

BiB empowered me financially and socially

Tasleem Bibi, a native of Basti Jalalabad, which is located 40 km from Bahawalpur city has a population of about 2,000. Tasleem Bibi has primary level education and was a housewife taking care of her seven children, who attend school. Her husband is working as a gardener in a local government school with limited resources to manage the family. The village has the basic facilities like electricity, school, and

“I belong to a poor family and my area is so backward that people do not give any importance to mother and child health issues. After getting the training, I realized the importance of birth spacing. I have now started my work as a mission to educate the women of my area about the importance of birth spacing. My husband encourages and supports me in my mission”. Tasleem Bibi

patrolling police station. The main castes in the village are Bhatti, Garwan, Malik and Baloch. Tasleem Bibi lives with her family in their own small house in the village for the past four decades.

After the formation of the Village Health Committee (VHC), Tasleem Bibi was selected as a Community Resource Person under the Population Services International/Rural Support Programmes Network (PSI/RSPN) Provision of Reproductive Health Services through Social Marketing project. After her selection, Tasleem Bibi received six days training of birth spacing methods from the staff of the National Rural Support Programme (NRSP) and completed the registration of Married Women of Reproductive Age (MWRA) in her assigned area. During the second phase of the project, Tasleem Bibi was again selected to cover two thousand population through ‘Business in a Box’ (BiB). She registered 290 MWRA and managed to motivate 115 women through



regular follow ups who adopted birth spacing methods, among whom 68 women adopted long term method. Her efforts resulted in converting 40% of MWRA towards users in 30 months’ time span due to her regular follow up visits and her good presentation skills observed in group meetings and VHC meetings.

Due to her good performance as CRP, Tasleem Bibi selected for BiB) by VHC. She visited the households where she meets women and conveys important health messages as well as selling various commodities from her BiB (Pampers, sanitary napkins, feeders, vitamin A, oral pills, condoms, soap, tooth paste, tooth brush, baby powder, ORS, Tang, iodized salt, Fair & Lovely Lotions, Glucose D, and packets of shampoos). Her husband supports her in visiting the households. With the support of VHC, Tasleem Bibi

has restocked her BiB by repurchasing items as well as adding new items (cosmetics items and jewelry items) as per local demand. Ms Tasleem Bibi began to earn a net profit of Rs 6-700 per month from her social enterprise through sale of BIB items. Starting from BiB, and realizing that she could do more for her family, Tasleem Bibi she got an idea of opening her own shop at home. She then opened her own shop and from this shop now she is now earning approximately Rs. 4-5000 per month. Tasleem Bibi is still regularly paying household visits with BiB and providing contraceptives to the clients. With the support of VHC, so far more than 50 percent married women have adopted birth spacing methods in Basti Jalalabad. Tasleem Bibi is very hopeful now for her own family and for her community.

“Now I have a small enterprise, my social and financial position is much improved. I fully intend to carry on the work of serving my community to meet their health needs as well as household consumption needs. Even when the project ends, I will carry on with my activities”. Tasleem Bibi

VHC has nominated Tasleem Bibi’s husband Muhammad Rafique, a member of VHC and who also worked as male CRP, for repurchase of BIB items. With BIB and her own small general store running, Tasleem Bibi is earning a profit of approximately Rs. 5000 to -6000 per month, which she spends on the welfare of her children and family. Tasleem family is now enjoying a better life due to her efforts.

VHC Comments:

“Tasleem BIBI has proved that we made the right choice by selecting her as community resource person. She used to provide feedback to VHC about her work in community on regular basis and VHC shared their comments and suggestions to improve her work which she had adopted and managed to bring the change in the behavior of our community members for which we are very happy. This has brought a positive change in her living standard too.”

One of the community beneficiary said that “We are very happy with the working of Tasleem Bibi who provide different items at our doorsteps. She supported us in term of time saving and knowledge sharing which otherwise missing in the routine purchase from other stores”.

Tasleem Bibi said that “I am thankful to NRSP for supporting our community. I am also very much thankful to VHC who selected me as CRP and extended full support in providing the reproductive health services to the community. Through BiB and then through setting up my own shop, my financial and social status has improved in the community because of VHC, and my family is also much better off. I will carry own serving my community in the future”.