

Khadija: A BiB entrepreneur

Khadija Bibi, 30, lives in Basti Pohnra in Union Council Jalalabad of District Bahawalpur. Basti Pohnra is situated some 30 kilometers away from Bahawalpur City. Khadija was selected as a Community Resource Person (CRP) in the PSI-RSPN PRHSSM project. After seeing her dedication and her interest in micro social entrepreneurship, she was also given Business in a Box (BIB) kit. BIB kit included items of everyday usage such as tooth paste, tooth brush, feeder, shampoo, soap, pampers, sanitary napkins, fairness cream, hair removing cream, ORS, short term contraceptive methods such as oral pills and condoms, and other reproductive health commodities such as folic acid, iron, zinc, Vitamin A and pregnancy strips.

To start the BiB, CRP was provided the support of Rs.3, 000 for BIB kit and commodities. Khadija took keen interest in selling items from BiB to community members at their door step and reinvested her money from the profits she earned each month. Gradually she managed to open her own shop in her home.



She introduces new items in her shop and gets a good profit out of it. During Eid season, she bought *mehndi*, bangles, cosmetics and jewelry and earned more than Rs.5, 000. She states, “I buy those items which are in high demand. This is how I easily cater to the demand of the members and earn good amount in return. During Eid season, my shop remained opened till 12 o’ clock at night as women kept coming and buying goods.”

One of her customers mentions, “It is difficult for us to go to the city and buy women accessories such as make up, bangles, etc. We have to be dependent on our male members to take us to the city for stuff like this. With Khadija’s shop, we can easily get everything any time and it saves us the traveling cost as well.” Khadija is very happy with her business and claims to continue working as an entrepreneur in her area.