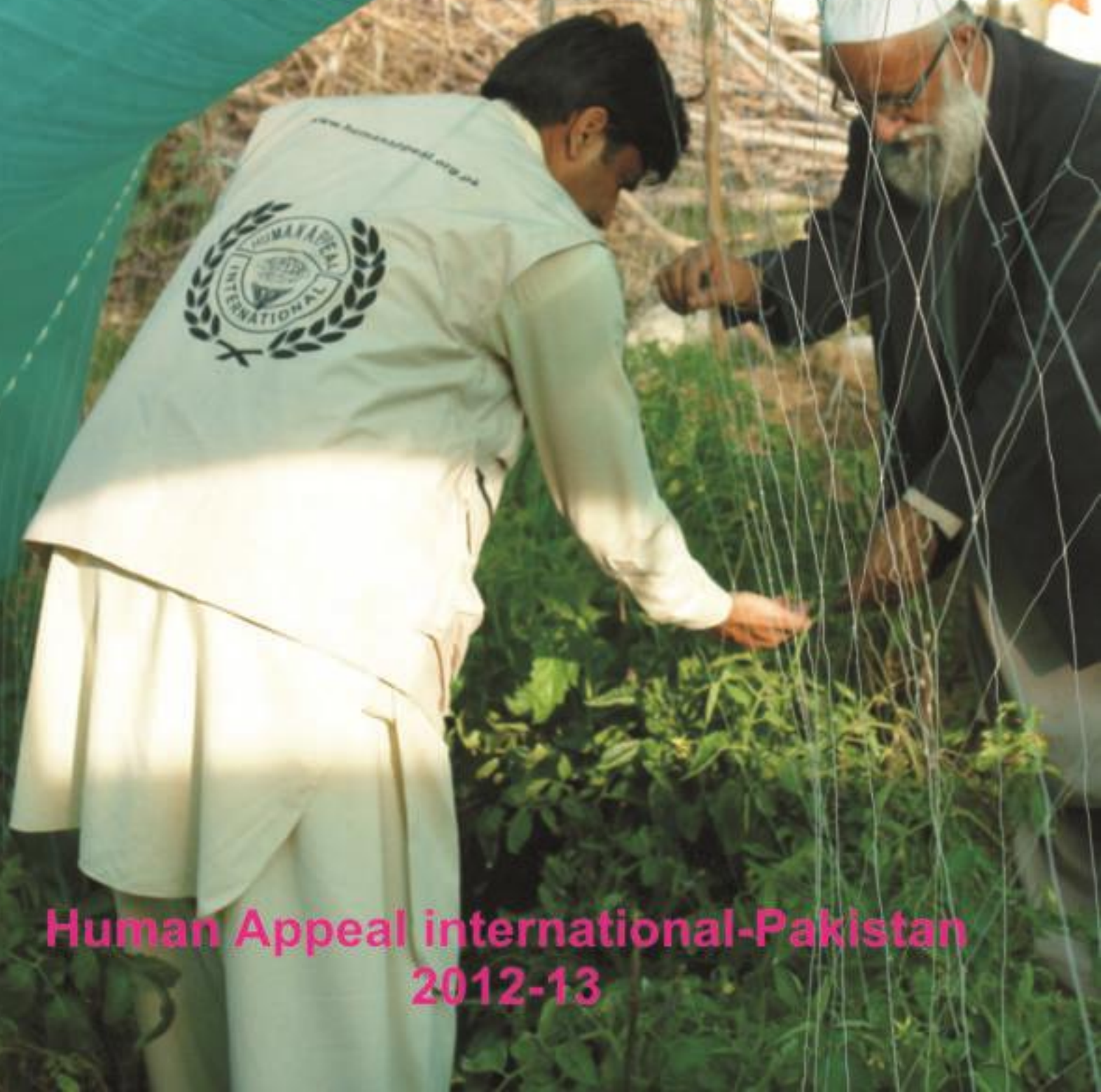


**Impact assessment Report
Income Generation Programme
District Manshara KPK**



**Human Appeal international-Pakistan
2012-13**

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Executive summary:

Since 2005 Human Appeal infusing a huge share in Pakistan,s socio-economic development objectives, in the shape of livelihood and enterprise development, provision of safe drinking water, skills development, educational development and much more.

One of the most important sectors human appeal chose to invest was local enterprise development, with a vision to meet the secure food requirements, rise in real income and increase in savings of beneficiaries.

For income generation programme Human Appeal selected four districts of Pakistan and AJK. This document reflects the impact of this programme in district Manshara.

The income generation programme has been started in 2007 at the targeted area. The main objective of this Programme is the transfer of technology and skill for raising the income of poor households. In district Manshara human appeal mainly focused on two types of interventions i.e poultry and organic tomato farming through tunnel technology.

The programme has diverse impacts on the lives of rural families, income of 5% beneficiaries increase by 30 to 36% and income of 72% families remains constant and they saved income from food purchases.

The people of Manshara are already involved in agri-business activities but the average production of small farmer is comparatively low because they don't have latest technology, quality seeds and other inputs necessary to conduct agri-business activities but now by availing the latest technology innovations their time is saved and output is increased frequently.

Result of the study shows that economic condition of 18% of respondents is improved after participating in agri-business activities while 5% agreed that economic condition is much better as compare to earlier status. Where remaining 77% mentioned that economic condition is remain same after project intervention.

One of the objectives of the programme was to involve rural women in income generation activities, in this regard human appeal achieved its target and the majority of beneficiaries were rural women i.e 59% of total beneficiaries.

Objectives of study:

- The utmost goal of the evaluation is to assess the intended and unintended changes upon the targeted families after the implementation of the project then to understand the potential viability of those changes.
- The objective of the study is to provide sound information which can help to improve livelihood through income generating activities and reduce poverty.
- To evaluate that to what extend programme is close to desired goals, specific objectives, outcomes and outputs.
- Finally the project was evaluated to update the stakeholders regarding the success and failures of the programme for future decision making.

Impact evaluation designs & methods:

- Analyse the available information collected through structured questionnaires for the 30% samples from the beneficiaries of last two years and review the secondary sources (provincial statistical database) that could provide relevant information for the evaluation.
- Designing the most effective participatory tools and research methods that could cost/effectively gather primary data for impact assessment.
- Validating the information through telephonic verifications and follow-up.

Sample Data:

Sampling data IG impact assessment		
Project Type	Total beneficiaries	Sample size
Poultry Farming	44	14
Sewing machines.	5	2
Agri tools	14	5
Tunnel farms	18	6
Total	81	27

Data analysis:

The data of individual questionnaire was manipulated through Spss 16 for both open and close ended questions. We used MS excel for tables and graphs.

Chapter 1: Demographics

About District Manshara:

According to 1998 District Census Report, Mansahra has a population of 1,152,839 with an annual growth rate of 2.4 percent. Total area of the district is distributed over 10, 67,291 acres out of which 2, 58,999 acres is cultivated and 8, 08,292 acres is uncultivated. Mansahra district is rich in natural resources where foremost economy is depend upon agriculture, poultry, mining and dairy farming Only one-fourth of the total area of the district is constituted of plains. The plains where irrigation facilities are available and food grain likes wheat, rice and maize are produced in sufficient quantity. Others crops being produced are barley, onion, potatoes (Rabi) and sugarcane (Kharif). Livestock (Buffaloes, cows, sheep and goats) are the main source of milk and meat etc. Profusion of Poultry farms are also found in this district. The region Mansahra is blessed with flora as number of people involved in honey business the total numbers of the bee keepers entrepreneurs (farm) in NWFP is about 3500 and the direct employment in these farms are 17500 people¹.

Agriculture profile:

Only one-fourth of the total area of the district is constituted of plains. The plains where irrigation facilities are available and food grain likes wheat and maize are produced in sufficient quantity. The main crop of Rabi is wheat and of Kharif are maize and rice. Others crops being produced are barley, onion, potatoes (Rabi) and sugarcane (Kharif). Important cash crop is tobacco. Good quality tobacco is grown in Pakhli plains. Apotato Research Center is working at Batakundi near Kaghan and an Agriculture Research Station is established at Dhodial. Prospects of tea cultivation are very favorable according to the experts and a research station for this purpose is working at Baidadi near Mansehra. The lack of irrigation facilities in the district has affected the productivity of the soil in spite of its fertility. Total area of the district is 10,67,291 acres out of which 2,58,999 acres is cultivated and 8,08,292 acres is uncultivated. Irrigated land is 48,571 acres only. Thus the land proves not much

¹ERRA government of Pakistan

productive. Cultivation mainly depends on seasonal rainfall. The soil of Pakhli plain is very fertile and productive due to irrigation facilities..²

Table: 01 Agriculture and livestock statistics

Agriculture and livestock		
Livelihood Indicators	Area (Hectares)	Production (Metric Tons)
Major crops		
Maize	57247	102782
Wheat	39340	58338
Rice	2702	6281
Sugar Cane	4	125
Potato	79	801
Barley	580	656
Onion	23	239
Livestock in Numbers		
Cattle	159144	
Sheep	69173	
Horse	4109	
Donkey	32473	
Buffalo	172957	
Goat	206714	
Mule	3103	
Domestic Poultry	80534	

² SMEDA



Program description

Tunnel farming

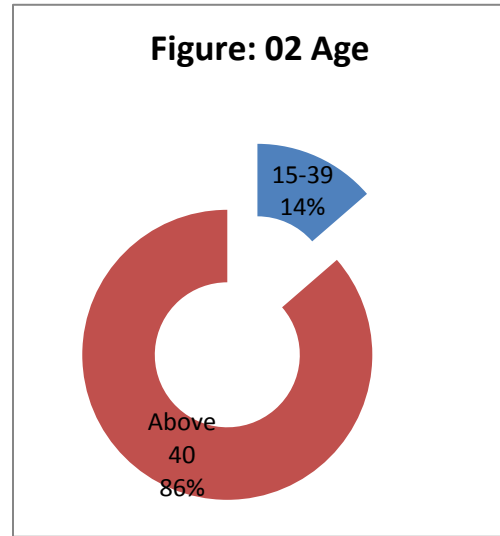
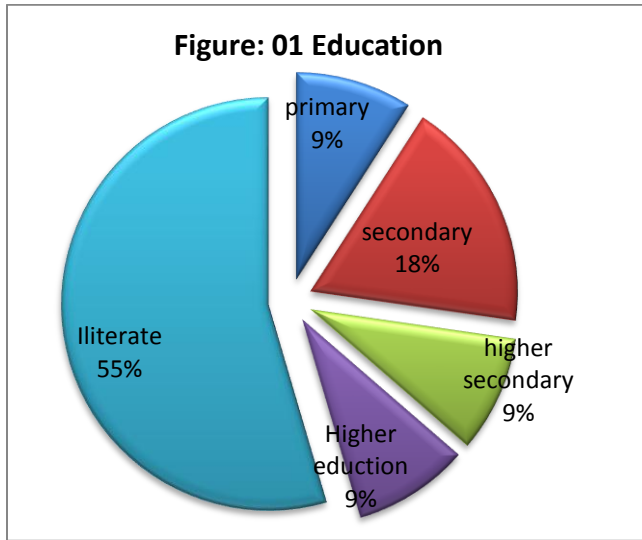
There is a great demand of vegetables all year round. High prices of the produce can be fetched, provided modern techniques are applied to grow off-season vegetable. Vegetables can be cultivated in off-season, with introduction of techniques like tunnel technology, in which temperature and moisture is controlled for growth of vegetables in specific conditions. The production of vegetables all-round the year, enables the technically competent growers to fully utilize their resources and achieve higher income as compared to traditional crops. Off-season vegetables are proposed to be cultivated in this project using walk-in tunnel technology. Human appeal introduced the tunnel technology to small farmers for growing organic tomato. During 2012-13 human appeal installed 18 tunnels for small farmers in district Manshara.

Poultry farming

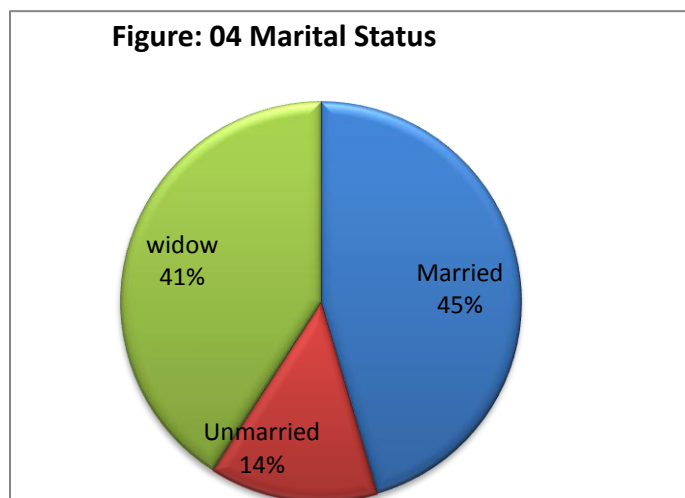
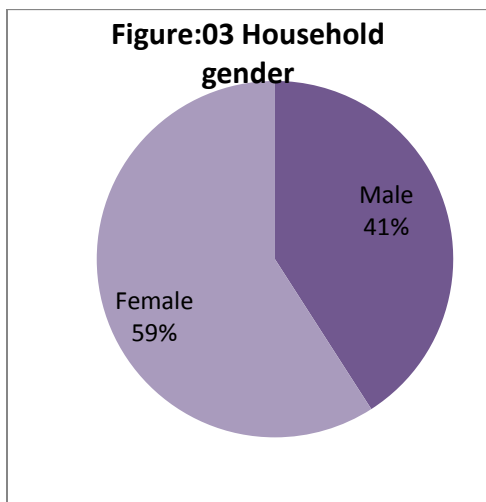
Poultry farming is one of famous trade in Pakistan specifically Manshara region climate is highly suitable for the sustainability and growth of poultry. The poultry production of these regions meets the demand of local market and other regions demand. Backyard layer farming is also one of the most popular industries among women but due to lack of poultry rearing skills the productivity is low. Human appeals targeted 44 vulnerable women in district Manshara, trained them and provide laying birds flock and other inputs during 2012-13.

Demographics profile of respondents:

The section discusses the basic profile of respondents: the number and its distribution by district gender, marital status, age, household head, educational attainment, and family size.



The above graph (figure 1) depicts that majority 55% beneficiaries are illiterate while remaining 18% have availed secondary education and 18% followed by higher education. There is a small portion of the population who attained a primary education. Figure 02 shows the age distribution of respondents 14% of respondents fall between the age limit 15-39 and 86% of respondents fall above 40 age bracket.



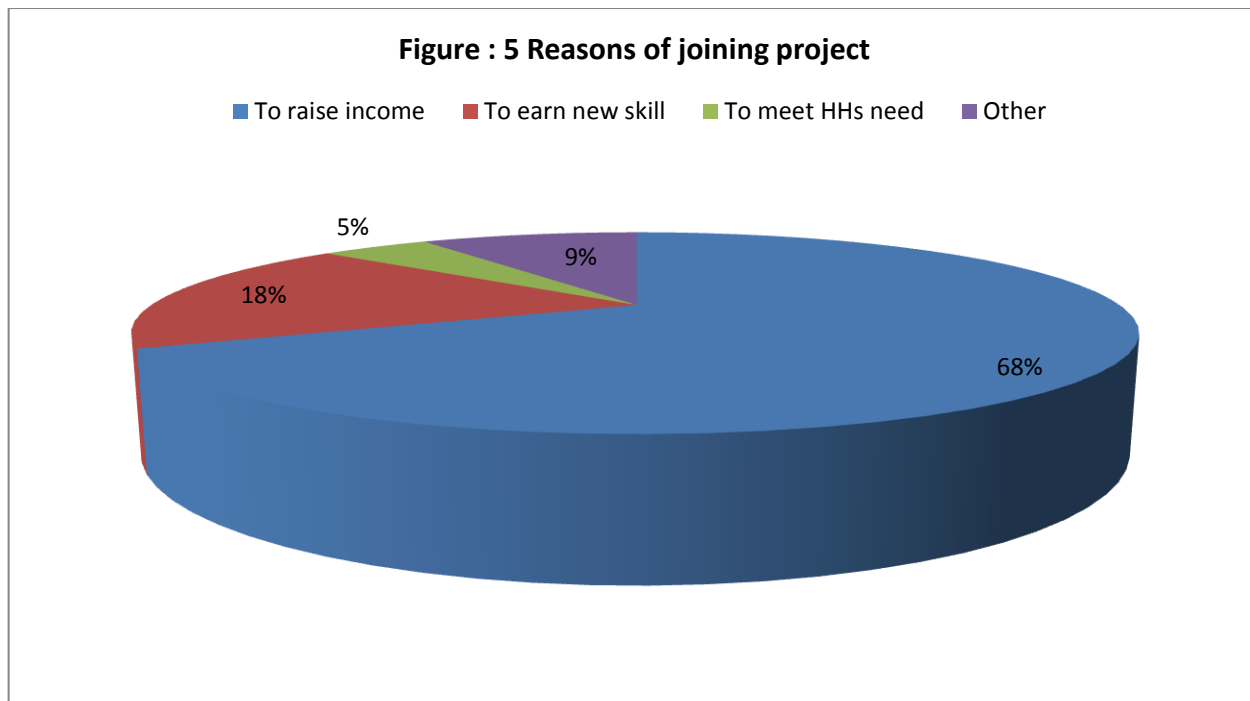
(Figure 03) shows that the majority of respondents 59% are female and the 41% are male. The selection of females was made intentionally in poultry farming. A majority of the respondents at 45% is married

(Figure 4).only a small fraction of respondents 14% are unmarried and 41% widow are targeted by organization. Widows become the most vulnerable segment of the society and it is the mandate of human appeal to target the marginalized families for income generation projects.

Chapter 2: Results and discussions

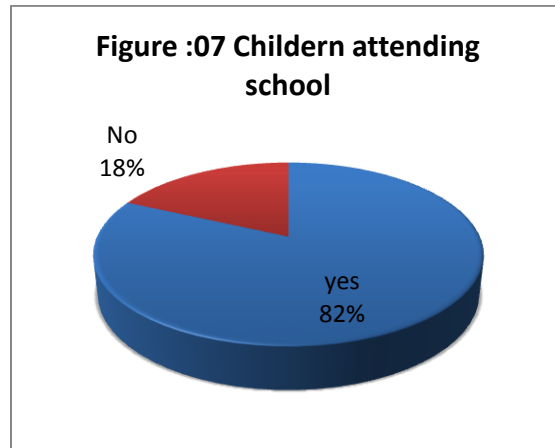
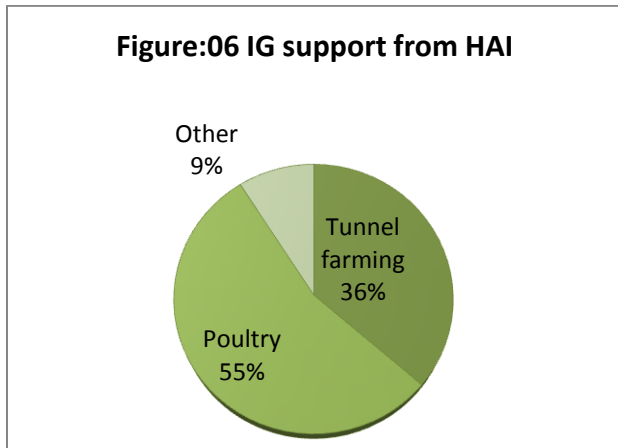
Reasons of Joining project:

Human appeal believes on transparent and effective beneficiary selection process. In this regard human appeal have well defined selection criteria and process. The potential farmers are selected for the agriculture interventions. Following are the results.



(Figure: 5) shows the reasons of joining the program as 86% have mentioned that they have joined project to rise in income and 18% have said that they joined program to enhance their exiting skills and to seek new skills.9% agree the other reasons to join project and 5% hav ejoined to meet house hold needs.

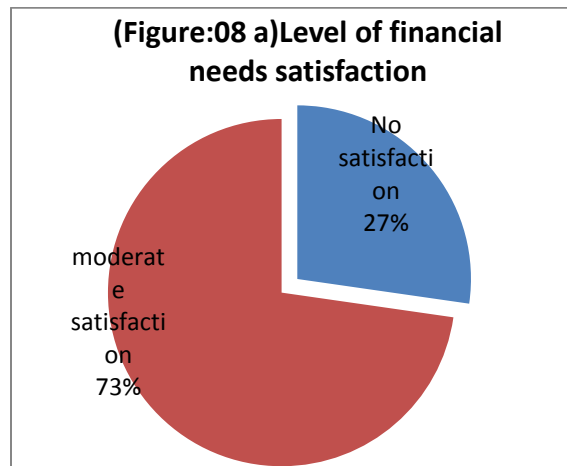
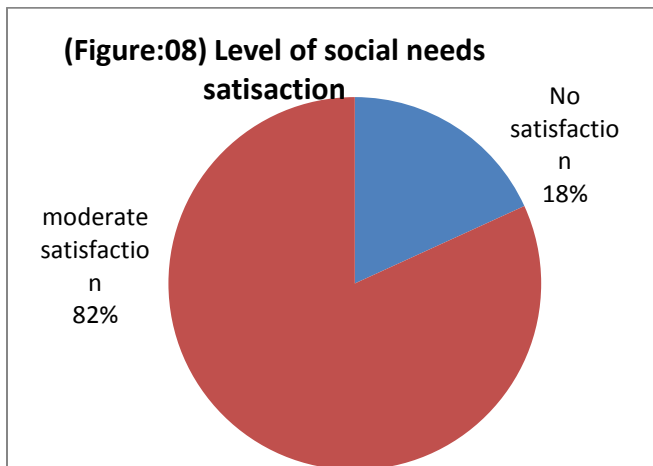
Type of Intervention:



(Figure: 06) reflects that most of the respondents have avail poultry farming facilities from HAI and 36% have availed tunnel farming inputs from organizations while there is small portion of people who availed other facilities from HAI.

(Figure: 07) The above graph represents the school going ratio of children belongs to targeted beneficiaries. 82% respondents’ children are attending school and 18% of respondents mentioned that their children are not going to school because of financial and other constraints.

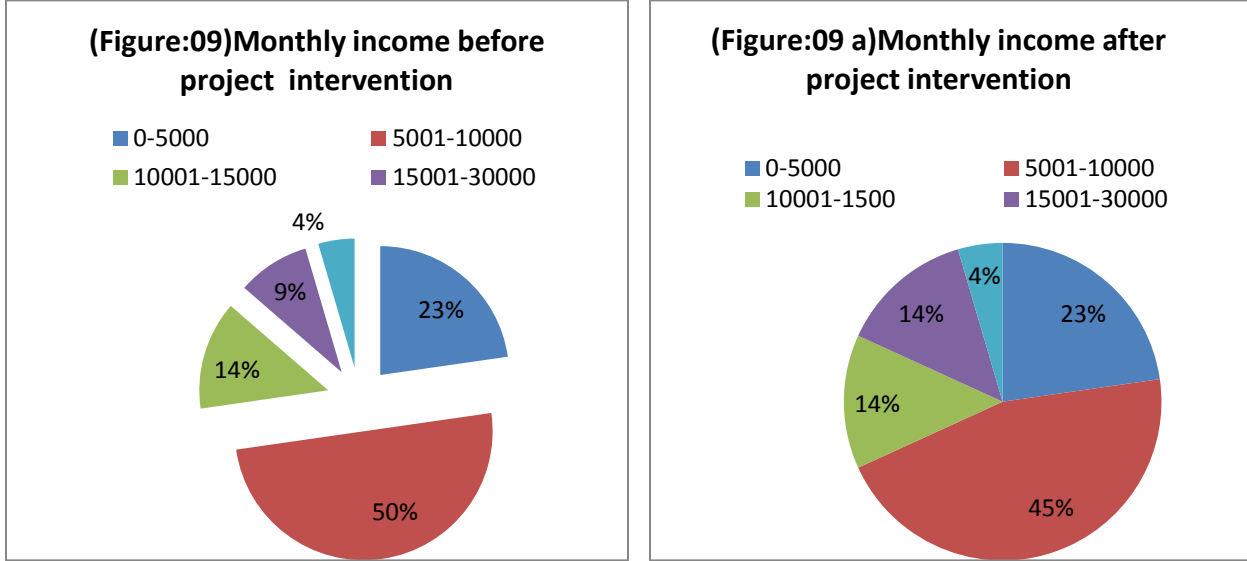
Level of satisfaction:



(Figure: 07) narrates the comparison of two scenarios; level of social and financial needs satisfaction after the project intervention. The first figures refer that majority i.e 82% respondents social needs are moderately satisfy and remaining 18% agree that It has not satisfied their social needs.(Figure: 07a)

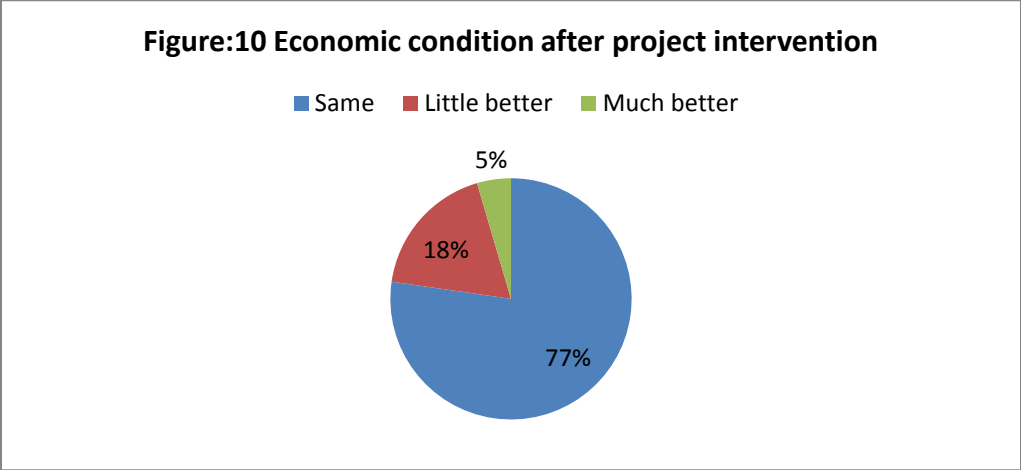
shows that 73% respondents financial needs are satisfied and 27% mentioned no any impact on financial needs. In summary the social needs of respondents are improved more.

Change in income:



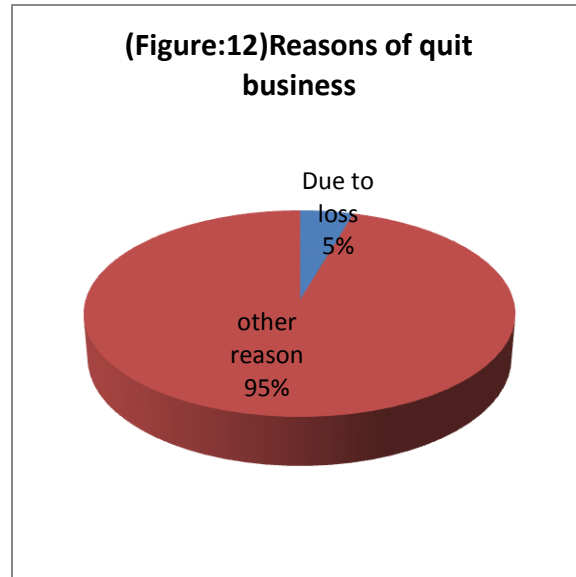
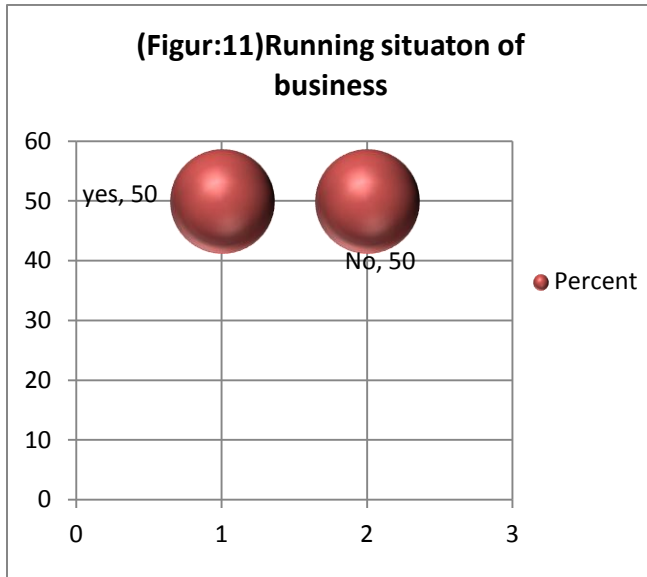
The project was supposing to increase the household income where the impact assessment results are in line with our objectives. The above figure 09 showed improved income among those who had participated in income generating activities. 5% respondent’s income shifted from 5001-10000 income range to 15001-3000. Those people who had 7500 income per month have increased to 23500 per month. This means their income increased by 36%.

Change in economic condition:



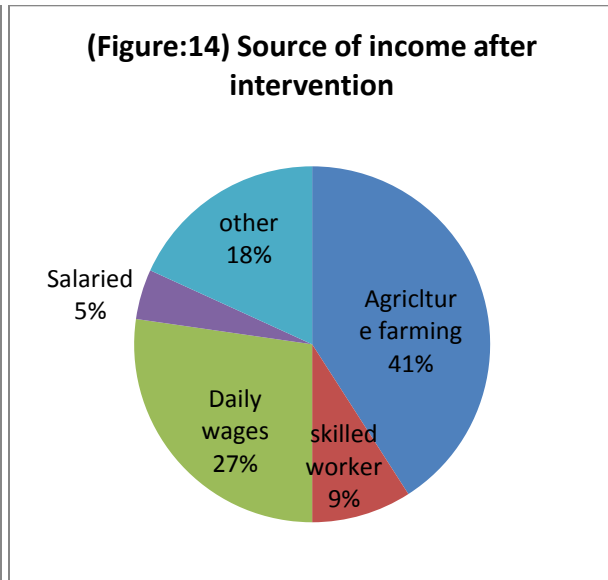
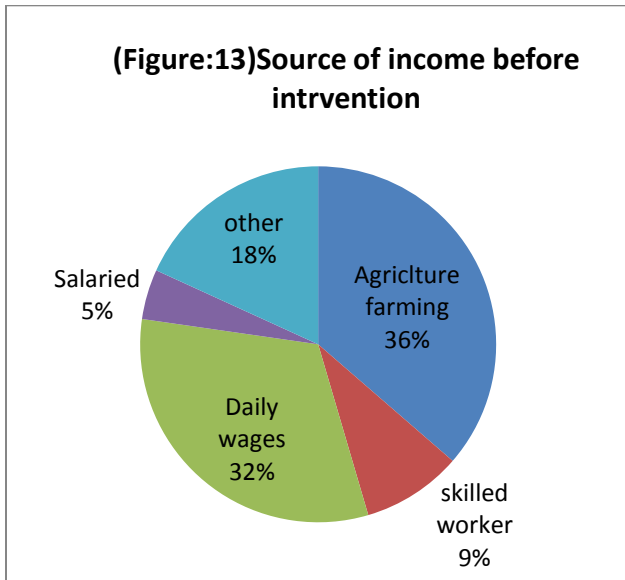
The income generation project intends to improve the economic condition of individuals as **(Figure: 10)** shows that 18% of respondents mentioned that economic condition is improved after participating in agri-business activities while 5% agreed that economic condition is much better as compare to earlier status. Where remaining 77% mentioned that economic condition is remain same after project intervention.

Sustainability:



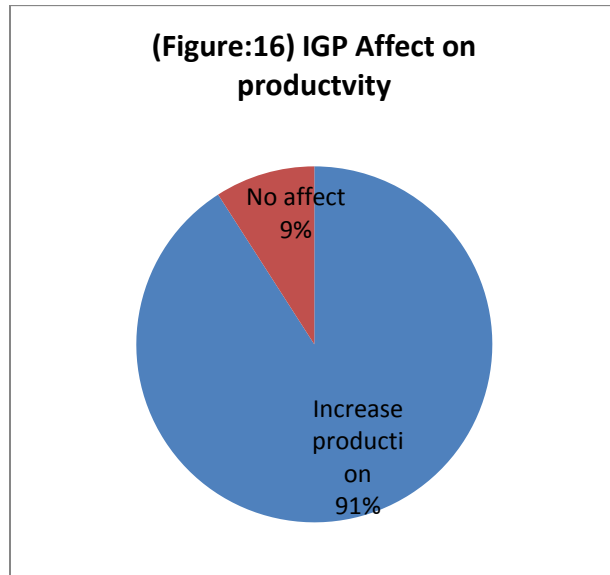
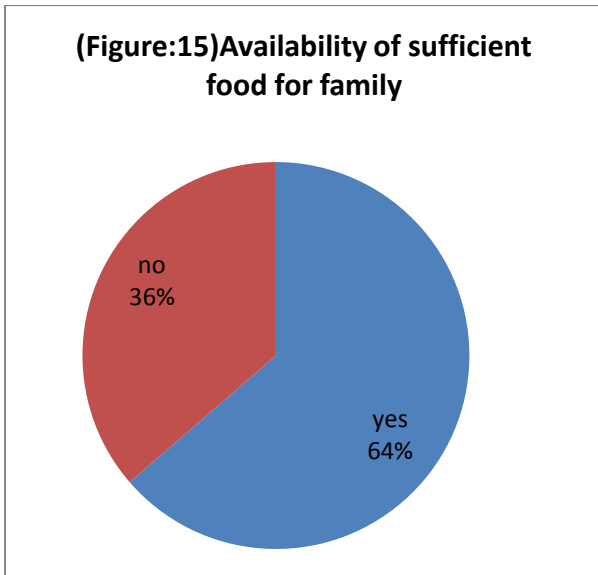
The one of the project objective is to make households independent by giving them a proper set up through which they can earn income for longer period of time. The above **(figure:11)** shows that half of the respondents mentioned that their enterprise is in running condition while remaining 50% mentioned that they have closed their business because of many reasons. **(Figure: 12);** shows the current situation of business. Majority of respondent mentioned that they have quit the business because of other reasons. Poultry farming beneficiaries said that their laying flock expired due to diseases and they are unable to continue the business. A minor part of beneficiaries' i.e 5% mentioned that they quit the business due to loss.

Shift in income source:



The aim of the income generation project is to enhance the dimensions of income sources as the above two figure showed the change in source of income, 5% people have been shifted from daily wages category to agriculture farming(tunnel farming& poultry arming). While remaining respondents are sticks fast to their existing income sources.

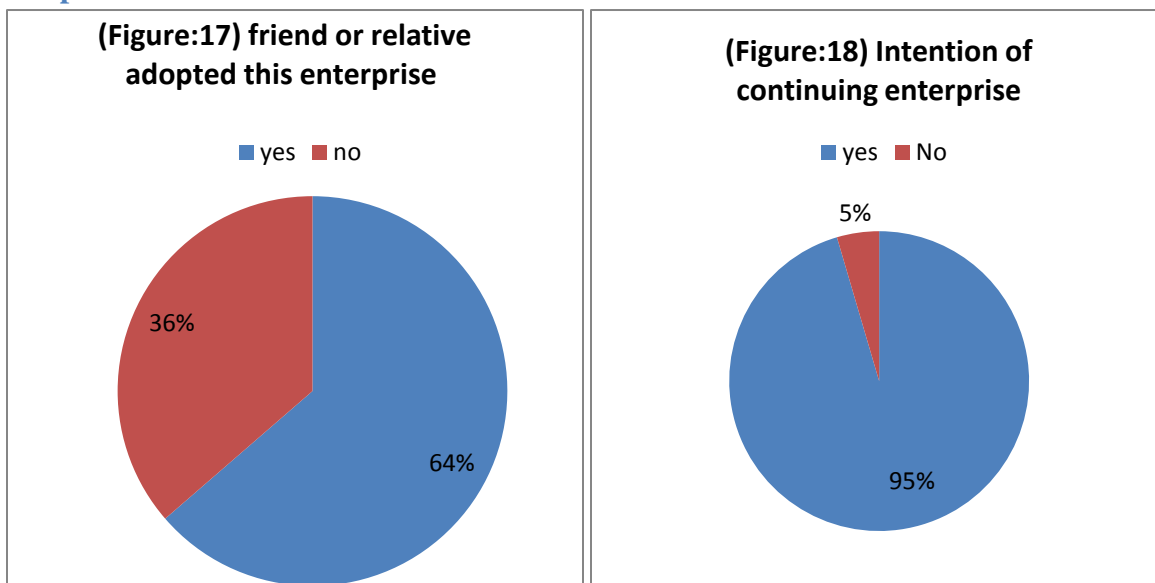
Food security & change in productivity:



The supposed output of our IGP project is to increase the food for households (Figure: 15) shows that the indirect impact of food after availing the IGP program. Majority of respondents 64% agree that their availability of food has increased where 36% agree that they have no sufficient food to meet daily food demand.

(Figure:16) shows productivity results 91% agree that after take participating in entrepreneur activity the productivity has been increased. Where 9% agree that productivity is constant no change is feeling yet.

Adoption:



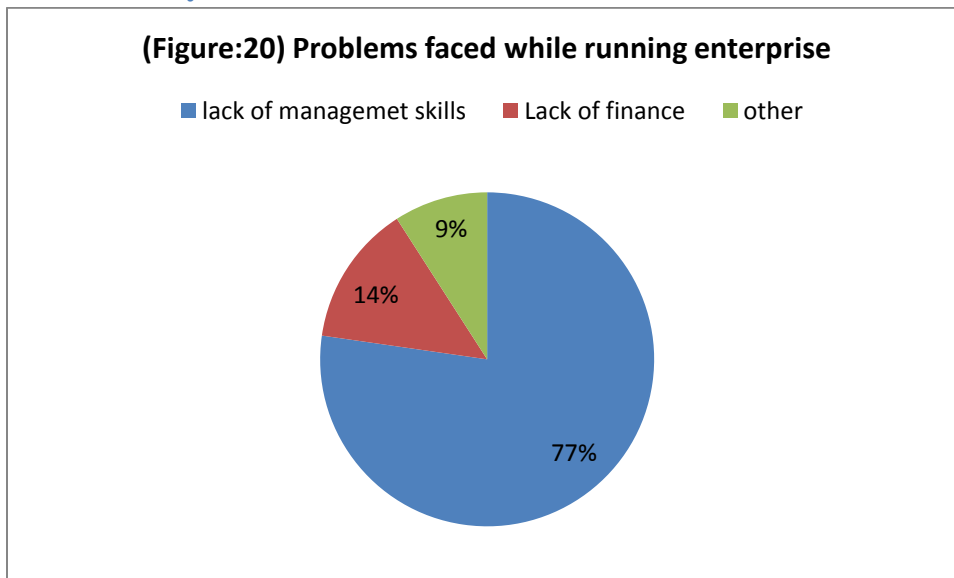
Our project benefited not only beneficiaries but also give motivations belongs to them as the (Figure: 17) shows the inspiration of relative and friends by business activities. Furthermore relative and other people have also adopted this technique by inspiring from them. 36% households have adopted this technology.

Change in savings:



IGP foremost aim is to meet pity needs of households and also to increase the saving ratio of beneficiaries as the **(Figure: 19)** indicates that 9% people agreed that saving is enhanced through agriculture business where 95% respondents said that it meet the daily demands of households.

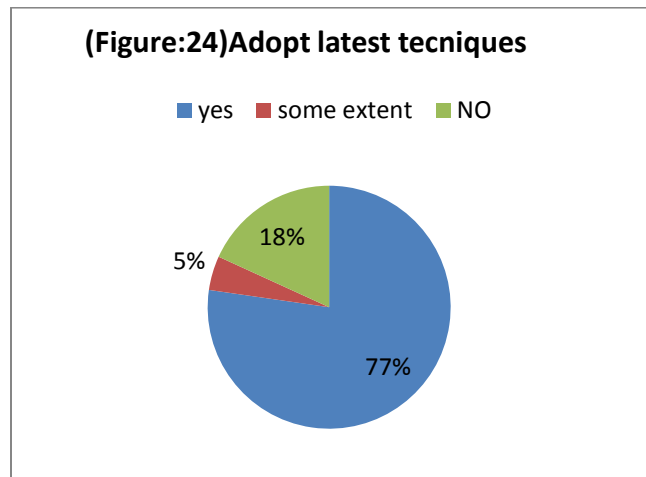
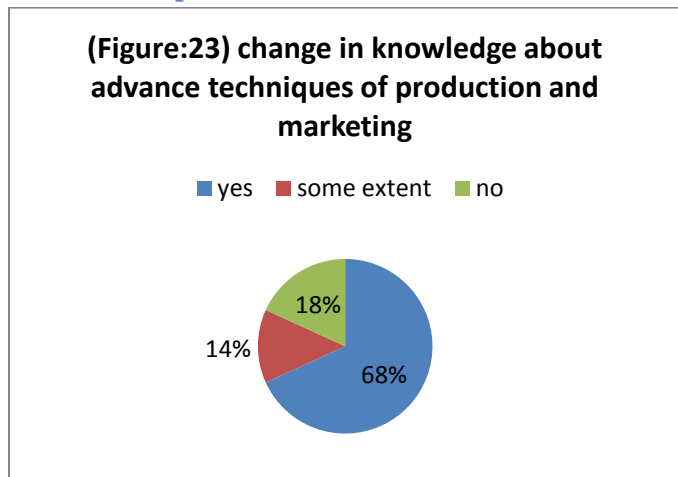
Problem analysis:



Every activity needs expertise, skill and knowledge to accomplish in proper manner. While running tunnel farming and poultry farming business respondents had faced number of challenges like **(Figure:**

20) showed that 77% mentioned the absence of management skills are main barrier in achieving a handsome income. 14% have mentioned that the available finance is not enough to run the business as it demands more finance and other 9% have mentioned different reasons which hindered their activities.

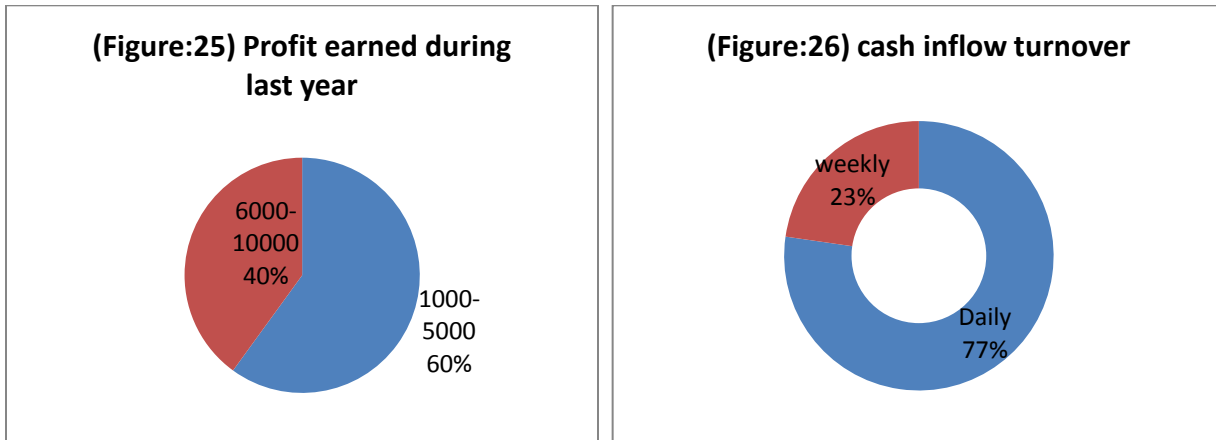
Skills development Scenario:



The major component of IGP is to introduce the latest technology innovations in agri-business for efficient and effective productivity. This statement is also supported by our result which showed in **(Figure:23)** that 68% have mentioned that they gain knowledge regarding latest technology where 18% have mentioned that no any benefit is availed and remaining 14% have mentioned that to some extent their knowledge and skill is increased.

(Figure: 24) Mentioned the statistics regarding the adopt of latest techniques as 77% have mentioned that they have adopted the technology, 5% beneficiaries agreed that to some extent they are fascinated from latest technology where 18% didn't adopt the techniques.

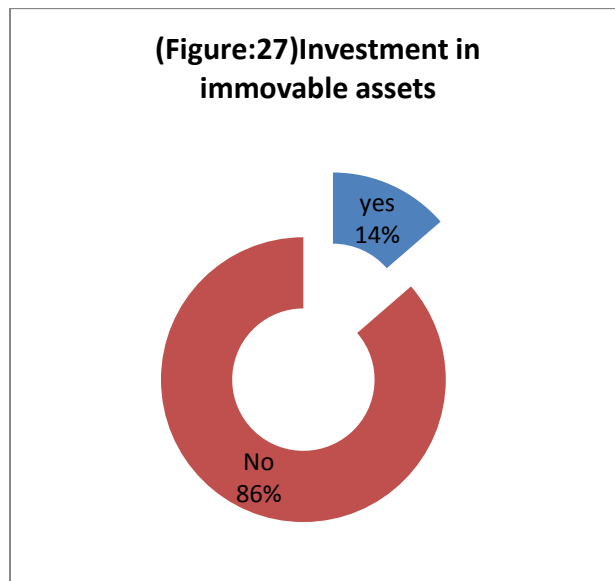
Profitability and cash flow:



(Figure: 25) itself explains the profit ratio earned during last year.40% of respondents mentioned that their income is ranged between “6000-10000” after availing agri-business opportunity, where 60% beneficiaries have mentioned that they have earned the income between 1000-5000.

(Figure: 26) narrates the cash flow trends. According to above figure 77% respondents receive cash on daily basis and 23 % receive and pay at the end of every week.

Use of savings:



The above figures shows the details of agri-business income investment in immovable assets like housing.86% of beneficiaries mentioned that they didn't invest any cash in house repairing activities where 14% mentioned that they have made investment in constructing and repairing housing activities.

IGP Key Findings

Our income generation & social enterprise development program is specifically designed and implemented in Mansahra region to augment the skill, knowledge; income and awareness among people specifically widow women's.

There was 82% increase in social need satisfaction after availing income generation program.

23% increase in financial need satisfaction by selling the vegetables and poultry products.

IGP increased the income of households by 36%.

50% people agree that they are running the enterprise and in future they will keep continue this activity to generate income where 64% agreed that other relatives and friends are get inspires of this activity.

91% people have agreed that by engaging in IGP their productivity of tunnel farming and poultry farming has increased.

Social enterprise is not one day activity as this is long term activity so 95% respondents are willing to keep continue in near future.

The basic aim to implementing program is to meet daily needs of households 95% agreed that it fulfilled the daily needs.

To change in knowledge, skill and abilities is the main aim of income generation program also the impact study revealed that 68% people agree that it increased the KSA of respondents.

The most challenging task in community mobilization is to motivate them for new changing as the 77% respondents accept the latest technology and adopt it where 60% have earned the profit from agri-business activities.

5: Conclusion and Recommendations

- The program of the income generation activities has had a positive impact not only on participants and their families but also on the wider community. This SKA positive influence is felt in two ways.
- The increase in knowledge, skill and ability (competence) of learners in business areas enables them to start up independent small businesses or to form new business groups, in order to obtain a proper income for themselves and their families, eventually freeing themselves from poverty.

- After participating successfully in IGP learners who initially are unemployed and have no income are eventually able to earn enough to support themselves (if unmarried) and their families (if married/widow).
- Strengthened the role of widow women in generating income.
- Local women and men are trained regarding business management skills.
- Development of women's enterprise skills and augmented their activity in the informal sector.
- Increased household income through the involvement of women in small-scale business activities and co-operatives.
- Access for women in the marketplace increased and thus their voice in community affairs.
- Augmented the saving ratio of households by selling the vegetables and Poultry farming items.

We recommend the following suggestions for the sustainability and growth of local enterprise.

- Make initiative for the sustainability of this IGP program for longer period of time and introduce cluster approach while implementing the income generation projects.
- Introduce IGP concept in other regions for generating income.
- Train the beneficiaries as to control the barriers in running business.
- Remove the poultry farming from income generation portfolio.