



**LASOONA**  
Society For Human & Natural Resource Development

## CASE STUDY

### Livelihood Support through Cash for Work



**CHALLENGE** Ms. S. belongs to village Manyar of Union Council Ghalegay district Swat, is thirty-two years old illiterate women. She has six members family including her 4 children and the husband. Her husband is suffering from a chronic sickness since long and is unable to provide financial support to the family. As an alternate, Ms. S. had taken over responsibilities of family's livelihood support by doing tailoring and embroidery works through in-house shop at her house. It was until July 2010 when her shop was flooded and the family only hopes of livelihood survival was buried under the muddy water of flood. ***"It was very difficult time for me when my children were demanding something and i was unable to fulfill their demand"***. Ms. S. said at the time of interview and she could not control tears in her eyes. Her children's education and clothes was a secondary priority, but Ms. S was unable to fulfill their food requirement.

**INITIATIVE** LASOONA: Society for Human and Natural Resource Development initiated its interventions in ten most affected union councils of District Swat, Shangla and Kohistan in response to the floods. The flood effects were more affecting the daily bread earners and small farmers because they either lost their land in the flood or their crops were damaged which was the only source of their livelihood. Knowing the enormity of the situation, it was November 2010, when one day she came to know from the neighboring women that some NGO officials are visiting their village and will hold meeting with women of the village.



**RESULTS** Ms. S met with LASOONA's team which was there for the meeting on the said day; and Ms. S was shortlisted and later on selected as one of the cash for work beneficiary because she was the most skillful woman of the village. Being an experience and entrepreneur mind woman, Ms. S brain was turning around restoration of her tailoring and embroidery shop. She knew that in four months cash for work she will receive Pak rupees 22,400. This is why she went to her brother residing over in district Nowshehra (a city near the provincial head quarter) and borrowed Pak rupees 22000 from him and she had promised to reimbursed after four months. She bought some cloth and other material used for making women embroidery Shawls and suites. She re-started her own small business inside her house and within no time her business boosted up because she was having the skills and the people of the village as customer already knew her. It was May 2011 after receiving the final payment from LASOONA/WHH joint project, when she has returned back the loan taken from her brother and has a flourishing business day by day. When asked about the income of her new business she smiled and told that by the grace of Almighty Allah daily 10-15 customers are visiting her business and she earned 200 to 300 Pak rupees on daily basis. Her family life is going to the normal/pre-flood situation. She can meet her livelihood expense and can spend on her children education for which she has a very bright future in her mind.

*"I had thought many options how to restore my life back to normal but was not finding any way how to revitalize my skills for mine and the family survival. I had asked many relatives for support but no one was ready to support me financially because they were not hearing from me the clear cut timeframe for return of the loan. I am very thankful to LASOONA which turn around my life",* said Ms. S. with a confident smile on her face.