

Notes from the field

YOUR MONTHLY GUIDE TO THE NUTRITION-SENSITIVE SIDE OF PINS

FAEs Work to Establish Nutrition-Sensitive Enterprises

Based on our experience from previous entrepreneurial interventions, the Programme updated its selection criteria for Female Agriculture Entrepreneurs (FAE). It's hoped that a more robust identification, shortlisting, appraisal will help us to better identifying 'potential' entrepreneurs. So far, 62 FAEs have been shortlisted to receive grants ranging between 25,000 to 90,000 PKR.

The Programme is also working to link these FAEs with further support in their enterprises from the EU-funded Growth for Rural Advancement and Sustainable Progress (GRASP) Programme.



The People of PINS

When Musmat became a mother for the first time at 19, she made a commitment to her son – that she would do everything in her power to educate him and whoever came along after. Now, at 41, she stands proud with her 8 children, the eldest of whom has recently enrolled to pursue his undergraduate studies.

The journey to here has not been easy. Her husband Qurban Ali had a massive heart attack ten years ago and hasn't fully recovered since. His income as a driver has taken a hit forcing Musmat to take the reins to be able to give her children the life she wants. She opened up her shop two years ago in her village in Dadu by extending her house and started selling eggs, milk, yoghurt and biscuits. She also sells vegetables from the farmer field school (FFS)



at VO Sada Bahar that she runs during the season and stocks surplus seeds as well. She earns anywhere between PKR 10,000 to 15,000 depending on what she is able to stock. She puts the money she earns towards educating her children so people can follow suit.

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'I was known for my yoghurt that I made. That and the eggs – I take good care of my chickens and it shows! But I am becoming quite famous for my seeds as more people are taking out the time to cultivate their kitchen gardens as we taught people at the FFS.'

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Musmat is one of the 7 Female Agriculture Entrepreneurs in Dadu to be receiving a grant under PINS. With it, she aims to extend her shop even further and stock more food staples. 'We learnt about eating a diversified diet during the community (awareness) sessions and I want to be someone who gives people options so that they are able to actually eat healthier and not struggle going to the market or bargain there.' Through her shop, she wants to have a wider conversation on better food choices, that Musmat thinks mothers are in



charge of and help them understand that their children's health is pivotal to them reaching their full potential.

Exposure Visit at the AKU Matiari Research and Training Institute to Observe Moringa Plantation

We met with the team at the AKU Matiari Research and Training Institute to discuss their on-going project on planting moringa in 4 UCs in Matiari. Dr. Sheraz Ahmed, who leads the team spoke of how they eliminated a large extent of their issues with the survival rate with thorough soil testing. Another factor that helped this take off was that they communicated consistently with landowners especially as they tried the agro-forest approach that proved to contribute significantly to their 85% survival rate.



With regards to incorporation in community diets to ensure wider usage, communicating consistently with the community was pivotal. The team has developed 10 recipe videos for incorporating moringa in the community's diets that have proven to be very successful in influencing them to use moringa. A community we visited regularly drinks moringa tea and encourages it as a great way to keep joints healthy. Similarly, moringa is being used in the place of coriander and mint in foods and sprinkled on top of their dishes.

Dr. Fayyaz, a member of the team also spoke of how planting it besides roadways and encouraging people to use the leaves from the trees has built its acceptance and use besides giving it away for free to people who are interested. He emphasized that they planted trees in places with visibility in the community like places of worship, schools and police stations and supervised plantation to ensure future success. Trees planted last year have really taken off especially in the communities where they often dry them in shade and grind them to sprinkle the powder.

The team has also formed commercial linkages with a processor in Tando Jam in the hopes of wider transplantation and increased acceptance in the community through moringa being a source of income. They shared a sample which rivals the powders sold commercially in bigger cities such as Karachi and hope that they too can form linkages to add value to the product – similar to what we hope to achieve with the FAE model.

Field Diaries: LSO Dua

Our WASH Specialist, Iftikhar Ahmed Leghari attended the monthly meeting at LSO Dua in Jamshoro (as part of the PINS ER-3's PMU visits to our 25 focused LSOs). LSO Dua was formed in 2016 under the Sindh Union Council and Community Economic Strengthening Support Programme. Currently, there are 11 VOs under it. It has 30 members in the General Body, and from these, 15 are elected as Executive Body members (by the LSO members) on the basis of their education, trend towards social work, taking time for Programmes and willingness. LSO Dua is also registered with the Social Welfare Department.

He emphasised on how the men in the community were helping uplift the women in the community and reported that while women were more willing to work on interventions, it was often the men that presented a challenge. To overcome this, men related to the LSO members played a big role in mobilizing other men for cooperating with Programme Affiliates such as CRPs and AEs. They also facilitated liaising with government departments, especially those at a distance from the LSO.

LSO Dua has also been actively working towards achieving open defecation free status, and currently, 95.4% of households have their own latrines. This, he credits to regular reviews and updates to the village action plans where the goals for each VO have been set.

The Programme is working on strengthening LSO record keeping with regards to the interventions being implemented in each of the 11 VOs so they have a sound knowledge of what is happening across the UC. This will boost their ability to effectively communicate their progress as well as issues they are facing to better liaise with the relevant Government Departments and lobby to bring more development in their community.



What We're Cooking Up Next

- A consultative workshop is planned in the coming month to discuss the re-engagement strategy for CLEWs in depth and strengthen linkages with the Department of Livestock and Animal Husbandry, Government of Sindh
- PINS ER-3's Quarterly Term Review is planned with all 10 districts to review the progress of the first quarter since the no cost extension was formalised and granted



'This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of Rural Support Programmes Network (RPSN) and do not necessarily reflect the views of the European Union'



PINS is funded by the European Union

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