



**Founder Trustee**

### **From the desk of Aasim A. Siddiqui**

With continuous progress being made towards brining sustainability to improve the lives of rural poor through OSDI's programs using our participatory approach, we are now focused towards exiting from the focused villages of Khairpur, Matiari and Shikarpur. I firmly believe the key to success for creating sustainability would be to mobilise the under-privileged communities to participate in all development projects. Having worked for over 5 years within these communities, we are extremely confident that now most of these villages will continue to progress independently without our guidance.

OSDI's projects under the Livelihood Assistance Program (LAP) have many successful graduates now, within these communities, who have significantly built up their assets through increased incomes and savings. The Community Based Organization's (CBO's) are functioning properly and we are training them too better understand their future roles and responsibilities to help their people upon OSDI's exit.

The Education program is doing well, where we are also making efforts on creating sustainability of schools through increased community contributions. Once financial empowerment comes to these under-privileged households and food security is ensured, a majority of families will enroll their children in school. It is very encouraging to see such a massive change with families now willing, too not only send their children to school but, also to contribute in the construction of school buildings in their respective villages.

I am glad to state that a development model which we all created and molded to suit the needs, culture and lifestyle of the various communities in Sindh and Khyber Pakhtunkhwa is now coming to a close. Our new focused villages in the district of Jacobabad are giving us extremely good participatory response which is very encouraging for us. I personally visited these communities and the villagers told me about the crop yields that they have achieved with our inputs, were significantly higher, than in any previous year. In their joyous faces I saw hope, which is perhaps the rarest commodity in these under-privileged societies.

Regards,

## Livelihood Assistance Program (LAP):

OSDI's Livelihood Assistance Program targets the poor and vulnerable families within the focus villages and empowers them to adopt best agricultural and livestock rearing practices, and start small businesses through micro-financing, appropriate trainings, and capacity-building to enhance their earnings. The beneficiaries are encouraged to learn about savings and asset creation.

## Agriculture Development Project (ADP):

In order to bring sustainability ADP is focused on designing income-generating strategies for farmers to increase the crop production and pave the way for better financial income.

Recently, the ninth phase of ADP was successfully completed in the focused communities of district Shikarpur and Khairpur. In district Shikarpur, during this phase, OSDI financed 101 farmers in total to cultivate 324.5 acres of land. Sindhi wheat was cultivated on 203.5 acres of land, while the Triple Dwarf (TD) seed was cultivated on 100.5 acres. The remaining 20.5 acres of land was cultivated for multiple crops such as chickpeas and barley. The overall production resulted in 6,978.3 maunds of wheat, 106 maunds of barley and 153 maunds of chickpeas.

In the third phase of district Mardan, 47 beneficiaries harvested 124.5 acres of farmland. As a result, 1018 maunds of wheat was produced.

It was the first phase in district Jacobabad, in which, 100 families were financed for wheat and barley cultivation on 340 acres, out of which 90 farmers cultivated wheat while remaining 10 farmers cultivated Barley. As a result, 6,319 maunds of wheat and 96 maunds of Barley was produced.

In total, 354 beneficiaries were financed loans to cultivate wheat, barley, chickpeas and sunflower. A total of 1,228 acres of land was harvested and the overall production resulted in 36,887 maunds.

OSDI's appointed Agriculture Expert kept close monitoring of the crops throughout the phase along with the beneficiaries. The farmers were constantly updated about the modern agricultural practices and techniques; to prevent any cultivation loses. The Community Representatives (CR's) of each district ensured timely assistance to each beneficiary throughout the respective phases.

Better agriculture practices result in good income generation and asset creation which would lead the vulnerable communities towards financial empowerment and sustainability. Beneficiaries who have successfully graduated (a person who has successfully completed 6 phases of loans) from our agriculture project in the previous phase and have repaid all loans are now able to live a better life. Most of them have made savings, purchased livestock for asset creation and upgraded their homes.

**Since the inception of Agriculture Development Project, OSDI has so far financed a total of 1,277 beneficiaries having cultivated 4,356.4 acres of farmland.**

District	Phase	Beneficiaries	Acres of Land	Total Production	Average Production
Shikarpur	IX	101	324.5	7312	22.56
Khairpur	IX	32	103	4037	39.19
Matari	VII	74	335.5	18107.5	53.97
Mardan	III	47	124.5	1018	8.17
Jacobabad	I	100	340	6413	18.86
<b>Total</b>		<b>354</b>	<b>1,228</b>	<b>36,887.5</b>	<b>142.75</b>

## Livestock Development Project (LDP):

LDP is designed to encourage skills development and capacity building of farmers by making them aware of better animal rearing practices to generate higher revenues for the beneficiaries. Each family is provided with either four male goats or two oxen's for fattening and income generation and one female goat for milk production, herd increase, asset creation, and overall food security.

**In the third phase of LDP in district Mardan, 13 beneficiary families have been financed animals from which 3 beneficiaries were from village Badam and the remaining 10 were from focused village of Saheedabad.**

During this phase, 3 female goats, 9 cows and 10 oxen's were given for fattening. On average the loans financed ranged from PKR 25,000 to PKR 75,000 per beneficiary. The OSDI's appointed vet regularly monitors the health and condition of these animals.



### Small Rural Enterprise Project (SREP):



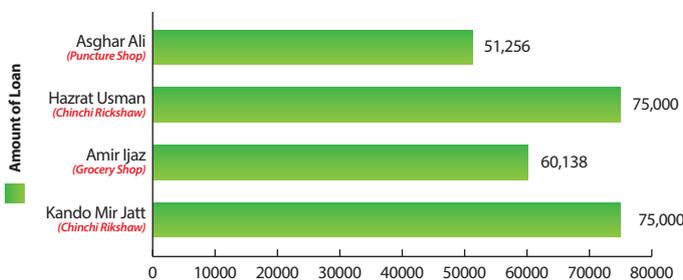
Realizing the potential of each youth in the focused communities, OSDI initiated SREP to help unemployed youth start small business with the help of affordable loans. Most of the youth beneficiaries financed have opened up grocery stores, tailoring shops and have purchased chingchi

rickshaws.

**Since the beginning of SREP, OSDI has micro financed 11 capable youth from the districts of Matiari, Khairpur, Shikarpur and Mardan.**

Moreover, OSDI has financed fresh loans to four deserving candidates this season.

**Small Rural Enterprise Project  
Loan Financed to Beneficiaries**



This year OSDI plans to move forward, facilitating the educated and deserving youth of Jacobabad district with micro financing loans.

### Community Development Program (CDP):

Through Community Development Program, OSDI aims to fill gaps in the rural communities' progress by the provision of basic necessities such as education, health-care, hygiene, clean drinking water, hand-wash, sanitation awareness and the required infrastructure for the entire community.

### Education:

OSDI aims to provide quality education to under-privileged children who lack financial and other mandatory resources within their community to get basic literacy skills. Also, OSDI provides training to the teachers for the children to receive quality education.

In view of this, OSDI organized a three day Life Skills training workshop in the district of Matiari in April 2014 to mobilize the teachers on how to build better life skills amongst the students and simultaneously improve their teaching methodologies. The main focus during the training was on how to improve co-operation, communication and building better social cohesion amongst the teacher and the student. A trainer was hired from 'Right to Play', a renowned international organization that uses the transformative power of play to educate and empower people facing adversity.

OSDI also initiated its first summer camp in the district of Matiari this season. To highlight the importance of extra-curricular activities and team spirit amongst children, fun filled activities took place in all three villages of Mari Muhammad Khan, Jamal Hajano and Sukhio Mir Jatt. OSDI's district officials engaged children in various activities and campaigns such as cleaning campaign, indoor and outdoor games, plantation, drawing competition, speeches and role play. A special award ceremony was also organized to mark the end of this year's Summer Camp and reward the successful achievers' to give air to competence and team spirit amongst children. A large representation of the community was observed to acknowledge the efforts of OSDI and participating children. The community appreciated the overall concept of engaging children in healthy activities and providing them a platform to enhance their creativity. Such initiatives taken by OSDI not only highlight the importance of education in a child's live but also serve to create awareness within the community.

### Case-study

**Rabdino, a 30 year old married man and an unemployed father of 3 attended the Financial Literacy Training workshop held in Matiari district in March 2014. He was unemployed and had no skills in keeping livestock or managing land. After attending the Financial Literacy Training, he wanted to set-up a business but he had no finances for initial start-up costs so he decided to utilize the refrigerator at home. He started putting water in the bowls to freeze it creating ice, which he then sold at shops.**

**He was quite disturbed as his wife was also expecting during those days and there were merely eight days remaining in the birth of their fourth child when he started selling ice. On the first day of work, he got PKR 300. Mr. Dino continued freezing water to make ice and selling it to shops. In eight days, he earned PKR 2,500 which he utilized for his wife's delivery at the Taulka hospital. Today, he earns PKR 600-800 per day just by freezing ice at his home.**

**His life has completely changed since he attended OSDI's Financial Literacy Training.**



OSDI's built Badam Primary Model School in district Mardan, marked its first year of establishment in March 2014 with a healthy enrollment of 159 students.

In May 2014, OSDI successfully achieved its major milestone in village Malhee, district Shikarpur by building OSDI Primary Model School Malhee. Since, intervention in 2010, OSDI first built a Temporary Learning Center (TLC) for the children to gain primary education. Later on, witnessing the large turn-out of the children and appreciation of the community, OSDI took an initiative to construct a 5 classroom primary school along with separate toilets for boys and girls. A hand-pump with motor and other basic necessities in the project were also installed.



On 23rd May 2014, the Founder Trustee of OSDI, Mr. Aasim A. Siddiqui and Manager Programs - Ms. Asma Qureshi inaugurated the OSDI Primary Model School Malhee. The event was witnessed amidst great enthusiasm and excitement of the community, teachers and students. The dignitaries present were from the education, health and social sectors. The Temporary Learning Center (TLC) which began with merely 15 students has today an enrollment of 165 students in it. The school has now also been officially registered with the Government authorities.

Education Projects	Villages	No. of Students	Total
Schools	Malhee	165	165
Temporary Learning Centers	Kamal Khan Lashari	67	
	Nawab Khan Burriro	86	
	Badam	159	312
Adopted Schools	Godho Shar	65	
	Sukhio Mir Jut	43	108
Working in coordination with Government	Jamal Hajano	121	
	Mari Muhammad Khan	79	
	Kamal Khan Lashari	89	289
Total Number of enrolled students			874

**OSDI has initiated working in 9 schools in the districts of Shikarpur, Khairpur, Mardan, Matiari and Jacobabad and the total enrollment of students being educated in these schools is 874 till date.**

The Government Primary School in village Jawan Khan Burriro, district Jacobabad is a recent initiative of OSDI. Due to irregular attendance of government teachers, students were not attending the school. Hence, OSDI intervened and hired a support teacher to ensure regular delivery of quality education to the students.

### Health-care:

The access to basic health-care facilities is the primary right of every individual. However, due to poverty and lack of awareness in the under privileged villages a lot of people are deprived of this right. To develop sustainability in the lives of poor communities Health-care is one of the major areas where OSDI is aggressively focusing on in its targeted districts.

In OSDI's Primary Health-care Centers (PHC) of district Shikarpur and Mardan, so far, 9,210 patients have been examined and treated. It was observed that mostly, the patients suffered from seasonal and communicable diseases like diarrhea, fever, flu and cough, eye infection, skin infection, respiratory issues, hepatitis and less commonly non-communicable diseases like diabetes, hypertension, etc. OSDI has moved forward to facilitate the people by organizing weekly General Mobile Camps (GMC) in the districts of Mardan and Matiari where a total of 5,390 patients have been successfully treated till date. Qualified doctors and trained paramedical staff have been hired to provide medical assistance to ailing patients. Lady Health Workers (LHW's) and dispensers are always available to serve the community.

Under the umbrella of Chief Minister's Initiative against hepatitis OSDI started its Hepatitis Prevention and Control Program in which 8,056 individuals have been screened and vaccinated against the virus; 226 infected patients have been treated, 142 patients are undergoing treatment. The focused communities are regularly mobilized by the OSDI officials and Community Representatives (CR's) to keep their surroundings neat and clean. And also maintain their personal hygiene in order to stay safe from such diseases.

Almost 4,000 children are vaccinated during the National Immunization Days (NIDs) against Polio every month. OSDI's district representatives go from door to door to every house hold and ensure 100% vaccination of children under the age of 5 along with the government officials in every village. A total of 29,192 children have been given 71,717 shots of Polio vaccinations. In co-ordination with district government an EPI Desk has been set-up at Primary Health-care Center in district Shikarpur, which has facilitated 6500 children as of now.



25 Lady Health Workers and Traditional Dais have been trained to improve the Maternal and Child Health-care practices in their respective districts as a joint effort with district PPHI (People's Primary Health Initiative).

Under the Measles Prevention Campaign, 959 children have been inoculated. 2,000 - 2,500 school-going children are de-wormed bi-annually to prevent them from water borne diseases. These school based de-worming campaigns are organized in schools across all focused villages.

### **Water and Sanitation, Hygiene (WASH):**

OSDI initiated this project in order to create awareness within its focused communities about the importance of clean drinking water, hand-wash before every meal and especially after using the toilet. The community is mobilized about the significance of Health & Hygiene in order to stay safe from various diseases.

### **Utilization of Aqua-Tabs:**

After PCRWR (Pakistan Council for Research in Water Resources) water quality tests, in the communities where microbiological contamination was observed in drinking water; OSDI has provided 487,360 aqua-tabs and 71 jerry cans to the focused communities including schools to filter out micro-biological contamination from drinking water.

### **BCC (Behaviour Change Communication) and Safe Practices:**

OSDI's Lady Health Workers (LHW's), teachers and health staff during their scheduled visits conduct Health & Hygiene sessions on regular basis in schools, Temporary Learning Centers (TLC's) and mosques where the children are taught to keep their hands and face clean, take bath daily, brush their teeth, cut their nails, comb their hair and maintain their physical hygiene. Till date more than 3,000 Health & Hygiene awareness sessions have been conducted.



In order to improve sanitation and facilitate the people in creating awareness about their health and hygiene, OSDI has also built community toilets and sewerage water channels in the focused district of Mardan.

### **Infrastructure Development:**

OSDI has recently reconstructed a Soil Bank in the focus village of Nawab Khan Burriro, district Jacobabad in order to move a step forward towards community development. The villagers were quite upset with the flow of waste water entering into their fields every now and then. As a result, their crop used to get destroyed and consequently severe damage was caused.



After the construction of this Soil Bank the villagers are able to avail dual advantages; one is the protection of their crops and another is the protection of fishes. The focused community of Nawab Khan Burriro village is very grateful to OSDI for its cooperation and assistance in saving their fields.

### **Food Security Program:**

To ensure food security, it is essential to provide the safety nets in the form of skills, tools, and assets that will enable the rural households to survive periods of socio-economic shocks without falling back into poverty. Hence, OSDI provides safety nets to the vulnerable households in terms of food reserves, sustainable asset creation, and social protection for income and food security in times of crises.

### **Case-study**

***In the village of Saeedabad, district Mardan in Khyber Pakhtunkhwa, OSDI has set-up a PHC to help provide a cost-effective, standardized, self-reliant primary healthcare delivery system.***

***The PHC concurrently facilitates a population of 10,000 which has six days OPD and one day fortnightly medical camp.***

***Connecting to the clinical services it is very encouraging to share the scenario of a 60 year old patient named Mohammad Said. He works as a Security guard in a textile mill. Said got a wound on his left hand, unawareness and negligence led the wound to become severely infected and spread drastically covering a large area of his arm. He realized the severity and rushed to visit PHC Mardan for doctor's consultation and urgent medication.***

***Unfortunately, Mohammad Said was enduring so much pain that he was even willing to cut his hand in order to avoid torment and pain.***

***Being poor enough he could not afford the medical expenses. OSDI initiated to facilitate and help this suffering man, by providing monetary assistance to bear his medical expenses.***

***The patient was admitted in orthopedic ward for five days and surgical intervention was done by specialist doctors under general anesthesia. Moreover, after operation the doctors recommended daily dressing of the wound until it got better.***

***Today, Mohammad Said is living a healthy and productive life with the elevated standard of living and has become a role model for the society. He is motivated and now actively works with OSDI as a social mobilizer.***

## Kitchen Garden Project (K.G):

OSDI has initiated this project to provide the vulnerable families with food safety. The primary aim of Kitchen Garden Project is to provide easy access and availability of healthy and nutritional food. Beneficiaries who used to purchase fresh vegetables and fruits from the market on daily basis are now able to produce the same in good quantity within their homes which results in saving of their everyday expenses.



A total of 310 beneficiaries were financed to grow vegetables and fruits in the focused communities during phase 6. Beneficiaries harvested vegetables such as lady finger, pumpkin, cluster beans, rich gourd, green chilies, spinach, qulfa,



apple gourd and onions. Few beneficiaries grew water melons, guava, grapes, lemon and jujube fruits in their kitchen gardens. OSDI's agro expert and community representatives throughout facilitated the beneficiaries with information and guidance on using best practices to grow good produce.

**OSDI has financed 273,360 sq. ft. of land in this project making it possible for 1,139 numbers of beneficiary households to move towards sustainability.**

## Case-study

**In the village of Kamal Khan Lashari, district Khairpur resides Ghulam Shabir, a 40 year old farmer. He joined Kitchen Garden Project and planted vegetables in his backyard. Being poor he could not afford to purchase fresh vegetables from the market.**

**Today he earns PKR 200 – 250 a day by selling vegetables. And, he is also able to provide healthy and nutritious food to his family. He has sowed qulfa, pumpkin, rich gourd, lady finger and cluster beans in his K.G.**

**Shabir thanks OSDI for showing him the path towards sustainability and in future he plans to expand his K.G with a vast variety of fruits and vegetables.**

District	No. of Households
Matiari	104
Jacobabad	56
Khairpur	75
Mardan	22
Shikarpur	53

PROJECTS	HIGHLIGHTS	November 2014
AGRICULTURE	Acres Financed in Total	4356.4
	Number of Farmers Financed in Total	1,277
LIVESTOCK	Animals Financed in Total	554
	Beneficiaries Financed in Total	132
S.R.E.P	Business Started	11
EDUCATION	OSDI Schools	10
	Students in OSDI Schools	874
HEALTH	Primary Health Centers	2
	Beneficiaries of PHC in Total	9,210
	Beneficiaries of Mobile Medical Camps	5,390
	Screened for Hepatitis in Total	8,056
	Vaccinated for Hepatitis in Total	7,712
	Children inoculated with Polio vaccine	29,192
WASH	Aqua Tabs Distributed	487,360
KITCHEN GARDEN	Beneficiaries in Total	1,139
	Land Financed in Total sq.ft.	273,360
POULTRY FARMING	Poultry Birds Provided	2,400

## ORGANIZATION FOR SOCIAL DEVELOPMENT INITIATIVES (OSDI)

OSDI is a social policy think-tank which has been working to facilitate the under-privileged communities of rural Pakistan for a period of five years. OSDI has a three pronged approach to develop sustainability for these people through Livelihood Assistance Program, Community Development Program and Food Security Program.

### POSTAL ADDRESS:

9th Floor, Business Centre, Mumtaz Hasan Road, Karachi, Pakistan

Tel: +92-21-32446208-09 | Fax: +92-21-32410723

Email: [contact@osdi.org](mailto:contact@osdi.org) | Website: [www.osdi.org](http://www.osdi.org)

Follow us on:



### DONATE TO OSDI:

**Title of Account:** Organization for Social Development Initiatives

**Address:** United Bank Limited, City Branch, I.I. Chundrigar Road, Karachi

**Branch Code:** 0605

**PLS A/C No:** 0605-1200048-4

**Swift Code No:** UNILP-KKA