

Volume #05

A WAY TO SELF-RELIANCE

December, 2025

*Compilation of selected success
stories of SRSO-supported
interventions*



**Sindh
Rural
Support
Organization
(SRSO)**



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AJEEBAN AS A PAINTER BREAKING BARRIERS IN A MALE-DOMINATED SOCIETY

SHIKARPUR, SINDH

Ajeeban Khatoon, wife of Ghulam Muhammad determined and skilled woman from Village Aliabad, Tehsil Garhi Yasin, District Shikarpur, has turned her talent into a symbol of empowerment and progress. As a beneficiary of Sindh People's Housing For Flood Affectees (SPHF) initiative, Ajeeban has not only rebuilt her house but also redefined the role of women in her community.

When reconstruction began under the SPHF initiative facilitated by Sindh Rural Support Organization (SRSO), Ajeeban noticed that hiring outside painters was costly for many families. Instead of depending on others, she decided to take matters into her own hands. With consistent practice and creativity, she mastered the art of painting houses and soon became known in her village for her skill and dedication.

So far, Ajeeban has painted around eight houses, including those of her six brothers, all residing in the same village. Her initiative not only reduced expenses but also demonstrated women's ability to take the lead in work traditionally dominated by men.

"When I picked up the brush for the first time, I wanted to help my family. Today, that same brush has helped me build confidence and show that women can do anything when given the opportunity."-Ajeeban Khatoon shared.



Keep the focus on a particular theme (in this case, Christmas!), and use it as a starting point to write something interesting as well as heartwarming. You can tackle different aspects related to the month of December, such as holiday places to visit with the entire family, suggested songs to sing, games to play at reunions, and food to prepare on Christmas Day. Make your newsletter a beautiful representation of your creativity. Make it your own by choosing your own colors, including photos, or adding some of your own illustrations. The options are endless!



By Mudasar Khan Dharejo and Marya Khan
(Communication Officers) SRSO SPHF





The Inspiring Journey of Ameeran Begum Mirani

✦ *Shikarpur, Sindh*



Ameeran Begum Mirani, a courageous rural woman from Shikarpur district, Sindh once struggled to make ends meet. Belonging to an ultra-poor household, she could barely provide food for her children. Her husband worked as a daily wage laborer, earning an irregular and meager income. Poverty had deprived her children of education and hope for a better future.

A turning point came when the National Poverty Graduation Programme (NPGP) a flagship initiative of the Ministry of Poverty Alleviation and Social Safety, Government of Pakistan, and IFAD, implemented through Sindh Rural Support Organization (SRSO) intervened in her village. Under the project’s tangible productive asset support, Ameeran was provided with a boat to start a sustainable livelihood. Basically, she is belonging to fishing community, who’s dependent on fishing as main income source. Ameeran, also keeps traditional skills in catching and selling fish to support livelihoods for their family.

Ameeran tells about her efforts “With determination, I began using the boat to catch fish in the nearby pond along the riverine belt of Indus River in our area. First, we were using boat on rent otherwise, not able to catch fish and get daily wages. Through our-own boat, gradually, my daily income increased, and became able to provide nutritious meals for whole family and send my children to school.”

Today, Ameeran Begum stands as a symbol of women’s empowerment and resilience. She has transformed her life from poverty to prosperity through small-scale livelihood support, achieving self-reliance, stability, and a brighter future for her children.

*Compiled by: Salman Mangi
Monitoring Officer IFL-Shikarpur
October 27, 2025*



RED ROYAL FOODS — WOMEN LEADING CHANGE THROUGH SUN-DRY INNOVATION



Red Royal Foods

Tomato Cutting Process



Jhuddo, Mirpurkhas, Sindh

Under the Malteser Internationals & BMZ-funded project “Empowering Local Stakeholders and Communities for Diversified and Sustainable Livelihoods, and Protection against Climate Risks”, implemented by SRSO in District Mirpurkhas, Sindh a powerful story of women’s empowerment and climate-smart innovation has taken root.

Through the GET Ahead – Gender Entrepreneurship Together initiative, Ms. Nansukh and her team established Red Royal Foods in Jhudo, turning a traditional household skill into a modern enterprise. Recognizing the agricultural richness of Mirpurkhas, Umerkot, and Badin, the group began processing tomatoes, onions, and chillies using natural sun-drying technology an eco-friendly, low-cost method that preserves taste, color, and nutrition while reducing energy use and waste.

With technical and financial support from the project, these women entrepreneurs mastered hygienic drying, cutting, and packaging techniques and now supply their products to local and mega markets.

This initiative demonstrates how empowered women, equipped with green technology and business training, can drive sustainable rural transformation a vision made possible through the support of BMZ and the German Embassy, promoting gender equality and climate-resilient livelihoods in southern Sindh.

**By Naimatullah Sawand,
Manager MER, SRSO Head Office Sukkur**



How Solar Power Transformed Fatima's Dry Fish Business



Hamal lake, UC Mirpur taluka Warah District Kamber-Shahdadkot

In a remote corner of Hamal lake, UC Mirpur taluka Warah District Kamber-Shahdadkot, where electricity is still a distant dream, Fatima wife of Jiand Khan lived with quiet strength and determination. To support her family, she relied on selling dry fish in the local market, a tough livelihood made even harder by long drying times, unpredictable weather, and lack of power. With no access to electricity, her work was slow and limited, and her earnings barely met the basic needs of her household. She is also member of Village Organization Kachri Miyani fostered by SRSO.





Fatima's life took a new turn when the Sindh Solar Energy Project (SSEP) team visited her village and provided her with a solar energy kit. Equipped with a fan powered by solar energy, the kit proved to be a game-changer for her small business. The fan helped speed up the fish drying process, allowing her to prepare larger quantities in less time with better quality. This increase in efficiency enabled her to sell more, attract new customers, and ultimately double her income. With her improved earnings, Fatima was even able to start saving for the future. Beyond financial stability, the support gave her a renewed sense of dignity and control over her life. She grew more confident, motivated and began to see herself as a role model for others in her community.



Fatima's success began to inspire women around her, encouraging them to explore traditional income-generating skills like Rilli making. Her story became a powerful reflection of how sustainable energy solutions can empower women, especially in off-grid communities.



Today, Fatima is recognized not only for her thriving business but also as a beacon of hope and resilience. The solar kit may have been a simple tool, but for her, it unlocked opportunity, stability, and a brighter future. Her journey is a testament to the transformative impact of clean energy and the power of investing in women at the grassroots level.



*By Suman Noonari
Communication Officer SPHF, Kamber-Shahdadkot
July 14, 2025*



Rural Women Artisans are Reviving Tradition through Enterprise Development



Village Girhore Sharif, District Mirpurkhas

The Matka Decoration Business in Union Council Girhore Sharif, Taluka Sindhri, District Mirpurkhas, Sindh is a shining example of how traditional skills can evolve into sustainable livelihoods through collective effort and institutional support. Established on October 9, 2020, under the Business Development Group (BDG) model of the People's Poverty Reduction Program (PPRP) funded by the Government of Sindh (GoS) and implemented by the Sindh Rural Support Organization (SRSO), this enterprise has revived the ancient art of pot decoration while empowering rural women artisans.





Six skilled women Nazeeran, Hameeda, Sameena, Hakeema, Shareefa, and Zainab all members of the Jeay Jillani Village Organization (VO) and belonging to poor households (PSC below 23), joined hands to form this BDG. With an interest-free loan of PKR 96,000 from PPRP-GoS and continuous technical guidance from SRSO, they transformed simple clay pots into exquisite decorative crafts.

Their creativity and hard work soon attracted attention from both local and urban markets. Today, the Matka Decoration Business operates its own outlet in the main market of Girhore Sharif, displaying and selling beautifully handcrafted matkas for home décor and traditional ceremonies.

Group Leader Shareefa proudly shared, “SRSO not only provided us with an interest-free loan but also motivated and trained us to expand our traditional craft into a profitable enterprise. We are now independent entrepreneurs, marketing our products at SRSO exhibitions across cities.” She added that “The group now earns an average monthly profit of PKR 20,000–25,000, has created four employment opportunities, and has fully repaid their loan — operating successfully on a self-help basis.”

The Matka Decoration Business stands as a remarkable success story of the SRSO–PPRP–GoS BDG model, proving that small investments, when combined with skill, unity, and opportunity, can uplift rural women, preserve cultural heritage, and build sustainable enterprises.

**By Shahid Hussain (SRSO Enterprise Officer Mirpurkhas),
and Azra Kalhoro (Regional Enterprise Officer-
Hyderabad Region)
November, 2025**

Sind Rural Support Organization (SRSO) has formed Business Development Group (BDGs) under the Government of Sindh-funded People's Poverty Reduction Program (PPRP) in order to promote small-scale and medium level businesses for reducing poverty in the rural communities.

BDG Business Name: Matka Decoration

- ✓ BDG Formation Date: October 9, 2020
- ✓ Location: Village & Union Council Girhore Sharif
- ✓ Taluka: Sindhri District: Mirpurkhas (Sindh)
- ✓ Loan Disbursement Date: October 9, 2020
- ✓ Loan Amount: PKR 96,000
- ✓ Total Members: 6
- ✓ Job Creation: 4
- ✓ Monthly Profit Earned: PKR 20,650



“From Despair to Hope” Story of Muhammad Gul



Village Muhammad Murad Brohi, District Shikarpur

Muhammad Gul, a resident of Village Muhammad Murad Brohi, District Shikarpur, lost his home to the devastating 2022 floods. However, with the support of the Sindh People's Housing for Flood Affectees (SPHF) and the Government of Sindh, he received Rs 300,000 to rebuild his life.

“With this financial assistance, I enabled to construct a new house and it has brought stability and security to my family.” Muhammad Gul says. “This stability provided us an opportunity to think over to cultivate vegetables in the front yard of constructed house, and we established Kitchen Gardening and now,

generating a daily supplementary support for family nutrition needs and income as well for improving their living standards” he further added.

Before the floods, Muhammad Gul's life was marked by disappointment and struggle. Now, he radiates happiness, living with his family in their new home. He's grateful to SPHF, SRSO and the Government of Sindh for rebuilding his house and lives.

Muhammad Gul's story is a testament to the impact of support and resilience. His new home and thriving vegetable garden have transformed his life, filling it with hope and purpose. With a renewed sense of gratitude, Muhammad Gul looks forward to a brighter future.



**Compiled by: Mudasar Khan Dharejo
(Communication Officer-SPHF) Shikarpur
August 28, 2025**

A Flood Survivor Sharifan's Journey with Her First Bank Account

Village of Deen Muhammad Jogi, District Shikarpur



In the heart of District Shikarpur, where the 2022 floods left a trail of devastation, the village of Deen Muhammad Jogi stands as a testament to resilience. Sharifan, a humble flood survivor, has become a beacon of hope, proving that rebuilding a life starts with more than just a house it starts with empowerment.





Richard Sanchez

Sharifan's house was swept away, but she was soon selected as a beneficiary of the SPHF program. For Sharifan, whose world was once defined by her village, the idea of a bank was foreign. She had always believed they were only for the wealthy and the thought of stepping into one filled her with fear. Despite her hesitation, she went. With her new bank account, a world of possibilities opened. "I always thought banks were for rich people, not for someone like me," she recalls. "But when I opened my own account, I felt a sense of ownership. I felt powerful. It showed me that I could handle my own money and be in control of my future."



A Few Notes To Remember

With each of the four installments totaling 300,000 rupees, Sharifan repeated the process, proving her ability to manage the project from beginning to end. Her journey from being afraid of a bank to becoming a self-sufficient builder is a powerful example of the SPHF program's success. It showcases how providing direct financial support and encouraging financial inclusion can help women reclaim their lives and rebuild their communities with dignity and strength. Sharifan's story is one of countless others, inspiring her neighbors and showing that with resilience and a little support, a brighter tomorrow is always within reach.

**By Mudasar Khan Dharejo
Communication Officer-
SPHF Shikarpur**



With her first instalment of funds, a new chapter began. Sharifan wasn't just a beneficiary, she was a builder. Alongside a mason and with the support of other women in her community, she worked tirelessly as a laborer on her own house. Every brick laid and every wall raised was a victory. This hands-on approach gave her a deeper connection to her house. Her labor transformed not just the physical structure, but also her spirit. "I was no longer just a flood victim waiting for help," she says with pride. "I was a worker, a builder. I used my own hands to make my house. It was hard work, but seeing the walls go up made me feel so proud. It was more than a house; it was a symbol of my determination."





Kishni and Aado Mal- A Family's Journey to Success Through Scrap Trading

Umerkot, Sindh

Kishni, wife of Aado Mal, a resident of Village Shive Mandir, Union Council Kharoro Syed, Taluka & District Umerkot, Sindh, belongs to a household that transformed a modest livelihood into lasting success through dedication and the right support.

Before receiving any external assistance, the scrap trading business of Mr. Aado Mal was small and limited in scope. "My wife and I often discussed how we could expand our business. That is when we decided to approach SRSO for an interest-free loan," recalls Aado Mal.

Their fortunes began to change in May 2025, when Kishni received a PKR 300,000 interest-free loan from the Enterprise Development Fund (EDF) under the People's Poverty Reduction Program (PPRP), funded by the Government of Sindh and implemented by SRSO. "This loan marked a turning point in our journey," says Aado Mal.

With the financial support, the couple expanded their business by hiring additional workers, increasing scrap collection areas, and improving storage facilities. As a result, the monthly profit of their scrap shop grew into a stable and sustainable income source for the family.

"This loan marked a turning point in our journey," says Aado Mal

"Through this business, we are not only improving our own livelihood but also providing employment opportunities to eight local workers, each earning PKR 1,000 in daily wages," Aado Mal proudly shares.

"Thanks to SRSO and the Government of Sindh, this business has given us hope. With their support, we have improved our income and also helped others earn a living." He expressed their gratitude.

**Compiled by: Imtiaz Khoso
District Manager-SRSO Umerkot
August, 2025**



FROM A SMALL SHOP TO A SUSTAINABLE BUSINESS: JAVEED'S STORY

GHARO, THATTO (SINDH)

Javeed, a young entrepreneur from Gharo, District Thatta, was running a small Photoshop and digital printing business. With just Rs. 10,000 in initial assets, he was managing to stay afloat – but growth was out of reach.

In 2023, under the Enterprise Development Fund (EDF) component of the Peoples' Poverty Reduction Program (PPRP), funded by Sindh Government, SRSO provided Rs. 300,000 in interest free loan to Javeed. Now, he runs a self-sustaining business.

By Qazi GM
Monitoring & Evaluation Officer
SRSO Thatto Office
August, 2025

"I used the enterprise loan to purchase upgraded photo-editing equipment, a color printer, and essential accessories that helped him increase service quality and attract more clients." Javeed told about his received loan. "Now, I am earning 25, 00 to 3,000 rupees per day, through the GoS loan I am able to get financial independence, and increase daily income" he further added

📍 This is what smart, targeted investment in rural youth looks like – high returns, quick recovery, and long-term sustainability and generating employment for youth.



Let's meet Haryan Meghwar-An inspiring entrepreneur



Village Mir Noordin Talpur, District Sanghar

Haryan, under Community Investment Fund (CIF) - a component of People's Poverty Reduction Program-PPRP funded by Sindh Govt. took interest free loan of PKR 30,000 for livestock which is a common investment at rural area and made all efforts to grow her investment. She herself made all arrangements and take very special care of her goat rearing. She arrange gross, fodder and all necessary things required for her goats. Today she has total 7 animals approx. worth PKR 120,000/-

"After, return back whole loan, I made my mind to change the investment to start parallel new business from second loan of PKR 40,000. I have started a very small scale cloth selling, tailoring service and its material shop in my home." She tells her story. "Today, I has grown my business at a good level. At the moment my total investment of approx. PKR 50,000 in shop, a stitching machines of PKR 20,000. My averagely earning approx. 500 per day depending on the seasons of clothing, tailoring and material purchasing." She further elaborated her enterprise.

She is also clear about their future plans and now planning to clear the CIF and make application for Enterprise Development Fund-EDF support to expand her cloth selling business which is creating more profit. She has also engaged her daughters who are learning entrepreneurship and taking interest to come up with their own business and investment.

Ms. Haryan is very happy and thanked to Sindh Government and SRSO while having her own livestock assets and small home-based business and able to earn daily for better education of children, their food and care on the way to graduate poverty on sustainable basis.

*By Imran Ali Memon
District Manager-SRSO Sanghar
August, 2025*



IN FLOOD-AFFECTED COMMUNITIES ARE REBUILDING STRONGER AND SAFER HOUSING

THARI MIRWAH, KHAIRPUR MIR'S

Former laborers are now trained masons, playing a key role in climate-resilient recovery. With the right training and support, they're not just rebuilding homes—they're reclaiming their futures.

Under the “Restoring Livelihood and Protection Against Climate Risks for Vulnerable Communities” project, 150 individuals from the flood-hit areas of Taluka Thari Mirwah, District Khairpur, took part in a 90-day practical training on climate-resilient masonry. This hands-on program didn't just teach them how to build safer homes and animal shelters—it opened doors to real employment opportunities through active rehabilitation efforts like the SPHF project by SRSO and BMZ-funded initiatives.

Take Sajid Hussain from Village Muhammad Samour, for instance. Once earning just PKR 800/day as a helper, he now earns PKR 1,200/day as a semi-skilled mason, building stronger homes in his own community. Similarly,

Muhammad Dawood from Village Gulsher Jogi has gone from PKR 1,000/day to PKR 1,800/day, thanks to his new skills and growing demand for trained masons. These stories reflect real, lasting change—where once there was instability, there is now dignity and direction.

Beyond skills, each trainee received a toolkit, financial support during the training (TA/DA), and direct linkages with local community institutions (COs, VO, LSOs) to help them find work and stay connected. This comprehensive support system has not only helped individuals earn a decent living but also strengthened community resilience in the face of climate challenges

Compiled by: Farooq Rahim
Monitoring Officer, SRSO-MI Project
May 28, 2025





Lighting Up Lives & Pickle Jars

Village Qabalo. District Shikarpur

In the remote village of Qabalo, District Shikarpur, Naheed Khatoon led a modest life, supporting her family by making pickles and working as a laborer. Like many in her community, she faced a daily challenge that held her back; there was no reliable electricity. Limited lighting meant restricted working hours, reduced productivity, and fewer opportunities to grow her small business.





Lighting Up Lives & Pickle Jars: A Solar Journey in Shikarpur

Things began to change when a team visited her village as part of the Sindh Solar Energy Project-SSEP- Sindh Govt. implemented by SRSO. Following a household survey, Naheed was selected to receive a Solar Home System (SHS). With a contribution of Rs. 6,000 through a bank challan, she was provided with a complete solar kit.

The impact was immediate and life-changing. For the first time, Naheed had access to consistent, clean lighting in her home. She could now prepare and package her pickles in the early morning and late evening, doubling her productivity and increasing her income. No longer limited by daylight, she began to expand her small enterprise with new confidence and energy.

Today, Naheed's pickle-making business is thriving. She works with renewed enthusiasm, inspired by the light that now brightens both her home and her future. Grateful for the government's support, Naheed is a living example of how sustainable energy can transform not only homes but lives.

Her journey reflects the true power of solar energy: enabling livelihoods, empowering women, and lighting the way toward resilience and self-sufficiency in rural Sindh.

Compiled by: Mudasar Khan Dharejo
Communication Officer-SRSO-SPHF
Shikarpur
July 7, 2025

Village Naseer Mahar, Sukkur

Under the Sindh Government-funded and SRSO-implemented People's Poverty Reduction Program (PPRP), the Enterprise Development Fund (EDF) continues to transform the lives of rural micro-entrepreneurs. One such remarkable example is Mai Rahmat, an illiterate mother of five from Village Naseer Mahar, Taluka Pano Aqil, who has successfully established and is operating a small Karyana (grocery) shop.

Mai Rahmat, a rural entrepreneur woman

Village Naseer Mahar, Sukkur



With limited income and a reliance on agriculture, Mai Rahmat and her family faced consistent livelihood challenges. "We belong to a low-income family and own agricultural land, but it's not sufficient to meet all our needs," she shares.

Her journey towards economic stability began in April 2025, when she received Rs. 100,000 as an interest-free loan through the Enterprise Development Fund. This support enabled her to start her own grocery shop in the village. Since then, she has been earning Rs. 800 to 1,000 per day, providing a sustainable income for her household.

She recalls, "SRSO came to our village and, through the Village Organization, informed us about the interest-free loan facility. We decided to apply for the loan and start this business."

Looking forward, Mai Rahmat has ambitious plans to expand her grocery shop into a full-fledged general store, offering a wider range of food and non-food daily-use items for the village and surrounding areas. With disciplined saving and reinvestment, she and her family are gradually turning this vision into reality.

“

Mai Rahmat expresses her heartfelt gratitude: "We are thankful to SRSO and the Government of Sindh. This support has changed our lives, and now we can provide better for our children."

**By Farkhanda Chandio
GEO-EDF-PPRP-SRSO,
Sukkur Office
July 10, 2025**



The Inspiring Story of Masmat Fizan

*Village Pathan Khan Malah,
District Sukkur*

Under the Sindh Government-funded and SRSO-implemented People's Poverty Reduction Program (PPRP), the Enterprise Development Fund (EDF) continues to transform the lives of rural micro-entrepreneurs. One such remarkable example is Masmat Fizan, a mother of two from Village Pathan Khan Malah, Taluka Salehpat, District Sukkur, who has successfully established and is operating a general store.

Masmat Fizan started her general store business with her own investment of PKR 60,000. Later, she availed an EDF loan of PKR 60,000, which doubled her capital and allowed her to expand her store.

Before receiving the loan, her monthly income from the store was around PKR 7,000. After the combined investment of PKR 120,000 (self and EDF), her business grew significantly, and her monthly income increased to PKR 10,000.



**By: Farkhanda
Chandio
GEO-PPRP Sukkur
July 25, 2025**



PEOPLE'S POVERTY REDUCTION PROGRAM (PPRP) - GOVT. OF SINDH

Arz Muhammad: An Inspiring Rural Youth Initiates A Start Up

✦ *Ghotki, Sindh*



A poor mother of Arz Muhammad Mahar proudly inaugurated his small-scale slipper production unit at his home, marking a significant step towards self-reliance and entrepreneurship. This initiative was made possible through the Sindh Rural Support Organization's People's Poverty Reduction Programme (PPRP) and its Enterprise Development Fund (EDF), by the Government of Sindh. His mother inaugurated her son's self-reliance and entrepreneurship unit.

A small-scale slipper production unit has been established in a neighborhood of Ghotki city by Mr. Arz Azad Mahar, a resident of the village Aarab Mahar, UC Saleh Mahar, Ghotki. He is a post-graduate and former development worker turned entrepreneur, initiated this venture with an interest-free loan of Rs. 250,000 provided by the SRSO to support his start-up. Through this funding, budding entrepreneurs like Arz Muhammad receive the necessary resources to begin their ventures, thereby creating sustainable livelihoods for themselves and their families.





"I conducted a market survey to identify the most pressing needs of the people that were also feasible to address. It became clear that there was no production unit of slippers in Ghotki, despite its viability. To gain insights, I visited Lahore and explored manufacturing units operating at small, medium, and large scales, learning about their processes and operations." Entrepreneur Arz Azad says about his enterprise.

"Inspired, I decided to establish my production unit. I researched funding opportunities and learned about SRSO's interest-free loan program. After contacting SRSO and presenting my business idea and detailed plan, they agreed to support me in setting up the production unit and starting the business." He further added.



"I design, make, and furnish slippers according to market and clients' needs and orders. In this whole process, my family members supported me in pacing other tasks at home, meanwhile, two other assistants are supporting me in marketing and supply chain to shops in the city and nearby towns and villages" he further said proudly "I can run it successfully and return installments to SRSO as well. I encourage and train others especially educated youth to start their startups to generate income and end unemployment on a sustainable basis."



By empowering entrepreneurs like Arz Muhammad, we move closer to our shared goal of poverty reduction and economic growth across Sindh, fostering a culture of self-sufficiency and resilience.

By: Ali Anwar Azad
Assistant Manager, Communications,
Head Office, Sukkur January, 2024

FROM HOMEMAKERS TO HOUSE BUILDERS: WOMEN REDEFINING STRENGTH



Khairpur Mir's, Sindh



In the rural village of Tarko Wado, Thari Meer Wah, Khairpur, the Sindh Government's Sindh People's Housing for Flood-Affected Families (SPHF) project has sparked a transformation that goes beyond providing shelter to the flood-affected families of 2022. It has not only created hundreds of jobs across Sindh but also challenged societal norms, empowering women to step into roles traditionally dominated by men.

"More than eighty women from the village have embraced this opportunity, working alongside men under the supervision of trained masons to construct resilient houses." Sahib a women worker from village told about their labour. "The project has provided job opportunities for many, including me, who now earn a daily income while mastering construction skills." She further added. Their participation reshapes perceptions in a male-dominated society, proving their capability to work on equal footing with men.

Balancing household chores with construction work, these women are building homes and crafting safe havens for their families. The SPHF project has trained masons in resilient housing techniques, and these women have gained valuable knowledge about reinforced structures, elevated foundations to prevent flooding, and disaster-resistant designs.



The financial independence they have achieved is life-changing. They are now investing in their children's education and improving their quality of life. This newfound empowerment has given them confidence and a sense of pride, as one laborer Tayaba shared, "In a society where women are often underestimated, we have shown that we can work alongside men, build homes, and manage our families. I never imagined I could do this, but now I feel empowered and proud."

"In a society where women are often underestimated, we have shown that we can work alongside men, build homes, and manage our families. I never imagined I could do this, but now I feel empowered and proud."



The SPHF project has catalyzed change in Tarko Wado and beyond by creating hundreds of jobs and providing training opportunities. It has demonstrated that progress is achievable when communities unite, breaking barriers and building a future where gender does not limit potential. The women of Tarko Wado are building more than houses, they are constructing a society founded on resilience, equality, and shared growth.



*By: Maryia Khan (Communication Officer)
Head Office Sukkur
January 2025*



A SMALL PLOT, A BIG DREAM: QURBAN KHATOON'S JOURNEY



Village Gul Hassan Katto District Jacobabad

Qurban Khatoon, a farmer woman and mother of three, lived in a small village surrounded by vast fields and orchards. Her husband, Ghulam Hyder, worked as a farmer, earning just enough to put food on the table. Despite their hard work, the family struggled to make ends meet. She belongs to the village Gul Hassan Katto UC Baloch abad Taluka Thul District Jacobabad, Sindh. She is one of the Sindh Irrigated Agriculture Productivity Enhancement Project (SIAPEP) -OFWM-Govt. of Sindh beneficiaries who received a Kitchen Gardening tool kitty produce vegetables to fulfill the nutrition needs of family members and sell extra production in a nearby market to earn income as well. Qurban Khatoon's eyes would often wander to the empty plot of land behind their humble home. She dreamed of cultivating it, of growing her vegetables and fruits to feed her family. But with limited resources and no access to modern farming techniques, her dream seemed impossible.

"With the help of the drip irrigation system, I began to cultivate her small plot of land. I worked tirelessly, planting seeds, watering, and nurturing her crops. And as the days passed, my hard work began to bear fruit – literally." She tells her story proudly.

Qurban Khatoon's Kitchen garden was more than just a source of income – it was a symbol of hope and empowerment. It showed her that with determination and hard work, she could overcome even the most daunting challenges and create a better life for herself and her family. As Qurban Khatoon looked out over her thriving garden, she felt a sense of pride and accomplishment. She knew that she had taken the first step towards a brighter future, one where her children could grow and thrive. "My family always be grateful to SRSO and Govt. of Sindh support in getting fresh vegetables, earning and above all for providing a way to self-sufficiency." She concluded her story.

*By Humera Khaliq
Communication Officer SRSO-Jacobabad
March 19, 2025*





LUQMAN, KHAIRPUR MIR'S

REVIVING SINDH'S TRADITIONAL AND VANISHING CRAFTS THROUGH INNOVATION

Sindh's traditional and vanishing crafts can be made profitable by introducing innovation in line with modern market demands and by adopting effective marketing strategies.

The Sindh Rural Support Organization (SRSO) is revitalizing Sindh's traditional and disappearing crafts by bringing innovation according to modern market requirements and applying improved marketing strategies. This is being done to preserve the livelihoods and income of artisans and their families linked to these crafts, ultimately improving their social and economic conditions. In this regard, under the Sindh Government's poverty reduction initiative (PPRP), interest-free business loans are being provided through the Enterprise Development Fund (EDF).

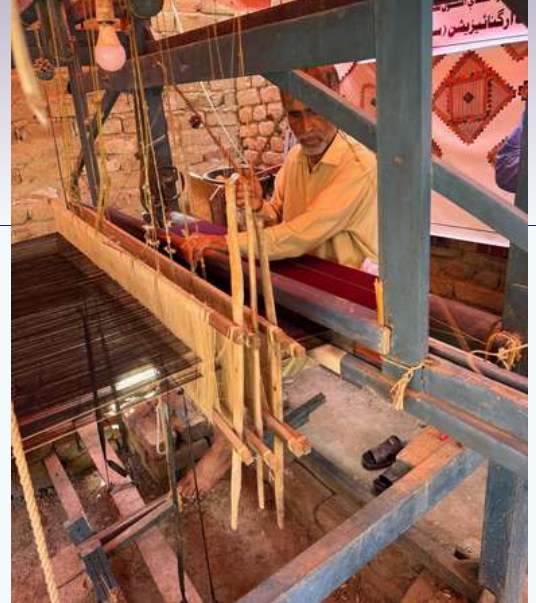
SRSO is working to revive Sindh's traditional and endangered crafts with innovation aligned to current market demands and better marketing strategies. This effort aims to safeguard the livelihoods of artisans and their families while enhancing income and improving socio-economic conditions. Under the Sindh Government-funded Poverty Reduction Program (PPRP), SRSO is providing interest-free business loans through the Enterprise Development Fund (EDF).

Recently, SRSO provided a loan of PKR 500,000 (five hundred thousand rupees) from EDF to artisan Ghulam Rasool Lashari in Khairpur district, who produces traditional quilts and fabric on an old-style handloom. Ghulam Rasool belongs to Luqman Mohalla, Khairpur. This craft has been the traditional source of livelihood for his family. He produces special Banarasi fabric on a handloom and sells it locally.



Unfortunately, due to a lack of resources, poor marketing, and failure to innovate based on modern market needs, many local traditional crafts are vanishing. As a result, the artisans and their families have become unemployed. Many have abandoned this work and started other businesses, while others face severe financial difficulties.

However, the reality remains that traditional crafts still hold great value and demand. Even in today's modern times, such businesses can be profitable. The only requirement is to bring innovation and adopt effective marketing strategies. The SRSO Enterprise Team from Khairpur visited Ghulam Rasool's business, met with him and his family, and discussed his business development plan. After preparing and evaluating the plan, it was approved on a priority basis.



With the support of this loan from SRSO, we have set up another handloom, purchased equipment, and bought raw materials required for fabric production. We sell the finished fabric in nearby city markets and hope that, with SRSO's financial and business advisory support, we will be able to preserve his fading family craft and turn it into a more profitable business, increasing his family's income." Artisan Ghulam Rasool tells about support.

"We produce Banarasi, Khaadi, and Kurundi fabric on handlooms. My entire family, especially my wife, is involved in this work. Besides the local market, we also sell our fabric in nearby cities like Khairpur, Larkana, and Sukkur. We especially aim to supply national and international brands. We also closely working with SRSO-Sartyoon Sang Handmade Crafts which produces and sells various hand-made items.

By Riaz Ali Maitlo (EDO Officer- PPRP) Khairpur Mir's /April 23, 2025



Women Farmers Gain Strength Through Direct Market Access



SRSO - MI (BMZ)
Social Organizer Shabana Lashari
05.04.2025 16:41

Village Ali Abad, Thari Mirwah, district Khairpur Mir's

The women of Ali Abad Union Council Hindyari Thari Mirwah, district Khairpur in rural Sindh, are demonstrating remarkable strength and entrepreneurial spirit. Through "**Restoration of Livelihoods and Protection Against Climate Risks**" project funded by Malteser International and BMZ, they've embraced climate-smart agriculture, including low-walking tunnels and vertical farming. This has not only improved their crop yields but, crucially, provided them with direct access to markets.



SRSO - MI (BMZ)
Social Organizer Shabana Lashari
05.04.2025 17:35
3HVQ+RRJ Hindyari





3-trained women farmers jointly formed Business Development Group-BDG Ali Abad, an agri business, in September 2024, after receiving 7 days of training on low walking tunnel and vertical farming organized by SRSO under the project. These inspiring women farmers' cum-agri-entrepreneurs, Ghulam Zohra, Mai Shoukat, and Ayesha Khattoon, residents of village Aliabad, are BDG members and established a 2/1 acre tunnel farm with the technical assistance in structure development, land leveling, seed and cultivation by the SRSO and Malteser International team, and hired consultants.

They are growing various seasonal and off-season vegetables and marketing them as well to earn income to support livelihoods through advancing agriculture, farming, and water management practices. Their farm has started production, and they are using fresh vegetables for family use and selling at the nearby market to earn income as well.

This success has not only provided economic benefits but has also equipped them with valuable skills and fostered their confidence as farmers and entrepreneurs. It has made them role models for their community and demonstrated the crucial role of empowering women in achieving sustainable development and food security.



Shabana Lashari
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By: Farooque Rahim
Monitoring Officer-SRSO-MI Project
April 7, 2025



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