



# ANNUAL REPORT 2021

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# INTRODUCTION

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## ORIGIN

Women Development Foundation Pakistan (WDFP) has been established and registered under VSWA Act 1961 No. DSW (2112)-K on 16th May 2004. 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 organizations that supports developmental activities.

## VISION

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

## MISSION

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

## OBJECTIVES

- To educate youth and community members regarding women empowerment through non formal educational activities
- To develop a peaceful environment where everyone equally enjoys their basic human rights

## PROGRAM AREAS

WDFP is rigorously working in the following program areas:

- Women Development and Empowerment
- Health (General)
- Education (Formal and Non-Formal)
- Human Resource Development
- Youth Empowerment
- Micro Entrepreneurship
- Career Development
- Skill Development and Management Training
- Media Sensitization
- Vocational Training
- Human Rights (Women & Children)
- Community Development Programs
- Peace Promoting Activities

## Emerging Women for Peace September 2021-March 2022

Emerging Women for Peace is a project of Women Development Foundation started its operations on 15 September 2021. This project aims to build the capacity of women of Saeedabad and Mauripur in peace building approaches. Total 80 women 40 from Mauripur and 40 from Saeedabad have been received four day long Training of Trainers (ToTs) on Peace Building, Harmony and Conflict Resolution. As a result of 8 ToTs, 24 Community Action Projects will be developed and implemented to meet the learning and project objectives.



DIRECT BENEFICIARIES		
Mauripur	Saeedabad	Total
40	40	80

INDIRECT BENEFICIARIES			
Category	Male	Female	Total
Community Action Events	05	696	701
Women who Inspire Event	00	195	195
Closing Ceremony	22	156	178
Others (if any)	00	00	00
<b>Total</b>	<b>27</b>	<b>1047</b>	<b>1074</b>

<b>Ethnic Groups</b>	Urdu Speaking, Punjabi, Sindhi, Balochi, Pashtoon, Siriaki, Hazara Community and Kachchi Memon,
<b>Religious Background</b>	Muslims (Shia and Sunni), Christians and Zikries
<b>Types of Socioeconomic</b>	Middle to Lower Middle
<b>UC/ District</b>	Mauripur and Saeedabad
<b>Gender</b>	Women only
<b>Age</b>	18 plus
<b>Background of Beneficiaries</b>	There were Students, Teachers, Home Makers, Polio Workers, Lady Health Workers, Social Workers and Small Scale Business Women,



## Azme Naujawan – Engagement for Women in Mauripur

In 2021 Women Development Foundation Pakistan continued fourth phase of Azme Naujawan, an initiative by 06 civil society organizations of Karachi, which aims to increase youth-led initiatives in support of social & civic action, encouraging broad-based citizen engagement in community decision-making.

AeN aims to create a critical mass of youth that is able to drive positive social change within their communities. AeN aims to impart a holistic training that equips youth with the necessary skills and knowledge to think critically and analyze issues in their communities. It also aims to enable youth to undertake social action and campaigns to address issues that are relevant to their communities and environment. In addition AeN is committed to create a large network of trained and skilled youth committed to positive social change.

The major activities of the projects were Mobilization in community, Community Outreach Events, Community Engagement Events, Partners organization activities, AeN training sessions, Social Action Projects and Social Campaigns.

After the trainings of enrolled participants total 40 Social Action Projects and Social Campaigns were implemented by youth from Mauripur area. Social Action Projects were implemented in different areas of Mauripur. Throughout the program, youth identified problems within their communities, and developed solutions to those problems in the form of social action project and social campaigns with the insight and support from trainers and WDFP Team members. 20 Social Action Projects were implemented in cycle I along with Youth Committee SAPs and 20 Social Action Projects were implemented in cycle II

Participants eagerly showed their interest and stepped forward to get involved in such activities. These types of events/activities create awareness about community issues the share ideas and solutions of the issue which increases community involvement, build good relations with community and mobilize members with different backgrounds. These activities engaged community in the healthy activities to entertain them by the networking event.





## **LIGHT-F (Livelihood Improvement for Growth and Transformation of the Women-JICA):**

WDFP, as a one of partner organizations, has been engaged in “Project for Improvement of Livelihoods and well-being of Female Home-Based Workers (FHBWs) in the Informal Economic Sector in Sindh Province” (Light-F Project) since November 2018, when the Memorandum of Cooperation has been signed. The Light-F Project is a technical cooperation project, and it is implemented by Women Development Department, Government of Sindh (WDD) and funded by Japan International Cooperation Agency (JICA). The Light-F Project aims to improve livelihoods and well-being of female home-based workers and their families through developing and disseminating a toolkit, which is a set of support module packages by piloting three components: 1) life management capacity development, 2) financial access improvement, and 3) income generation support. In addition, the project has been piloting activities to promote female formal employment for expanding future economic opportunities of younger generation. WDFP has been performing various training and field activities in Maripur and Baldia in collaboration with the project team.

### **<Graduation Model>**

For developing a set of support module packages for female home-based workers in Urban, WDFP has carried out pilot activities of the graduation model since September 2019, when selection of beneficiaries had initiated in Maripur and Baldia. The selection was completed with fifty-three women screened in in both areas in February 2020. Due to the outbreak of COVID19, field activities had been suspended since March 2020, though WDFP team made big efforts to keep communication with selected beneficiaries by organizing a series of awareness sessions to manage issues of the infectious disease.

The main training of the graduation model started in January 2021 by holding the orientation session, followed by the training of trainer (TOT) on subjects of life management capacity development. The theme covers seven topics: 1) life course planning, 2) benefit of saving, 3) income and expenditure recording, 4) work ethics, 5) time management, 6) motivation and 7) women and career. WDFP project staff has been equipped with skills to deliver training on all these subjects. All the session was completed in March 2021. One of the remarkable materials developed for this theme is “Boond Boond Dariya”, which is a household account book. “Boond Boond Dariya” is the first material for both beneficiaries and team staff for learning how to keep household account. Keeping “Boond Boond Dariya” enabled women to save money and decide to buy new items by using saved amounts. WDFP project staff continually provided coaching with beneficiaries to follow up with their record keeping.

The sessions of life management capacity development were followed by the second component: income generation support. After the TOT for WDFP project staff in May 2021. The team conducted nine sessions between June and July 2021. The training is made of nine subjects: 1) idea generation, 2) business planning, 3) marketing & promotion, 4) cost

and profit, 5) pricing, 6) negotiation, 7) customer communication, 8) bookkeeping, and 9) cash flow planning. The beneficiaries developed their own business plan through attending the sessions and individual coaching given by the project team. Based on nature of their business plans and skill level of beneficiaries, WDFP and the project team had arranged two different courses, the basic course and advance course, for their capacity development. Under the basic course, twelve beneficiaries who needed to polish their technical skills for their business plans were sent to external training institutes for three months, where they learn updated skills on cooking at “Skillston”, fashion designing at “Pakistan American Cultural Centre”, and beauty services and stitching at “Kutiyana Memon Association”. The technical training at external institutes resulted in tangible changes in business aspects of trainees, such as acquisition of basic skills, diversification of skills, and improvement of product quality as well as their empowerment to go outside, manage daily schedule, and communicate with people. The other beneficiaries, who moved to the advance course, continued having coaching and attended the digital marketing training, at which they learned how to use smartphone and SNS applications for promoting their business. The Light-F project team also provided sessions to enhance knowledge of financial services by using animated video material.

The combination of three components (life management capacity development, income generation support and financial access improvement) is new to training market. This combination works effectively for women not only to earn but simultaneously to manage money and maintain it for a sustainable progress of livelihood. By teaching comprehensive methods of money management helps women develop the ability to improve their own livelihoods while making efficient use of scarce resources.

Finally, forty-one beneficiaries successfully completed all training activities, which was celebrated at the graduation ceremony held on 11 February 2022 with attendance of all concerned officers and cooperating organizations as well as their family members. Even after the graduation ceremony, WDFP project staff has been working on follow-up with beneficiaries by encouraging peer support (“Ham Ahunagi”) by groups of them so that they could sustain and develop their business endeavor with their own networks.

WDFP has also played the key role to pilot another component: promotion of female formal employment. WDFP and the project team kicked off the activities by organizing community gatherings in Maripur and Baldia in June 2019 to deliver awareness messages for better understanding of formal employment. WDFP project staff and youth volunteers also reached out to the communities with holding small sessions in fields so that we could outreach 373 residents in total between September 2019 and January 2020. The commitment of the youth leaders was appreciated at the certificate ceremony held on February 2020.

The awareness activities in the first year were developed into more educational session in the next year for targeting particularly youth women as well as high school students. For youth women, WDFP and the project team conducted twenty sessions with 313 participants between November 2020 and January 2021. For high school students, WDFP and the project team successfully tried the new field, career education, by conducting eight

sessions with attendance of 170 students for their 1) self-understanding, 2) understanding on occupations, and 3) motivational experiences for enhancing their interest in exploring future options. This trial activity is about to be adapted by public schools in other areas of Karachi in collaboration with School Education and Literacy Department, Sindh.

### <Roll-out plan>

WDFP project staff has been actively leading all field activities and developed their capacity of training and coaching. Even though the MOC with WDD and JICA ends in the end of December 2022, WDFP is going to continue activities with valuable assets of the project staff. For the purpose, we are now working to prepare for a roll-out plan to disseminate these support modules packages for serving more population of women beneficiaries.





## Awaz e Niswan

Awaz-e-Niswan (AAN) is the membership-based network of women voters across Pakistan. A Women Development Foundation Pakistan is working in collaboration with Awaz-e-Niswan (AAN) in District South. AAN aims to recognize women as influential constituents, support the increased participation of women in politics, enhancing capacities of female college students and community women to create awareness amongst women about their political and social rights. Through this project WDFP trained more than 50 women from Lyari district south which will be work with their community stakeholder regarding the issues of community. During community meetings, Young women Leaders have approached more than 500 community women to mobilize and given membership of Awaz-e-Niswan Network. Through this project, we have formed their two local chapters in district south and become members of AAN so that they can support chapters to engage with district government, administration and elected representative. The young women Leaders will work to raise priority issues for women as per the district action plan.

