



Water and Sanitation



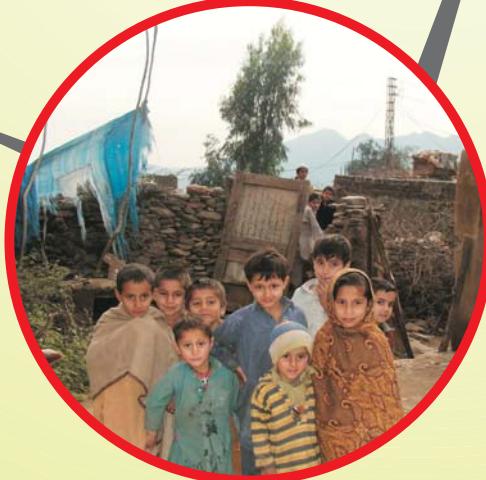
Livestock



Agriculture



Poverty Alleviation



Food Security



Education



Health



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VISION

To achieve sustainable development and poverty reduction through the provision of necessary resources and tools that will empower rural communities and bring about positive social change in Pakistan.



MISSION

We aim to improve the living conditions of the poor and help communities fight the inter-generational cycle of poverty by increasing economic activities, and ensuring community development and food security. By empowering the rural poor we strive to help them achieve sustainable livelihoods.



Message from the Founder Trustee

Having worked with the focus communities for over two years, OSDI in its 3rd year started making the changes both in the thinking and the working of the communities. We made changes in agricultural inputs to enable the farmers to achieve significantly higher outputs of crops. I must emphasize here that it was only possible by mobilizing the communities and convincing them that our suggested inputs would yield benefits to them which they had never imagined. The resultant significant increase in the agricultural yield of our focus families gave us the boost that we much desired. It not just financially empowered the focus families, but also helped in increased savings for the families, which provide a basic and critical safety net from economic shocks. Realizing this, the villagers got the confidence to listen to more new ideas through which they would break the chain of poverty which had bound them and their families for centuries.

This crucial success made us all to start thinking about the sustainability of all our projects in those communities. Our whole poverty alleviation model is based on increased incomes and decreased expenditures. With increased incomes through our Livelihood Assistance Programs, half the battle for poverty alleviation was won. The other half was to ensure economical and sustainable projects in Health, Education and Food Security. We therefore started adopting Government schools and opened up our Health Centre to study and evaluate the provision of effective, economical and sustainable public services to these communities which are also very critical in long term poverty alleviation.

In the following years, OSDI will focus on the savings through the increased incomes and the sustainable provision of public goods and services. Once we have established good health, education and food security programs, we will start our exit process from these communities. The foundations of sustainability of our programs and our exit are already being laid through the identification of community representatives for each project in every one of our focused villages.

We are very proud of our achievements so far and it is all through the learning experience that our team has achieved by working closely with the communities and keeping their focus on our approach and objectives towards alleviating poverty from those villages. We have now a wonderful experienced team working with happy communities, a combination which is extremely difficult to achieve, yet so very necessary to succeed in the fight against poverty.

Regards,

Aasim Siddiqui

Board of Trustees



Mr. Aasim A. Siddiqui

Mr. Siddiqui is the Founder Trustee of a policy institute-Organization for Social Development Initiatives which was formed for social welfare projects aimed at alleviating poverty in the rural areas of Pakistan. OSDI aims to focus on community related projects in healthcare, education, water and sanitation, and renewable energy, as well as providing micro financing to small farmers and social enterprises. He has an M.B.A from Clark University, U.S.A. and a B.Sc. (Hons) degree in Management Sciences from London School of Economics. Besides his major academic credentials, Mr. Siddiqui also attended various courses at Harvard University, Babson College, Boston College and Cornell University. Mr. Siddiqui is well known in the social, diplomatic, government and business circles due to his active business sphere while holding key posts in his family business, Marine Group of Companies, which he joined in 1994. Mr. Siddiqui is now the Managing Director of the Marine Group of Companies, which is a conglomerate of multiple business concerns, being one of the leading shipping and logistics service provider in Pakistan, representing many foreign shipping and logistics companies. He is also a director in two publicly listed companies, Pakistan International Container Terminal Limited and Saudi Pak Leasing Company Limited.



Syed Pervez Shahid

Commissioned in the Pakistan Army as an Infantry officer in October 1969. Served in various command, staff and instructional appointments; is a graduate of Staff College Quetta, National Defence College Islamabad, US Army Infantry School and US Army Staff College. Has attended executive courses in Harvard and Stanford Universities USA. Retired as Corps Commander in April 2005. From June 2005 to May 2008 served as CEO The Citizens Foundation, an NGO providing quality education to the lessprivileged in Pakistan



Mr. Jawed Iqbal

Holding a LLB degree from University of Sindh, Mr. Syed Jawaad Iqbal is a President & CEO of CMC (Pvt) Ltd, An exclusive affiliate of Ketchum, New York, USA.

He has hosted and moderated a number of programs on radio and television on business; current affairs and social issues and also interviewed numerous prominent political, social and business personalities for radio and television. Jawaad Iqbal is the President of South Asian Media Association (SAMA) based in Colombo, Sri Lanka. He is the Founder/Chairman, South Asia Forum-a body that hosts Seminars and Conferences to discuss regional issues in global perspective and Honorary Secretary-Pepsi Foundation, Society for International Development (SID).

He is Chairman, Board of Governors-Central Institute of Arts Crafts (CIAC), "Arts Council of Pakistan" Karachi. He is Member, Board of Director, NAPA (National Academy of Performing Arts). He is Founding Member of the 'Advertising Practitioners' Guild (APG).

He founded a private sector think tank - "Moderates" in 2003, with a view to strengthen tolerance, interfaith harmony & democracy.

He also received the prestige "Genesis Award" from the Ark Trust Inc. a national non-profit organization based in Los Angeles, California, USA.



Brig (Retd) Ghulam Muhammad Mohatarem

Brig Mohatarem has had a distinguished career spanning 33 years in the Army. Apart from main stream jobs of commanding Tanks and Mechanised troops, he held senior positions in the Military Intelligence, key operational staff appointments and served as an Instructor in the Military Academy. He served as the Chief United Nations Military Observer based in Sarajevo during the War in Bosnia Herzegovina. He has had diplomatic exposure as Pakistan's Defence Attaché in Bangladesh and Myanmar for four years. After retirement from the Army, he served as the Home Secretary to the Government of Sindh.

He is an elected President of PECHS and is also on the Governing Body of DHA Residents Society. He holds Masters in Defence and Strategic Studies and an MBA. Has attended two specialised training courses in Counter Terrorism in the United States and one in 'Negotiations and Conflict Resolution' under UN aegis in Switzerland.



Mr. Numan Nabi Ahmed

Holding a Commerce degree from Karachi and having studied Advertising & Communication Management at USA, Nauman Nabi Ahmed, is a well known name in the advertising and media circles in the country. He today heads one of the largest Communications Group in Pakistan with proven track records in building strategies for branding, advertising, media planning, sports marketing, ad sales, event management and television productions. With a remarkable track record of turning around businesses and setting new trends in the world of Integrated Marketing Communication in Pakistan he has been able to bring many firsts to his credit. Nauman is a familiar face as a speaker and television host. He serves on the Boards of Zindagi Trust and OSDI as well as being a founding member of the Friends of the Cardiac Surgery.



Mr. Ali Jehangir Siddiqui

Mr. Siddiqui is Managing Partner of JS Private Equity Fund, a US\$158 million fund dedicated to investing in Pakistan with CDC, International Finance Corporation, Asian Development Bank, SAMBA Financial Group and Swiss and French investors. He is also a Director of JS Group (www.js.com), one of Pakistan's largest private sector conglomerates employing over 23,000 people.

From 2002 to 2003 he served as an Executive Director of JS Investments, Pakistan's largest private sector mutual fund manager. From 1998 to 2002, Mr. Siddiqui was based in Hong Kong as a Director at Crosby, a private equity firm, where he was part of a team that managed over US\$ 400 million in private equity and venture funds investing in Asia-Pacific.

Mr. Siddiqui is a member of the Board of Directors of Airblue (Pakistan's second largest airline), Lucky Cement Limited (Pakistan's largest cement producer and exporter) and Jahangir Siddiqui & Co. Limited (the parent company of JS Bank). He is a board member of the Acumen Fund, a social enterprise fund headquartered in New York that invests in Africa and Asia in businesses that serve the poor as well as the Mahvash and Jahangir Siddiqui Foundation which engages in charitable work in Pakistan.

Mr. Siddiqui is a Member of the Board of Directors of Private Sector Development Task Force of the Planning Commission of the Government of Pakistan, a Member of the Board of Directors of the Privatisation Commission of the Government of Pakistan and a Member of the Board of Investment for the Provincial Government of Sindh. He graduated from Cornell University with a BA in Economics. He has also attended executive education programs at MIT and the University of Cambridge.



Mr. Sharique Siddiqui

Mr. Sharique Siddiqui is a Director and Chief Operating Officer of Pakistan International Container Terminal Ltd. He is also a Director of the various companies of the Marine Group of Companies. He holds a BA Economics and MA Economics from Tufts University, USA.

Values

We strongly believe that every Pakistani should have access to the basic necessities of life regardless of age, gender, religion, class, background and ethnic origin.

Sustainability

Respecting Diversity

Equality

Financial Empowerment

Promoting Human Dignity and Integrity of Work

Being Impact-Driven

Funding

OSDI is a non-profit organization set up in 2009 by a group of concerned professionals who wanted to bring positive social change in Pakistan. The founding members pooled together their resources combined with their considerable experience in the private sector to develop a unique model for targeted sustainable development in the rural areas of Pakistan.

OSDI's programs are largely supported by Corporate Social Responsibility funds of the Marine Group of Companies. OSDI has also partnered with several bilateral and multilateral agencies on specific projects such as shelter reconstruction in flood affected areas. OSDI is open to working in its focus villages with international donors and local implementing partners on projects aimed towards poverty alleviation and sustainable development.





Livelihood Assistance Program



Agricultural Development Project

The Agricultural Development Project has had a transformative effect on the beneficiary households over the last three years. Poor small-holder farmers in the rural areas of Pakistan have been provided affordable finance for crop cultivation along with technical supervision and training on best practices. The resulting increase in crop yields has generated higher incomes for the farmers remarkably improving their standards of living.

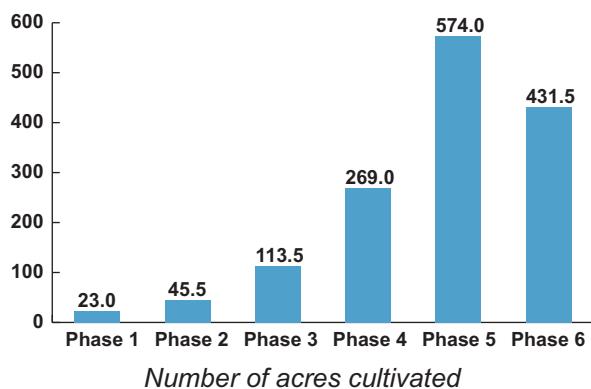
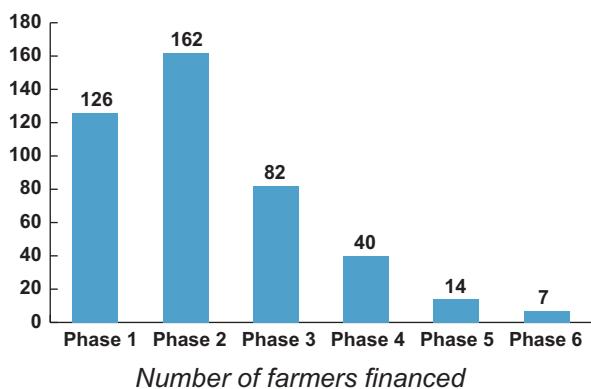
Till the end of the sixth phase, a total of 431 farmers had benefitted from the project, amounting to 1,457 acres being cultivated under OSDI's supervision and guidance. In the fifth cycle of financing, wheat was cultivated by 162 farmers in 11 focus villages located

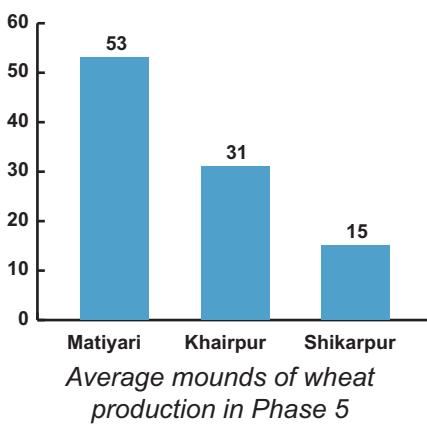
in districts Matiari, Shikarpur and Khairpur. The total area cultivated increased from 269 acres in fourth cycle to 574 acres in the fifth cycle. Farmers in Matiari, for example, performed exceptionally well cultivating 13,438 mounds of wheat in their farms which generated an average of PKR 47,227 per farmer in phase 5. To compare the crop yields of beneficiary farmers, a Control Group of farmers is identified who have similar land and economic conditions except

they do not receive OSDI's assistance. Crop yields of the Control Group of farmers on average were 15-20 mounds lower than OSDI assisted farmers. This helped assess OSDI's program especially the use of better quality inputs and modern farming.

The beneficiary farmers received training on land preparation, methods of seed sowing, and nutrient management among other things. OSDI also organized community based capacity building to beneficiary farmers by providing training on field preparation, water management, applications of farming inputs etc. in each crop cycle.

In order to recommend the best inputs in OSDI's focus villages, soil tests were conducted to assess acidity, texture, and electrical conductivity in the land prepared for cultivation. Results





revealed high acidity levels that adversely affected soil fertility and crop yields in some areas. In response, humic acid and bio-fertilizer were recommended and distributed among the farmers, which had the dual benefit of lowering soil acidity and activating micro-nutrients in the soil. Moreover, higher yielding varieties of cotton seeds were selected for sowing in the crop cycle at the recommendation of OSDI's agriculture experts. The resultant crop yield was 20 mounds of cotton per acre on average, which was impressive considering the crop devastation in other areas due to monsoon rainfall.

season, 81 households in Khairpur and Matiari planted the cotton crop while farmers in Shikarpur prepared their paddy fields for rice cultivation. In Shikarpur district, beneficiary farmers managed to produce 49 mounds of rice per acre. After repaying their loans the farmers have earned an additional income of PKR 7,100 per month in Phase 6. Farmers in Matiari and Khairpur, despite heavy rains, managed to cultivate over 10 mounds of cotton in phase 6. Households in

There was a fivefold increase in the monthly incomes for beneficiary households in district Matiari. Average monthly income increased from PKR 1335 in the fourth cycle to PKR 7,871 in the fifth cycle.

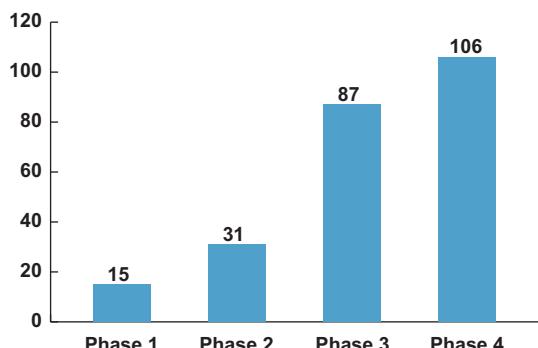
Crop yields of the OSDI assisted farmers on average were 15-20 mounds higher than the control group of farmers which shows the impact of better quality inputs and modern farming.

Matiari generated an additional monthly income of PKR 3,892 on average, while farmers in Khairpur made an additional monthly income of PKR 5,090 on average from cotton cultivation. The Agricultural Development Project in 3 years has been a landmark initiative for improving knowledge sharing, agricultural productivity, and incomes

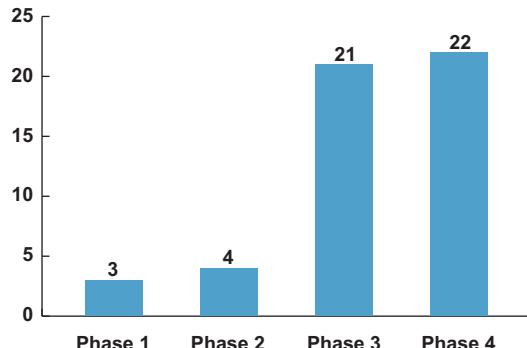
of the farmers. In the forthcoming phases OSDI intends to increase coverage of the project to at least 100 farmers in each district.

Livestock Development Project

Livestock animals are a prized asset in rural communities as they provide a safety net against economic shocks and are a vital source of nutrition in the form of meat and dairy products. The Livestock Development Project aims to improve incomes of rural poor by providing affordable loans for purchasing livestock animals along with expert guidance on fat-fattening, livestock health, and profitable breeding. Beneficiaries, who meet set criteria of socio-economic vulnerability, are identified and provided with small loans to purchase livestock animals. Furthermore, the beneficiaries are also given technical supervision by an OSDI appointed



Number of livestock animals financed under Livestock Development Project

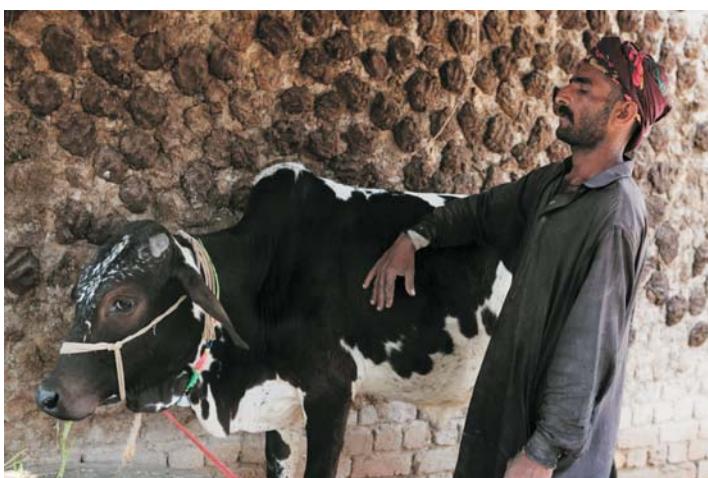


Number of farmers financed under Livestock Development Project

veterinarian doctor that advises and trains households on best practices such as fat-fattening, vaccinations, de-worming and quality healthcare.

Trainings and workshops are held by OSDI in collaboration with the local Livestock Husbandry Department where the beneficiary households are informed about technical aspects of livestock grazing which include de-worming, timely vaccination, silage preparation, shed building, disease prevention, overall animal health, and compound feed preparation

By the end of the fourth phase, 50 households had been facilitated with 239 livestock animals. Out of the total, 189 were male goats purchased for fat-fattening to be sold for a profit at the end of the cycle. The remaining 50 she goats were given to ensure herd increase and asset creation. The gradual increment would over time increase the wealth of the farmers while the milk from the she-goats would supplement the nutritional intake of the households. 8 families were facilitated in purchasing 40 goats in district Matiari. Each beneficiary purchased



5 goats out of which 1 female goat was to be used for herd increase and supplementing daily nutrition, while the remaining 4 male goats were to be sold after fat-fattening. On average, PKR 7,880 worth of vaccination and animal fodder per household were also provided for the livestock animals. By the end of the fourth phase, each household on average earned revenue of PKR 55,243 after selling the male goats while retaining a she goat valued at PKR 9,500.

Additionally, 900 kilograms of Vanda feed was given to the beneficiary farmers. The livestock feed with its high nutritional value is ideal for animal fat-fattening and improving overall livestock health.

14 beneficiary households in district Khairpur bought a total of 70 goats, out of which 56 were male goats and 14 were female goats. The households were also facilitated in vaccinations

Livestock Development Project
Phase 4 beneficiaries in Khairpur had savings worth Rs 37,701 each on average.

and animal fodder by OSDI. At the end of the project, the goats were sold for PKR 74,907 on average which generated an additional monthly income of PKR 2,922 at the end of the phase. The boost in income and the asset value of the female goats increased the total net worth of every household by PKR 37,701

on average at the end of the phase.

The Livestock Development Project will increase its outreach to more farmers with the objective of enhancing incomes and creating assets in future.

Small Rural Enterprises Project

Disparities in land ownership, dwindling agricultural incomes, and harsh economic realities are compelling many young people residing in rural Pakistan to seek their fortune in occupations other than farming and livestock grazing.



To channelize the immense potential and ambition of the enterprising youth in its focus communities, OSDI initiated a pilot Small Rural Enterprises Project in May 2012. The project aims to diversify sources of income for unemployed young people by assisting educated youth in starting up small businesses.

Educated youth who have a potential business idea but no access to capital develop a business plan, conduct market feasibility and are provided with affordable microfinance to start

a small business. Aside from financial assistance and planning their business, the selected candidates are also provided assistance and training on improving their management, finance, and entrepreneurial skills by OSDI.

In the pilot phase, two female candidates who wanted to start a tailoring business have been assisted with their business plan and market feasibility, and provided with microcredit to purchase initial supplies & materials. For the next phase of the project, feasibilities are being conducted for mobile shops, grocery shops, transport services, fish farming, dairy farming, and handicrafts etc.

Through the project, OSDI aims to instill a drive among the young and educated people in its focus communities to broaden their economic horizons through their own efforts. OSDI aims to increase coverage of the project to Mardan and Shikarpur districts in the coming years as well.

Community Development Fund

Participative development is an integral part of OSDI's overall poverty alleviation strategy. In order to empower communities to be drivers of their own development, OSDI encourages contribution and financial participation in overall community development. A Community Development Fund has been initiated to channelize a percentage of the savings and incomes generated from the Livelihood Assistance Program towards health, education, water & sanitation projects. Village Committees comprising of Community Representatives

(CRs) would be set up to provide assistance, oversight, and facilitating of the fund. After each crop cycle all individual contributions are pooled in and deposited in a bank account managed by a Village Committee.

Projects would be prioritized by the consensus of the community during village meetings with OSDI providing external evaluation and oversight. Community Development Fund would go a long way in encouraging a collective sense of responsibility and accountability in the community. Also, through this process, OSDI hopes to instill a sense of collective ownership of the projects that would be financed from the fund.

Community Committee Fund

Financial literacy has yet to reach the majority of rural communities. To generate awareness about financial literacy and savings, OSDI initiated a Community Committee Fund in village Mari Muhammad Khan district Matiari.

It is the first committee fund of its kind on a community level. Before the Community Committee Fund was formally started, a few sessions on financial literacy awareness were held by OSDI staff at informal village gatherings.

The Community Committee Fund works by all beneficiaries voluntarily pooling monthly or weekly payments (of a pre-determined amount) into a cumulative fund. Periodically, one

beneficiary gets a lump sum payment through a lucky draw. The time span depends on the number of beneficiaries contributing towards it. The fund is dissolved and restarted after all beneficiaries have received their share of savings from the fund.

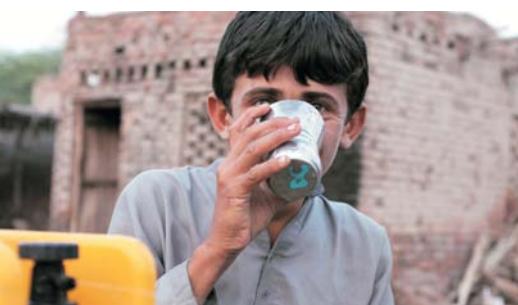
53 beneficiaries including OSDI field staff are taking part in the Community Committee Fund. Till December 2012, nearly half of the participants had had a chance to withdraw their savings. The fund has enabled many beneficiaries to put their earnings to productive use by investing in assets. For example, Jan Muhammad bought a buffalo for dairy farming from the money he withdrew from the fund. According to him, he would have had to undertake loans from informal moneylenders had it not been for the Community Committee Fund. The project illustrates how even small financial instruments can bring about a positive change in peoples' lives. After the success of financial literacy training in Mari Muhammad Khan, OSDI plans to replicate it in other focus villages as well.



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book - boy - bht



Community Development Program



Health

PRIMARY HEALTH CENTERS

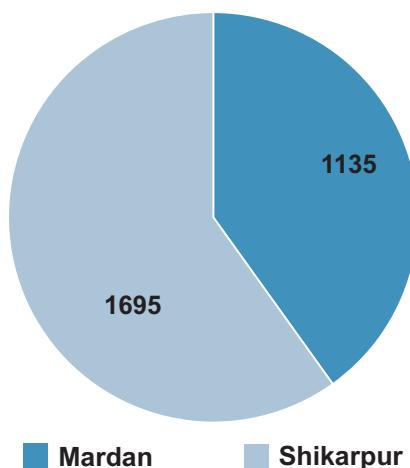
Rural communities in Pakistan lack access to quality healthcare facilities which increases the risk of disease, health complications, and high mortality.

OSDI has set up Primary Health Centres(PHC) in Mardan and Shikarpur district that serve as medical focal points for the nearby communities. The objective of the PHC is to provide primary healthcare in focus communities where there is a lack of health infrastructure. The PHCs provide treatment and medicine through OSDI appointed qualified healthcare professionals to the community. In 2012, the PHCs provide coverage to 23 villages containing 3,874 households with a total population of 28,675 potential beneficiaries.

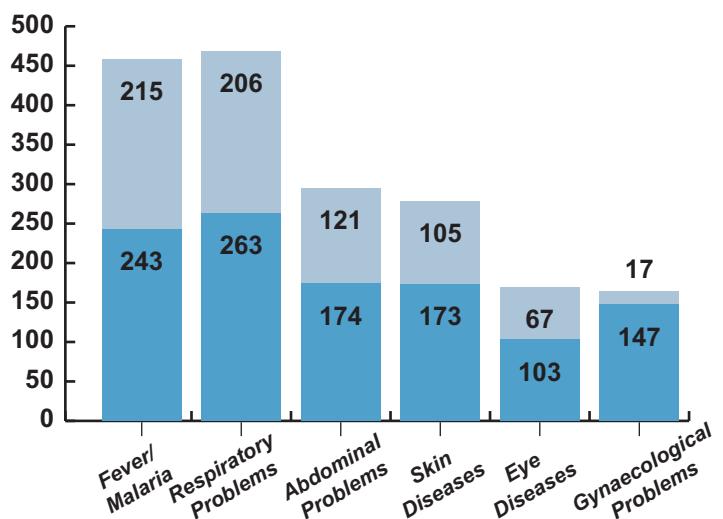
	MARDAN	SHIKARPUR
Households	1,874	2,000
Population	12,675	16,000
Villages	8	15

Coverage of Primary Health Centers

Till date, 2,830 patients have been provided affordable treatment and medication for commonly occurring illnesses by the PHC staff. The communities save precious time and money that would otherwise be spent on ineffective medical care by unqualified practitioners.



Number of patients treated at the PHCs



Number of cases of each ailment treated at the PHCs

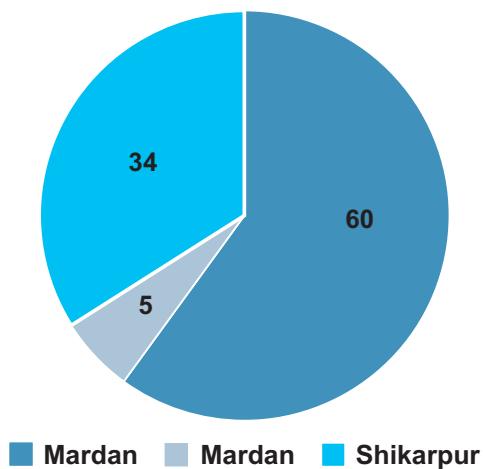
The PHCs have also served as a focal point during various OSDI initiated health campaigns such as immunization against Polio and Tetanus, Hepatitis screenings & vaccinations, and school health initiatives in which school-going children undergo free medical check-up, consultation, and de-worming. Next year, existing medical services will be improved by adding new value added services such as a collection point for laboratory tests, an ambulance service, and waste management to better serve focus communities.

GENERAL MEDICAL CAMPS

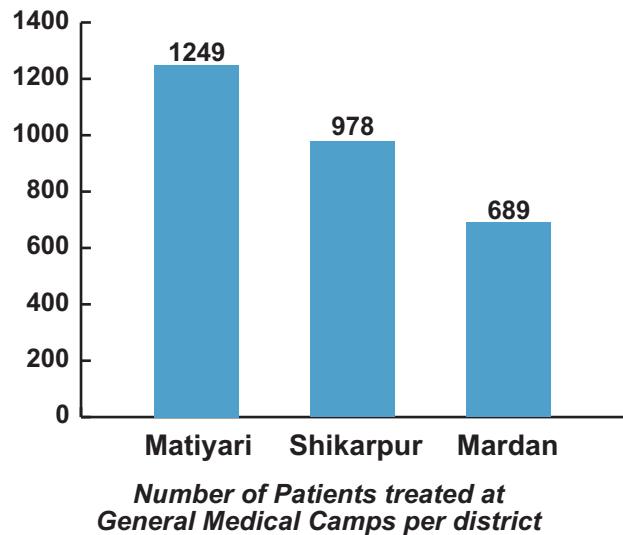
Lack of access and costly medical treatments in urban and semi-urban areas are the prime reason rural communities continue to seek unqualified health practitioners near their own villages rather than modern health facilities. To address the issue of access, OSDI has been

running weekly General Medical Camps to bring qualified medical practitioners from nearby towns so that the focus communities can seek timely and cost-effective medical help in their proximity. The mobile camps are held on a rotational basis in different focus villages of OSDI. This also ensures rapid response in emergency situations such as disease outbreaks, floods and other natural calamities. Patients are provided quality medical care and treatment for a nominal fee by medical health practitioners employed by OSDI.

111 General Medical Camps have been held in OSDI focus districts of Matiari, Shikarpur, and Mardan up till December 2012, in which 2,916 patients have been treated and 168 referrals have been made. Aside from dispensing treatment, the General Medical Camps have been sites of various hygiene and sanitation campaigns as they tend to generate activity and interest in the communities.



Number of General Medical Camps held per district



Number of Patients treated at General Medical Camps per district

OSDI has identified active Community Representatives who assist in marketing and management activities of the camps. In future, the Village Committees comprising of all the Community Representatives will be responsible for organizing the camps while OSDI takes a supervisory and monitoring role. It is expected to inculcate ownership of quality healthcare in the community and reduce the overall incidence of diseases.

HEPATITIS PREVENTION AND CONTROL PROGRAM

Hepatitis is estimated to be the third most prevalent disease in Pakistan with 15 million people affected; one in every 10 Pakistanis is afflicted with Hepatitis. Hepatitis related complications exact a huge psychological and physical toll on its victims as they are unable to lead fulfilling and economically productive lives. Moreover, the cost of treatment and medication becomes a huge financial burden as well.

Health surveys conducted by OSDI pointed to a high occurrence of Hepatitis in OSDI's communities. In response, OSDI in conjunction with Sindh government has implemented a

The cost of treating Hepatitis amounts to eight times the average monthly household income in rural communities.

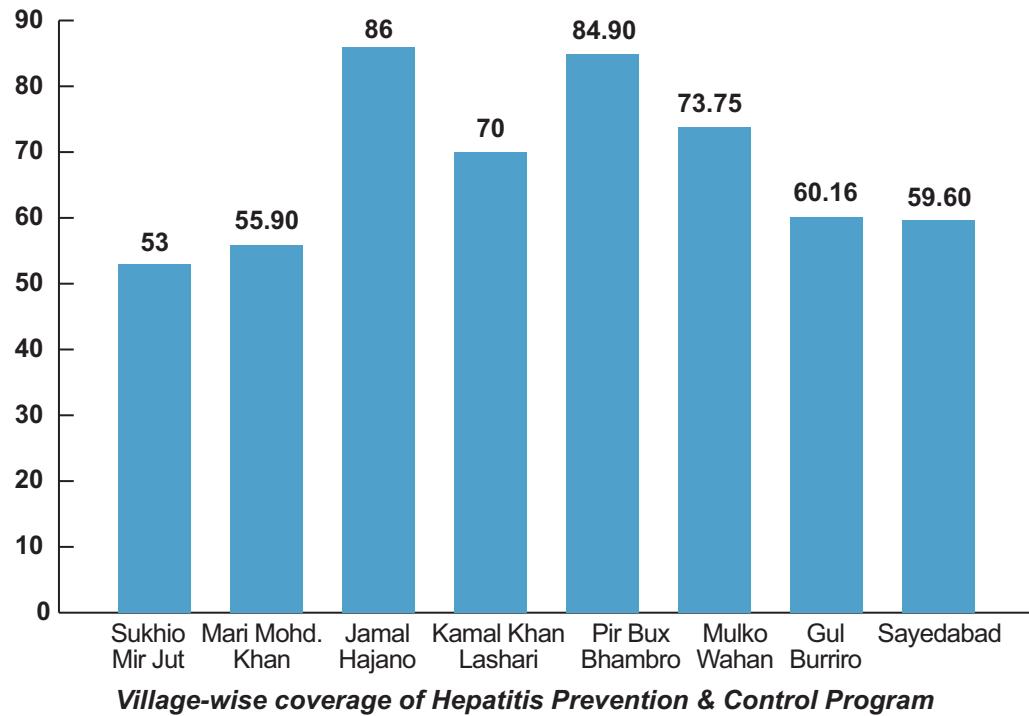
comprehensive Hepatitis Prevention & Control Program to combat the disease in its focus communities in Matiari, Shikarpur, Khairpur, and Mardan districts.

As of December 2012, 6,482 beneficiaries have been screened for Hepatitis B & C, out of which 6,292 beneficiaries have been vaccinated. 93 patients were under treatment for Hepatitis B & C infections while 95 patients had successfully concluded treatment. The cost of screening has been undertaken by OSDI, while vaccination and treatment has been borne by the Sindh government.

Treatment Phase	Beneficiaries
Screening	6,482
Vaccination	6,292
Treatment	188

Hepatitis Prevention and Control Program Coverage

The Hepatitis Prevention & Control Program has had a revitalizing effect on many beneficiaries' productivity and capacity to earn. Vaccinations have brought future outbreaks of the disease under control while treatments have improved health and quality of living for the beneficiaries.



Steady progress has been made in Khairpur and Matiari districts where 75% and 60% of the population has been inoculated against the disease, respectively. There are plans underway to increase coverage in Shikarpur and Mardan districts in the coming year. By the end of 2013, OSDI aims to have 100% coverage of the Hepatitis Prevention Control Program in all 15 focus villages, benefitting a total of 3,317 households or 20,889 individuals.

DRIVE TO ERADICATE POLIO

Pakistan remains one of the few countries where new polio cases are still discovered. To make matters worse, polio vaccination campaigns sometimes face resistance by host communities due to misinformation and lack of awareness.

To combat polio, OSDI facilitates government initiatives on screenings and vaccinations in its focus communities. As of December 2012, 2,323 children had been administered the vaccine

in 14 villages in Shikarpur, Khairpur, Matiari, and Mardan. OSDI's health facilities such as the Primary Health Centres serve as vaccine storage points and are also the designated areas for vaccination by government health practitioners.

Furthermore, OSDI also provides logistical support to raise awareness and ensure maximum turnout in its focus villages. By end of 2013, all children till the age of 5 will be immunized from polio in OSDI's focus villages.

MATERNAL AND CHILD HEALTHCARE PROJECT

Maternal Mortality Ratio in Pakistan stands at 276 per 100,000 live births while 1 in every 10 of the newborn does not survive past their fifth birthday. Infant Mortality Rate and Maternal Mortality Ratio both are highest in the South Asian region. At the current rate, the UN roadmap to improve maternal health and infant mortality which were outlined in the Millennium Development Goals will not be achieved by 2015 in Pakistan. Most of the deaths, however, are preventable if timely healthcare is provided to the mothers and their infants by Lady Health Workers (LHWs) and qualified birth attendants.

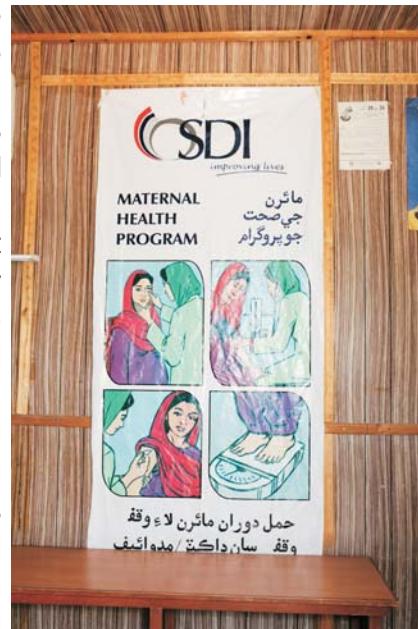
OSDI has initiated a Maternal and Child Healthcare Project that aims to promote safe motherhood and childcare by improving practical skills of Traditional Birth Attendants (TBAs) and Lady Health Workers (LHWs) through training and capacity building.

OSDI initiated a 6 day training program where qualified doctors trained 24 health workers from districts Matiari and Khairpur. The participants comprised of Lady Health Workers and TBAs from the focus communities. This was followed by a 6 month monitoring period in which the supervising doctor provided assistance to all participants who guided pregnant women and all females of Child Bearing Age (CBAs) in the communities on issues such as safe motherhood, health, and nutrition. The participants were provided with basic medication and equipment for routine checkups under direct supervision of the doctors and OSDI's health personnel.

OSDI has been keeping a record of maternal health by periodically surveying pregnant women and all females of Child Bearing Age. They are provided with pre-natal & post-natal medical checkups, and referrals to secondary & tertiary medical care facilities if the need arises. This is done so as to pre-empt complications during pregnancies.

69 pregnant women in district Matiari and 37 pregnant women in district Khairpur have had pre-natal checkups under the project so far. Health awareness regarding pre-natal care, child birth, and post-natal care has also been imparted to pregnant women and CBAs to create awareness. A total of 24 deliveries have been administered by OSDI trained Traditional Birth Attendants and Lady Health Workers operating in the community.

Awareness sessions by LHWs under the project will encourage a positive change in behaviour towards better care of newborns and mothers during labour. The awareness is expected to be passed on to other women of the community in the future as well.



SCHOOL HEALTH PROJECT

The students at OSDI educational facilities are not only taught academic subjects but are also made aware on issues pertaining to health and hygiene by OSDI's health personnel. They are provided medical checkups that include screening, consultation, and treatment for commonly occurring diseases free of cost in schools run by OSDI. By covering personal health & hygiene, nutrition, physical activities, and substance abuse, the school health initiative aims to bring a

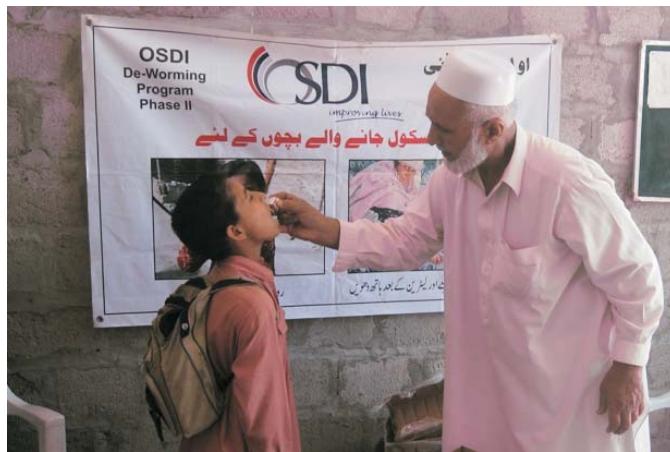
positive change in behaviour of the school children, enable them to take better care of themselves, and promote healthy living in their communities.

SCHOOL-BASED DE-WORMING PROJECT

Children in rural areas are susceptible to abdominal diseases due to contaminated water, inadequate nutrition, and personal hygiene. Sometimes such health complications can even become fatal. The OSDI initiated school-based de-worming project is creating awareness on abdominal diseases among the children and inculcating healthy habits to minimize their incidence.

OSDI provided 2,000 children with de-worming medication to enhance immunity against abdominal diseases. In addition to the de-worming medicine, they were also provided nutritional supplements in the form of milk and fortified biscuits.

2,000 students were immunized against abdominal diseases through the School-based De-worming Project.



Ten de-worming camps were set up in OSDI schools and informal village gatherings in district Shikarpur, Khairpur, and Matiari. Students participated in interactive sessions on hygiene and healthy living. This resulted in a marked increase in school attendance in all focus communities. The reason health and hygiene programs are run in OSDI schools is to promote interest of the youth on the myriad benefits of attending school. Better health of the school going children will also encourage others to send their children to school.

Education

TEMPORARY LEARNING CENTRE

Pakistan has the 2nd highest per capita population of out of school children; an estimated 25 million Pakistani children have no access to education. Moreover, one in every three rural women has never attended formal schooling. Multidimensional poverty and prejudicial attitudes constrain a household's ability to provide education for their young, which in turn limits their future economic opportunities, perpetuating a vicious cycle of poverty. OSDI's policy on education aims to provide

42% of children are deprived of education in Pakistan.



primary literacy to school-aged children who are out of school due to a lack of physical or financial access to education.

The Temporary Learning Centre (TLC) initiative, since its inception in February 2011, has established two fully functioning educational facilities in village Malhee, district Shikarpur and village Kamal Khan Lashari, district Khairpur.

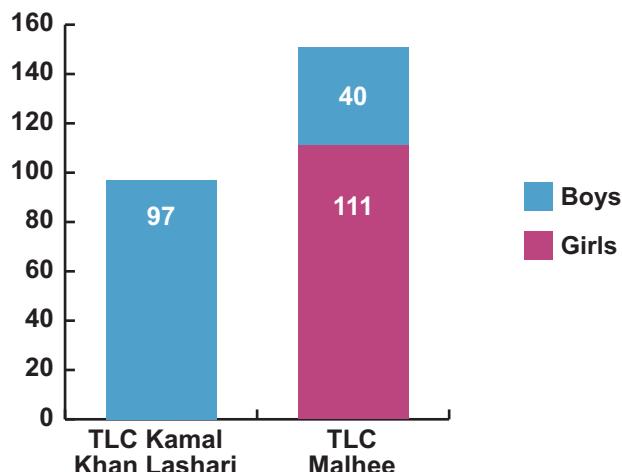
The TLCs have been setup with close consultation and coordination with the communities.

Children take classes on primary literacy given by educated youth appointed as teachers by OSDI. This includes subjects such as Sindhi, English, Mathematics, and Islamiat. There is strong emphasis on regular attendance both by the students and teachers which is

a testimony of their enthusiastic demand for formal schooling. Books, uniform, curriculum, and shoes are provided in partnership with the local government to improve quality and encourage enrolment among the children. In total, 248 students are at the two TLCs; 151 students are at the TLC in Malhee and 97

In village Kamal Khan Lashari, OSDI's Temporary Learning Centre is the only school for girls in the vicinity.

students are in the TLC in Kamal Khan Lashari. All the students at the TLC in village Kamal Khan Lashari are girls as part of OSDIs special emphasis on female literacy in its focus communities.



Number and gender composition of the students at Temporary Learning Centers

Aside from basic literacy, the students are provided free medical consultation and treatment in partnership with OSDI's health projects. Students are also made aware of issues pertaining to health and hygiene in order to encourage a positive change in their behaviour. Households who otherwise could not afford or were hesitant on sending their children are providing primary education to their children for the first time. It is expected that skills picked up from their schooling will enhance their future livelihood prospects having a transformative effect on the lives of the poor communities.

The communities have been enthusiastic participants in the TLC projects. Space for both the TLCs was donated by the community and parents play a vital role in ensuring their children are regularly attending classes rather than demanding labour work out of them. Next year, the construction of a formal school building will be completed to accommodate more than 200 students enrolled in the TLC in Malhee. The newly constructed 5 room concrete structure will hold more capacity and would be better equipped for educational activities. More educated youth will be hired as teachers and the school will be registered with the local government. The district education department has indicated that once the students at the TLCs have completed their primary education they would be facilitated in the nearby government secondary schools in their respective districts. In the long run, OSDI intends to transfer management of the TLCs to Village Committees consisting of several Community Representatives so they have an active stake in equipping their future generations with primary literacy, and in acquiring new skills for alternative livelihood opportunities.

SCHOOL ADOPTION PROJECT

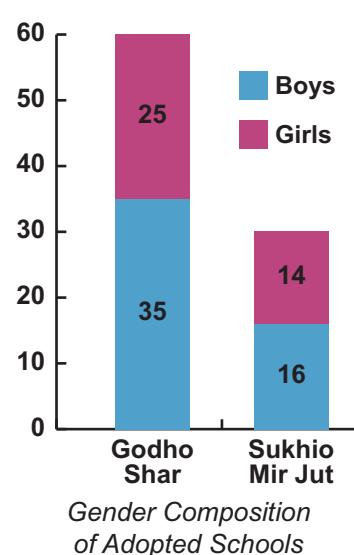
There is a high prevalence of government schools that are abandoned, under-performing or being used for non-educational purposes. Despite their physical presence, children of those communities are deprived of education. The School Adoption Project aims to resume primary literacy in non-functional government schools by formally adopting them in order to improve quality and build capacity.

OSDI has adopted two government schools in Godho Shar in Shikarpur district and Sukhio Mir Jat in Matiari district, with the support of Government of Sindh and Sindh Education Foundation, respectively. The adopted school at Godho Shar was being utilized as a warehouse for livestock feed, while rampant absenteeism of teachers and students rendered the Government Primary Boys School in Sukhio Mir Jat unable to function. The adoption process was implemented with consensus from the communities who were eager to commit to managing the school and making it sustainable.

OSDI invested in renovation and repairs in order to start classes.

Educated youth from the focus communities were trained and appointed as teachers. 30 students have been enrolled in the school in village Godho Shar out of which nearly half are girls. For many of these girls, this is their first experience of formal education. In Sukhio Mir Jat, 2 teachers were trained and appointed. 60 students have been enrolled out of which 25 are girls.

District level government officials in Shikarpur and Matiari districts also endorsed the schools and pledged to bring them under the government monitoring and evaluation processes. Similar to the Temporary Learning Centres, children are also made aware of health and hygiene issues through various health initiatives such as school based de-worming, clean drinking water provision, personal hygiene, hand washing, and importance of nutrition so that a healthier lifestyle is inculcated



in them. Skills acquired through primary literacy will help the students not only in conducting their personal affairs in a more organized and better way, but also diversify employment opportunities for them in the future.

The school adoption program is a partnership between the government, civil society, and the focus communities collaborating to improve access to primary literacy in rural Pakistan.



EDUCATION SURVEY IN MARDAN

An education survey was completed by OSDI in December 2012 in district Mardan. The objective of the survey was to assess the state of schools in focus communities so projects best suited to the needs of the communities can be designed.

The survey mapped seven government schools in villages Syedabad, Nawakally, Pirsai, and Badam. The results showed that government negligence has led to the schools being unable to provide quality education to the children of the communities. Among other problems, the survey highlighted a lack of qualified teachers available in the nearby villages; regular absenteeism of both teachers and students; an inadequate infrastructure especially in terms of furniture and other teaching materials; and poor sanitation & unclean drinking water. A strategy is being designed to fill these gaps in the focus villages in the coming year. OSDI's Education policy emphasizes working with the local government by adopting schools and building their capacity in partnership with the district officials.

TEACHERS' TRAINING WORKSHOPS

OSDI organizes professional teacher training workshops annually to build the capacity of teachers in its adopted schools and TLCs in the focus communities. An experienced and reputable master trainer is hired to train teachers covering areas such as lesson planning, record keeping, registration of students, and teaching multi-grade classes. The teachers are encouraged to give their feedback regarding their teaching experience and seek advice on resolving problems they face while conducting classes. A pre-training and post-training evaluation is taken of all teachers by the master trainers to gauge their progress. The second professional teacher training workshop was held at district office in Shikarpur in July 2012. These workshops aim to improve in the teaching methods and techniques of OSDI teachers leading to better quality of education imparted by them.

Clean Drinking Water

FILTRATION SYSTEMS

Water is essential for life, yet contaminated water is the source of many diseases especially in rural areas with poor access to safe water and sanitation. Absence of water filtration infrastructure, lack of awareness and recurring floods have led to frequent outbreaks of water borne diseases, with a disproportionate number of cases in the rural areas. Treatment and medication for such diseases tends to be a significant drain on the households in poor communities.

Water-borne diseases account for 60% of the health complications in OSDI's focus communities

In response, OSDI is implementing an integrated strategy focusing on access to clean drinking water. OSDI is continuously conducting different water quality tests with the help of Pakistan Council for Research on Water Resources (PCRWR) in all its focus communities to identify the nature, source, and extent of contamination. These tests help in identifying the appropriate solution that can remove the exact microbiological, chemical, or physical contamination. For example, where the contamination has been microbiological in nature due to poor hygiene and unclean utensils, OSDI has been distributing compact and effective water cleaning solutions

such as water purifying jerry-cans, aqua tabs and other portable water filters. As of December 2012, 1,773 households located in Matiari, Shikarpur, and Khairpur districts have benefitted from these water filtration systems. Simultaneously, OSDI emphasizes on preventing water-borne diseases by improving hygiene and sanitation in its focus villages with regular targeted campaigns that raise awareness.



A water purifying Jerry-can is a 20 liter plastic container that effectively filters out microbiological contamination. One jerry-can on average filters 20,000 liters of water. 71 Jerry-cans have been distributed in OSDI focus villages in Shikarpur and Khairpur districts. These Jerry-cans have been placed in all schools in the focus communities where they are providing access to clean drinking water to the students. Water purifying tablets dissolve in water making it safe for drinking. Their portable and convenient nature makes them ideal for rural households with poor sanitation and hygiene. As at December 2012, OSDI has distributed 485,920 tablets in its focus communities, out of which 173,100 have been distributed in Shikarpur district, 136,020 tablets in Khairpur district, and 176,800 in Matiari district.

Portable filtration solutions provided by OSDI have the capacity to provide 8 liters of clean water for daily consumption to 1773 households in 15 focus

Solution	Shikarpur	Khairpur	Matiari	Total
Aquatabs	173,100	136,020	176,800	485,920
Lifesaver Jerry-cans	17	54	-	71

Distribution of water filtration systems

WAY FORWARD

OSDI is refocusing its research on improving quality of water by removing physical as well as micro-biological contamination. Previous data suggests that eliminating microbiological contamination alone did not reduce the incidence of abdominal diseases. Extensive quality tests revealed that there was a high concentration of Totally Dissolved Solids (TDS) present in the ground water sources in some of the host communities that made the water unsafe to drink. The new strategy is going to focus on identifying sites that have comparatively acceptable levels of TDS and subsequently reducing the microbiological contaminants. Beginning with village Mulko Wahan in Khairpur district, OSDI conducted water quality tests to analyze physical and chemical contamination at multiple sites and at multiple depths in order to locate potential sources where there were acceptable levels of TDS as per standards set by the World Health Organization.

After identifying a source of water that is relatively safe in terms of physical and chemical quality, a motorized pump and water tank will be installed to facilitate use and storage. Over and above that, households would also be given water purification tablets to remove microbiological contamination that can occur at the point of use because of unclean utensils and poor hygiene.

In the long run, OSDI aims to decrease water-borne diseases in the community by focusing on preventive measures such as improvement in sanitation through targeted hygiene awareness campaigns. Ultimately, this will create savings by decreasing health related expenditure in poor households.

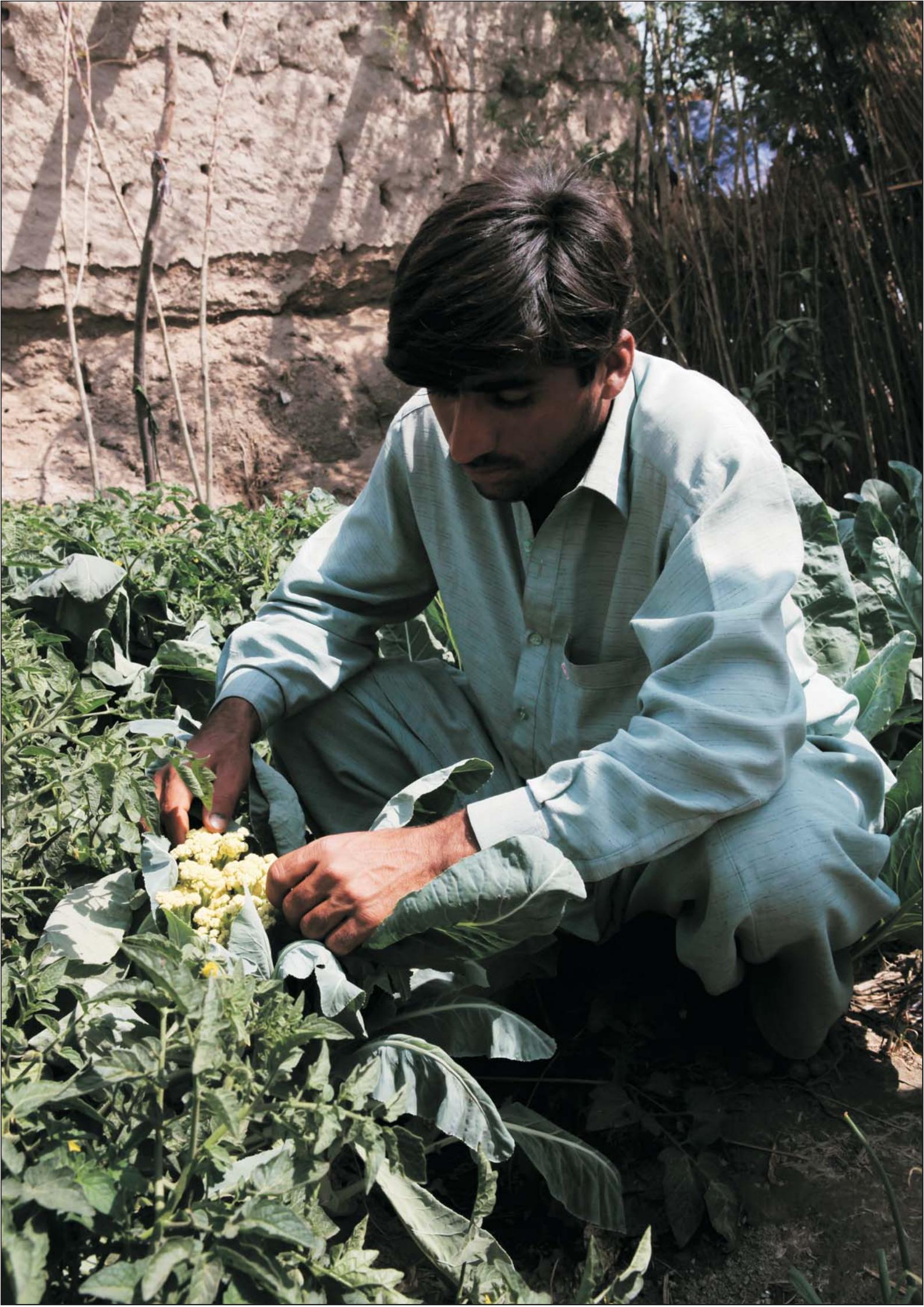
Infrastructure Projects

IRRIGATION CANAL PROJECT

In the absence of a proper irrigation channel, the communities living near village Nawakally located in Mardan district were dependant on rainwater for cultivating crops. Unpredictable water scarcity led to crop failures, low yields, and lower agricultural output for the farmers making them vulnerable and food insecure.

OSDI inaugurated the Irrigation Canal Project for the community in July 2012 at a ceremony attended by town elders, farmers, and community representatives. This irrigation canal can now irrigate up to 50 acres of community farmland supporting 32 households. A 35 feet trench has been dug that serves as a base for water boring done at the depth of 125 feet underground. A motorized water pump has also been installed at the base of the trench that siphons water from the aquifers and sends them into a water tank constructed at ground level from where fields are irrigated. With rainwater, farmers were restricted to harvesting 15 mounds of wheat per acre at best. After the construction of the irrigation canal, crop yields are expected to double, bringing an increase in productivity and incomes for the farmers. A reliable source of water would, for the first time, enable the farmers of the community to grow two cash crops instead of just one annually. This crop diversification would insure against the risk of losses or bad harvests of one crop to be offset by the potential gains from the other crop.







Food Security Program

Kitchen Garden Project

According to the National Nutritional Survey, around 60% of Pakistanis suffer from food insecurity. In Sindh alone, an estimated 72% of households are food insecure making it the most food deprived province in Pakistan.

Various factors such as rising food prices, floods, natural disasters, poverty, armed conflicts, energy crisis, and political instability have exacerbated the problem. Pakistan ranked 75th out of 105 countries in the Global Food Security Index 2012.

Seed and fertilizer are provided by the OSDI to the beneficiaries for the purpose of growing the seasonal vegetables in their homes. The vegetables grown from these seeds can be cultivated for 4 to 6 months. OSDI appointed agricultural experts also dispense training and consultation to the vegetable farmers so that the beneficiaries get the maximum yield from their kitchen gardens. In the future, farmers would be encouraged to undertake the procurement of seeds and fertilizer themselves rather than seek OSDI's assistance.

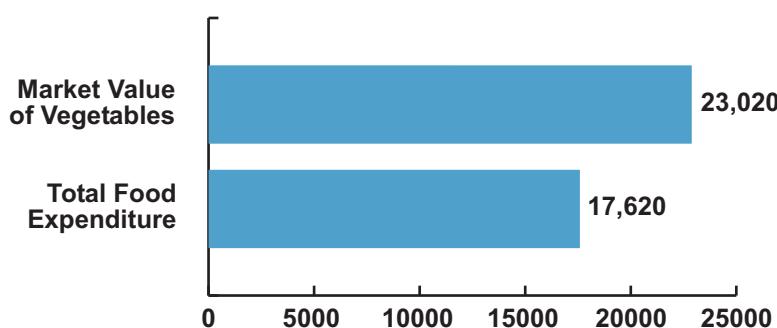
Vegetables from the Kitchen Gardens provide daily nutrition of 600 calories per household.

Ensuring food security is an important part of OSDI's poverty alleviation strategy because it improves the capacity of vulnerable households and provides them with a safety net against income fluctuation. Moreover, consuming vegetables improves health of the families and decreases medical expenses. By November 2012, OSDI had implemented two successful phases of the Kitchen Garden Project in Shikarpur, Matiari, and Khairpur districts in Sindh. In the initial phase from November 2011 to March 2012, seeds of onion, spinach, turnip, rich gourd were distributed among the beneficiaries along with fertilizer, pesticides, and training on land preparation.

A total of 113 households took part in the first phase, cultivating vegetables on 26,400 sq. feet of previously unutilized land. The average household cultivated PKR 23,020 worth of vegetables during four months of the project. PKR 2.6 million of vegetables were cultivated by all the households during the project. For every square feet of kitchen garden planted, a PKR 100 worth of vegetables were cultivated.

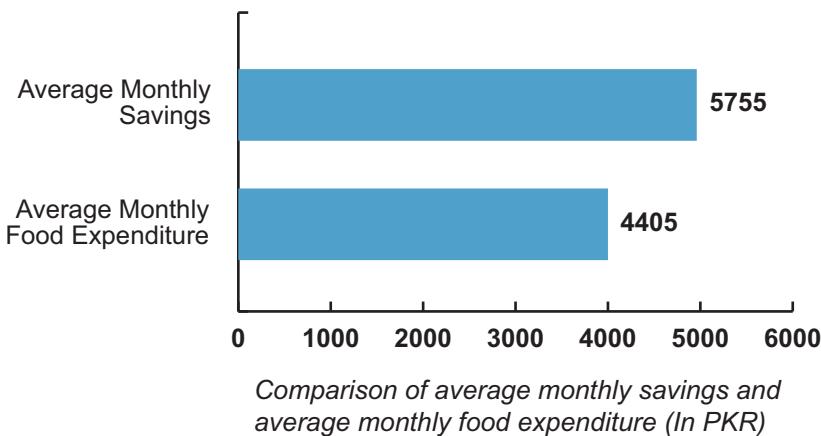
Owing to the success of the first phase, beneficiary households increased to 120 in the second phase. Seeds and fertilizer for growing okra, beans, bitter gourd, and sponge gourd were distributed along with fertilizer and pesticides.

The beneficiaries were routinely provided consultation and feedback from OSDI's agricultural experts and field staff. Some of the beneficiary households who produced excess vegetables sold some of their produce or gifted it to their neighbours & relatives, which further improved community cohesion and goodwill.

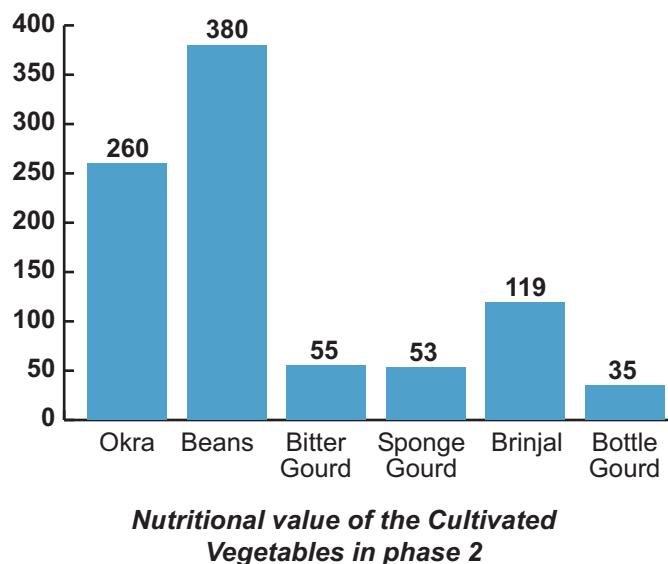


Comparison of total monthly savings and food related expenditure (In PKR)

The average monthly savings from the project were PKR 5,755 per household. The savings were significant considering the average monthly food related expenditure of households, according to the baseline survey, was PKR 4,405 before the project. This means that they were able to consume more food than before through the kitchen gardens.



The vegetables from the kitchen gardens supplemented 600 calories per day per beneficiary household, improving their health and nutrition. As a testament to the project's success, many people in the community who were not part of the project, have also started growing their own vegetables in their homes leading to a positive multiplier effect on the whole community. It is expected that this will lead to a culture of self sufficiency and food security in the form of locally grown food in these communities. Easy access to home grown vegetables has not only improved household nutrition but also made the households secure from food inflation and market supply shocks.







Exit Strategy

Over 4 years, Organization for Social Development (OSDI) has dedicated its efforts to implementing multiple programs, documenting results, and analyzing outcomes in terms of poverty alleviation and sustainable development in rural communities of Pakistan. It has been a tremendous learning experience and with the research outputs at hand, the next phase for OSDI is to test whether its policies can be scaled up and replicated in order to plan for advocacy at the national level.

OSDI's study of poverty in rural areas has been focused on 11 villages in Sindh and 4 villages in Khyber-Pakhtunkhwa. As the successful results demonstrate, OSDI needs to now plan for exit out of these communities and gear its efforts towards knowledge-sharing and advocacy. For the sustainability of initiatives that are already in place, it is critical that the exit strategy be carefully planned and implemented.

As OSDI progresses towards the exit strategy, Community Representatives (CR) have been identified and made responsible for every project in each focus community. The CR is usually a beneficiary of the project and is a knowledgeable and sociable person who is well respected in the community. Over the next year, OSDI will invest in the CRs' families so that they can be transformed into model citizens of the community who are on the path to economic prosperity and upward social mobility. This assistance can be a small grant to improve health, education, access to clean water & sanitation, or livelihood for the CRs' families.

In the past, all programs have been managed by OSDI's field teams that live and work in the focus communities. Recently, OSDI has begun mobilizing beneficiaries of programs to contribute to it so that it can be scaled up and the outcomes can be multiplied. The CRs have been assigned responsibilities related to monitoring and evaluation of the programs which will be gradually increased



to include management and operations as well.

The different CRs of each project in a village make up the Village Committee that will ultimately become the Community-Based Organization responsible for management and operations of the development initiatives in the long-term. Ultimately, the exit strategy calls for the beneficiaries to pool in available resources within the community to run the programs on their own sustainably. To bring financial empowerment in rural communities, OSDI emphasizes the commitment of communities to spearhead their own socio-economic development as demonstrated by their complete ownership of programs. This can be demonstrated through contribution in each project whether it is monetary or in-kind, or in the form of human or physical resources such as monitoring a program or providing land. OSDI then matches financing for community development project ideas that can be transferred to the community gradually. Community contribution gradually increases as the project matures and expands rather than being a sudden demand levied on the beneficiaries. For example, only members who have received 3 consecutive interest-free loans are required to contribute to the Community Development Fund (CDF). Examples of non-monetary contributions by the community for OSDI projects range from donating land for a school to arranging for doctor from the nearest city to visit patients once a week in a medical camp. In some cases, farmers donate bags of their rice produce and in others, the entire community starts buying water purification tablets that were previously being given to them for free.

Community's increasing contribution to programs is not possible without income enhancement to ensure there is no added financial burden on any household. This is why members of the Livelihood Assistance Programs are the first to sign up for CDF, in which they contribute between 5%-20% for projects that will benefit their entire community such as education, healthcare, sanitation, and clean drinking water. The increase in incomes and savings through the Livelihood Assistance Program are used to fund initiatives under the Community Development and Food Security Programs that in turn help in reducing expenditures and thereby, help sustain the increase in incomes and savings.

Decisions on how and when to spend the savings accumulated in the Community Development Fund will be the responsibility of the Village Committee. Community Representatives will be trained on participatory decision-making techniques and collaborative action. Till the community is fully ready to manage and sustain the programs, OSDI will continue to guide the process while it is physically present in the focus villages. Eventually, OSDI's role will be limited to that of external evaluation and oversight.

In this way after exit OSDI will have ensured that the communities are out of poverty through sustainable development initiatives and the lives that have been improved have multiple layers of safety nets to protect them from any socio-economic shocks in the future.

ORGANIZATION FOR SOCIAL DEVELOPMENT INITIATIVE
BALANCE SHEET
AS AT JUNE 30, 2012

	Notes	2012 Rupees	2011 Rupees
ASSETS			
Non - current assets	3	587,200	-
Current assets			
Micro-credit loan	4	8,419,292	6,220,812
Advances, deposits and other receivables	5	5,575,542	4,011,358
Cash and bank balances	6	8,462,158	11,109,467
		<u>23,044,192</u>	<u>21,341,637</u>
Fund and liabilities			
Accumulated fund	6	21,164,361	20,698,587
Current liabilities			
Creditor & other liabilities	7	1,879,831	643,050
		<u>23,044,192</u>	<u>21,341,637</u>

The annexed notes from 1 to 17 form an integral part of these financial statements

Trustee

Trustee