

National Poverty Graduation Programme

Small Business Transforming Life of a Rural Family.

Rubaiyat's family en route to graduate out of poverty.



Bhadar, husband of Rubaiyat is proudly standing in his general store supported under NPGP/Ehsaas Amdan.

PHOTO: PPAF/Qasim Ali/Tharparkar Sindh 2021

Rubaiyat, 45, is a mother of six children whose family has successfully launched a small enterprise – a general store in a remote village in Tharparkar. The region is semi-arid, surrounded by the desert, received less or no rain throughout the year. People in that region rely on livestock, seasonal agricultural or travel to urban centres in search of work as a daily labourer. Her husband Bhadar Ali worked as a daily wager but during the pandemic, due to persistent lockdown and economic stagnation he was facing a challenge in finding regular work.

“I was registered with the Government of Pakistan’s social safety net programme – Benazir Income Support Programme (BISP) through which we received unconditional cash transfers but my husband’s inconsistent income plus the BISP support was not enough for a large family,” says Rubaiyat. “The productive asset – items for the general store received under the National Poverty Graduation Programme/ Ehsaas Amdan gave us hope and courage to progress towards achieving our vision journey out of poverty. Starting a general store has boosted our monthly income to PKR 900 (\$5).”

The family was able to build an additional one-room house worth PKR 20,000 through the store savings.

Rubaiyat is one of 7,770 beneficiaries, who have received livelihood support worth PKR 60,000 provided by the the [Government of Pakistan](#) and International Fund for Agricultural Development (IFAD)-supported [Ehsaas Amdan](#)/National Poverty Graduation Programme (NPGP) in the Tharparkar region. The livelihood support complemented by mentoring and training supports vulnerable families to establish a venture, but also to utilize their creativity to become an entrepreneur and thus, generating a sustainable income on their own.

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~Rubaiyat Bhadar

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With an independent and sustainable income-generating source, Raabiyat's family became more resilient and was able to continue their business, even during the ongoing pandemic. The aspiring entrepreneur has included fodder for livestock and is aiming to further diversify items being sold from his store using Interest-Free Loans.

The success story presented above is based on anecdotal evidence.

For more information, visit the programme website: www.ppaf.org.pk/NPGP/



With profits from the general store, Bhadar is able to manage food & educational expense of his children.



Through the savings, Rubaiyat's family was able to built an additional one room traditional house locally called Chaunra [hut] in Sindh.