

## Renewable energy initiatives in coastal Sindh

PPAF, in partnership with Aga Khan Planning and Building Services-Pakistan (AKPBS-P), has set up wind turbines and solar panels to provide environment-friendly electricity to approximately 6,500 people in 29 villages of district Thatta in Sindh.

AKPBS-P, with support from PPAF, the World Bank and in-kind contribution by the village residents in the form of unskilled labor, installed 29 wind turbines, 29 solar panels and streetlights in various villages located in Thatta, which were without electricity for decades.

The immediate benefit of electrification is improved lighting, which is much brighter, cheaper and safer than that provided by kerosene lamps.

Utilizing local and renewable energy resources instead of diesel for power generation, not only protects the environment but also stimulates economic benefits for an improved quality of life.

Before this initiative of PPAF, the villagers had never seen an electric appliance in their houses. Some villagers had to walk for hours to the nearest town even to charge their cell phones.

Households generally had to use kerosene lanterns to carry out various chores during the dark which posed several threats such as respiratory diseases and fire hazards.

A key reason this village has not yet benefited from an electric grid connection is its geographical isolation that offered an extremely low return on investment made in grid extension. This challenge required a local and cost-effective solution which was provided by PPAF.



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## PPAF bags international award

PPAF has won a prestigious international acclaim for its work in innovative products and services for the poor and marginalized communities across the country.

Named as “Exclusive Group of Champions”, the award conformed by innovators of Asia and the Pacific, Latin America and Africa was conferred on PPAF at the 2010 Annual Project Review Workshop for Asia and the Pacific, held in Nanning, China.

PPAF’s award winning product “Women Livestock Cooperative Farming” is part of Microfinance Innovation and Outreach Programme, which is financed and supported by International Fund for Agricultural Development (IFAD).

The product being recognized has not only helped hundreds of women in rural Sindh to improve their monthly income but also won acclaim from international community.

Women Livestock Cooperative Farming is an innovative product in microfinance sector which



is being introduced in five districts of Sindh province. It integrates group lending, cooperative farming and creates linkages with market and government departments with particular focus on rural poor women.

Every year and a half, IFAD’s Asia and the Pacific Division holds its Annual Performance Review Workshop in the region which brings together IFAD stakeholders to share the best practices and lessons learnt from project implementation.

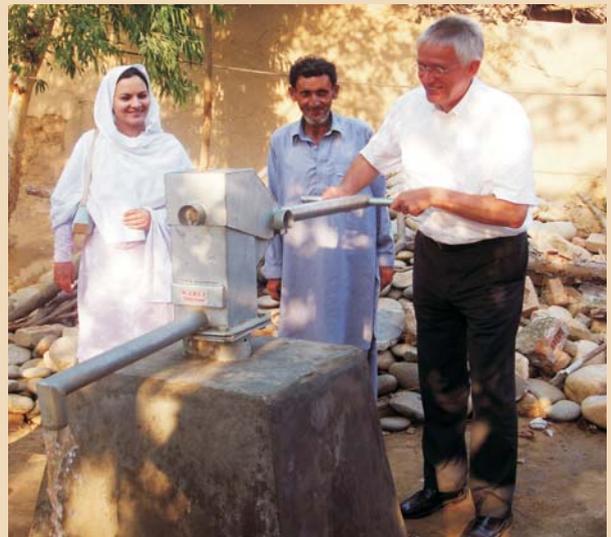
## German Minister lauds PPAF model

PPAF arranged a visit of a delegation of members of parliament of Federal Republic of Germany to German Development Bank (KfW)-funded Small Scale Community Infrastructure project near Swabi (Khyber Pakhtunkhwa). The project was implemented through PPAF’s partner organization named Support With Working Solutions (SWWS).

The delegation consisted of Director General, Ministry for Economic Cooperation Friedel Eggelmeyer, First Vice President KfW (German Development Bank) Stephan Optiz, Senior PPAF officials and seven other members consisting of senior government officials from Frankfurt and KfW office, Islamabad.

Friedel Eggelmeyer said PPAF is one of the best models to implement development schemes for benefit of poor and Federal Republic of Germany would provide financial assistance in provision of livelihood, health, education, infrastructure and food security to marginalized and flood affectees in close collaboration with PPAF.

He expressed satisfaction with the ongoing partnership with PPAF and commented that projects completed under this partnership have shown excellent results.



## 7th CMA program launched

PPAF and Citi Foundation announced the launch of 7th Citi-PPAF Microentrepreneurship Awards (CMA) 2010 program.

The objective of the CMA program is to highlight and promote effective role microfinance plays in poverty alleviation.

In particular, the program seeks to generate recognition for extraordinary contributions that individual microentrepreneurs have made to economic sustainability of their families as well as their communities.

The CMA program is held annually and awards in cash and kind are presented in the categories of “Best National Microentrepreneur-Male”, “Best National Microentrepreneur-Female” and “Best Provincial Microentrepreneurs” with one runner-up for each category. Special recognition awards are also given to the respective loan officers and representatives of microfinance institutions at an elaborate event.



A national advisory council comprising well-placed professionals from civil society, donor agencies, intellectuals and academicians has been formed to oversee the program and to interview short-listed candidates.

## Training program for PwDs

PPAF has launched a nationwide Enterprise Development Training Program for persons with disabilities (PwDs) to impart them business development and skills trainings so that they could have a regular and an independent source of earning for themselves and their dependents.

The purpose of this nationwide program is to impart trainings to more than 600 PwDs annually so that they could become independent bread winners for their families.

Through its network of partner organizations spread across 127 districts of the country, PPAF has also launched a phased carpet survey to identify persons with disabilities and their inclination towards certain businesses.

As a pilot project, PPAF has imparted Enterprise Development Training to a batch of 42 persons with disabilities, which also included 14 disabled women in Multan. The business development training and incubation program was launched from the platform of PPAF's partner organization Farmers Development Organization (FDO). The participants underwent an eight days training



after which, 30 out of 42 have been provided financial assistance to start businesses in grocery, bangles selling, mobile accessories, tailoring and tailoring materials, etc. PPAF coordinated and facilitated the trainees to undergo training of their choice and set up business of their own choice.

## Relief efforts for flood affectees

Taking leaf from its past experiences to combat emergencies in Pakistan, PPAF has played a key role in providing immediate relief to affectees displaced in the wake of flash floods in July last year.

PPAF reacted to the calamity by mobilizing its own resources involving corporate sector and individual philanthropy and requesting bilateral and multinational donors for allocation and relocation of funds. As a part of its relief activities, PPAF also signed a \$2.7 million agreement with USAID for providing food and hygiene kits in flood affected households of Punjab and Sindh.

Under the project, PPAF provided 33,660 polyester quilts and mattresses and 49,600 food hampers and hygiene kits to flood affectees of D. G. Khan, Thatta, Shaheed Benazir Abad (Nawabshah), Mianwali and Bhakkar areas, through its partner organization National Rural Support Program (NRSP).

PPAF provided the flood affectees with food, medical and shelter facilities. Besides provision of 135,208 liters of milk, it provided 5.2



million kilogram food items including dry ration and cooked food to 553,171 flood-stricken peoples in the affected areas.

It arranged 110 medical camps and provided treatment to over 286,216 patients in different flood-hit areas in Southern Punjab and Khyber Pakhtunkhwa.

## Water supply scheme at Bhai Pheru

The stone-laying ceremony of a drinking water supply project, jointly funded by PPAF and Unilever Pakistan, was performed in village Purnawan, Bhai Pheru, on the outskirts of Lahore.

To be completed at the cost of Rs.5 million, the safe drinking water supply project would be executed through PPAF by its partner organization Rural Community Development Society (RCDS) and would fulfill the potable water needs of more than 10,000 people through pipelines in the area.

Under its Community Physical Infrastructure projects, PPAF has carried out more than 23,000 interventions all over the country. These interventions are aimed at providing access to basic



infrastructure and income generation facilities to the poor communities in the country. In addition to this, PPAF and Unilever-Pakistan have also joined hands to execute safe drinking water supply projects for the benefit of marginalized communities in various parts of Pakistan.

## Creating opportunities for ultra poor

Keeping in view the plight of the deprived ultra and vulnerable poor, PPAF has initiated the component of Livelihood Enhancement & Protection (LEP) with a special focus on marginalized community living in selected parts of Tharparker and Thatha (Sindh), Kohistan, D. I. Khan, Upper Dir, Shangla and Mardan (Khyber Pakhtunkhwa), Kasur, Muzaffargarh and Layyah (Punjab).

Communities living below the poverty line have been identified through poverty scorecard. The targeted families are also undergoing household level planning through Livelihood Investment Plan (LIP).

Based on the needs identified through LIP, support will be provided to enhance skills of potential family members. Small productive assets valued up to Rs. 25,000 will also be provided to the identified members of families to start microenterprises. Similarly, training would be an integral part to enhance different livelihood skills of the targeted households for better earning.

Main focus would be on supporting these community members to form common interest group (CIGs), building up their saving capacity

and proficiency in funds management through internal lending. Linkages will be facilitated and promoted with private-public sector and civil society service providers to bring sustainability in livelihood of ultra poor and to nurture the sustainable independent groups. The program aims at facilitating communities to become an active part of their own development and translate their dreams into reality.



## PPAF show-cases itself at Asian Forum

PPAF model was shared with the participants of the ninth annual Asian Forum on Corporate Social Responsibility, held in Kuala Lumpur, Malaysia, with the theme of "Improving Business Competitiveness through Corporate Social Responsibility".

The event attracted 325 delegates representing 245 companies from 27 countries of Asia. It proved helpful as it created possibilities of partnering with international corporates and other donor organizations.

The Asian Forum on Corporate Social Responsibility recognized and honored Asian companies for outstanding, innovative and world class products and services, projects and programs in various categories. The event was extremely well-supported and attended by senior business executives from Asia and also by major NGOs throughout the Asian region.



## An integrated rural uplift project

Chairman PPAF Hussain Dawood performed the stone-laying ceremony of an educational and health facility in the impoverished hamlet of Goth Noor Muhammad, on the outskirts of Karachi.

Out-going CEO/MD PPAF Kamal Hyat, in-coming CEO/MD PPAF Qazi Azmat Isa, Chief Financial Officer Iltifat Rasul Khan, Chief Operating Officer Kamran Akbar, Chief Technical Officer Zaffar Pervez Sabri, Raees Ghulam Rasool who donated this land for the settlers of this village, representative from Shell Pakistan & Health And Nutrition Development Society (HANDS), and others were also present on this occasion.

The stone-laying ceremony of an educational and health facility was the part of the model village development of Goth Noor Muhammad by PPAF and Shell Pakistan, who have joined hands to develop the village anew at the cost of Rs. 35 million in two years time.

PPAF and Shell Pakistan have already signed an agreement to provide basic housing, infrastructure, health, education, potable water, latrines, bridges/culverts and sanitation facilities in Goth Noor Muhammad.

The locality lacks in health and educational facilities while its dwellings comprise bamboo and date palm branches covered with discarded and worn out clothes. The residents of Goth Noor Muhammad store rainwater in ground well and use it for drinking and other purposes.

The reconstruction of houses would be supported through the usage of indigenous technology, materials and energy efficiency. Streets would be paved and proper sewerage and rainwater drainage system would be laid down. The village infrastructure would be further improved with the provisioning of electricity and with the addition of green belts and streetlights.



## Pakistan Poverty Alleviation Fund



House 1, Street 20, F-7/2, Islamabad. Tel: 051-2653304-5, UAN: 111-000-102  
Fax : 051-2652246 | E-mail: media@ppaf.org.pk | www.pfaf.org.pk