



CASE STUDY

Path towards income generation

“Alone we can do so little; together we can do so much”

CHALLENGE Ms. B a 47 years old women from Khar, District Malakand was living a life in distress due to poverty. Her family consists of 11 persons including her husband and 6 children. Total income of her family was six thousand rupees a month, as her husband is a peon in school. All six children left schooling in different classes due to limited income. Though Ms. B possessed skills of needle and crochet stitches but having no knowledge about the market and buyers to generate income from it. Her family was facing hardships and the situation was getting worse day by day.

INITIATIVE LASOONA started a project; Hand Embellished Fabrics Value Chain with the aim to promote market linkages for embellished fabrics in Swat, Dir (lower) and Malakand. The project is mandated to train 300 Female Sale Agent (FSAs) and 10,000 women embellishers apart from forward linkages and access to micro finance institutions.

In August, 2012 a field team of LASOONA arranged a meeting in Ms. B village to meet potential women embellishers, where along with other women she was also invited by one of the FSAs. LASOONA team briefed the women on project scope and objectives and asked them to organize a group of women embellishers of the area.

She was selected as group leader (FSA) by the women embellishers. She actively participated in various activities of the project with keen interest. To capitalize on opportunities in embellished fabrics sector she was facilitated in developing linkages with high end markets, different buyers and input suppliers. To further add value to the traditional embroidery skills, she also acquired training on basic business management, costing and pricing, different types of stitch work and received color palette and design booklet. She regularly participated in the exhibitions and got orders for her group.



RESULTS This project has created more viable and sustainable livelihood options for the family of Ms. B. to generate income and have a good business from skills she assimilated through the project. The project endeavored to provide her with market support and develop traditional skills as micro entrepreneur. Before this project she was working on traditional embellishment individually having no idea of the market demands and skills. Resultantly she was generating low quality products only for family and friends mostly free of cost. Now for her the traditional skill has turned into a profitable enterprise.

Her group of embellishers work from their houses and she regularly provide technical support and check the quality of their work. She now earns 4000 rupees on monthly basis as commission on profit from the sale of embellishers' group products. She has become a key member of the family and supporting the family in fulfilling basic needs.

"I am motivated and my skills enhanced as compare to my previous life. This change on one side provided me to earn and on the other enhance my position in the family. I am economically independent now and am committed to provide education to my children. Thanks to LASOONA for rejuvenating my skills and let me know the worth of my skills and expertise. I have a dream to have my own boutique for not only fulfilling my needs but women like me should be engaged in this precious business", said Ms. B.