

PAKISTAN VEGETABLE GARDENS

2019 INCOME GENERATION REPORT



PROJECT OVERVIEW

WHAT WE DID

Through the vegetable garden project, we gave 3 acres of land to 3 villages in Pakistan. Per village, 16 families shared an acre of land and each family was responsible for a portion of the acre to ensure that it was used to its full capacity. We provided women in these families with seeds and the training needed to grow a surplus of produce to feed their families and to sell the remaining produce to make a profit. The training was a hand-on model and a year-long program.



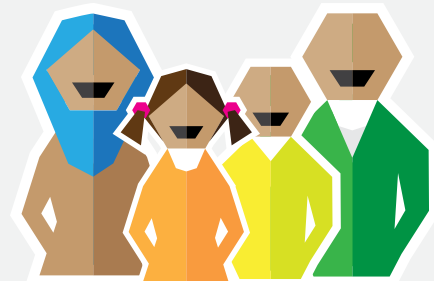
WHERE WE DID IT

South Punjab, Pakistan

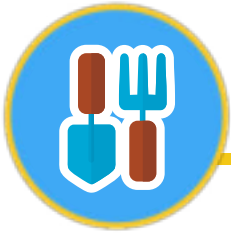
WHY WE DID IT:

Pakistan contributes less than 1% of the world's greenhouse gases blamed for causing global warming, yet the country's more than 200 million people are among the world's most vulnerable victims of the growing impacts of climate change. The most recent Global Climate Risk Index has placed Pakistan 5th on the list of countries most vulnerable to climate change.

102 Families
were trained



and helped harvest
23,869 lbs of produce



PROGRESS

WHAT WE ACHIEVED:

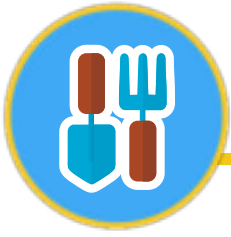
6 women-led schools were established to increase the knowledge and skills of 102 rural resource-poor families. The beneficiaries were supported technically and financially. These families harvested 23,869 pounds of produce. Their households consumed 11,649 pounds and 12,220 pounds of surplus produce was sold in local markets. As a result, 48 families saved \$1,242 and earned \$1,345. 3 mosques, 6 schools, 22,500 trees were provided to 1,500 families.

- Increased the knowledge and skills of 102 rural resource-poor families on sustainable

intensification and diversification in the food production system for rural food security and facility.

- Improved rural food security and facility through quality production of food with ample quantity of fruits, vegetables and herbs.
- Improved Agriculture Business Development Skills of 102 rural women beneficiaries.





IMPACT

SUSTAINABILITY:

There is an unmet demand for fresh and healthy foods, especially daily consumed vegetables, in the local and surrounding areas, as well as in other cities. This is due to the unavailability of fresh vegetables without the usage of any

pesticides and harmful chemicals. As a result, this project will likely generate demand in the project villages and surroundings. The project

has the potential to be scaled up in the implementation area and possibly replicated in other parts of the country.

As a result of the 'learning by doing' methodology used to build the capacity of the beneficiaries, they are now equipped with the skills for vegetable cultivation (from land preparation to harvesting and post-harvesting management). This skills development improves their

livelihood opportunities and helps them and their family to escape the poverty cycle. The beneficiaries will be able to work as skilled labourers for vegetable growers in the area and will earn high wages.

The Numbers

22,500
trees were planted,
benefitting:

1,500
Families

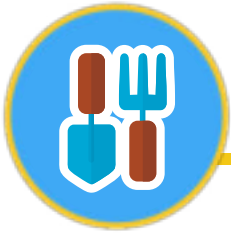
+

3
Mosques

+

6
Schools

Generating
\$2,500
in savings + earnings



STORIES FROM THE FIELD

CASE STUDY:

Meet Chaman Bibi,

Chaman Bibi is a resident of village 206/E-B, District Vehari of South Punjab, Pakistan. Previously, Chaman Bibi had been a farmworker and had some interest and experience in cultivation activities. Penny Appeal's project to support smallholders and landless families appealed to her as it offered her the opportunity to learn new cultivation techniques and grow vegetables on leased land as she did not own any land.

She applied to the project and was successful in receiving the training. After the training, she applied her skills on the project leased land allocated to her. She converted the small piece of land into a vegetable and fruit garden, by making ridges to cultivate vegetables and fruit plants. She also installed vertical structures to take advantage of the available space and increase the land area and vegetable production. She shares her experience, "The project provided me with one Kanal agricultural land to grow vegetables and fruit plants. They supported me technically and financially, through providing vegetable seeds, fruit plants, and all the other inputs required for growing vegetables along with one goat and four poultry birds."

"After only 41 days, my vegetable garden was ready for harvesting. Before being a part of this project, my family used to purchase vegetables from the market, but now my



vegetable garden is saving me approximately PKR 200 daily, as we do not have to buy vegetables from the market anymore".

Chaman Bibi also learnt how to use the leaves of the Neem tree as an organic pesticide. She has already grown different vegetables in her small garden; she has cultivated spinach, pumpkin, bitter melon, okra, eggplant, zucchini, apple gourd, kidney beans, cluster beans, cucumber, mint, and coriander among others. Chaman Bibi's newly learned vegetable gardening skills are not only helping her to ensure the food security of her family but also bringing in extra income, as she sells the surplus vegetables at the market. The project has helped Chaman Bibi in saving PKR 28,160/- in a single month. She owns this amount and is excited to utilise it for her social life.