



PROJECT COMPLETION REPORT

Livelihood Enhancement & Protection

LEP-III

Oct 2012-Sep 2014

DISTRICT LAYYAH



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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

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.

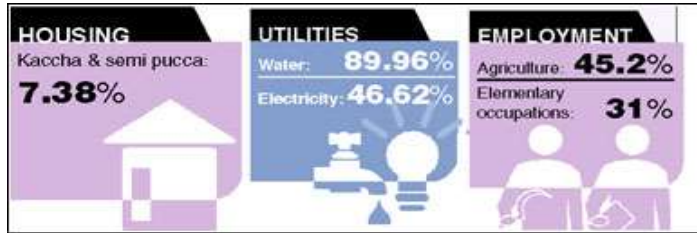
The district name is derived from a commonly grown shrub, 'Layyan' (Tamarisk dieica) used as fuel wood which covered the area at one time. District Layyah is situated in the south west (rather west) of Punjab. In its north, is situated the district of Bhakkar while in its west flows River Indus. Across 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 July 18, 2005 and July 19, 2006).



Settlement Patterns:

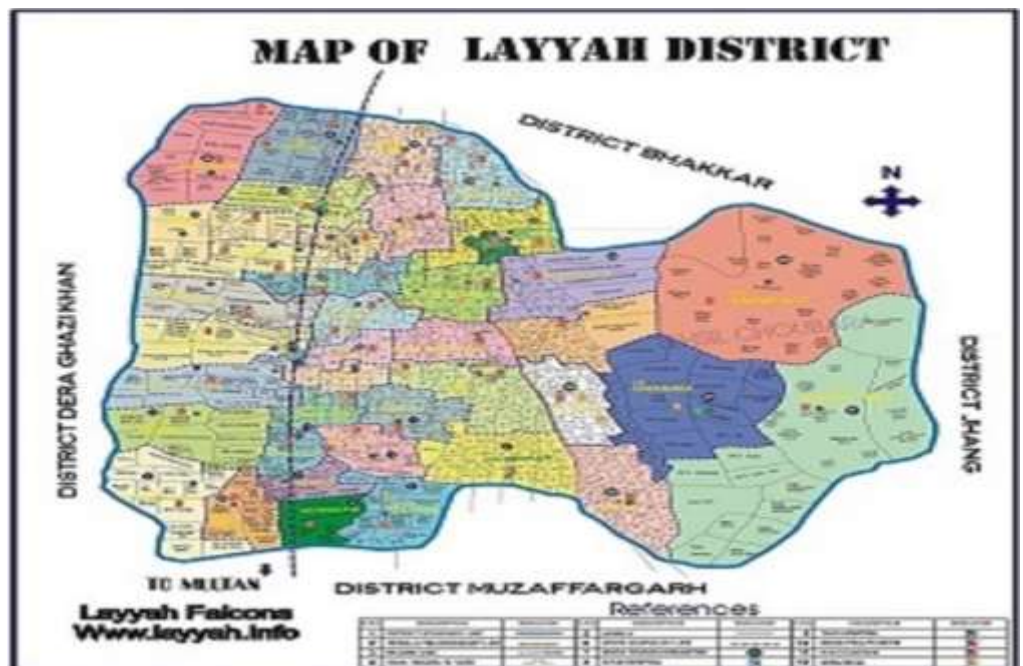
The settlement pattern in the district is influenced by the geography and agro-ecological setting. Relatively large and nucleated villages are located in the fertile and irrigated areas which are mainly in the Thal tract where agriculture has been developed extensively. In 'Nasheb' which is the low lying 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

LIVELIHOOD ENHANCEMENT & PROTECTION PROGRAM (LEP)

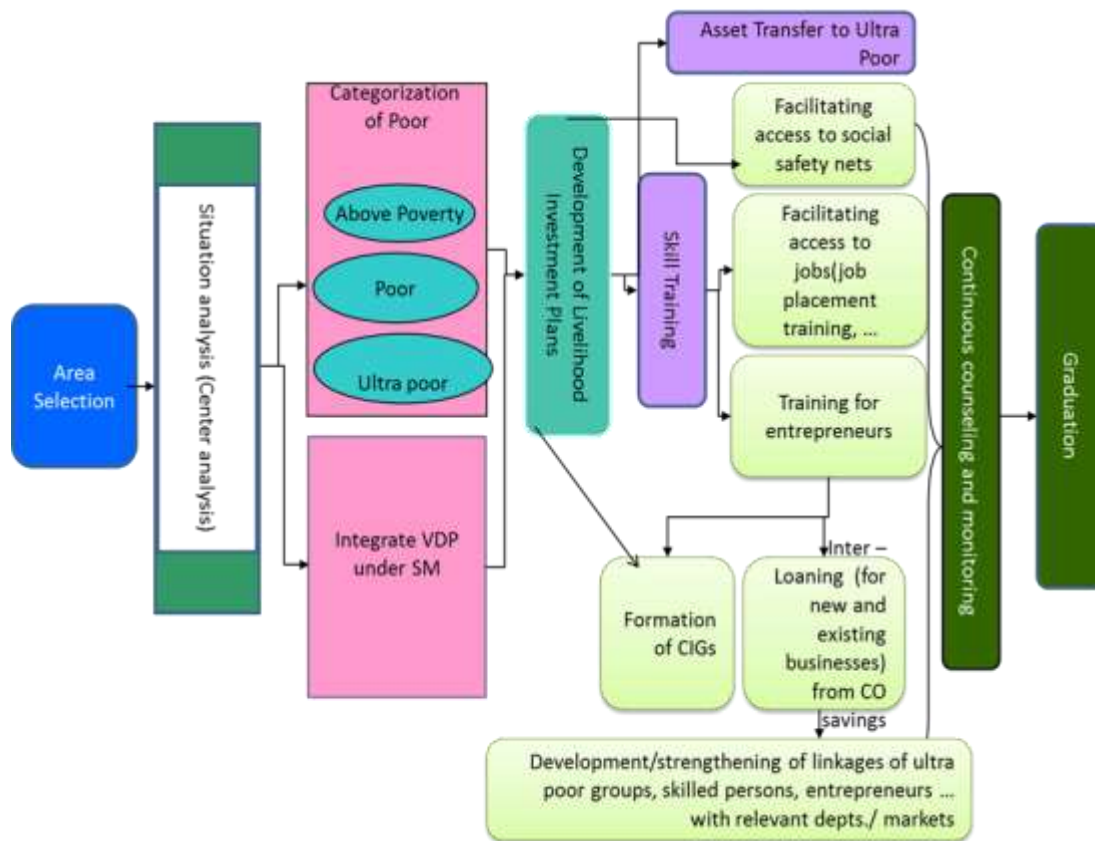
Project objectives and approaches:

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.

Implementation Strategy is mentioned below



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 dependant 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 affected 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 organisations 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.

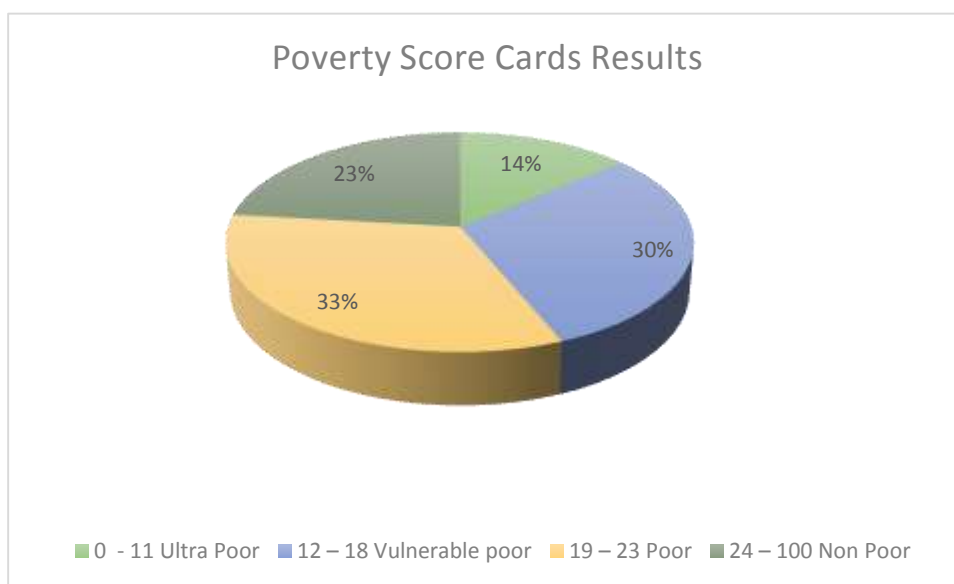
Review of ADO LEP Phase-I&II

LEP Phase I& II Project Achievements

An Agreement was signed Between ADO and PPAF for Livelihood enhancement and protection as a pilot phase in some villages of Union Councils of Jaman Shah. Initially in the said villages carpet survey was conducted a relay able tool was poverty score card. 1859 Poverty score cards were filled in the field detail of PSC is mentioned below.

Poverty Score Cards Results

Score Range	Poverty Category	No. of Households LEP-I & II
0 - 11	Ultra Poor	255
12 – 18	Vulnerable poor	559
19 – 23	Poor	614
24 – 100	Non Poor	431
TOTAL		1859



On the basis of said survey 750 Livelihood plans were prepared on standard formats provided by PPAF. 186 male and female beneficiaries for productive assets for the said beneficiaries Enterprise development and capacity building trainings were delivered to the said beneficiaries. Skill training is the major component of the project focused on employability skill trainings were initiated through home based dastkari center and VTI and Sanatar some of the component was covered with LICS collage.

Achievement's under Livelihood Project

Activity Detail	Achievement Under LEP-I	Achievement Under LEP-II
Poverty Score Cards	1859	3520
Livelihood Investment Plan	750	1350
Common interest group formation	35	40
Training Beneficiaries	672	3350
Assets transfer to Ultra & Vulnerable Poor	186	526
Wage Compensation	211	369
Linkages	35 CIGs	40

At the end of the agreement ADO is able to provide project completion report of ADO-LEP-I and LEP-II was submitted to PPAF previously. The same components has been completed in ADO-LEP-II Agreements in three union councils, Jaman Shah, Layyah thal Jandi &Ladhana.

Livelihood Enhancement and Protection LEP Phase III

LEP Livelihood Enhancement & Protection III is a project funded by PPAF Pakistan Poverty Alleviation Fund under world Bank Phase III grant to PPAF. Ultra and vulnerable poor people of the community are selected through scientific poverty score card survey recommended by the World Bank .These ultra and vulnerable poor people are also trained in different skills for the establishment of their own small scale business; so that they could get their own livelihood through levelheaded earnings. ADO in collaboration with PPAF has provided different types of 1080assets to the ultra and vulnerable poor for the sustainability of their own livelihood. Provision of these assets was ensured in the 4 Union Councils i.e. Sarishta Thal, Ladhana, Layyah thal Jandi, Chowk Azam Rural selected union councils for the project. Formed 40 Common Interest groups linked them with institutions market for their sustainability capacity building trainings provided to 6354 Beneficiaries more over daily wages has been provided to ultra-poor person. Collective initiative has been also taken with the targeted beneficiaries. Under below Collective Initiatives have been going successfully.

Collective Initiatives

1. Tunnel farming
2. Production unit
3. Goat farming
4. Tent Services
5. Shuttering & paint shop
6. Layer Farming

7. Bakery Shop
8. Packing Unit
9. Agri Businesses
10. Seed Bank.

Youth Center & Nokri ya Karobar NYK Center have been established as a pilot project in the targeted union councils for the sustainability of the community and build up institutions.

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

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

1. 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-lending activity and are credit worthy clients of financial institutions.

2. LEP & 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 organisations 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. Awareness Seminar

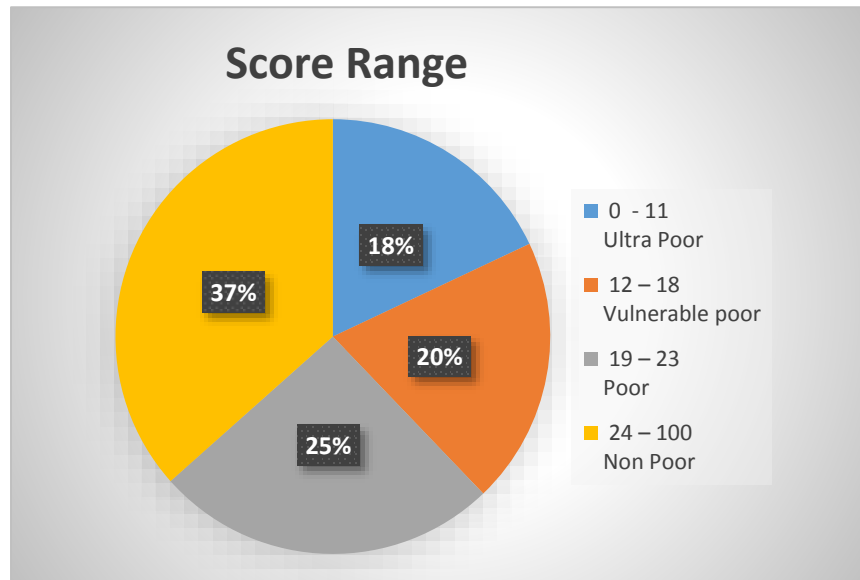
One day awareness seminars has been conducted in all the 4 targeted union councils for the introduction of ADO-LEP-III project objective targets and goals with the collaboration of Local Support organization (formed under ADO SM,HID PPAF project). On the approach of integrated project strategy.

4. 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. The prime objective of the survey is to identify Ultra and Vulnerable Poor through Poverty Score Card (PSC) around 4 Union Councils Chowk Azam Rural, Layyah thal jandi, Sarishta thal and Laddhana. 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 2530 households.

Poverty Score Cards Results

Score Range	Poverty Category	No. of Households
0 - 11	Ultra Poor	1742
12 – 18	Vulnerable poor	1923
19 – 23	Poor	2477
24 – 100	Non Poor	3543
TOTAL		9685

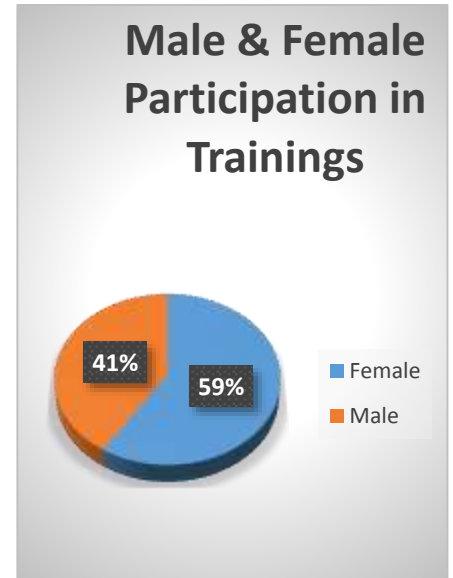
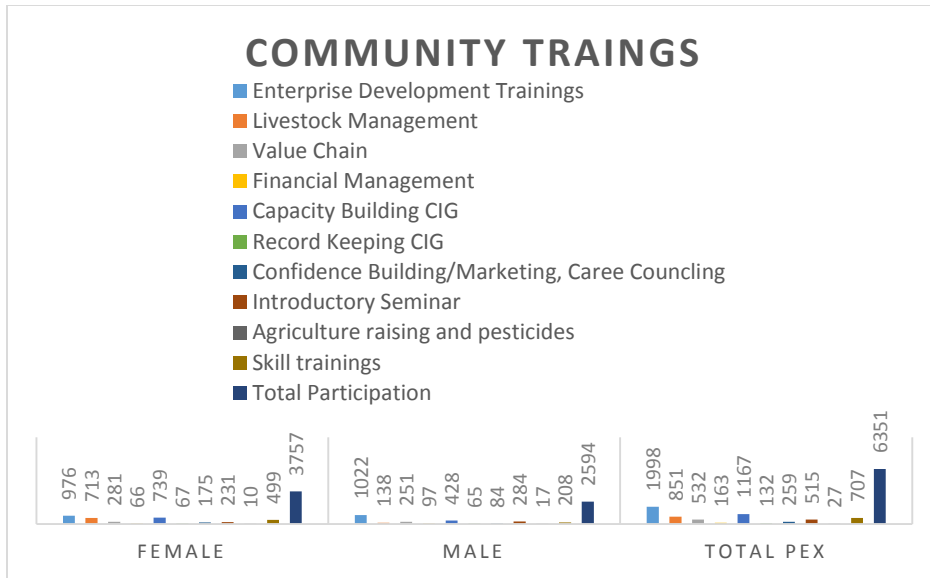


Trainings and Capacity Building:

The Pakistan Poverty Alleviation Fund has the mandate of reaching out to economically vulnerable communities, helping them to gain access to resources for productive self-employment, income generation and a form of poverty alleviation that enhances their quality of life. The Livelihood Enhancement & Protection Unit extended support to the PPAF in one such initiative targeting vulnerable groups of Layyah district that included the ultra-poor & vulnerable, widowed and divorced women. The Objective of Livelihood Enhancement & Protection Unit develop the capacity, opportunities, assets and productivity of community members to reduce their vulnerability to shocks, improve their livelihoods initiatives and strengthen their business operations. The project aimed to provide individuals from vulnerable target groups with enterprise development training.

Development of micro enterprises is also core objective of ADO under this project for the same purpose, many of the institution have been involved for the capacity Building Purpose of the local community and as well as staff of ADO LEP project. Namely NIRM, ECI, HRLC, Professional institute, VTI sanatzar and CIGs Certified trainers and undertake enterprise trainings for existing and new (male and female) rural entrepreneurs. On the basis of its vast experience in enterprise development, training institutes designed a customized a training package. Details of Trainings are mentioned below.

Community Trainings Achieved Targets



Over all as per Targets sets in LEP community trainings, 6351 beneficiaries avail trainings as per detail mentioned above in chart in four union councils i.e. ladhana , Layyah thal jandi, Sarishta thal & Chowk Azam Rural. 59 % female participation in trainings which is due to need and social mobilization impact of ADO.

The basic purpose of the trainings is to strengthen the local community members to enhance their livelihood to meet their basic needs of the life.

Community organization 3rd tier organization identified the potential beneficiaries who have vision of Success. Capacity Building Trainings delivered to 6351 Beneficiaries including the males and females avail Skill trainings from Different institutes.

After the success full completion of above mentioned trainings the beneficiaries are now able to run their business smoothly.

Each trainings have their own success indicators trainings wise out comes procedure and agendas are mentioned below over all 198 training events has been completed in the period of two years.

Enterprise Development Training.

Over all 70 Events has been conducted in four union councils total participants are 2095, 1033 are the male participation and 1062 females participations in the trainings.

Success full indicators of the events are

- ✓ The beneficiaries have an idea for implementing a successful business
- ✓ Simple record keeping
- ✓ Idea for starting of new business
- ✓ Market Survey
- ✓ Demand and supply feasibility
- ✓ Business plans of individual beneficiary
- ✓ Value chain concept

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 Allah & recite of Holy Quran.
- Trainers elaborate the objective of EDT.
- Almost all participants shared their expectations about 6day 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 6 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 removes 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:

1. Production
2. Trade
3. Services

Business Circle:_____

1. Identification of Opportunities
2. Collection of Resources
3. Start the Business
4. To run the Business on profit base

Business Categories:_____

1. Income generation
2. Self Employed
3. Entrepreneurship

I used different dimensions and delivered these concepts through case study of Dani & his family to enhance the learning of participants.

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 Allah & 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 131 businesses.
- In Feasibility secession Trainer convey 6septs of feasibility through a pictorial case study of a businessman (Rehan).

6septs of feasibility

1. Select Business
2. Identification of customer
3. Estimate of recourse
4. Estimate of expenditure
5. Estimate of income
6. 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
- Feedback of market survey and Mini market
- Home work

Proceeding of 3rd day:

- 3rd day start with the name of Allah & recite of Holy Quran.
- Trainer practically arranged a market and elaborates 6 Ps of marketing by voting of participants.

6Ps of marketing.

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

After that 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.

4rth Day Agenda of EDT

- BCE
- Demand and Supply
- Casting & price fixing
- Record keeping
- Home work

Proceeding of 4rth day:

All participants gave their fed back about market survey.

Trainers 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 Allah& 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.

6th Day Agenda of EDT

- Revision of entire 5 days training and PECs.
- remarks of the participants
- Closing & final remarks of participants.

Proceeding of 6day:

Trainers take a quick review of entire training and participants gave their remarks about training. And at the end of training Tahira visited the Training venue.

Common Interest Group (Strengthen CIGs)

In ADO LEP III 46 training events has been conducted, for total 1375 participants in which 858 male participants and 790 female participants, under this training over all 120 Common interest groups avail the Capacity building training.

“In organizations, real power and energy is generated through relationships.

The patterns of relationships and the capacities to form them are more important than tasks, functions, roles and positions.”

Margaret Wheatly

Objectives of training

CIGs are expected to contribute towards increasing the bargaining power of the poor; creating economies of scale through collective purchases and coordinated marketing; developing linkages with the markets and public sector service providers, and reducing vulnerability of the poor through diversification of their livelihoods. These groups would not be of ultra-poor only but would also include different segment of community related to a particular economic interest.

The objective of the training is to develop guidelines on formation, strengthening and management of common interest groups.

Opening ceremony

The training was commenced with the holy name of Allah Almighty and His last and mightiest messenger Muhammad PBUH.

Mr. Rizwan Ahmad Livelihood Officer from ADO attended the opening ceremony.

He introduced ADO and its programs, and advised the participants to take key interest in the training.

Closing Ceremony

In closing ceremony Mr. Rizwan Ahmad Livelihood Officers showed up his presence along with me.

The session was closed in a very peaceful and memorable way.

Training highlights

- The start of the training was taken with the holly name of Allah Almighty.
- Formal introduction of the participants was taken by asking them their name, education, business trade and what they like to eat, making this process interesting.
- The input from participants was taken about expectation and fears of this training and noted down on the flip chart.
- For sake of sensitization story of star fish was told to the participants.
- Problems of the small businessmen were discussed using hand book, pictorial and the solutions of these problems were also discussed.

- The question “How these problems and solutions can be managed?” was asked and the participants replied that by supporting each other and creating mutual understanding of common interests we may manage these problems. In this way the role and importance of common interest group (CIG) for business development was explained.

1st Day Agenda

- Introduction, expectations, fears, objectives and norms of training
- Concepts
 - Poverty
 - Development
 - Prosperity
- Vision & mission

Proceeding of 1st Day

The 1st day of training started with the name of Allah.

- First of all introduction, objectives, agenda, rules and regulations were described briefly to the participants of training
- The concepts of poverty, development and prosperity were given to the participants and their role, importance and effects on human life and business also discussed
- It was told to the participants that People can be genuinely inspired if their organization has a compelling vision and a clear, worthwhile mission; and these can be powerfully expressed in well-crafted mission and vision statements. Mission and vision statements are the words leaders use to explain an organization's purpose and direction. When expressed clearly and concisely, they can motivate your team, or the organization as a whole, with an inspiring vision of the future
- And “how to develop vision and mission statement” also described.

2nd Day Agenda

- Revision of the 1st day
- Linkages (Forward & Backward)
- Linkages with all members of CIGs
- Process of formation groups
- Communication

Proceeding of 2nd Day

The 2nd day of training Started with the name of Allah and revision of 1st day training

- Linkages, backward and forward linkages were toughly discussed with participants
- Process of formation of CIG was delivered with role play by showing them in four episodes; forming, storming, norming and performing. For this role play some volunteers among the participants were taken and they performed it very well.
- “What is communication?” The question was put in front of the participants and answers from many participants were taken then it was explained with Chinese whispering. The hurdles in communication were elaborated with pictures too.

3rd Day Agenda

- Revision of 2nd day
- Resource mobilization
- Role and responsibility of group
- Meeting
- Why Meeting?
- How to prepare agenda of meeting
- Ending Ceremony

Proceeding of 3rd Day

- In the 3rd day of training started with the name of Almighty Allah and after that revision of 2nd day
- What are resources and its types this session was delivered with the help of card and participants were divided in to three groups and groups were asked to paste relevant cards in to relevant portions.
- What is group, what are the duties of president, general secretary, business advisor, and finance secretary were elaborated with giving roles to the participants.
- With the help of pictures “The meeting, how it is conducted and objectives of meeting” was deeply explained.
- Do & don’t during meeting were also elaborated.
- How minutes of meetings are written and how to prepare the agenda of meeting was also briefly explained in this session.
- At the end feedback was taken from the participants in evaluation session which proved to be quite satisfactory

VALUE CHAIN TRAINING REPORT

Objectives of training

Rural producers are the starting point of most value chains. Helping them capture market opportunities, obtain fair deals, and produce higher-quality products improves value chain performance while increasing rural incomes and employment and harnessing economic growth for rural areas.

For this purpose ADO in collaboration with ECI arranged a 3 days training on value chain approach.

Over all 17 training events has been conducted total participation are 497 where 261 male participants and 233 female participants.

Training highlights

- The 1st day of the training participants looked forested but after first session “Micro Lab” activity their hesitation was vanished and they became well known with each other. They started to take keen interest in next sessions .They narrated their level of learning regarding Knowledge, skill and attitude that it was keep maintained till the last session of the training by trainers.
- In the poverty session Participants express their own feeling on poverty, “they had never thought three dimensions of poverty in their life like as economic poverty, social poverty and individual poverty before attending this training”. They express own heart touching poverty.
- During training, method of using props is very much best for illiterate person for understand the session easily.
- The method of conducting this training was liked and trainees proved it through sharing their thoughts that where they were existing before attending this training by ranking their levels as an income generator, self-employed and entrepreneurs.
- The session “Moti Moti Mala” leads the participants to make the value chain for their businesses.
- “SMART” session helped the participants to set the future objectives and goals of their businesses.
- Through the value chain structure the participants came to know about backward and forward linkages of their own businesses.

- Introduction, Expectation and fear session
- Poverty and development
- The basic concept of business

Proceeding of 1st Day

The 1st day of training started with the name of Allah.

Expectations

- We know the method of business.
- This training will help for our business and the further implementation of their business.
- They expect that when they go to their house; without any support.
- More information about business development.

Fear

- The training may be a waste of time or resources?
- The participants express the value of business and business circles. Participants take key interest and puncher and also find the puncher of your and also given a suggestion they improve their



start the business

they know. In the founded their own village persons businesses.

Definition of business

Business circle

Three types of Businesses

- Production
- Trade
- Services

Business Categories

- Income generations
- Self employed
- Entrepreneurship

2nd Day Agenda

- Revision of the 1st day

- PECs
- Value chain and its structure
- Back and forward linkages
- Problems in value chain and their solutions

Proceeding of 2nd Day

The 2nd day of training Started with the name of Allah and revision of 1st day training

- Session on Personal entrepreneurial competencies
- **Value chain definition**

“A ‘value chain’ describes the full range of activities required to bring a product or service from conception, through the different phases of production (involving a combination of physical transformation and the input of various producer services), delivery to final consumers and final disposal after use.”

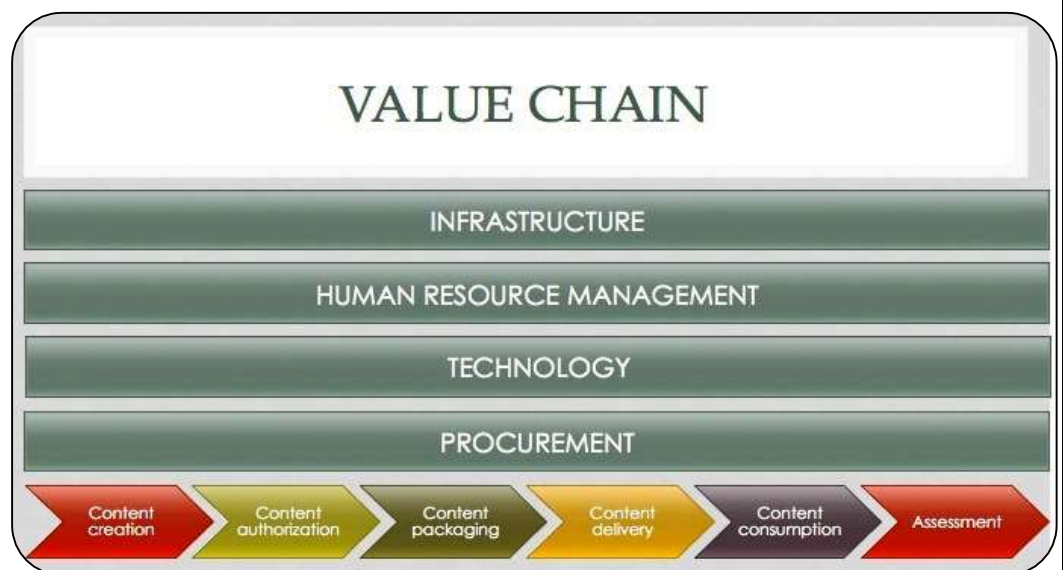


- The importance and significance of value chain explained briefly as;

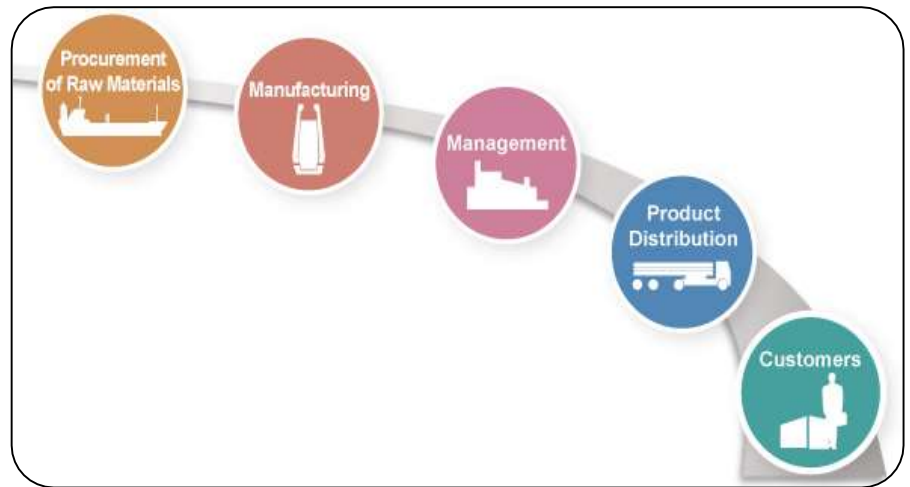
The value chain can be a very useful conceptual tool when trying to understand the factors that impact the long-term profitability of your business and when developing a successful strategic plan for your business. The value chain can be thought of as a set of activities, services, and products that lead to a product or service that reaches the final consumer.

The value chain can help you answer questions regarding:

- 1) How the products you produce reach the final consumer
- 2) The structure (economic relationships) between players in the chain
- 3) How this structure is likely to change over time



- 4) The key threats to the entire value chain
- 5) The key determinants of your share of the profits created by your chain



- The structure of value chain and its forward and backward linkages were briefly explained through the following flow diagrams.

Value Chain Structure

- Problems in value chain commonly faced and their solutions were discussed thoroughly.

3rd Day Agenda

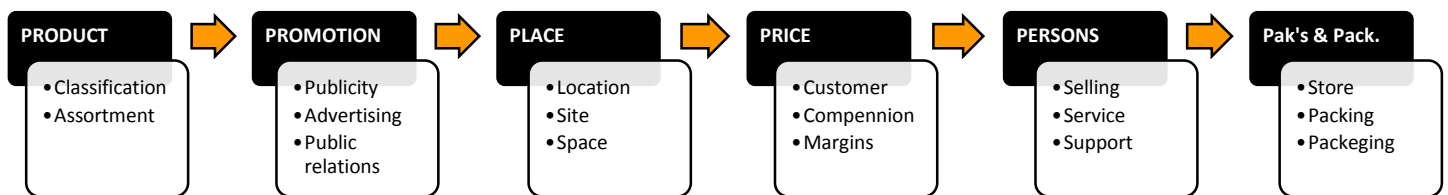
- Revision of 2nd day and record keeping session
- Marketing plans
- SMART
- Market due plans
- Evaluation of Training
- Ending Ceremony

Proceeding of 3rd Day

- In the 3rd day of training started with the name of Almighty Allah and after that revision of 2nd day
- In record keeping session the following points were elaborated to the participants;

- How keeping accurate records helps you in business
- Why you need to keep records
- The records you need to keep
- How to keep your records
- How long you need to keep your records
- Getting things right from the start
- How to maintain the stock register
- How to calculate profitability

- 6 P's of marketing were briefly explained and marketing plans were prepared under my personal supervision by the participants.



- In “SMART” session participants were taught to set the goals of their business taking the following points into account;
“Specific, Measureable, Attainable, Relevant & Time Brand.”
- Feedback was taken from the participants in evaluation session which proved to be quite satisfactory.

Career Counseling

Training Objectives

- ✓ To Develop a CV
- ✓ To able to make their Email account
- ✓ To learn the techniques of Interview
- ✓ To understand the communication model
- ✓ To able to explore the oppotunities according their skills
- ✓ To development their Personal Development Plan (PDP)



Total 9 training events have been conducted of career counseling epically for skill trainees to motivate them and tried to show and identified a good path

for their feature. Total 266 training participants where 90 male and 176 female participants.

Training started with the name of Allah. After the introduction, Trainer briefed about the objectives of the training

Participants also shared their expectations and threats regarding training

Trainer briefed about the CV

Definition: A curriculum vitae (CV) provides a summary of one's experience and skills. Typically longer than resumes (at least two or three pages), CVs include information on one's academic background, including teaching experience, degrees, research, awards, publications, presentations, and other

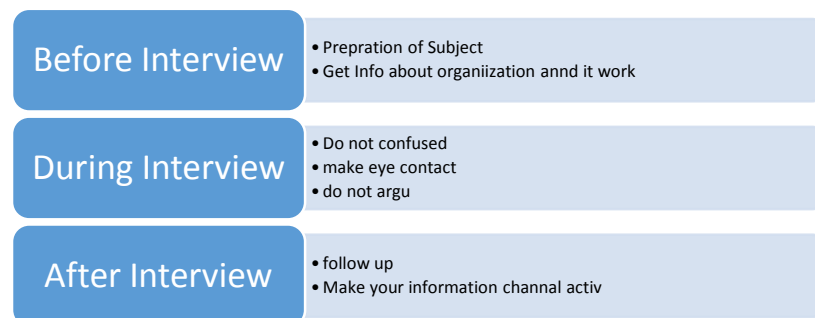
Typically a CV contains all or most of the sections listed below:

- ✓ Basic Information
- ✓ Personal statement
- ✓ Skills
- ✓ Work history
- ✓ Achievements
- ✓ Education
- ✓ Interests and hobbies
- ✓ Referees

After that trainer briefed about, How to create an email account

Ac\Email account format has been shared with all participants and one participants and created her account in training.

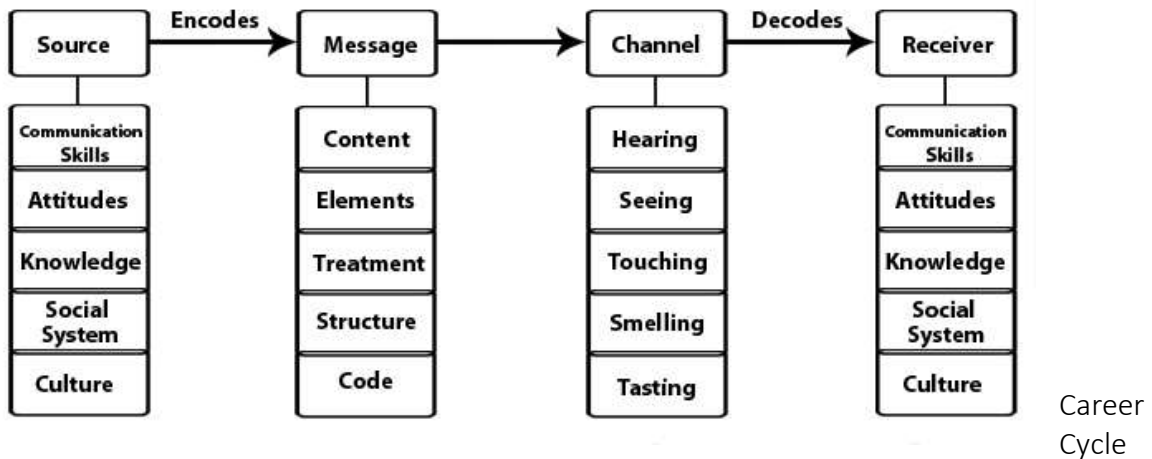
Interview protocols were discussed in detail



Trainer briefed about communication

Communication (from Latin *commūnicāre*, meaning "to share") is the activity of conveying [information](#) through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behavior. It is the meaningful exchange of information between two or more living creatures.

Berlos's SMCR Model of communication



were discussed briefly

First we have to develop our self according to the need or the market and then we should enter in market

Trainer told them, how we market our skills. There are too many websites where we can get job by just putting our CV there. Bright Spryer, Rozee.pk and dailjobs.pk are some examples

At the end PDP had been developed in groups



Participant's Feedback (Female)	
I learnt a lot about CV and Interview; I already have given an interview but could not clear because I was totally unaware about the basic techniques of interview. After getting this training, I am sure I can clear.	Shazia
Developing a CV was a issue for us. Now I can develop my CV according to the market standard.	Sadia
I Knew too many things but I did not know that I know, This training helped me to explore my inner skills	Tahira
For teaching job I gave an interview but could not clear. After this training I am sure I can clear.	Ammara
Customer satisfaction is the key thing to expand your business. I learnt Dealing methods	Binish

Participant's Feedback (Male)	
Interview tips will help me in future	Ijaz

I will make my marketing plan and implement according to the need of my business	Ahsan
Before this training I thought that only reference is the key to get a job. I did not explore the opportunities. I have Email account but I only use for Facebook and other entertaining site but never use for searching job.	Arshad
I learnt about CV and now I can develop my CV and also put my CV to appropriate site where I can get a job	Usman
This training helped me to explore my skills and qualities. I have recognized myself that I can do too many things and best thing that I learnt in this training in "Time Management"	Qamar

Livestock Management Training

Livestock is the key source of nutrition and income for the whole of district Layyah and especially in the affected Union Council Jaman shah of the district. The high level of dependency on livestock and the high rate of livestock depletion pose a major risk to livelihood strategies with the loss of livestock and poultry, majority of the families have lost their income from the informal trade in animal by-products, farmyard manure production as well as supplemental house hold nutrition. ADO arranged 28 successful training event of Livestock Management with the collaboration of Livestock Department.



Above mentioned is a temple of each training conducted under ADO LEP III. The basic purpose of the selected trainings to enhance the capacity of beneficiaries to run their own business smoothly. The beneficiaries who have more than score 18 has been success fully doing their business with their own investment examples of many beneficiaries exist those sale small products to start their business and now they have the assets of 15-20 thousand rupees.

- **TOCF**

Training of community facilitator has been conducted with the support of NIRP & ECI the basic Purpose of the training is to facilitate the community to enhance their businesses from the gross root links with market and institution to build up their capacity. On the basis of said ADO Selected 2 persons from Each LSO to keeping in view 50 % female participation and the training has been conducted.

Outcomes of the trainings

After the successful completion of the trainings, nominated TOCF has been conducted orientation sessions/ one day trainings at community level.

- After the sessions 23 ADO LEP beneficiaries has now able to start their businesses with the boost
- With the effort of TOCF community were linked with the potential market for their sustainability
- Financial assessment has been conducted and submitted to PPAF
- Social Assessment has been conducted and submitted to PPAF
- They are at present working on KRM of PM-IFL Project and delivering the sessions for the identification of business and re utilization of money of right path / skills they have

Vocational & Skill Training:

ADO Approach towards Skill Training

Awammi Development Organization is serious in decreasing vulnerabilities among the poor class people of Pakistan and promoting livelihoods of the marginalized segments of society. Having the same objective The ADO initiated Livelihood Enhancement Program (LEP) in 05 Union Council of District Layyah by signing financial agreement with Pakistan Poverty Alleviation Fund (PPAF). The prime objective of the program is to enhance livelihoods of ultra and vulnerable poor by putting in to practice prolific livelihood strategies and Livelihood Investment Plans (LIPs).

At the very beginning an identification various surveys have been conducted and 05UCs households were visited door to door by the field teams with the support of LSOs. The prime objectives of these surveys were to identify Ultra and the vulnerable poor potential candidates those have aim to enhance their livelihood through skill work,

Background of the skills Training

ADO believes that Poverty can be reduced through skill development and Skills Training that is also a core objective of ADO under this project for the same purpose it designed and undertook Technical skill trainings for existing rural setup (male and female) Students that were neglected and deprived in the past due to non-availability of resources and awareness.

Then Pakistan poverty alleviation fund PPAF intervention in the poverty reduction and the practical achievements of the millennium development goals MDGs leads to start the LEP project in the poverty stricken districts of Pakistan. Along with the provision of assets to the poor for their poverty reduction, vocational training was the vital segment of this project. These trainings have played a significant role for the empowerment of women and there was an ample need of such type of trainings proposed by ADO under this project and these trainings have significantly contributed towards improving the socio economic conditions of vulnerable and under privileged people in the targeted area.

The Objectives:

- To provide the self-employment to the youth of rural community and linked this Trained force at the national level.
- To reduce the hopelessness and joblessness in the marginalized sector of the rural community.
- To disseminate Appropriate Technologies for productivity enhancement to cope with poverty in the marginal sector of the community especially youth.
- To provide Technical, financial and Support Services to rural masses and slums dwellers to improve their living standard.
- To create Awareness among the target groups about technological advancement and the importance of skills trainings in the struggle of poverty reduction.
- To provide the self-employment to the youth of rural community and linked this trained force with the national level technology sector for the employment.
- To reduce the hopelessness and joblessness in the marginalized sector of the rural community.

- To disseminate Appropriate Technologies for productivity enhancement to cope with poverty in the marginal sector of the community.
- To provide Technical, financial and Support Services to rural masses and slums dwellers to improve their living standard.
- To create Awareness among the target groups about technological advancement and the importance of skills trainings in the struggle of poverty reduction.

SKILL TRAININGS

PROCEDURE FOLLOWED DURING THE PROGRAM IMPLEMENTATION.

1. Commencement of Class:

After admission process Nominees was called in The Professionals Institute Layyah for the commencement of class.

2. Teaching Staff

One Instructor one trainer and one Lab Assistant were provided for each trade. Whose are expert in their field as much as they are.

3. Courses outline

The Latest Course outline (Hard copy already has been sent to head Office) which is according to modern technology was also providing the Instructor. The Instructor follows up the Nominees according to course outline.

4. Class Time Table

The Class Time was 05 hours daily for 06 working days. , 01 hours was for Theory and 04 Hours are allocated for Practical work in concern LABs of each Trade.

5. Attendance of Trainees

Attendance of the Trainees was made on daily basis through class teacher. It was submitted to ADO office on weekly basis.

6. Issuance of Material:

LAB Coats, Stationery, Bags are issued to the trainees.

LAB WORK

The Most important part of this project is to producing the opportunity for more and more Practical work and field work to the beneficiaries for make them a well skilled professionals.

This practical work makes the Beneficiaries professionals and developed their skills.

PHOTO GALLERY





MINA BAZAR (EXPO)

During the training period the students actively participate in the (Mina Bazar) Expo. The students arrange the different stalls like as Ada Work Beautician, Handicraft, Artificial Jewelry products.

From this activity the students learn a lot of things related to business. The local Government and visitors appreciate the efforts of the students of The Professionals Institute Layyah.



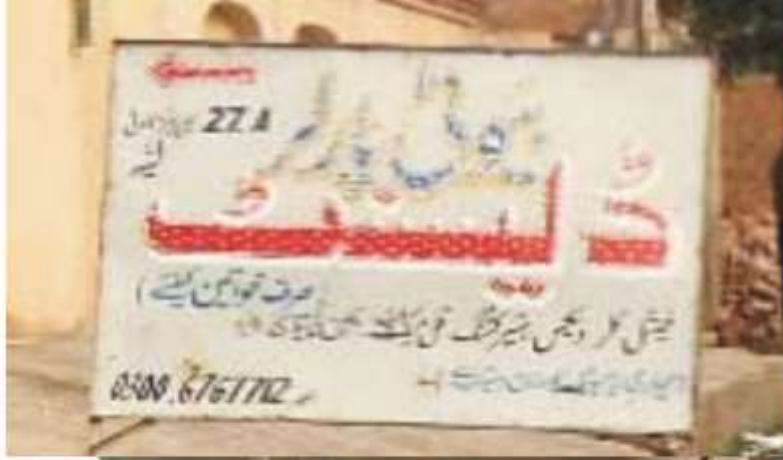


IMPACT /CHANGE IN STUDENTS AFTER GETTING THE TRAINING

The Training brings a positive change in students who get the training. The expertises in related field help them to get job easily and this stength their financial position.

The life style and living standared is also improved after getting the training of EDT & Life Skills. The training also have positive impact on their attitudes.

The studnts who get the training also eligible to develop their business and have the knowledge of management and development of business.









Linked with Youth & NYK Center

The students of ladhana union councils were identified through NYK and Youth Center Potential Students were registered on that center and each trainee has been completed their TNA form as per training need assesment the trainee were identified for suit able trainings, after institution assesment trainings has been conducted after final approval of PPAF team islamabad.

Objectives of NYK Workshop:

- To increase the Capacity of LSO Members & Community regarding NYK Establishment Steps.
- To increase the capacity of VO, CO, CIG through LSO for NYK center.
- To aware the LEED staff and LSO Representatives about Key Functions of NYK Center.
- Organization and Development of Institutions at Community Level.
- To develop Capacity of LSO & LEED team in the Preparation of Action Plans of NYK Center.
- Consultation with Stakeholders (LSO, Youth, Micro/small business Entrepreneurs, Influential)
- Eligibility of Focal person for NYK center
- Resource Management within the LSO.
- To highlight the Principles and Practices in Rural Development.
- How to develop NYK's Linkages with Employers at Local, National & International Level.
- To educated LSO & LEED staff about the value of NYK Center Marketing
- How the NYK center will adopt TNA Processes.
- To Educated Participants about the importance of skilled individuals in Markets.
- How to establish effective productive Linkages with Government Department and Private Organizations.

Methodology:

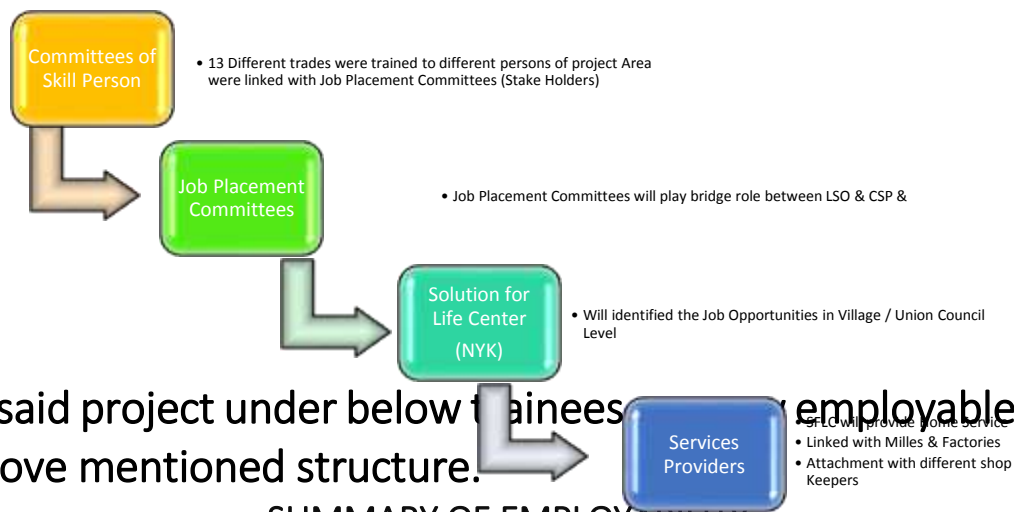
An orientation session was conducted among the LEED project staff to build their capacity about NYK center by NYK coordinator. Prior to the establishing NYK center, concerned information was collected through, FGDs, Individual meetings of concerned stake holders, community and LSO members. After that a conducted session among larger community LSO, VO, CO, CIG, youth and other stake holders. During the session, LSO oriented about their roles and responsibilities about NYK and share the eligibility of focal person for NYK from target area. The proposed focal persons were interviewed by the LSO and LEED team jointly. The operational office of NYK is also select with the consensus of LSO.

Key Activities:

Following are the key activities performed in 3 days orientation session with LSO on NYK establishment in UC Ladhana tehsil & District layyah.

- Conducted meeting with VOs, COs, CIG level and orientation for NYK center.
- Conducted meeting with youth and orientation for NYK center.
- Conducted meeting with stakeholders and Government department for NYK center.
- NYK Coordinator of LEED Program & LSO Members Meeting was hosted by LSO office in Ladhana Development office
- Meeting & Orientation was conducted among LSO Members on NYK Center Establishment.





In the said project under below trades are employable under the above mentioned structure.

SUMMARY OF EMPLOYABILITY

Sr. No	Trade	No. of Students	Employability
1	Computer Operator	2	The Country School System, Layyah
		2	National Clinical Lab, Layyah
		2	The Smart School System Layyah
		2	NCBA&E, Layyah
		2	United Commerce College Layyah
		2	United College of Technology, Layyah
2	Computer Graphics	3	Layyah Graphics, Layyah
		2	Galaxy Graphics, Layyah
		2	Sada-e-Qadri Printers Layyah
		2	Ali Rajan Graphics, Layyah
		2	Iftikhar Ashrf Printing Press, Layyah
3	AC & Refrigeration	2	Layyah AC & Refrigeration Center

		2	Qaiser Cooling Center, Layyah
		2	Bismillah Cooling Point, Layyah
4	Auto CAD	4	Sial Associates, Layyah
		3	Hassn Builders, Layyah
		2	Gulzar Construction Company, Layyah
5	Leather Work	2	Gull Leather Works, Layyah
		2	Tip Top Leathers, Layyah
		1	Mahmood Leathers, Layyah
6	Handi Craft	3	China Gift Center, Layyah
		3	Afford Mart, Layyah
		2	Hamza Gift Center, Layyah
7	Baby Garments	4	Baby Collection Garments, Layyah
		4	Masoom Garments, Layyah
		4	Ideal Garments, Layyah
		2	Hini Garments, Layyah
8	Fashion Designing	5	Al-Janat Garments Layyah
		5	Al-Hamra Garments, Layyah
		4	She Shop, Layyah
		2	Nice Boutique Center, Layyah
9	Beautician	3	Good luck Beauty Parlor, Layyah
		2	Anmol Beauty Parlor, Layyah
		3	S.J. Parlor, Layyah
		4	She Beauty Parlor, Layyah
10	Skin Care	4	Nice Beauty Clinic Layyah
		4	Nikhar Beauty Parlor, Layyah
		3	Mariyam Beauty Parlor, Layyah
		1	Decent Beauty Parlor, Layyah
11	Ada Work	5	Al-Janat Garments, Layyah
12	Tailoring (Male)	2	Pak Tailors, Layyah
		2	Imperial Tailors Layyah
		2	Badar Tailor
13	Falls Selling	2	Al-Masood Falls Selling, Layyah
		4	A-One Falls Callings, Layyah
		1	Bismillah Falls Selling, Layyah

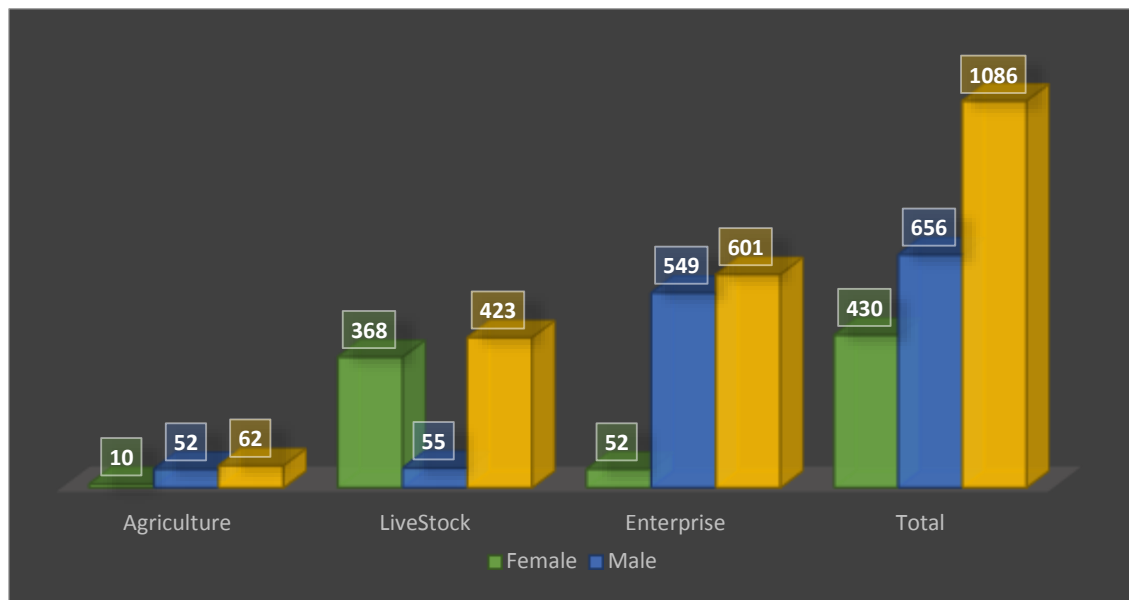
Trade wise detail of Assets Distribution LEP Phase III

Process:

First of all carpet survey of the beneficiaries done with the process of Poverty Score Card which determined the beneficiaries as ultra-poor, vulnerable poor & poor. Selection of ultra & vulnerable poor was done with the collaboration of Community Organizations (Cos) Village Organizations (Vos) and Local Support Organization (LSOs)

Livelihood Investment Plan were made of each individual on the score range of 0-18. Each beneficiary was then consider & trained by the required plan for its business to make them sustainable by technical skills of training.

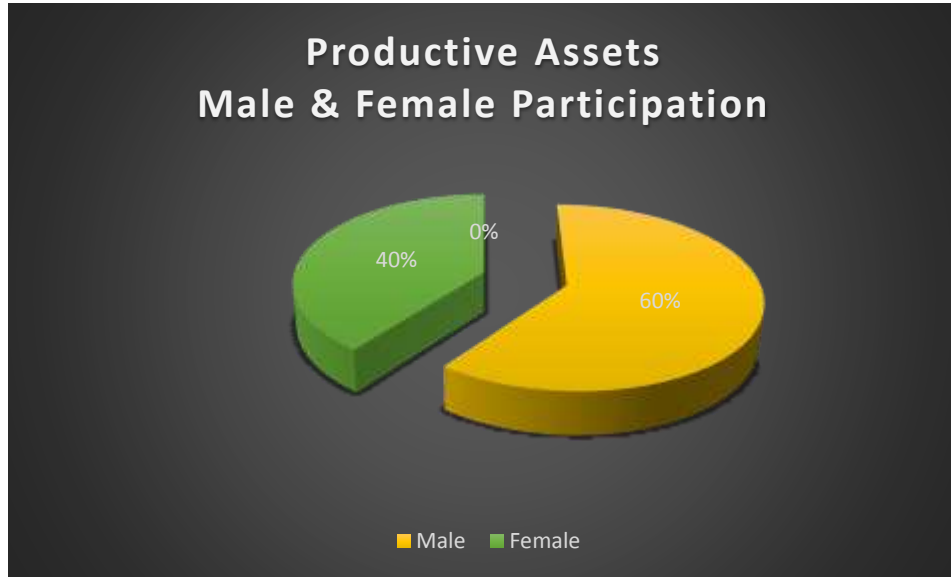
After training productive assets were delivered to each individual. Follow up mechanism was made successfully by the experts of the ADO. All indicators were applied for the sustainability of the beneficiaries.



As per targets set 1086 assets were distributed through LSOs of targeted union councils. Over all 62 productive assets has been provided to agriculture beneficiaries, in livestock 423 beneficiaries gets livestock, Sheep's Goat's and cows for their productivity in livestock assets 55 male and 368 females beneficiaries exists. Although it's a slow process for productivity but a ultra-poor person have much cost for the sustainability so they pick fodder from field with free of cost after six- eighth months they may able to make their product double. Calf has been sale in market after six months and they get 35-40 thousand rupees average of per month 8000-8500. And they are utilizing their cow productive for more production on additionally they are able to sale their milks on valuable price,

Linkages with market.

On the special permission of PPAF three union council's beneficiaries are now linked with Haleeb foods detail report and procedure is mentioned below.



Agriculture:

70% of Community of District layyah depends on agriculture products, keeping in view need assessment, business plan ado done a lot of work with community on agriculture work, i.e. tunnel forming, collective natural seeds production, agri foods, goods, etc to enhance local community capacity for their sustainability.

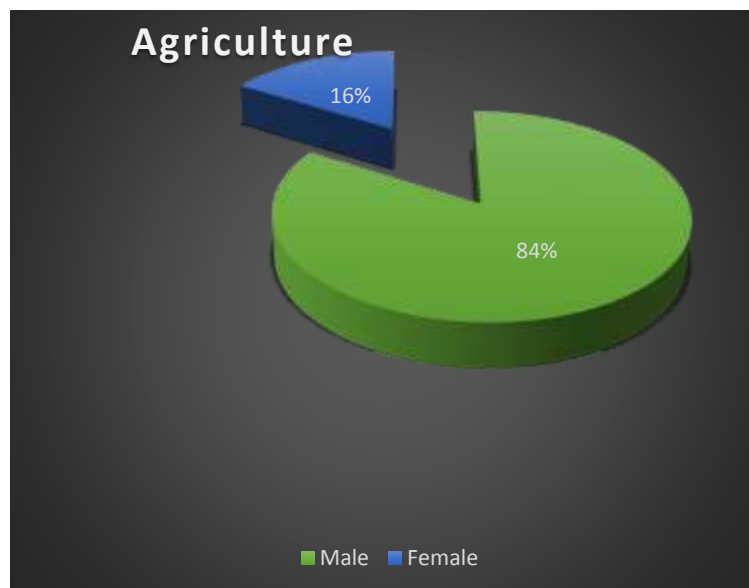
LAND AREA AND LAND USE

LAND USE	AREA (Ha)	% of Total Distt Area
Total Geographical Area	1401	100
Area Reported	628	44.82
Area Under Forest	11	0.78
Not Available for Cultivation	45	3.21
Culturable Waste	98	6.99
Current Fallow (C.F)	105	7.49
Net Sown (N.S)	369	26.33

Area Sown more than once (A.S.M.T.O)	145	10.34
Net Cultivated Area (C.F + N.S)	474	-
Net Cropped Area (N.S + A.S.M.T.O)		

Out comes

- Now the community of targeted union councils are now able to prepare their own product and sales in to market on reason able price
- Local community avail knowledge sharing through the project that by products has been prepared and sales in markets easily
- 16 Community avail skills to install tunnels and earn marginable price
- 15 persons (one group) pilot project has been initiated to launch their own products on the name of pure seeds without chemical products and successes in marketing at district level
- In agriculture of whole assets 16 % male participation was present.
- 84 % female participation was present in the whole assets.
- In agriculture Tunnel farming, Seed bank, agri inputs were dominant assets.
- 90 % agriculture businesses are sustained & making progress to complete their dreams.



Linkages development

- Groups were linked with local market hole sales for the dissemination of their products
- Local market and potential business opportunities has been created by LEP beneficiaries
- Enhancement of livelihood and opportunities has been created after the implementation of LEP project
-

Assets Distribution Ceremonies

Assets distribution ceremonies were held in the concerned U/Cs to distribute the assets among the poor. Proper ceremonies were arranged at different places and the chief gusts were invited to distribute the asset.





COLLECTIVE INITIATIVES

OBJECTIVES:

- 1) To strengthen the community socially, economically, politically
- 2) To provide them space for economy generation
- 3) To make them able to standby in their harsh time
- 4) Community can participate & enjoy events of happiness
- 5) To make them feel the power of 1 & 11
- 6) To make them strong enough for building of linkages with line department & other political personalities.

INITIATIVES:

A collective is a group of entities that share or are motivated by at least one common issue or interest, or work together to achieve a common objective. In line with the guidelines of PPAF, LEP Unit, ADO facilitated asset transfer to the ultra-poor and vulnerable poor identified through the poverty score cards supplemented by the livelihood investment & protection project and participatory wellbeing ranking methods. The key assets have been made available through asset transfer, training and

capacity building, increased awareness on and facilitating access to legal entitlements, access to financial services, forwarding backward linkages as well as catalyzing increasing wealth generation capacities of existing assets and creation of collective assets. The value of asset transferred under this program did not exceed the upper limit Rs. 25,000/ & 30,000/ per beneficiary in phase I and II while in phase III is 50,000/ per beneficiary.

Awammi Development Organization (ADO) arranged people into groups for the collective intervention in the different trades on the identification of TTO in which they were engaged into a common business. The most prominent interventions are

➤ Al Rehman Layer Farm



➤ Al Hashim Goat farm



➤ Sehmil Enterprise group



➤ Khushal Kisan Enterprise group





➤ Al faqeer Production unit





Methodology of Groups

The poor farmers cooperative (Groups) formation in target areas

- SarishtaThal
- Ladhana
- Chok Azam rural
- Layyah Thal Jandi

Assets transfer has been an important component of LEP project where small-scale Business were organized and provided capacity building and enterprise development support to establish and operate Dairy farms on commercially viable and sustainable basis. The overall output of the intervention should be sustainable unit of CIGs formed by organization of smallholder farmers into groups to engage in collaborative activities including production, post-harvest processing, value addition and marketing. Furthermore, CIGs will enable the members to employ best livestock practices and produce milk & meat; overcome scale disadvantages and gain market power, including features such as identification of market opportunities and collective negotiating for input and output markets; add value to primary production through rural processing, grading, packaging, branding, storage and marketing arrangements; and, develop long-term equitable relationships with agribusiness enterprises including traders, processors and retailers.

The following methodology was completed to be devised in specific view of broad based strategic objectives, so as to obtain optimum results:

- **Formulation of Cooperative:** CIG groups will be formed and activated through participatory approach. The formation criteria are based on common interest and a background and close geographical spread in a cluster.

- **Gender Inclusion:** 30% CIGs will be formed consists of females. These will also support and representative of the female framers in the identified regions.
- **Linkage with line departments:** To develop linkages with line departments to enhance the capacity of CIGs. It will also support CIGs to access new ways of technology and orientation on more productivity inputs.
- **Trainings Workshops:** To impart trainings workshops to enhance the capacity of CIGs Members. Residents trainings workshops will support in different segments of the project goals and objectives
- **Exposure Visits** of CIGs members to research institutions, extension departments, model farms and agricultural universities to increase knowledge based awareness
- **Value Chain development** This will be achieved by: (i) helping farmer groups engage in profitable market-oriented production and improved access to markets through the provision of technology and information services and critical public infrastructure and linkages to agribusiness; (ii) creating and strengthening industry-wide partnerships along the value chain, thus forging linkages between producers, traders, processors, and other stakeholders and, (iii) reducing existing obstacles to agriculture and food trade thereby increasing the ability of farmers and agribusiness

Guiding factors

Some guiding factors, which saws be taken into consideration while establishing cooperative Business, are provided hereunder. These are linked with the existing mobilization process (for CIGs) of Awami Development Organization which are as follows:

- The CIGs shall be formed with the objective of dairy development – thereby contributing towards LEP targets of increase in income and employment generation - through value chain approach and will operate as a cohesive business units which should be able to clearly demonstrate value addition, adoption of improved technology & modern practices, innovation and capacity building of CIG members, and linkages with other enterprises who can add value to the CIGs produce by processing;
- The members of the CIG should have common interest and a background and close geographical spread in a cluster which has the basic raw material to be transformed into value-added or improved product in terms of packing and marketing;
- The CIG activities shall be promoted as voluntary participation and members shall be able to demonstrate high degree of solidarity.
- The CIGs must also ensure the participation of at least 30% women in the agribusiness activities;
- The CIG members shall be able to adapt to the participatory learning methods for the adoption of techniques & technologies required for the group to engage in economic activities;
- The CIG shall have certain rights & responsibilities with a shared vision and shall be committed to participate in the development of group;
- The CIGs shall be empowered to be able to undertake decision making, commercially-oriented agribusiness activities, business savings, record-keeping and promotion of benefits to the members;
- The CIGs shall have non-political agendas;
- In the long run, the CIGs should be able to demonstrate the sustainability in terms of increase in sales, profitability, expansion in activities etc.

BENEFICIARY IDENTIFICATION

Same procedure has been adopted for the selection of Collective Beneficiaries; potential persons were identified on the basis of LIP (Business Plans) the beneficiary has been polished after avail enterprise development trainings.

Product Sale & Purchase Procedure.

Procurement committee has been finalized as per PPAF guide lines one person has been selected from ADO, Two from LSO and one the beneficiary play a dominant role for the purchasing of collective assets. Budgeted was finalized by the experts some of the support were taken from SMEDA to initiate the project component. It was observed that community save a money and time to purchase collective assets.

After the handing over of assets to community rotation plan has been developed for two year the community has been bound to rotate the money till 2 years and no persons will be exit from it if some of person want to exit from the collective business then he / she get approval from local co and approved from local Support organization he / she is no liable on capital cost he / she should be responsible for only profit and loss.

Other person will be replaced him as per ADO LEP project Policy LSO will nominated the persons if he keeps the venerability criteria then his documents will be proceed and will be finalized by the prior approval of PPAF.

ROLE OF CO IN COOPERATIVE.

Identify and verify the beneficiaries

After the TNA, CO will recommend and nominate the name for trainings.

Present a resolution for the transfer of assets.

CO will nominate two members which will be the part of procurement committee.

8. ROLE OF PROJECT COMMITTEE

- Will monitor the overall activities of the cooperative Business.
- Conduct monthly meeting to analyze the Project progress.
- Provide the report of the meetings to ADO.

9. ROLE OF PROCUREMENT COMMITTEE

- Procure the material relevant to Business.
- Provide the receipts to the accounts department of ADO.
- Identify the potential market to sale the Products.
- Support to build the linkages with market and show rooms.
- Keep the record of purchase and sale.
- Form the procedure of equal profit distribution among cooperatives beneficiaries.

10. ROLE OF ACCOUNTS COMMITTEE

- A separate Joint bank account will open for this cooperative to record its financial transactions.
- Will keep the financial record of agri cooperative.
- Will maintain and update the books of accounts to see the income and expense.
- Prepare the balance sheet.
- Will responsible to deal with bank account.

Out Comes

- Groups are now able to self-sustain
- Groups are now registered with trade mark authority
- Deal's with accounts / banks / market individually
- CIGs are preparing their own products and doing marking

Pictorial Glance of Business

AL REHMAN LAYER FARM:



AL HASHIM GOAT FARM:



TUNNEL FARMING:



ROPE MAKING:



PRODUCTION UNIT:





➤ CIGs

- Need to Form Common Interest Group
- Objectives
- Branding / Registration
- Achievements
- Sustainability
- Linkages with Market / Mundi / Line Departments / Private Sectors

Need to form Common Interest Group:

40 Common Interest groups has been formed under ADO-LEP-III project to keeping in view 50% female participation in the groups. The basic purpose of formation of groups for the leverage of micro business with collective thinking and solve their business issues at one plate form, the said groups are purely profit based. Total members of CIGs groups are male, female, % female participation in business.

Under below criteria has been keeping in view to achieved the targets of CIG groups

- ✓ The mission and vision is documented and clear amongst the CIG members
- ✓ The CIG has an active structure with responsibilities documented clear among the members
- ✓ All financial, administrative and human resource documents are present and updated
- ✓ An updated directory of information of all CIG members and stakeholders (Finance institutes, Markets, Unions, Government and non-government organizations etc) is present
- ✓ Self-help based business initiatives taken and related documents available
- ✓ Identification of problems and inclusion of all members in solving the problems
- ✓ Complete record on saving and internal lending with 95% repayment
- ✓ Future plan for 2 years/ livelihood plans are available and are being implemented
- ✓ Regular meeting agenda is available and decisions are properly recorded

The CIGs groups bifurcated on off farm and on farm Business. Some of the collective business will be introduced with the help of Enterprise development trainings, need of sustainability and further learning trainings has been also identified from the said groups with the collaboration of VOs and LSOs of respective union councils.

Collective approach

Raising of profit

Till date ADO have sensitized the common interest groups for saving purpose till date total sum of Rs120,000/- is saving in shape of small committees and collective business man's deposit their saving in banks and reutilized as per the CIG guide lines.

Collective purchasing for reducing cost

As a pilot initiative all the purchasing of productive assets has been done through TTO of targeted union councils which will reduce the cost of assets and also cost of travelling all the assets were delivered at one place identified by LSOs.

Linkages:

Linkages of said CIG groups with under below institution will play a dominant role in the project and facilitate the beneficiaries in the project.

Linkages of the whole households were made with the line departments like with

- 1) District Livestock Department Layyah
- 2) Punjab Livestock & Dairy Development Board Layyah Office
- 3) Civil Veterinary Hospital Layyah
- 4) Civil Veterinary Laboratory
- 5) Bahaudin Zakariya University, Bahadur Campus Layyah, D.V.M Department
- 6) Engro Foundation
- 7) Artificial Insemination Center
- 8) Rizvi Dairy Farm
- 9) Rizvi Vanda
- 10) Data Dairy Farm
- 11) Local Veterinary Doctors
- 12) Local Veterinary Practitioners
- 13) Haleeb Foods

Youth Role in LEP Project

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.

Schedule of Youth 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) CRICKET MATCH BETWEEN LADHANA UC VS CHOWK AZAM UC
- 6) SPEECH COMPETITION
- 7) MAGIC SHOW
- 8) BULL RACE
- 9) SPEECH BY ADO
- 10) MUSICAL CULTURAL NIGHT
- 11) LOCAL FOLK & CULTURAL SINGERS

2ND DAY:

- 1) OPENING DO SOCIAL WELFARE
- 2) SLOW CYCLE RACE
- 3) 200 METER RACE (ALL 5 UNION COUNCILS)
- 4) ROPE PULLING COMPETITION
- 5) NATIONAL SONGS COMPETITION (LOCAL YOUTH PARTICIPANTS)
- 6) KUSHTI COMPETITION
- 7) CLOSING REMARKS BY CHIEF GUEST
- 8) THANKS FORM ADO TO YOUTH & LSO & PARTICIPAN

1st DAY:

RECITATION OF HOLY QURAN:

Youth 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.



Child from Local School Warmed Welcome to all of the participants on performing national song.

INTRODUCTION TO PPAF, ADO & YOUTH CENTER:

An intro about the Pakistan Poverty Alleviation Fund (PPAF), Awammi Development Organization Layyah (ADO) & Youth Center was given by Project Manager Kashif Rafique.

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.

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.





A five over's match was held between the Jaman Shah UC Youth Group team & Chowk Azam UC Youth Group team. Jaman Shah UC Youth Group team bat first and scored 65 runs with the target of 66 runs to win to Chowk Azam UC team. Chowk Azam UC Youth Group team shows more appreciated batting and won the match in 4 over's. Mr. Karem Bux represent Jaman Shah UC Youth Group and Mr. Muhammad Hussain Jota was Represent Chwok Azam UC youth Group from LSOs Plate form.

Volley Ball Match.

Volley Ball Matched was played between Ladhana Chak No 152/TDA and Chowk Azam Rural Chak No 153/TDA. The game was planned of 30 points with three changes after 10 points. Chowk Azam Rural starts with full devotions and win the game by 30-17. Molvi Tariq Played dynamically. After completion of match captain of Chawk Azam Rural said in his speech that these kinds of Events is the plat form to show their abilities and really appreciated the activity of ADO and awaz Youth Club.



SPEECH COMPETITION:

Speech competition was done among different schools of the district Layyah whom children participated effectively at the topic of Independence. In this way value of independence was successfully delivered to community.

Govt Schools & Private schools children's have a platform to perform their abilities.

Govt. Boys High School Chandrain from union council from jaman Shah wins the Speech Competition.



MAGIC SHOW:

Magic show is the very old tradition which is used to amuse people of every kind of gender. In this way many kinds of tricks are used to make amusement among people and to spread cheers among them. A local magician was called for the magic show purpose. He performed there in many kinds of like pigeon from hat, fire from mouth, different kind of voices of real birds & animals, handkerchief from thumb and much more kind of magic tricks. This show was awesome and community enjoyed it too much.

BULL RACE:

Bull racing is very famous tradition of southern Punjab. In this play different bulls run one by one around the well. Which bull cover more circles around well will be the winner of this game. Bull of Mr. Kazim declared winner in this game. Over all 52 person's bulls were participated in the race.



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 AlamLohar, 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 AlamLohar 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 Youth 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.



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 tugger.

Rope pulling competition was done between two teams of Ladhana union council & LayyahThalJandi 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.

Jam nastic & PT Show by School Childers.

A terrific Performance was performed by Government and private school Childers in youth sports mela. Participants of Youth mela were so shocked to see the performance of Villagers schools students as they were performed as per professional athletics.



PT Show was really appreciated by the Participants. These activates of youth may be a healthy activity.

NATIONAL SONG COMPETITION:

Awammi Development Organization Layyah commemorated Pakistan's Independence during the month of August and organized activities such as National song singing competition. The whole event was a reason to celebrate and look back on the rich history of Pakistan.

This competition was held at Youth Mela in Chack no 150-A/TDA, Jaman Shah. The national song singing competition was organized to build confidence to make the students share and exhibit their love for their country, and to hone their listening and presentational skills. Patriotic songs are commonly regarded as an essential and healthy part of the school curriculum, encouraging loyalty, respect and good citizenship in students.



Govt School Chandrain and Kotla narang sarang & Private schools of Union council Ladhana and Jaman Shah Participated in the competition of National song competition and sung in very patriotic way. Muqdas Public School won the competition.

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 koshtipahlavani. 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 of Kushti was mela in different from all over participated. competition pehlwans, Rustam e every trick of all pehlwans and name.



competition held in youth which pehlwans the district After a great among all Layyahbeated each and made the first prize on his

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 Bukharisb)
- 2) Ex District Nazim (Mr. Malik Ghulam HaiderThindsb)
- 3) District Co-Ordination Officer Layyah (Mr. Nadeem Ur Rahman sb)
- 4) District Officer Social Welfare (Mr.RanaShahidsb)
- 5) President of LSO Bhar Development society, Lahdna Development Society, Saweel Development society,

All the guests of Youth 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.





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“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 DISTRICT CO ORDINATION OFFICERS:

District Co Ordination Officer Mr. Nadeem Ur Rahman participated in the Youth Mela. First of all Mr. Nadeem Ur Rahman 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 27 beneficiaries 5000 per person approx.
- Existing shows to line departments and government officials.
- DCO layyah announced special announcement for youth of LAdhana, jamanshahlayyahthaljandichowkazamrual and sarishtathal if they have any issue then directly meet with DCO.
- Exposure for LEP beneficiaries to arrange stalls on upcoming events like Youth mela.

RECOMMENDATIONS

- Community Interest Groups are parallel structure of CO's which formed in LEP , so it is suggested that we should use CO's plate form , same register for LEP activities , this decision will generate a strong impact for example reduce the organization operational cost ,time saving ,it will provide a opportunity to ultra-poor community to become a CO members , CO platform can also be used to generate a social pressure if the beneficiary miss use or sale the assets , CO's will be strengthen and sustainable.
- The learning level of the target beneficiaries is not keen to the level to learn extensive knowledge in short training duration. The training duration is not enough to cover the complete course contents. For these reasons it is recommended to extend the timeframe of Skill Enhancement Trainings at least up to three months.
- Trainings provides a major role for the success of any project therefore Resource person cost should be increase to insure the training quality , POs can not hire a good and professional trainer in Enterprise Development Training , Livestock management and other trainings.
- Continuous Staff capacity building trainings relevant to livelihood Enhancement and Protection Program should be conducted. So that livelihood staff can implement the LEP as per PPAF requirement and meet the standard/quality.
- It is essential for successful Livelihood Enhancement and Protection Program to go for second intervention for ultra poor and vulnerable poor beneficiaries to graduate so that they can cross the poverty line and his/her livelihood will be sustainable.
- Livelihood Enhancement and Protection program should also start in the remaining villages and UCs where ADO has strong plate form in the community due to Social Mobilization Project.
- MIS strong database should introduce for LEP
- Poverty score Card should improve
- Small grants should be introduced for those CIGs which have good savings.