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Women Festival for Market Linkages Establishment



**Expanding Access of Widows & Divorced women to decent work
through Vocational Skills**

Under the

**Small Grants and Ambassadors Fund
Program**



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Implemented By:

Shah Sachal Sami Foundation Nawabshah



Expanding Access of Widows & Divorced women to decent work through Vocational Skills

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Back ground:

Shah Sachal Sami Foundation is implementing a project titled as **“Access of widows and divorced women for decent work through vocational skills”** in 6 Union councils of Nawabshah district Shaheed benazir abad with the support of SGAFP-USAID. The main purpose of this project was to provide skill development training to 160 widows and divorced women of Nawabshah district Shaheed benazirabad. The main objective of the project is to mainstream widows and divorced women belonging to 06 urban Union Councils of Nawabshah City in 08-months period through provision of 3 months Tailoring training to 100 women, 3 months Beautician training to 60 women, provision of relevant toolkit and establishing market linkages with garment vendors/ boutiques/ shopkeepers in the area. However, following tools have been utilized during the project implementation.

1. Social mobilization and changing the prevalent mindset and attitude of communities towards widows and Divorced members, acknowledging their abilities to become productive members of the society.
2. Skills development training in tailoring and beautician for the widows and divorced women so that their quality of life may improve.
3. Provision of tailoring and beautician tool kits comprising of consumable and non-consumable items for practicing the acquired skills at home and start earning income by selling the products locally.

SSSF has conducted base line survey and registered women; hence, after the qualifying test 160 women have been selected for the training of tailoring and beautician, the main focus on the women is to generate business at their door step for the livelihood. The core plan of the project is to identify women to train them and interact with the market linkages.

SSSF hired 8 qualified and well equipped technical skills master Trainers for conducting the classes of skill development of 160 selected beneficiaries, from which 60 beneficiaries were selected for beautician course and 100 for tailoring course, during the 3 months training detailed training has been delivered to all beneficiaries in two shifts morning and evening, 04 bags of classes, training has been conducted during the morning and 04 bags in evening shifts from which 2 classes were for tailoring and 2 classes for beautician were conducted in Muntaha Skill Development Center and Muntaha training

hall. At the starting of training 100 tailoring kits including raw material consumables has been distributed among beneficiaries, and 60 beautician kits has been distributed among beautician trainees after the completion of training, For making project sustainable and profitable for beneficiaries market linkages development strategy has been developed in which different marketer peoples has been invited for visit Muntaha skill development center as we could present our sample of handi craft and different types of suits and other related items of beautician, another program for boost up market linkages SSSF has organized the 3 days women Beautician festival at Muntaha Skill Development in which different types of stalls related with beautician and Tailoring has been installed for overall Nawabshah based women, which was very result oriented in terms of market linkages development with beneficiaries.

About the activity:

After completion of training course there was a need to create business opportunities for the project beneficiaries in local market by establishing their linkages with local market, brokers, sellers, investors and other relevant notables of the city. In this context SSSF team has planned to organize a “04 days Festival for women and children” under market linkages development activity.

Following are the major Objectives of the activity:

1. Market and stake holders’ linkages development.
2. Exposure to beneficiaries.
3. Entertainment by providing fascinating environment.
4. Sustainability of the intervention after project duration.
5. Encouragement to beneficiaries by awarding them prizes.

Proceedings:

Inauguration of the festival:

The 04 days Festival was formally inaugurated by Mr Azeem Mughal (Chairman-Zila Council Nawab Shah) accompanied by Mr. Mubeen Ahmed Parhyar (Deputy Superintendant of Police/DSP-Operation) Miss. Qamer Nissa Dhamra (District President PPP Ladies Wing) Miss: Zaib u Nissa (Incharge women complaint cell) Mr. Aslam Noor. (Member citizen Action Committee) and Ms. Uzma Kambooh (District Education Officer Primary) and different famous personalities of the district Shaheed Benazirad has taken a part in inauguration ceremony of women festival during the first day,

After inauguration of festival a guest speech activity was also arranged, during the speech Mr. Azeem Mughal paid vote of thanks to SSSF team and also appreciated the initiate of USAID for provision of skill development opportunity to Widows and divorced women. He says that it is a really appreciate able efforts of SSSF for creating Business linkages development opportunity between the female community members (Proposed customers) and Beneficiaries (Proposed Services Providers) further he ensures his every kind of support in future for organizing this type of event in Nawabshah

Mr. Lala Arshah Executive director SSSF says thanks to all respected guests, media representatives, business personals, community members, Beneficiaries and SSSF staff for their support, participation

and timely arrangements for this mega event, further Mr. Lala announces an other events for celebration named Jashan e Nawabshah during the Month of February, the objectives, and nature of that event also will be same,

After this specific activity respected guests have visited the different stalls of festival one by one and purchases some items from the clothes and jewelry stall, overall details of the stalls is given as under,

Stalls Details:

S#	Stall Name	Administrator Name	Items/Services sold out
1	Beautician Stall	Miss. Aaliya Shaikh Master trainer (Beautician) Miss. Arifa Master Trainer (Beautician)	All type of Makeups for women
2	Mehindi Designs Stall	Miss. Nazia Sidique (Master trainer Beautician) Miss. Meher un Nisa	- Mehindi designs for babies, Girls and women
3	Handy craft stall	Miss. Nida Zafar (Master Trainer Tailoring) Miss. Farzana (Master Trainer Tailoring)	- Mobile Pouches - Hand fans - Pindies - Cushions - Photo Frames - Baskets - Tissue Basket cover
4	Readymade Clothes # 1	Miss. Nazia Shaikh (Mater Trainer Tailoring)	- Women readymade suits - Babies Suits -
5	Jewelry Stall	Miss. Sanam (Beneficiary of project, Beautician SSSF)	- All Types of jewelries
6	Clothes stall # 2	Miss. Zaib un Nisa (Women Complaint cell department Shaheed Benazirabad	- Women readymade Suits
7	Microcredit stall	Miss. Saira sadaf and other team Members of SSSF microcredit	- Livestock Microcredit Loan - Enterprises Microcredit Loan - Agriculture Loan
8	CNIC formation information desk for women	Miss. Faiza (SSSF Team Member)	- Information desk for CNICs formation process - Free registration for CNICs formation
9	Cold corner Stall	Ms. Khan Bibi (Beneficiary of project, Tailoring Trade)	- All Types of Cold drinks - Juices - Ice cream
10	Finger chips Stall	Mis. Taj (Beneficiary of project, Tailoring Trade)	- Potato Made Finger chips
11	Confessionary Stall	Ms Rozina (Beneficiary of project, Tailoring Trade)	- Confessionary items

12	Tea Stall	Ms. Fahmida (Beneficiary of project, Beautician Trade)	- Tea - Cofee - Biscuits
13	Haleem Stall	Mr. Habibullah	- Haleem and rice
14	Biryani Stall	Mr. Khalid	- Biryani
15	Patties Stall	Mis. Khan Bibi	- Patties
16	Fun Corner for children	Mr. Imdad Hussain	- Different types of toys of Play Land for children

During the 4 days mega festival special security arrangements has been provided by district police departments by provision of 2 male Police officers at main entrance gate of festival and two female police officers for inside the festival area, the timings of festival was from 1:00 PM to 7:00 PM daily,

For providing the full entertainment to Beneficiaries and visitors and special entertainment group named **Wash Baly group of entertainment** was hired and engaged for fulfillment of above objective during the 4 days of the event group presented different entertainments items like, Singing, Tabloos, Dance, Magic Shows, and perform acting on different famous dialogues of Sindhi, Urdu and English Movies,

During the festival a registration desk has been settled down by project team intended to future linkages and relationship with all type of stake holders, according to registration record total 2109 female visitors has visited the festival during the four days which was very encouraging and motivational response from communities towards SSSF.

During the 04 days festival total **62230** Business has been generated from which **35780** rupees of business has been generated by Beneficiaries directly

S#	Stall Name	Administrator Name	Purchases detail for 04 days
1	Beautician Stall	Miss. Aaliya Shaikh Master trainer (Beautician) Miss. Arifa Master Trainer (Beautician) Ms. Sana Beneficiary (Beautician)	3200
2	Mehindi Designs Stall	Miss. Nazia Siddique (Master trainer Beautician) Miss. Meher un Nisa Ms. Sanam (Beneficiary Beautician)	1150
3	Handy craft stall	Miss. Nida Zafar (Master Trainer Tailoring) Miss. Farzana (Master Trainer Tailoring) Ms. Farha deba (Beneficiary Tailoring)	4200
4	Readymade Clothes # 1	Miss. Nazia Shaikh (Mater Trainer Tailoring) Ms. Roozina	2100
5	Jewelry Stall	Miss. Saira Banoon (Beneficiary of project, Beautician SSSF)	2900
6	Clothes stall # 2	Miss. Zaib un Nisa (Women Complaint cell department Shaheed Benazirabad	1910
7	Microcredit stall	Miss. Saira sadaf and other team Members of SSSF microcredit	21 new clients for Micro credit has

			been registered
8	CNIC formation information desk for women	Miss. Faiza (SSSF Team Member)	210 Registrations for CNIC
9	Cold corner Stall	Ms. Khan Bibi (Beneficiary of project, Tailoring Trade)	7000
10	Finger chips Stall	Ms. Taj (Beneficiary of project, Tailoring Trade)	5580
11	Confessionary Stall	Ms. Rozina (Beneficiary of project, Tailoring Trade)	7600
12	Tea Stall	Ms. Fahmida (Beneficiary of project, Beautician Trade)	450
13	Haleem Stall	Mr. Habibullah	8000
14	Biryani Stall	Mr. Khalid	7540
15	Patties Stall	Ms. Khan Bibi	1600
16	Fun Corner for children	Mr. Imdad Hussain	9000

During the last day of festival different Business development professionals and concerned organizational heads has been invited for visiting the stall and hand made products of centre intended to linkages development of Beneficiaries for further business relationships. The details is given as under

1. Mr. Ghous Bux Ansari , President Tailors Association District Shaheed Benazirabad
2. Mr. Basit. Owner Galaxy Garments
3. Mr.Shakeel Ahmed Abro. Chief Executive AAHAN
4. Mr. Rafique Ahmed Bullar President Rotary club Shaheed Benazirabad

Mr. Ghous Bux Ansari: During the visit Mr. Ghous Bux Ansari has checked the quality of suits has been prepared in centre by beneficiaries under the supervision of master trainers, he praised the work and ensure his support to all of those beneficiaries who are fully trained for tailoring of clothes , during his speech he said that in most of cases or on special days we are engaging the female or least expert male tailors for preparing the shalwars, trousers or other raw parts of shirts due to the rush of work load, so during our previous practices we were engaging the male tailors for accomplishment of customers orders but by seeing your expertise level we will engage you as per need basis. Now on the behalf of all tailors of nawabshah i am ensuring my support for order placement to beneficiaries at the end he share his visiting cards among the beneficiaries

Mr. Basit Ali : Basit Ali is owner of Galaxy garments shop Nawabshah at the center location of Masjid road Nawabshah, he has been invited for market linkages development during the visit of stalls he appreciated the efforts of SSSF and teachers and beneficiaries works , he said that I could support you for order placement for children fancy suits only, because for male and women we are already engaged with any other company so now by seeing your samples I am confident that according to market

demand and our current requirements you could prepare fancy suits for children as per our requirements at the end he purchases 04 babies frocks from cloth # 1 stall

Mr. Shakeel Ahemd Abro. Regional Coordinator AHAN, has also visited Muntaha Skill Development center and Women festival during the last day, during his visit he has conducted motivational session of team and beneficiaries for starting their own business, during his visit he also gives some important suggestion for increasing the quality of work specially designing of handi crafts and fancy suits at the end he has purchase the Mobile pouch from handi craft shop

Mr. Rafique Ahmed Bullar. He was invited for visiting the Women Festival during the discussing with him he said that, rotary club nawabshah will support Muntaha Skill development center by provision of two teachers salary for next coming group of tailoring and beautician trade after the completion of this project because the nature of the project and its beneficiaries are very much realistic and unique in its nature.

During the last day of the event Mr. Lala Arshad Khaskhel has close the event and said that For the purpose of market linkages development and publicity of the project Shah Sachal Saami Foundation has organized two different events titled Sindh Culture Day, and 4 days women Festival the main purpose for organizing these events was to provide an atmosphere and joy full environment to divorced and Widows Beneficiaries through which they could reduce their stress level and build their confidence level to face the realities of the world and second is to create market linkages with beneficiaries and self sustainability of center as new admissions and orders placement from community for tailoring and Beautician trade could be hunt out ,

It is a great success for SSSF because first time in the history of nawabshah an event for purely organized by females from SSSF team and we are very glade because during the 4 days festival a huge number of community members has participated in event including business personals, government officials and political persons, and community members. By seeing the support and community response SSSF has decided to celebrate another event for female of nawabshah with the title of Jashan e Nawabshah during the month of February here I would like to thanks and expect same response during coming festival

At the end of the festival 60 gifts has been distributed among best trainees and best stall Owners

Pictures Gallery:





