

Tailoring to Stability

19 year-old Fareeda from Sukhio Mirjat village in Matiari district is the first member to partake in OSDI's Rural Enterprises Project. The youngest in a family of seven, Fareeda learned tailoring and hand embroidery from her sister. Highly talented and hard working, she only lacked the finance to start up her own business. Fareeda would help her sister in stitching many times, but could not utilize her skills in order to earn for the family after her father's death. OSDI provided Fareeda with a micro-loan, financial know-how and business sense to start up a tailoring business from home. Since then, her talent has been put to great use and she is on her way to becoming quite the entrepreneur.



In the second phase of the project, OSDI staff assisted Fareeda in buying a sewing machine and other necessary materials. OSDI does not provide cash but purchases the equipment which belongs to OSDI until the loan has been fully paid. OSDI also trained Fareeda in basic business know-how such as bookkeeping, savings, and planning for future investments. To avoid the problems of power outages, a sewing machine that can run with or without electricity was purchased.

Since her start-up in May, Fareeda has advertised her business in different areas of the village. Through the subsequent orders she has saved up Rs. 500 by the end of the first month and has even managed to get orders from outside the village. In addition to this, she has been practicing embroidery to improve her skills in order to compete with the other tailors in the area. She has also documented all her expenditures and the income that she's earned during the month in a register in order to keep track of all the financial transactions she has made during the business endeavor.



By starting up this business, Fareeda hopes to contribute to the family's income, as well as save up for her wedding. *'I plan to take more orders next month when the season gets*

busier. In the meantime I'm learning as many designs as I can and will hopefully get even better'. Her brothers are no longer the only source of income for the family and this independence has given her a lot of confidence and a better quality of life.

A thriving entrepreneur with quite the business eye, Fareeda hopes to expand her business by buying an embroidery machine in the future. She also has plans to sell buttons, laces, and silk-pins. OSDI has made this dream of hers possible and she is now on her way to becoming a successful businesswoman.