

Muhammad Ishaq – Growing Progressively

Beneficiary of OSDI's Small Rural Enterprise Project (SREP) – Phase III is a 40 year old man named Muhammad Ishaq. He belongs to the vulnerable community of Haji Ibrahim, which is located in the union council of Wayaro in district Lasbela (Baluchistan). His family comprises of 8 members.

Prior to becoming an OSDI beneficiary, he earned his monthly financials from his tea hotel. After a month's hard work he managed to earn PKR 7000. This amount earned was not sufficient to fulfil the food, healthcare and education expenses of his family. Being the only earning person in his household he barely made the ends meet.



Ishaq's hotel had only a few items for sale due to his financial instability. After OSDI's intervention, Ishaq received a grant of PKR 50,000. From the amount received, he bought grocery items along with soft drinks, mineral water bottles, petrol and ice blocks for sale in the summer season. The people of adjacent communities have started to come to his hotel for purchasing of goods. As the number of items being sold has increased at his hotel, so has his financial empowerment improved. He is gradually progressing towards sustainability.

According to Ishaq, his monthly income has randomly increased with the addition of keeping petrol and ice blocks at his hotel. He further stated that in the summer season, he not only sold ice blocks but he also started to supply the ice blocks in nearby areas, due to which he earned more profit as compared to the usual routine.

Furthermore, with the support of OSDI, he now has established his business and has hired two workers on salary basis at his hotel, due to the increase in work load. He is able to facilitate his family better and hopes to raise their living standard.