

Creating own opportunities...

Rukhsana Bibi, 40 years old housewife with four daughters, is living in a small Basti Pathan of Union Council Mian Wali Shaikhhan — a dwelling of 320 households located in the north of district Rahim Yar Khan. She was selected as a Community Resource Person (CRP) in the project in 2015 with the approval of Village Health Committee (VHC). Initially, Rukhsana visited each household in her catchment area and registered 155 married women of reproductive ages (MWRAs). Now she sets up a health mobile camp every month and so far 81 MWRAs have availed family planning services from her.



Another component of the project was Business in a Box (BiB) kit provided to 450 out of 600 CRPs. VHC Basti Pathan entails the catchment area of two CRPs. The members of VHC with mutual consent decided to engage the other CRP for BiB, thus Rukhsana was not given the kit. Nonetheless, she continued to perform her duties as a CRP.

Rukhsana sought inspiration from other CRPs in BiB and started saving her monthly honorarium to purchase items and start her own BiB activity. The nearest Sardargarh market from her area was at a distance of 60 kilometers. So she introduced those items in her BiB which were not easily available at local shops. She showed a strong motivation to run her own business from her home. She is now the only women shopkeeper in her area with most of the women as her regular customers and earns a profit of Rs.1, 500 per month.

“When I was not given BiB, I was a bit dejected, but undismayed. I started learning from other CRPs and saved my honorarium. I learned the whole mechanism chain from the team and decided to start my own business. I have finally succeeded and created my own opportunity with the support of the project team. I am very thankful to Social Organizers of NRSP who always encouraged me. Without the project team’s help, I would not have been able to think about establishing my own shop,” she remarks.