

**ANNUAL
REPORT**
2019-20





REEDS PAKISTAN

*“Go To The People. Live With Them
Love Them, Learn From Them
Work With Them. With That They Have
Build On What They Know And In The End
When Work Is Done The Rejoice Will Rejoice
We Have Done It Ourselves”*



Foreword

It's my pleasure to present you our Annual Report for 2019-20, covering the period of July 2019 to June 2020, the report highlights Rural Education and Economic Development Society (REEDS) achievements, challenges and lessons learnt over the reporting period. It presents information in accordance with the promise we made last year through our Annual Operational Plan with focus on poverty, reaching the unreached and communication & influencing.

COVID-19 is not just a global public health emergency but is also leading the world to a major global, economic decline, with potentially strong adverse impacts on the livelihoods of the vulnerable groups. In a developing country like Pakistan with already very low indicators of socio-economic development, an epidemic is likely to further compound pre-existing gender inequalities.

At times like this, REEDS stayed true to its mission to serve the underprivileged in the society. The annual report highlights some of the uplifting and life-affirming event and activities from our thematic areas.

This year we speak more about our impact on farmers, children, cotton pickers, marginalized women, wellbeing targets. We continue to show how we are improving systems with our inclusion and open to information approach, we are committed to improving public access to information concerning our activities, we remain committed to being accountable to the communities we serve.

Our other projects also focused on providing better educational, health and economic opportunities to the marginalized sections of our society.

We are blessed with an abundance of talented staff, hardworking volunteers, dedicated board members and generous donors. Their time, talents and treasures have been extremely important to our mission, especially in these tough times. For that, I am extremely grateful. Most importantly, special thankfulness goes to our communities that encouraged us more by participation in our programs actively.

One of our most important objectives was "supporting Self Help Groups" to become more effective in bringing practical positive change in the lives of their members" and "Developing effective influencing and advocacy was our major work in 2019-20 together with Capacity building of farmers regarding promotion of Better Cotton, REEL Cotton, improving lives and livelihoods as well as food security, better coverage to health & immunization, increase enrollment as well as promotion of social, political and civic rights were highlighted in the reporting year.

Together we make a team, the REEDS team, of which I as a member thank you all for considerable progress made in terms of an increase in program coverage expanding and building new partnerships.

Shahid Saleem
Executive Director

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Introduction of REEDS

"Solidarity Building towards Sustainable Rural Development"

Rural Education and Economic Development Society (REED Society) is a **non-profitable, non-government and humanitarian organization**, registered under the Registration Act of 1860 with the government of Pakistan in May 2004, got NOCs from Home Department Punjab and district Administration from all the districts of Sindh and Punjab in addition also signed MOU with Economic Affairs Division Islamabad till December 2021 to compliance govt. of Pakistan. REED Society is working for the integral development of the rural marginalized communities without any discrimination of race, creed, and religion in District Rahim Yar Khan, Bahawalpur, Bahawalnagar, Lodhran, Khanewal, Multan, Jhang, Sahiwal and Faisalabad-Punjab and Dadu, Jamshoro and Ghotki-Sindh.

REED-Society appear as a result of in-depth reflection and after having significant review by its likeminded group of men and women concerned for the integral development of the rural society, in response to unsatisfactory development and efforts made for socio-economic development of the marginalized and weaker section of the society



MISSION

Integrated human development through change in attitude with promotion of honesty and harmony



VISION

Motivate people for self-confidence for their integral development so that they can move towards a prosperous, free, equal and civilized life.



GOAL

Strengthen process that promotes education and economic development of poor rural communities and create an environment for collective change.

Main Development Objectives

1. Food security and the improvement of living standard of the rural community.
2. To reduce loss of life and assets moreover make the disaster-prone communities self-reliant and resilience.
3. Provision of education among school drop-outs/youth through functional literacy and skill development programs
4. To promote and protect human rights, especially rights of minorities, older people, person with disabilities, women and children.
5. To provide preventive, reproductive and curative health care services to the people, especially women and children of marginalized communities.
6. To make proficient, transparent, convincing and responsible governing structures and processes where women are enthusiastically participating in local decision and policy-making
7. Strengthening of society and the effective participation and integration with other organization and institutions that intervene and determine the processes of sustainable development.

Essential Glance of REED-Society Programs

- Social Mobilization and Development
- Food Security & Livelihood Program
- Disaster Risk Reduction Program
- Women Empowerment & Child Development Program
- Preventive Health Education Program
- Youth Development Program

Implementation Strategies

- Awareness raising & Social Mobilization
- Group Formation, Advocacy & capacity building
- Research, debates and consultations
- Information generation, collection & dissemination

Who we Work For

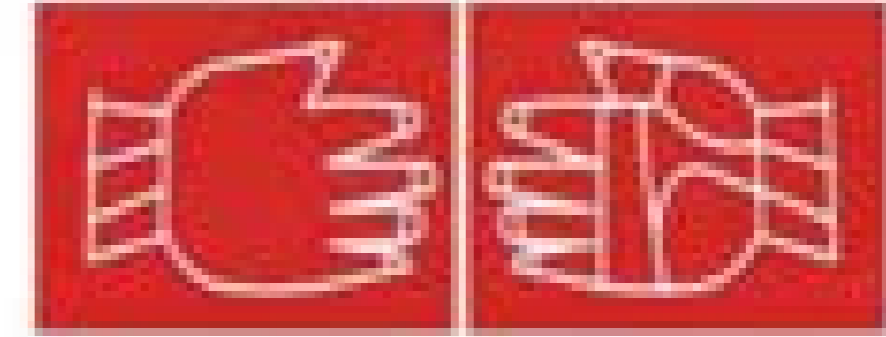
- Male and female farmers
- Women
- Youth
- Children
- School teachers
- Educational institutions
- Local CSOs/NGOs



REEDS PARTNERS

MISEREOR
IHR HILFSWERK

Peas **AF** 'S
Aurat Foundation



BCI Better Cotton Initiative

tearfund

Following Jesus where the need is greatest



Oxfam Novib

act:onaid



Citizen Commission for Human Development

icco COOPERATION

الف اعلان | Alif Ailaan

Malteser International
Order of Malta Worldwide Relief

powered by **ioh**

college of youth activism and development

CottonConnect

Kerk inActie

PAKISTAN
PARTNERSHIP INITIATIVE

Project **wet**
Water Education for Teachers

SPO
Strengthening Participatory Organization
ادارہ استحکام شریکی ترقی



Thematic Areas

Social Mobilization & Development

Social Mobilization is the key activity as through the process communities are organized for joint action in the larger interest of the community. Social mobilization prepares the ground for other departments during the awakening stage to come in and plan activities with the community in accordance to their needs and available resources. During the empowerment stage the concerned departments come up with their projects emerged through social mobilization and continues their activities.

Community Mobilization Process

- Step-1 Introduction to and immersion in the community
- Step-2 Baseline Survey/Social Analysis
- Step-3 Nascent group formation
- Step-4 Group formation
- Step-5 Identification of problems, issues and needs
- Step-6 Planning to overcome the problems
- Step-7 Action
- Step-8 Monitoring, Evaluation & Decisive suggestion
- Step-9 Future planning & Implementation

Awareness Seminars/Workshops/Trainings:

Awareness seminars/workshops/trainings play a significant role in highlighting the basic problems of the communities and people are conscientized to set the facts that their needs are real and genuine and try to find local resources to overcome their identified problems.

The Social Mobilization team organized a series of the seminars in the target communities for the positive change.

Learning from each other:

Experience sharing is a powerful tool of learning. REEDS-Pk facilitates community organizations in conducting inter village visits and learn from experiences of each other. This interaction increases the interest of the VDOs & LGs and an environment of competition builds up, often with positive outcomes.

Saving Mobilization:

The focus of the REEDS is on mobilizing rural poor to generate saving from their hard-earned incomes, which will be helpful for them to utilize in odd hours. The communities are also encouraged to utilize

Targets

- Training and formation of women development committees
- Capacity building of staff through trainings and seminars
- Integration and networking with other departments, CBO's, GO's and NGO's
- Health & education (formal and non-formal) awareness Programs
- Formation and training of farmer Cooperative societies in new target areas
- Promote Self Help Approach among the communities Through Self Help Groups
- Monitoring and annual evaluation



Workshop Module	Impact
<ul style="list-style-type: none"> • Participatory approach • Lecture/discussion on socio economic conditions • Sharing/reflection of past experiences by participants • Role plays, group & multimedia presentations • Synthesis & feed back 	<ul style="list-style-type: none"> • Increase self-confidence among communities • Clarity about REEDS-PK philosophy and working strategy • Women confidence & ability enhanced to make decision for the benefit of a family & community • Process of conscientization flourished • Improved awareness among the target communities about root cause of their problems & their possible solutions. • Community to use personal talent for uplift of the family as well as community • Self-realization, importance of international days • Personal organizational development



Food Security & Livelihoods Program

The general aim of REEDS actions regarding "FOOD SECURITY AND LIVELIHOODS" consists of saving lives in crisis situations and protecting and preserving the means of existence for communities at risk, during or after major shocks and in situations of chronic stress. This approach means that the economic and social context in the wider sense needs to be taken into account, as well as the ability of households to be able to plan for, cope with and overcome future distress.

Better Cotton Promotion Program

In Pakistan, cotton growers are facing several social and economic problems which are further aggravated due to lack of access to credit facilities, information and extension services. Much of the knowledge remains within research institutes or progressive growers and does not reach majority of cotton growers, therefore, these smallholders remain unaware of modern techniques and methods. As a result, these smallholders never attain desirable yields in spite of spending on inputs which are mostly procured on credit basis and the credit is payback on a very high markup rate.

Project Goals:

- Implementation of Better Cotton Standard System at farm Level.
- Implementation of BMPs (Better Management Practices) at farm level
- Widespread BMP (Better Management Practices) dissemination at farm level

Specific goals and results

- Around 92355 smallholder farmers involved in project activities apply BCSS
- Around 337166 hectares of cotton will be brought under Better Cotton Standard System to produce around of better cotton in one year.
- Ensure 95% compliance to decent work criteria in overall cotton production system for farmers and farm workers in target areas.
- An effective system is in place for the procurement of Better Seed Cotton

Province	Target District	No.of Farmers	No.of Male workers	No.of Female workers	No.of hectares
Punjab	Rahim Yar Khan	16002	504	1864	86458
Punjab	Vehari	42007	1188	6533	160241
Sindh	Dadu & Jamshoro	19243	713	1166	46195
Sindh	Ghotki	15103	916	1521	44272
TOTAL		92355	3321	11084	337166

1. Participatory Discovery Learning Process
2. Outreach and Technical Backstopping
3. Feedback Mechanism
4. Continuous skill enhancement and capacity building of project implementation staff
5. Farmer self-assessment mechanism
6. Widespread dissemination activities
7. Outreach advisory

Impact of the Project:

1. Farmers kept in mind during the whole season and applied national legislation, child labour and the light work knowledge in the field
2. Crop protection practices promoted by following the Integrated Pest Management plan
3. No. case regarding pesticide negative effects on applicator reported
4. Health conditions of the workers improved
5. Cotton and farmers sustainability increased
6. Cotton farmers become conscious about environment protection, health of the farmer and workers, soil health, water stewardship etc.
7. Cotton and farmers workers sustainability increased
8. Cotton workers become conscious about their rights.
9. Application moved to Education department and a school opened in the area for farm workers children
10. 20-30 % Milk production improved
11. 18-25 % Timely vaccination improved
12. Interaction and trust building among the farmers and the organization promoted
13. Importance of education promoted among children as well as parents
14. Soil health and production improved
15. Decrease in soil pollution
16. Environmental conditions improved
17. Farmers become conscious about the tree plantation and cutting of the trees to promote biodiversity
18. Trust builds among stakeholders and project activities completed properly
19. Networking and coordination strengthen among farmers and other stakeholders

Responsible Environmental Enhanced Livelihood (REEL Cotton) Whitbread Project

Objectives:

1. Develop better understanding of challenges and strengths of REEL Cotton farm groups.
2. Identify areas where CottonConnect can support REEL Cotton Farmers to improve yield and profitability for the farmers

Targets:

1. Increase economic sustainability
2. Increase environmental sustainability
3. Increase social sustainability

Major Activities:

1. Farmer capacity Building or REEL
2. Decent Work promotion specially among female farmers & workers through establishment of Women Open Schools (WOS)
3. Awareness sessions on health and safety at farm level using appropriate protective and safety equipment when applying pesticides
4. Health & hygiene and Child Rights through establishment of Children clubs in schools
5. Women training, focused specifically on women empowerment in addition linkage with microfinance or skill development
6. Kitchen Gardening training & Distribution of Vegetable seeds at village level and school
7. Awareness session on better livestock management focusing the Whole family extension approach
8. School Program on awareness on personal

Data Analysis

PUM, Master trainers and Field Facilitators of REEDS conducted the regular field visits of target areas. REED-Pakistan team worked with full commitment and dedication by focusing better management practices (BMP) according to BCI Production Principle & Criteria (BCI PP&Cs) to improve the livelihood by increasing the production and reducing the hazardous impact environmental by utilizing the need base applications. With a methodology One Village One Facilitator (OVOF) through 190 Field Facilitators, 40 Decent Work Field facilitators (DWFF) and 21 PU Managers who visited farmer's fields, conducted meetings with the Learning Groups (LG's), monthly gatherings, trainings of decent work and gave them significant recommendations/advisories regarding BMP of cotton to get maximum outputs. To streamline the activities monitoring team worked efficiently and prepared their report for future planning. The underline data is analyzed as each FF got data of 100 control farmers of its targeted 3960 farmers of the Lgs.

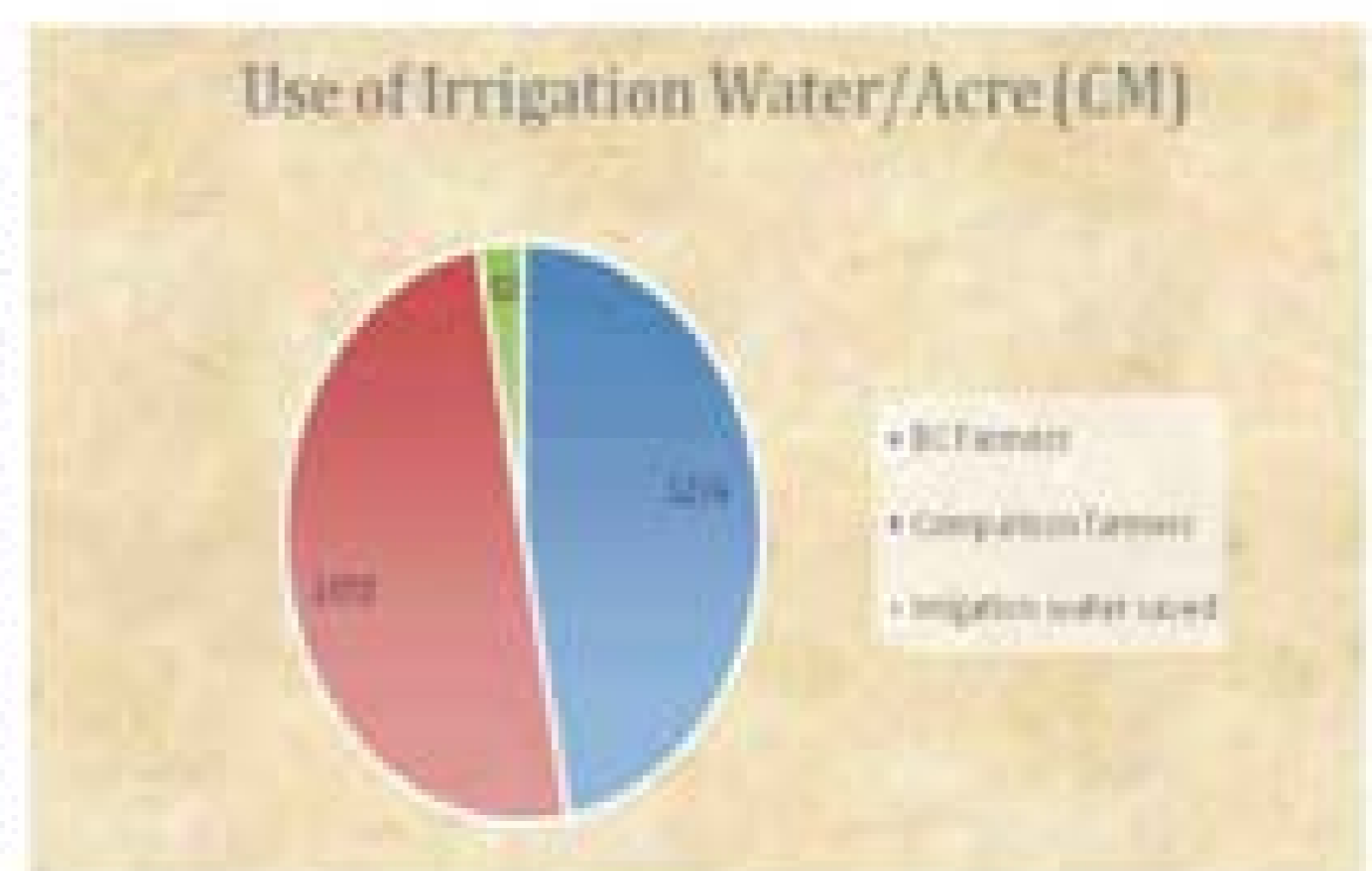
Better Cotton Farmers and Control Farmers Analysis

Field data of better cotton farmers (register farmers under Better Cotton Promotion Program) and control farmers (un-register farmers) was analyzed. Parameters of analysis data are cost benefit ratio, Production, Pesticide application, fertilizer application and irrigation water usage. BC farmers and Non BC farmers were selected to cover all geographical areas. Better Cotton farmers got the training and farm advisory from REEDS trainers and apply the inputs accordingly while control farmers did not get any training from REEDS experts.

Practices & Cost Benefit Analysis of BC-Farmer & Control Farmer

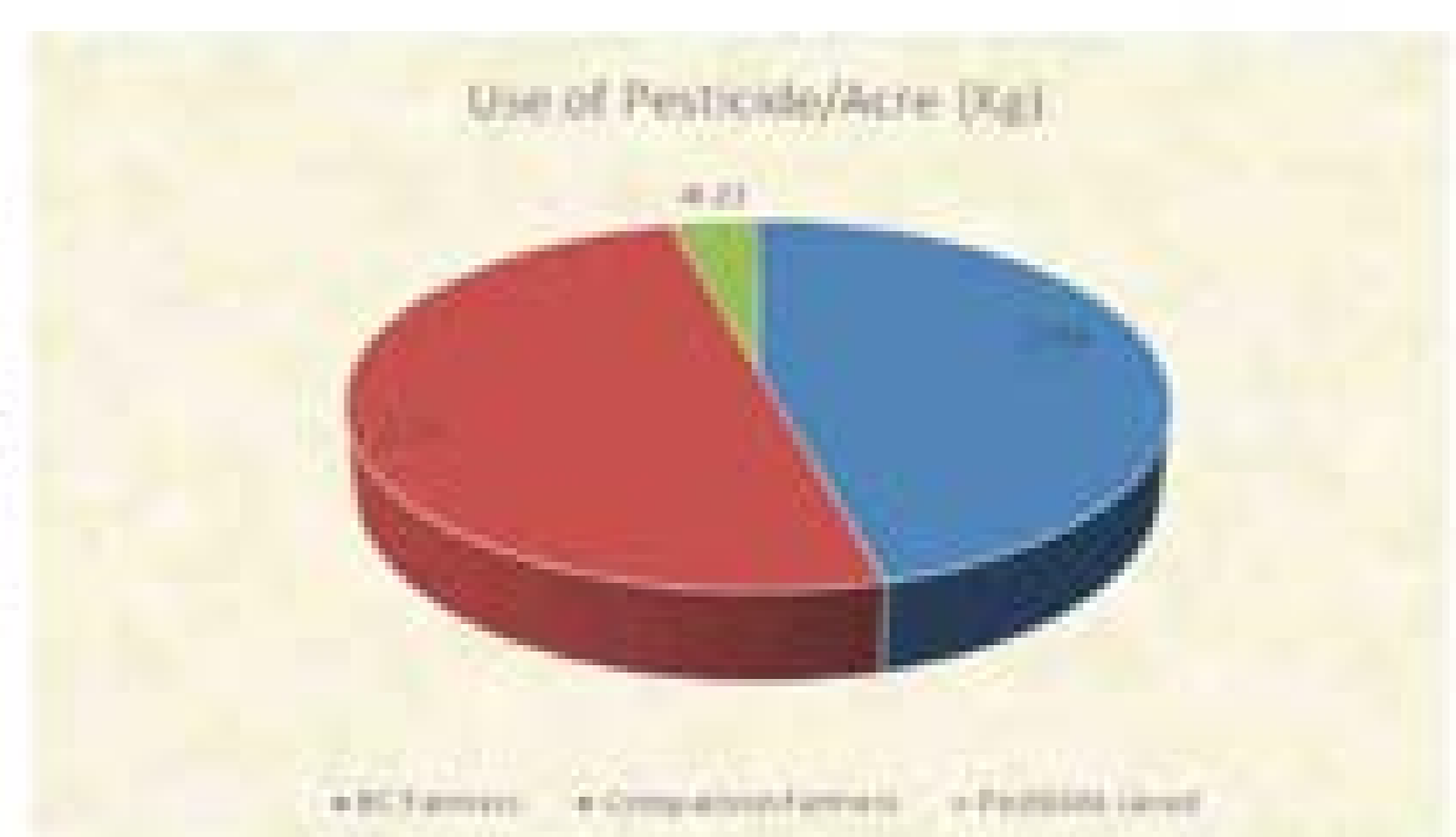
Irrigation Water Used Analysis

Graph shows that BC Farmers apply 1276 cubic meter irrigation water while Control Farmer apply 1358 cubic meter irrigation water per acre comparatively. Overall BC Farmer saved 82 cubic meter irrigation water/acre due to getting proper trainings to apply the irrigation as per need of crop. Saved irrigation water used for other crops by the better cotton farmers. BCI-farmers conserve the enormous natural resource, water and also conserve the soil from erosion through un-necessary application of irrigation water as compared to control farmers.



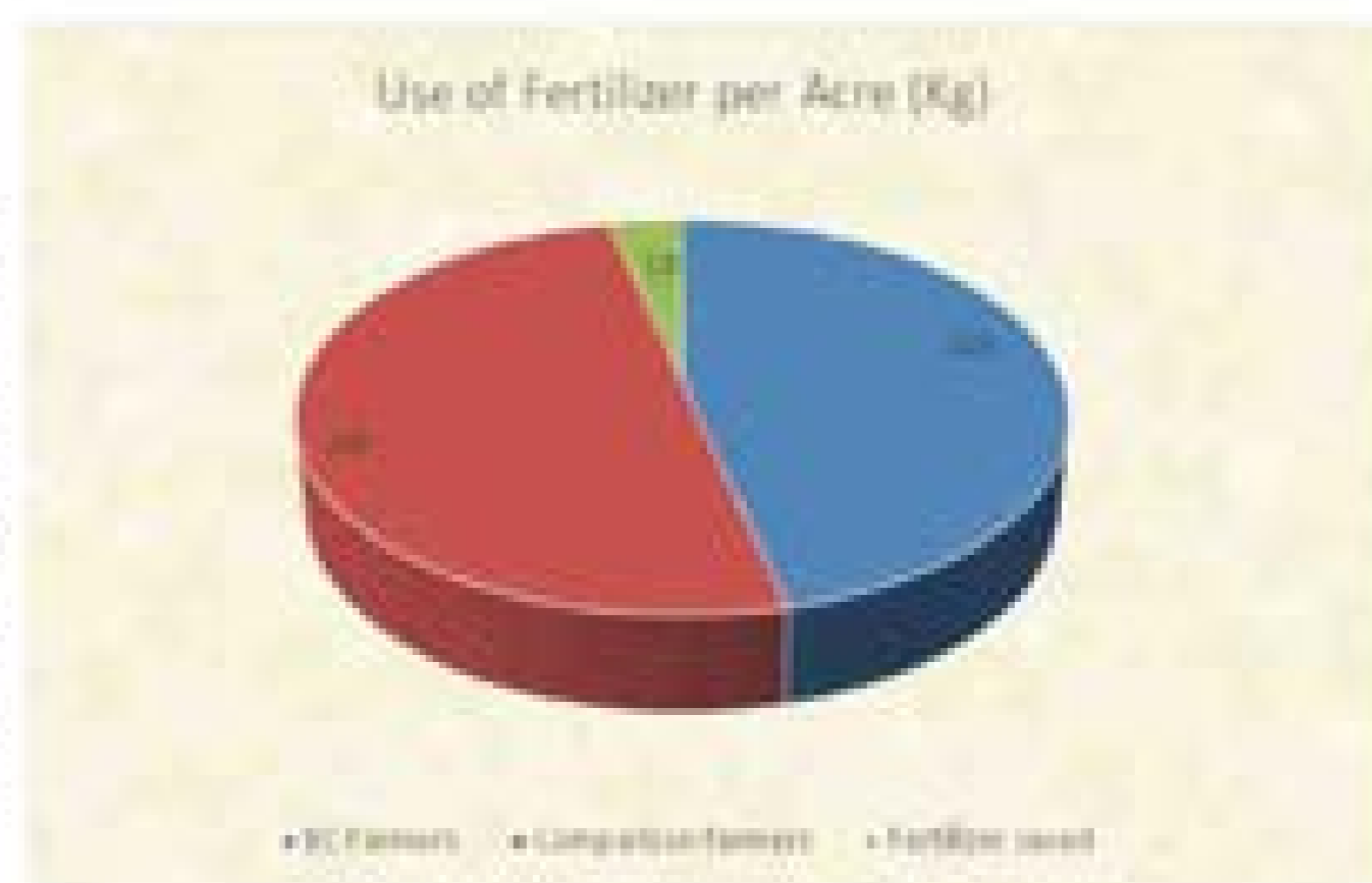
Analysis of Synthetic Pesticides Use;

Graph clearly showed that BC Farmers used -0.23 Kg less pesticide as compared to control farmers. Better Cotton Farmers apply 5.5 kg/acre pesticide while 6.43 Kg/acre by control farmers comparatively. Better Cotton farmers put a great role in reducing the environmental impact from hazardous pesticides and save the soil biodiversity.



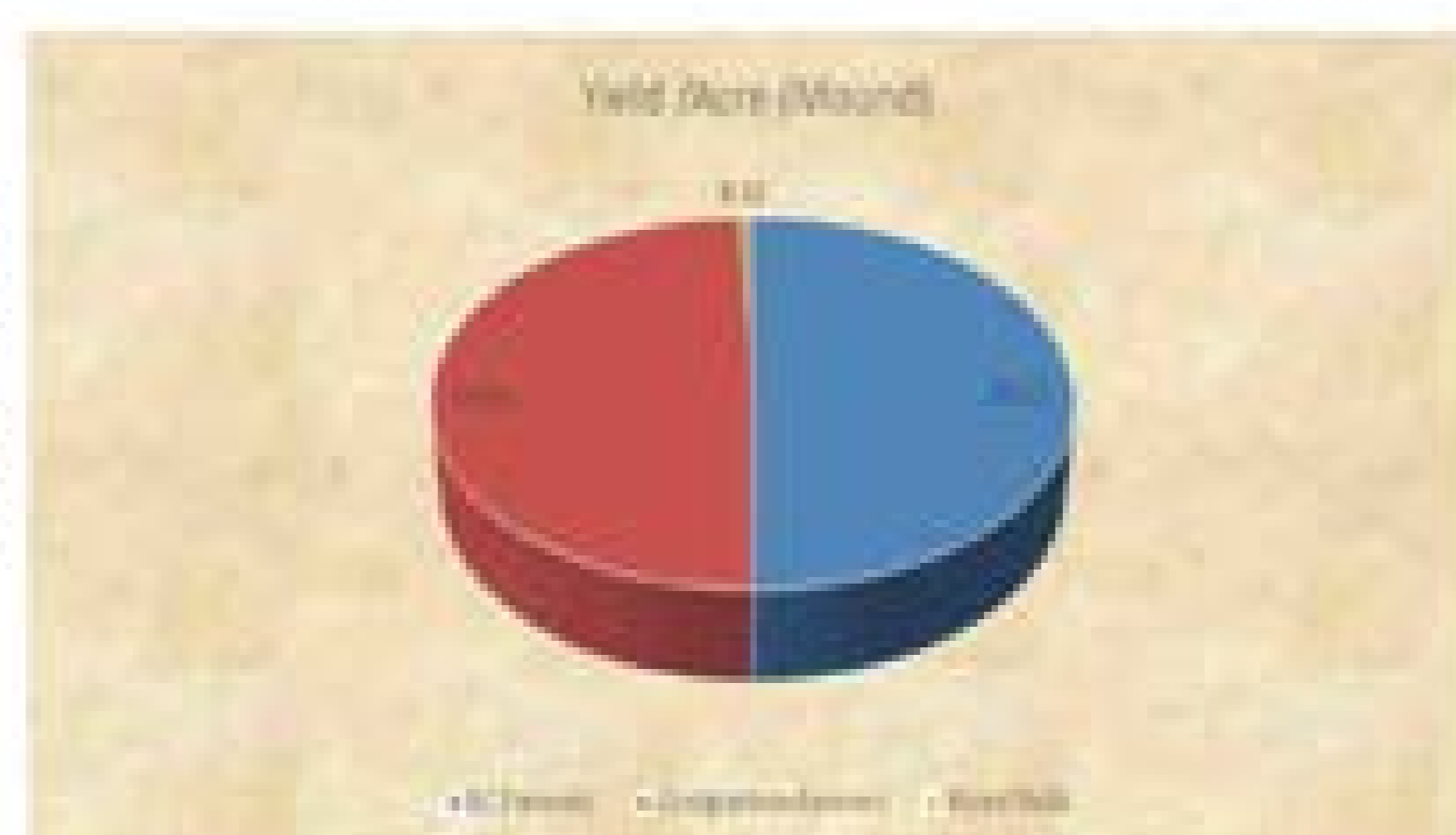
Analysis of Synthetic Fertilizer Use:

BC farmer used 228 Kg per acre synthetic fertilizers (Urea, DAP, CAN, TSP or SSP) while control farmers use 246 Kg per acre comparatively. Better cotton farmers save the fertilizer expense because they were well aware about the need of fertilizers of crop requirement, deficiency symptoms of nutrients in the crop, necessities of micronutrients for cotton crop etc. Biodiversity of soil was also save by application of fertilizers as per crop need.



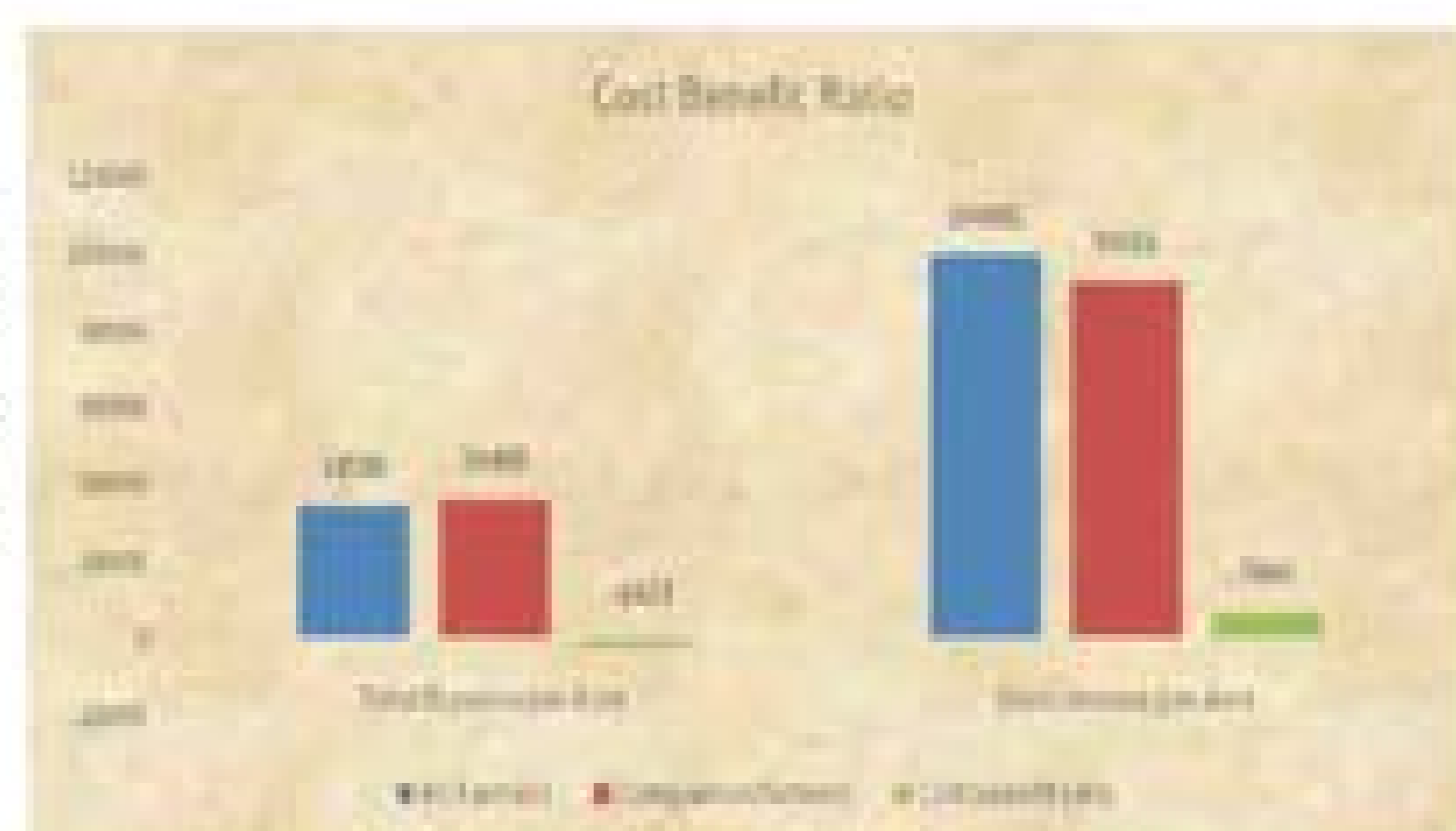
Analysis of Seed Cotton Production:

The graphical data shows that BC farmers get 0.32 mound per acre more production as compare to Control Farmers. Better cotton farmers got more yield by adopting the better management practices and proper implementation of integrated pest management techniques.



Analysis of cost benefit ratio:

Better Cotton farmers get more gross income as compared control farmers by reducing the expense per acre. 1828 rupees low expense by Better Cotton Farmers as compare to control farmers. Gross income of better cotton farmer is 100081 rupees per acre while 93021 rupees of control farmers as per graphical data.



BC farmers saved their wealth/money/assets and got better results due to well knowing the use of inputs as requirement of the cotton crop, methods of applications as compared to control farmers. Control farmers used excessive Synthetic fertilizer, pesticides and irrigation water due to lack of knowledge. Better cotton farmers got more net profit by reducing and need base application of crop inputs because they were aware;

- About nutrient requirement
- Critical growth stages of cotton crop
- Formulation of Synthetic fertilizer
- Micro and macro nutrient deficiency Symptoms
- Proper time and method of application
- Misconceptions that yield are correlated with higher dose of fertilizer application.

Promoting Income Generating Opportunities for Sustainable Livelihoods of Marginalized Communities

Christian and Hindu tribal communities are mostly lying in rural areas before the partition. Since the establishment of Pakistan these people are in trouble even up-to now the govt. has not allotted place for proper residence to Hindus, they are living or settled on the govt. land or a hamlet (small settlements e.g. on sand dunes) established by the landlord away from the proper settlements, or villages where basic necessities of life are lacking such as health, education, safe and clean drinking water etc. At the same time as most of the people have no property so they are not in position to get facilitated by the banks to provide them guarantee for getting loans.

Majority of the Christians are land less, daily laborers or if very few have the unit it is very small i.e. 1-2 acres which cannot feed them. The average family income is 5000-6000/month. Prevailing high chemical requiring agriculture is not only very expensive due to the use of high levels of the agriculture inputs i.e. agro chemicals, hybrid seeds and fuel base deterioration mechanization, soil degradation, development of insect pest resistant and create pollution to the environment and the other major problems, which are the result of conventional farming. This grave agriculture situation has forced many farmers to quit agriculture as profession and some farmers have already migrated to urban areas in search daily wages. Increasing the productivity and farmers net income by introducing diversified farming along with alternatives for pesticides and incorporating Heifer production into crop husbandry, having small shops in the villages, driving rickshaw for taking passengers from one place to others, capacity building regarding proper livestock management, village milk collector and linking it chiller with nestle or Engro/Haleeb etc. can avert this situation. The sector of animal production is increasingly gaining importance in the agriculture economy both at the micro and macro levels.

Project Goal:

Socio-economic development of poor and vulnerable groups of religious minorities in the poverty- stricken areas of district Rahim Yar Khan.

Project Objectives:

1. To Improve Livelihood Of 47 Families of Areas Having Access to Income-Generating Opportunities (Small Business)
2. Promotion of skills development of 19 male/female youth to improve employability and livelihood opportunities

Progress Summary towards Output #1

Target Number	Activity Description	Total Target FY16-FY18	Achieved FY16-FY18	Target FY19	Achieved FY19
Target 1.1	Establishment of 10 groups of religious minorities consisting of at least 50% women	10	11	2	2
Target 1.2	Project Orientation meeting/session at community level	8	12	4	4
Target 1.3	Formation/Nomination of Village Development Committees (VDCs)	10	11	4	4
Target 1.4	Training of VDC regarding record keeping, project management, identification of beneficiaries	10	11	4	4
Target 1.5	Identification of beneficiaries for matching grants through FGDs/	215	235	56	76
Target 1.6	Training of beneficiaries regarding development of Business Plan	215	225	56	66
Target 1.7	Establishment of purchasing committees	10	10	4	4
Target 1.8	Provision of Cash Grants with Matching Grants	215	225	56	66

Progress Summary towards Output #2

Target 2.1	Awareness sessions for skills promotion	5	9	2	2
Target 2.2	Training of young male/female regarding skill promotion	25	30	7	12
Target 2.3	Training of VA/IA & Distribution of Kits	20	20	7	7

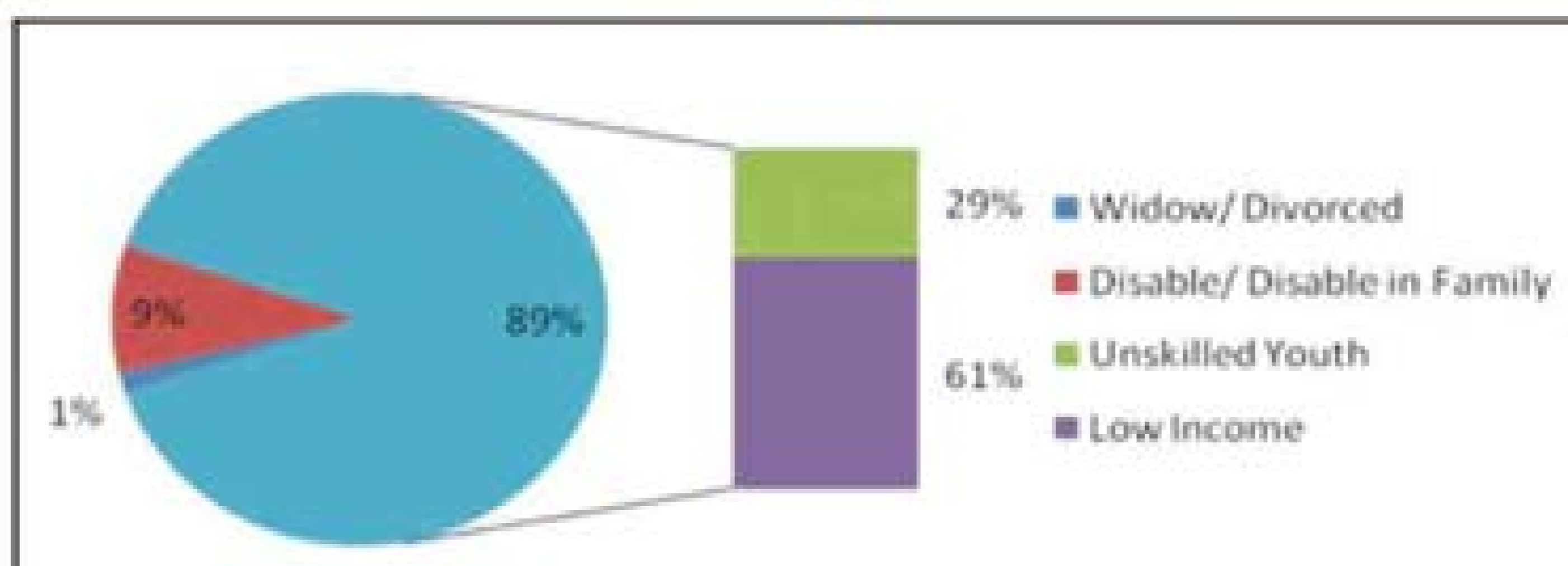
Progress Summary towards Output #3

Target 3.1	Health status of animals / livestock improved through 27 Mobile Veterinary Health Camps	27	27	2	2
Target 3.2	5 Days Training of women regarding poultry & Livestock Management	5	6	2	2
Target 3.3	Training of women regarding proper Livestock and Poultry Management	120	140	100	103
Target 3.4	Health status of the livestock improved due to	5000	6447	800	947

Networking Coordination

Establishment working with Technical Institutions MOU signed with TEVTA, Social Welfare and District Govt. As result established a Technical Education and Vocational Training Center. Coordination networking enhance with Sheikh Khalifa Technical Institute, Sanat Zar, Rangers Technical Institute Punjab Skilled Development Program(PSDP), Seyani Saheliyan Project (Idara Taleem O Aqabe ITA)

Beneficiaries as per Criteria



Project Outputs

- Awareness among local communities has been raised, particularly the marginalized communities become conscious about importance of individual or family business for their sustainable family development.
- 40 Beneficiaries received support for operating small business-like Venda shop, beauty parlor, shoe selling, baby garments, Tailoring, grocery shop, Karyana and Mobile repairing shop.
- 7 People received support to buy motorcycle / loader rickshaw to improve family income
- 12 (1 male and 11 female) got admission in technical institutes for skill training and provided tool kits.
- 07 young boys got training regarding Village Veterinary Assistant with practical demonstration through Govt. Institutes like Rangers Technical Institute
- Encouraged and motivated 263 Youth participants for entrepreneurial skills.
- 947 Animals dewormed and Vaccinated against Hemorrhagic Septicemia (HS) in large animal and against Enterotoxaemia (ETV) in small animals.
- Capacity of 102 women enhanced regarding proper livestock and poultry management, i.e. Better live stock management, timely vaccination, physical emergency treatment etc.
- 5000 Leaflets/brochures regarding livestock management in pleasant, colorful and self-descriptive form printed and distributed in local language helped in promoting information to even less literate or illiterate people in an appropriate manner.
- Enterprise's development training manual along with Handbook printed in local language and modified through Penaflex for better understanding in local context
- 100 more record books printed and given to the beneficiaries for proper record maintenance regarding, income, expense, profit etc.
- Developed effective partnerships between all stakeholders like Govt. Livestock department, Engro Cooperation, Social Welfare and Technical Institutes to provide a favorable livelihood scenario.
- It's a great we have observed and also come in discussion that Youth of religious communities are very open to sit together, eat together, play together in addition joint discussions about their problems and solutions.

REEDS Intervention has Changed My Life for Good

Name Tahira BiBi
Age 18 years
Trade Dress Making
Village Lal Shah



Tahira belongs to a very poor family, her father is a farm worker and earning only Rs.8000/-per month which was not sufficient for her family. Due to poor economic condition Tahira had to drop her education only up to 2 classes. She was looking for an opportunity where she can get some skills and a good source of income so that she can support her family of seven members (Parents and 4 siblings). In the month of Jan 2019 she got to know through project orientation meeting about free skill development training programme under “Promoting Income Generation Opportunities for Sustainable Livelihoods of Marginalized Communities” Project implemented by ICCO Cooperation and REED Sat Village Lal Shah near her village, she enrolled her self in Govt. Technical Training Center for the Dressmaking Trade skill through REEDS team facilitation.

I received training in tailoring; focusing on female garment making during the vocational training of six months course and now I have established my tailoring business with many customers. I received a total of 38000 PKR grant and utilized the fund in buy-ing what I need for my business, a sewing machine, iron threads, wooden table , 10 pcs (in bluks) of garments and other tailoring materials”

“I am very much grateful for REEDS who really appeared with a life skill changing project, I have gained a lot from my dress making class and in my work day I gain a logical income from the tailoring work that do on daily basis after the completing tailoring course.

Recalling the knowledge she gained during her Business Management Training with REEDS, Tahira said; “I have learnt a lot from this programme. During our training at REEDS, the trainer taught us how to get market information and advertise our business and other channels, I have been reaching out and those In my network are patronizing me and I intend to reach out further to make my self more established”

The project had really inspired me and gave me a motivation and confidence while I was committed in getting access to the skills training as I used to attend the training sessions regular while I was jobless and now I quick developed my livelihood and my life style. She smiles My father, mother and I are comforting with the new established tailoring business at household and we bear our daily life expenses 150-200 per day through my skill. She said now she is able to contribute to her family and she is planning to start her education again.”

If We do Hard Work, Change is Possible

Name:
Seema Bibi

Trade:
Karyana Shop

Age:
35 years

Village:
212/P Yaqoob abad



Seema BB amazing story is an example of a woman rising through personal hardships and tragedies to build a life for her self and her family. As an impoverished woman, Seema's story of small business struggles is that of a courageous mother and a true entrepreneur. "If we are ready to think inventively and do hard work, change is possible," says Seema Bibi, belonging to Chak 212/P Yaqoobabad village in UC264-P Tehsil Sadiqabad lived through limited resources

and barely any support from her husband. Following her husband's sudden health issues in 2017, Seema was left to earn bread and butter for their six children. The income derived from her labor work was not enough to sustain a family of eight and they lived facing a lot of hardships and difficulties. Instead of losing hope, Seema stayed strong and determined with the will to change her financial status led her to fulfill one of her many dreams of opening a small Karyana store.



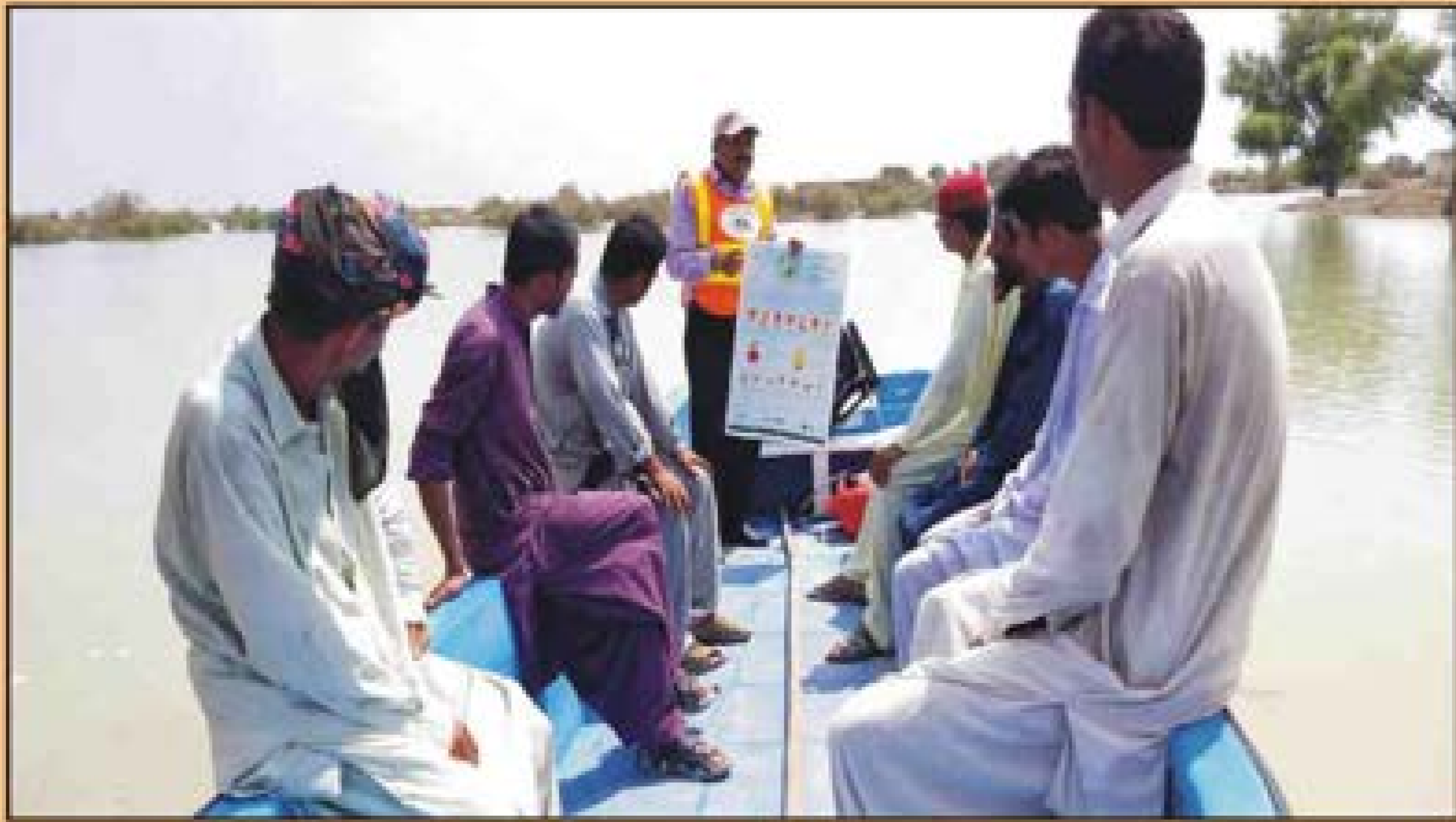
In Dec 2019, Seema had a chance to attend the orientation session program organized by REEDS Field Team under "Promoting Income Generation Opportunities for Marginalized" project in the area in order to create opportunities for marginalized females to contribute to household income where she shared her need of financial support to support her family need.

After considerable encouragement and confirmation of VDC members Seema selected for the small business grant beneficiary. Helping to strengthen her selling/purchasing and run a successful business capacity, REEDS provided business management training and awarded with PKR 35000 grants to start her own Karyana. She worked tirelessly from eight in the morning to six in the evening.

Thus Seema BB started earning profits directly from her own small business rather than working for someone else's farm. Her business monthly income worth Rs. 10,000 allowed her to save around 15000 in "Gullak" (money Box) in five months. Her future plans include marrying her young daughter to her nephew next year. For now, Seema wishes to continue working and growing her business. She also feels that her faith in her own capabilities has deepened in the past few months since she has become a REEDS Beneficiary.

She is grateful to REEDS and ICCO-Cooperation for its timely help in her hour of need. Her improved economic situation and financial independence has raised her status in the eyes of her husband and her relatives and gained her respect in her greater village community.





Disaster Risk Reduction Program

Humanitarian Emergency Livelihood Project COVID 19 for Pakistan (HELP COVID 19 Pakistan)

Pakistan is heading toward a corona-virus emergency, although the government of Pakistan is trying its best with the available resources but during the PM Khan's talk to the Pakistan people he shared that government needs lot of resources to tackle this emergency.

Crisis cannot be averted until everyone acts responsibly, keeping in view the critical situation, when even before COVID-19 hit livelihoods of the rural and urban communities on the planet. In result of COVID-19 emergency, millions of individuals are being affected by unemployment resulting in food shortage, psychosocial problems and chaos. The lockdown situation and increasing number of active cases in the country in turning into a worst case scenario and daily wagers are specially passing through the worst situations. Majority of small and large businesses that employed people have shut down.

Keep in mind that Christian community have little access to opportunity to overcome the livelihoods challenges during COVID-19 Pak Mission Society on behalf of Pakistan Partnership Initiative (PPI) signed Memorandum of Understanding (MoU) with REEDS as Lead Organization in Punjab for the implementation of Humanitarian Emergency Livelihood Project COVID 19 for Pakistan (HELP COVID 19 Pakistan). The project initiated from May 1, 2020 to June 30, 2020 and the project intends to support the most vulnerable and deserving families affected by COVID-19 through cash grants (PKR 10,000/- per family) implemented through PPI partners operating across Punjab-Pakistan. REEDS along with PPI partners like NOAD-Khanewal, AWARD-Faisalabad, OTS-Lahore, Church of Pakistan Multan, Lahore and Faisalabad Diocese and other Punjab Coordination Committee-PPI members completed the project with full commitment and dedication.

I-Objectives

1. To support the most vulnerable and deserving families affected by covid-19 through cash grant (PKR10,000/-per family).
2. To help our pastoral communities and to encourage them to serve more enthusiastically because without adequate income congregations fold, denominations fail and the faithful flock scatter.
3. To prevent and to relive the needy and to end their hunger during this pandemic.
4. To give pastoral care to the vulnerable and lock down affect people.

I-Major Activities:

1. Orientation/training to the staff by implementing Partners
2. Formation of Relief Committees and
3. Selection of beneficiaries by implementing partners as per the criteria and submission to REEDS
4. Verification of beneficiaries by the REEDS staff
5. Development and maintaining of the data-base of beneficiaries
6. Selection of the service provider for cash delivery and sign MOU with the selected service provider.
7. Weekly zoom coordination meetings of Provisional Coordination Committee-PPI
8. Complaint handling by the REEDS and Partners
9. Delivery of amount among the beneficiaries

Local Partners and Targets of Program



Gender wise distribution of the beneficiaries



Religion wise distribution of beneficiaries



Don't just wish; be passionate about what you wish to see happen. Rise up and make it happen.



Jamila Paul Resident of Nasrat Colony Bheel Negar Rahim Yar Khan got married 20 years before and she lived happy life. She had two daughters but after ten years her husband became sick and died. Now she is staying with her mother .She is the only one who was taking care of her children. She started private teaching. Her eldest daughter is eighteen years old and near to completing her graduation. And youngest daughter is sixteen years old and doing her F.S.C. She already facing difficulties and at the mean while whole world has faced epidemic chronic disease .Due to COVID-19 lock down situation the Government has announced complete lock down. She is a private school teacher and all educational institutions Govt. and private were closed and she is getting fewer amounts from the school. She is facing terrible situation during the Lock down. She does not have food at home. The school management of her daughter was sending notice to pay school fee as soon as possible .She was facing depression due to this situation she became sick. She did not have money to take medicine. She communicated with the pastor Kamran who is the member of crises relief committee member to help her in this situation. In first REEDS provided food through Church committee members and also helped in relief cash grant of Rs: 10,000/- she utilizes this amount to pay the school fee of her daughters. She is very thankful to Reeds Pakistan for help.

The True Success is the Person who Invented Himself



Raffi Masih resident of Canal Park Rahim Yar Khan is a welder. 10 years before he was living with happy and healthy life with his wife and children in his house in meanwhile he got a contract in Ice factory at Karachi his earning almost 50000 to 70000 thousand per month, suddenly he got attack and become a paralyzed. His wife is uneducated and house wife. She has not any skill to do to take care of their family. He has five little children three sons and two daughters. His children are studying in the school. He is the only one who is supporting his family. He is living in the rented house in Karachi. His wife started work in different houses. She was doing domestic work and earning money 10,000 per month. His wife is taking care of children and husband as well. During the treatment he sold everything of the house. He borrows the amount from his relatives and return back home at Canal Park Rahim Yar Khan. His wife was weary, burdened and frustrated. Already this family is going through the crises and few weeks ago Government has announced complete lock down due to Corona Virus. Now his wife cannot go outside for work their worries have been increase. He started thinking how to get financial relief in this miserable condition then he came up with an idea he contacted the group of people which he trained while working in the ice factory. He requested them to work for him. They were willing to work for him but he did not have money. Suddenly some of the resources he came to know about crises relief committee member Pastor Kamran for financially support. Crises Relief Committee fill the assessment form direct observation of applicant and forwarded to REEDS further verification. After final verification REEDS disbursed relief cash grant of Rs: 10,000/-. His wife received money from the post man with dignity and thanks God those who relief our family and handed over to her husband. He utilizes amount which have received from REEDS and bought important tools to work again in ice factory. He cannot work but he can only mentor the work which he assigned to the trained people. After month this business is running well and gets profit from it. Now their family is quite stable and very thankful to REEDS for timely help and support.



Locust Control and Management Project

Locust Control and Management Project

Historically, the Desert Locust has always been a major threat to man's well-being. The Desert Locust is mentioned as curse to mankind in ancient writings viz. Locust problems in Southwest Asia have a long history and probably began when crops were first cultivated. Several species of locust occur in the region but the Desert Locust (*Schistocerca gregaria*) is by far the most important. The magnitude of the damage and loss caused by the locusts is very gigantic beyond imagination as they have caused the starvation due to its being polyphagous feeder, and on an average small locust swarm eats as much food in one day as about 10 elephants, 25 camels or 2500 people. Locust do cause damage by devouring the leaves, flowers, fruits, seeds, bark and growing points and also by breaking down trees because of their weight when they settle down in masses.

In response REEDS with the support of kerk in Actie under "*Project in Support of Preventive Desert Locust Control & Management in Sindh & Punjab*" actively implemented project in 4 districts of Punjab and Sindh with coordination of District Government and Agriculture Extension Department in District Ghotki of Sindh and District Vehari, Rajanpur & Rahim Yar Khan of Punjab to combat the existing attack of Locusts. In 2020 we got maximum achievement in controlling swarms and eggs laying in the target areas as well as capacity of the field staff and district administration enhanced for future.

Project Goal

To contribute towards food security and protection of the environment in target areas for Controlling Desert Locust following the FAO's and District mapping and updates

Project Objectives

1. To enhance the locust control and management capacity of the district Government in three districts of Punjab and Sindh Provinces in six months
2. To contribute in food security and livelihood improvement by preventing the loss and damage of crops and vegetation made by Locust's attack.
3. To improve locust risk prevention capacity of the farmers and control of invasion/attack

Targets Vs Achievements

Sr.#	Targets	Achievements
1	Hiring of 08 Project Staff	08 Project Staff members hired
2	Nomination of 3 Focal Person by District Administration	MoUs signed with District Administration and nominated focal persons for strong and regular coordination
3	Purchasing and handing over of 45 Engine Operated power sprayers machines	200 Spray machines handed over to the District Government.
4	6 Training/capacity building of 2250 field staff	Capacity of 2456 staff trained (REEDS staff, Agriculture Extension Department, research station Ghotki and partner organizations) for surveillance and combat.
5	30 Farmers Awareness raising sessions for 6000 farmers	165446 Male and female farmers, become aware to control and management of locust
6	Compensation to 03 families (Eliminating locusts crashed	District Govt. facilitated REEDS and handed over compensation package to 03 families.
7	12 Radio Awareness Programs	12 Radio Programs on aired covered almost directly or indirectly on an average 75000 plus audiences
8	15 Rickshaw/Mosque Announcements	32 Rickshaw/Mosque announcements conducted in which almost covered 168 villages having 120000 population become aware about the locust management
9	Distribution of compensation package to 60 affected farmers	60 Affected farmers whose crop 80-100% damaged due to locust attacked received compensation package and re-sowed the cotton crop
10	60000 Printing and distribution of IEC Material (Leaflets, brochures, banner etc.)	60,000 IEC Material developed, printed and distributed among the farmers while 42 standees 85 banners hanged in different public places
11	Distribution of 20 Sound producing tools/instruments	20 Sound producing tools/instruments purchased and distributed among the farmers to run away the swarm.
12	6000 liters pesticides donated to Agri. Extension Department	6500 Liters pesticides (Lambda) purchased and handed over to District Administration and Agriculture Extension Department. Combat team applied the pesticide which almost controlled more than 90% Swarm in the area.
13	Support to establish 3 Locust Information Management Cell	4 Locust Information Cells are established and working affectively under the supervision of the Agriculture Extension Department in all the three districts.
14	Establishment of 1 Control room in REEDS Office	REEDS established Locust Information Cell and regularly disseminating the information among the farmers. Through Agriculture Extension Department support.
15	Support to Research	3 different trials with the coordination of Plant Protection and Agriculture Extension Department Conducted

REEDS Impacts

REEDS provided support in four districts to District Administration and Agriculture Extension Department keeping Provisional Disaster Management Authority (PDMA) in loop for locust surveillance and control by providing operational support from the very early onset. REEDS was instrumental in providing 3 four wheel vehicles with POL, 200 engine operated sprayers, 6500 liters pesticide to control locust, human resource for data collection in the field and support in undertaking joint operations, established 4 locust control rooms/information cells, monthly/quarterly locust updates bulletins, 165446 male and female farmers become aware about the control and management of locust while 892 REEDS and Agri. Extension Department staff capacity enhanced for forecasting and specialized training of staff for surveillance, control and management.

Instead of all, the most encouraging was REEDS liaisons and networking with different stakeholders especially with the District Administration, Agriculture Extension Department, Provisional Disaster Management Authority (PDMA), Plant Protection Department become strengthened in a situation when Govt. was not so happy with the NGOs working and implementation in the country.

As a result, 3189 calls received and responded while 33408 acres of cotton, fodder, vegetables etc. saved due to 205 quick joint actions taken by the Agriculture Extension Department and REEDS to combat locust.

Farmer are the front liner to Locust Damage



Muhammad Akram works every year to cultivate the land with cotton and expects better than the previous year because last year at the time of picking/harvest heavy rain fall destroyed its 60-70% cotton crop. However, Muhammad Akram and his two brothers weep over the current situation of the farmlands and the farmers who tend to it. While talking, he stated that 90 to 100 percent of their crops were either eaten or destroyed by the locust attacks. The stressed farmer explained that the locusts had attacked their fields not just once, but more than twice. Asked about the loss in terms of money Akram explained That there is no gain expected from this year as there were no crops left to sell. Akram also said that most of the farmers in district Rahim Yar Khan are only farmers and not the owners of the cultivated lands. Therefore, the situation is worry some, especially for the farmers who used to earn money only at this time in the whole year. I am thankful to REEDS for a compulsion package (seed & fertilizer) against damage of 3 acres of cotton crop and half achar of fodder.

Where There is Will There is a Way

Mr. Muhammad Zulfiqar resident of 272/1L Tehsil Liaqat Pur District Rahim Yar Khan is a Better Cotton registered farmer like him REEDS team always in contact with all registered farmers for their capacity building to produce better cotton and how they can protect their crop from locust attack now a days. During Face-to-Face meeting field staff has shared an informatory brochure for locust's awareness having details of Locust Information Cell and contact number of locust's focal person in case of emergency. It was a sunny day I was resting at my home when heard people "tidi tidi" I rushed out of my house people were looking at the sky observing the movement of locusts flying over the heads and even inside the houses that mean sit is attacking the crop. I was half dead when I thought of my crop which was vulnerable to pest as Locusts has started settling in my village. What to do? What to do? I was thinking when I hit the name of Field Facilitator of REEDS who just few days back gave me the number of control room. I dialed the number, luckily the bell rang and it was picked by In-charge Locust Control Room Dr. Muhammad Yousaf Ali whom I started sharing the situation of Locusts attack and settlement of Locusts on my Cotton Crop which was just 2-3 weeks old.



I informed about locust attack and was guided to rush toward the fields with all family members and start beating empty drums of Ghee and also initiate the sound producing machine provided by the REEDS. I along with my father, wife and son come to field and I was so lucky that locusts have just started settling." It was an army of locusts which landed at our lands and could destroy the crops in a while and deprive us of our crops and our livelihood "Mr. Muhammad Zulfiqar said. My father and my son started moving in the fields beating drums and producing noise to repel the Locusts while I collected sticks and cow dung cake to lit fire for producing smoke. We were running in the crop and locusts were flying all around us.

It was effort of more than an hour when there were no locusts in our surrounding. I was guided to remain in the field whole night and look for locusts settled in bushes etc. near my crop and spray lambda on settle locusts. "We were trying to run the locust away through self-help but despite all efforts are unable to save our crops completely due to massive attack when REEDS team reached us along with Deputy Director Agriculture, local farmers and volunteers sprayed the crops and bushes where locust was settled. Thanks, REEDS Pakistan for providing spray machines and pesticides for application along with human resource" Mr. Muhammad Zulfiqar said. I have sown about 8 acres of cotton and sowing cost along with seed was more than Rs. 28000/- which may be wasted if locusts eat my crop. This way I saved my crop because if I have to go for resowing I would not yield as much as normal sowing. I am grateful to REEDS for their timely support and guidance as well as providing awareness and knowledge to manage the locust attack.



Women Empowerment & Child Development Program

Primark Sustainable Lives Program

Objectives

1. Improved Health Nutrition and WASH (Module -1)
2. Improved Child rights- Child labour awareness access to education (Module -2)
3. Improved Women Empowerment (rights, HH decision making, work conditions and other financial aspects microfinancing,savings and income generating activities)(Module -3)

Indicators

- 1 40% aware about symptoms of Anaemia and refer to doctors
- 2 50% of farmers are aware of Nutrition and at-least 3 components of a balance diet
- 3 40% farmers aware about health & hygiene practices
- 4 70% of farmers aware on the permitted/legal age for children to start work (child Labour)
- 5 20% of the beneficiaries' children's attending schools
- 6 40% farmers aware on child rights
- 7 70% of enrolled farmers are aware about equal pay
- 8 30% increase in awareness related to women rights
- 9 20% involved in decision making power related to HH and other financial aspects

Project Impacts

Health & Hygiene:

Realizing that practice of good sanitation, water quality and hand washing can reduce diarrheal diseases and hence help lower the morbidity of children and community , REEDS in close collaboration with the District Health Authorities conducted the health and hygiene education Programme in the hope of lowering the incidence of diseases among the beneficiaries. Some of the topics covered during the education Programme was rainwater use, prevention of diarrhea, personal hygiene and birth preparedness and MHM, Females received a set of hygiene and dignity kits to maintain their health.

66% of the women beneficiaries think health is related to only physical well-being

+45% increase (from 33% to 78%) in practice of washing hands post defecation

64% Female Farmers and children are more conscious toward their hand washing habits and latrines are equipped with proper maintains (Water, Soap, cleanliness) at homes

Under nutrition is preventable ,unacceptable and ending through Kitchen Gardening

More than 9989 Females Farmers/Mothers trained for improved nutrition and healthy diets for family health

- 504 households are practicing kitchen gardening, a move that is providing both nutritional benefits and income to families

Promoting Occupational Health and Safety with Prevention and Protection

15190 Project beneficiaries(females Farmers and Workers) Provide free PPEs Kit (Gloves and Mask) with the coordination of Interloop Limited (International Hosiery manufacturers) that created positive association with safe behavior in pesticide use and exposure.

5190 pickers changed their exposure to PPs through adoption of self-protective behaviors

Reaching out to the farm community with the messages that matter most to children's Rights and Education

- 1532 adolescents girls directly made aware to protect children / adolescents rights
- 527 children (drop out and involved in child labor) returned to school
- More than 25000 farmers trained regarding child rights Child labor and hazardous work in cotton production
- 47 School Management committees reactivation Female Farmers Groups Training on Child rights & Education
- 87% of women beneficiaries knew that children too have some rights such as knowledge increase in
- Child labor awareness increased significantly to 63%
- 0% dropout in PSLP Intervention area

Females Groups Capacity Building Financial Inclusion & Financial Decision Making

- 79% of enrolled farmers are aware about equal pay
- 46% increase in awareness related to women rights
- 43% involved in decision making power related to HH and other financial aspects\
- 9% of the women beneficiaries involved in Saving and SHG
- 70 SHG groups established with 559, 700 saved this year

Ghoose Bux Adolescent group have understood that personal hygiene especially during the menstrual cycle is even more vital and have decided not to go back to their earlier unhygienic habits

I am Zara from a small rural village Basti Ghoose Bux in District Ghotki where menstruation remains a taboo here. Even mothers do not talk about it with their daughters. "we used to listen from our mothers on our first period that "SSSHHH !!! Good Girls not discuss menstruation with anyone". It was not of just my problem almost all our village girls and young women found in faced the same problem.

We usually do not attend school and feel discomfort until menstruation stops. "When the Aapi(PSCP Field Executive) came to our village with the topic "Aao Baat Karain" (lets come to speak on menstruation Management) in our adolescent group, we were all very shy and did not know how to clarify our doubts," reflects Zara adolescents group leader, confidently looking at her group members . " when Aapi started talking about how important it is to keep ourselves



Clean, we realized that other girls should be trained to talk freely about this and we shared it with our classmates too. We talk with our Head teacher and teachers on this issue and convinced them find solutions to improve the MHM situation in our school, and they were willing to contributing to School sanitation and hygiene by buying soap for hand washing from school fund and notify all the girls of senior section to bring MHM kit from home to deal any emergency need. This was the first time we talk about this issue openly. It's good. Now we know what to do. We are not ashamed now With teacher permission Zara made a Girls Health Club in her school where she conducts activities in morning assembly by following key topics child rights/ child labor ,hand washing with soap, use of latrines and menstrual hygiene management mates which she learns from REEDS Field Executive under Sustainable Lives Program with her school fellows.

FEMALES FARMERS EMPOWER TO TAKE CHARGE OF THEIR LIVES AND LIVELIHOODS

Mai Zarina age 32, is a female farmer of Basti Parial Jalbani Taluka Daharki, District Ghotki. With farming as her main source of income, she tries with her husband to meet the needs of her joint family of nineteen. She is an innovative and enthusiastic farmer who tried her learning through Farmers Village Groups implemented by the REEDS in partnership with the Cotton Connect, under Primark Sustainable Cotton Program to improve her cotton farming and for the better quality of life under Sustainable Lives Program.

“The PSLP trainings enabled us to acquire the necessary knowledge for managing income and savings, initiating a home-based small business and planning for growth and development through communal approach”.

As part of what she had, just livestock production (Milk & Desi Ghee) for her home consumption, but this year the extra was sold to open up access to an savings amount to contribute in self-help group saving initiative.



“Before I never saved the income from the sale of milk. Now, I have purchased a money box and saved 1000 RS in a month which I have not use for other purposes than expanding my family’s economic resource”.

In the beginning, my mother in law used to say, “Zarina why you participate in women groups for wasting your time in gossips?” But gradually she is convinced with my changed role through learning and participating in Farmer Women Groups. Now she is a great support in my family matters especially at business. She supports me when I have to go out for farming or to Village group to acquire new knowledge.

In January 2019, her luck supported her for getting RS 15000 money through the self-help group saving initiative as well as in purchasing all the necessary inputs and launched her Karyana business outside her home.

In less than three months, daily profit from her sale is 100-150 rupees (almost 3000-4500/Month) and she is confident to be able to return her monthly saving 1000 RS to the revolving saving of SHG to the next women of group to start her business. Zarina’s strengths lie in communicating at Karyana where she enjoys talking with community members and sharing her knowledge regarding Sustainable Lives Program and family lives improvement.

Primark Farmer Business School Program

Objectives

1. Increase women participation in house hold decision making regarding health, education, including finances, bank accounts, micro enterprises, child rights and increased kitchen gardening to enhance income generation and savings.
2. Enrollment of adolescent girls (13-17 years) and create importance of personal health and hygiene and child rights.
3. Increase awareness on health and safety at farm level using appropriate personal protective equipment's

PARTICULARS	STATISTICS
Geography	Rajan Pur
Number of Village Groups	312
Number of Banificries	12609
Male Farmers	4990
Female Farmers	7619

Sustainable Lives Program

REEDS embedded five components of women's empowerment into its objective, including activities that promote women's self-worth, right to determine their choices, access to opportunities and resources, right and power to control their lives both within and outside the home and ability to influence social change. REEDS practice an integrated approach that promotes gender equality and women empowerment across all intervention area on the basis of these modules.

Livelihood Trainings

REEDS boost is by increasing productivity and business opportunities for women. We are training more than 10009 direct females farmers agri production, in livestock management and Kitchen Gardening , helping to create full-time equivalent economic opportunities for women in agriculture and agribusinesses, and supporting women applying new technologies and best management practices at farm level that helped them increase yields and productivity.

Health and Nutrition

REEDS work with a range of stakeholders from grassroots organizations to high-level decision makers we are uniquely positioned to identify and address the systemic barriers to women and girls health and nutrition. Working closely partners and district departments with schools girls and women to ensure proper health and Wash knowledge, through education they learn how to adapt their daily habits to improve their health, nutrition, hygiene gaining these important skills and behaviors for life. Also, by focusing on the special needs for women and girls Menstrual Health Management (MHM) trainings and provision of Dignity Kits are helping reduce barriers to learning and enhancing their overall health.

Reproductive Health and Rights

Under Sustainable lives Program REEDS works around women trained to full exercise of their sexual and reproductive health and rights (SRHR), including knowledge of Family Planning trainings contraception, maternal health care , rights to have knowledge ,make decision and can freely informed decisions to their and to access reproductive health services.

Tackling Early Child Marriages

As per REEDS field team experience and feedback the COVID-19 Pandemic also led to fears to increase child marriages. The extended lockdown due to producing local transmission cases, movement restrictions, closer to work in some REEDS intervention areas small farmers, workers, daily wagers putting economic stress on families. Quarantine measures imposed as a response to the COVID-19 pandemic is putting girls and women at heightened risk of violence in the home and cutting them off from essential health, and social services. Field Team and lead farmers reported domestic disputes, inequalities, lack of pregnant women access health facilities, girl's education, and child marriages too as a result of COVID-19 related movement restrictions. In addition, poverty is a key driver of child marriage reported facing risks of education confines due to school closures and forced and early marriage as one of the ways poor families lighten the perceived burden of dependent daughters.

Awareness sessions regarding Preventions from Covid-19

Project team with the coordination of Social Welfare Office Rajanpur visited the village groups and delivered awareness sessions regarding Corona Virus and locusts Prevention and control to 9360 farmers in 312 VGs according to WHO given guidelines for Covid-19 prevention and safety measures. Field team assured social distancing and also used announcements in Mosques, distributed masks and awareness brushers & pamphlets in community, asking people to act upon REEDS & Govt.'s message to "Stay home stay safe".

Capacity Building Training "Methods & Benefits of Group Marketing"

3592 male farmers enhanced knowledge about "Agriculture as a business, and Methods and benefits of group marketing. Field team used methodology of discussion with the participants and pre question related to the topic and post questionings and answers. Field Executives demonstrated the above mentioned on a panaflex to make the participants more understand by pictorial view. Team adopted Safety measures against Corona virus, assured social distancing and made a strategy to deliver the message to maximum people.

Food Preservation Trainings

Females farmers enhanced capacity on running, handling, care, maintenance and Safety standards mandatory for food processing and preservation for different summer fruits and vegetables unit as a source of good income generation in the village surroundings were delivered. Demonstration of (vegetable drying, dairy products preservation (Pickle, Jam, Ketchup -Butter & Desi Ghee), homemade tomato ketchup preparation and marketing. 13 females started their own business of making Ketchup, pickle and butters, while their husband support them in marketing the items.

School Awareness Program

Awareness raising training regarding Child Labor & health hazardous for children in cotton production activities 429 Children enhanced their knowledge regarding Child Labor & health hazardous for children in cotton production activities and daily good health and hygiene practices through 39 training sessions with children club to raise awareness about the importance of education specially for girls.

School Management Committees activation with coordination of Schools Education and Literacy Departments Activated and functional 08 SMCs having 62 parents and teacher members for the betterment of the schools and to utilize and manage funds for schools.

Skill Promotion Training With Collaboration Of NRSP

REEDS arranged skill promotional sessions at VG level with the facilitation of National Rural Support Program and shared the skills importance to uplift living standard especially for women and girls , opportunities and linked up the 27 females farmers and their daughters with NRSP from VGs to facilitate skills trainings as per their criteria.

Networking Coordination

REEDS-Pakistan team linked the farmer community with other related departments and organization to solve the issues of farmers through linkages and coordination with organizations throughout the year.

Sr.#	Departments/Organizations	Collaboration initiatives	No. Of beneficiaries
1	Social Welfare Department	Disability Certificate	01
2	Schools Education Department Punjab	Enrollment	105
		Birth Registration	86
3	NADRA Office Rajanpur	National Identity Cards (NIC)	71
4	Govt. Health Department.	Immunization courses	42
5	MCB Bank & Telenor Easypaisa	Saving Accounts	205
6	Registration of Farmers in EHSAAAS Emergency Cash Program during Lockdown	Emergency Cash of Rs.12000	1989
		Goats Package	20
		Interest Free Loans	75
		Plants (Mango,Keekar, Sheesham etc.)	80
7	National Rural Support Program (NRSP)	BISP Scholarships for students	92
		Wheat Package	20
		House Construction	01
		Skills Trainings (Dress Making)	10
8	TEVTA	Skill Trainings (Embroidery)	10
9	Human Appeal & Step One Organization	Hand pumps Installation	89
10	Philanthropists	Provision of Non Cooked Food to daily wagers during Covid-19	50

IMPACT

- Empowering females to promote positive behaviors and role towards their rights and sustainable lives and well beings
- Empowering women and adolescent girls as change agent to protecting their peers' rights
- Social mobilization to eliminate child labor, Early child marriages with promotion of girls focused education (formal or informal)
- Networking coordination to ensure health, education and other services are responsive to the needs of women and girls
- Skills enhancement and Livelihoods support program for poor farm worker families and their children to reduce child marriages and child labor

Advancing Action for Adolescent Girls-SeyaniSaheliyan

REEDS with the financial support of Idara-Taleem-o-Agahi has established Technical Training Center in the remote area of Tehsil Liaqat Pur District Rahim Yar Khan to provide training in tailoring and beautician to bring change in the lives of most marginalized Adolescents girls with the aim at tackling gender inequality for marginalized out-of-school adolescent girls (age 9-19). The duration of training was three months.

Over all Goal:

Overall goal of the "Advancing Action for Adolescent Girls" for accelerated learning, service delivery and capacity building of out of school and highly marginalized adolescent girls (aged 9-19), for overcoming social and economic barriers through the acquisition of basic skills trainings, enabling them to transition to support their family, gain certified skills for decent work and livelihoods with life skills

Objective

- Empowering girls with information, skills and support networks
- Changing social norms by engaging families and communities to create an enabling environment for girls
- Improving and providing skills trainings through accelerated training packages in two trades Domestic Dress Making and Beautician
- Providing relevant toolkits as per trade
- Extending certified TVET skills along with enterprise development and financial literacy
- Empowering through life skills-based education to tackle harmful social and gender norms with concurrent engagement of parents/community members for support
- Setting up income generation/employment opportunities

Outputs

Till the end of reporting period, REEDS has trained 50 adolescents' girls against a total target of 50.

- 50 Adolescents girls of specific age criteria identified and divided as enrolled Total 4 centers (2 literacy and 2 skills training center) established in UC 45-P Khan Pur and Model Village Lal Shah LQP
- Networking and coordination enhanced with stakeholders like social welfare, TEVETA, Education and other funding partners for the sustainability of the project
- 25 of trainees that completed the Beautician training to start up their own business and job employment opportunity
- 25 adolescents trainees completed tailoring course and received sewing machines to set up their own business and functioning

Human Interest Stories

Name: Sumaira Qadir

Age: 14years

Trade: Beautician

Village: Ahmed Ali Lar

"My father is a farm worker and my mother helped him at farms to increase household income but it's not enough to support our family, I enrolled myself in the beautician course under project SeyaniSaheliyato gain skill and confidence to contribute to my family income" Says Sumaira

"Girls here in our area are shy and unconfident, We in Lal Shah Village never expecting free beautician class; it is a different learning experience, attending this course boosting my confidence and knowledge. Being able to share my skills and learning with my class friends give me great confidence and joys".

After completing course I have established my own small beauty parlor set up to provide services to my community females. They are happy as they never thought a parlor here in our village.





Preventive Health Education Program

Preventive Health Education Program

REEDS objective of ending extreme poverty can only be achieved by tackling poverty's root causes and top among them are poor health. The communities we work with are often unable to get the help they need to prevent suffering from preventable diseases. To help overcome this, we work with District Health local and governments to strengthen healthcare systems and increase access to good health care, we have been leading the way with integrated approach that are changing people's lives for the better. We work towards the survival and wellbeing of mothers and children health of the most vulnerable and hard to reach communities, while ensuring they obtain the knowledge and resources to keep themselves and their families healthy and nourished.

Objectives and Activities

The objective of our health programmes is to contribute to the achievement of health and nutrition security for females and children.

- Preventive health under-nutrition
- Strengthen maternal and child health
- Strengthen health facilities
- Improve access to clean water and sanitation

Sustainable Lives Mission Hope (COVID Response)

. As the pandemic spread rural farming community was at the high risk of getting affected due to marginalization and the lack of information on the protective measures due to the absence of literacy, TV, Internet, newspapers and health facilities for the detection of the virus. The rural females need more information/practical measures to save themselves as well as their family from the COVID-19. More than 1,04,607 individuals provided COVID preventive Awareness knowledge adoption of SOPs, hand washing and stay home stay safe message.

Reproductive Health (RH)

The Reproductive Health (RH) activities to strengthen the safe motherhood knowledge to address the unmet need of poor and hard-to-reach communities especially females, builds networks, and strengthens care in the public health systems through social mobilization and community outreach program. With coordination of Health Dep conducted awareness sessions with 10002 Female Farmers have Increase their knowledge regarding family planning to help women and couples delay, time, space, or limit their pregnancies to achieve the healthiest outcomes for women, newborns, infants, and children regardless of the total number of children.

Awareness Sessions regarding importance of Vitamin- D

REEDS team enhanced 6556 farmer's capacity building regarding vitamin D deficiency as an important in the maintenance of bone health and to strengthen immunity. Females get aware that sunlight exposure encourages vitamin D production in the skin and deficiency can be prevented by vitamin supplementary tablets with the recommendation of health specialist. After awareness sessions vitamin D tablets provided to improve resistance and immunity among 1546 females and girls.

Anemia Awareness and Precautionary Measures

Health importance and Anemia health issues across from iron deficiency Females made aware to make the explicit connection between how unhealthy diet could affect pregnant, adolescent and under five years child. In importance to consult to doctor for proper checkups in case of anemia symptoms.1387 females referred to Health Centers with for proper checkups and medicine



Medical Camps & Hygiene Sessions by Doctors and provision of health & hygiene Kits

REEDS established 12 Medical Camps, conducted sessions with Doctors for Health & Hygiene awareness rising, distributed Food Hampers, PPE Kits and Soap among the Farming communities Health & Hygiene promotion sessions were also held at VG level to tackle COVID- issue including: water hygiene, food hygiene, personal hygiene, Menstrual Hygiene (exclusive with females) , latrine usage and cleaning, Household and environmental hygiene.



The sessions include practical exercises (hand washing practice) and simple knowledge retention activities (quizzes & brainstorming. Visual Aid training Materials also displayed and distributed to beneficiaries during training sessions, including leaflets containing basic hygiene messages. Wherever necessary and appropriate, REEDS complements these hygiene promotion sessions with distributions of hygiene kits containing essential items such as soap, tooth paste, towels, and other necessary items.

Children Immunization

Mothers and caretakers made sure that they and their children are adequately protected against vaccine-preventable diseases. They educated on the importance of vaccination, different disease and how they should cure themselves from those communicable diseases, EPI services of Govt. Hospital free of cost. Local influencers and religious leaders assured official to arrange a vaccination camp in the Field Mosque and to motivate people from the community to get their vaccination done. He also assured that he will make sure that all government guidelines are being followed in the mosques. 11445 individuals (Males: 1122 and females: 10445) participated in drive "World Immunization Week". 2117 Children facilitated to BHU for Polio vaccines and 3230 children for Immunization with the cooperation of Health department in Hard to reach areas to save lives, prevent premature death and disability, to reduce health care and economic loss. Immunization helps to protect future generations by eradicating disease.

Celebration of World Breastfeeding Week

With the coordination of the Government Health Department, Scaling Up Nutrition (SUN) network breastfeeding- week celebrated from 1st-7th August in all project intervention areas. 329 sessions, 8573 females sensitized and realized that breastfeeding importance for the mother and child better health. Our health programmes reached over 24567 females /farm workers and care givers directly and 171969 indirectly.



**Strengthening Social Cohesion
and Resilience through
Socio-economic Cooperation**

Strengthening Social Cohesion and Resilience through Socio-economic cooperation

Project Background

Pakistan is going through the worst and miserable situation of poverty due to unemployment and illiteracy. Southern Punjab specifically district Rahim Yar Khan contains a huge diversity of culture, ethnicity, religions and beliefs with any diverse society, there are chances of misunderstanding and conflict among different groups. REEDS wants to initiate the project for empowering youth through skills and entrepreneurship. The main aim of the project is to build a society where people choose nonviolent means to achieve greater justice and sustainable development. The project will focus youth (50% male & 50% female) of mixed religious communities of district Rahim Yar Khan to play their important role to make this country a better place for all. The project will address the needs and priority of Strengthening Social Cohesion and Resilience through socio-economic cooperation within the target communities. It will also focus on developing skills and knowledge of the 80 local youth of different faith groups and other stakeholders by providing them support through enterprise development.

Objectives

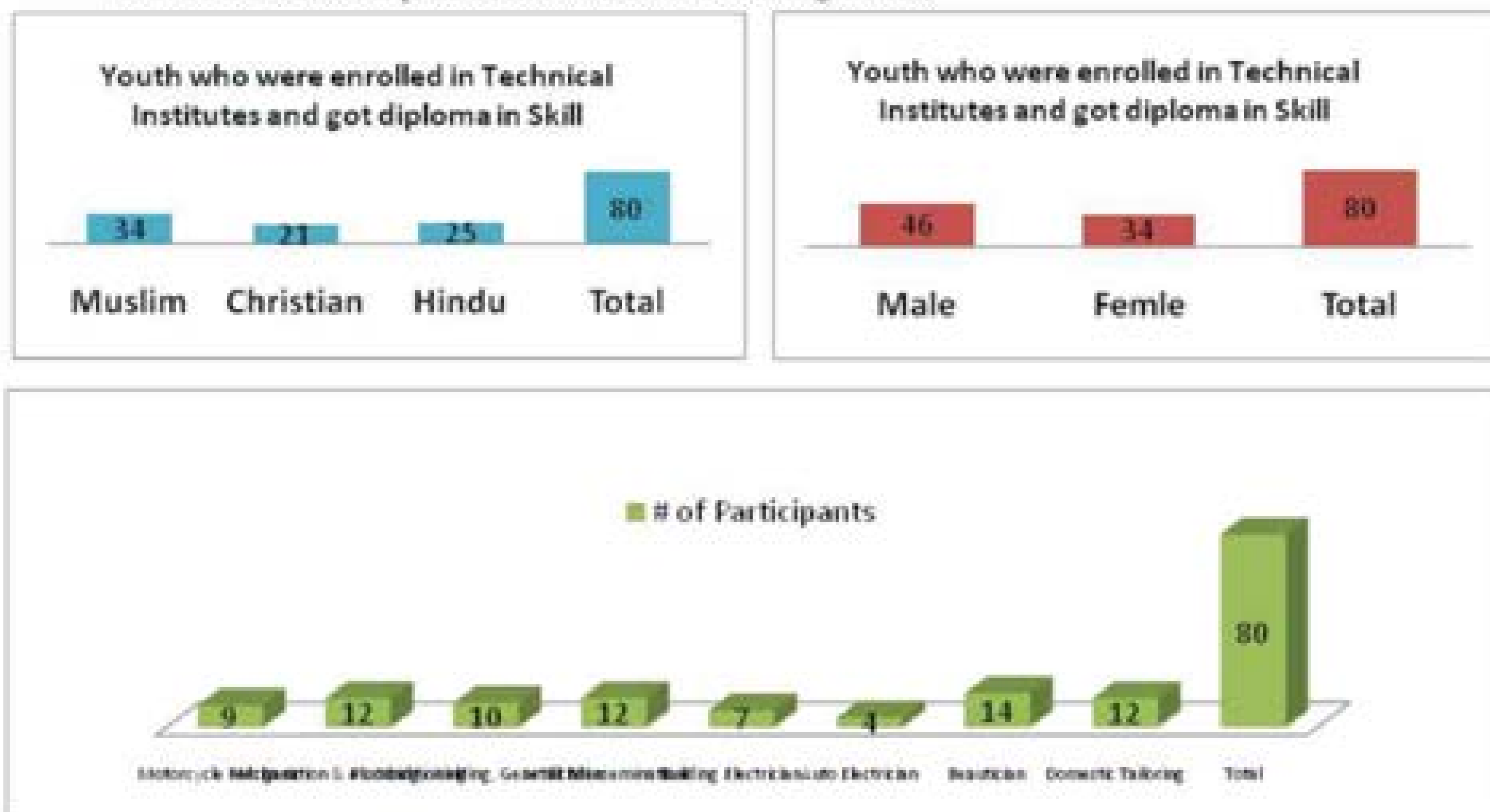
- 1- Social norms and values promoted among youth of different faiths by developing a sense of responsibility, good conduct, and respect for diversity, enhancing self-employment and entrepreneurship.
- 2- The low-income youth (male & female) micro-entrepreneurs of different faiths scaled up to formal and sustainable businesses supporting the local communities for peaceful coexistence.
- 3- Social cohesion promoted through building shared values and generally enabling people to be engaged in a common enterprise, facing shared challenges, and that they are members of the same community

Activities

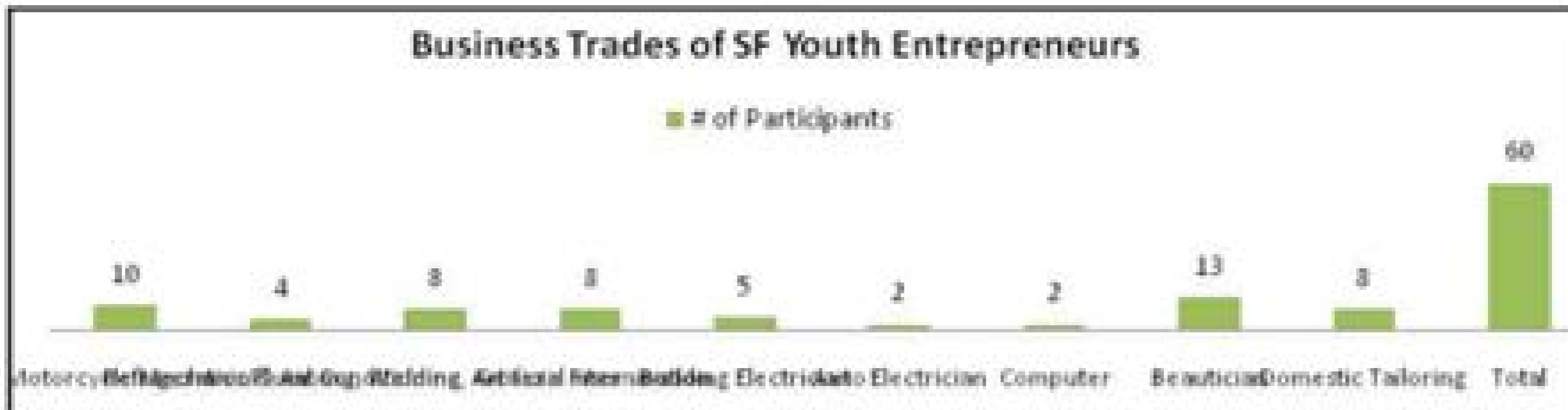
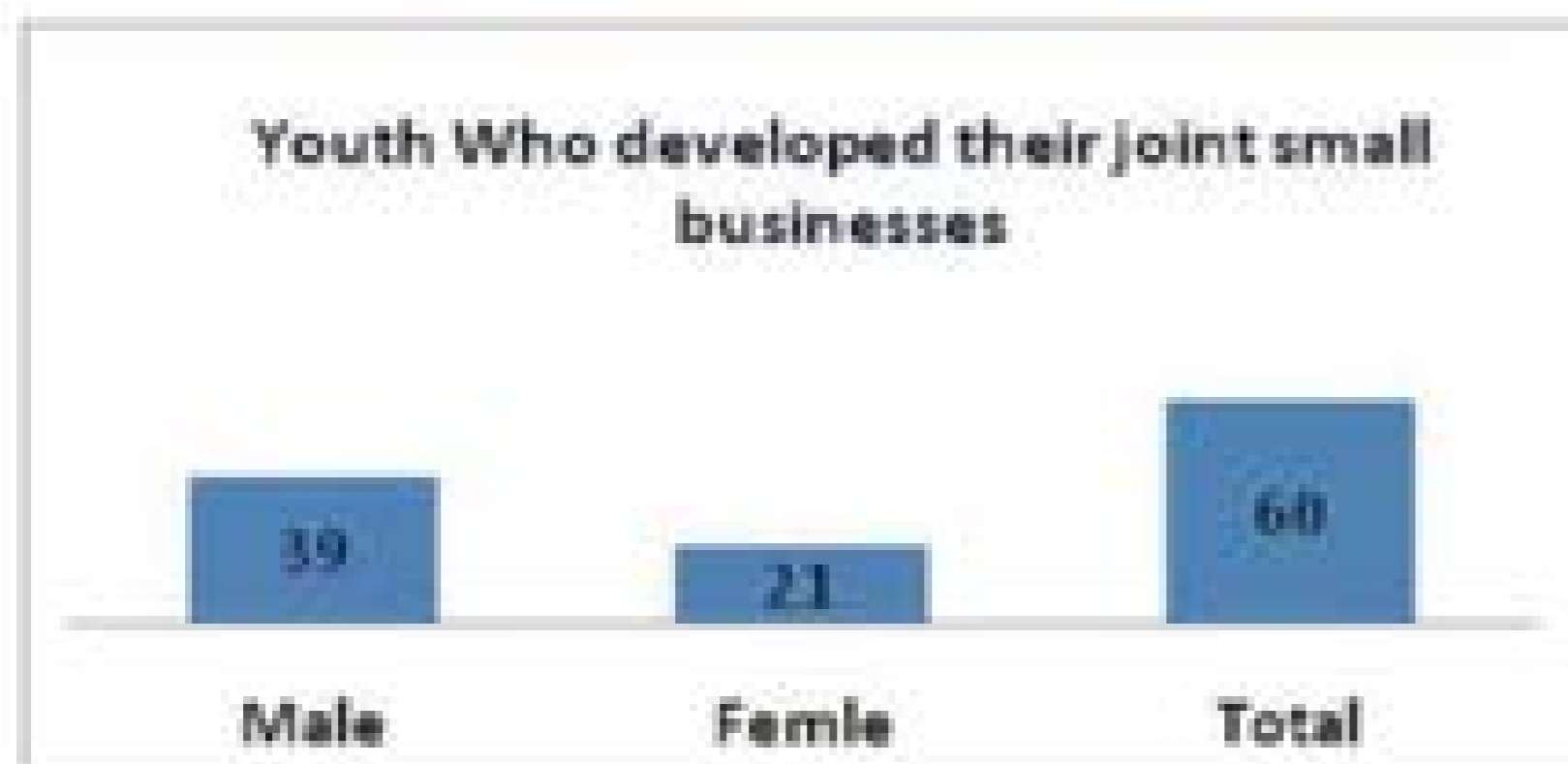
- 1- Formation of Community leaders group (core group)
- 2- Formation of Youth Group (core group)
- 3- Awareness and counselling sessions with youth on importance of technical education and social cohesion
- 4- Technical and vocational Training of 80 youth of mixed religious communities
- 5- Distribution of initial grants to 60 youth to start business jointly
- 6- Signing of MOUs with Technical Institutes
- 7- Exposure visit to composite heritage (places i.e. pattanMinnar, Darawar fort etc), folk singer i.e. BaghatKabeeretc
- 8- Celebration of Internationals Days
- 9- Evening celebration with singer having command on Sufi Kalam promoting of message of peace

Outputs

- 1) Shared Future **community leaders group of 20 people established** and is working actively and proving assistance in arrangement of activities and resolving local level issues.
- 2) Shared Future **youth leaders group of 30 youth** equipped with knowledge and skills to promote socio-economic cooperation among peoples of different faith groups.
- 3) REEDS Shared Future program team and youth leaders arranged **4 Awareness and counselling sessions with youth on importance of technical education** in Govt. Vocational Training Institutes of Rahim Yar Khan in which 468 youth (male & female) were targeted. As a result of these sessions about 80 youth male & female showed their interest in skills and were enrolled in various vocational training institutes.
- 4) REEDS enrolled **80 youth including 46 male and 34 female in different Government Vocational Training Institutes** such as H.H. Sheikh Khalifa Vocational Training Institute, Rahim Yar Khan, Rangers Institute of Technology Education (RITE) Rahim Yar Khan, Vocational Training Institute (VTI) inside Agriculture College, Rahim Yar Khan. These youth completed their technical education/ skilled diploma courses under following trades:

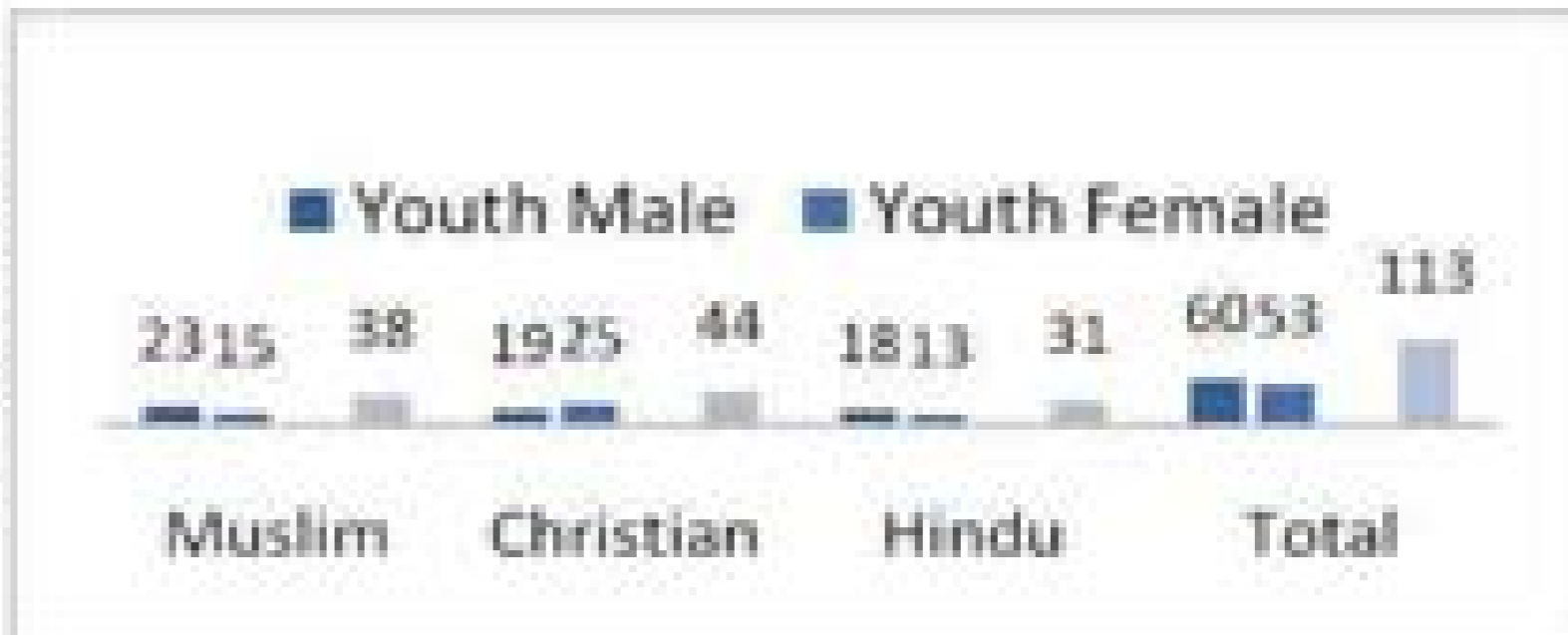


- 5- REEDS facilitated with a comprehensive package to 60 youth; from inspiration to experimentation; to training and funding, showcasing and practical support. These young entrepreneurs became confident, self-reliant and service contributing members of the society by earning PKR 10000-18000 on monthly average and there is increase 30%-35% in family income. The rest of skilled youth got job placement such as 5 youth (male) got jobs in abroad (UEA), 1 in Police Department, 2 in Unilever Pakistan (fast-moving consumer goods company), some of the youth got job in other private companies and shops.

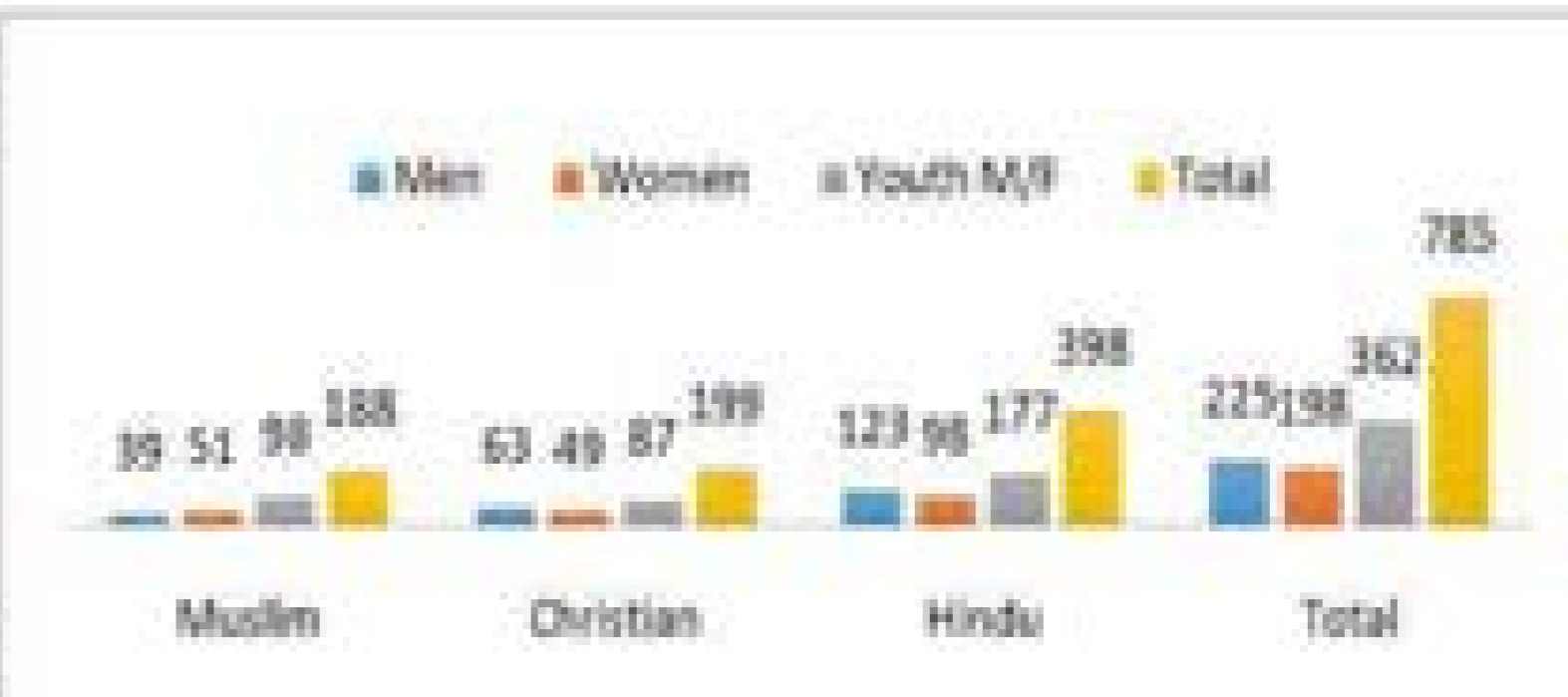


6) REEDS-Pk signed a Memorandum of Understanding (MoU) with Punjab Skilled Development Program (PSDP) to work on Self Employment opportunities through Vocational Training at Technical Training Center Lal Shah Liaqat Pur, District Rahim Yar Khanto work together towards enhancing skills development and economic opportunities in the textile / Garment sector. This collaboration has played an important role to reduce child labor and contributed to poverty reduction as well as ensure the social and economic inclusion of decent youth employment. H.H. Sheikh Khalifa Vocational Training Institute Rahim Yar Khan has acknowledged the services of REEDS-Pk in promoting skills and giving grant/support to deserving/poor youth. The president of SKVTI Major @ Parvaiz, has written a thanksgiving letter to REEDS Pakistan.

7) REEDS arranged 3 Exposure visits to composite heritage; a) Sufi (Mystic) Shrine of Khawaja Ghulam Farid, b) Fort Derawar Cholistan, and c) Bhong Masjid (Mosque). Urfa Habib, a female Muslim youth leader said that "all people deserve the same respect even they have different religious and cultural background."



8) REEDS arranged 3 International days celebrated; i) International Day of Youth on 12 August; ii) International Human Rights Day on 10 December; iii) International Women Day on 10 March. Through the celebrating international days jointly, the community was sensitized about their rights and



i) Shared Future program team and youth leaders arranged 4 Evening celebrations with Sufi Kalam in project area. As a result of these cultural activities, people of mixed communities got the opportunity to sit together at one place and enjoyed the mystical songs and Cholistan cultural performances.



Success Stories

Timely Efforts Always Bring Positive Results

Shared Future program has played an essential role in peoples' lives with regard to Socio-economic cooperation for Social Cohesion. As the whole world was fighting against COVID-19 pandemic, the Shared Future youth leaders along with *SF project team* have *identified poor families and registered 4846 people*



with the Govt. Ehsaas Emergency Cash program. Through timely registration, about *1185 people* have *received PKR 12,000* by the end of June 2020. It was a significant learning and great contribution by the SF program to uplift the most deserving people during COVID-19 pandemic. A true spirit of volunteerism was seen in these youth leaders who came forward and supported the marginalized segment of society.

Three Hindu girls get enrolled in the school and 1st time Forty Hindu women attended International Women Day

During the preparation of International Women Day on March 8, 2020, SF youth/ community leaders visited various villages/ colonies of Chak 100/P. In this survey they noticed that none of the Hindu girls were getting formal education. Even though a Govt. Girls High School was already there in Chak 100/P for 73 years.



SF youth/ community leaders wanted to motivate Hindu community to enroll their daughters in School, but they were unwilling to do it. As they were scared of kidnaping or abduction of their daughters and later forcefully conversion to Islam. A series of community/ personal meetings were arranged with different stakeholders of Hindu community but they were reluctant or felt insecure to send their daughters in the schools. SF youth/community leaders approached Professor GomanDavi (Hindu lady lecturer) and Professor AjmalDass (Hindu lecturer) and requested them to motivate these people who did not allow their daughter for education. All false impression was cleared and they were encouraged to get benefit out of existing school facilities. Madam Rehanalram, school Headmistress is a very cooperative, supportive and humble lady who always stands along with the marginalised communities. After continuous efforts and motivation, for the first time about 40 women from Hindu community participated in the International Women Day program and 3 Hindu girls took admission in the school as well. These women were honoured on front seats along the designated Muslims during the program. This was a significant change through the SF program in the lives of the marginalized Hindu community of district Rahim Yar Khan.

On The Way To The Dream

Ms. Urfa Habib, Beautician by profession belongs to District Rahim Yar Khan and an active member of the Shared Future program for the last 2 years. Normally girls in her village are not encouraged to travel alone and to earn or learn. Girls of her age remained at home or just got married.



The SF team was able to convince their parents and elders to provide skills education to girls for household as well as community betterment. She feels fortunate enough to be also selected for the advanced beautician training course, approved business plan and to receive a valuable business grant of PKR 40,000. This financial support and business management training lifted her up at the side-line of income generation into increased self-reliance and confident entrepreneur. "I share my business work as well as my religious perception with my other Christian business partner at the shop. Sharing business significantly influence our customer numbers as both community members (Muslim & Christian) are served at same point" Urfa said. As they understand that their peaceful behaviour will have positive effects on their income while expenses will be divided equally. So both promote the importance of establishing social cohesion in their customers' mind during their services.

Although her business was established in June 2019, it has attracted customers from far and wide for working and earning with PKR 18000-2000 monthly income. Mentorship from SF Project team and community leaders helped her to venture into business that she never thought she would engage in, which in turn has enabled her to begin meeting her family needs independently. She added female undergarments, boutique and cosmetic products.

COVID-19 Pandemic and lockdown for the months effects their business too, they could not get sufficient earning even to cover their monthly expenses. In that difficult time Micro Entrepreneurs Development Network (MEDN) proved resourceful source in difficult time. "In our MEDN group, we have youth who have been trained under Shared Future Project. We are all saving and supporting voluntarily loans for medical needs, school fees and business expansion" Urfa said. The presence of this network proved helpful in COVID situation because they helped her to overcome her business loss and supported her to expend digital marketing/ online cosmetics selling business by providing saving amount of 10,000 and additional grant of PKR 15000 she received from REEDS which again boost her confidence.

She searched reliable cosmetics companies and approached Oriflame - Swedish Cosmetics Company to sale online products through her mobile contacts and Whatsapp groups. She receives handsome profit on each order and rewarded gifts on extraordinary marketing. It's a very pleasant change. Now she has experience of marketing online and she is earning about additional PKR 10,000 per month.

Through Shared Future project and participating in collaborative culture and religious events she learns and hears more of such discussions that the world is transformed a global village now and they cannot afford to pause behind others by fighting on religion caste sect. "I think we (youth) especially girls need to understand different perspectives peace, positivity trust tolerance and learn new skills to walk around with the rest of the World" Urfa said.



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