSOs, PARTICIPANTS & CHIEF GUESTS:

At the end of the DISTRICT MELA, Executive Director Mr. Mahr Tufail Sb addressed to all and proudly said his words to all that:

“Awammi Development Organization Layyah cannot exist without the continuous generous support of community, LSOs, volunteers, staff members, friend, line departments, volunteers & all well-wishers. Thank you all.”

SPEECH BY MNA Syed Peer Saqlain Shah Bukhari

MNA Syed Peer Saqlain Shah Bukhari participated in the DISTRICT MELA. First of all Mr. Sayed Peer Saqlain Shah Bukhari thanks to ADO for the invitation and appreciated such kind of great ceremony among community. He said that people are going away from their culture due to no support of such kind of events which Awammi Development Organization Layyah is providing a platform especially to youngsters of Layyah. He also appreciated the youth, their participation, their devotion & their energy. He told them that any country’s back bone is youth no other thing else.

Activity Out Comes

- Youth Clubs show their skills, expertise, strength & knowledge.
- Fully entertainment provided to community through youth for more than 5000 persons
- Income was generated of lep 12 beneficiaries 5000 per person approx.

- Existing shows to line departments and government officials.
- DCO layyah announced special announcement for youth of LAdhana, jamanshah layyah thal jandi chowk azam rual and sarishta thal if they have any issue then directly meet with DCO.
- Exposure for LEP beneficiaries to arrange stalls on upcoming events like DISTRICT MELA.



Linkages

Productive Linkages work Shop with Line Departments

Awammi development organization has been started social mobilization project in five union councils of tehsil layyah with the financial support of PPAF, under the said project ADO has been registered 5 local support organization for the strengthening of community organization , village organizations , Common interest groups, productions centers nokri ya karobar centers and youth centers.

Under the 62nd batch Capacity building trainings, disbursement of productive assets, small loaning through Community livelihood funds, Prime Minister Interest free loan has been issued to the community of tehsil layyah in same targeted area.

Different sports competition events, District mela's, networking meetings has been conducted in the same batch keeping in view the same activities a productive linkages and networking meeting has been conducted in Events hall layyah with government line departments , MNAs, MPAs, Union council representatives, EDOs education , EDOs health, Monitoring officer, were the part of the event.

Activity Schedule

Time	Session	Responsibility
10:00	Recitation From the Holy Quran	Participants
10:15	Registration	Program Officer ADO
10:20	Welcome Remarks	President ADO
11:00	ADO Vision & Mission	Executive Director ADO
11:30	ADO and PPAF Partnership	PPAF Representative
12:00	Tea Break	
12:00	UCDP Jaman Shah	President LSO Jaman Shah
01:00	Lunch Break + Prayer	
01:30		
2:00	UCDP Chowk Azam Rural	President LSO Chowk Azam
3:00	Tea Break & Closing Day 1 st	

Day First 21-09-2015

Time	Session	Responsibility
10:00	Recitation From the Holy Quran	Participants
10:15	Review of Day 1 st	Project Coordinator ADO
11:00	UCDP union Council Ladhana	President LSO Ladhana
12:30	UCDP union Councils Layyah thal Jandi	President LSO Saweel
01:30	Lunch Break + Prayer	
02:15	UCDP Sarishta Thal	
3:00	Role of Other Organizations & Support in UCDP	NRSP, LPP, Doaba, EVA, SAP-PK
05:00	DCO + Government Official	
05:30	Closing Remarks	Tufail Ahemd ADO Executive Director

Participants of the activity

PARTICIPANTS	SPEAKERS
DISTRICT COORDINATION OFFICER	EXECUTIVE DIRECTOR ADO
EXECUTIVE DISTRICT OFFICER HEALTH	PPAF Representative
EXECUTIVE DISTRICT OFFICER EDUCATION	PRESIDENT LSOs
DMO	EDO SOCIAL WELFARE
ADLG	ASSISTANT DIRECTOR LOCAL GOVT
EDO SOCIAL WELFARE	M.TEHSEEN (SAP.PK)
INCHARGE DAROLAMAN	DISTRICT COORDINATION OFFICER LAYYAH
INCHARGE SANATZAR	
INCHARGE COMMUNITY CENTER	
PRINCIPAL WOMEN DEGREE COLLEGE	
PRINCIPAL BOYS DEGREE COLLEGE	
VICE CHANCELLOR BZU SUB CAMPUS	
NDMA	
PRSP	
NRSP	
SOUTH ASIA PARTNERSHIP PAKISTAN	
PLAN INTERNATIONAL	
DOABA FOUNDATION	
RCDS	
LADHANA DEV SOCIETY	
AGHAZ DEV SOCIETY	
SOVAIL DEV SOCIETY	
BAHAAR DEV SOCIETY	
SADAA BEHAR DEV SOCIETY	
JOURNALIST	
LAWYERS	

The program was started with the holy recitation done by qari saadat Qalander Hayat Chak No 150/TDA after that Mr. Fareed Ullah Choudary has charged the stage to be done the schedule agenda. As per Agenda Program introduction and importance of the networking workshop has been done by Mr. Tufail Ahmed executive Director Awammi Development organization. In his words he briefed the start of ADO and vision mission of the organization some glance on the work to be done by the ADO and the achievements through



community groups more activities and projects completions has been described by the Deputy Executive Director awammi development organization Mr. Saif ullah al hussainy.

He briefly described portfolio of the organization to the audience to show the presence of PPAF work in district layyah through social mobilization, HID, Livelihood enhancement and protection project LEED intervention. Model village through Community physical infrastructure project at chak shabazabad.



Over all progress and presentation

ID Project (Institutional Development program)

Union councils	23
Cos	939
Villages	33
LSOs registered	6
Total House Holds	38,492
Organized house holds	28,257
Financial Support	PPAF

Physical Infrastructure Schemes

Total Completed Schemes	467
Total Beneficiaries	151,498
Total union councils covered	15
Detail of Schemes	
Total constructed brick soling	1,80,746 ft
Constructed Culverts	2,612
Total Constructed water Courses	1,85,125 ft
Total Constructed Toilets	125 #
Electric Tube wells	5 #
Hand Pumps	1,205 #
Repair of Brick Soling	48,690 ft
Sewerage system	27,350 ft
Solar System	1#
Funded By	PPAF, UNDP
Technical Support	PPAF,UNDP,SAP-PK

Integrated water efficient Program

Union Councils	Nawan Kot
Total sprinkler System	54
Irrigated Land	700 Acre
Beneficiaries	11,180
Funder By	PPAF
Technical Support	SAP-PK

Flood Response	
Flooded Union Councils	17
Distribution of Hygienic Kits	5000

Distribution of NFIs Kits	234
Health & Hygiene Sessions	70
Sessions Beneficiaries	1370
TOT of Artisans	540
Construction of Toilets	440
Medical Camps	4
Construction of Rooms	440
Financial Support	Solidar Switzerland, PPAF, SAP-Pk, Swiss Labor Assistance.

Livelihood Enhancement & Protection

Technical Trainings	Male 518, Female 637 Total 1155			
Technical Courses	Welding, Electrician, Plumber, Mobile Repairing, Computer hardware and software, Stitching, Hand embroidery, Machine embroidery, Motorcycle mechanic, AutoCAD, Product Development training, Driving, Beautician, etc			
Enterprise Development training	2150 Male	1930 Female		
Livestock Management training	3250			
Value chain	340			
Product development	20			
TOT on CRPs	23			
Distribution of Productive Assets	Male 996,	Female	803,	Total
	1799			
Establishment of Digital Hubs	2			
Productions units	3			
Collective Business	7			
CIGs	40			
Financial Support	PPAF			

PMIFL (Prime minister interest free loan)

Union Councils	7
Beneficiaries Hh	2455
Return Rate	100%
Agricultural Loan	306
Live Stock	750
Micro Enterprise	1444
Community Livelihood Funds	
Union Councils	3
Responsible	LSOs
Beneficiaries	500 Hh
Return rate	100%
Financial Support	PPAf
Livestock Insurance	
Union Councils	5

All the presentation was given by LSOs representatives to the participants. After the presentation union councils development plans were discussed with the government officials for further support. Question and answer session was completed after the lunch break.

Different organizations representatives described their point of view on the achievements of PPAF interventions in the area and committed some action plans to be supported as per Union councils development plan which was prepared by the LSOs under Livelihood enhancement and protection project.

Government officials EDOs health and Education promised to do work on the identification of LSOs, DCO Layyah has made special announcement for the representatives of LSOs that his door will remain open 24 hours for any kind of support.

Shields and certificates were distributed by the chief guest MNA Syed Muhammad Saqlain Shah Bukhari for the efforts and acknowledgements.

