

SKILLS DEVELOPMENT FOR WOMEN EMPOWERMENT

Final Report

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Abbreviations:

IOM:	International Organization for Migration
PUP:	Peshawar Uplift Project
KP:	Kheber PakhtoonKhwah
CM:	Chief Minister
UC:	Union Council
GIZ:	German Technical Cooperation
USAID:	United States Agency for Development
IDP:	Internal Displace People
SDC:	Swiss Development Cooperation
CRP:	Community Support Persons
LHW:	Lady Health Workers
PTC:	Parent Teachers Committees
BHU:	Basic Health Unit
IEC:	Information Education and Communication
LivE:	<i>Livelihood for Empowerment</i>
CM:	Chief Minister
UC:	Union Council
NARC:	National Agriculture Research Council
MPA:	Member Provincial Assembly
NARC:	National Agriculture Research Council
PB:	Paper Beads
FP:	Food Processing
FATA:	Federally Administered Tribal Areas
JOBS:	JOBS Trust
NGOs:	Non Governmental Organization
NCE:	No Cost Extension
FACE:	Farmers And Community Empowerment

1. Executive Summary

The ***Livelihood for Empowerment (LivE)*** project responded to the alarming trends with a simple, focused solution: working with young women from the impoverished areas of Peshawar and provide them with a socially acceptable livelihood opportunity. In **LivE**, JOBS Trust, IOM, and the government of KP have joined forces to offer the skills to the women in fruits and vegetable drying and making paper beads that are embellished and arranged in fashionable designs for purchase by an upscale or foreign consumer. **LivE** positively impacts the *lives* of marginalized women – it provides them with a sustainable and environmentally responsible social enterprise that links them (as artisans and micro-entrepreneurs) to a larger value-chain. The LivE draws on JOBS Trust’s extensive government and corporate sector linkages to provide support for the artisans.

The project area (Urmar) was selected in consultation with IOM and the government of KP considering the poverty level, lack of employment opportunities, availability of vegetables and fruits for drying, ignored areas and the willingness of the communities to change their lives and most importantly, no donor or NGO has worked so far in this region and people feel being left out. Especially the women of Urmar are extremely hard working, willing to take up the challenges and ready to do anything that does not conflict with their social values.

The Project “*Livelihood for Empowerment (LivE)*” was initiated with the following objectives in July 2015

- 1) To positively impact the lives of marginalized young women in Peshawar by providing them income generating skills through a social enterprise that specializes in quality, hand-crafted, recycled paper beads and solar drying of fruits and vegetables.
- 2) To link young women to other services and skills that can enable them to become change agents and positively impact the health and educational choices available to their families.
- 3) To offer the government of KP a successful home-based, income generating model value chain that can be expanded through the government’s sector plans for vocational education and entrepreneurship.

2.1. Key Results/Achievement:

JOBS Trust signed the contract with IOM to implement “*Livelihood for Empowerment (LivE)*” project in July 2015 for 12 months that was further extended for 3 more months under the no cost extension (NCE) agreement. The project has been concluded in September 2016.

The first activity of the project was an orientation meeting organized within JOBS Trust where the management, the proposed implementing team and project team from IOM participated and clarified and explained the roles and responsibilities where required. The team members with relevant skills from JOBS existing team were transferred to the project. The trainers and support staff were locally recruited.

A detailed work plan was discussed, prepared and got approved from IOM/PUP. Training and IEC materials were printed and distributed as per the guidelines. Baseline and end line surveys were administered. Project stakeholders were identified and briefed on the planned project. The targeted UC, village and community was identified in coordination with KP government especially

CM office. Two meetings were held with newly recruited male local government representatives and series of meetings were held with the community activists. The training centre was jointly identified by the staff and the community activists. 125 beneficiaries were selected with the community involvement and using the criteria already agreed between the 2 partners (IOM and JOBS).

All 125 women were trained in basic food drying techniques using solar dryers. Out of the total, 50 were trained in paper beads rolling in addition to food processing, where as the other 75 continued working in solar drying of fruits and vegetables.

Ten Potential semi literate women from both the groups were trained in book keeping and business management skills.

One bazaar event was organized in Peshawar and one in Islamabad in order to promote and sell the work done by the beneficiaries.

In No-Cost Extension (NCE) phase, out of the total beneficiaries trained under *LiVe project*, 20 women (10 for paper bead and 10 for food drying) were trained in 2 days higher level training in quality control, product development and packaging training. Out of 20 trained beneficiaries, 10 (5 from FP group and 5 paper beads) were trained as monitors. 5 solar dryers were handed to the Tarnab farms (NARC Agriculture research centers) for research and training purposes, training 20 of their extension workers for 2 days in sun drying of fruits and vegetables for further replication in the district. 2 promotional events for awareness raising and sensitization of the communities for non-targeted women from nearby areas were held to introduce sun drying methods and tasting of cooked items prepared using dried products, one of the events was held in the training center and the 2nd in Tarnab farms compound. IEC material (one pager on process and taking care of solar dryers and recipe books) were printed and distributed to the participants. 4 male community members were trained and exposed to the potential marketing opportunities in support of their women producers.

2.2. Recommendations

Although the project has been successful in mobilizing communities, providing needed skills and building their capacity through trainings and exposures but to build them in to a value chain, needs more time and resources. It is recommended to continue working with the communities at Urmar to make it really a successful model for KP. They will need now the support in linkages development with the market.

The project Livelihood for empowerment has been successful and should be expanded to the provincial level working with the government and potential donors and other stakeholders

2. Project Description

2.1 Organization's background

Founded in 1997, JOBS Group has been working in the development arena for over 25 years. The majority of its work has been in value chain development through creation of untapped sectors. To this end, JOBS has facilitated the creation of more than 15 sectors in various countries. JOBS Trust is part of the JOBS Group for-and not-for-profit organizations that have, at their core, the goals of employment generation and poverty alleviation through sector creation and human capacity building. JOBS Trust has a successful track record of implementing projects

with a variety of donors in Pakistan on safe drinking water and hygiene promotion, value-chain development, sustainable livelihoods and women's entrepreneurship.

Through a partnership with the German Society for International Cooperation (GIZ), JOBS Trust implemented the Farmer and Community Empowerment (FACE) initiative to empower 500 women from the Khanewal, Muzzafargarh, Swat, Tando Allahyar and Shikarpur districts of Pakistan on food drying and preservation techniques. These women entrepreneurs learnt critical workforce skills and gain exposure to business practices, alongside training on the safe handling, processing, drying and packing of fruits and vegetables. The produce that the FACE beneficiaries harvest and preserve is used to feed their own families and sold at fair-market rates to generate household income. As a result, a recent GIZ mid-term evaluation found that these women are increasingly able to positively influence household decisions, particularly in the areas of their children's health and education.

Through the project, women and youth empowerment through solar dried food processing, the activity funded by the United States Agency for International Development (USAID), JOBS Trust replicated the success of the FACE methodology with women participants in Sultanabad and Hijrat colonies of Karachi. This project, initiated in the fall of 2014, reached over 150 beneficiaries (130 young women and 20 men).

JOBS Trust is also a recipient of funds from the Swiss Agency for Development and Corporation (SDC) for the "*Reduction in water borne diseases through Rehabilitation of Drinking Water Supply in Khyber- Pakhtunkhwa*" project. This effort reached over 11,000 households and 14,876 students in 11 Union Councils of two districts in Khyber Pakhtunkhwa province between 2011 and 2014. Using a two-pronged approach which included i) provision of access to safe drinking water and ii) creating awareness about sanitation and hygiene practices around water use and storage at the community level, JOBS Trust worked with children and their parents as the primary target audience, and also mobilized religious leaders, teachers, parent teacher councils (PTCs), Lady Health Workers (LHWs), hospitals/Basic Health Unit (BHU) staff, community support persons (CRPs), shopkeepers and medical store owners/managers.

3. Introduction to the area and project Rational

Peshawar is the provincial capital of Khyber Pakhtunkhwa (KP) province, and also its largest city. Peshawar, as few tragic events demonstrate¹, has a unique military, economic and political importance – given its proximity to the Federally Administered Tribal Areas (FATA) and the spiraling violence of domestic and foreign military and terrorist activity in an already volatile region.

Over the last decade, the population of Peshawar has roughly doubled and the city is home to one of the largest groups of internally displaced populations (IDPs) and refugees in South Asia. It is also situated within one of the poorest provinces in Pakistan: an estimated 29% of the KP population lives in poverty². Unsurprisingly, the KP government agencies charged with urban development have unclear mandates, inadequate resources and limited capacity to effectively manage Peshawar's ongoing expansion. As the city sprawls beyond its intended limits, the

¹ <http://www.theguardian.com/world/2014/dec/16/pakistan-taliban-peshawar-massacre-attack>

² SDPI and Humanitarian policy group Report of ay 2013.

province increasingly struggles to keep up with basic services and infrastructure. Many of Peshawar's poor residents, whether displaced or not, face serious problems in terms of sustainable livelihoods, access to basic services such as adequate shelter, sanitation, health and education supports and physical security. Of particular concern are the growing numbers of informal settlements that are expanding on the outskirts of the city. The lack of stable income generation options and the absence of a social safety net, combined with rising rent and food prices, have significantly increased the vulnerability of the indigenous populations of Peshawar. This stress is further exacerbated by the influx of displaced populations and refugees who often have even more limited choices. Many are being provided shelter by family or kin whose own economic resources are equally stretched. Within an already conservative society, such a vortex can lead to women becoming more marginalized and bearing a disproportionate burden at the household level.

4. The Project

The **Livelihood for Empowerment (LivE)** project responded to the alarming trends with a simple, focused solution: working with young women from the impoverished areas of Peshawar and provide them with a socially acceptable livelihood opportunity. In **LivE**, JOBS Trust, IOM, and the government of KP have joined forces to offer the skills to the women in fruits and vegetable drying and making paper beads that are embellished and arranged in fashionable designs for purchase by an upscale or foreign consumer. **LivE** positively impacts the *lives* of marginalized women – it provides them with a sustainable and environmentally responsible social enterprise that links them (as artisans and micro-entrepreneurs) to a larger value-chain. The LivE draws on JOBS Trust's extensive government and corporate sector linkages to provide support for the artisans.

The project area (Urmar) was selected in consultation with IOM and the government of KP considering the poverty level, lack of employment opportunities, availability of vegetables and fruits for drying, ignored areas and the willingness of the communities to change their lives and most importantly, no donor or NGO has worked so far in this region and people feel being left out. Especially the women of Urmar are extremely hard working, willing to take up the challenges and ready to do anything that does not conflict with their social values.

The Project "*Livelihood for Empowerment (LivE)*" was initiated with the following objectives in July 2015,

4.1 The Project Objectives

- 1) To positively impact the lives of marginalized young women in Peshawar by providing them income generating skills through a social enterprise that specializes in quality, hand-crafted, recycled paper beads and solar drying of fruits and vegetables.
- 2) To link young women to other services and skills that can enable them to become change agents and positively impact the health and educational choices available to their families.
- 3) To offer the government of KP a successful home-based, income generating model value chain that can be expanded through the government's sector plans for vocational education and entrepreneurship.

5. Project Implementation details,

6.1 Key activities

S. #	Activities	Planned	Achieved	Comments
1	Orientation session	1	1	Orientation session conducted about project for IOM team
2	Staff training in Peshawar	1	1	Newly recruited team was briefed on organizations involved in the project and why food processing and paper beads, what are the individual responsibilities of the teams in the project.
3	Procurement of Hygiene kit and Food processing kits	1209	1209	Food Processing kit: Tub 5, Bowl 5, Tray 10, Dust bin 5, Knife 24, Cutting board 10. Hygiene Kit: Scarf 300, Apron 300, Gloves 125, Soaps 125, Shoes 300.
4	Social mobilization	1	1	Sensitization meeting held with community members briefed them about planned project
5	Baseline and end line survey conducted	125	125	Only with selected beneficiaries
6	Establishment and up gradation of training center	2	1	It was found appropriate to train them at one venue
7	Identification of beneficiaries	125	125	Selected during house to house visits
8	Training of beneficiaries in food processing	125	125	All selected beneficiaries were trained in 5 different groups
9	Identification and training of beneficiaries in paper beads	50	50	These 50 got both the skills (sunny & paper miracles)
10	Apprenticeship	125	125	All beneficiaries in food processing and beads rolling completed 4 months apprenticeship
11	Procurement of solar dryers	15	15	Currently 10 are in training center and 5 at Tarnab
12	Designing and printing of IEC materials	2920	2920	150 calendars, 150 danglers, 20 flip charts, 300 recipe books, 300 one pages, 1000 cards, 1000 one pages of paper miracles
13	Book keeping & business management skills training	10	10	They were among the 125 too
14	2 Bazaar events organized to introduce and promote sunny and paper miracles products	2	2	1 in Islamabad and 1 in Peshawar

15	Quality control and packaging training	20	20	In extension phase, 10 from paper beads and 10 sunny miracles but from among the 125
16	Monitors training	10	10	One day training, 5 women from paper and 5 from sunny miracles groups and from overall 125 beneficiaries
17	Tasting and promotional event managed and handing over of solar dryers	2	2	1 in training center and 1 in Tarnab, 5 solar dryers handed over to Tarnab farms for research and training
18	Marketing training for males	4	4	They are from the same community to help their female members in marketing
19	Extension workers training	20	20	20 Govt extension workers trained in food processing through solar dryers

6.2. Team meetings, orientations and training:

The contract with IOM was signed at the end of June 2015 and implementation started in first week of July 2015. The first activity was the staff meeting and taking decisions to transfer some of the team members from JOBS to IOM funded project in Peshawar. Next similar meeting was held at the end of July where 2 members IOM team also participated. This activity helped both the teams to come at the same page regarding the project and its activities and our methodology to achieve the targets. Later in August a meeting was held with IOM Peshawar based team where program as well as monitoring teams participated. This meeting helped to get to know the teams, brief them about the planned project in Peshawar, target areas and time line. Once we have established the office in Peshawar and recruited the staff, we had orientation session with the staff in mid October. At the end of October, we had 2 days detailed training for the newly recruited staff. The training was attended by IOM program team in Peshawar on day one and 3 staff members from JOBS office Islamabad.



6.3. Staff Training:

Newly recruited team was briefed on organizations involved in the project and why food processing and paper beads, what are the individual responsibilities of the teams in the project. What to achieve in coming months as an organization and individuals. A 2 member's team of IOM also joined the training on day one. After talking about JOBS, the IOM team was invited to talk about the Peshawar uplift Program (PUP). We also discussed with IOM team what they tell in the community, should it be JOBS Trust, IOM_INGO, GOVT or different. We were advised just to say that we are working in coordination with Commissioner's office.



Further orientation was held on the project objectives using PowerPoint presentation. The sunny and paper miracles videos were seen one after the other and discussion held on both the topics and detailed implementation methodology. We went in to the details of social mobilization process and how they can mobilize people for food processing and paper beads training and production. The discussions with participants have been very useful to learn about the area, people and potential issues and challenges.

The training started from objectives, organizational experience in livelihood development in Pakistan and elsewhere. Where JOBS operate currently, use of solar dryers, its functions, process of drying and packing, importance of hygiene in food processing, ways to stay healthy, always wash hands with soap before eating, after using toilet, after cleaning the babies, before feeding the children and after cleaning the house. Always drink clean water to stay healthy.

Next topic was about importance of hygiene in food processing, for example washing hands with soap, wear gloves before starting working with food, wear apron and scarf, change shoes before entering in to the food area etc. Then we talked about the training center, where to place solar dryers, at smooth, solid place, away from animals, latrine, garbage and children's reach, where sun shines most of the time of the day. What to do and what not to do in food processing. We had question/answer sessions at the end of every topic before moving on to the next topic. The last but not the least was, what do we need for starting food processing project; list of items was prepared by the participants and reviewed by all in a group. The facilitator helped the team to complete the list at the end.

Next day was for paper beads training, the group was shown a video on how to role paper beads and assembling them in to jewelry. After going through the presentation, the participants were given a paper strip to roll. Next one day we continued to practice how to conduct the session and roll paper beads. 3rd step is of practical training on food processing using solar dryers that is ongoing and will continue side by side. The team was briefed on the list of IEC materials



prepared for the project and how to use it.

6.4. Procurements of Hygiene and Food Processing Kits.

Procurement of food processing kits and hygiene kits were completed. The hygiene kits include the items to ensure cleanliness and safe hygiene of the beneficiaries where as the food processing kits include items to be used for washing, cutting and drying of the products.

6.4.1. Hygiene kits.

S.#	Items	Description
1	Scarf's	Preferably white
2	Aprons	Plastic
3	Gloves	Disposable
4	Soap	Any soap
5	Shoes	Plastic



6.4.2. Food processing kits

S.#	Items	Description
1	Green Mesh	Nylon fabric
2	Tub	Plastic Tubs
3	Bowl	Plastic
4	Tray	Plastic
5	Dust Bin	Plastic
6	Knife	Kitchen knives
7	Cutting Board	used in kitchen
8	Solar Dryer	Aluminum and flexi glass



6.5. Community Sensitization for the Male Community Members

The mobilization process started at the higher government official level and then at the community level. JOBS team and representatives of government met in JOBS office at Islamabad and contacted the CM Office at KP. The CM office invited JOBS to visit them in Peshawar and to provide briefing on the planned project. After understanding the objectives and benefits explained by JOBS, the MPA Mr Ishtiaq from Urmar) invited to work at his village. On his request, JOBS team visited proposed village and met community activists, mainly males. They expressed their interest and readiness to help as partners to implement the project. Being partners with NARC, we contacted their provincial team based in Tarnab, Peshawar. The provincial and federal representatives ensured all the required support for the project. They ensured that groups of male community activists were present in all the communities to support the community level activities.

Two meetings were held with the newly elected male local government representatives and community activists. The training centre was identified by the staff and the community activists together. The well qualified two female field supervisors were identified with the help of community activists from within the same village. Many individual and group meetings were held at Urmar, as well as at JOBS office in Peshawar to ensure community's full support for the project.



6.6. Baseline and End line Survey:

The baseline survey has been conducted in order to learn about the situation of selected beneficiaries and be able to compare the situation with end line survey later with the same population and same indicators. As the survey results reveal that 42% of the beneficiaries are married, 52% unmarried, 4% widows and few divorcees and separated. Among the training participants, 62.4% are illiterate who have never been to school, 9% have 3 years or less education. Very few, only 4.8% have completed primary level education (5 years schooling). Out of the total, 10% have been to school up till grade 8th and 9% training participants up till grade 10th. They are few (3) who completed 12 grade schooling and one graduated.



In regards to the technical education, only 12% attended some sort of technical training mostly in sewing dresses. Many knew some basic sewing and embroidery. Before attending the training, most of them 77.8% only helped in household chores. None of the beneficiaries with the solar drying or paper beads making skills, although some mentioned that traditionally they sometimes used to sundry their extra foods like spinach, okra etc. Family's monthly income for 18% is less than PKR5000, 31% have a higher income than PKR5,000 but less than PKR10,000 5% have more than 10,000 monthly income but less than PKR15,000, 8% have more than PKR15,000 and 24% had no idea how much their families are earning and spending.

Looking in to the matter of who is the main earner in the family, for most of the women (33.6%) husband was the main earner. Father was the next contributor (28.8%) to the family's income. This statement mostly came from unmarried women. The next big contributor to the family income is from male sibling (20.8%). Among the female participants, some depend on their relatives within the extended families, and some who completely depend on charity and donations from within the community or zaqat, There are also families who have a woman school teacher etc but the percentage is very low.

When asked what household items/equipments they have, 37.6% responded having access to the television, 54.4% are using refrigerator, which is very important for the women especially during summer. The next highest number was sewing machines with, 42% of the household of the respondents having them. These are mostly provided by the parents to their daughters as dowry at the time of marriages to be able stitch their cloths and many expressed how proud of their machines.

Motor cycle is an essential mode of transportation for the males in order to be able to stay mobile for approaching to work place, shopping and day to day activities. It also helps to transport family members to the hospital in case someone gets sick. 16% of the families have motorcycles. Majority families (95%) have mobile phones within the families. This is now considered as a basic need for all. This survey was conducted by visiting the selected beneficiaries at their houses.

The end line survey was one of the planned activities with following objectives,

- To determine the knowledge, skills and confidence of beneficiaries about the project perception and benefits.
- To be able to compare the situation with base line survey conducted before the training.
- To measure the impact of the project on beneficiaries and community lives.
- To collect information on how people utilized this training benefits.

6.7. Establishment and Up Gradation of Training Centre:

It was also very important that male and female community members participate in selecting the most secure place in the village for the community centre where their women could come and work for few hours a day. Several places were identified and visited by JOBS representative and community members, detailed discussions were held and one place was agreed upon. The selected place is a private house with a big rooftop with good sun light and enough space for the solar dryers and training for the groups. There is a room down stairs suitable for meetings, training sessions and storage. The rooftop is used for practical trainings for drying. It was a typical plain roof and hence, a water tank installed and wash basin was added for hand washing and place for washing fruits and vegetables before processing.



6.8. Identification of Beneficiaries:

The female staff of JOBS started mobilizing the female community members. House to house visits were conducted for the selection of beneficiaries using the criteria; informing women on the project details and motivating them to participate in the project activities.

The process was to visit the household, see how many women are there and select one per household with low family income, younger between the age of 19-40, resident of the village Umar Payan, willing to learn skills and contribute to the family income etc. During this process, project plans and its objectives were discussed to raise general awareness on sun drying of fruits and vegetables.

A list of 125 female beneficiaries' was prepared and forwarded to IOM for verification. The meetings were called for IOM team to complete the process of verification. The training is conducted only with the groups of women who were verified by IOM female teams.



6.9. Food Processing Training

Training program was executed to improve skills of selected beneficiaries. The key training element was developing skills in fruits and vegetable drying and preservation. Whole training

S.#	Activity	Group #	Start date	End date	No of Participants
1	Basic Food processing Training	1	03.12.2015	18.12.2015	24
2		2	22.12.2015	11.1.2016	26
3		3	14.1.2016	28.1.2016	34
4		4	2.2.2016	16.2.2016	21
5		5	19.2.2016	8.3.2016	20
Total:					125

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.



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 Dec 2015-Feb 2016 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



6.10. Paper Beads Rolling Training:

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.



All 125 project beneficiaries are attending the basic food processing training. At the end of the basic training, the potential interested candidates are separated for the paper beads training

6.11. 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 learnt sorting and quality control. At the end of the training sessions participants started production and were paid for per piece bases.

S.#	Activity	Group #	Start date	End date	No of Participants
1	Apprenticeship Food Processing and Paper beads rolling	1	03.12.2015	03.04.2016	24
2		2	22.12.2015	22.04.2016	26
3		3	14.01.1016	14.05.2016	34
4		4	2.2.2016	2.6.216	21
5		5	19.2.2016	19.6.2016	20
Total:					125

6.12. Apprenticeship:

After 5 days basic training, beneficiaries worked as apprentices for 4 months. Practical demonstrations were given to the participants on fruits and vegetable drying.

Trained female beneficiaries worked in food processing and beads rolling for 4 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.

6.13. Procurement of Solar Dryers:

15 solar dryers were purchased for the project. The solar dryers are pretty simple, easy to use, light weight and women friendly. Depending on the product one can dry 12-20 kg per solar dryer.

The procurement process is that program teams prepare the lists and forward to the procurement committee. The committee assigns a person to collect the quotes, make comparative statements and send it to the committee with the recommendations. The committee then analyses the case and allows the procurement.

16.14. Designing and printing of IEC materials

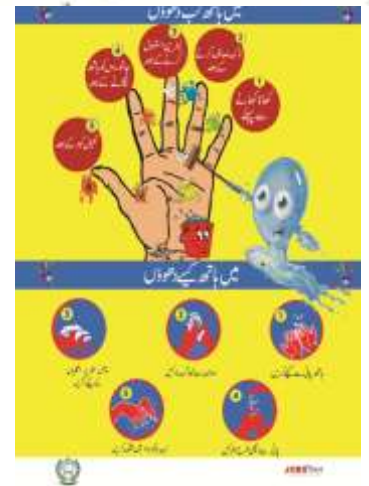
IEC materials were developed, got approved and printed for the use and distribution to the beneficiaries during their training.

16.14.1. Flip Charts: It serves the purpose of training manual for the beneficiaries. It is pictorial especially developed for the training of illiterates and semi literate beneficiaries. The flip chart can stand on the table or floor showing the pictorial side to the trainees and notes facing the trainer. Each page discusses the topic, important for the beneficiaries to learn.

16.14.2. Calendars: This is 2 years calendar and is distributed to the beneficiaries at the end of the initial orientation. It covers all the topics they learn in their theoretical and practical sessions. It is hanged on the walls in their houses and women feel proud to have it. It serves as reminder for the beneficiaries.

16.14.3. Dangler: It is a powerful one pager summary of the process of sunny miracle's concept. That is a colourful paper and hanged mostly at prominent places in the houses.

16.14.4. Poster boards: Three types of poster boards are printed, one is about hand washing and steps, the 2nd one is the summary and concept of sunny miracles and the 3rd one is how to stay healthy. These boards will be displayed at training centre and Peshawar office.



6.14. Book keeping & business management skills 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 business management course is to make



the participants aware of the importance of bookkeeping, business planning and management.

The simple training course takes the participants 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. It is very important that participants are exposed to the live examples of business men and women in and around the community. The course is designed following participatory approach and conducted for 12 female participants including 2 trainers.

6.15. Bazar events

The 2 events were organized by the JOBS team one on front of PATCO shop at NARC compound in Islamabad and 2nd at PIA Planetarium in phase 2 at Hayatabad Peshawar with the objective of promote the Sun dried Fruits and vegetables and paper made jewelry, so the JOBS team displayed sun dried fruits and vegetables and the paper beads products. The display of the dried products and the cooked food and paper miracles products succeeded to attract the attention of numerous visitors.

The events gave an opportunity to the customers to ask questions, about hygiene, the process and who is supported by selling sun dried vegetables and fruits. Further details reports of the events are attached.



6.16. Quality control and packaging training

In extension phase, 2 days training on quality control and packaging was conducted with 20 beneficiaries, 10 from paper beads and 10 sunny miracles at Urmar Payan training center. The goal of this training was to provide beneficiaries with a fundamental understanding of food preservation and food packaging. . The quality control and packaging training was one of the planned activities of the project in order,

1. To understand the objectives of extension phase, the time period and the future plans.
2. To Understand and internalize the importance of food preservation by solar drying for food security, good health and income generation
3. To learn about the importance of using solar dryer's and its repair and maintenance, linking with how they will operate after the project, who is responsible?
4. To Learn and understand the importance of hygiene in food drying
5. To Understand food safety and precautionary measures for food safety
6. To Understand the cycle of food drying following step by step instructions
7. To Learn and practice proper packing and packaging for marketing considering quality and quantity.
8. To Understand the importance of record keeping in business

6.17. Monitors training

The 1 day basic monitoring training was conducted with 5 beneficiaries at Training center. The facilitators were well prepared and the participants were enthusiastic to gain knowledge about monitoring. Several feedbacks were coming from the participants. The main purpose of the training was to orient the participants about monitoring the food processing work at training center.

The contents of the training are mentioned bellow,

- Understand the objectives of having monitor's in the project
- Roles and responsibilities of Monitors
- Coordination with male members for marketing
- Equipments, production centre and sustainability

The methodology was interactive, applying different types of techniques to create an environment of effective learning. Learning by doing” was the training methodology to support behavior change through highly interactive training. Training methodologies used by the facilitators are as follows-

- Discussion of the activities (Open Discussion)
- Brain storming session
- Group work
- Experience sharing
- Role play/ Demo session
- Peer work
- Question & answer
- Summary and Feedback

6.18. Tasting Events and handing over of solar dryers to Tarnab.

To mobilize people to start using dried vegetables and fruits in their daily cooking in hotels, restaurants, catering services and in the houses. For this purpose two tasting events were organized by JOBS in the month of July and September, Under No Cost Extension (NCE) phase of the project (July-September), *Livelihood for Empowerment (LivE)*. The first event for women and children was organized at the training center and for men it was hosted by Mr Ejaz (Ex UC Nazim) in his Hujra. The project team invited 50 participants (20 males and 30 females) from the village from at 11:00 am to 13:00.



The 2nd tasting event was organized on 20th September, 2016 at Tarnab Farms, Peshawar. The event started by inviting the guests to the stage. Mr Ishtiaq, the MPA/minister for environment was the chief guest at the event. After the recitation from the Holy Quran, Mr Fazale Wahab, a senior researcher at Tarnab, introduced the objectives of the event.

The following activities were organized for the participants,

- Stall of dried fruits and vegetables were set up at both venues
- IEC materials on methods and posters with messages on importance of drying food in Urdu were displayed
- Paper miracles monitors displayed their work on a table and rolled the beads for 3 hours during the event at training center.
- Cooked food was there for tasting for the participants. They all appreciated the taste and texture.
- Dried fruits were there for tasting as snakes and encouraging to use them for children.

Briefing sessions were held for the participants on project details at both the locations followed by the questions and answers sessions about the use, benefits and the methods.

Towards the end of the sessions and before going for tasting of cooked and uncooked dried products, the sample bags of dried products were handed over to the participants to cook and make their own experiments at home.

At the end of the ceremony at Tarnab farm proper handing over of 5 Solar dryers took place by signing the document by Tarnab, JOBS and PUP representatives.



6.19.

6.20.

6.21. Marketing training for males

Marketing is a biggest challenge for female beneficiaries in the community. During *LiVe* project the women and girls were not really exposed to the exhibitions/sale points and events. To gain community trust it was important not to talk about taking the females out of the village.

In order to promote and sell the dried materials in market and to support the female beneficiaries in NCE activities, four male beneficiaries were selected from among the female beneficiaries' relatives for marketing training. In this connection 2 days training was conducted for male beneficiaries at Urmar Payan.

The participants discussed the following points during the training,

Day 1

1. Project objectives, time lines, lessons learnt and the extension phase
2. Importance of food preservation using solar dryers for food security, good health and income generation.
3. Importance of using solar dryer's relating it with food contamination, hygiene sanitation and safer water.
4. Food safety and precautionary measures for food safety.



Day 2

1. Proper packing and packaging for marketing considering quality and quantity.
2. Importance of record keeping in business.
3. Prepared marketing strategy and plan.
4. Difference between income and expenditures. Use of cashbook and calculating profit and loss.
5. Understanding and practicing costing and pricing. Business planning and management.

The training is not only useful for our business but also important for management our household expenses.

Nazifurrehman stated.

At the end of two days training, the participants were taken to Islamabad to expose them to the more organizations and outlets working on agriculture products development and marketing. Participants felt very happy and empowered towards the end of the training. They said this training has been very helpful. This is the first training in their lives where they formally learnt how to manage their business and finances at all level.

6.22. Extension workers Training on food processing

Extension is a service which assists farmers in improving farming methods and techniques, increasing production efficiencies and income, improving their levels of living and lifting social and educational standards. Extension personnel have the task of bringing scientific knowledge to farm families. Agricultural extension worker thus is an educator and communication agent. Extension workers are responsible for the identification of farmers' problems and production constraints. They work closely with subject matter specialists and research workers. Extension workers responsibility is to disseminate information about new technology and teach farmers how to use it successfully to increase their production



and income.

In this connection, a group consisting of 20 extension workers from Agriculture Training Institute Tarnab, Peshawar, were oriented and trained on Food Processing for 2 days. It was interactive training. Presentations and talks were giving on food processing, how to dehydrate fruits and vegetables as part of our efforts to reduce post harvest losses in horticulture as well as in agriculture. Dried stuff was cooked for them for tasting to make them believe that dried stuff has no different taste than the fresh fruits and vegetables.



After that they have been given a practical demonstration of how to dry fruits and vegetables. Trainees took keen interest in green technology of preserving fruits and vegetables without using chemicals and preservatives.

Training methodology was highly participatory using presentations, talks, discussions and practical's (learn by doing). Food researchers and technicians were also involved in conducting training sessions.

The contents of the training were, importance of food drying, its methods, use of solar dryers, importance of hygiene, prevention of food contamination, types of dryers, process of taking the dried materials out of solar dryers, sorting, grading, packing and packaging and the importance of branding and of course creating market for new products.

At the end of 2 days training a ceremony for the distribution of the certificates was held inviting, Mr Naveed Akhtar (senior director, Tarnab) as chief guests and distribution of certificates among the participants of the training program.

7. Success Stories / Case studies

7.1. Ms Basmeena

I feel happy to see my children going to school.

Aged 25, married and lives with her husband and 2 children in Urmar Payan. 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. 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 spend on kids 'education.

I feel happy to see my children going to school.

Thanks to PUP.

7.2. Ms Fayaza,

I am happy; my contributions were helpful for the family

Fayaza 41 years, a widow, lives with 2 sons at Urmar Payan. She states, my sons are not educated so they work as laborers, 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 PUP.

7.3. Ms Inayat

Now I can ensure food security for my family

Widow, mother of 4, works in other people's houses and they give her left overs to feed her children, some times more then what she needs, Inayat states,

From this project I learn how to utilize the food, people sometimes donate me the food now I have the skill, I can preserve that for long time and can be used later.

7.4. Quotes from the training participants

- I feel so much motivated for starting my business after the training on business management, (Saleha)
- With little financial help and market linkages we are able to do the business (Rukhsana)
- Studying is a big thing for women in our village. We don't prefer to educate girl. But my parents struggle to make it happen. Now I am a proud graduate. This project gives me platform to prove that studying gives you prestige rather than shame. My parents are proud of me that I am helping my people to sustain their livelihoods. I can now do counseling of my village women that they should educate their girls so that they can also make them proud (Ms Hina, trainer)
- Seeing and using solar dryer and drying the fruits and vegetables was all new for us, I will now start drying at home now and then spread it to my working areas, said Ubaira

8. Short & Long term Impact

- People in UC URMAR have learnt new skills that can be used at household level. This project has prepared the ground to fight food security in the longer run.
- Sunny and paper miracle's pilot has been successfully implemented with the potential of expansion for the government and PUP.
- Women have learnt to earn and make appropriate decisions on the use of money.
- Many children have started going to school as a result of this intervention that are likely to continue.

9. Challenges / Constraints / Conflict dynamics

- Overall, the project progressed according to the agreed work plan and timeline. However, due to the security and local body's elections, project was delayed and winter approached. Due to the foggy weather the required drying time was longer for fruits and vegetables in comparison to summer. To make maximum use of the time and the enthusiasm of the participants, the time was used to introduce paper beads rolling skills for selected beneficiaries earlier than planned.
- Security issues in targeted area, where 4 policemen were killed by terrorists in September 2015, and the incidence delayed the mobilization process.
- Local bodies elections in KP in August that hindered the inception process and delayed the project start up.
- The project staff faced difficulties at the initial stage in working together with PUP teams but with involvement of PUP Islamabad team, concrete steps and way forward were agreed upon, and subsequently communicated to the field team, which has allowed for communication to be streamlined. After that both the teams worked very well together to achieve desired results.
- During the summer season the strong winds blow in URMAR PAYAN because the area is open and plain. The solar dryers were damaged several times which casted the time and money.
- No electricity most of the time which means no water for hand washing with soap and washing the products. The solution was later found to fetch water from the open well.

10. Lessons Learnt

- Women at URMAR are brave and hard workers. They need to be organized and involved in longer term development activities within the village. Building them in to the sunny and paper miracles value chain may be one of the activities.
- New project shall be initiated after the analyses of available raw materials and expected weather conditions.

11. Conclusions

It has been great experience working together with IOM/PUP on very important project. The project has been successful and we plan to expand it to the provincial level working with provincial government and potential donors.