

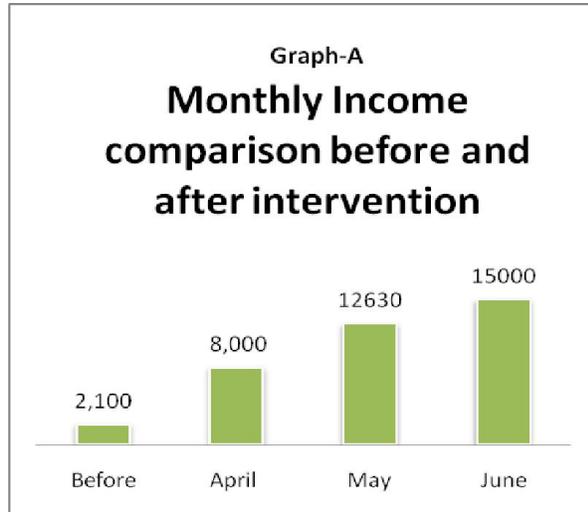
CASE-STUDY

AAMIR IJAZ: from inadequacy to self sufficiency

In village Saeedabad, district Mardan, lives Aamir Ijaz. Being 20 years old and literate enough, he aimed at opening up a grocery shop. Living in a family of 9 and assisting his father in earning bread and butter, life is a great ordeal for him. He used to run a confectionary store and his income was very meager for the fulfillment of the needs of his burgeoning family. His monthly income amounted up to PKR 2100 - 2400. As he realized that there was a very strong and potential market in his village, he wanted to avail this opportunity.



OSDI helped him through SRE (Small Rural Enterprise) project and planned to finance him a loan of PKR 60000 for his shop's expansion. As there was no shop to accommodate all the needs of the residents of the village therefore the villagers had to go to the Rustam market for catering their needs. This expansion not only led to his betterment but also helped the residents of his village. He has incorporated items such as basic necessities (these include rice, pulses, detergents etc) but also a diverse variety of vegetables, some of which are: tomatoes, potatoes and onions etc.



future.

His statistics reveal that in the month of June, he was able to save PKR 9000, after incurring all expenses. He also pools in money for his monthly saving that will eventually give him a financial boost of PKR 20000. This has surely provided him with relief and contentment. The residents of Saeedabad have also been facilitated a great deal because it doesn't only save their efforts but is time efficient as well.

OSDI wishes his venture a great success and expects that he blooms with same vigor in the