



Restoring **HOPE**

Pakistan Poverty Alleviation Fund

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Pioneering crop & livestock insurance for farmers



PPAF has launched the first-ever indexed and hybrid weather micro-insurance products to facilitate and compensate small farmers in Pakistan.

Presided by Commissioner, Securities and Exchange Commission of Pakistan (SECP), Muhammad Asif Arif, a simple ceremony to this effect was arranged in Islamabad, which was attended by representatives of State Bank of Pakistan, the World Bank, International Fund for Agricultural Development (IFAD), KfW – German Development Bank, UKAID, Tameer Microfinance Bank, National Disaster Management Authority, Pakistan Microfinance Network, government bodies, insurance companies, PPAF Partner Organizations and others.

Addressing the occasion, Member,

PPAF Board of Directors, Zubyr Soomro said that the need for micro-insurance has been felt over the years and it is the tipping point to upscale it. He said that we would have to make the most of this opportunity. He said that sincere efforts are needed to make micro-insurance sustainable.

Muhammad Asif Arif said that micro-insurance stands at a critical juncture in Pakistan. He commended PPAF for introducing revolutionary indexed crop and livestock insurance products in Pakistan. As regulator, he said, SECP has remained committed to promoting micro-insurance in the country through research, introducing pivotal regulations and promoting a healthy policy environment.

Kamran Bakshi, Senior Joint Director, Agricultural Credit &

Microfinance Department, State Bank of Pakistan, said that by launching indexed and hybrid weather micro-insurance PPAF has provided a unique platform to market leaders to serve the poor, particularly the farmers. He said that the focus must be on protecting the borrowers.

The weather-indexed crop and 'live-weight' livestock insurance products have been designed by PPAF, with support from IFAD through a strategic partnership with SECP. These products have been prepared in collaboration with Meteorological Department, Livestock Research Institute and are based on needs of small and marginal income farmers. PPAF has launched these products as a pilot in collaboration with local insurance companies in districts Khushab and Chakwal in Punjab Province.

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Seal of Excellence launched

PPAF and Microcredit Summit Campaign have collaborated to launch the global initiative of Seal of Excellence for poverty outreach and transformation in Pakistan, which will recognize those microfinance institutions doing the most to help poor households lift themselves out of poverty and improve their lives.

The International Fund for Agricultural Development (IFAD) has provided financial support for this exercise, which is also being replicated in Jordan, Bolivia, India, Senegal, Peru, South Africa and the Philippines.

The overall goal of Seal of Excellence is to accredit microfinance institutions which are responsible, genuinely inclusive and contributing to positive change in the society.

The accreditation of PPAF partners would result in a globally recognized stamp of quality assurance. It would ensure that the rights of microcredit borrowers are protected, microfinance institutions' focus remains on impact.

A simple but an impressive ceremony in this regard was arranged at PPAF, which was participated by representatives of the State Bank of Pakistan, the

World Bank, DFID, Pakistan Microfinance Network, commercial banks, PPAF partner organizations offering microcredit services in Pakistan and others.

Addressing the occasion, Director, Infrastructure, Housing and SME

social equality by providing services to the under-served.

He said that the microfinance sector needs to cater financing needs of low income and excluded groups.

Senior Institutional Development Specialist and PPAF Task Team Leader at the World Bank Imtiaz Alvi said that provision of financial services to the poor and excluded groups are part of foundation to eradicate poverty. PPAF, he said, being sector developer has played a pivotal role in shaping up microfinance sector.

He said that microfinance institutions need to gear up their efforts to meet challenges and reach out 30 million prospective borrowers.

Chief Executive PPAF Qazi Azmat Isa said that the Economic Intelligence Unit has ranked Pakistan among the top three countries for the best regulatory framework in place for provision of microcredit services.



Finance, State Bank of Pakistan, Sammar Hasnain, said that there is no denying the fact that access to finances has a positive impact on economic growth as it promotes entrepreneurship, generates employment, fosters innovation, reduces poverty and enhances

He said that PPAF has never deviated from basics ie. inclusion, transformation of disadvantaged, transparency, good governance to develop and take to scale the microcredit sector in Pakistan.

Roundtable with Balochistan-based POs



Chief Executive Qazi Azmat Isa held a roundtable with heads of Balochistan-based Partner Organizations (POs) in Quetta.

The purpose of the roundtable was to discuss the envisioned strategic and operational framework of PPAF with its partners.

The discussion mainly focused on investment leverage in the most backward districts of Balochistan. Besides, a roadmap was prepared in order to increase women inclusion and participation of poor so that they could also take informed decisions for their own development.

The partner organizations emphasized the need for mutual

learning and appreciated the current third tier capacity building initiative of PPAF.

The meeting was attended by CEOs and regional heads of 16 partner organizations from across Balochistan.

Meanwhile, Environment, Sports, Youth Affairs Department of Balochistan (ESYADB) and PPAF have signed an agreement to draft Youth Policy Balochistan. CEO PPAF and Abdullah Jan, Secretary ESYADB, signed the agreement at a ceremony organized by Special Initiatives Team at PPAF office.

According to the agreement, PPAF would consult relevant stakeholders i.e. government

officials, civil society leaders and youth representatives, coordinate and liaise with other donor agencies to draft Youth Policy Balochistan with the consent of ESYADB.

Both the parties will execute the agreement through their duly authorized representatives in two identical counterparts, in their respective official capacities by virtue of office held currently to discharge MoU obligations.

PPAF will not be acting as an agent of ESYADB and neither has nor will have any financial liability to the ESYADB and/or any other person/body under this agreement or for any act performed under/pursuant to this MoU.

Third-tier capacity building initiative

PPAF has initiated process of capacity building of the third-tier organizations through a three step process that entails identification of viable third-tier organizations, organizing exposure visit to similar third tier structures in other regions and a series of workshops to develop the financial and management systems.

This process involves a range of participatory learning exercises that facilitate women and socially excluded groups to be part of decision making process. The first

event of this series, held from December 2-6 last year in district Tharparkar, was facilitated by TRDP. The exposure visit was attended by 26 participants, of which five were females, who represented third-tier organizations and partner organizations that work in Kohlu, Musakhel, Sibi and Ziarat districts of Balochistan.

The exposure visit was designed to orient participants about TRDP's work, its community development approach and strategies for

poverty alleviation in Tharparkar.

Building capacity of participants through interaction and experience sharing with members of third-tier organizations and expose participants to various initiatives undertaken by third-tier organizations in Tharparkar through field visits and meetings with communities was also the purpose of the exposure visit. The exposure visit concluded with a learning and interactive conference to reflect on observations and interactions.

PPAF spends Rs. 90m on Rajanpur flood relief

In a bid to provide immediate relief to the people affected by heavy rains and subsequent floods in district Rajanpur, Punjab, PPAF has carried out an emergency operation worth Rs. 90 million for the rehabilitation of more than 10,000 families.

The relief work has been carried out in 10 union councils of District Rajanpur namely Burarywala, Hajipur, Dajal, Nowshera Gherbi, Tal Shumali, Jahanpur, Rakh Fazilpur, Rojhan Sharqi, Rojhan City and Miranpur where floods caused massive loss to crops, livestock and housing structures. Dry food items, hygiene kits and temporary shelters were provided as immediate relief to affectees.

Through one of its partner organizations namely National Rural Support Programme (NRSP), PPAF provided dry ration packs containing flour, rice, cooking oil, sugar, pulses, tea, red chilies, salt, etc. to 10,000 families.

All the targeted families were provided hygiene kits containing

medicated mosquito kit, bamboos, jerry cans, soap, water mug, etc. in the abovementioned union councils.

In order to prevent the outbreak of seasonal and water-borne diseases, PPAF also provided healthcare services to the affectees

and has organized mobile medical camps in the abovementioned union councils, where over 3,000 patients were treated.

Similarly, 10,000 shelters were provided to families who were rendered homeless in the wake of

unforgiving floods. In addition to relief items, quilts were also provided to internally displaced persons (IDPs) of Bugti Tribe.

As many as 15 people were killed and 241 injured while 177,240 were affected directly or indirectly in 20 union councils by flash

floods caused by torrential rains in Koh-e-Suleiman hill torrents in district Rajanpur of the Punjab province in September 2012. The invigorating flood damaged infrastructure, road network and swept away about 218 villages of the district, according to National Disaster Management Authority (NDMA) data base.

The gushing flood waters completely damaged over 5,550 houses while 3,320 houses were partially damaged whereas standing crops comprising

cotton, sugarcane, onion and rice on 346,981 acres of land were also badly affected. As many as 339 cattlehead perished.

According to the UN, Rajanpur was one of the most affected districts of 2012 monsoon floods.



Distinguished speaker series

PPAF organized a lecture on “Thar Coal- Means to Sustainable Energy for All and Social Development of Thar” by Ajaz Ali Khan, Managing Director- Tharcoal & Eneregy Board under its Distinguished Speaker Series at PPAF Office.

Ajaz Ali Khan highlighted that Thar coal is a major source of power generation, economic security of the country and a hub of petro-chemical industry in region.

He said Pakistan is blessed with the sixth largest coal reserves and it can be utilized for the country’s progress and prosperity by generating affordable electricity.

He said that development of Pakistan’s coal mining sector will herald a new beginning and lay the foundation for sustainable socio-economic development of the country. Thar coal fields are estimated to have reserves of 175 billion tonnes, 68

times higher than Pakistan’s total gas reserves.

He called upon the government,



investors and civil society organizations to jointly work for socio-economic development of

the region as well as the country. The keynote lecture was followed by a question & answer session, during which Ajaz Ali Khan clarified Thar Coal’s policies pertaining to environment, surrounding communities and employee safety.

In his vote of thanks, CEO PPAF expressed that PPAF has been investing in developing Thar’s social capital for the last ten years and this association bringsforth a relationship of empathy and care. The people of Thar are living in a highly fragile environment with a very low human development index rating. They are deprived of even access to safe drinking water, sewerage, healthcare, transport and education. PPAF, he said, would continue its efforts for the protection of political, social, economic, cultural and environmental rights of the people of Thar.

Interactive training for Team PPAF

With the purpose of creating a healthy work environment to unleash hidden potential of employees, PPAF has initiated a series of in-house interactive training captioned “I AM THE CHANGE”.

Prime objectives of the training are to revisit some of the key fundamental work-related behaviors, understand conflict management, pro-active measures to create a healthy work environment, emphasize core values of PPAF and their effective implementation at workplace besides understanding the concept of teamwork, shared responsibilities and results.

Expected outcomes of training are realization of significance of teamwork in fulfilling PPAF mission, reflecting on individual behavior with an insight to promote effective relations at workplace and recognition of every staffer’s role as a change agent to create a healthy and effective work environment.

The Team PPAF has been divided into diverse groups from entry level to executives and top hierarchy with varying dates to attend the sessions which are mandatory for the Team PPAF to attend. So far three sessions have been conducted.



An awe-inspiring tale of resilience



Gulodas village is situated approximately 70-km from Gilgit city towards the north of Punial valley in district Ghizer. The village comprises 280 households with a population of over 2,200 people. Gulodas consist of communities who migrated from Hunza, Gupis, Yasin, Ishkoman and Phander and speak different languages.

Availability of clean drinking water and adequate sanitation facilities are major challenges for residents. Traditionally, women and children in this region are the primary water haulers in the household. Women walk up to 3-km daily to fetch water from open channels and

rivers for drinking and domestic purposes.

While up to 75% of the households have constructed their own latrines but only 30% of them use these facilities due to lack of water and unavailability of proper sanitation system. Poor quality of the water has been the major cause of diarrhea and other water-borne diseases in the locality.

Formed by PPAF in 2011, Gulodas Village Organization requested Aga Khan Planning and Building Service, Pakistan – a PPAF partner organization – to facilitate construction of clean drinking

water supply and sewerage schemes as the contaminated water had become a nuisance.

Due to heterogeneous nature of community, Gulodas Village Organization approached local religious leaders to mobilize local communities to develop consensus for construction of potable water and sanitation schemes in the village.

Completed at the cost of Rs. 1 million in 2012, the entire population of the village has access to safe drinking water and proper sanitation infrastructure, which has not only reduced the burden on women but also cut their health expenditures.

PPAF to prevent negative environmental impacts

PPAF's Environmental and Social Management Framework (ESMF) is in place to ensure sustainability of all PPAF-funded projects with underlying objective of 'doing no harm' and 'doing good' to the social and physical environment.

Based on the World Bank's safeguard policies, Pakistan Environmental Protection Act and Pakistan Environmental Assessment Procedures, the framework provides guidelines to prevent and reduce negative environmental and social impacts that may result from PPAF-funded interventions.

To disseminate the ESMF, PPAF has undertaken a

comprehensive capacity building program, which over the past year has trained partners in application and compliance of ESMF through workshops, seminars, group activities and field visits.

PPAF's partner organizations have not only embraced ESMF, but have also undertaken various initiatives to go beyond mandatory compliance, which includes mainstreaming concept of environment and social management among communities through trainings, awareness sessions and institutional set-ups. These positive responses are an inspiration for PPAF and have indeed 'restored hope' for environmental sustainability.

Reuters, CNN highlight PPAF endeavours



With a view to expanding outreach to mainstream international media, PPAF engaged leading international print and electronic media to cover PPAF's efforts aimed at transforming lives of the teeming millions.

Reuters International Correspondent Saleem Shaikh was taken to Union Council Lawa in district Chakwal, Punjab, where PPAF has executed a Drought Mitigation and Preparedness Program (DMPP) through its implementing partner National Rural Support Programme (NRSP).

Saleem Shaikh filed a comprehensive feature article on DMPP Chakwal, which has been published on AlertNet, which is Reuters International's global news portal dedicated for humanitarian and development news. Headquartered in London, Reuters International is the world's largest international multi-media news agency with its service in over 150 countries.

The same article was published on more than 700 websites dedicated to environment, water, carbon emission, etc. Likewise, the PPAF

also engaged US-headquartered CNN International which provides 24-hour coverage to its viewers in over 212 countries and territories.

The CNN International team was taken to Ehsanpur, where PPAF, through its partner organization namely farmers development organization, joined hands with Engro as a model public-private partnership to provide housing, health, education, infrastructure and livelihood facilities to the flood affectees of tehsil Kot Addu, district Muzaffargarh, Punjab.

New radio program on women's inclusion



PPAF's flagship radio program *Roshan Raahein* has hit airwaves across Pakistan from FM-93 of Radio Pakistan.

Main objective of 13 episodes of current series is to ensure social inclusion, political mainstreaming and empowerment of women. Main target audience of the radio program includes poor communities, partner organizations, government, donor agencies and civil society with the purpose of sensitizing them on abovementioned issues.

This 15-minute radio program in

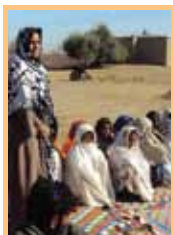
Urdu language comprises two segments; in first segment inspiring stories of successful women belonging to PPAF communities from across the country is shared in the form of audio documentary, and in the second segment different experts are interviewed to discuss women focused issues such as health, nutrition, education, awareness raising, property rights, marriage, divorce, etc.

PPAF strives to develop inclusive, representative, transparent and accountable institutions of the poor.

The catalytic role of women in program design, delivery and impact is at the core of all interventions.

The program is expected to address women-related issues and will go a long way in inspiring women. Listener's feedback through letters and emails will help PPAF improve its programs.

Roshan Raahein has now become a brand name for PPAF radio programs and several series have been aired from Radio Pakistan on national hook up, which have received exceptional feedback.



Title Page

Formation of inclusive community organizations through social mobilization is the hallmark of PPAF endeavours to augment development and transform the society. The title picture is of a community meeting in a village in district Jaffarabad, Balochistan, where men & women have gathered to take decisions about their own development.

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