



INSTITUTE OF RURAL MANAGEMENT

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Sindh Union Council and Community Economic Strengthening Support Project (SUCCESS)

IRM is implementing the three-year EU/NRSP funded SUCCESS project in four Districts of Sindh (Matiari, Tando Allah Yar, Tando Muhammad Khan, and Sujawal). During the quarter 703 Participants Graduated in Car Driving, Applique Work, Machine Embroidery, Hijab Making, Tailoring & Dress Designing, Building Painting, Baby Dress Designing, Crochet Work and Hand Embroidery Training, Beautician Advance, Electrician Advance, Solar Fitting, Air Conditioner & Refrigerator Repair while 181 participants are enrolled.

Southern Punjab Poverty Alleviation Project (SPPAP)

The Government of Punjab, with financial assistance of the International Fund for Agricultural Development (IFAD), launched Phase II of the project for three years till March 31, 2021 titled South Punjab Poverty Alleviation Project (SPPAP) in districts Bahawalnagar, Bahawalpur, Muzaffargarh, Rajanpur, Rahimyar Khan and DG Khan in South Punjab. SPPAP is designed to assist the Government to achieve its objectives of economic growth and poverty alleviation. The overall goal of the project is to reduce rural poverty in Southern Punjab. 545 trainees have completed entrepreneurship training.

HIGHLIGHTS of the Quarter

Sindh Union Council and Community Economic Strengthening Support Project (SUCCESS)

Southern Punjab Poverty Alleviation Project (SPPAP)

Accelerated Action Plan

IRMs COVID-19 Response

Awareness Session on COVID-19

Accelerated Action Plan

The Government of Sindh (GoS) recently adopted an Accelerated Action Plan for Reduction of Stunting and Malnutrition (AAP). The AAP has the ambitious goals of reducing stunting from 48% to 30% by 2021 and to 15% by 2026 by increasing and expanding coverage of multi-sectoral interventions proven to reduce stunting in the first five years of life. It includes objectives and expected outcomes related to addressing the underlying causes (by sector) of stunting: health, population, sanitation and hygiene, agriculture (including livestock and fisheries), social protection, education, and behavioral change communication.

The Project Development Objective (PDO) is to contribute to the reduction of the stunting rate among children under 5 years of age by targeting the most affected districts in the Province of Sindh.



IRMs COVID-19 Response

The long lockdown sketched a worst picture of food insecurity for both skilled as well as non-skilled labor class in the country. IRM, started joining hands to federal, provincial and district governments by contributing in Pakistan Preparedness & Response Plan COVID - 19. IRM distributed Roshan to SMART School students' families who are daily wagers. The Institute of Rural Management (IRM) facilitated more than 800 families / households with provision of basic monthly Ration who are committed to right to education to their children specially their girls. The distribution was held in different phases during the month of April, May and June 2020 in semi urban area of Punjab, Sindh and ICT. IRM distributed monthly Roshan in 360 families of Punjab, 330 families of Sindh and 43 families of Islamabad.

Here is the detail of the areas of Punjab, Sindh and Capital;

- In Sindh, Jamshoro district IRM distributed Roshan in the SMART schools of Khuda Ki Basti, Miskeen Colony, Muslim Town, Gulshan-e-Mubarak Colony, Marri Colony and Khadda Colony areas of Kotri tehsil, District Jamshoro. –
- In Capital IRM distributed in SMART schools of Karamtbad & Sharifabad.
- In Punjab, Lahore district IRM distributed in SMART Schools of Mohlanwal, Manowal, Chung, Manga, Sundar and Band road Lahore.

Other than the ration distribution the beneficiaries were briefed about the SOPs related to COVID-19, social media was also used for the awareness of the general masses.



Awareness Session on COVID-19

Low income families as well as urban communities residing in Pakistan face a high level of disaster and economic risk due to the prevalence of unexpected calamity mostly due to inadequate response infrastructure. Under such scenario, IRM extends its support to Government, and Donors to reduce the risks and strengthen awareness and supportive interventions in the country. IRM provided awareness sessions.

The purpose of the intervention is to educate and prepare low income and vulnerable local communities of our especially the females about the COVID-19 coronavirus effects through evidence and right attitude to protect themselves and their communities through proper symptom identification, precautionary and social safety measures. IRM has extensive community outreach through its SMART Schools in the semi urban areas of Lahore, Punajb and Kotri & Keamari, Sindh and ICT.

Information about COVID-19 included: preventive measures such as handwashing and coughing techniques, social distancing, how to use medical masks, identification of stage wise symptoms, how to consult government medical teams/local hospitals, travel regulations along with advisory mitigation strategies