



**Dissemination Conference**  
**“Taraqi ka Safar”**  
**Journey towards Development**



**Sindh Union Council and Community Economic Strengthening Support Programme**

SUCCESS is funded by the European Union



# Sindh Union Council and Community Economic Strengthening Support (SUCCESS) Programme

Dissemination Conference

Taraqi ka Safar- Journey towards Development

**Kamber-Shahdadkot Sindh**

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## Introduction

Sindh Union Council and Community Economic Strengthening Support (SUCCESS), a programme funded by the European Union started in 2016 and is now at maturity stage. Considering its interventions, SUCCESS has brought substantial improvement in the living standard of targeted rural women of Sindh. The Programme was planned to ensure sustainable impact on community lives hence Community-Driven Development (CDD) approach was taken into consideration for sustainable impacts.

To highlight the journey of development, learning experiences and discuss the sustainable approaches to poverty graduation and women empowerment Rural Support Programmes Network (RSPN) in collaboration with the RSPs and district government authorities started a series of dissemination conferences in all programme districts. It provides an open forum for community to share their life stories of women empowerment and experiences and share the sustainable approaches to reduce poverty and strengthen economic conditions.



*Community gathered to celebrate dissemination conference*

Sindh Rural Support Organization (SRSO) and Rural Support Programmes Network (RSPN) jointly organised a Dissemination Conference “Taraqi ka Safar- Journey towards Development” on fostering women empowerment and leadership in collaboration with District Administration Kamber-Shahdadkot. The conference was conducted at the Deputy Commissioner Office, Kamber-Shahdadkot where more than 600 organised rural women of the community institutions ensured their active participation. All the women belonging to SUCCESS programme covered 52 Union Councils (UCs) of district Kamber-Shahdadkot.

Mr. Jawed Nabi Khoso-Deputy Commissioner Kamber-Shahdadkot, Deputy Director GoS Larkana, Incharge Women Protection Cell KSK, Deputy Director SWD-GoS KSK, ADHO & Incharge Vertical Program KSK, Principal Mid-Wife School Kamber, DM NADRA, Deputy Directors of Agriculture, livestock, fisheries departments other government officials with SRSO-SUCCESS staff participated. During the event, rural communities organized under SUCCESS programme came forward and discussed the programme’s interventions and their impact on changing their lifestyle, achievements and self-initiative taken for development.

Some key lessons learned while programme implementation and way forward for sustainable effects of SUCCESS were also presented.

## Local Support Organisations (LSOs) and Linkages

Dissemination conference aims to highlight community's achievements and paradigm shift in their lives during the past few years. Covering their journey from women with confined lives to independent women taking initiatives, generating livelihood, improving infrastructure, enhancing entrepreneur capabilities, speaking up their minds and fighting for betterment with SUCCESS intervention.

Members of LSOs shared their life stories and initiatives taken under SUCCESS programme intervention and presented their self-initiatives due to awareness of their rights provided by SUCCESS showing promising effects. They have reduced early and forced marriages, promoted education and so on. Impact of developing linkages with government and other stakeholders on women empowerment was also highlighted.



*LSO leader presenting Ajrak to DC*

From economic and social levitation through SUCCESS programme and linkages, the leaders shared government and private organisation's contributions i.e., registration of marriage certificates, CNIC & form-B, reopening of schools, construction of streets, tree plantation, awareness sessions, ration distribution by reaching philanthropist doorsteps, provision of sewing machines, renovating schools and ensure presence of teachers at school and so on.

Furthermore, the representatives shared the enabling factors and challenges faced by the LSOs in effective linkages creation and highlighted previous conditions, taking a few years back when women were treated like a commodity devoid of awareness for rights of living freely. Now are directly reaching market and getting their work valued by retailers/customers.

Women leaders highlighted every aspect of change initiated by SUCCESS through their success stories. Their efforts were appreciated and acknowledged by the guests of honuor and they ensured their cooperation in development activities at a broader level. With the hope to sustain the change initiated by programme, community promised to never stop their Journey towards Development and prosperity even after SUCCESS programme.

## Social Mobilization: A Path towards Development and Empowerment

Taraqi ka Safar-Dissemination Conference was started with the recitation of Holy Quran. Leaders of LSO Sonhn and LSO Atmad shared a detailed presentation covering their struggles, difficulties, and achievements through programme intervention. Furthermore, presented community-based initiatives through linkages with government and non-government institutes with visible data. They first shared the basic economic interventions of SUCCESS programme

being undertaken to reduce poverty in the community. Interventions such as Community Investment Fund (CIF) and Income Generating Grants (IGG) held significant position in providing an avenue for financial integrity. *“CIF has played an essential role in taking me out of poverty and it doesn’t cost me any penny since its interest-free”*, shared Ms Parveen. Another beneficiary of SUCCESS shared, *“Our community was able to overcome our hunger strikes by investment in livestock/small business through IGG”*.



*Ms Firdos from LSO Chandoki sharing her lifestory*

Afterwards, LSO Atmad shared the wonders of TVST/BDG/ED in their lives. Through skills development and capacity-building interventions, they have improved their economic condition with support from the programme combined with their efforts. *“Business Development Groups(BDGs) enlighten us about the advantages of teamwork and enhance our skills which result in commercial viability of our products”*, says a beneficiary. This way we polished our skills and competency towards collective development. Ms Ruqsana Parveen shared, *“women who were never schooled before are applauding ALNS centres to promote love for literacy.”*



*Ms Ruqsana, LSO Atmad delivering her LSO's presentation*

Afterwards, Ms Parveen, treasurer of LSO Soonh shared some self-initiatives, *“During the pandemic, we went to our elder's place and requested to provide food for the needy people to survive this time”*. She also shared that with the help of SUCCESS collaborations through JDC platform, they requested the UC’s Chairperson to open a school for handicapped/physically challenged children to promote literacy and many other initiatives by coordinating with government and non-government officials.



*Ms Zareena from LSO Naeen Soch sharing her experiences*

After that *Ajraks*, and SUCCESS-folders packs including latest publications were distributed to the guests.

## Journey of SUCCESS and its Intervention

Mr Jamal Mustafa Shoro, Team Leader, SRSO-SUCCESS gave an overview of the programme and discussed each intervention including the responses of community towards the programme and its long-lasting impact on targeted districts.

He also shared the challenges SRSO field teams faced while implementing the programme. The biggest challenge hindering programme activities was social mobilisation. It was the initial step for Community-Driven Development (CDD). More challenging task was to convince the rural women for self-initiatives and development; they hesitated due to their limited mobility and lesser exposure. He shared that LSOs are now able to run their organisation themselves with some assistance from SUCCESS staff after programme's maturity. He compared the previous and current figures of organised households. He shared detailed programme intervention's achievement using programme data:



*Team Leader SRSO-SUCCESS addressing community*

- **101,752** Organised households in which **4,682** Community Organizations [CO], **677** Village Organizations [VOs] and **52** Local Support Organisations [LSOs] have been formed
- **25,489** Poor households have been provided [**PKR 402.4 Million**] as Community Investment Fund [CIF] to start income generation and asset creation activities at the household level
- **11,474** Poorest households have been provided [**PKR 168.8 Million**] as Income Generating Grant [IGG] to initiate the innovative and viable livelihood sources at the household level
- **8,956** Willing households and their siblings are provided with Technical and Vocational Skills Training [TVST] under the trade of their choice to start earning incomes at the household level
- **30,878** Poorest households are insured and provided with Health Card which safeguards them from sudden health emergency consequences
- **522** schemes are initiated in which **498** schemes have successfully been completed under the Community Physical Infrastructure [CPI] component, which improves the access of communities to public services.
- **107** Adult Literacy Centers (ALCs) are established to provide basic literacy and numeracy skills to **2,300** female learners

After that, Mr Asif Khoro, Chief Finance Officer-SRSO highlighted the importance of capacity



building and presented community with success stories of those who focused on building intellectual capital. He said that capital/money has the power to rule however, building intellectual capital is necessary to utilise it effectively. He said, *“At the initial stage of programme, community of Kamber-Shahdadkot was like a seed that need special care to grow now it has turned into trees providing shadows to new leaves”*, he meant to say rural community are now strong enough to withstand change and enable new path for others to follow. They all highlighted the achievements of organised rural women and the critical role played by them in socio-economic development.

### Networking with the Government

Mr. Javed Nabi Khoso appreciated the LSO Leader's achievements, views, and experiences. He acknowledged EU for generous financial support. He expressed, *“SRSO has proved through their efforts and made rural communities strong during the past years. The framework to organise, mobilise and empower rural women was the key element towards the change”*. He then extended his support for the development activities among the rural communities. After SUCCESS, government officials will collaborate with organised women (representatives of CO/VO/LSO) as they can reach every household better and can motivate community with the trust build-up during programme intervention. He further talked about support received from SRSO-SUCCESS in social protection campaigns i.e., vaccination, enrollment of students, and reconstruction/renovation of building.



*DC Kamber-Shahdadkot having dialogue with community*

Similarly, all government officials and guests extended hands in collaboration with community on issues/assistance e.g. agriculture and livestock management, women's development, child rights, and women's rights (harassment, threat, blackmailing). Community was invited to reach the government officials through the JDC platform and ask for their collaboration following UCDP (Union Counsel Development Plan). SRSO-SUCCESS formed community institutions and its women are great assets as they can support development projects at community level development in a better way. In the end, Deputy Commissioner encouraged females to join hands with government. He then stressed women to educate their young ones for a revolutionary change in rural areas and acknowledged that the women who became part of SUCCESS, became role model of women's empowerment.

### Way Forward

SRSO and other RSPs are determined to keep working for poverty reduction; women empowerment and economic strengthening among the rural communities. To strengthen the linkages among, Community Intuitions, the government line departments and other service



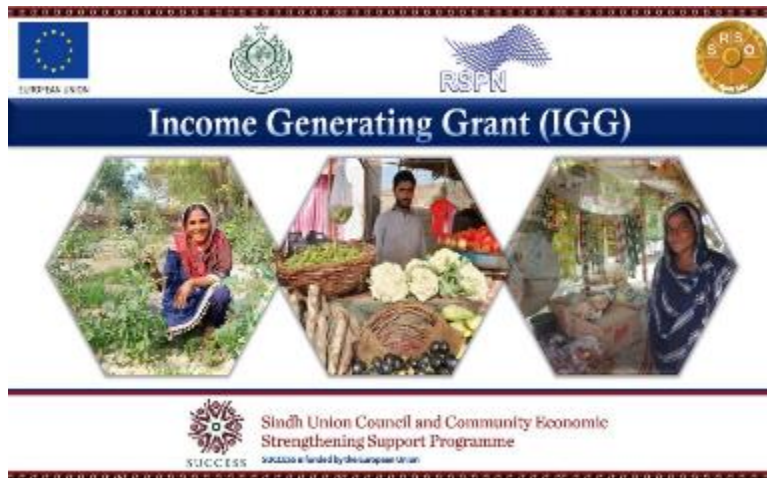
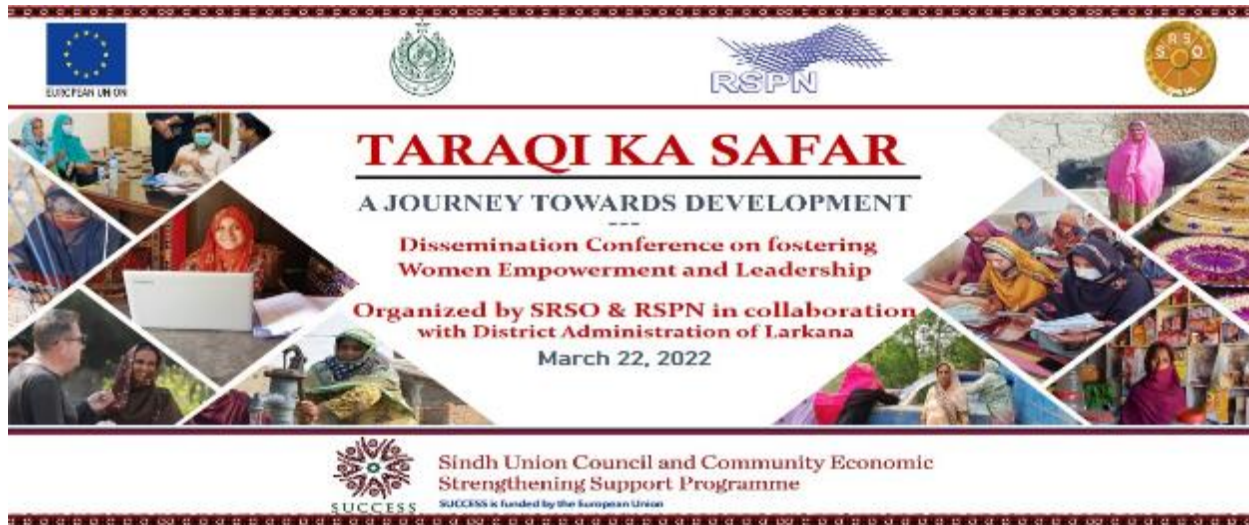
providers ensured their cooperation in development activities. It has generated positive results as LSOs have taken numerous initiatives with government line departments and other organisations. In the last, LSO Leaders were invited to share their development plans with the government as community initiatives as they now are well aware of their issues. It was unanimously agreed by all stakeholders to collaborate in developing micro-macro level linkages for sustainable development. This way community will be further strengthened and the Community Driven Development (CDD) will be carried out at the grassroots level.

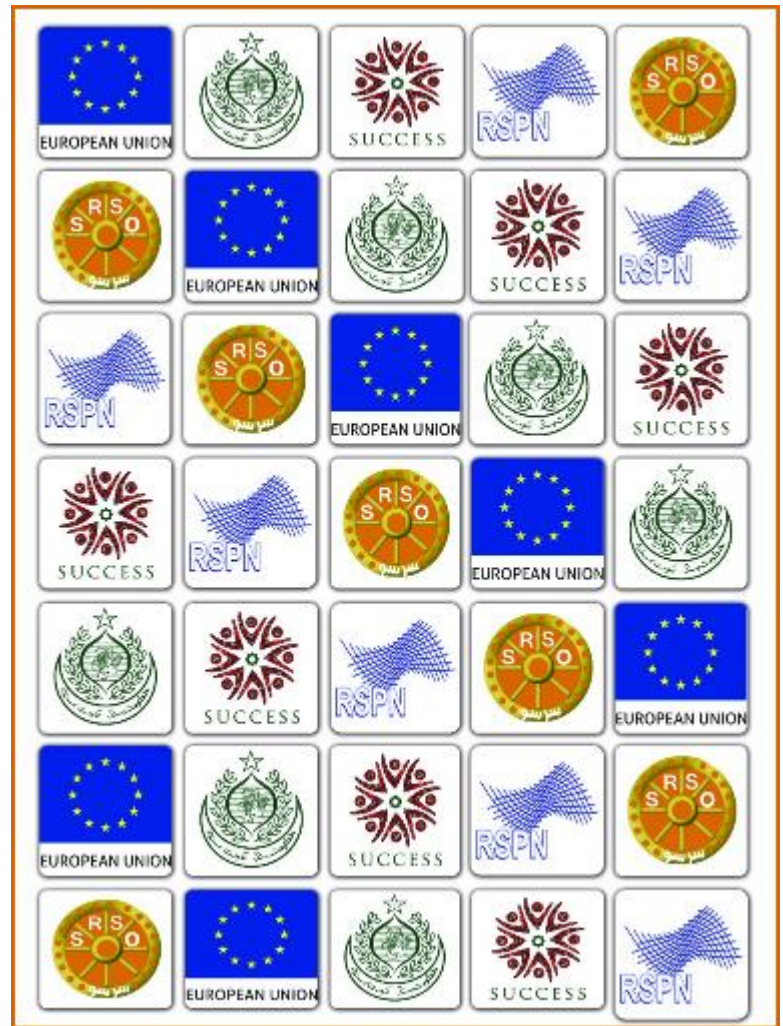
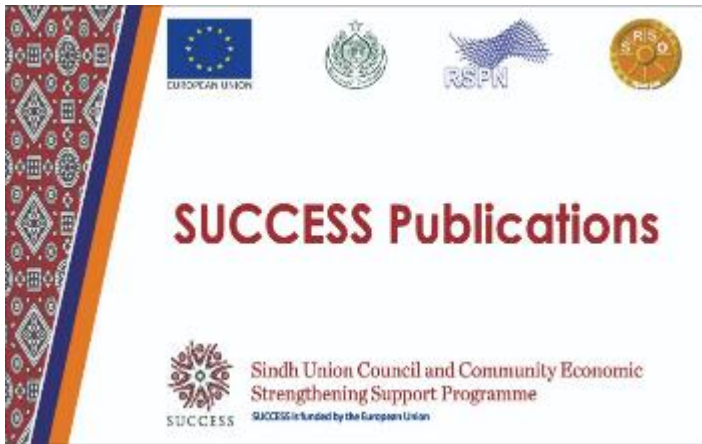


# Annexures

## Visibility Items and Communication Material

### Banners





Brochure

**Technical and Vocational Skills Training TVST & Enterprise Development (TD)**

SRSD Enterprise Development TDG works by supporting TVST trainers to establish their training, thereby making a major role for women workers and entrepreneurs. Their components in 2 districts i.e. Lahore and Gujranwala, in which community is being trained with the help of women for training and providing support to create their product line and services through technical reports and designs. TDG works in also providing different activities to develop the products and sell items to improve their livelihood.

**Pakistan Largest Women-Rural Development Venture**

SRSD is implementing TVST/TEVOP program under the Pakistan Rural Development Project, which is supported by SRSD and Government of Sindh. The main objective is to increase community based and investment activities to reduce poverty in 2 districts of Sindh i.e. Lahore and Gujranwala, by providing technical assistance to supporting women. The programme consists of the key interventions: Community based Technical Support (CTS), Income Generation Cells (IGC), Literacy, Physical Infrastructure (PI), Public Service & Welfare (PSW), Technical Training (TT), Enterprise Development (ED) and Market Access.

**"SUCCESS" PROGRAMME**

Sindh Union Council and Community Economic Strengthening Support Programme

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