



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION
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PROJECT BRIEF

Poverty Alleviation and Inclusive Development Across Rural Sindh (PAIDAR)

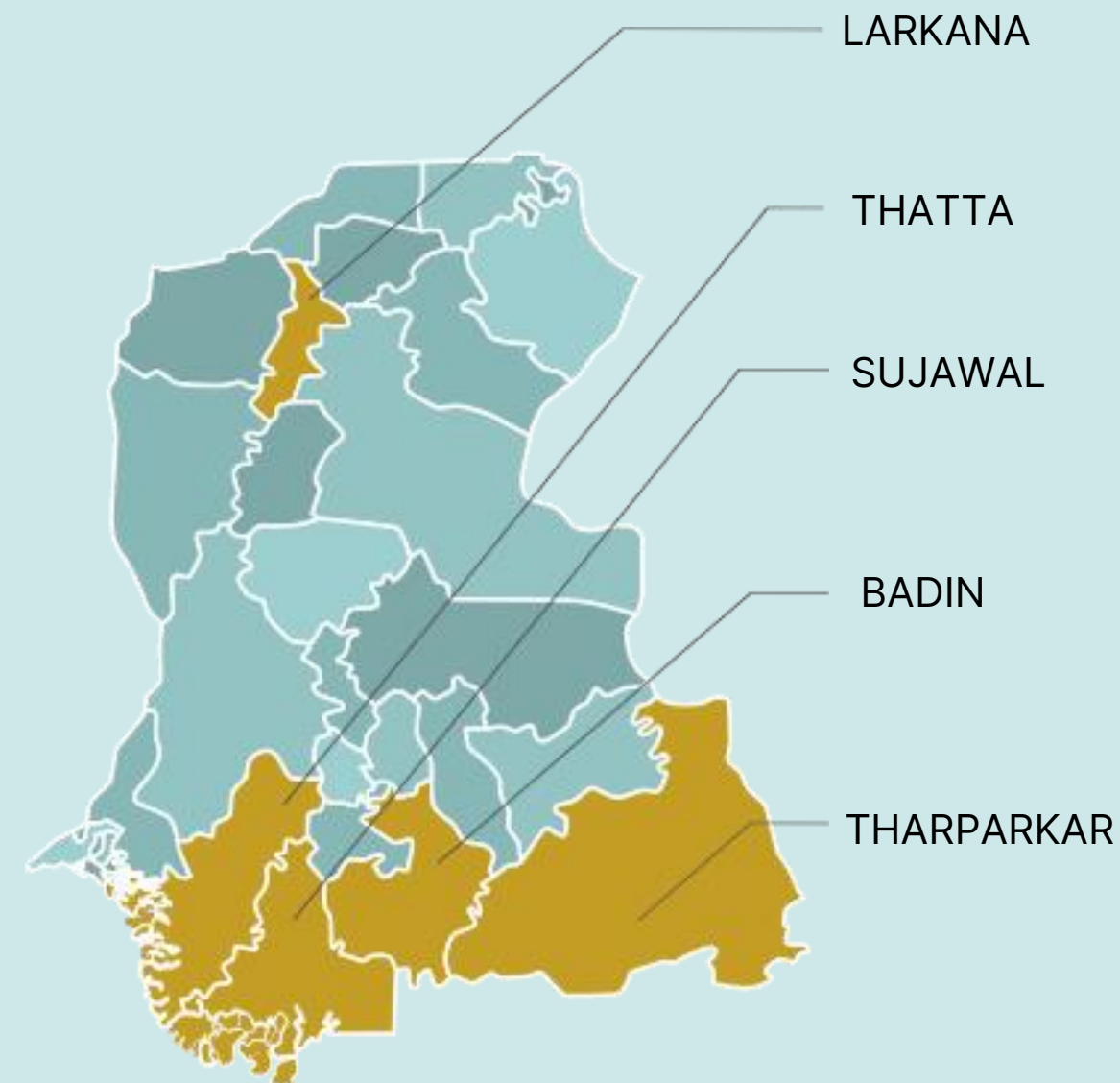
Dated: 9th September 2024



Executing Agency
UNIDO

Donor Agency
European Union

Geographic Location



Development Objectives

The programme's overall objective is to mitigate the socio-economic impact of the COVID-19 crisis on the poor people living in rural areas of Sindh province.

The Specific Objectives of the project are:

- ❖ Public services in rural Sindh are increasingly available and accessible to the less privileged population
- ❖ Increased (self-) employment in the Urban Economic Clusters, with specific focus on women and youth, in the (post-) COVID-19 context






Thematic Areas



Cost of Project (In. millions)

Cost	FPA	Private Sector	GoS	GoP	Total
EUR 49,550,000	--	--	--	--	EUR 49,550,000

Main Components along with cost in USD million

Component Description		Total Estimated Cost in USD Million (FPA+GoS)
<div>COMPONENT 1</div> <div></div>	Co-financing public investment projects of the GoS aiming to build and/or upgrade public infrastructure for delivery of basic services with a high impact on livelihood improvement and poverty reduction, as well as for delivery of services with high potential to contribute to the economic development of the target RGCs and foster enterprise development.	--
<div>COMPONENT 2</div> <div></div>	Provision of grants to support MSMEs' investment projects that demonstrate strong potential for enterprise development, income generation, job retention, and creation.	--
<div>COMPONENT 3</div> <div></div>	Technical assistance to the GoS and the MSMEs to ensure investment projects (both co-financed public infrastructure development projects and financially supported MSME investment projects) are designed, planned, and implemented to deliver results in line with the objectives of the PRS and to strengthen GoS capacity to plan, implement, and monitor PRS results.	--

Physical Progress (Component wise)

Outcome 1: Public Sector Development:



Development of Performance Management System (PMS) for the PRS:

- URP&SP has approved the Performance Management System (PMS) concept note and workplan has been approved, and an expert was hired on July 16th to develop it.
- P&DD has requested to strengthen its IT Cell as part of the PMS implementation. The P&DD has to nominate a dedicated team to coordinate further with the PAIDAR PMS Expert.
- A concept note for developing the Communication Strategy for the Poverty Reduction Strategy (PRS) was drafted and is being reviewed internally. After the internal review, it will be shared with the concerned stakeholders for their review.

Establishment of the Rural Growth Centers (RGCs):

- The programme recruited Social Sector and Infrastructure together with the URP&SP team held consultative sessions at DC offices in Thatta, Badin and Tharparkar in April 2024, in which 124 men and 11 women participated.
- The programme has completed the scoping of RGCs for Thatta, Badin, and Tharparkar and developed concept notes related to WASH, health, education, road infrastructure, solid waste management, and public spaces for 48 projects in total.
- Based on the scoping exercise conducted in consultation with line departments, PC-Is are being developed for all three RGCs.



Physical Progress (Component wise)

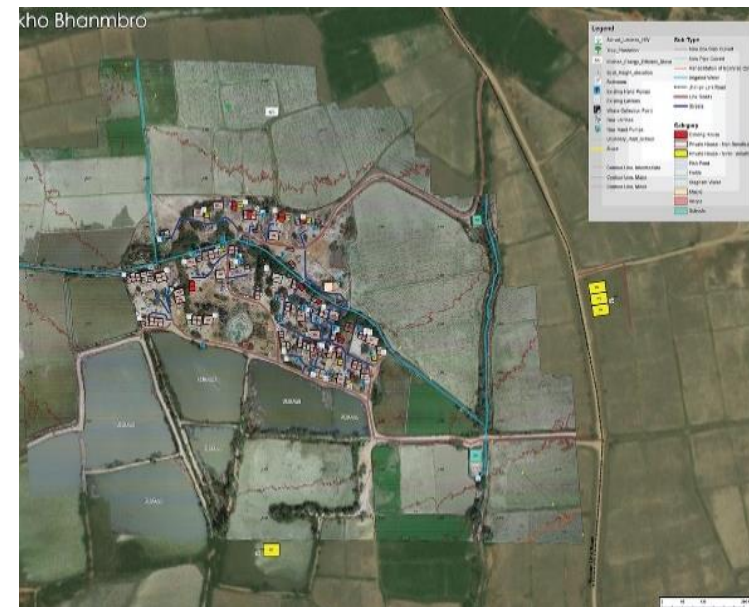
Outcome 1: Public Sector Development:



Development of Capacity Development Programme for Public Sector:

- PAIDAR's Consultant designed matrices and questionnaires for the URP&SP's institutional capacity assessment to gather information on the initial status quo capacity assessment of GoS capacity to effectively continue implementation of the PRS, identify baseline, and assess capacity development needs. After initial data collection, it was found that some data was incomplete. After correspondence with the URP&SP, it was decided that the consultant would interview the URP&SP staff to gather the information.
- The PAIDAR National MEL Expert drafted a concept note for developing an MEL Policy for the Poverty Reduction Strategy (PRS). After an internal review, a meeting with the DG M&E Cell, P&DD, was held, and a presentation on the concept note was given to him. However, the DG MEC proposed engaging the P&DD to nominate a focal person for further review of the concept note, subsequent coordination, and drafting of the MEL Policy.

Development of Village Settlement Plans/ Model Villages:



- The proposals submitted against the advertised ToRs are under evaluation for selecting implementing partners for the development of a model village, Lakho Bhanbro, Thatta. The settlement plan for this village has already been developed.
- The PAIDAR programme and SPHF have initiated the development of village-level settlement plans. Initially, a village-level settlement development plan for 162 villages will be developed in PAIDAR's target districts. These plans will provide information on required investments in social services and basic communal infrastructure, housing, disaster risk management, and livelihoods at the village level. The programme will provide the required services through its communal infrastructure grant window.
- The last PSC meeting recommended engaging SPHF's implementing partners to achieve economies of scale.
- The programme has initiated a HACT micro-assessment of the SPHF to assess its capacity. BDO has initiated the HACT assessment of SPHF on August 5, 2024, and will share its findings by August 15, 2024.
- Furthermore, the ToRs for ten implementations of the settlement plan in collaboration with the SPHF are being prepared. Based on the PSC recommendation, the communal infrastructure grants will be implemented in collaboration with the SPHF.



Physical Progress (Component wise)

Outcome 2: Private Sector Development:



Business Development Support

- Two-hundred-and-twenty-one (221) business ideas were received from five districts in response to the 1st EOI for SME development grants. The submitted proposals were evaluated and 77 qualified SMEs were linked with three technical assistance-providing companies (namely SEDF, iConsult, and ECI) that developed their full-fledged business proposals. Later on, 70 SMEs submitted their business proposals in response to a restricted Call for Proposal published by UNIDO, the deadline of which was 18 July 2024 but was further extended to 28th July 2024, keeping into consideration the Muharram holidays and the closure of the internet in most parts of the country.
- After completing the ongoing evaluation review of these business plans and applications, the programme will initiate the grant agreement process with the selected SMEs.
- The 2nd Call for EOIs for the SME development grant window was launched with a submission deadline of 31 July 2024.
- Twelve (12) boot camps, five road shows, three gender sessions, and one session with persons with disabilities were organized in the programme districts. SMEs, potential investors, activists, and chambers of commerce members were invited to support them in developing their business ideas for submission against the 1st and 2nd EOIs. These sessions were attended by 1375 participants, including 383 women and one transgender person.



Physical Progress (Component wise)

Outcome 2: Private Sector Development:



Business Development Support

- Under the 2nd EOI for SME business development grants, the PAIDAR programme field team continued following up with SMEs and investors, providing guidance to help them apply for grants. Additionally, 45 smaller sessions were also conducted with SMEs and potential investors to mobilise and educate them about SME business development grants.
- The programme has received 481 applications from SMEs against the 2nd Call for EOIs. The applications are being assessed based on the set criteria. After this, a technical and financial assessment of the shortlisted applicants will be performed.
- The Tourism Department has consented to the proposed ToRs for developing master plans for Keenjhar and Drigh Lake. These two sites will be developed as tourist destinations to boost the local economy. The ToRs have been launched with the proposal submission deadline of 16 August 2024.
- The Disabled Welfare Association is being engaged to support special needs people in the target district. The TORs have been finalised.
- To collaborate with Public Sector institutions (MUET, IBA University of Sindh, Shaheed Allah Bux Soomro University of Arts and Design, SZABIST Larkana, IBA Sukkur, and Begum Nusrat Bhutto University for Women Sukkur), several sessions have been held to explore potential collaboration areas.

Agreements with five Implementing Partners (IPs) have been signed for the micro-enterprises' development grant window. The details are as follows:

Sr.#	IP Name	District	Grant Amount (PKR)	Grant Amount (EUR)
1	Thardeep Rural Dev. Programme	Tharparkar	119,865,558	399,107
2	National Rural Dev. Programme	Sujawal	149,026,572	496,202
3	ACT International	Thatta	145,950,000	485,958
4	Pakistan Microfinance Network	Larkana	123,479,984	411,141
5	Sindh Rural Support Organization	Badin	138,505,000	461,169
			676,827,114	2,253,576

Physical Progress (Component wise)

Outcome 3: Programme Management:



- A full-fledged PAIDAR Program Management Unit, comprising the National Operations Officer, National Cluster Development Expert, National Monitoring Evaluation & Learning Expert, National Communication & Gender Expert, and Programme Grants Specialist and headed by a National Technical Advisor has been established at Karachi which is fully operational.
- Two Cluster Development Agents (CDAs) have been appointed in each Target district to coordinate UNIDO-PAIDAR's activities effectively.

Communication and Visibility:

- Social media platforms, press coverage, and strategic events were leveraged to enhance PAIDAR's brand identity and engage stakeholders.
- The PAIDAR LinkedIn page has grown immensely in the last few months and now has a total of over 1700 followers, and generated 88,626 impressions so far.
- Print adverts were published in four newspapers (Jang, The News, Kawish and Dawn) to publicise the Call for Proposals (CfPs) for the Business Development Grants.
- The Business Development Grants brochure was expanded to include a comprehensive Frequently Asked Questions (FAQs) section with 33 questions addressed in both Urdu and English. Around 600 brochures (with FAQs incorporated) were disseminated across the target districts.
- Two tutorial videos were produced and publicised amongst potential business development grant applicants to ease the process of submitting application and help them learn the process step-by-step
- Twelve boot camps were held in 5 districts to publicise and promote the business grants CfP. Co-branding on backdrops and standees was complimented during the events by distributing PAIDAR grants visibility material (brochures).
- A photography competition was launched on June 5th on World Environment Day, and the theme was "Resilient Landscape: Stories of Land and Life in Sindh," to promote the programme among various stakeholders in Sindh and to promote the programme externally. The winners have been announced and featured on PAIDAR's social media pages.

Physical Progress (Component wise)

Outcome 3: Programme Management:



Gender and Inclusion:

- Sixty (60) women, including one transgender individual, attended the boot camps arranged in the target districts to promote the 1st and 2nd EOI for Business Development Grants. In addition, the Karachi Women's Chamber of Commerce publicised the EOI amongst a wide women's network in Sindh.
- Three Gender Sessions were held in target districts, with 249 women attending the session to promote the 1st EOI for Business Development Grants.
- The PAIDAR programme led a panel discussion on women entrepreneurship in Sindh at the SHEVOLUTION Women Summit, hosted on June 5th by the Karachi Women Chamber of Commerce, Korangi, in collaboration with the German Consulate. Our communications and gender expert, Ms Sidra Riaz, represented PAIDAR on a high-level panel for the panel discussion and advocated for women's financial inclusion alongside other panelists.
- PAIDAR enthusiastically celebrated International Women's Day (IWD) in March with women SME owners and micro-entrepreneurs from Thatta, Badin, Sujawal, and Tharparkar.
- A session on Disability Inclusion was held on March 7th in collaboration with the Disability Welfare Association (DWA) to promote the PAIDAR grants with persons with disabilities (PWDs) and discuss viable business ideas. Fifty-four people with disabilities (40 men and 14 women) from Thatta and Sujawal attended the session.

Monitoring, Evaluation, and Learning:

- Programme baseline and targets were established.
- Programme MEL Framework, including impact evaluation methodology, was developed.
- The programme is enhancing its Theory of Change to encompass a broad spectrum of domains of change and critical assumptions/conditions, aiming to establish a comprehensive theoretical framework.
- Tools and guidelines for identifying and promoting significant changes and learning have been developed.
- Concept Note on developing an MEL Policy for GoS was drafted and internally reviewed. A meeting in this regard was held with the DG MEC and P&DB, who advised discussing this matter with the P&DB to nominate a focal point for the MEL Policy.
- Capacity-building materials on MEL were designed for Cluster Development Agents (CDAs) and Intermediary Organizations (IOs).

Physical Progress (Component wise)

Outcome 3: Programme Management:



Cooperation with other Projects and Programmes:

- PAIDAR has collaborated with the SPHF to pilot non-fired-backed bricks for 10 model houses, aiming to revolutionise the reconstruction of the 2.1 million in Sindh. The contract with SPHF was signed in December 2023. The bricks mass production will start by August 2024.
- Based on the outcome of this intervention, the programme plans to support entrepreneurs and establish non-fire-backed brick production facilities in the target districts.
- Technical assistance is provided to SPHF in the area of carbon credit financing. This intervention will align the project with sustainability standards for housing.
- The Programme has engaged SEDF to provide technical assistance to SMEs in the target districts on business planning and documentation.



- **Identification of RGC in Larkana.** The PSC asked the DURP&SP to initiate and complete the scoping process by 30 June 2024.
- The P&DD notified the establishment of a dedicated PM&IU for RGCs on 24 June 2024, but it has yet to be operationalised.
- The PC-Is of identified schemes for the three RGCs (Thatta, Badin, Tharparkar) must be timely prepared and approved. The concept notes based on a scoping exercise undertaken jointly by DURP&SP and **UNIDO have already been developed.**

Issues

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Way Forward



Poverty Alleviation and Inclusive Development Across Rural Sindh (PAIDAR)

Programme funded by the EU & implemented by UNIDO

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