

Baiza becomes a change agent through BiB

Baiza Iftikhar is a resident of Basti Kubra Arian, a village of 3000 population in Union Council Mian Wali Qureshian of District Rahim Yar Khan. The village is located in the north of Rahim Yar Khan at a distance of 66 km from district headquarter and lacks basic health facilities. Baiza Iftikhar, 28, is a graduate, married with one eight years old son. Her husband is a shopkeeper.



In May 2015, National Rural Support Programme (NRSP) intervened in this uncovered area to implement the project activities planned under PSI-RSPN “Provision of Reproductive Health Services through Social Marketing”. To get community’s support, NRSP organized the community into a village health committee (VHC) which nominated Baiza as a Community Resource Person (CRP) along with a male CRP Mr. Muhammad Sajjad.

Initially her family resisted her work but after understanding the importance of the positive impact of the project, they not only permitted her but also supported her in project activities. She was assigned a population of 1,000 where she registered 145 Married Women of Reproductive Age (MWRA). She managed to motivate more than 59 women to use birth spacing methods through her social mobilization skills. Considering her good work as a CRP, Village Health Committee nominated her for Business in a Box (BiB).

In August 2015, Baiza was trained and equipped with different items under Business in a Box. BiB is an innovative concept where CRPs procure different items from wholesale market and sell in the community. MWRAs also purchase contraceptives and other products from CRPs at their doorsteps. Initially it was very difficult for her to convince women to adopt birth spacing methods especially in the patriarchal society. But through her commitment and social mobilization women gradually adopted birth spacing methods. Following her advice, women now visit city hospitals for medical treatment and delivery services. Baiza believes that women empowerment is compulsory to bring economic prosperity in the area. VHC members are very happy that she is facilitating the community in provision of health services in there village.

During her household visits, she realized that there was a demand for other household items as well. So she invested money to purchase these items to increase her income. Bazia now earns around Rs. 1200 to 1500 per month through BiB. She is very confident and expects to scale up her business as her husband and family members are encouraging and supporting her in buying RH products, contraceptives and other household items.

Moreover, Baiza has also established a tuition centre to educate the children of her community. She teaches children of her in the evening free of cost. She has a stock of stationary items in her house to facilitate her students and their parents. Baiza Iftikhar is very happy that she is serving her community.

One of the students stated, "We are very happy as we get one window services here. We get free tuition, purchase eatables and stationery items from Baiza Baji, which saves our time and efforts. Parents say that they are very lucky that Baiza is among us from where our children get free education and counselling on morality and good behaviour.