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## Project Completion Report (PCR)

**PRDP Shangla Household Livelihood Development Program (SHLDP)  
of District Shangla under UNDP Peace and Development Program  
Nov 2011 - April 2012**



**Pak Rural Development Program (PRDP)**

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## **Acknowledgement:**

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We are also very thankful to UNDP (P & D) Ms. Maryam Khan and her esteemed team specially Mehvish Javed, Khadija Bano and Ahmad Sher which provided us capacity building support that helped us to implement the project in a smooth manner. We would like to thank everyone who actively took part in this project and played a role in accumulating the experiences, thus contributing to developing this document.

**Liaqat Ali Swati**

**Program Director**

**Pak Rural Development Program**

## **Section A. Basic Information:**

1. Name of the Partner CSO: Pak Rural Development Program (PRDP)
2. Project Title: Shangla Household Livelihood Development Program (SHLDP)
  1. Contract No: 00074261
  2. Sector: Livelihood
  3. Total Project Budget: Pak Rupees 8,939,200/-
  4. Project Duration: October 15, 2011 to April 30, 2012
  5. District: Shangla
  6. Tehsil: Alpuri
  7. Union Council: Kuz Kana
  8. Villages: Cham Kuz Kana, Kabal, Sheed, Bar Cham, Kuz Kana Khas, Bab, Borshit, Saidano Chalai, Pakhtano Chalai, Shakara, Och Las
  9. Planned Start Date: October 15, 2011
  10. Planned End Date: March 31, 2012
  11. Actual Start Date: November 01, 2011
  12. Actual End Date: April 24, 2012
  13. Planned number of Beneficiaries: Male 193 Female 266 Children 0 Youth 16 Disabled 0  
Total: 475
  14. Actual number of Beneficiaries: Male 193 Female 266 Children 0 Youth 16 Disabled 0  
Total: 475

## 1. Achievements against Activities:

Planned Activities	Planned Targets	Actual Targets	Comments
Orientation workshop for Staff	1	1	Completed
Inauguration of project –share with PDMA district government & other organizations	1	1	Completed
Designing and printing of Training modules	19	19	Completed
Kitchen Gardening Training to beneficiaries	125 Paxs	125 Paxs	Completed
Household Poultry Management Training to beneficiaries	125 Paxs	125 Paxs	Completed
Beekeeping Training to beneficiaries	125 Paxs	125 Paxs	Completed
Hand Embroidery Training to beneficiaries	100 Paxs	100 Paxs	Completed
Tool Kit Distribution Kitchen Gardening to beneficiaries	125 Paxs	125 Paxs	Completed
HH Poultry Package Distribution to beneficiaries	125 Paxs	125 Paxs	Completed
Beekeeping Package Distribution to beneficiaries	125 Paxs	125 Paxs	Completed
Hand Embroidery Tool Kit Distribution to beneficiaries	100 Paxs	100 Paxs	Completed
Field Visits for beneficiaries selection /Mobilization/and finalization of beneficiaries lists	60	60	Completed
Monitoring (Visits)	30	30	Completed

## 2. Constraints/Difficulties faced during implementation of project:

- The access was major challenge as the communication infrastructure was damaged due to floods and it took enormous time to reach to the targeted beneficiaries in high altitude.
- The severe winter and snowfall at targeted area was also a challenge that caused problem to reach to the most vulnerable affectees, both these challenges were addressed using local volunteers from the respective areas who are well aware of the area and alternate routes (walking tracks) as they belong to the communities they insured beneficiaries involvement in the project. Harsh weather delayed few activities

due to that work plan was revised twice during the project last three months.

- Delayed approval of Baseline Survey Report which took more than two months caused delayed start of other activities.
- PDMA/PaRRSA NOC to UNDP took enormous time due to lengthy process which also caused sometimes delay project activities implementation.
- Delayed 1<sup>st</sup> installment fund transfer caused late trainings delivery to project beneficiaries.
- The project was implemented in only one UC whereas; vulnerable communities / flood affectees from other suburb UCs also started visiting PRDP and asked for such project initiative in their areas, those communities also pressurized district government and in terms pressurized PRDP for support in other areas.

### **3. Please describe how the Community/Beneficiaries have participated in project implementation?**

The local communities were involved throughout the whole project cycle. Beneficiaries were sensitized about the project objectives and the beneficiary selection criteria during project implementation. To ensure participation and of communities PRDP formed village committees and started project with initial consultation and meeting with Local Jirga of Union Council Kuz Kana. This ensured the commitment of local Jirga of community elders and village committee members. The involvement of Jirga helped in proper selection of most vulnerable and potential beneficiaries as well as to avoid any potential conflict. The Jirga and VC members were empowered to identify beneficiaries along with PRDP staff as well as to monitor project activities including tool kits distribution at distribution points.

In total 19 village committees (11 Female, 08 Male) were formed in UC Kuz Kana consisting of at least 10 members each committee. The members included village elders, flood affectees and religious leaders.

Local Jirga of elders and religious leaders was established at UC. The village committee worked with PRDP and their recommendations remained part of the project activities including beneficiaries' selection, distribution and monitoring. The Jirga was the accountability mechanism at all levels and built in complaint mechanism established which reached from UC to DCO office and respective organization. This Jirga also helped in smooth implementation of the project and all bottlenecks were removed with the help of this Jirga.

The Village Committees were made in the to achieve the following goals.

- To Create the Sense of ownership and responsibility in the community related to project activities and implementation
- To avoid the conflicts arising with in the community related to the project.
- To adopt the Bottom up approach, so that all the stakeholders of the project could be involved
- To assess the needs of the community with their help, so that the needs could be priorities could be identified.
- To ensure that only most vulnerable and potential families are identified for livelihood project.

#### **4. What measures have been taken by the Partner CSO and Community to monitor & sustain the project?**

The Monitoring and Evaluation was integral part of the project cycle management for PRDP. The monitoring was led by Project Coordinator of PRDP with the support of senior management including Program Director and Executive Director. Various monitoring tools were developed to ensure transparency and accountability and shared with the communities as well.

PRDP management conducted regular program planning and review meetings to tack the progress of the project and ensured that all the bottlenecks are solved immediately. This helped in quality implementation of the project. The village committees were also involved in project quality monitoring and VCs members remained present in each training delivery and tool kit distribution (The VCs were also consulted for preparation of tool kits distribution plans), this remained very successful participatory monitoring and helped in timely completion of the activities. In addition to regular reviews monthly project review was conducted with all staff members.

The field teams and PC also carried out the day to day monitoring. The baseline of the project was conducted at the start of the project.

For sustainability perspective at the end of each successfully completed training of Beekeeping, Poultry Management, Kitchen Gardening and Hand Embroidery, PRDP provided tool kits / packages to every participant of his/her respective training for entrepreneurship. PRDP has a “Link and Leave” policy for its training and small business support program where potential producer is linked with the actual market and after the link is established PRDP Skill Programme will quit the scenario but can provide on demand assistance, if required in the future.



## 5. Success stories during project period with main focus on Impact.

*(Success Story-1)*

# Hand Embroidery Empower Rural Women

**(Earn Respectable Livelihoods through Self Employment)**

*February 20, 2012 - March 20, 2012*



***Rubina Bibi Master Trainer Hand Embroidery Demonstration at PRDP Challai Center***

Risalat Bibi 40 widow of Haider Zaman, a female resident of a remote village “Challai” which is part of Union Council Kuz Kana District Shangla in Khyber Pakhtunkhwa, belongs to a deeply conservative family. The idea of women leaving their homes to earn livelihood is inconceivable in this strata of the society. Over the last few years, the economic situation of her family had gradually declined to an eventual standstill. Risalat Bibi ultimately decided to take charge of the situation and not only explore means of income generation for herself but also for other members of the community.

Risalat Bibi recognized the fact that women could also contribute to generating household income. She was proficient in ladies clothes such as Shalwar suit, frocks etc. and was getting Rs. 70-80 per day. From them she feed her family in a difficult manner. The only missing component in her skill was good embroidery work on different necessities of female daily life usage items. The magnitude of her efforts did not go unnoticed. She got opportunity in one month market oriented Hand Embroidery course conducted by NGO Pak Rural Development Program (PRDP) a local partner of UNDP Peace & Development Program. In February 2012 the PRDP signed a Memorandum of Understanding to collaborate towards creating a project that encourages income generation activities in the village. Within one month of commencement of the Hand Embroidery project Risalat Bibi learnt market oriented modern techniques of embroidery stitching, cushion and purse making, embroidery work on key chains, pouches and shoulder bags.



She is now able to do all dress making and quality embroidery work for her family and also for neighbors' and suburb areas females. She is happy that UNDP (P & D program) and PRDP helped her to be literate as a skillful person. She says, "I am so happy because economically I am now self sufficient as I am getting orders of different products from communities; now I can help my family with my income. She adds "this skills program of hand embroidery I learnt from PRDP centre at Challai is remarkable, and I appreciate the UNDP (P & D program) and PRDP that they help women to have self confidence."

#### **Embroidery work on Hand Made Purse & Pouches**



#### **Embroidery work on Bracelet & Cushion**



She is good master trainer and aims to impart her newly acquired skills to other female members of the community in a multitude of trades. Risalat Bibi is delighted to see UNDP (P & D program) and PRDP efforts bear fruit as members of the rural community acquire new and profitable skills which will continue to open new avenues of income generation for them.

*(Success Story-2)*

## **EARNING THROUGH KITCHEN GARDENING**

(Rural Women Get Food a Tasty Fact)

**March 10, 2012 - March 19, 2012**



**Bushra Qureshei Master Trainer Kitchen Gardening, Theoretical & Practical Hand On with Female Trainees**

Borshit is a village of UC Kuz Kana in Tehsil Alpuri, District Shangla (KPK) situated at a distance of 20 KMs in North East of Alpuri (tehsil & district head quarter). The said union council is located on the right side of the main Alpuri Swat road from Besham to Alpuri Bazar. A link road connects the main village from Karora bazar. This link road is about 2 kilometres and it is not well lap topped mostly in bad condition. Village Borshit comprises of 350 HHs with a population of approximately 2450 individuals. Majority of population is poor and does not meet their basic need for a prosperous life.

Subsistence farming, agriculture practices and On-Farm activities are the main sources of income generation. Maize and Wheat is the only crop grown in the area, vegetables are also grown but on a very limited scale for domestic purposes only. Women's are one of the most disadvantaged groups of people in Shangla district. There are very limited opportunities to participate in income generating activities. Purdah is one of the severities in this conservative Pathans society. There was an urgent need to deliver livelihood training services at the community level to cater to the needs of the neediest people. Under the UNDP Peace & Development Program funded project for "Shangla Household Livelihood Development Program"; Pak Rural Development Program (PRDP) a local partner field staff visited the area regarding livelihood skills program. The Women Organization (WO) of the area formed

on the basis of assessment and WO submitted a resolution expressed a great interest in “Kitchen Gardening” training. PRDP signed an agreement with the respective village committee to train 25-females in the village Borshit. In this ten days training Ms. Bushra Qureshi training facilitator conscripted to share her practical knowledge with the participants of the training regarding kitchen gardening and briefed the modern techniques of vegetable growing i.e. seasonal based vegetables, cultivation process, sensitized them about insect, pests, disease and weeds. She also shared the proper measures to minimize the losses and increase the production.

### **Objectives of the training:**

- To create awareness among the participants to grow vegetable according to new technology
- Capacity building of trainee in vegetables growing
- To empower the women for self employment
- To understand the modern techniques (ICM) of vegetable growing i.e. avoid the usage of pesticides and the artificial fertilizers
- To utilize of their land in best possible way through growing vegetables

### **Methodology:**

- The method adopted during the training was purely participatory
- Experience sharing by the community
- Practical work after site selection
- Preparation of land and utilization of modern techniques of vegetable growing
- Lecture
- Discussion about the cultural control of the insects, pests and diseases of vegetables
- Methodology of compost making
- Brainstorming
- Presentation

The training was hands-on experiences along with a theoretical background, and was made as non-threatening as possible. Practical information was presented at an easy pace that allowed time for personal sharing. An important part of the process was for trainees to get to know the modern techniques of kitchen gardening to form a strong support group. This resulted in some strong friendships and a group that works well together. Enough training material was provided to each participant.

"It is very good to carry out such trainings as we get a lot of new and useful information, particularly nutritive value of vegetables, which is very important for human body and life" said participant Bibi Hafsa 19 years old girl.

"This year we will increase the variety of vegetables and grow more at domestic level. We appreciate and thank UNDP (P&D) and PRDP for financial assistance and support, and we hope for further training on other preparations." These were the views of Zenat Begum 24-years old lady.

Taj Mahal 46 Years aged shared her views that "I came to know that the concept of kitchen gardening is to motivate women to utilize their land and time by cultivating different vegetables. The advantages of kitchen gardening or vegetable production at domestic level are to get fresh and more nutritious vegetables, land utilization, self employment, poverty alleviation and better utilization of spare time".

"During start of the training I was reluctant to participate in but slowly and gradually the things started to turn better and better; I and all other trainees participated zealously at all the time with a sense of ownership due to this practical hand on training. Sher Bano 33 years aged showed her gratefulness and thanked UNDP (P&D) and PRDP authorities by referring to the fact that the practical hand on this kitchen gardening training will help them in their life."



**The facilitator Bushra Qureshi findings, impacts and suggestions are as under;**

**Findings:**

- The most important findings that was observed in the community was that the community was not sowing the seeds in proper way that is there was lack of line



sowing for the vegetable cultivation which caused the low production in vegetables.

- Proper line to line and row to row spacing was also not implemented by the community which caused low production
- In potatoes cultivation the community lacked knowledge and therefore adopted wrong method of cultivations
- The soil of the area was very good for the cultivation of root vegetables in summer
- FYM was openly thrown in the field without taking any appropriate measures to utilize in a better way for the land preparation
- Mismanagement in the use of water also caused their low vegetable productivity
- Lack of knowledge about the usage of local methods for the control of insects, pest and diseases
- Area is too much potential for summer and some how for winter crops as well due to heavy rains and snow fall.

#### Impacts:

- By adopting the modern techniques of growing vegetables the community can get better production
- Increase in the income of women at domestic level
- The trained community members will share their learning to the other members will bring the change in the locality

#### Suggestions:

- Compost making training is necessary in that area for increasing soil fertility
- Community can also utilize the soil below the tree for kitchen gardening
- Crop rotation must be done
- Just two days refresher of this training must be done after one to two months

*(Success Story-3)*

## **Women's Skills Development as Livelihood Generation**

(Hand Embroidery for Entrepreneurship)

*February 20, 2012 - March 20, 2012*



### **Hand Embroidery Made Items by Female Trainees at PRDP Cham Kuz Kana Centre**

Akhtar Saba aged 43 is a resident of a remote village Cham Kuz Kana, union council Kuz Kana, Tehsil Alpuri, District Shangla, KPK. She is married with 11 children (3-boys, 8-girls). Her husband Habib-ur-Rehman is a daily wages laborer. The social structure of her family has remained rigid over the years and does not allow women to interact with people other than members of their own family. This has translated into limiting the role of women in exploring income generation and business operations opportunities.

Despite obvious challenges, Akhtar Saba has been resolute in the belief that she could bring about a change in the circumstances of her everyday life. Under the UNDP Peace & Development Program funded project for “Shangla Household Livelihood Development Program”; Pak Rural Development Program (PRDP) a local partner field staff visited the area regarding livelihood skills program. The Women Organization (WO) of the area formed on the basis of assessment and WO submitted a resolution expressed a great interest in “Hand Embroidery” course. PRDP signed an agreement with the respective village committee to train 25-females in the village Cham Kuz Kana. The hand embroidery skill training was designed to train women to carry out numerous types of hand embroidery work with the objective of assisting rural women in fighting poverty and income deprivation

through their capacity building for both their skills of craftsmanship and entrepreneurship. Akhtar Saba also participated in PRDP's hand embroidery training initiative at her village.

Core objective of the project was to introduce and familiarize women living in rural areas with quality standards maintained by major hand embroidery designers in urban areas.

Participation in this project gave Akhtar Saba the opportunity to further polish her skills and focus on products that are geared towards high-end markets. She completed the one month course in a well manner and now aims that with further help from PRDP, she will be able to manage and develop linkages with some prominent urban market. The orders received through these linkages will help Akhtar Saba to generate economic activities not only for herself but also for other women in her village, Cham Kuz Kana.



**Tahira Master Trainer Hand Embroidery, view of practical session with female Trainees**



Akhtar Saba is an exceptional woman and has a keen sense to 'give back' to the community. She is in close coordination with PRDP to establish a regular centre for women development in her village. She also aims that to regularly organize hand embroidery training activities to impart skills to other women in her village.



Akhtar Saba is a role model in the community and her unwavering efforts will not only helped her reinforce her own identity, but have also served as a beacon of hope for fellow female artisans. Her efforts deserve great acknowledgement and encouragement.

## **6. What is the present status of project?**

The project “Shangla Household Livelihood Development Program” has been completed successfully within the given timeframe by UNDP (P & D).

## **7. Lessons Learnt from project:**

- A vast majority of people in union council Kuz Kana are small producers whose livelihoods depend on the income from selling their products. However, their livelihoods are strongly influenced by various factors, such as inadequate access to knowledge and information, unaffordable appropriate technologies and skills, physical and commercial isolation from markets, uneven competition with imported products in the domestic markets, price distortions and decline in productivity.
- Exposure visits, information sharing and market survey are very important for acquiring innovative business ideas and technologies, which help the entrepreneurs to upgrade their business in terms of quality and product development.
- As expressed in the FGDs and also indicated in the survey findings, men are the decision makers at the household level so they need to be informed and mobilized more about the income generating activities in which women can participate easily to boost the household income/livelihood.
- Engagement of women in a short term project is too challenging, this needs continuous and consistent long term efforts for a social change to ensure women empowerment. This was beyond the scope of a one project to challenge and change social setup. There is a need to launch more livelihood projects in the area continuously.
- For smooth implementation of the project using local volunteers and village committees were very effective as they know the area and familiar with local culture and norms as well as to meet strict deadlines; remoteness and blockage of roads being a challenge were also addressed using local volunteers and village committees.

## 8. Please Comment on how this project has contributed CSO capacity building?

After successfully completion of the Shangla Household Livelihood Development Project PRDP capacity enhanced in the following way;

### **Area 1: Organizational Development:**

- Strengthened policies, procedures, and practices that enable the organization to make meaningful progress.
- Staff complement with enhanced skills and support to undertake the work addressed by the organization's mission.

### **Area 2: Resource Development:**

- A fund development strategy that allows the organization to grow realistically, and sustainably.
- Increased visibility and attractiveness of the organization in appropriate segments of the community.
- Increased financial support, and broadened base of financial support.

### **Area 3: Community Linkages:**

- Strengthened relationships between the organization and different segments of the community
- Increased expertise in the variety of roles that the organization can play in addressing its mission.
- Increased momentum and support gained in the community for making progress on the organization's mission. .

### **Area 4: Programming & Services:**

- Increased use of program designs that stand the best chance of delivering valued benefits to the program's intended beneficiaries.
- A "portfolio" of projects, grants, or support activities conducive to achieving impact in the organization's chosen issue area.
- Strengthened approaches to other issues or projects undertaken by the organization.

## 9. CSO feedback on UNDP working procedures, formats and suggestions for improvements:

- **Processing of Project Proposal, Timeline of released funds**

It was good experience with UNDP (P & D) regarding processing of project proposal i.e. advertisement, application form, guidelines, project category, submission, review, award decision and signing of agreement.

The project finances should be cleared by UNDP (P & D) on timely manner to facilitate payments to the vendors specially for local NGOs, which is delayed for several months. Even the process of release of first installment took more than three months which caused delay to start the project activities. Timeline of released funds is very slow.

- **Progress Reporting Formats and Monitoring Procedures**

The provided Reporting Formats by UNDP (P & D) are well standardized fulfilling the entire reporting and monitoring requirements of a project.

- **Interaction with staff**

The UNDP (P & D) staff attitude and cooperation with PRDP staff remained remarkable during all stages of the project implementation. UNDP (P & D) staff provided us capacity building support that helped us to implement the project in a smooth manner.

- **Suggestions for improvement**

- Activities suffers delay occur due to financial processes at UNDP office level the requests may take up to two to three months for the funds to be released.
- Make internal discussions about the importance of releasing funds in time to make sure that activities are done on time.
- For smooth implementation of the project activities it will be better to release the installments as follows;  
1st Installment (50 %), 2<sup>nd</sup> Installment (30 %) & 3<sup>rd</sup> Installment (20%)
- Baseline survey should be finalized within the first 15-20 days of the project, without approval of baseline survey none of the other project activities possible to start.
- Engagement of women in a short term project is too challenging, this needs continuous and consistent long term efforts for a social change to ensure women empowerment. This was beyond the scope of a one project to challenge and change social setup. There is a need to launch more livelihood projects in the area continuously.