

## Muhammad Umer: Community Role Model



In the vulnerable focused community of Satti Jatt, located in the union council of Kaghan in district Thatta (Sindh), lives OSDI's Small Rural Enterprise Project (SREP) beneficiary – Mr. Muhammad Umer. He is a married man having 6 minor children.

Umer used to make his livelihood as a daily wage fishing labor. He barely earned upto PKR 7000 – 8000 per month by rendering his services. Being the only bread earner in the family his living condition was extremely vulnerable as there were more mouths to feed and hardly any

income to support such a huge family.

Upon OSDI's intervention in his community, Umer was selected to participate in the newly initiated SREP phase. Due to high dependency and low-income generation, Umer was supported to open up a small grocery store within his village. Earlier the local people had to travel to another village to purchase goods and necessary items but now they directly come to Umer's shop.

After a series of Basic Financial Literacy Trainings by the field team of OSDI, Umer is now successfully running his business. Today, he earns upto PKR 20,000 – 22,000 per month. Not only this, he also maintains his financial record himself. The community of Sathi Jatt considers Umer as a role model that he never loses hope nor run away from hard work.