Pakistan Poverty Alleviation Fund
Delivering Prosperity

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Prime Minister Awards PPAF Beneficiaries at the Youth Day Event



The Pakistan Poverty Alleviation Fund (PPAF) proudly participated in a grand event organised by the Prime Minister's Youth Programme (PMYP) to celebrate International Youth Day in Islamabad. The event was graced by the Honourable Prime Minister of Pakistan, Mian Muhammad Shehbaz Sharif, as the chief guest, who reaffirmed his commitment to supporting the nation's talented youth by providing them with modern education and resources. He pledged to allocate substantial resources, empowering young people through Information Technology and Artificial Intelligence to drive a transformative revolution for Pakistan's future.

During the ceremony, the Prime Minister presented awards to outstanding young entrepreneurs, including two exceptional individuals supported by PPAF initiatives. Ms. Sundas from Hawailia, Khyber Pakhtunkhwa, was honored for running a successful beauty parlour with the help of interest free loan programme funded by the Government of Pakistan that has significantly improved her household

income. While Hameed Ullah Kakar founder of Ziftek (a software house) from Quetta, Balochistan, received the award for his startup, launched with PPAF's grant.



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Governor Sindh Honours SMEs at the GRASP Matching Grants Ceremony



GRASP hosted its third cycle Matching Grants Cheque Distribution Ceremony at Governor House, Karachi this August. The ceremony honoured 40 promising SMEs who were awarded matching grants totalling over PKR 55.5 million. Additionally, eight SMEs from previous grant cycles showcased their products, offering live demonstrations that highlighted the programme's tangible impact.

The ceremony was graced by Mr. Kamran Khan Tessori, Governor of Sindh, as the chief guest, and H.E. Sharifzoda Yousuf Toir, Ambassador of Tajikistan, as the guest of honour, underscoring the initiative's regional and international significance. Prominent figures from the International Trade Centre, including Mr. Escipion Joaquin Oliveira Gomez and Mr. Robert Skidmore, along with various stakeholders, contributed to the event's collaborative spirit, which received extensive media coverage.

Reflecting on the occasion, Mr. Nadir Gul Barech remarked, "GRASP is not merely a programme; it is a beacon of possibility for countless entrepreneurs who dare to dream big. The impact of these matching grants goes beyond numbers—it touches lives, strengthens families, and ignites a collective spirit of

resilience and ambition. As we distribute these cheques, we are also delivering the promise of a future filled with opportunity and success."

Funded by the European Union, GRASP is being implemented by ITC in partnership with PPAF, FAO and SMEDA.

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Nationwide Independence Day Campaign for Promoting Unity at the Grassroots Level



PPAF, in collaboration with the Prime Minister's Youth Programme (PMYP) and Paigham e Pakistan, led a nationwide Pakistan's Independence Day campaign celebrating both the spirit of freedom and PPAF's impactful grassroots work. Over 250 events were held across 85 PPAF programmes districts, engaging thousands of beneficiaries from diverse communities, ethnicities, and backgrounds.

The campaign went beyond celebrations, showcasing PPAF's efforts in uplifting rural communities by supporting sustainable livelihoods, quality education, and youth empowerment. Key activities included flag hoisting, tree planting, special prayers, medical camps, and sports events, all promoting education, interfaith harmony, and climate resilience. With over 36,000 participants—41% of whom were women—the campaign reflected PPAF's commitment to fostering unity and driving sustainable growth at the grassroots level across Pakistan

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Special Orientation Session on Mainstreaming Socio-Economic Inclusivity



PPAF recently hosted a special session at its Head Office in Islamabad, centered on promoting socio-economic inclusivity and social cohesion among Pakistan's diverse religious communities. Mr. Nadir Gul Barech, CEO PPAF, welcomed the distinguished guests.

The event featured insights from Bishop Nadeem Kamran, Maulana Tahir Mahmood Ashrafi, MNA Ms. Sehar Kamran, Ms. Shagoofa from the Bahá'í community, MPA Mr. Malik Tariq Awan and former MPA, Mr. Ranjeet Kumar, from Khyber Pakhtunkhwa, Mr. Kashif Irshad, Advisor to the National Heritage and Culture Division and Mr. Mohan Lal Kashyap, senior leader from Krishna Mandir, Rawalpindi. The speakers emphasised the importance of inclusivity and providing equal access to resources and opportunities.

In closing, Mr. Nadir Gul expressed gratitude to the participants and reiterated PPAF's dedication to equitable resource distribution and support for marginalised communities, free from discrimination. The session concluded with a unified call to action, urging all stakeholders to collaborate in fostering a pluralistic society that celebrates religious and cultural diversity ensuring that every citizen contributes to national progress.





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LACIP Empowering Youth for the Digital Economy



PPAF's interventions are actively complementing the Government of Pakistan's youth development agenda through initiatives like the KfW-funded Livelihoods and Community Infrastructure Programme (LACIP II). As part of the programme's skill development component under Livelihood Enhancement & Protection (LEP), 22 young individuals from the districts of Dera Ismail Khan and Tank in Khyber Pakhtunkhwa recently completed a 45-day intensive training on E-commerce (Amazon Virtual Assistant) in Peshawar.

This training, identified through a research study conducted by NEC (LACIP's monitoring consultant firm), was aimed at enhancing climate-resilient livelihoods in the programme area, with a focus on green jobs. Eligible participants were selected based on a combination of criteria, including owning a smartphone but falling low on the poverty index.

The residential course equipped participants with essential digital skills, enabling them to identify potential products for online sale, manage orders, and execute sales transactions from Pakistan to international markets. Additionally, each participant has been granted a 4-month licensed access to specialised e-commerce tools, including Jungle Scout and Helium 10 to hunt the potential products and practice e-commerce offering them a window to apply their newly acquired skills.

The training concluded with a ceremony, where participants were awarded certificates, marking both the end of their training and the start of new opportunities in the expanding digital economy.





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Revolutionising Banana Farming with Cutting-Edge Facilities



Tando Allahyar, located in Sindh and renowned for its banana cultivation, is set to receive a significant boost through matching grants under GRASP. Two SMEs, S. Nizamani Enterprises and Rashidi Agriculture Fruit Farm (RAFF) received PKR 30 million each, to establish a banana tissue culture lab and a cold storage facility. Inaugurated on August 7, 2024, by Mr. Escipion Joaquin Oliveria Gomez of the International Trade Centre (ITC), these facilities promise to revolutionise banana farming. RAFF's cold storage will extend banana shelf life and enhance marketability, while S. Nizamani's lab will produce disease-free, high-yield crops.

Mr. Gomez praised the efforts of the SMEs, ITC, and its partners organisations, highlighting ITC's mission to promote sustainable trade and enable SMEs to access larger markets.


Inauguration of Banana Tissue Culture Laboratory
S NIZAMANI ENTERPRISE - (SNE)
MR. ESCIPION JOAQUIN OLIVEIRA GOMEZ
Director DECI/OD, ITC





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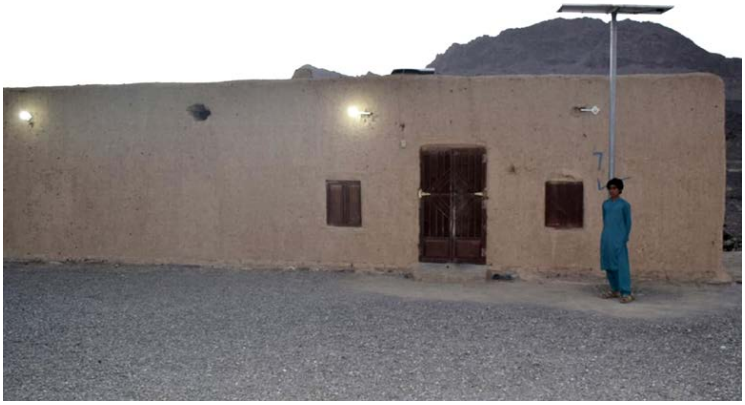
Renewable Energy Transforming Eri Kallag



PPAF is making a profound impact in village Eri Kallag, UC Ras Koh, district Kharan in Balochistan, through its 'Scaling up Renewable Energy Initiatives in Balochistan Province' project. This initiative, funded by PPAF and implemented by the Balochistan Rural Support Programme (BRSP), is transforming the lives of over 1,400 residents in 230 households by providing clean and reliable electricity via solar panels installed in every home. This continuous power supply has dramatically improved daily living, creating new avenues for education and economic advancement for the communities.

The project also addresses critical water needs with the installation of three solar-powered tube wells, ensuring safe drinking water for the community. Additionally, the planting of 1,100 date palms as part of the project supports environmental sustainability and establishes a future source of income for the residents. Furthermore, the ongoing installation of 31 solar streetlights is also enhancing community safety and security.

Beyond infrastructure improvements, PPAF's initiative prioritises long-term sustainability by establishing Community Institutions (CIs) and offering in-depth training on system maintenance. This strategy is not only empowering the community with essential skills for ongoing upkeep but also fostering a sense of ownership and self-reliance. By equipping residents with the expertise to manage and maintain these advancements, the initiative guarantees that the benefits extend far beyond the initial implementation, creating a durable and positive impact on the community's development and resilience.





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A fight against Thalassemia



Ayesha, a young girl from Kohat, diagnosed with Beta-Thalassemia Major, faces the challenge of needing regular blood transfusions to maintain her haemoglobin levels. After losing her father, her family now faces even greater financial stress for ensuring sustained medical support vital for her survival. She is among nearly 500 Thalassemia patients registered with the United Foundation Kohat-a centre dedicated to treating blood disorders.

The PPAF-funded Strengthening Institutional Capacity to Elevate Blood Transfusion Services in Kohat Project, is supporting the United Foundation for improving blood transfusion services by providing essential equipment, including 4,000 empty blood bags and screening kits for Hepatitis B, Hepatitis C, HIV, Syphilis, and Malaria. Patients like Ayesha can receive life-saving blood transfusions monthly at no cost. Ayesha visits the centre at least twice a month and is accompanied by her mother who says that the free blood transfusions have been a lifeline for Ayesha, easing family's financial burdens.

PPAF's support also includes upgrading the facility's infrastructure and enhancing community awareness about Thalassemia and related conditions. These efforts are helping patients like Ayesha and bringing hope and relief to families facing the challenges of this disease.



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The Inspiring Journey of Anwaz Bano



From the heart of Ghizer, Gilgit-Baltistan, Anwaz Bano is one of the beneficiaries of the education programme supported by the Pakistan Poverty Alleviation Fund (PPAF). The financial support provided to the Mountain Institute for Education and Development (MIED) covering teacher salaries, rehabilitating school facilities, and offering tuition fee waivers and scholarships has played a pivotal role in transforming educational opportunities in the region.

Anwaz's educational journey began at the PPAF-supported MIED Girls Higher Secondary School in Phander, where she completed her Matriculation in 2014. She continued her studies at MIED College Phander, an institution supported by PPAF, providing higher education opportunities to girls who cannot afford to study in cities.

Later, Anwaz completed a B.Ed (Hons) degree and gained experience teaching in various private schools. Under the Continued School Support Project, supported by PPAF, MIED advertised 24

teaching positions in District Ghizer. Anwaz excelled in the competitive selection process and is now teaching at the Community Managed High School in Chashi, Phander established with PPAF's assistance.

"Thanks to the support of PPAF and MIED, I was able to pursue my education and achieve my dream of becoming a teacher. Now, I have the privilege of giving back to my community and empowering other girls to follow their dreams", says Anwaz

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Farhat Bibi's Success with Interest Free Loan



Farhat Bibi, a resident of Jhang district in Punjab, is a shining example of how the Interest Free Loan Programme funded by the Government of Pakistan and led by PPAF across the country is empowering individuals to build better lives.

Farhat Bibi secured Rs. 40,000 interest free loan through the Farmers Development Organisation (FDO), one of PPAF's implementing partners in Jhang to purchase a potter’s wheel and kiln (bhatti) materials and start a home-based pottery business.

Farhat Bibi and her husband worked together, with her kneading the clay and him crafting the pots. Her husband takes the products to the market once a week, where their high-quality and finely crafted pottery quickly gained a good reputation. Their business generates an income of Rs. 8,000-10,000 per week, significantly improving the quality of life for their family. PPAF disbursed over 31,000 interest free microloans worth 1.4 billion rupees in July 2024 to ultra poor households across Pakistan, helping them

improve their economic conditions, livelihood and uplift their families.

