

**Quarter Follow-up Report on Women's Quick-wins Award Projects
In
IDP Camps at Aliabad and Altit Hunza**



Submitted By

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Introduction:

In January 2010 the massive landslide happened in Hunza at Attabad and it completely blocked the hunza river. The dammed water covered 25 kilometer of the area and three villages submerged under the water. The affected population is shifted in Shelters in Aliabad and Altit Hunza. Before the disaster these population had their own land, livestock and fruit trees which they were using for their economic source and were gaining enough income to accomplish their children education expenses, health and domestic needs; but since the disaster these population have lost all their belongings and for the last three years they are living in a very small shelters without having any economic and social activities. This caused mental sickness and frustration especially among women.

Their vulnerability has been increased due to delivery of relief items from different sources ; that brings a negative impact in the mind set of these people, in addition to damaging their selfness and productivity. They are just waiting for getting help from out siders.

Since, the beginning of the disaster KADO has seen the emerging issues and challenges faced by these IDP. Soon after the disaster KADO has tried to engaged women with vocational activities to bring them out of trauma on one hand, and on another hand they able to use their time productively.

In this regard KADO step forward through its HiMaT Indigenous Leadership and Development Program (HILDLP) and started the Quick-Wins award project activity with the women in the two IDP camps. It aims to engage women in more productive activities where they should socialize themselves as well as get an opportunity of earning. HILDLP awarded small grants to six groups; 3 in each IDP camp where the women have now started small businesses.

Strategy and progress

The program started with these groups was processed through different activities to mobilize them mentally and physically to take productive and organized initiatives.

1. Economic and Business development session.

Before announcing of the award project a full day session was conducted in both of the IDP camps for the women. In this session they had taught about the introduction of business and important seven steps of business planning.

2. Announcement and criteria sharing.

After the session the quick-win awards announced to the participants and the criteria of participation and selection of groups were briefly shared with the participants. The application/proposal format was given to the women to put their proposed ideas.

3. Selection and Granted

The women submitted their proposals through their respective women organizations. From IDP camp Altit 5 and Aliabad camp 4 proposals were received. The Jury consist on HiMaT team, Fourworlds and consultation with the WOs management 3 groups from each camp were selected. 75% of the allocated budget is released to each selected groups.

The following groups are awarded and they have started their businesses.

IDP camp Altit Hunza.

1. Canteen Business Group

The group consists on 9 members. They had initially planned to start the canteen in any school in Altit village but they did not get a space. Now they have opened a canteen in the market along the road side where they sell soup, tea and some bakery items. The women in the group are committed and confident to make the business successful and more profitable. The cabin shop they have hired is very small but they have asked a local person to make a bigger cabin for them where they should provide maximum space for their customers to sit. The group members intend to also start selling of shoes besides to this business but that will be decided when they will have more space available. The location where they have started their canteen is not appropriate for female so they have decided to change the place near to the school.

2. Sewing Group

11 women are involved in this group. The women are working in embroidery making and have prepared several products so far, that includes cushion covers, wallet picas etc. The product quality is much better. Due to unavailability of sewing machines they have yet not started to put the embroidery pieces into the finishing design. They are asked to bring their own sewing machines into use for their group business. For marketing the group members have talked with the Aga Khan Culture Service representatives to buy the products and put them into their own designing samples.

3. Second Hand cloth selling Group

The 11 members in the group started their business with small quantity of cloths purchased from the market in Aliabad and sold. Then they reinvested the actual and profit amount to purchase more cloths and are continuing this practice to increase their income. The group anticipates expending this business further as it has always demand in community. If the group members will have some good budget in their account then they will demand for large quantity direct from Karachi and purchasing in bulk can give more margin of profit.

IDP Camp Aliabad Hunza.

1. Sewing Group

This group consist on 6 members . The group initially purchased cloth from the market and sewed and sold 12 suits. This group is more functional and active so far in their activity and has well advertised themselves in the community and market. They purchase the cloth from the market and the customers buy the cloth from them and give for sewing. Although the sewing center was initiated in the camp a year before but the resource were not being utilized well by the women; since this group initiated their activity the center flourished and benefiting the group as well as the women in the IDP camp.

Besides sewing cloths; the women group also trains 4 girls with them. The group has charged 250 rupees registration from the trainees and 200 rupees as monthly fees.

Now the women are preparing cloths to sell on the occasion of Nawroz(religious festival) for that they have got permission from the concern authorities to display their products in stall.

2. Cushion and Bed sheets group

This group has also started the activity and 8 women are included members. At the initial step the group members have create their linkage with an entrepreneur in the market who has a shop selling bed sets, cushions and mattresses. This entrepreneur provides raw materials to the group and they prepare products for him. The group members charge 60 rupees per product and collect the money in the group account. Until now the group had prepared more than 50 products and received the service charge. According to the group members they are working to increase the money up to 50,000 rupees then they will purchase the raw material by their own and will prepare their own sellable products.

3. Beauty Parlor

This group has also started their activity within the IDP camp. They have installed a desk in a shelter room. The problem they are facing is of their business advertisement; the women within the camp even not aware about the group activity. Therefore the group members have ordered to make banners and posters to hang around the camp. In addition to this activity the group members have decided to prepare bakery products and sell in school canteens.

Next Steps

- **Continues follow up and coaching of the groups**
- **Financial record keeping session with the groups**
- **Final reporting from the groups**
- **Selection and award to the winner groups.**

Photo Gallery :



Canteen group Altit camp



Canteen group Altit



Sewing Group Altit cam



Sewing Group products Altit Camp



Sewing Group member Altit



second hand cloth shop Altit camp



Second Hand cloth shop members



Sewing center group products Aliabad camp



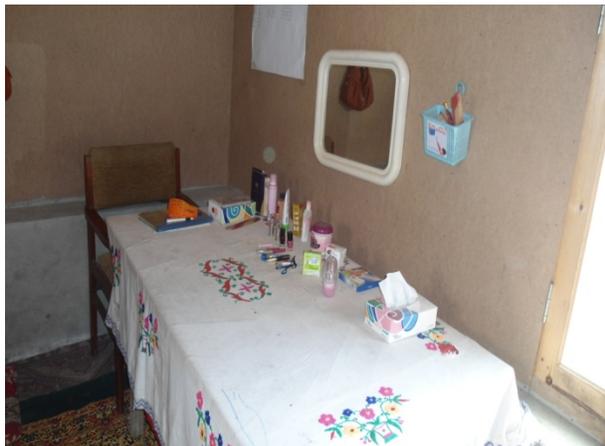
Sewing Group Aliabad camp



Material sewing group Aliabad camp



Cushion and Mattress Group Aliabad camp



Beauty Parlor group Aliabad camp