

SEED

(**S**TORIES OF **E**MPOWERMENT
ENTERPRISE & **D**EVELOPMENT)
HUMAN SUCCESS STORIES





**GET Ahead Group Fund:
Woodhaven Group**



PREFACE

Preface

In the Tehsil of Jhuddo rural areas, where challenges often outweigh opportunities, stories of resilience, innovation, and hope are quietly reshaping communities. This booklet, **SEED – Stories of Empowerment, Enterprise & Development**, brings those stories to light.

Through the different project interventions, we witnessed ordinary individuals rise to extraordinary heights. Farmers' daughters became trainers, flood-affected families turned entrepreneurs, and communities built businesses that not only sustained livelihoods but also restored dignity and self-confidence.

These pages capture more than success stories; they reflect the courage to dream, the determination to act, and the strength to persevere. They show us that true development is not handed down, but rather grown from within, nurtured by knowledge, opportunity, and community spirit.

We dedicate this booklet to the resilient men and women of Sindh who continue to prove that with the right support, a single seed can grow into a forest of change.





ABSTRACT

This booklet, SEED – Stories of Empowerment, Enterprise & Development, captures the inspiring journeys of men and women from rural Sindh who transformed adversity into opportunity through the project interventions.

Amid challenges such as devastating floods, poverty, and limited access to resources, these individuals refused to give up. With training, financial support, and guidance from SRSO, they built sustainable businesses—from home-based enterprises and innovative nano-businesses to community-driven group ventures, such as nurseries and furniture workshops.

Each story is evidence of human resilience, courage, and the power of knowledge. These narratives show how targeted support, combined with local determination, can break cycles of dependency, restore dignity, and spark lasting change.

The SEED booklet is not just a record of achievements—it is a blueprint for rural transformation. It demonstrates that when people are given the tools to grow, they not only improve their own lives but also uplift entire communities.

VOICES OF CHANGE: QUOTES FROM BENEFICIARIES

Farwa – GET Ahead Master Trainer (UC Khuda Bux-2)

-“Before, we waited for our husbands to bring money. Now, we create our own.”

Reena Rai – GET Ahead Master Trainer (Chandro Bheel Village)

-“I learned not just for myself, but for every woman in my village who had skills but no direction.”

Aajo – Women Entrepreneur (Chandro Bheel Village)

-“When the floods took everything, I thought we had no future. Today, I train others to protect our villages and our dreams.”

VOICES FROM BUSINESS GROUPS


Wood Haven Furniture Shop & Manufacturer – BDG Members

“Each door we craft isn’t just wood—it’s an open path for our community’s future.”

Green Sindh Nursery – BDG Members

“From one small nursery, we are planting prosperity across our community.”

More Information

 MPK-2680 Project

VOICES FROM THE CHANGE: CHALLENGES FACED & OVERCOME

Every transformative journey carries its share of challenges. The beneficiaries of all the interventions encountered barriers ranging from social resistance and financial limitations to climate shocks and market constraints. However, with targeted capacity-building, innovative strategies, and community support, they turned these challenges into opportunities.

This section documents not only their achievements but also the obstacles they overcame, underscoring the resilience and adaptive capacity fostered through the program. Their voices remind us: true change is not the absence of struggle, but the strength to rise through it. While success shines brightly, every journey is forged through challenges. These voices remind us that resilience grows strongest where the struggle was hardest.

Farwa – GET Ahead Master Trainer

“At first, many women hesitated to attend my sessions—“Why waste time?” they asked. I showed them small steps, like saving Rs. 50 from household money, and slowly they believed in themselves.”

Challenge: Community resistance and lack of trust in women entrepreneurs.

Mitigation: Built confidence through relatable examples and consistent follow-up.

Reena Rai – GET Ahead Master Trainer

“The hardest part was convincing families to let women join. Some said women couldn’t run businesses. I sat with elders and explained how it would benefit entire households.”

Challenge: Social and cultural barriers.

Mitigation: Engaged male elders and used success stories to gain acceptance.

Marvi – Spice Entrepreneur

“Starting with little money was frightening. What if no one bought my spices? But after the first sales, I reinvested every rupee instead of spending it.”

Challenge: Fear of business failure with small capital.

Mitigation: Careful reinvestment & quality products-built trust & customers.

Govind – Nursery & Tuck Shop Entrepreneur

“Leaving my mechanic’s job was risky. I worried about feeding my children. But now my shop is steady, and I work near home.”

Challenge: Fear of leaving unstable but familiar daily wage labor.

Mitigation: Diversified into two income streams (nursery + tuck shop) for security.

Wood Haven Furniture Shop & Manufacturer (BDG)

“Registering with SECP & opening a business bank account was new for us. We didn’t know the process. With SRSO’s help, we are now a recognized brand.”

Challenge: Navigating formal business registration and transparency.

Mitigation: Partnered with SRSO for technical guidance and used digital record-keeping.

Green Sindh Nursery (BDG)

“Maintaining plants in extreme heat was tough. Many thought they’d die. We adopted drip irrigation and shade nets—and our plants thrived.”

Challenge: Harsh climate and risk of plant loss.

Mitigation: Climate-smart farming techniques ensured 95% plant survival.



STORIES

GET AHEAD TRAINING

Farwa's Journey: From Village Girl to GET Ahead Master Trainer

Empowering Women Through Entrepreneurship in Muhammad Buxi

In the quiet village of Muhammad Buxi (UC Khuda Bux-2) lives Farwa, a bright and determined woman whose dreams extended far beyond her household. Despite the demands of marriage and daily responsibilities, her vision was unwavering: she longed not just for a better life for herself, but for a brighter, more independent future for every woman in her community.

Her parents, recognizing her potential, had invested in her education with faith and sacrifice. That investment bore fruit when Farwa met with the SRSO Project Livelihood Officers, who were identifying literate youth to promote women's entrepreneurship at the village level. Through them, she learned about the GET Ahead Training trainers designed to foster Gender and Entrepreneurship Together. Farwa instantly knew this was the opportunity she had been waiting for.

Over six intensive days, she immersed herself in the training. She didn't just listen—she absorbed, questioned, and innovated, tailoring ideas to fit the realities of rural life. Farwa quickly set herself apart by:

- **Identifying key income opportunities for rural women rooted in local skills and resources.**
- **Designing low-cost business models, accessible even to those with minimal savings.**
- **Championing financial literacy, teaching women how to save, invest, and grow their earnings.**

Her commitment didn't end with the training. Farwa emerged as a **Master Trainer**, bringing her knowledge back to Muhammad Buxi and beyond. She successfully conducted trickle-down training sessions at the Village Organization (VO) level in multiple project-based union councils, ensuring that the benefits of GET Ahead reached far beyond her community.

Alongside training, she also assisted the project team in conducting market surveys, helping identify viable opportunities for launching sustainable businesses tailored to local demand.

Through these efforts, Farwa transformed ordinary village gatherings into dynamic hubs of learning and empowerment, guiding women to:

- **Launch nano-businesses such as homemade snacks, tailoring, embroidery, vegetable carts, beauty parlors, and home-based cosmetics sales.**
- **Adopt simple marketing strategies, like selling in local markets and promoting through community networks.**
- **Manage their finances wisely, reinvesting profits to ensure sustainability.**

The results have been profound. With Farwa's mentorship:

- Household incomes have risen by 30–50%, easing financial pressures and improving living standards.
- A women's entrepreneurial network has formed, enabling mutual support and shared growth.
- Most importantly, cycles of dependency are breaking, as women step forward as earners and decision-makers.

"Before, we waited for our husbands to bring money. Now, we create our own," says one of Farwa's trainees, proudly displaying jars of her homemade pickles.



GET AHEAD TRAINING

Today, Farwa stands as a community leader, mentor, and changemaker, actively supporting the project team in promoting both individual enterprises and group-based businesses. Her journey from an educated village girl to a Master Trainer is not just a personal victory—it is proof of the transformative power of courage, knowledge, and opportunity.

A Movement Sparked by One Woman

Farwa's story is more than a success—it is the birth of a movement. She didn't just teach women how to do business; she restored their dignity, confidence, and hope. Her journey proves that when one woman rises, an entire community rises with her—and that real development begins not with charity, but with empowerment from within.

Farwa's Key Contributions as a GET Ahead Master Trainer

- 200+ women trained through trickle-down sessions at the Village Organization level across multiple union councils.
- Supported market surveys at village, UC, and tehsil levels to identify viable business opportunities.
- Facilitated the launch of diverse nano-businesses, including:
 - Cart-based vegetable selling
 - Home-based beauty parlors
 - Embroidery & tailoring services
 - Cloth and cosmetic sales
 - Homemade food products (snacks, pickles)
- **Household incomes increased by 30–50%, easing financial pressure on families.**
- Helped establish a Women's Entrepreneurial Network, enabling mutual support and shared resources.
- Actively assisted the SRSO project team in promoting both individual and group-based businesses.

Impact:

Farwa has transformed Muhammad Buxi and neighboring UCs into centers of women-led entrepreneurship, breaking cycles of dependence and igniting a movement of empowerment.





CBDRM-COMMUNITY BASED DISASTER RISK MANAGEMENT

VOICE OF SHAMIM

“We once felt helpless in the face of disasters. Now we know how to protect our families and our future,” Shamim proudly shares.

SHAMIM'S A WOMEN LEADER

Emerging from the training as a CBDRM Master Trainer, Shamim transformed from a disaster survivor into a community leader of resilience. She now leads awareness sessions and mock drills, teaching her community

Shamim's Journey: From Struggle to Stability

CBDRM Master Trainer Inspiring Change in Muhammad Buxi

In the flood-affected village, lived Shamim, a 41-year-old mother (**Single Parent**) of two daughters whose life had been deeply shaken by recurring floods. The disasters damaged her home, disrupted livelihoods, and left her family vulnerable, often with no security for tomorrow.

Recognizing her sharpness, intelligence, and dedication to community health care, the SRSO project team selected Shamim from her Village Organization (VO) to attend a **nine-day CBDRM** (Community-Based Disaster Risk Management) Training under the project.

During this intensive training, Shamim gained vital knowledge and skills in:

- **First Aid** – treating injuries and saving lives during emergencies.
- **Emergency Response** – including evacuation planning and resource mobilization.
- **Disaster Preparedness** – identifying hazards and reducing risks.
- **Climate Change Adaptation** – helping communities adjust to shifting weather patterns.

Emerging as a CBDRM Master Trainer, Shamim has become a beacon of resilience in her community. Her achievements since the training include:

Trickling down CBDRM knowledge to over 200 Local Support Organization (LSO) and Village Organization (VO) leaders, ensuring preparedness cascades through community institutions.

Assisting in the development of Village-Level **Disaster Risk Reduction (DRR) and Climate Change Adaptation (CCA) Plans**, giving her community structured strategies for resilience.

Helping compile an Emergency Contacts Directory, ensuring rapid coordination when disasters strike.

Facilitating meetings with community institutions, strengthening collaboration, and accountability.

Under her leadership, families in the village and neighboring villages are now:

- **Better equipped to respond to floods and other hazards, reducing losses of lives and livelihoods.**
- **Organizing mock drills and preparedness sessions, instilling confidence and calm during crises.**
- **Working together across institutions, creating a united front against disasters.**

Emerging from the training as a CBDRM Master Trainer, Shamim transformed from a disaster survivor into a community leader of resilience. She now leads awareness sessions and mock drills, teaching her community how to:

- Safeguard children, the elderly, and livestock during floods.
- Prepare emergency supplies and strengthen shelters.
- Respond calmly and effectively when disasters strike.

Her leadership has sparked new hope in village. Families now feel better equipped to protect themselves, and women look up to Shamim as a role model of courage and preparedness.

CBDRM



“We once felt helpless in the face of disasters. Now we know how to protect our families and our future,” Shamim proudly shares.

Her journey from vulnerability to leadership is a living example of how knowledge, determination, and community trust can transform a survivor into a pillar of disaster resilience. With her guidance, the village is no longer just surviving disasters; she is building a safer, stronger, and more hopeful future.

Impact Snapshot: Shamim’s CBDRM Journey

<i>Before CBDRM Training</i>	<i>After CBDRM Training</i>
<i>No disaster preparation plans at the village level.</i>	<i>Village-Level DRR & Climate Change Adaptation Plans developed with community input.</i>
<i>Families felt helpless during floods, often unprepared for emergencies.</i>	<i>200 LSO & VO leaders trained through trickle-down sessions on disaster preparedness.</i>
<i>No system for emergency coordination.</i>	<i>Emergency Contacts Directory established for quick response and coordination.</i>
<i>Women are rarely involved in community disaster planning.</i>	<i>Women actively participate in mock drills, planning meetings, and emergency response.</i>
<i>High vulnerability of children, the elderly, and livestock.</i>	<i>Families now organize evacuation plans and emergency supplies to safeguard vulnerable groups.</i>

Village level resilience has shifted from a community vulnerable to disasters into one that is prepared, coordinated, and resilient—with Shamim leading the way as a CBDRM Master Trainer.

WOMENPRENUER

GET Ahead Individual Fund

Marvi's Journey: Spicing Up Hope in Village

GET Ahead Individual Fund Empowering Women Entrepreneurs

In the flood-hit village, lived Marvi, a 34-year-old woman whose life was shattered when devastating floods swept away her family's home, livestock, and agricultural land—their only source of income. With nothing left, Marvi, her husband, and their children struggled to survive. Her husband earned meager wages as a daily laborer, but it was never enough. Meeting even basic needs became a daily battle, and saving for emergencies was an impossible dream.

One day, during a Village Organization (VO) meeting with the project team livelihood officers, Marvi's life began to change. The officers were conducting technical and social appraisals while developing Livelihood Investment Plans (LIPs) with community women for the provision of the GET Ahead Individual fund for nano businesses to the women. Seeing this as her chance, Marvi expressed her keen interest in preparing her LIP. She requested support of **PKR 35,000** to initiate a small nano-business.



MARVI-AN ENTREPRENEUR

Recognizing her determination, the project team approved her plan. With the support she received under the **GET Ahead Individual Fund**, Marvi launched a home-based spice-selling business. At first, she sold to nearby households, but her customer demand was driven, and the quality of her spices quickly earned her recognition. Soon, even local shops began buying from her in bulk by packaging at home. Through perseverance and hard work, Marvi's enterprise flourished. Today, she earns around 400 PKR daily, providing her family with a steady income. With this, she has:

- Restarted her children's education, ensuring they have opportunities she once dreamed of.
- Restored financial stability to her household, replacing fear with security.

Inspired other women in her community to prepare LIPs and launch their small businesses.



WOMENPRENUER

GET Ahead Individual Fund

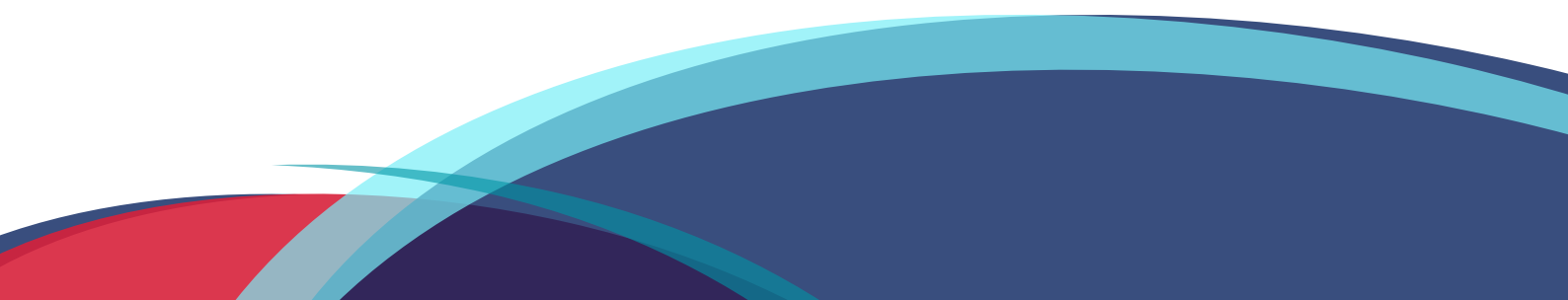
The ripple effect has been powerful: families in Chandro Bheel are now embracing entrepreneurship, moving away from dependency, and building resilience for the future.

“I never imagined I could run my own business. Today, I not only earn but also give my children the future I once dreamed of,” Marvi says with pride.

Marvi’s story is a proof to resilience and the transformative impact of opportunity. With the support of project and her unwavering determination, she has turned despair into hope that one woman’s courage can ignite change across an entire community.

Impact Snapshot: Marvi’s Spice Business Journey

<i>Before LIP Support</i>	<i>After LIP Support</i>
<i>Family home, livestock, and farmland were destroyed by floods.</i>	<i>Launched a spice-selling business from home, supplying to households and local shops.</i>
<i>Survived on her husband’s daily wages, often insufficient for basic needs.</i>	<i>Earning 400 PKR daily, creating a steady income for her household.</i>
<i>Children’s education is at risk due to a lack of funds.</i>	<i>Children are back in school, supported by Marvi’s earnings.</i>
<i>No savings and high vulnerability to future crises.</i>	<i>Financial stability has been restored with the capacity to save for emergencies.</i>
<i>Women in her village are hesitant to start businesses.</i>	<i>Inspired other women to prepare LIPs and launch their nano-businesses.</i>





WOMENPRENUER

The Unstoppable Widow Who Built an Empire from a Tiny Shop

In Harijan Colony, UC Mir Allah Bachayo, where hardship often overshadows hope, lives Aneeta — a widow whose resilience defied every odd. Left as the sole provider for her three daughters and one son, Aneeta's days were a relentless struggle. Her tiny tuck shop brought in just enough for one meager meal a day. Education for her children felt like a distant dream, and survival was a daily battle.

When the project team developed her Livelihood investment plan (LIP) and offered her a lifeline in the form of a **PKR 35,000 investment**, she saw not just a sum of money, but a path to transformation. With careful planning and a clear vision, she expanded her shop, turning it into a vital hub for the entire community. She stocked it with essential groceries and household items, as well as school supplies for children and daily necessities, which saved local women from long, difficult trips to distant markets.

The difference in Aneeta's life and the life of her family is a powerful testament to her resilience and the project's support. Before the investment, she earned barely enough for one meal a day, her children's education was at risk due to a lack of funds for school fees, and the shop had a limited inventory and a small customer base. There were no savings, only constant financial stress.

After the investment, she now provides three nutritious meals for her family every day, pays her children's school fees, ensuring their future is secure, and her shop has become the go-to store for

Harijan Colony, with a wide range of products. She has also built up savings and gained financial confidence. Aneeta's shop is no longer just a place to buy goods; it's a symbol of hope and empowerment. Her success has made her a role model, and other widows now seek her guidance to start their businesses.

As Aneeta proudly states, **"This shop is my family's future. My daughters will never depend on others."** Through her unyielding spirit and the support she received, Aneeta didn't just rebuild a business—she rewrote her family's destiny and ignited a wave of change for women in her community.



WOMENPRENUER



Bricks of Hope: How Aajo Rebuilt Her Life After Disaster

In the Chandro Bheel village, Union Council Khuda Bux-2, lives Aajo, a 31-year-old mother of five whose life was torn apart by devastating floods. Overnight, her family lost their home, livestock, and farmland—their only source of income. Hunger became routine, with some days offering just one meal. Worse still, Aajo feared for her children’s education, which seemed destined to vanish with the floodwaters.

But Aajo carried within her a fierce determination:

“My children deserve a future brighter than my past.”

Her turning point came when she attended a three-day **GET Ahead trickle-down training session at the village Organization level led by Master Trainers under the project**. The training opened her eyes to new possibilities. She learned how to recognize local business opportunities, manage earnings, reinvest profits, and design small but impactful livelihood models.

“Before the training, I thought survival was enough. Now, I give my children a future I once only dreamed of.”

Soon after, during a Village Organization meeting, livelihood officers began developing **Livelihood Investment Plans (LIPs)** with technical and social appraisals. Aajo seized the moment. With clarity and confidence, she presented her plan—requesting PKR 35,000 under the GET Ahead Individual Fund to start her journey.

She carefully divided her investment:

- **PKR 10,000** to stock a home-based tuck shop, supplying daily essentials.
- **PKR 25,000** for brick kiln frames and material, in partnership with her father-in-law and husband.

“Every brick I mold, every item I sell, is a step toward dignity and hope.”

Aajo herself ran the tuck shop, while her husband supported the brick kiln. Through reinvestment of profits, the tuck shop steadily expanded, today valued at PKR 55,000. Together, her businesses now generate 1,000–1,500 PKR daily.


“I started with PKR 35,000. Today, my shop is worth PKR 55,000—and my family’s dreams are priceless.”

With these earnings, Aajo has not only secured her family’s survival but has also transformed their lives:

- Her children are back in school, their dreams alive once again.
- Her household now enjoys financial stability and dignity, with savings for emergencies.
- Other women in her community, inspired by her success, are preparing LIPs and starting their nano-businesses.

“When women rise, whole communities stand taller.”

Her story proves a simple yet powerful truth: when courage meets opportunity, entire communities can rise. Through the support of project measures Aajo has turned floodwaters of despair into bricks of hope and resilience, becoming a beacon of inspiration for women across Chandro Bheel.





Impact Snapshot: Aajo's Journey from Struggle to Stability

Category	Before LIP Support	After LIP Support
Household Income	Almost nothing; family surviving on 1 meal a day	1,000–1,500 PKR daily from tuck shop & brick kiln
Children's Education	At risk; unable to afford school expenses	All children back in school with stable support
Livelihood Assets	Lost home, livestock, and farmland in floods	Tuck shop worth PKR 55,000 + Brick kiln with family partnership
Food Security	Severe shortages, often skipping meals	Regular meals secured with savings capacity
Role in Community	Dependent, with no earning opportunities	Respected entrepreneur & role model, inspiring other women
Knowledge & Skills	No training in business or financial literacy	Completed 3-Day GET Ahead training & applied learnings
Community Impact	Women lacked direction and confidence to earn	Women preparing their LIPs, starting nano-businesses

Aajo in Her Own Words

“Before the training, I thought survival was enough. Now, I give my children a future I once only dreamed of.”



Story # 06

Entrepreneurship

From Floods to Flourish: Shabana's Journey of Resilience and Renewal

In Niyaz Kapri village, UC Mir Allah Bachayo, the name Shabana now echoes as a symbol of courage and change. Just a few years ago, her reality was one of despair. The floods of 2022 and 2024 swept away her family's farmland—their only source of livelihood. Her husband's irregular work as a daily wage laborer meant the family often went hungry, surviving on her mother's help.

Yet, even in the darkest days, Shabana carried a fire within her:

"I refuse to let my children inherit struggle. I will create a future where they can dream freely."

Her breakthrough arrived when the MI-BMZ-SRSO project team held a Village Organization meeting in her community. During social and technical appraisals for the Livelihood Investment Plan (LIP) process, Shabana stepped forward with determination. Around the same time, she joined a three-day GET Ahead trickle-down training led by Master Trainers—an experience that reshaped her vision. She learned how to plan businesses, manage finances, and reinvest profits with purpose.

Armed with knowledge and confidence, Shabana developed her LIP and was supported with P KR 35,000. She didn't just spend the money—she invested it with heart and strategy:

Upgrading her **beauty parlor**, purchasing modern tools and cosmetics.

Specializing in bridal makeup, a service her community longed for but lacked.

Turning her small room into a thriving hub of empowerment and elegance.

The transformation was immediate and profound.

"The floods washed away everything, but not my determination. Today, I stand on my own feet—and I give my daughters the confidence to dream bigger." – Shabana

Her parlor is no longer just a business—it's a movement:

- She earns enough to secure her children's education and daily needs.
- Women from across the village now walk to her parlor, not just for services, but for inspiration.
- She has become a role model, showing women that skills, courage, and opportunity can rewrite destinies.
- Her success encourages other women in her VO to design their LIPs and start businesses.

Today, Shabana doesn't just style brides; she restores dignity, confidence, and joy to her community. Her journey proves that when knowledge and opportunity meet resilience, even the aftermath of disaster can bloom into a story of triumph. Shabana's story stands unique because she combined training, strategy, and vision to turn a modest beauty parlor into a thriving business that uplifts not only her household but her entire community.



Impact Snapshot: Shabana's Transformation

Category	Before LIP Support	After LIP Support
Household Income	Dependent on husband's irregular daily wages, often insufficient	Stable income from beauty parlor; enough to cover education & household needs
Children's Education	At risk due to financial hardship	Fully supported; children regularly attending school
Livelihood Assets	Informal, under-equipped parlor with limited services	Modern parlor with bridal makeup services; growing customer base
Food Security	Relied on mother's help; frequent shortages	Regular meals secured with savings potential
Role in Community	Struggling wife and mother with little influence	Recognized entrepreneur and role model for women in her VO
Knowledge & Skills	No formal training in business or financial literacy	Completed 3-Day GET Ahead Training ; applied skills in practice
Community Impact	Other women are hesitant to pursue businesses	Inspired multiple VO members to design LIPs and start nano-enterprises



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I began with nothing but the will to work; today, I stand on the strength of two thriving businesses that feed my family, green my village, and prove that with courage and opportunity, even the smallest dreams can grow into a lasting legacy.”



Green Entrepreneurship

From Wrenches to Roots: Govind’s Journey to Self-Reliance

In the quiet village of Muhammad Buxi, UC Khuda Bux-2, lived Govind, a 37-year-old bike mechanic whose hands were always stained with grease but whose heart carried the weight of worry. For years, he worked in a distant workshop, commuting long hours for meager daily wages that barely fed his family. The exhausting routine left him with little time for his children, while the instability of his income kept his household on the brink of poverty.

Yet Govind carried a vision that went beyond mere survival:

“I want to build something of my own—something that lasts, for my family and my community.”

His turning point came when the Project team livelihood officers visited his Village Organization. During the meeting, they conducted social and technical appraisals to develop Livelihood Investment Plans (LIPs). At the same time, Govind participated in a three-day GET Ahead trickle-down training delivered by Master Trainers. The training taught him how to design simple yet effective business models, manage earnings, reinvest wisely, and adapt to local market demands.

Encouraged by this support, Govind prepared his **LIP and was provided PKR 35,000** to start fresh. Instead of continuing the endless grind of daily wage labor, he chose to invest in two sustainable businesses close to home:

- **A plant nursery**, providing daily income and contributing to a greener environment.
- **A tuck shop**, ensuring additional financial stability for his family.

The change was remarkable. **Today, Govind earns 1,000–1,500 PKR daily**, which meets all his family’s needs while also allowing him to save for the future. His nursery not only sustains his household but also beautifies the village and raises awareness about eco-friendly practices.

“I no longer chase wages far from home. My children see me every day, and together, we watch our future grow.” – Govind.

Now, Govind spends more time with his family while running his flourishing enterprises. His journey proves that with knowledge, opportunity, and determination, even the toughest struggles can transform into stories of hope. And as his plants take root, so does a brighter, more sustainable future for his entire community.



*I started with empty pockets and calloused hands; now I nurture a **nursery and a shop** that not only secure my family's future but also breathe new life into my family."*

- Govind-
Entrepreneur

Impact Snapshot: Govind's Transformation

Category	Before LIP Support	After LIP Support
Occupation	Bike mechanic at a distant workshop; long hours, unstable income	Owner of a plant nursery and tuck shop close to home
Daily Income	Meager wages, often insufficient to meet the family's needs	1,000–1,500 PKR daily, steady and reliable
Work–Family Balance	Rarely home due to long commutes; little time with children	Runs businesses locally; spends quality time with family
Livelihood Assets	No assets; dependent entirely on uncertain daily wages	Two thriving businesses: nursery (eco-friendly) + tuck shop
Knowledge & Skills	No formal business training	Completed 3-Day GET Ahead trickle-down training ; applied skills in real business
Food Security	Frequent shortages; living hand-to-mouth	Regular meals secured ; savings for emergencies
Community Role	Struggling daily wage worker with little influence	Role model entrepreneur , promoting eco-friendly livelihood in the village
Children's Future	Education and wellbeing at risk due to unstable income	Education and household needs are secured through reliable earnings



Story# 08

Radha's Journey: From Flood Victim to Entrepreneur

From Ruins to Runway: Radha's Journey of Resilience and Reinvention

In the flood-ravaged village of Gaju Kachi (UC Roshanabad), Radha, a 32-year-old mother of three, saw her world collapse. The Sindh floods of 2022–2024 didn't just wash away her home—they drowned her family's agricultural livelihood. With her husband forced into backbreaking construction labor and her children's education slipping out of reach, Radha searched desperately for a lifeline.

That lifeline arrived through the project team, under the GET Ahead individual funds pay field visit to her village. So, during a Village Organization meeting, she joined the social and technical appraisal process for developing a **Livelihood Investment Plan (LIP)**. Radha also participated in a **three-day GET Ahead trickle-down training** at the village Organization Level, where she learned how to design and manage a profitable small business.

Armed with skills, confidence, and **PKR 35,000** in support, Radha stitched together a vision for her future:

- **Purchasing quality unstitched suit fabrics from Jhuddo wholesale markets.**
- **Establishing the first-ever stitched clothing business in her village.**
- Creating a home-based production unit where she measures, stitches, and sells ready-to-wear suits.

With this support, Radha launched the first-ever stitched clothing business in her village, buying fabric from a wholesale market and creating ready-to-wear suits from her home. Her venture has been a great success, earning her a significant profit and inspiring her husband to reduce his construction work to help with the business.

Today, Radha's business stitches more than clothes—it stitches success:

- **PKR 5,000–6,000 profit per suit (a 200% margin).**
- **Selling 8–10 suits monthly during high-demand seasons.**
- Offering ready-to-wear fashion that village women proudly embrace.

The ripple effect of Radha's success:

- Her husband has reduced construction labor to help her business thrive.
- Her children now attend school regularly, with proper uniforms.
- Their damaged home is being rebuilt step by step.
- Radha has started training two other women in dressmaking.
- Her venture has eliminated the need for villagers to travel for stitched clothes.
- She has inspired 5 other women in the community to start small businesses of their own.

"The floods took everything from me—but they could not take my will to rise again. Now, I don't just stitch clothes, I stitch futures." – Radha.

Radha's journey from flood victim to fashion entrepreneur proves that when opportunity meets determination, even the deepest scars of disaster can be rewoven into beautiful success stories.

IMPACT

Impact Snapshot: Radha's Transformation

Category	Before LIP Support	After LIP Support
Livelihood	Dependent on husband's irregular construction labor; no personal income	Runs the first-ever stitched clothing business in the village
Daily/Monthly Income	Unstable; barely enough for food	Earns PKR 5,000–6,000 per suit , selling 8–10 suits monthly in peak seasons
Children's Education	At risk due to financial struggles, lack of uniforms, and supplies	Children attending school regularly with proper uniforms
Housing	Flood-damaged home; unsafe living conditions	Partially rebuilt home with improved security and stability
Skills & Knowledge	No formal business training	Completed 3-Day GET Ahead trickle-down training ; applying entrepreneurial skills.
Community Role	Struggling mother with little influence	Fashion entrepreneur & trainer ; mentoring 2 women in dressmaking
Village Economy	Women traveled outside the village for stitched clothes	Local access to ready-to-wear fashion boosts the village economy
Inspiration & Outreach	Few women engaged in businesses	Inspired 5 women to start their small enterprises

Radha in Her Own Words

“The floods took everything from me—but they could not take my will to rise again. Now, I don't just stitch clothes, I stitch futures.”



BDGs Mapping



“FROM TIMBER TO TRIUMPH: HOW A COMMUNITY CARVED ITS FUTURE”

Woodhaven Furniture Shop & Manufacturer

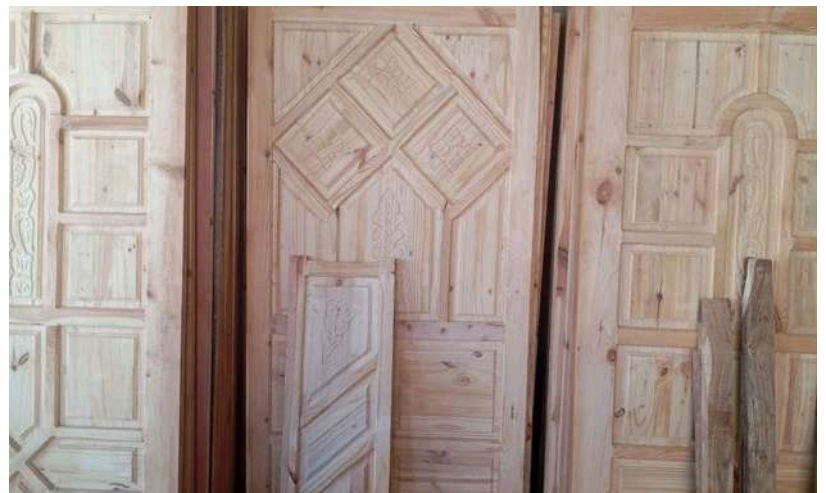


The Wood Haven Furniture Shop & Manufacturer has had a profound impact, transforming three daily-wage carpenters into registered entrepreneurs and creating a ripple of positive change across their community. By establishing a professional, three-tiered business model—featuring a showroom, a production workshop, and mobile outreach—the group has generated stable incomes for its members while providing local, affordable furniture for the village. The company’s institutional growth, which includes SECP registration, brand protection, and digital sales tracking, has set a new standard for rural enterprise, inspiring other youth and fostering a sense of community pride. This successful venture not only ensures the financial security of its members' families but also promotes sustainable practices and reduces economic dependency on distant urban markets, proving that structured entrepreneurship can carve out a path to dignity and prosperity.

From daily wage struggles to a registered enterprise, the story of Wood Haven Furniture Shop is not about making furniture — it’s about building hope, dignity, and sustainable livelihoods. In Tehsil Jhuddo, District Mirpurkhas, a new wave of rural entrepreneurship is changing lives. Among the brightest examples stands the Wood Haven Furniture Shop & Manufacturer, a Business Development Group (BDG) that turned vision into reality under the MI-BMZ-SRSO GET Ahead Program.

During Village Organization meetings, SRSO livelihood officers conducted social and technical appraisals to design Business Investment Plans (BIPs). From this process, three determined men — Abdul Manan, Muhammad Nazeer, and Zia ul Haq/Abdul Haq — were chosen to spearhead a group-based business combining skill, creativity, and community benefit.

Backed by PKR 994,550 in project funding and GET Ahead training, the BDG set out to build a structured, profitable enterprise.



WOODHAVEN

The Business Model: Wood Haven operates on a three-tiered integrated model that ensures visibility, accessibility, and long-term sustainability:

The BDG designed a three-tiered model for maximum impact:

- **Showroom** – Displaying finished furniture to attract walk-in customers and establish credibility.
- **Production Workshop** – Where skilled carpenters craft durable furniture, including doors, charpai (woven beds), windows, and ventilators.
- **Mobile Outreach** – Two carpenters on motorbikes visiting households in towns and nearby city areas, expanding market access.

Showroom: Visibility & Credibility

- Showcase finished furniture products (doors, charpai, windows, ventilators, and frames).

Production Workshop: Quality & Efficiency

- Dedicated facility where carpenters produce furniture using quality timber and second-hand materials sourced from Hyderabad, Mirpurkhas, Jhuddo, and Karachi.

Operations:

- Skilled local carpenters lead the production.
- Inventory replenishment managed through a Joint Procurement Committee (SRSO staff + BDG members).

Mobile Outreach: Market Expansion

- Two carpenters with motorbikes visit households in towns and city areas.

Institutional Growth & Modern Practices: Wood Haven sets itself apart by embedding formalization and technology into its growth:

SECP Registration: Legally registered with the Securities & Exchange Commission of Pakistan, ensuring credibility.

Intellectual Property Rights: Secured logo and business name, protecting the group's identity.

Bank Account: Dedicated account for transparent financial management and fund disbursement.

Digital Transformation:

Active Facebook business page for marketing and customer engagement.

Registered on the SRSO Android Business App, logging daily revenues and monthly expenses for accountability.

Impact of the Business

Economic Impact

- **Incomes Secured:** 70% of profits distributed among BDG members, ensuring stable family livelihoods.
- **Sustainability Ensured:** 30% of profits reinvested in training, inventory, and marketing for long-term business growth.
- **Local Economic Growth:** Reduced dependency on distant urban markets – villagers can now purchase furniture locally.

Social Impact

- **Employment Creation:** Carpenters and assistants are employed, reducing unemployment in the area.
- **Community Pride:** The showroom has become a symbol of progress, inspiring other youth to pursue entrepreneurship.
- **Women's Role Indirectly Supported:** Families of carpenters and BDG members enjoy financial security, enabling women to contribute to household planning and education decisions.





Technological & Institutional Impact: Digital Record Keeping: Daily revenue and monthly expense tracking ensure transparency and accountability.

Brand Protection: Intellectual property registration prevents misuse and strengthens long-term business identity.

Formal Recognition: SECP registration builds trust among suppliers, buyers, and future investors.

Environmental Impact: Sustainable Timber Sourcing: Materials procured responsibly, including the reuse of second-hand furniture from Karachi.

Promotion of Eco-Friendly Practices: Awareness among villagers about wood recycling and efficient use of resources.

Voices of Change: “Each door we craft isn’t just wood – it’s an open path for our community. From SECP registration to social media, we’ve proven that even in villages, modern businesses can thrive.” – Abdul Manan, BDG Member

“Our showroom and digital tools give us confidence. We aren’t just a shop anymore – we are a brand.” – Muhammad Nazeer, BDG Member

A Model for Rural Prosperity: The Wood Haven Furniture Shop & Manufacturer is not just a business – it is a movement of structured entrepreneurship. By combining formal registration, digital innovation, and community collaboration, the group has carved a path toward sustainable economic growth, employment, and dignity for their community.

What started as a dream in a Village Organization meeting is today a beacon of rural enterprise – proof that when vision meets opportunity, even timber can carve out triumph.

Impact Snapshot: Wood Haven Furniture Shop & Manufacturer

<i>Before the BDG & GET Ahead Support</i>	<i>After the BDG & GET Ahead Support</i>
<i>Local carpenters and youth lacked formal business opportunities, working as daily wage laborers with unstable incomes.</i>	<i>Three community members formed the Wood Haven BDG, legally registered with SECP and protected under intellectual property laws.</i>
<i>Villagers had to travel to towns/cities to buy furniture at high cost.</i>	<i>Showroom established in Jhuddo — affordable, quality furniture now available locally.</i>
<i>No structured business plans; profits were inconsistent and often mismanaged.</i>	<i>Business Investment Plan (BIP) developed through SRSO technical appraisal; daily sales recorded digitally via the SRSO Android Business App.</i>
<i>Limited skills utilization — carpenters are underpaid for their craftsmanship.</i>	<i>Production workshop employing skilled carpenters; steady daily sales of PKR 1,500–2,500.</i>
<i>No modern marketing tools — businesses remained invisible beyond the village.</i>	<i>Facebook page & mobile outreach teams expanded the customer base to towns and nearby cities.</i>
<i>Household incomes were unstable; families struggled to meet basic needs.</i>	<i>70% profits shared among BDG members for household stability; 30% reinvested into expansion, training, and marketing.</i>
<i>Youth and entrepreneurs had little exposure to formal institutions.</i>	<i>BDG members opened a bank account, ensuring transparency and future creditworthiness.</i>
<i>The community lacked pride in local enterprise.</i>	<i>Wood Haven became a symbol of rural innovation, inspiring other groups to pursue entrepreneurship.</i>



“FROM SEEDS TO SUSTAINABILITY: HOW A VILLAGE CULTIVATED PROSPERITY”

In the flood-affected lands of Tehsil Jhuddo, District Mirpurkhas, where poverty once overshadowed ambition, a bold new enterprise has taken root. The Green Sindh Nursery, launched under the Group-based GET Ahead fund under the tier of Business Development Group (BDG), is proving that sustainable horticulture can transform rural economies while nurturing both livelihoods and the environment.

The Turning Point: This idea wasn't born overnight.

During **Village Organization (VO)** meetings, SRSO livelihood officers carried out social and technical appraisals, supported by a third-party market assessment. The findings confirmed strong demand for nurseries providing fruit plants, ornamentals, and medicinal herbs in Jhuddo and nearby towns.

With the guidance of GET Ahead Master Trainers, a detailed **Business Investment Plan (BIP)** was developed, selecting Asghar Ali, Muhammad Hassan, and Kalo Khan as the leaders of the initiative. Armed with a grant of **PKR 636,790** and innovative strategies, they launched Green Sindh Nursery.

The Business Model

The BDG designed a multi-channel business model to maximize outreach, sales, and community impact:

Central Outlet – The Main Nursery Location: Established in the main Jhuddo market to ensure visibility and attract walk-in customers. Offerings: 85 varieties of plants including fruit saplings, ornamentals, shade trees, and medicinal herbs. Function: Serves as the central hub for stock management, customer interaction, and bulk orders.

- **Mobile Outreach – Cart & Motorcycle-Based Riders**

Strategy: Trained male riders use motorbikes and plant carts to reach households, villages, and nearby tehsil areas.

- **Marketing Edge:** Direct-to-doorstep delivery builds trust and consistent demand.

Expansion Plot – New Land by Assistant Commissioner

Digital Integration & Branding

Facebook Business Page & SRSO Android App: Used for marketing, customer interaction, and transparent recording of daily revenues and expenses.

Market Credibility: Customers can see updates, promotions, and plant availability in real time.

Nursery Valuation : Plant Varieties: 85 cultivated with a 95% survival rate

Expansion Plot: Land granted by the Assistant Commissioner for scaling operations

Transformative Achievements

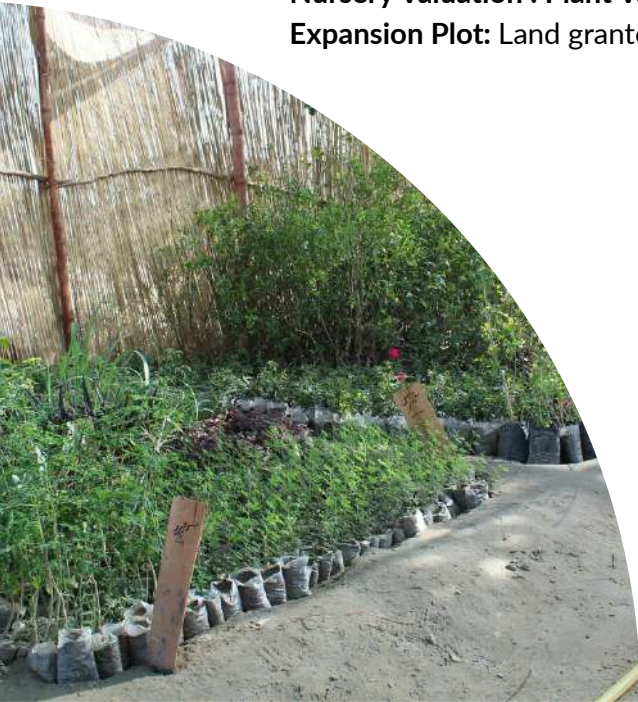
Economic Empowerment : Surpassed initial sales targets, ensuring strong incomes for BDG members. Created stable jobs for riders and workers in the nursery.

Sustainability & Climate Resilience: Drip irrigation reduced water use .

Saplings distributed through mobile outreach have increased local green cover.

Community Development : Villagers now access affordable fruit trees and medicinal plants locally.

Institutional Growth: Formal business bank account for transparent transactions. Guidance from GET Ahead master trainers ensured professional planning. Local administration's support (land allocation) validates the nursery's credibility.



Voices of Change

"We don't just sell plants—we deliver futures. With every sapling, we see our community grow greener and stronger." – Asghar Ali, BDG Member

"The mobile nursery carts have changed everything. Now, even the most remote households can bring nature home." – Muhammad Hassan

A Model for Rural Prosperity

The Green Sindh Nursery is more than a horticultural business—it is a blueprint for community-led climate resilience and economic empowerment. Identified through a third-party market assessment and nurtured under GET Ahead training, it shows how structured planning, innovation, and community trust can turn a simple nursery into a regional engine of prosperity.

Impact Snapshot: Green Sindh Nursery

<i>Indicator</i>	<i>Before Green Sindh Nursery (LIP Support)</i>	<i>After Green Sindh Nursery (BIP Support)</i>
Household Income of BDG Members	<i>PKR 12,000–15,000 per month from irregular daily wage labor</i>	<i>PKR 30,000–40,000 per month from steady nursery sales + outreach</i>
Business Opportunities	<i>No structured horticulture business; reliance on agriculture and labor</i>	<i>Established main nursery outlet + mobile cart/motorbike sales model</i>
Plant Availability in Community	<i>Limited; villagers traveled to cities for fruit/ornamental plants</i>	<i>85 varieties locally available, saving time & costs</i>
Environmental Impact	<i>Minimal tree planting; barren landscapes post-floods</i>	<i>95% plant survival rate; 12 demonstration plots for climate resilience</i>
Employment Creation	<i>No formal employment in nursery trade</i>	<i>New jobs for cart/motorcycle riders, nursery caretakers & helpers</i>
Community Benefits	<i>Households lacked affordable saplings; no access to medicinal plants</i>	<i>Easy access to fruit trees, shade plants & herbs; improved nutrition & income</i>
Use of Technology	<i>None; traditional market dependency</i>	<i>Facebook page & SRSO Android App for sales tracking & marketing</i>
Institutional Support	<i>No formal recognition or land allocation</i>	<i>Assistant Commissioner allocated land for expansion; formal BDG structure</i>
Profit Margins	<i>Not applicable</i>	<i>28.5% profit margin in first operational year</i>







سند رورل سپورٹ آرگنائزیشن
SINDH RURAL SUPPORT ORGANIZATION

SINDH RURAL SUPPORT ORGANIZATION
HEAD OFFICE SUKKUR
HONOURABLE SYED QAIM ALI SHAH