

NEWSLETTER

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ABOUT OSDI

At OSDI, we believe that every community deserves the opportunity to grow with dignity and hope. Since 2009, the Organization for Social Development Initiatives (OSDI) has been dedicated to transforming lives in rural Pakistan by addressing poverty at its roots.

As the **CSR arm of Pakistan Intermodal Limited**, OSDI focuses on creating sustainable change through its core programs in Livelihood Assistance, Community Development, and Food Security. With an active presence in Khyber Pakhtunkhwa (Mardan) and Balochistan (Lasbela), our work is guided by a simple principle: empowering people to build a better tomorrow for themselves and their families.

Recognized for our transparent and impactful approach, OSDI is accredited by the **Pakistan Centre for Philanthropy (PCP)**. We are proud to have won the **KE Khi Awards** in both 2024 and 2025, two consecutive years of excellence.

EXTERNAL MONITORING:

As part of OSDI's commitment to transparency and learning, an independent **Monitoring team of Mazil Pakistan** conducted an external evaluation of our programs. The visit highlighted both strengths to celebrate and challenges to improve upon.



Key Insights:

LIVESTOCK DEVELOPMENT PROJECT IV (MARDAN)

Herds nearly doubled, milk output grew by one-third, and asset values rose over 50%, exceeding targets.

94% of beneficiaries reported being highly satisfied, citing quality goats, training, and veterinary support.

SMALL RURAL ENTERPRISE PROJECT PHASE V (MARDAN) PHASE IV (LASBELA)

Incomes grew by 110–120%, all participants maintained financial records after literacy training .

Success stories include youth-led shops and **women entrepreneurs who transformed their livelihoods.**

ORANGES ORCHARD PHASE I & II (MARDAN)

Farmers showed a 93–95% plant survival rate and are successfully maintaining orchards.

Incomes are expected to triple to sixfold by Year 6–9, and rise even further by Year 10

LIVELIHOOD ASSISTANCE PROGRAMS

AGRICULTURE DEVELOPMENT PROJECT (ADP)

Launched in March 2025, ADP Phase X supports 24 cotton-growing beneficiaries in Lasbela, with a focus on boosting crop productivity and ensuring sustainable farm practices. The interventions this quarter focused on the following areas:



Essential Inputs Provided:
Fertilizers, weedicide, SOP, and zinc were distributed to strengthen crop health, fiber quality, and soil fertility.



Expert Monitoring:
Agro specialists visited the fields monthly, guiding farmers through challenges such as germination losses.



Assesement:
Program team and M&E team visited fields to meet farmers, review practices, and conduct the mid term assesment.

HORTICULTURE PROJECT

OSDI's Horticulture project, started in 2021, is proving to be a long-term game-changer for rural incomes.

1 High Survival

1,190 orange trees planted with a strong 94% survival rate, well above targets.

2 Rising Incomes

Household earnings projected to increase up to 12 times, reaching PKR 90,000/month in later years.

3 Sustainable Future

With productive life spans of 30–40 years, these orchards can provide decades of sustainable returns while allowing space for intercropping and off-farm activities.



LIVESTOCK DEVELOPMENT PROJECT

LDP Phases V (Mardan) and VI (Lasbela) concluded with strong gains in livestock, assets, and nutrition.

	MARDAN	LASBELA
HERD GROWTH	Herds expanded from 112 to 216 animals (93% increase).	Herds nearly doubled from 75 to 147 animals (98% increase).
ASSET VALUE	Livestock asset value increased by 33%.	Assets value recorded a 37% increase.
MILK PRODUCTION & NUTRITION	From 0 baseline → 83 liters/day across five villages (PKR 10,338/day), plus 1 HH selling milk.	33.7% rise in milk consumption, improving household nutrition.

SMALL RURAL ENTERPRISE PROJECT

OSDI's SREP helps vulnerable families launch or expand small businesses through financial assistance, training, and mentoring.

Phase VI: For **5 beneficiaries**, average income increased from **PKR 15,500 → PKR 31,508, 103% rise**.

Phase VII: For **3 beneficiaries**, average income grew from **PKR 14,000 → PKR 26,720, 91% rise**.



Beneficiary: Akbar Ali
Village: Hassanabad



Beneficiary: Bahri Zaman
Village: Saleem Khan Banda



Beneficiary: Salman Ali
Village: Hassanabad

EDUCATION

Mardan



A school of hope

91 children in Morra Banda are learning at the CLC (Primary School) built just months ago.

Mardan



For two years, the CLC in Saleem Khan Banda has nurtured 100 young learners. Soon, it will be handed over to ESEF to ensure sustainable learning for the community's children.

Lasbela



A BBCM in Ameen Goth engaged 27 villagers on the upcoming CLC for 60+ students. The session introduced objectives, eligibility, & shared roles, with villagers.

HEALTH

GENERAL MEDICAL CAMPS (GMC)

Medical camps continued to provide primary healthcare services across project areas this quarter.



629 Patients Treated in Mardan



4995 Patients Treated in in Nani Mandir Camp Lasbela (A joint camp)



348 Patients Treated in Lasbela

WATER POVERTY

CLEAN WATER, HEALTHY COMMUNITIES

OSDI has installed a solar-powered water system and storage tank, in Saleem Khan Banda, Mardan, ensuring **20 households** gain easy and reliable access to clean water. The project saves time, reduces the burden on women and children, and improves community health and hygiene.



FOR DONATION:

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