

A Nobel Business through a little Box



Khazadi is a renowned activist in Roshan Bait Union. She is working in community of Roshan Bait as a volunteer and is participating in all activities related to raising awareness of the community.

[GSM-RSPN-NRSP Project](#)

[Provision of Reproductive Health Services through Social Marketing](#)

Ms. Khanzadi working as community resource person in GSM funded project “**Provision of Reproductive Health Services through Social Marketing**” since April, 2013. She is residing in village Haji Lal Bux union council Roshan Bhait district Rahim Yar Khan along with her family. Her qualification is F.A and is working for the betterment of the community for the last 05 years under the umbrella of National Rural Support Programme (NRSP). She is responsible for mobilizing the community for birth spacing and 02 years ago she was selected as CRP in an open community dialogue by the community members. She said that community members trusted her and she attended a training of 06 days organized by the NRSP in the union council. The training enhanced her knowledge and skill of message delivery in a participatory manner which created a lot of confidence in her.

She started her work in the assigned population of 1050 (156 households) with the help of her male CRP. The community members who were later organized into a village health committee supported our work and appreciated our efforts, although there were lots of problems faced during the mobilization process. These problems include lack of community interest, their poor response, fewer honorariums offered, resistance by the religious leaders as according to them this is an agenda of non-Muslims and they consider Family Planning as Haraam in Islam. It was hard to convince husbands and moth-in-laws and in order to tackle this situation she directly spoke to the religious leaders who were the member of VHC. She accelerated her efforts to mobilize the married women of reproductive age through group meetings and household visits on monthly basis and educated them on family planning methods. **Her efforts proved very fruitful and finally succeeded to turn 84 women towards birth spacing methods within a period of 16 months out of 150 MWRAs. The overall efforts resulted in changing the practice of 56% of the existing MWRAs towards family planning.**

National Rural Support Programme (NRSP) extended its full support in making these efforts successful by providing technical and logistics support. They provided health care services through camps, provided material and on job coaching in achieving these results. During the household visits she learned that most of the women does not know about the immunization of the children, have no knowledge of birth registration as well as their school enrollment. These issues were discussed in the VHC meeting and NRSP’s staff guided her and now she is educating the women regarding routine immunization, birth registration and school enrollment of their children. During follow up visits the condom and oral pills were provided to clients regularly and some of the clients/MWRAs showed their interest in purchasing



pads/sanitary napkins etc. This was shared with NRSP team who involved her in business termed as business in a box and now for the last 03 months she has been selling different items to households and earning profit. The BIB has contributed a lot in her income and she feels that there is a lot of potential in this business. She termed this business as ***“A Nobel business through a little bag”***. *During the last three months she has earned about 700 rupees as an average through this business.*

These efforts has built and boosted her confidence in terms of verbal communication and the business is profitable. She proudly narrates the factors behind her success are:

- 1 95% of the MWRA's have knowledge about the family planning methods**
- 2 Created 84 active new users**
- 3 Now people demand services for birth spacing**
- 4 Most of the existing users approach her to get the follow up doses**
- 5 All the community members know her very well and she has earned their respect**
- 6 Polio vaccination has been made a regular activity through CRP and VHC's efforts**
- 7 She is earning her livelihood through a Nobel Business**
- 8 Antenatal, natal and post natal check-up has improved in the area**
- 9 Enrollment of school children, birth registration of new children and coverage of polio vaccination has increased**
- 10 The community now discusses the issue of reproductive health in the meetings which was a symbol of shame 02 years ago**
- 11 The males and females discuss their problems with CRPs and seek their guidance**
- 12 A friendly environment regarding RH is developing day by day**