

PROJECT AAB O DAANA

Moving Towards Food Security

Project End Report

March 2013



Submitted to:



Prepared by:



ACKNOWLEDGMENTS

First and foremost we would like to thank UBL for its cooperation and continual support throughout this project. We would particularly like to thank **Mr. Atif R. Bokhari**, the President of UBL, **Mr. Aameer Karachiwalla**, Group Executive Retail Banking and **Mr. Najeeb Agrawalla**, Group Head Marketing Retail Banking, of UBL, for their support and interest throughout the implementation of this project and for the encouragement they gave us.

We would like to thank **Mr. Zohair Ashir, Chairperson** and **Ms. Simi Kamal, Council Member** of Hisaar Foundation for their valuable time and inputs during the planning and inception phase of this project. I would also like to thank **Mr. Tofiq Pasha Moraj**, Governor, Hisaar Foundation for giving his precious time, commitment and invaluable strategic guidance which was integral to the implementation process. We also appreciate **Dr Sono Khangharani**, CEO of HF for his guidance in completion of the project.

We would also like to acknowledge the cooperation of WWN's members **Ms. Sabiha Shah, Ms. Shanaz Jamil, Ms. Sughra Ismail, Ms. Razia Sultana, Ms. Budder-un-Nisa**, and **Ms. Qamer-un-Nisa**, without whose support this project would not have been such a success.

The following team members worked very closely with us:

- **Ms Amina Siddiqui**, of HF carried out monitoring and supervision of all staff and oversee communication and documentation as well as finalized project reports.
- **Ms. Saleha Atif**, of HF coordinated the trainings between WWNs, the trainers and other team members. She also managed the logistics of the KG trainings, assisted in trainings/monitoring visits and manage the KGTDS on day to day basis.
- **Ms. Kausar Hashmi**, who documented the kitchen gardening training module and the project reports. She also provided facilitation for the trainings, documented the training proceedings, prepared the training report, and assisted in monitoring visits.
- **Mr. Syed Zia Uddin**, of HF for managed the project budget, all accounts of the project and handled the procurement required in this project.

And last but not least, I want to extend our deepest appreciation to **Ms. Sanaa Baxamoosa**, for her time and effort; especially for editing of project reports.

TABLE OF CONTENTS

1.0	INTRODUCTION	2
2.0	HOME BASED FOOD PRODUCTION-KITCHEN GARDENING	2
3.0	THE IMPLEMENTATION PROCESS	3
3.1	Project Interventions	4
3.1.1	Setting up of Kitchen Gardening Training and Demo Station (KGTDS)	4
3.1.2	Development of Kitchen Garden Training Module and Other Training Material	5
3.1.3	Kitchen Garden Kit	6
3.1.4	Kitchen Garden Trainings – Stage-1	7
3.1.5	Kitchen Garden Trainings – Stage-2	8
3.1.6	Promotion of Kitchen Gardening and Orientation of Women in Neighbourhoods – Stage-3	9
4.0	MONITORING OF STAGE-2 KITCHEN GARDENING TRAININGS	9
5.0	MEDIA COVERAGE	10
6.0	COMMUNITY RESPONSE	10
7.0	PROJECT FUNDS	11
8.0	RESULTS OF PROJECT AAB O DAANA	11
9.0	WAY FORWARD	12

1.0 INTRODUCTION

Hisaar Foundation (HF) and UBL entered into a Aab O Daana (AOD) project agreement on September 1, 2012 for a period of six and a half months to implement it. The aim of AOD project was to inculcate home based agriculture production practices in urban women to meet the subsistence, dietary and nutrition needs of their families in Karachi and to also promote water conservation through efficient water management on AOD project. This Project builds upon the previous project called, “Project AAB” which Hisaar Foundation implemented in collaboration with UBL from April 2011 to April 2012.

The first report on the project covered the activities of inception phase and was submitted to UBL on October 2012. It included the detailed work plan of the first month of work only. . Based on the detailed work plan a substantial progress in terms of programme activities was made during the first four weeks. The inception phase activities included the mobilization of project staff , development of detailed workplan, setting up of kitchen gardening training and

demo station (KGTDS), identification of trainers and development of modules and handouts, identification and sourcing of implements and materials and identification of kitchen garden activists for stage-1. The project mid-term report focused on project interventions and actual implementation carried out during first three months ie. September – November 2012.

This report is the final report which highlights the project intervention activities and some of the visible outcome (results) on completion of the project in February 2013.

Under this project a kitchen garden training and demo station (KGTDS) was established as the training stations for the project Aab O Daana. A total of 4,400 women were trained in two stages eventually leading to benefitting 554,400 men, women and children in Karachi who benefited from the fresh vegetables planted in their homes.

Besides, a complete synopsis of the progress made under this project is given in following pages.

2.0 HOME BASED FOOD PRODUCTION-KITCHEN GARDENING

The Mission of the Foundation is to promote appropriate policies and creating, low-cost

solutions in Pakistan where water is judiciously used, food is sufficiently

produced, and people are able to earn livelihoods with dignity. The Foundation is working on solutions within the geographical, environmental and social conditions and realities of Pakistan that meet the needs of people, yet prevents long-term depletion of water and food resources.

The concept of kitchen gardening originated with Hisaar Foundation's Women Support Programme (WSP) which aimed to create economic independence for the earthquake-affected women in the Bagh Area of AJK in the aftermath of the 2005 earthquake.

3.0 THE IMPLEMENTATION PROCESS

The implementation began with several preliminary meetings for:

- Detailed planning of project activities
- Mobilization of project staff
- Development of detailed workplan
- Identification of trainers
- Setting up of kitchen gardening training and demo station (KGTDS)
- Identification of KG activists for Stage-I trainings
- Identification and sourcing of implements and materials

When the concept of kitchen gardening was tested in Karachi with urban women, the training were a long-standing demand of the members of Women and Water Networks in Karachi. Hisaar Foundation in collaboration with UBL worked on project 'Aab O Daana', which encapsulated two components, AAB (water) and DAANA (food). The AAB (water) component of this project consisted of promotion of water conservation and efficient management of water at the household level using water saving guidelines. The DAANA (food) component provided women in Karachi independence in growing food at home thus enabling them to attain partial food security.

Kitchen gardening Stage-I training commenced with the assessment and selection of KG activists. These kitchen garden activists were selected from all economic groups, however, majority of the KG women belonged to the middle and lower income groups. The 400 kitchen garden activists for stage-I training were identified through Hisaar Foundation's 'Women and Water Networks (WWNs)' from different areas of Karachi (18 towns of Karachi).

3.1 Project Interventions

Aab o Daana delivered the following interventions during the project cycle:

- Established and utilized a kitchen gardening training and demo station (KGTDS) to conduct KG trainings.
- Developed a comprehensive kitchen gardening training module in Urdu and distributed among more than 500 women.
- Distributed 500 kitchen gardening kits (seeds of 10 vegetables, watering can, compost, fertilizer, spray bottle and *khurpi*) among more than 400 women.

- Trained 4,400 women and supported to grow food in their homes and further train neighborhood women.
- Supported the indirect training of 88,000 women across Karachi.
- Benefited 554400 persons men, women and children from 92,400 families (4,400+88,000) who had are contributing in food security and water conservation.

This section provides detail of each of the above project interventions:

3.1.1 Setting up of Kitchen Gardening Training and Demo Station (KGTDS)

A well designed and professional kitchen gardening training and demo station (KGTDS) was set-up on the available open space (front yard, back yard and roof of the building) at the Hisaar Foundation premises. This kitchen gardening training and demo station (KGTDS) was used for demonstration during practical training of the 400 kitchen garden activists.

At this demo station, more than 30 seasonal vegetables and herbs were planted and adopted using different water conservation techniques and micro-management



practices for home based food production. The methods of using recycled materials (tins, tyres, bottles, crates, containers etc.) were also an important part of the demonstration.

KGTDS was developed on the principles of ‘seeing is believing’ that served as a ready demonstration of Kitchen Gardening. It also showcased operational manual that is effective, simple, agro technologies



Since Hisaar Foundation’s kitchen gardening training and demo station (KGTDS) served as the backbone of Project Aab O Daana interventions, it was very much appreciated and caught the attention of women trainees and media.

3.1.2 Development of Kitchen Garden Training Module and Other Training Material



food by growing fresh nutritious and low-cost vegetables in their homes through judiciously using recycled water to ensure both food and water security.

An extensive kitchen gardening training module was developed in Urdu, finalized, printed and distributed amongst the trainees. This all season training module elaborates methods, use of different implements, and water equipments. In addition to these modules 10 types of winter and summer season vegetables (i.e. okra, eggplant, zucchini, bitter gourd, chilies, tomatoes, cauliflower, spinach, beetroot and coriander) were also chosen to plant in containers/pots, etc.

More than 500 kitchen gardening training modules and water saving guidelines were distributed among women. Several kitchen gardening banners and posters were developed to enhance the capacity and skills of women to acquire self-sufficiency in



The lesson plans in kitchen gardening training module include; importance and benefits of kitchen gardening, basic elements required for planting, methods of growing vegetables, use of recycle materials in KG, water conservation and

efficient management practices for kitchen gardening, method of composting and organic approaches to pest, weed and disease control.

Development of kitchen gardening training module emerged as an integral part of project interventions, since it not only emphasized the importance of kitchen gardening in urban environment but also made the women understand the importance of both food and water security in a wholistic manner. (a detailed kitchen gardening training module is also available).

3.1.3 Kitchen Garden Kit



20,000 seed packs were provided to 4,400 families, benefiting about 26,000 men, women and children. In addition to this, 500 kitchen gardening kits including watering

can, compost, fertilizer, spray bottle and *khurpi* were distributed to 400 families, benefiting 2,400 people directly.

However, this did not stop here. Throughout the project, about 123,200 kg winter season vegetables were grown (28 kg each women x 4400) by the direct beneficiaries which cost about Rs. 3,696,000 (123,200 kg x Rs 30/kg). Through this, each woman saved more than 30 percent on her household expenditure, in addition to providing nutritious food to their families.

Kitchen Gardening Trainings	4,400 women/families
Kitchen Gardening Module	500 +
Kitchen Gardening Kit	500 +
Vegetable Seeds	20,000 +
Vegetable Grow	123,200 kg
Cost Benefit	Rs 3,696,000
Save HH expenditure	30 %

3.1.4 Kitchen Garden Trainings – Stage-1

A total of 16 kitchen gardening trainings in stage-1 were carried out that imparted agro based knowledge, skills and expertise to the 400 women across Karachi, thus benefiting about 2,400 men, women and children directly. These 400 women were provided hands-on trainings, in growing fresh, nutritious and low-cost vegetables in their homes.



All these trainings were conducted by qualified trainers under the supervision and direction of Mr Tofiq Pasha Mooraj, Governor Hisaar Foundation and expert in horticulture. Before these trainings a master trainers training was organized for project staff to build a cadre of trainers who could assist in these trainings.

The first and last two sessions of these trainings were theoretical with a practical session in between these four sessions. These sessions were followed by a question and answer session before refreshments. The trainees were received KG trainings on the following issues:

- Introduction of Project Aab O Daana
- Importance and benefits of kitchen gardening
- Basic elements required for planting
- Methods of growing vegetables
- Growing vegetables in pots and in recycle materials
- Water conservation and better management practices for kitchen gardening
- Method of composting (source of organic matter)
- Organic approaches to pest, weed and disease control (organic repellents)



The practical sessions provided hands-on training to the participants on method of sowing vegetable seeds, transfer of saplings and utilization of recycle material for planting. The last sessions focused on questions and answers, during which the women were encouraged to voice their queries, problems and difficulties relevant to vegetable growing. These questions and

problems were answered by the expert Mr Tofiq Pasha. These training resulted in not only motivating the women in growing vegetable in their own homes but also making a pledge to impart these skills amongst at least 10 women each, in their neighbourhoods. (details of trainings are available in kitchen gardening training report)



3.1.5 Kitchen Garden Trainings – Stage-2



The 400 women (KG activist) who were trained and supported at the HF office provided further training to a total 4000 women (stage-2) in their neighbourhoods. These stage-2 trainings benefited about

24,000 men, women and children directly across Karachi and at least three times the number indirectly, as our trainees themselves trained many other people.



Each of these 4000 women obtained 16,000 vegetable seeds, and were motivated to produce vegetables in their homes and

promote kitchen gardening to at least 20 women each in their neighbourhood.

3.1.6 Promotion of Kitchen Gardening and Orientation of Women in Neighbourhoods – Stage-3

Promotion of kitchen gardening and orientation of women in neighbourhood was provided in the stage-III of project Aab O Daana, at no cost to Hisaar Foundation. Thus about 88,000 women further promoted and oriented to grow vegetables at home directly. Therefore a total of 4,400 women who received, implements, seedlings and

materials were the direct beneficiaries of the project. However 88,000 women who received materials and orientation were considered indirect beneficiaries. This made a total of 92,400 families who benefited from Kitchen Gardening ie over half a million people.

4.0 MONITORING OF STAGE-2 KITCHEN GARDENING TRAININGS



During the course of the interventions, monitoring visits of project Aab O Daana was conducted to measure the success of project intervention and improvement in skill development and other benefits of home based food production. A monitoring team comprising of two members visited the women for inspection of stage-II kitchen

garden training. A field person was also designated to distribute the seeds packs for stage-2 training. The field person was responsible to go to each of the 400 participants' homes and provide them with further training seeds packs. A total of 840 stage-2 women in 84 KG training (20 percent of the KG activist) were visited by the monitoring team, covering different areas in Karachi. The objectives of the monitoring visits were the following:

- Monitoring of stage-2 KG trainings
- Information collection of stage-2 women trainees
- Collection of picture of stage-2 KG trainings

- Inspection visit of vegetable growing by stage-1 and stage-2 women

(details monitoring visits are available in monitoring report)

5.0 MEDIA COVERAGE



Foundation invited several media persons for coverage of their project intervention. As a result the kitchen garden trainings were covered by several print and electronic media. Documentary of project Aab O Daana also aired on two National TV channels.

The feedback from the media was tremendous in most of the kitchen gardening trainings, since Hisaar

6.0 COMMUNITY RESPONSE

The response from the beneficiary community was sensational in most of towns of Karachi, where the KG trainees were invited to attend the training. These training were highly appreciated by the communities with an overwhelming demand to Hisaar Foundation and UBL to conduct more kitchen gardening interventions for their areas. Sharing their views, the participants of KG trainings and communities commented that these useful knowledge increased financial savings on



daily food purchases for other basic needs by growing their own vegetables. They also said that women could become economically empowered by enhancing their kitchen gardening skills through income generation.

7.0 PROJECT FUNDS

The summary of project funds utilization is given below:

S #	Description of Activities	Budget (Pak Rs)	Total Expenses Incurred (Pak Rs)	Balance/Utilized Amount (Pak Rs)
Home Based Food Production Component				
1	Establishing & Running Kitchen Garden Training & Demo-Station (KGTDS)	500,000	407,220	92,780
2	Training of 400 women at KGTDS (20 trainings x 20 Trainees per Training,	800,000	868,728	-68,728
3	Cost of Training Kits for 400 Kitchen Garden Activists	600,000	529,510	70,490
4	Orientation of 4,000 Women by Kitchen Garden Activist including cost of Small Kits	800,000	960,000	-160,000
5	Ground Transport – Visits to sites by project team.	300,000	241,908	58,092
6	Project and Training Coordinator (6 months x Rs. 40,000)	240,000	240,000	0
7	Procurement and Material Management Officer (6 months x Rs 30,000)	180,000	180,000	0
8	Gardeners (2 person x 6 months x Rs. 15,000)	180,000	180,000	0
Other Expenses Staff & Support				
9	Project Manager (6 months x Rs 90,000)	540,000	540,000	0
10	Project Accountant (6 months x Rs 50,000)	300,000	300,000	0
11	Communication & Documentation Officer (6 months x 40,000)	240,000	240,000	0
12	Support Cost	420,000	420,000	0
	Total	5,100,000	5,107,366	-7,366

8.0 RESULTS OF PROJECT AAB O DAANA

Through the project Aab O Daana, the trained women not only became self-sufficient in organic food production to meet the subsistence, dietary and nutrition needs of their families, but also people shared in

food security and water conservation. The project has successfully completed, meeting the project target and generated a positive impact on communities. The following

fruitful outcomes were achieved during this project:

- Imparting agro based knowledge, skills and expertise to urban women
- Promotion of environmentally-sustainable organic farming at the household level
- Promote water conservation and micro-management of water for kitchen gardening
- Saving on the domestic budget by growing one's own vegetables

- Optimal utilization of minimal spaces available in homes
- Suitable soil/organic media preparation for small scale cultivation
- Provision of fresh and nutritive vegetables for a healthier diet
- Improving the environment of the cities by increasing vegetation

9.0 WAY FORWARD

Project Aab O Daana was executed to conserve water practicing efficient management at household level especially through kitchen gardening. HF founds this result fully achieved. It supported the urban women to becoming independent in growing food at home. In this context there is a **great scope for introducing refresher trainings and advanced knowledge on vegetable growing through more trainings** at the community level, as well as envisioning a similar project that would help

in benefiting women in other areas of Karachi and beyond Karachi as well.

Based on the successful experiences of project Aab O Daana, Hisaar Foundation requests the next steps forward for Project Aab O Daana Phase II as **'Home Based Food Production'** through community gardening and provide benefits of kitchen gardening to women in the urban context as a means of income substitution and development of self-sufficiency in home-based food production.