

### Technical Skill is the respectable source of income

My name is Azhar Hussain, I belong to Dhora Hajana, union council Kot Mughlan, Tehsil Jampur of District Rajanpur. I live with my mother and five siblings. I am orphan and my father died at my early age, I could not continue my education due to the financial constraints. I started job to support my family. There I came to know that without good qualification you cannot get a good job.

One of my friend told me about AWAZ Foundation Pakistan team came in our village and told us about the importance of Technical and vocational education and their project details. He told that AWAZ has formed a Community Based Organization (CBO) whose members are from our own community. I along with my friend went to the CBO office and met with Muhammad Salahudin who was the general secretary of the organization. He told that AWAZ will initiate free technical and vocational training

courses on electrician, computer and welding in the TEVTA institute. Since I was matric, so I submitted my documents for 3 months computer course. After few days I received call from institute for the interview, I went through the interview process and got selected for the free computer training course. During this training course I also received 3000 rupees for my travelling from home to the institute.



After completing the course, AWAZ team contacted with DDO

Education office and informed them about computer graduates from TEVTA institute. They gave me one month internship. I learned much about my professional life. after that I got job in "Satchal Computer and Cards Graphic". The owner paid me 10,000 rupees on monthly basis. This amount improved the economic condition of my house.

I want every youth to equip him/herself with some technical skill. It is a respectable source of income. In this way you can support your family in a much better way.

### Life is extraordinarily difficult for most of the women in the poorest regions of South Punjab.

Rabia Bibi belongs to a village Bhoparwala of union council Tatar wala, tehsil Jampur of district Rajanpur. She lives with her parents and 6 siblings. Her father is an old man and is unable to bear the household expenses. She has to quit her education, due to poor financial condition of the house.

Rabia Bibi was enthusiastic and wanted to do something for the betterment of her family. One day AWAZ team was conducting meeting with the community and was orienting them about their project of “Technical Vocational Education Training project” and how that community can be benefited through its meaningful participation in that project. Rabia also attended that meeting along with her other friends. She took interest in 6 months beautician course and submitted the required documents to the GVTI-Abad Jampur. She got selected and got admission in the 6 months beautician course. After completing



that course she did 2 months internship at “Fresh and Fair Beauty Parlor” in her town. There she learned further practical experience of make-up, its products and customers dealing.

Rabia opened her own beauty parlor at home and did its marketing among her friends, relatives, near villages and her customers. This increased her customers’ ship.

Rabias’ skills improved day by day, she got orders for bridal and party make up and in this way she started contributing to the financial support of her family.

She is bearing the educational expenses of her younger brothers and sisters. She is thankful to AWAZ for providing her technical skills on beautician, which will support her during her entire life.

### I am on my way to be an independent woman

In a small village Luthka, union council Tatar wala, Tehsil Jampur of District Rajan Purin Punjab province lives a young lady named Rani Bibi. She is married and has one daughter. Her husband is a laborer and his income was very low. She had to face many difficulties. dispute became the order of the day.

One day I came to know that there is an NGO who gives free technical and vocational skills with the support of govt TEVTA institutes. They also pay money as stipend for travelling. I met with AWAZ Foundation team and got further details of the course. I got permission from my husband to get admission in the six months hand embroidery course, he allowed me with some reservation that I will move in group along with other women in the area.

I got admission in the GVTI –Abad institute, where I attended 6 months embrioiary course free of cost and also received 3500 stiped for traveling. After completing six months course I did one month internship to get the practical experience. After completing my course, I conducted meeting at community level and informed other



families that I have completed my course and now I am expert in embriodiary if anyone is interested to order for clothes I will not only timely complete that order but will also charge them less as compare to the local market. That was an attraction for the local community, they started giving me orders, and in this way I started earning money was able to meet my expenses, my husband attitude also improved when I started contributing economically.

I further took admission in AWAZ 03 months “Know about Business” KAB courses, that course enhanced my skills in dealing with the customers, market demand and how to improve the quality and quantity of the product.

All these trainings have improved my skills and became source of my income. My domestic conditions improved, I also opened a small shop at my home where I sell daily products and clothes to the local community.

I am thankful to AWAZ that now; I am on my way to be an independent woman.

**"SUCCESS USUALLY COMES TO THOSE WHO ARE TOO BUSY TO BE LOOKING FOR IT."**

20 years old Asif Mansoor S/O Mansoor Ali is a resident of village Jamali, of union council Daira Din Panah, of Tehsil Kot Adu in District Muzaffargarh. His father is retired from Pak Army and has a large family of 09 members. His father is a poor man and rely on his monthly pension with no other means of income. Due to his family's poor financial situation, Asif Mansoor could not complete his education after the middle. Instead of going to school, Asif used to help his father in supporting his family.

Asif had been looking for training opportunities which would help him in getting a job and starting a decent livelihood. For that purpose he joined a welding shop in his union council, but could not learn any technical education as the owner of the shop treated him as peon, and asked him to clean the shop and bring tea for the guests. There he realized that he is wasting his time and should look for some other opportunities.

One day he attended a meeting organized by AWAZ Foundation Pakistan in his nearby village Manjhi wala, on the importance of getting technical and vocational education. He came to know that AWAZ will start three and six month courses in the TEVTA Centre Kot Addu for welding, electrician and computer courses for boys and beautician, sewing and stitching and computer for girls and also students will be paid PKR: 3000-3500/- stipend, and AWAZ will also bear all the dues of training courses.

Asif growing attraction from AWAZ meeting, discussed it with his father in the evening on his return to home. His father allowed him to become part of that training course. Asif applied for the welding training course and was selected after the short interview held in TEVTA institute Kot Adu.

He attended three months training course on welding from July to Sep, 2014, which was fully funded by AWAZ Foundation Pakistan and he was also paid Rs: 3000/ per month as a stipend by Awaz.

At the end of the training, he acquired skills that enabled him to get internship in the Usama welding works a good welding shop in the town. He continued internship for 6 months instead of 2 months so that he could learn more technical skills of welding. Asif was paid Rs: 2000/ as internship stipend. In April, 2015 Asif initiated his own welding business with amount of Rs: 60,000/-. He opened a small shop and named it "Madina Welding Works".



Asif is happy to run his own business and thanked AWAZ for giving me the opportunity to not only realize my talent but bringing hopes to me for my future security as well. This job is also very physical; you have to be fit and adoptable. The more techniques you can master, the more opportunities you'll have available to you.

**You don't have to be a genius or a visionary or even a college graduate to be successful. You just need a framework and a dream.**

Farzana Bibi belongs to a village Balochan Aabad of Union council Daira Deen Panah of Tehsil kot Adu in District Muzafargarh. Farzana is married and has five children. She has studied till martic and could not continue her education due to her marriage. Her husband Muhammad Ashraf is suffering from some disease and is unable to earn for his family. Farzana has to look after the entire family and also had to bear the medication expenses of her husband.

She had to work hard from Dawn to Dusk to meet her both ends. She had opened a small shop in her home from little money and in this way she was trying to manage her few expenses. Earning was very less, she was very much worried, she went to her parents and asked them to give her some financial support so that she can flourish her shop for the better earning. Her parents doubted that since she does not have any experience of dealing the business and customers she might waste the money.

During that situation, Farzana's mother came to know that an NGO named AWAZ Foundation Pakistan was initiating three and six months courses for those women who are already running any business and have know how about it. Those women will be given training by the technical persons in the TEVTA institutes so that they can further earn maximum from their businesses and AWAZ will bear all the expenses of courses. They will also be given stipend of 3000 rupees.

Farzana got interest in the program, she submitted the required documents for the admission in the courses and then appeared in interview, got selected and became part of "Know About Business" KAB trainings. From those trainings she came to know about different business skills, customers dealing and how to maintain quality and quantity of the products in the businesses. She got KAB training of three months and was paid Rs: 3000/ per month as a stipend. Those KAB trainings established business skills in her. She started using those skills in her small



business shop at home, as started increasing her business. When she completed the course, she established business skills in her. She became confident, improved her customers' dealing, focused on the quality of the products and also did the market survey to keep her shop updated.

After the training course she went again to her parents and told them that she is now more capable to expand her business, she was interested to start the business of selling cut-pieces of clothes in the village, for that she requested them to provide her loan of Rs:15,000/-. Her parents found positive change in her skills and gave her the requested amount.

Farzana now started selling cut-pieces of clothes along with the other grocery items in the shop. Her business flourished, she has scaled up her business from the income, returned her parents' loan within five months duration and also started sending her children to the schools. She is having regular checkup of her husband to the doctors.

Farzana is very thankful to her mother who has introduced her to AWAZ and her TVET project. Farzana is living a happy life with her family. She says **You don't have to be a genius or a visionary or even a college graduate to be successful. You just need a framework and a dream.**

### **Micro-entrepreneurs make important contributions to the local economies**

Micro-entrepreneurs make important contributions to the local economies through their traditional crafts. Economic empowerment also brings decision making power and a greater sense of control over their lives. AWAZ believes that women empowerment, specifically, through reviving traditional vocational skills so that women can generate income at household level.

Rasheeda Bibi belongs to Mattay Wala, union council Manhan tehsil Kot Adu of district Muzaffargarh. She looks after 6 family members including her father and sister in law.

Rasheeda was selected as Home Based Worker (HBW) under AWAZ TVET project. Rasheeda had technical skills of embroidery work but she did not utilize it on regular basis and she spent most of time in domestic work. She was engaged by AWAZ in Home Based Worker Training for 12 days organized



by ECDI. Training covered Basic Business Development, Production and design training, Leadership and marketing skills, Pricing and costing, Business Promotion and Market Linkages.

Rasheeda successfully attended that training and started her work on regular basis. Her technical skills further improved after the capacity building training.

All other Home Based workers of her area selected her as a leader, Female Sale Agent( FSA). Her main responsibilities were getting orders from market and distribute them work among other home based workers of the group. Then recollect them from HBWs and provide them to the market and make payments according to the orders.

She participated in SAARC Exhibition held at Marriot Karachi. She has established an embroidery Center with the name of "Jindan Embroidery center" in her area. She is earning 7000 to 8000 rupees per month and also given work to other HBW and they are earning 2000-3000 rupees per month as per the quality and order of work.

She is happy that she is utilizing her skills properly and supporting financially to her family.

### "Opportunities don't happen. You create them."

My name is Sonia Waheed, I belong to Mohala Mohajran, of Union council Ehsan pur of Tehsil Kot Adu in District Muzaffargarh. We are fourteen members in the family along with our grandmother. My father is a poor man, in the beginning he was a Barbour, but due to his less income he has also started cooking



food for different festive at community level. My mother runs a small shop and I help her when she sells her shop items.

One day a team from AWAZ Foundation Pakistan came in our village and oriented the entire community about learning technical skills. I was very much interested in beautician skill since my childhood as it is a good source of income.

With the passage of time, poverty was increasing in our home. So it become very necessary that females come and participate in all activities of life. Besides other fields, the profession of

beautician is the most acceptable profession in our society. Now in modern days it is becoming one of the major sources of income for females. To make bridal at the time of marriages is the equal need of both rich and poor families. So I decided to become part of AWAZ training course of Beautician that was trained in the TEVTA institute Kot Adu. However it was very difficult to motivate the family as distance of village and TEVTA institute was more and family was little bit hesitant to allow. For that I took the support of Bagi Sughran who was also a lady health worker and member of Village Development Committee of AWAZ. She convinced the other girls and families by offering stipend for the travel to the institute. She convinced the families that all girls will move in groups and in this way they will remain safe. Courses began from 1st of March, 2014 and remained for six months. Awaz Foundation Pakistan paid me Rs: 3000 per month as a stipend and also bared other expense.

There I learned beautician skills and techniques of running a successful business, dealing with the customers and their families, and how to motivate them to take care of their skins and beauty.

After completing the course I did internship with beautician Ms.Salma. She further polished my skills. I saved money from my stipend and took some from my father and started my own parlor with the name of "Al-Noor Beauty Parlor" at my home. I easily earn 3000 rupees in my routine. I have maintained the register for record and in the end of month I analyze how much money I have spent on the business and how much I have got profit.

My mother small shop has also supported me to increase my customers as my mother spreads the message of my parlor to her own customers in this way a chain is created. I am happy that I am supporting my family.I only believe that "Opportunities don't happen. You create them."

## Case Study

### Entrepreneur Profile:

Age	19 Years
Gender	Male
Marital Status	Un-married
Dependants	Five
Contact #	0301-4544636
Trade Name	(Know about business) KAB





Trade Duration 3 Months (Feb to April 2015)

Stipend 3500 per month

Address Basti Butch, Khokharan, Tehsil and District, Multan.

Enterprise: Electrician & Mobile Repairing

Mr. Amir was born on 13 June 1996 in poor family in the native village Khokharan, tehsil & District Multan. As he was from poor family and there was low trend to educate children at higher level. People used to send their children for labor works or into agriculture fields. He was very interested to get education, so he worked hard and continued his education. He completed his matriculation. Then due to limited resources he has to leave education, his parents were suffering in disease and major part of income was usually spent on them for treatment, they were unable to support him more. His father was the only earning hand in the family and unfortunately he too went ill and the earning for entire family was badly affected. Aamir Abbas was much worried about his career and to fulfill his domestic needs. In this tough time he did not lose his courage, one day he was sitting in the village when a team from AWAZ Foundation Pakistan, visited the area and conducted awareness session to make access to livelihood through different technical and vocation skills. In session he showed his willingness. After necessary documents he was interviewed. The jury recommended him for the course. He got admission into “Know About Business” (KAB) class, a Course of three months. AwazCDS paid Rs.3500 per month as stipend to meet his daily traveling expenses.

He has already electrician skills, after KAB course he decided to shape his skill/talent into a business point within his resources. He was well award about business techniques through the KAB class. According to KAB teachings he decided, type and location for the business. He started his electric shop near by his community area, later he started mobile repairing. He is earning almost eight to ten thousand monthly. He said he is improving his business and saving skills day by day. He is planning to flourish his business and expand it by providing tent services in near future which will increase his income.



He is earning handsome amount. Now he is happy with his business, sending his nephew and niece to school for their better future; his parents are getting proper medication. He is planning

to start his education too. He is living a healthy life. He is very happy and thankful to AwazCDS Foundation Pakistan, team and TVET teachers; they helped him in moving forward his life cycle.

### I want to see my name among international dress designers

Munaza Khan is the daughter of Sammie Ulla khan who belonged to village Niazi town of Union council Laar , in district Multan. We are three sisters and two brothers .My elder sister is married and two brothers are studying.



My father's profession is driver and my qualification is matric. My first introduction with Awaz was through its Village Development Committee (VDC) member. The member tell me about some specific course and KAB course which AWAZ will initiate for the youth in the community through TEVTA institute. I was interested in learning business skills to I took admission in "Know about Business" KAB class. During my training course I received 3500 rupees as stipend for traveling to the institute.

Before training of KAB, I sewed clothes with my mother at small level but after the training course of KAB I enhanced business and technical skills of sewing clothes and also started embroidery work on clothes, this helped me to increase my income. With the help of Awaz I participated in exhibition and earned 15000 after selling my products. This was my first success. From that money I purchased two latest model machines for embroidery work, as it saves time and also gives good quality embroidery according to the market demand. I appointed one girl as helper, she helps me in my work, after bringing quality in my work people started trusting me, they started giving me orders for the big marriage and festivals.

KAB training capacitated me to save some thing for the rainy day, so I saved some money and then purchased gold of more or less than 20,000 rupees.

In future I want to establish vocational center at my home level so that I can provided training and employment for poor girls who live in my village. I want to see my name among international dress designer and I hope Awaz Foundation will keep its sporting role in full filling my ambition.



### I am passionate to move further in my life

Kishwer Shakoor is 21 years old and is resident of village 56WB of Union Council 16 (56 WB) of District Vehari of Punjab Province. She lives in one room house with her mother and 5 siblings. Her father had died many years ago. Her elder brother earned a little amount after working in the grocery shop located in the area. They had no other option but to live within their meager resources and due to soaring poverty at her household, Kishwer Shakoor had to quit studying further.

One day she attended the community session which was being held by AWAZ Foundation field team in her area on the importance of having technical and vocational skills. She got impressed from that session and requested the activist Sabra Bibi to support her in getting admission in the beautician training course.

She submitted the required documents, received call from Government Vocational Training institute Vehari (W) (GVTI) Vehari, for the interview. She successfully passed her interview and was selected for the 06 months beautician course. She received the stipend for the traveling to GVTI institute from AWAZ team. After completion of her course she started 2 Months' internship at Ghoghat beauty Parlor.



She further enhanced her skills after participation in two joint activities, 02 MFIs session, Job fair & Exposure Visit organized by AWAZ Foundation Pakistan in her district.

After completion of her 02 months internship and getting exposure from other activities she was now capable to run her own parlor. From the money she had saved from her travel stipend and some more from her mother, she initiated a beauty parlor business with the name of Deya Beauty Parlor and Training center at her home. She trains other poor girls at her center free of cost.



Kishwer is earning 4000-5000 per month.

She is very happy now as she contributes to the household income and has improved her house condition. She is thankful to AWAZ for giving her the opportunity for training which proved to be a vital in helping her to come out of poverty cycle.

### Hard work is the key of success

20 years old Sadia Shakoor D/O Muhammad Shakoor is a resident of 30WB, union Council number 16, of District Vehari and has a family of 7 members. Her father works as a Security Guard in Govt School. Her father income was not enough to make both ends meet. Poverty was increasing day by day.

One day Sadia had a chance to listen the awareness session on the importance of Technical and Vocational skills, and their impact in our daily lives by an activist Khursheed Bibi. Next day Kursheed Bibi arranged another meeting in the area and invited AWAZ team to further elaborate the Technical Vocational Education Training project, to the community, how they can get maximum benefit from its free courses. Team told that AWAZ is initiating a project for youth with the support of TEVTA institutes public and private of free training courses on Beautician, Tailoring, Computer, Embroidery, Machine Embroidery, Office Receptionist and Food Processing and beverages for three and six months courses. AWAZ will bear all the expenses.

Sadia took this opportunity as a blessing and submitted her documents to the Fida office in Vehari for three months course on “Food Processing and beverages”. She took all the classes with full devotion and dedication and after completing the course, she was able to make beverages at her home. She also participated in Participated in job Fair, 3 MFIs Sessions and one joint activity at 30WB organized by AWAZ under the TVET project.

She started selling beverages it in her area. People liked the home product and in this way she started her income. Sadia increased her income, by selling her product in the city, now she is able to earn 4000 to 4000

Pakistani Rupees. Sadia is thankful to AWAZ for providing her the opportunity to get the skill and then market it; she says hard work is the key to success.

