

# Project Completion Report

## Karachi youth initiative

July 2014 to June 2015



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## 1. Summary

JOBS implemented an income generating project in Sultanabad from August 2014 to June 2015 with USAID funding through KYI. The objective was to provide women with opportunities and skills for income generation embedded with life skills and awareness-raising. JOBS trained 130 women and 20 men from marginalized households belonging to Sultanabad and Hijrat Colony, in a 12 month intervention.

Major activities included development, placement and procurement of 50 solar dryers, IEC (Information, Education & Communication) materials and required training material including hygienic starter kits. This is followed by mobilization of community members, selection of beneficiaries, training, formation of cluster production groups, transfer of skills and technology, development of product lines and finally establishment of market linkages with local and urban markets, using the expertise of master trainers and consultants working with JOBS.

Total 50 solar dryers were placed at different locations inside the community at Sultanabad and Hijrat colony. Groups were divided into smaller groups of beneficiaries 5-20 depending on the available space for solar dryers on their rooftops. 150 female beneficiaries were trained in food drying using solar dryers, paper beads rolling, and hygiene, work ethics and business management skills. Since the women mobility in this community is quite restricted to their houses and the colonies, 20 males from the same communities were identified and trained. The male and female beneficiaries are mostly youth groups, trained in business management skills, purchase of raw materials, monitoring and supervision of overall work.

This was unique and different experience of JOBS to work with men and women within their own communities. It was helpful to gain community confidence built faster. Baseline survey was conducted to learn about the situation of the residents. In order to assess the success of the project activities and end line survey was conducted with all the beneficiaries. The results gave positive feedback about their learning and impact of the project. Participation in the activities increased their status within the families. Their family income was increased and women were pleased to have a new skill and initiated networking within the community.

## 2. Introduction to the Project:

Over the past decade, Karachi has been beset by ever increasing levels of violent extremism (VE), characterized by violent protests, inter-ethnic, political, and religious conflict, record-breaking murder rates, and terrorist activity. These conditions are especially grave in KYI target areas of Lyari, Korangi and Sultanabad/Hijrat Colony. Sultanabad / Hijrat Colony were chosen as a Karachi Youth Initiative (KYI) focus area due its combination of existing violent extremism conditions and significant potential for their continued growth.



Some 90% of people in Sultanabad (300,000 – 400,000 residents) and Hijrat Colony (100,000 – 150,000) are Pashtuns belonging to the lowest socio-economic strata of society.

This slum-like area is densely populated and continuing to grow rapidly due to ongoing migration from Pakistan's tribal areas. These recent immigrants, in particular, bring with them a very conservative religious world view that tends to keep women secluded in their homes, undermines the value of secular education (especially for girls), and predisposes the population to be sympathetic toward extremist groups and ideologies. Not surprisingly, in view of these circumstances and evidence, young people from Sultanabad & Hijrat Colony were assessed to be at particularly high risk of becoming involved in VE activity and/or being recruited into VE groups. Among the apparent factors contributing to this recruitment and activity in Sultanabad/Hijrat Colony are: due to a general lack of jobs and skill development opportunities to qualify for jobs, the typical young male recruit finds the economic incentives offered by VE groups relatively more attractive. Moreover, regardless of whether the potential recruit has a job himself, his likelihood of joining a VE group or activity may increase if there is not sufficient household income to meet the family's basic needs such as food, shelter, and education for the children.

Considering the above mentioned situation, JOBS initiated an income generating project in August 2014 with USAID funding through KYI to provide women with opportunities and skills for income generation embedded with life skills and awareness-raising. JOBS has trained 130 women and 20 men from marginalized households belonging to Sultanabad/Hijrat Colony, in a 12 month intervention.

### 3. Results and Outcomes

#### 3.1. Sensitization sessions

In the initial stage of the project implementation, meetings and awareness sessions were conducted with community members about the project activities and briefed them on food processing. The importance of food processing, methodology and project approach were discussed in details. The response was positive. Total 20 awareness sessions conducted with 246 males and 287 females. As a result 150 beneficiaries were selected for the food processing activity included 130 females and 20 males.



#### 4. Baseline survey

##### 4.1. The project and Beneficiaries

After the social mobilization process and beneficiary selection, the 2<sup>nd</sup> activity was to conduct baseline survey in order to learn about the life of our beneficiaries.

Out of 150 beneficiaries, 20 (14%) are males and 130 (85%) are females. The males were to support the female beneficiaries in their work in



procuring raw materials, selling finished goods and work as liaison between JOBS, female beneficiaries and vendors.

Analysing the age of participants the approximate range of beneficiaries' age was 25-45 years of both males and females. Majorities are under 30 but some are above 30 and very few above 40. This is necessary to keep the criteria a bit flexible because you find very needy and interested people also among 40-45 some times. Majority, 65% are married, 22% unmarried and rest were widows and divorced. Most of our beneficiaries (35.3 %) have not gone to school; the others have primary or very few with more than primary. Out of total, for 86% it was the first formal training. Many have learnt little sewing and embroidery at home from female family members. 32% of the families have 15 to 20 thousand rupees per month to spend against their household expenses. Very few (3%) have more than 20 thousand. About 97% of the training participants own mobile phone. They also pay attention on the need of TV for the news and to keep children disciplined so that they do not go to the neighbours as they can do in the villages.

## 5. Food processing training and apprenticeship

Training program was executed to improve skills of selected community groups of both genders from under developed and poor slums. The key training element was developing skills in fruits and vegetable drying and preservation. Whole training program and associated activities covered in 5 days time frame. Being a promising food business with exceptionally good profit margins, training program was comprehensively reviewed for its objectives and possible outcomes. Awareness was created among participants regarding food ingredients (fruits, vegetables) and equipments. Easy to handle solar dryers were used for processing.

I never stepped out of my house but now I am so happy to have this permission from my family to attend this training. I enjoy being with the groups for few hours a week. I wish I participated in such activities before. I have missed so much in life but now finally I can enjoy being with groups and help to earn for my family.

After 5 days basic training, beneficiaries work as apprentices for 3 months. Practical demonstrations were given to the participants on fruits and vegetable drying.

Participants were practically involved in all training operations and continuous feedback was taken throughout the training program as a strategy to evaluate its effectiveness. Training program with all groups was wrapped up between January-March 2015 with very positive and encouraging feedback from trainees. A brief concluding question answer session with participants revealed that training program has successfully raised their knowledge and skills in food processing. Strong motivations were recorded among trainees on adopting acquired skills as a business to raise their household income.



Trained male and female beneficiaries worked in food processing for 3 months as apprentices and earned Rs 1500 per month in return. Accomplishment of training and apprenticeship program was sought from trainees. Conclusive comments of participants reflected a motivation to adopt food processing as a home scale business in coming future

## 6. Placement of Solar Dryers and beneficiary details:

The solar dryers are placed on the rooftops of the beneficiaries for the groups. Total 50 solar dryers are placed in Sultanabad and Hijrat colony for 150 trained beneficiaries. The details are given in the bellow table.

### 6.1. Clusters and placement details:

S.#	# of dryers	Males	Females	Location
1	2	1	9	Rozina house (Sultanabad)
2	4	1	10	Awan house (Hijrat colony)
3	6	1	11	Riyaz house (Sultanabad)
4	3	1	10	Awan house (Hijrat colony)
5	1	1	5	Muslim house (Sultanabad)
6	6	2	20	Habib shah house (Hijrat colony)
7	4	2	15	Waqass house (Hijrat colony)
8	6	3	12	Nazir Hussain house, Sultanabad
9	3	1	7	M Zakir house(Hijrat colony)
10	3	2	8	M Zakir House, Hijrat Colony
11	3	1	6	Sadiq house, Sultanabad
12	3	1	5	Allama Iqbal house, Sultanabad
13	2	1	4	Allama Iqbal house, Sultanabad
14	2	1	4	Zkia Sultan house, Sultanabad
15	2	1	4	Shamsul Qamar house, Sultanabad
<b>Total</b>	<b>50</b>	<b>20</b>	<b>130</b>	

## 7. Cooking competitions:

Marketing of dried products within the producers before approaching external markets. Internal marketing involved several activities at a time mentioned bellow,

- Introduce and promote dried products within the beneficiary communities.
- Training of producers in using the dried items in their daily cooking.
- An opportunity for women beneficiaries a confidence in their products
- Provide women with recreational and socialization activities.

Total 4 events were conducted, 2 each Sultanabad and Hijrat colony in the month of February and March, 2015. Total 76 female beneficiaries participated in 4 events in their own respective groups. For most of them it was the first time they used dried products.

The groups who did not conduct these events at their places were also invited to participate as observers, judges and discussions at the end of the event.



The events were conducted in the houses selected by the beneficiaries themselves based on the availability of kitchen facilities and the space for conducting the activities. Judges were appointed from among the community groups, who at the end tasted and announced who made what good and why they think the particular item was tasty. Participants enjoyed the events; they said it looks like Eid today. It was very important to let the participants use these items so that they believe in what they are doing.



As a result all the participants asked if they can dry their own products for some time just to prepare for Ramazan. It would be quite convenient just to take out things and cook them in Ramazan without spending much time on preparations.

This is also the result of marketing campaign with in the producer's community that project has placed dried products at a vegetable shop in Sultanabad and most of the items are bought by the project beneficiaries.



### 7.1. Table with details of the cooking competitions

S.#	Dates	Groups involved	# of Participants	Items cooked	Venue
1.	Feb 10, 2015	8 & 11	18	Pikoras	Sadiq Afridi house, Sultanabad
2.	Feb 11, 2015	6 & 7	33	Carrot Halwa and Pikoras	Awan house, Hijrat colony
3.	March 22, 2015	12 & 13	10	Karela, quorma and okra	Allama Iqbal house, Sultanabad
4.	March 24, 2015	9 & 10	15	Karela, quorma and okra	Zakir house, Hijrat colony

### 8. Tasting Events

To mobilize people to start using dried vegetables and fruits in their daily cookings in hotels, resturents, catering services and in the houses. For this purpose two tasting events were oorganized by JOBS in the month of January and April. The first event was organized at Mir Kokhar's place attended by 16 participants including 2 ministers, state secertries, politions attended the event in addition to business people from around Karachi. The 2<sup>nd</sup> event was organized at mela resturent in dinner to night hall inviting 20 potential buyers.



The project team setup a stall with dried products and IEC materials. A briefing session was held for the participants on project details. Later they sat in smaller groups and talked about the use, benefits of using dried products and question/ answers.

Dried fruits were also there for tasting as snakes which were also used in desert. People had dinner together which was cooked using dried products. They had interesting discussions while eating. Project team was there to answer the questions by the participants. At the end of the events, participants were provided with the samples of dried onions of 100 gram each to let them try to use on their own at home/business and then decide to use it in their cookings.

## 9. Marketing efforts and results

Three Prong approach was adopted for the marketing of sunny miracles involving media, government machinery and private sector entities.

Since the project started in July 2015, several events took place and significantly contributed to the marketing efforts in the field of media, advocacy and marketing of sunny as well as the paper beads.

### 9.1. Media:

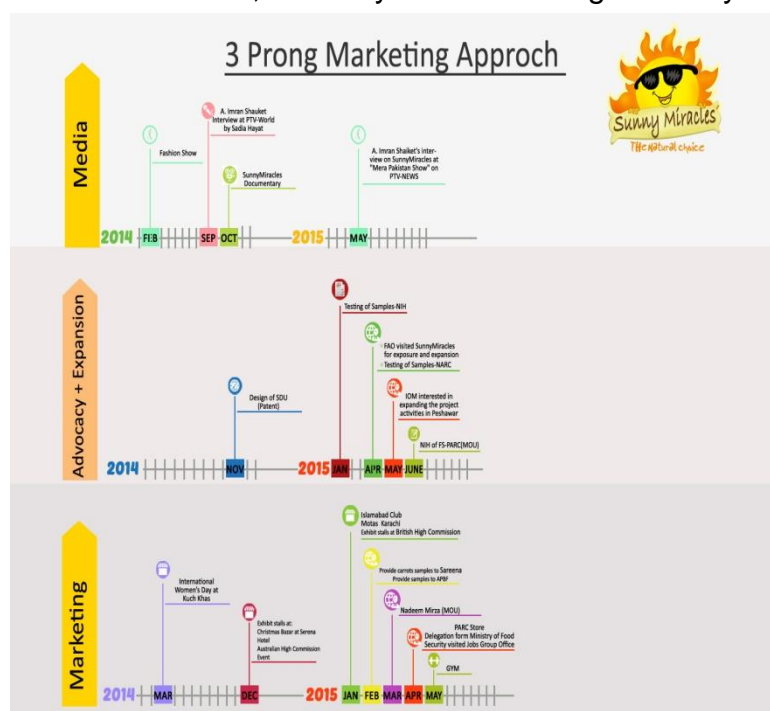
In the field of media, sunny miracle's documentary was produced by PTV, covering the objectives, process and marketing of sunny miracles (<http://www.jobs-group.org/sunnymiracles-video.html>).

The documentary was seen by relevant government entities, NGOs and donor agencies. It has been posted on sunny miracles website and being viewed by people. The documentary is used in trainings and events. Mr Imran Shaukat was interviewed at PTV World by Sadia Hayat (available at sunny miracles website, <http://www.jobs-group.org/imran-shauket-interview.html>).

In May 2015 Imran was interviewed by a TV channel, Mera Pakistan and was aired, . So the word is spreading and the discussions have started.

### 9.2. Advocacy:

In advocacy, the process for patent right was started in November 2014. Our sun dried products were tested by NIH for the first time, most were clear but 2 has small issues. It gave us the opportunity to look in to our hygiene standards and improve the quality of products. FAO came forward to start sunny miracles in Balochistan in April 2015. We will be starting a pilot in Balochistan with FAO soon. IOM got interested in expanding the project activities in Peshawar. The discussions are ongoing towards finalization of modalities. Minister of food security and his team visited JOBS office and we currently in the process of finalizing MOU to work together to expand the activities, fine tune the technology and marketing of sun dried products. NARC is looking in to our solar dryer to





propose changes if any. We have also placed our products at PATCO shop in Chak Shehzad for selling.

### 9.3. Marketing/selling:

About selling of sunny miracles products, JOBS signed the agreement with Islamabad club and supplying sunny miracles products for their buffet since January 2015. The products were placed at Mottas in Karachi in January 2015 and selling well but we are looking for the ways to advertise and market those products in more organized manner. The samples were provided to Serena hotel Islamabad and waiting to hear from them about the orders. We have signed MOU with Nadeem Mirza for marketing of sunny miracles products in Karachi and Balochistan. The samples of dried fruits were placed at GYM Islamabad in May 2015 and getting good response. Sunny and paper miracles participated in exhibitions in kuchkhas, Sera hotel Islamabad, Australian High Commission Islamabad and British High Commission Karachi. The paper beads products are placed at Sonia Batala in Karachi and getting well. Efforts continue and hopefully going to get there.

*Shaheen says,  
Due to paper beads rolling  
I buy juices and medicines  
for my mother she remains  
sick.*

*Rukhsana Bibi says,  
I love pets; I have bought a  
hen which lays eggs. My  
little wish fulfilled by paper  
beads amount.*

*Irum says,  
We can give extra money to  
our kids for purchasing  
little stuff like chocolate  
and biscuits etc.*

## 10. Training in Paper Beads

Making paper beads is a great way to recycle junk, newspapers, old calendars and magazines. Paper beads are additionally inexpensive, attractive, and can be used in a multitude of projects. Paper beads can be made either from pre-designed paper or to design your own using white paper and markers, following simple instructions. Women who cannot move out of the house to find regular jobs due to the household responsibilities and cultural restrictions are encouraged to learn paper beads rolling and then converting the beads in to jewelry like bracelets, necklace, earrings and other household items.



### 10.1. The process:

After cutting the paper in to thin strips, the next stage is, rolling them! So they'll actually look like beads and not just strips of paper.

- Starting from wider edge of the paper, strip is rolled in to beads.
- Continue rolling the paper strip around the toothpick, being sure to keep the paper taut and the sides even.



- Once we are near the skinny end of the strip, paint a thin layer of glue onto the paper, and continue rolling.
- When the bead is dry, take it off the toothpick. It is suggested *twisting* rather than pulling it off. Otherwise there's a possibility that your bead might come unraveled.
- When we have made a considerable amount of beads, we start crafting paper jewelry out of them.

The training is completed in 5 sessions. They role small and big sized beads in 5 sessions, learn sorting and quality control etc. At the end of the training sessions participants have started production and are getting paid for their work.

In Sultanabad, female beneficiaries also worked on paper beads rolling and earned handsome amount. Total 150 females were trained at both the places (Sultanabad and Hijrat colony). Most of the women were the same who worked on food processing but they were also others, daughters and daughter in laws of a bit elderly women.

## 11. Business management training

Most small scale entrepreneurs do not write down how much money comes in and goes out of their business. They keep everything in their head. As a result they do not really know how much money they are earning, how much they buy and sell on credit and how they could improve their business. The aim of financial management course is to make the participants aware of the importance of bookkeeping, and to raise interest in the course.

The simple training course takes them through theoretical class room sessions, life examples, experience sharing sessions and role plays to develop their understanding on how to manage their business. The course is designed for literates and illiterates equally understandable for both. Those who cannot read and write make the use of symbols.



### 11.1. Process adopted:

As a first step a training course was designed based on the analyses of base line situation of the beneficiaries. Step 2 was the pre-test of training material and staff training. The TOT for staff was very much adopting participatory approach. They just had to act as they would be beneficiaries and the types of questions they would expect from their trainees. The staff training was completed in 2 full days but for the beneficiaries it took 2-3 weeks because it was broken down in to small parts so that they can easily absorb and move on after their full understanding of the topic.

### 11.2. Training contents:

1. The importance of bookkeeping
2. The use of symbols in bookkeeping
3. Income and expenditures
4. The use of cash book
5. Profit and loss
6. How to use profit
7. Buying and selling on credit

8. Costing and pricing
9. Business planning
10. Business management



Each topic took 3-5 sessions for beneficiaries to complete through role plays, life examples from family members etc. They also came up with issues challenges they faced in their business or their family members faced issues. They all agreed that they will not face these issues if they had attended this training before.

For the male participants it was easier to continue with sessions till late so they tried to stay late and complete their sessions but females due to the responsibilities at home they could not give much time and it was also good for them to absorb the concepts before moving ahead to the new topic.

## 12. End line survey

At the end of project, end line survey was conducted with male and female beneficiaries in order to learn about the usefulness of the training program and improvement in the lives of the beneficiaries. Talking about the quality of the training, participants were quite satisfied with training methodology and approach. All the training participants said the training was useful for them. The majority (84%) of the participants of the training stated that the training was very useful for them. They can use the skills for drying additional fruits and vegetables for themselves and their families for off seasons or they may be able to sell it to increase their family income.

Beneficiaries responded that they feel that their families and relatives respect them more than before since they started contributing financially. Increase in the overall family income was also reported by the beneficiaries. The young boys were very happy and they feel like grown up and valuable members of their society since they got involved in the project activities. Out of the total for 86% it was first formal training they attended in their life time. They said they enjoyed being in the training. They also said that this is a unique training where they started earning from day one of their training.

Since the training participants started getting monthly stipend from day one, that gave lot of acceptance to the training. In addition participants are also rolling paper beads that pays them one rupee per bead and on average 1500 per month. The total income they bring home is about Rs 3000/- per month.

In end line survey when asked the question if there is improvement in their family's income? 85% responded in positive and the participants felt of being helpful for the improvement in family's income.

About the future plans of project beneficiaries, 66% of the respondents said that they will stay at home and work from home after the training. Only 18% said they will rent the place to start their business. 15% opted for other options like road side carts etc.

Participants also talked about other options like helping in family business, continue with the same job as before the training.

The main highlight of the investigation was that they would like to continue with paper beads as well as food drying work from home. Females proved to be the better entrepreneurs compared to their men. Women only are facing the problem of mobility or the restrictions on their movements outside their homes. They are ready to work hard from home.

### 13. Overall targets achieved:

S.#	Activities	Targets	Achievement	Remarks
1.	Sensitization meetings	20	20	10 sensitization meetings conducted with male and 10 with female (sessions were conducted with 287 females and 246 male, total 533)
2.	Baseline and end line surveys	150	150	Baseline and end line surveys completed (Reports attaché).
3.	Selection of beneficiaries	150	150	Selected 130 female beneficiaries and 20 male beneficiaries for 5 days basic training on food processing.
4.	Placement of Solar dryers	50	50	Solar dryers designed and manufactured
5.	Apprenticeship	150	150	130 female and 20 male beneficiaries completed their 3 months apprenticeship period successfully
6.	Tasting parties	02	02	For the marketing purpose 2 tasting parties conducted caterers, vendors, community members and beneficiaries were invited.
7.	Training on business management	20	20	20 male and 130 female beneficiaries trained on business management by JOBS International
8.	Cooking competition activity	04	04	To highlight the importance of cooking dried vegetable, cooking competition activities conducted between different groups at Sultanabad and Hijrat colony.
9.	Cooking competition activity	04	04	To highlight the importance of cooking dried vegetable, cooking competition activities conducted between different groups at Sultanabad and Hijrat colony.
10	Business and financial management training	1	1	Completed for 5 staff members and 150 beneficiaries.
11	Marketing strategy	1	1	Doc completed and being implemented
12	IEC materials	5	5	Calendar, Dangler, flip chart, broacher and stickers were designed and printed

All the planned activities successfully conducted with 100% achievement rates.

## 14. Female beneficiaries.

Due to restricted culture of the communities residing in Sultanabad, females are not allowed to work outside the home. In the start of the project females were hesitant to become the part of project. Once the project started, they saw the project activities were home based and beneficial they all wanted to come and work. Last months were hard for our staff since we had limited targets but groups and groups of women were there every day who wanted to be part of the project.

Hygiene awareness is most important part of the whole process. In the apprenticeship they learn and practice, proper hand washing with soap, critical times for hand washing with soap, air drying and helping other family members to wash hands with soap. Especially before handling food they have to be properly covered with clean scarf/cap, apron, gloves and clean shoes in cutting areas..

## 15. Changes in perception of the target beneficiaries.

- Our houses now look cleaner, they are more aware about the hygiene needs to stay healthy, they are better skilled that will help them to do their household chores better and they get money for the work.
- Working on food processing is more relaxing, enjoying together as group and staying closer to the houses and children.
- In the start of the project JOBS faced serious problems regarding community's perception about NGOs. During the process of social mobilization it was learnt that we go without branding and mentioning that we are an NGO, project or a company. JOBS hired a private building for the office and had to close down after 2 months because of the threats to our staff from the community and some other elements. After 3 months of the project life, our staff (male and females) could walk alone in the streets of Sultanabad and demand was so high that we could not fulfil.

*Since I attended training on Hygiene and safe water I have become so conscious that I end up washing my hands with soap so many times.*

*Since you told us about the germs and how they get transferred I am very careful in handling food.*

*Nasreen*

## 16. Success stories and quotes.

### 16.1. Shazia, this project changed my life:

*Shazia from Hijrat colony tells her story in her own words.*

This project changed my life:

I was married 7 years ago. After a year, I was back to my parents' house because my husband was not working and had fights with me most of the time. My parents and other family members paid good attention to me in the first few months but slowly I felt I was burden on them and no one actually cares, not even bothering to ask if I need anything or consider me a family member.

I realized that in our society, once woman gets married then she has no shelter that she can call of her own.

One day I went to an awareness session where a facilitator talked about food processing and paper beads work to start soon. I showed my interest and was selected as one of the beneficiary. From that day I started dreaming about my work with the project. After one month, the same team came to my street with solar dryers. We started working twice a week on food processing and got to roll paper beads at home.

This is the first time in my life; I got money of my own in my hands. My life changed, I am no more sick, I have better sleeps in the night. To me it seems that **this project has helped me to travel from the dark to light**. I am very happy because this project changed my life.



### 16.2. Sadia, I feel happy to see my children going to school.

Aged 25, married with husband and 2 children in Sultanabad.

She States, My husband is illiterate and unskilled. He does not have permanent job. So he works as daily wager. We live in rented house. Karachi is an expensive place and not easy to survive. My children had to leave the school because we could not pay school fee. Since I joined sunny miracles we were able to send our kids to school again. The amount I receive from sunny miracles I pay my children school fees.

I feel happy to see my children going to school.

Thanks to KYI.

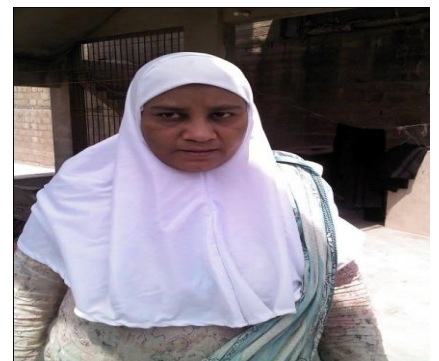
### 16.3. Rubina, I am happy, my contributions were helpful for the family

Rubina 40 years, a widow, lives with 2 sons at Sultanabad.

She states, my sons are not educated so they work as labourers, most of the time they remain jobless. I have a small house, my husband built for us. We have rented that out at @ Rs. 4000 per month. We try to manage but hard.

Since I joined food processing work I helped my sons to meet home expenses to some extent.

Thanks to KYI.



## 16.4. Shagufta Bibi, No more helplessness as was some months ago.

Shagufta 35 years lives in Sultanabad with three teen aged children.

She states in her own words, my husband is diabetic patient which affected his legs and made him unable to move. My father in-law is supporting to feed me and my kids but they are other basic needs which I cannot ask or even expect him to buy for us.



Since, I joined food processing work. I am so happy that I can earn little money to fulfil some needs of my kids. I feel happy and confident now, No more helpless as I was some months ago. I hope and pray that this process goes on for us and for the others like us.

## 16.5. Farzana, such machines will also be useful in my village

Farzana is living in Hijrat colony, she states, it has been great experience working in groups of women for the first time. I learned how to preserve green vegetables using solar dryers. I am happy to be able to dry my vegetables and use them all over the year. I don't have to ask my relatives in the village to send me dried stuff in future.

I strongly feel this technology would be very useful back in my village. In the village they already do dry vegetables and fruits but would like them to use solar dryers.

- I used to request my villagers to send dried garlic for me since I did not know how to do it? But now I am so happy that I can also dry it at my house in much hygienic way. Says, Zarina from Sultanabad.*
- These dryers are amazing simple technique, I love drying vegetables to increase my household income. Says Miss Bushra Bibi.*

## 17. Unexpected Success

- The streets of Sultanabad look cleaner than last year.
- The houses are cleaner.
- Women talk about hygiene with their kids.
- The soap is visible at the hand washing areas, no more hidden from the kids.
- 150 beneficiaries are trained and friendly to outsiders if a new project comes in. They will not have the same treatment as we had by the community.
- People who were involved in closing

Saira, mother in law of one of our beneficiary, I am clean by nature but women around me did not listen to me before but since you have started this hygiene campaign, it has become easier for me to talk about hygiene with my neighbourhood.

My neighbour is from FATA, yesterday I told her that if I see you through garbage in the street, I will pick it and through it back in to your compound.

down our office in Sultanabad in the start of the project, saying that we are NGO working with foreign money, later came and said they also have right to benefit from the project.

- Women have started meeting with the neighbourhoods and realized that they all have similar types of issues.
- Once we started working together, we were able to gain the trust of the communities, In April 2015, 10 female beneficiaries attended” I am Karachi event” in Farer Hall at Karachi, They gave very positive feedback that such event should take place time to time for women and children as recreational and learning opportunity.

## 18. Lessons Learnt and Challenges

- After conducting baseline survey we had to change our methodology of training. We learnt that the types of women we want to target will not come out to the training centres. This change of methodology actually helped us to be in the community most of the time. We have not only been dealing with our beneficiaries but also their family members. So it took us very little time to gain community’s confidence.
- Public perception towards the NGO in project areas Sultanabad and Hijrat colony was not positive in the beginning, which has hindered the smooth working of the project at the initiate stage but when they started seeing the benefits of the project their perception changed.
- Karachi is a big market for dried vegetables and fruits. We have to tape it that takes time but very much possible.
- For the areas like Sultanabad we cannot have proper training facilities in such projects for adolescent women and have to adopt flexible approach for training women and give more attention on monitoring and on the job training.
- Having qualified local staff from within the community helped to reach our targets much quicker and we were then not seen as foreign entity.
- At the initial stage of the project implementation, we hired the office within the community so that our staff and the communities have easy access to the staff. After 45 days we were forced to close down the project. Our staff was disappointed and felt threatened. We rented the office far away from Sultanabad and operated from there. The conclusion was, never ever have the office inside the community. Staff also needs to feel secure, build the team and plan together before going to the communities.
- In the beginning of project, JOBS field staff faced problems from the community especially when field staff started intervention in the community they showed full denial and quoted NGO is not considered good. Some people claimed that NGOs collect personal information and female pictures and misuse them. These issues were resolved by JOBS team by conducting meetings and awareness sessions with community members about the project activities and briefed them on food processing; its importance, methods and project approach. Our teams were instructed not to take camera with them in the field and never take out mobile until it is extremely necessary.



- The houses in Sultanabad are too small. Bringing solar dryers on the roof tops was a challenge; some get even damaged on the way on small stairs.
- Limited mobility of women beneficiaries outside Sultanabad for attending training is a problem to provide them with a proper place for training with maximum facilities and professional environment.
- Unavailability of proper place (big enough) for the establishment of training centers. The issue was resolved with the help of community by identifying the Houses with rooftop.
- Now the groups are approaching our field teams at daily bases for the support in sunny as well in paper miracles. It is a great success as well as the challenge for us to respond to their demands and keep them satisfied.
- Biggest challenge, the project is currently facing is that of market linkages are taking time. Implementation of the project and production is going very well.
- Dried materials need to be properly packed to protect it from moisture.

#### **19. Events:**

Since most of our staff and activities were within Sultanabad, we were not affected by any external factors.