

2015

Annual Report of WDFP



Organization

Women Development Foundation Pakistan

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Abbreviations and Acronyms

AF	Aurat Foundation
EOBI	Employees Old Age Benefits Institute
FGD	Focus Group Discussions
GEP	Gender Equity Program
HANDS	Health and Nutrition Development Society
MTs	Master Trainers
MOU	Memorandum of Understanding
NGO	Non-Governmental Organization
SDT	Skill Development Trainings
TFCC	Trade Facilitation and Communication Center
TOT	Training of Trainers
USAID	United States Agency for International Development
WCC	Women Chamber of Commerce
WDD	Women Development Department
WDFP	Women Development Foundation Pakistan
WHBW	Women Home Based Workers

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“Introduction”

Origin:

Women’s Development Foundation Pakistan (WDFP) is an extension of the Women Skill Development Project (WSDP) established in January 1994, but it is originated and registered under VSWA Act 1961 No. DSW (2112)-K on 16th May 2004. WDFP aim to support women in all fields of life and is striving to mobilize maximum resources for overall empowerment of the under privileged and neglected women folk. WDFP has been working in the slums of Karachi especially in Lyari, coastal area of Kemari and Bin Qasim Town on multiple issues in development sector. WDFP has an active network of civil society organization that supports its developmental activities.

Our Vision:

To create perpetual congenial environment and to promote gender balanced society in Pakistan.

Our Mission:

Women Development Foundation Pakistan is striving to build an empowered society by strengthening the downtrodden women in all fields of life.

Goal:

To educate and aware the youth and community members regarding women empowerment.
To develop a society where everyone enjoy all their basic human rights.

What We Do?

We are rigorously working in the following fields of operation.

- Health (general)
- Education (Formal and Non Formal)
- Human Resource Development
- Micro Entrepreneurs Career Development
- Skill Development and Management Training
- Vocational Training
- Human Rights (Women & Children)

1. Women Skill Development Center

Women Development Foundation Pakistan-WDFP has its very own vocational training center named “Women Skill Development Center” which is certified from Trade Testing Board for carrying out certified course. It is located in Maripur where courses like Beautician, Stitching and Information Technology were carried out to raise the living conditions of the residential community of Kemari Town. A very successful Non- Formal Education Center was also developed and supervised by Women Skill Development Center which educated hundreds of males and females in past.

Currently WSDC is facilitating the young girls from low income families of Kemari Town to enhance their professional skills. This Project is being run with the support of Benazir Bhutto Youth Development Program-BBSYDP which aims to strengthen the abilities of youth so they could encounter their challenge of employability. Currently there are 65 students enrolled in the courses of Dress Making and Beautician for a period of 4 months and being trained under the supervision of qualified trainers. Under this program student does not only receive free training but also receive a stipend for each course to motivate them and to support their living. Soon the next phase of training will also begin the Women Skill Development Center.



2. Trainings of Trainers under GEP Project:

The Trainings of Trainers were distributed on 3 rounds;

1. Product Ideation and Designing,
2. Product Development and Prototyping,
3. Sample Production and Input Supplies Integration.

1st Training of Trainers; “Product Ideation and Designing Workshop”:

In January 2015, first round of training of master trainers was organized by with the support of Training Consultants from MOGH. It was a 2 days exercise; On day 1 of training, M.T.s were trained regarding Color Theory/Color Matching, Elements and Principles of Design, on day 2, they were trained on Product Ideation and Innovation, Design Process and Potential Product Portfolios. The activities of making color wheel on day one and mood board on day two were highly appreciated by home based workers as it was a great addition in their knowledge and helped them to increase creativity.



WHBW Master Trainers engaged in First Training of Trainers at WDFP and HANDS offices

2nd Training of Trainers; “Product Development and Prototyping”:



2nd Round of Training was spread over 3 days. WDFP and HANDS both organized 3, 3, days training for the WHBW Master Trainers in March & April 2015. During training WHBWs improved their embroidery skills and made samples of designs. First day they filled the swatches of color wheels with the stitches of their choice. After observing their work style the consultants provided them swatches with abstract design and guided them to fill the pattern with defined colors. In the same day Master Trainers were also educated about their role in supervising the future order, which they will receive after selection of the sample design they have made.

In the next two days they were taught about the quality of fabric, quality of embroidery, consistency and timely work and they implemented that through practical and produced multiple samples.



3rd Training of Trainers; “Sample Production and Input Supplies Integration”:

3rd TOT for master trainers was jointly organized by WDFP and HANDS in the month of July 2015 at Women Skill Development Center, Maripur Karachi. In this training, the CEO of MOGH; National Consultant for Product Development and designing, trained the master trainer home based workers from Lyari, Sultanabad, Korangi and Ibrahim Hyderi to kick start their business ventures. In this training, master trainers were educated regarding basic types of businesses; which they can easily do, opportunities and challenges in doing business, aspects of marketing, costing and pricing, product management, quality assurance and record management.

This training was a totally new experience for the home based worker master trainers which enlightened their minds to look in the new direction for the development of their skills and a better result in the form of raised income.



Showing session during 3rd TOT with Master Trainers

Results:

After the continuous effort of coordination, planning and re-planning the trainings of trainers were completed in July 2015. These trainings enhanced their abilities and equipped them well to train other WHBWs. These trainings gave a totally new way of designing and product development to our HBW Master Trainers. After These trainings the master trainers felt bolder and confident in terms of taking lead for a business plan. One of our Master Trainers, Shahida has already begun her own business of Balochi Sandals and she is growing better each day.

Table showing Details of TOTs Organized by WDFP and HANDS						
S.No	Organization	Name of the training	No. of Trainings	No. of Participants		No. of Hours
				Women	Men	
1	Women Development Foundation Pakistan (WDFP)	TOT on Product Ideation and Designing	1	8	0	6
		TOT on Product Development and Prototyping	1		0	8
		TOT on Sample Production and Input Supply Integration	1		0	5

3. International Women’s Day 2015, Empowering Women- Empowering Humanity

On 19th March 2015, at Ronaq-E-Islam College, Women Development Foundation Pakistan organized International Women Day with the theme; “Empowering Women, Empowering Humanity” with the support of ActionAid and in collaboration with HANDS, Takhleeq Foundation, LCDP and Ronaq-e-Islam College Kharadar Karachi. Ms. Parveen Looni; Principal of College presented a welcome address and said that empowerment of women is possible by educating them. She added that the tragedy of our nation is that only one third of the girls join school for education whereas only 50% from them become able to complete primary level education. Although it is 21st century but still gender violence against women is increasing day by day.



Ms. Sabiha Shah; Chairperson Women Development Foundation Pakistan shared the importance of celebration of women day that it raises awareness among women and men also regarding the discrimination and tyranny with women. She added that young girls are the future of our nation and celebrating women day raises awareness among them. The discussions on such forums shall be promoted through media to grab government’s attention so that they could take proper action against the women tormenters.



Ms. Rahila Rahim; Program Manager at HANDS shared the history of women day with the young girls and audience of the event and discussed the worth of women in development of Nations. She discussed labour laws, CEDAW and other initiative taken for the sake of gender equity. She also motivated the girls to take education and to take command or their life in front of those try to victimize them.

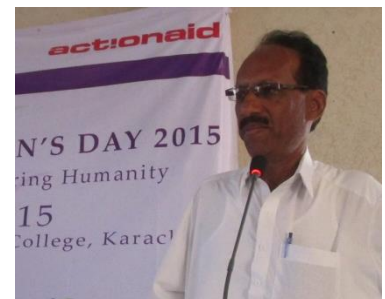


Malka Khan; Regional coordinator Aurat Faoundation, encouraged the women to act strong against their oppressors. She added that there are now laws that developed to provide justice to women, which are required to be shared publicly and should also be used to prevent women from violence and discriminations.

Malik Tahir Iqbal; Executive Director, Legal Aid Forum, appreciated the efforts of Women Development Foundation Pakistan and the contributing organizations for organizing this event at Ronaq-e-Islam College. He felt really proud to see the talent of young girls of Lyari who marvelously presented their talent on stage while performing acts and skits that defined women harassment, gender discrimination and role of women in development of nation.



Mr. Abdul Razzak Kamran: General Secretary, Lyari Community Development said that a society is incomplete without the presence of women. The world would have no colors if it doesn't have women. He presented vote of thanks to Women Development Foundation Pakistan, ActionAid, Ronaq-e-Islam College, HANDS, and Takhleeq Foundation for their contribution to make this event a success.



Conclusion:

WDFP celebrated International Women’s Day 2015 with 200 audiences including college girls, teachers, civil society activists and community members. In this celebration young college girls and community members were sensitized about women rights and awareness regarding laws was raised to among them. Students presented their marvelous performances on stage which was appreciated by whole crowd and boosted their confidence. The organizers realized that it is the most effective way to widely spread any message through approaching educational institutions and to empower the women of future we need to empower the girls today.

**Glimpses of Students Performances for the celebration of
International Women Day 2015
Empowering Women Empowering Humanity**



4. Linkage Development with Social Security Schemes:

Representative	Designation	Organization	Meeting Date
Mrs. Sabiha Shah	Chairperson	WDFP	
Ms. Areeba Wajid	Project Coordinator	WDFP	
Ms. Nazia Baboo	Social Mobilizer	WDFP	
Mr. Israr Ayubi	Public Relations Officer	EOBI Karachi	12 th May 2015
Ms. Samina Saeed	Director Contributions and Benefit	Social Security Scheme	12 th May 2015
Mr. Hanif Memon	Deputy Director	STEFTA	13 th May 2015
Ms. Mussarrat Jabeen	Deputy Secretary	WDD	13 th May 2015
Mr. Abdul Rasheed Solangi	Secretary	WDD	13 th May 2015

Women Development Foundation Pakistan had meetings with the dignitaries of government organizations to connect the Women Home Based Workers with the social security scheme. The meetings resulted positively and WDFP got an opportunity to display the products of WHBW in an “Exhibition of Women Artisan Products” at Hotel Mehran Karachi, on 6th June 2015 organized by Women Development Department. The stalls of WDFP and HANDS were presenting Colorful Embroided Dresses, Decoration Pieces, Unique style Baloch Embroided Shoes, Table and Cushion Covers, bracelets and Henna Corner.

Ms. Mehreen from Women Chamber of Commerce appreciated the sandals of Balochi embroidered and offered our Master Trainers to join WCC as member for more opportunities. She shared her contact for taking details regarding international exhibitions. Taking benefit from her offer now Mrs. Shamim, Master Trainer of WDFP is a member of WCC.



Linkage developed with Women Chamber of Commerce



General Secretary of Women Home Based Worker Federation, Ms. Zara, visited WDFP Stall and appreciated products of Women Home Based Workers. She said that, she will facilitate the team in bringing representatives from Social Security Schemes to guide the WHBWs regarding their social protection.

Linkage developed with Women Home Based Worker Federation

5. KYSN Liaison with Women Skill Development Center:

“Women Skill Development Center - WSDC” is a proud branch of Women Development Foundation Pakistan which is certified from Trade Testing Board for carrying out certified course. Currently WSDC is facilitating the young girls (age up to of 18 - 35 years) from low income families of Kemari Town to enhance their professional skills. This Project is being run with the support of Benazir Bhutto Youth Development Program-BBSYDP which aims to strengthen the abilities of



youth so they could encounter their challenges of employability. WSDC is not only enhancing the vocational; Beautician and Dress Making skill of the trainees, but it is also providing them opportunities for employability.

On 26th June 2015, Women skill Development Center welcomed the Team of Karachi Youth Support Network (KYSN) for a Workshop. This workshop was carried out to prepare the trainees regarding “Self Grooming “and “Self Actualization” which is an essential part of personal development. It is an objective of the WSDC to enable its trainees to be skilled as well as confident to grab the opportunities of employability. KYSN is a platform that offers job opportunities to the trainees and WSDC has made a liaison with them for the job placement of its trainees. Therefore in the workshop trainees were taught to believe in their abilities to gain self confidence which will eventually lead them to live better.



Keeping in view opportunities for the development of trainees, WSDC is also going to organize a Meena Bazar in the last days of Month of Ramazan where trainees of the beautician and dress making course will display their skills to the visitors and buyers/customers. This opportunity will enhance the confidence and will also prepare them for practical life.

6. Distribution of Eid Gifts at Women Skill Development Center:



On 16th of July 2015, Women Skill Development Center- WSDC welcomed the team of “Professional Sports and Recreational Welfare Society” to distribute Eid gifts among primary students from low income families of Kemari Town. WSDC is continuously providing a very dynamic platform to its trainees of Benazir Bhutto Shaheed Youth Development Program, to develop linkages with multiple organizations and encourage them to

grab opportunities which come to them for their bright future.

Professional Sports and Recreational Welfare Society is an NGO which is striving to serve the society by working in many sectors for the betterment of society at any cost. They distributed Eid gifts among seventy children from Grex Maripur. This activity aimed to enhance interest of school students towards Sports and healthy activities. Mrs. Aneela Nadeem, the President of PSRWS said that, it is great pleasure to come here and distribute gift among these little angles, our purpose is to enhance the skills and



quality of life of our future generation. Mrs. Sabiha Shah Chairperson of Women Development Foundation Pakistan thanked the team of PSRWS and offered her support in future as well. She added that these activities are a great source of networking and gives a positive message to the community.

7. Meeting between Marketing Consultants MOGH & Master Trainers at WDFP:

Women Development Foundation Pakistan paved ways for strengthening the linkages of WHBWs and Established Market. The marketing consultant from MOGH had meetings with private sector players like Khaadi for marketing of products of WHBWs. In this connection WDFP invited her to meet our artisans informally, to get an idea about the potential product line in Karachi. A meeting with WHBWs was organized at office of WDFP where we looked and discussed the skill samples of WHBWs according to the market demand. Ms. Angela; Marketing consultant said that she'll share the products' pictures with the private brands to develop their demand. During this meeting an idea was discussed with WHBWs to produce sample Crochet bags for a Coca-cola campaign and a WHBW Master trainer took the responsibility to prepare them.



Ms. Angela; Marketing Consultant MOGH discussing products of WHBWs with Mrs. Sabiha Shah and Areeba Wajid; WDFP.

8. Closing Ceremony of 1st Batch of BBSYDP at Women Skill Development Centre

On 1st of August 2015, Women Development Foundation Pakistan organized the Closing Ceremony at Women Skill Development Centre Maripur, where 1st batch of BBSYDP has successfully completed Training of Beautician and Stitching/Dress Making course.

WSDC also organized the Bridal and dress Making Competition among Trainees. In which 19 Brides have participated in the Competition and 30 Trainees are from Dress Making. It was the great opportunity to trainees to develop their quality and skills regard BBSYDP training. Mrs Imtiaz Soomro and Faisal Ansar the District coordinator Officer have participated in the Closing Ceremony.



Sabiha Shah Chairperson of Women Development Foundation Pakistan encouraged the Trainees of Beautician and Stitching Course for their efforts of 04 month and also to improve their quality in the future.

The trainees of Beautician and dress Making are showing the drama which was aims to give the Motivational skills for admission.



Students from Stitching and Beautician Courses performing a drama to spread awareness about the importance of Education



Guest of Honour Sabira Ghani from Saba Beauty Parlour is announcing the name of winner.

Awards distribution at women skills Development Centre Bridal competition Winner, 1st winner was Mahjabeen Muhammad Saleem, 2nd Winner was Nabila Moula Bux and 3rd winner was Aziza Murad.



9. Skill Development Trainings for WHBWs by WDFP:

Women Development Foundation Pakistan has completed its 3, 3 Days Skill Development Trainings (16 S.D.T) from 7th September till 3rd October 2015 in Lyari and Sultanabad. There were 2 types of Trainings; Theory Training and Practical Training. In each training 2 groups of 15 HBW were trained.

Table showing Details of Skill Development Trainings Organized by WDFP and HANDS						
S.No	Organization	Name of the training	No. of Trainings	No. of Participants		No. of Hours
				Women	Men	
1	Women Development Foundation Pakistan (WDFP)	Skill Development Trainings (Theory)	8	122	0	5
		Skill Development Trainings (Practical)	8		0	5

Theory based Skill Development Training for Women Home Based Workers:

In the Theory Trainings, Women Home Based Workers were trained by the Master Trainers regarding combinations of colors according to the season and they were also engaged in an activity of drawing wheel of 12 colors by using 3 basic colors. They were also taught about basic knowledge of starting a business with the information of quality control and timely delivery of orders. HBWs were also introduced with the method of keeping proper record of order received so they do not face any hurdle in managing and delivering the order on time. Followed by the theory a small skill test of participants was taken to see the quality in their work. After that the home based workers were provided with the trial packs so that they make the desired products. All the master trainers and WHBWs enjoyed the training and took good interest in it.



Pictures showing the activities carried out with the WHBWs of Lyari and Sultnabad during Theory Trainings of Skill Development.

Practical based Skill Development Training with Women Home Based Workers:

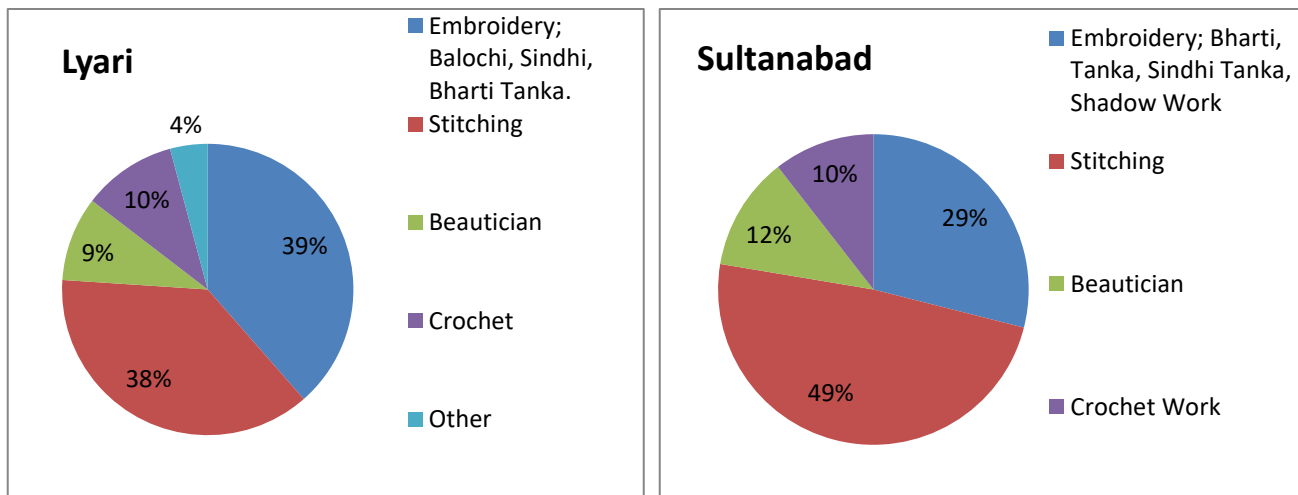
Keeping in view the contentment and ease of WHBWs the Practical Trainings were started in field i.e. at homes of Women Home Based Workers. In these trainings, master trainers visited the groups of home based workers and observed the quality of their work. She gave them in hand knowledge regarding stitches and color combinations to be used in designs so that they produce better products for the exhibition.



Pictures showing the activities carried out with the WHBWs of Lyari and Sultnabad during Practical Trainings of Skill Development.

Results:

Women Development Foundation Pakistan has successfully completed its both rounds of 3 days Skill Development Trainings in Lyari and Sultanabad. In these trainings WHBWs learned color theories and impacts of colors, they practiced how to use 3 colors for making 12 colors, they understood the basics of business and they participated in the development of products for the coming exhibition. It was a challenging journey to reach this level but today these WHBWs are excited to see the results of their efforts and hopeful to experience a new phase of life.



Pie Chart Showing the Skill Capital of Women Home Based Workers of Lyari and Sultanabad

10. Advocacy Seminar and Product Promotion Exhibition:

“Empowered Women Empowered Society”

Women Development Foundation Pakistan-WDFP and HANDS jointly organized two days Seminar and Exhibition; “Empowered Women, Empowered Society” for women’s economic empowerment and improved livelihoods at PACC, Karachi, funded by USAID under Gender Equity Program (GEP) of Aurat Foundation on 10th and 11th October 2015.

This exhibition was organized under the Project "Promoting Improved Livelihoods for Informal Sector Workers". The Women Home Based Workers of Lyari, Korangi, Sultanabad and Ibrahim Hyderi showcased traditional Balochi, Sindhi and Multani embroidered kurtis which were esteemed by a huge number of visitors. In addition, the women entrepreneurs from different areas of Karachi, Thar and Khairpur participated in the exhibition and displayed their handmade products. The Exhibition was inaugurated by Chief Guest, Dr. Nasim-ul-Ghani Sahito, Provincial Coordinator; BBSYDP, he visited every stall and appreciated the efforts of Women Development Foundation Pakistan for providing a platform to women entrepreneurs for their development.



Prominent personalities of Government, NGOs and Home Based Workers expressed their views and shared ideas for the improved economic conditions of Women in Karachi. The seminar was moderated by Areeba Wajid in which Sabiha Shah, Dr. Tanveer Shaikh, Nasim-ul-Ghani Saitho, Musarrat Jabeen, Abdul Rahim Moosvi, Laila Azhar, Asim Raza, Farhat Parveen, Malik Tahir, Siraj-un-Nisa, Abid Brohi, Saeeda Bano and Rahila Rahim discussed women workers’ rights, challenges, policies, opportunities and future strategies as well as made an appeal to the parliamentarians to pass the bill for the empowerment of home based workers.

Sabiha Shah, Chairperson Women Development Foundation Pakistan said: Women play a prominent role in the development of society. If we appreciate women they will become more skilled and if we degrade them they will consider themselves a neglected part of society and will stop contribution in development.





Mahnaz Rehman, Resident Director Aurat Foundation, while explaining the objectives of GEP, told the audience that we believe in women empowerment & through our national sub grantees. We also want to enhance women's access & knowledge towards their basic fundamental rights. The Gender Equity Program aims at closing the gender gap in Pakistan by proactively supporting the development of women. She emphasized that it is the need of the hour to strictly implement labor laws both in public and private sectors and that there should be a standardized board at federal level for the effective implementation of equal wages.

Nasim-ul-Ghani Sahito Provincial Coordinator; Benazir Bhutto Shaheed Youth Development Program described the mission of BBSYDP for women's economic development and he motivated the stakeholders to join hands for the promotion of hidden talent of women. On this platform he also had one on one discussion with the women who wanted to take benefit from BBSYDP but faces difficulties. He wisely answered the audience and encouraged them to discuss their issues with the team of BBSYDP for having faster result.



Dr. Tanveer Shaikh; CEO HANDS, discussed the action that are necessary to take in favor of development of Women home based workers. He motivated the women to know their value as an integral part of society. He appreciated the efforts of WHBWS in the development and support of financial structure of their family. In the end he reminded WHBWs to take care of their health first which get badly disturb due to their un rested efforts because without a health nothing is achievable.

To add colors of entertainment in the program theater was played by MIT Education Theater Group and The Expandable Band presented Musical performances which were highly appreciated by the audiences.



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Pictures of Guest Speakers of the Advocacy Seminar and Exhibition “Empowered Women Empowered Society” on 10th & 11th October 2015 at PACC.



Group Photos of Officials; Aurat Foundation (AF), Women Development Foundation Pakistan (WDFP), Health and Nutrition Development Society (HANDS) and Benazir Bhutto Shaheed Youth Development Program (BBSYDP).

11. Establishment and Inauguration of Trade Facilitation and Communication Center by WDFP:



On November 10th, WDFP held Inauguration Ceremony of TFCC. The Program was started with the beautiful recitation of Holy Quran by Ms. Uzma Nawaz followed by the Welcome Note by Mrs. Sabiha Shah, Chairperson; WDFP. She greeted the participants of Inauguration Ceremony of TFCC and shared a brief introduction of the project. She congratulated the Women Home Based Workers who actively participated in the year long period with Team WDFP for the completion of this project which actually aim to strengthen their very own financial and legal status in society. She appreciated and motivated WHBWs to use their current learnings from this project to start a new journey of success.

Mrs. Shahida Sajid Ali, Program Officer GEP; AF presented her heartiest regards to the team of WDFP and the groups of WHBWs for the timely achievements of their targets. She discussed the affirmative and constructive role of the team of WDFP from targets achievement till its reporting for the empowerment of financial stability of women of Lyari and Sultanabad. She praised the products developed by the WHBWs and suggested them to keep up the good work for their own betterment.



Ms. Zubia Iqbal, Communications and Media Officer, GEP; AF spoke on the event regarding active performance of Team WDFP. She discussed her role and responsibilities for the branding and marking on the banners and publications also appreciated the responsible fulfillment of duties by the Project Coordinator Areeba Wajid. While speaking to the WHBWs, she expressed her delightfulness to see a hall full of WHBWs from Lyari and Sultanabad, who participated in the project and have now become a strong part of WDFP team. She also esteemed them and wished them luck for their brighter future.

Mr. Majid Khan, M&E Officer GEP; AF, also appreciated the efforts of Team WDFP for their dedication towards the empowerment of WHBWs of such critical areas; Lyari and Sultanabad. He mentioned the devotion of each social mobilizer of WDFP who joined the project and worked on the grounds of these areas. He also congratulated the chairperson of WDFP for having a youth based energetic team who works with their heart.





On this platform, the WHBW Master Trainers of this project also shared their learning and experiences from this project that changed their lives. Mrs. Shamim Akhtar, stated that when she was looking up for opportunities to grow her business on the international level she got lucky to join the project of GEP for the empowerment of WHBWs. Mrs. Shahida Abdul Karim, shared her life's struggle and then a satisfaction which she earned from this project to sustain her business for

further development of her financial status. Mrs. Khalida Nisar, shared her journey of courage as how she countered the community pressure against her disability due to polio. She holds keen love for education and being a master trainer in this project, increased her talent as well as skills to empower others women to bravely fight with the problems of life.

Ms. Areeba Wajid, Project Coordinator; WDFP, discussed the facilities of the TFCC such as display center, availability of stitching equipment and help desk officer to guide them for products development. She explained that, the team WDFP is continuously making efforts to introduce their products in the developed market for better financial returns. During her speech she also thanked to the challenges of the project which helped her to strengthen her personal and professional skills.



Ms. Nazia Baboo, Social Mobilizer; WDFP, also shared her experience that she has learnt a lot during this project which helped her to grow more professional. She encouraged the WHBWs to keep in close contact with the team for any help or support.



In the end, Mrs. Mehnaz Rehman, Regional Director; AF, came to the stage and appreciated the whole journey of WDFP in this project. She shared her own experiences of working for the empowerment of women and discussed the facts, why WHBWs are still not getting their rights and have not been recognized. She shared the hurdles raised by our male dominant society and suggested women to become firm and strong for the decisions of their lives. She also

inaugurated the TFCC by cutting the ribbon and motivated the young women entrepreneurs to look around for opportunities of progress and to keep learning for their secure future.



Glimpses of Inauguration of TFCC by WDFP

12. Refresher Trainings by WDFP:

Women Development Foundation Pakistan has now completed its deliverables and successfully organized 2 days Refresher Trainings in Sultanabad and Lyari on 2nd and 3rd November. In these Trainings 120 Women Home Based Workers participated to improve their little efforts to result better in their favor. It was a thought provoking and brain storming session for the trained WHBWs of Sultanabad and Lyari. They were taught about their products' success and also informed as how to improve its quality for developed Market.

Mrs. Sabiha Shah, Chairperson; WDFP motivated WHBWs to be bold and confident to start up their own small venture with the help of their group members. She shared her experience of business and inspired the participants to recognize their true potentials. Her words were filling energy in the minds of home based workers. She told them that this 15 months project was an effort of WDFP to enable WHBWs to utilize their skill capacity in right the direction and today we see that WHBWs from all the groups are gathered here to learn for their development which is a great sign of improvement.



Areeba Wajid, Project Coordinator; WDFP took a session on the quality enhancement of products for better marketing and business development. She shared the weaknesses of WHBWs in professional attitude such as stains on products, delay in order submission etc. for product development which declines the value of their products therefore they must take preventive measures to maintain their product's quality. WHBWs attended the session with

deep interest and responsibly took notes for their improvement.

Asma Faraz, Designer; School of Arts presented new ideas for product development and encouraged WHBWs to come up with their own unique ideas. She suggested the WHBWs to present their products beautifully with more sober colors. She also motivated them to visit malls and shops of branded products to observe fabric quality, colors and rates. She also suggested them to go with the social mobilizer for purchasing of trial packs so that they may understand rate bargaining for bulk purchasing.



Syed Ahmed Waris, Enterprise Development Officer; TRDP shared beneficent tips regarding marketing and production as per the current scenario of market. He beautifully shared a concept of “Better Faster and Cheaper” products that quickly gets the attention of market. He encouraged the WHBWs to develop a strategy of group work and shared responsibilities to make their business more efficient.



Results:

Through the platform of Refresher Trainings, the Master Trainers shared their experience and learning from this year long project and WHBWs got ideal opportunity to interact with session panelists who enhanced their knowledge of products and business development. It was not just another learning exercise but it also increased their level of motivation for their personal development.



13. Participation in Grant Closing Meeting by Team of WDFP:

The Grant Closing Meeting of Project “Promoting Improved Livelihoods for Informal Sector Workers” was organized by the design Consultants MOGH on 27th November 2015 at Islamabad. In this meeting all the 12 District Partners participated and presented the outcomes of their efforts. In this regard, Sabiha Shah, Chairperson; WDFP, Areeba Wajid, Project Coordinator; WDFP and Rahila Rahim, General Manager; HANDS also participated in the meeting.

In the beginning of the program all the participants introduced themselves formally and then Ms. Jodha, M&E Coordinator of AF discussed the various aspects of project as how it was started, why it was modified and what end result has been achieved after the efforts of all the district partners.



Mr. Israr CEO of MOGH also shared his journey of challenges and achievements with this project and appreciated the contribution and cooperation of every partner organization for the successful completion of trainings and other activities.



In the Session of Presentations of the Sustainability Strategies, all the district partners shared their ideas and Project Coordinator of WDFP Ms. Areeba Wajid also briefed a presentation which described the sustainability strategies in 3 steps; Sustainability Targets Achieved, Sustainability Targets in Process and Sustainability Targets Proposed.



WDFP and HANDS have focused on the utilization of skills of WHBWs to bring more work to them which they could complete in groups with each other's' help. Networks have been targeted to support WHBWs beyond this project and the TFCCs have been established with a focus on their sustainability.

Result:

Focusing on the sales of the newly developed products, Mr. Israr suggested setting their price as twice or thrice of the cost, because if a product is sold through retailer he would take his margin cut and the producer will lose the profit, therefore price should be higher. As per his suggestion all the District Partners raised the prices of their products. Team WDFP also discussed these details with the participating WHBWs and marked the products rate as doubled.

14. Participation in National Level Exhibition at Centaurus Mall Islamabad:

On 28th November 2015, at Centaurus Mall Islamabad, an Exhibition was organized by MOGH under Gender Equity Program (GEP) of Aurat Foundation (AF) by the support of the American people through the United States Agency for International Development (USAID). In this Exhibition WDFP and HANDS along with other 11 Distract Partner Organizations participated and exhibit the products of their Women Home Based Workers.



The purpose of organizing this exhibition was to introduce the talent of WHBWs to the customers of upper class, who can easily buy expensive products. Furthermore it was a learning platform for the WHBWs to understand the market's demands and response against their products. The team of WDFP motivated its WHBWs to take benefit from all the available opportunities and to boldly present their views on media as well. They had discussion with customers, buyers and also took suggestions from the designers regarding the improvement of quality of their products.



Result:

It was expected to be a phenomenal platform for the sales and display of WHBWs' products where customers will be grabbing products on high rates. But unfortunately the results did not match our expectations and WHBWs felt disheartened from customers' response.

Glimpses of Media Coverage during National Exhibition at Centaurus Mall Islamabad on 28th November 2015



17. Meeting with JICA:

On December 09 2015 Team WDFP had meeting with the consultants of Japan International Cooperation Agency. JICA is interested in financial empowerment of women artisan and it was pleasure for Women Development Foundation Pakistan to share with them our strengths and efforts in the empowerment of women home based workers of Karachi. Japanese People highly appreciate the hand made products and they respect the efforts of artisans.



18. Annual Board Meeting:

On December 30th The Chairperson, Mrs. Sabiha Shah presented summary of last meeting, which was approved by Mr. M. Anis Danish and seconded by Mr. Yousuf Balooch. She then presented month wise, report in detail and distributed it among the participants. Queries were put by Mr. Danish and Ms. Abida Memon, which explained by the Chairperson. Mr. Danish requested Chairperson to post case studies on web site and Miss. Warda also requested to post on Human of Pakistan post too. The Chairperson desired to get evaluation of the WDFP performance from third party. Miss. Sabera suggested that the passed out trainees may also be given placements, which will be our actual achievement of the trainings. Mr. Rahim Moosvi informed the Board about 15 mins video of literacy Program posted. The Chairperson for future programs informed the Board members that the third program of BBSYDP will be awarded in Feb/March, 2016. GEP program with the chamber members is in progress. In the meeting of DIA next week the project of skill training for Lyari, Maripur and Sultanabad will be discussed.

19. Board Election 2015

last Item of Election was taken up by the General Secretary and she proposed Mrs. Sabiha Shah for the post of Chairperson and it was seconded by Mr. Danish.; for the post of V.CP Mr. Yousuf's name was proposed by Mrs. Sabiha Shah and second by Mr. Rahim; For G.S. Ms. Abida Memon was proposed by Mrs. Sabiha Shah and seconded by Miss. Sabera Ghani; For J.S. Mrs. Shazia Mansoor was proposed by Mrs. Sabiha and seconded by Ms. Abida; For Treasurer Mr. Danish was proposed by Miss. Sabera and seconded by Miss. Warda;

The Conveners of 3 Committees were :-

Youth Committee :- Miss. Warda	Proposed by Mrs. Sabiha and Seconded by Mrs. Shazia.
Education " Mr. Rahim	" " Ms. Abida and " " Mr. Yousuf.
Vocational " Ms. Sabera	" " Mr. Danish " " Ms. Warda.

The meeting ended with thanks to the Chair on a very delicious dinner.