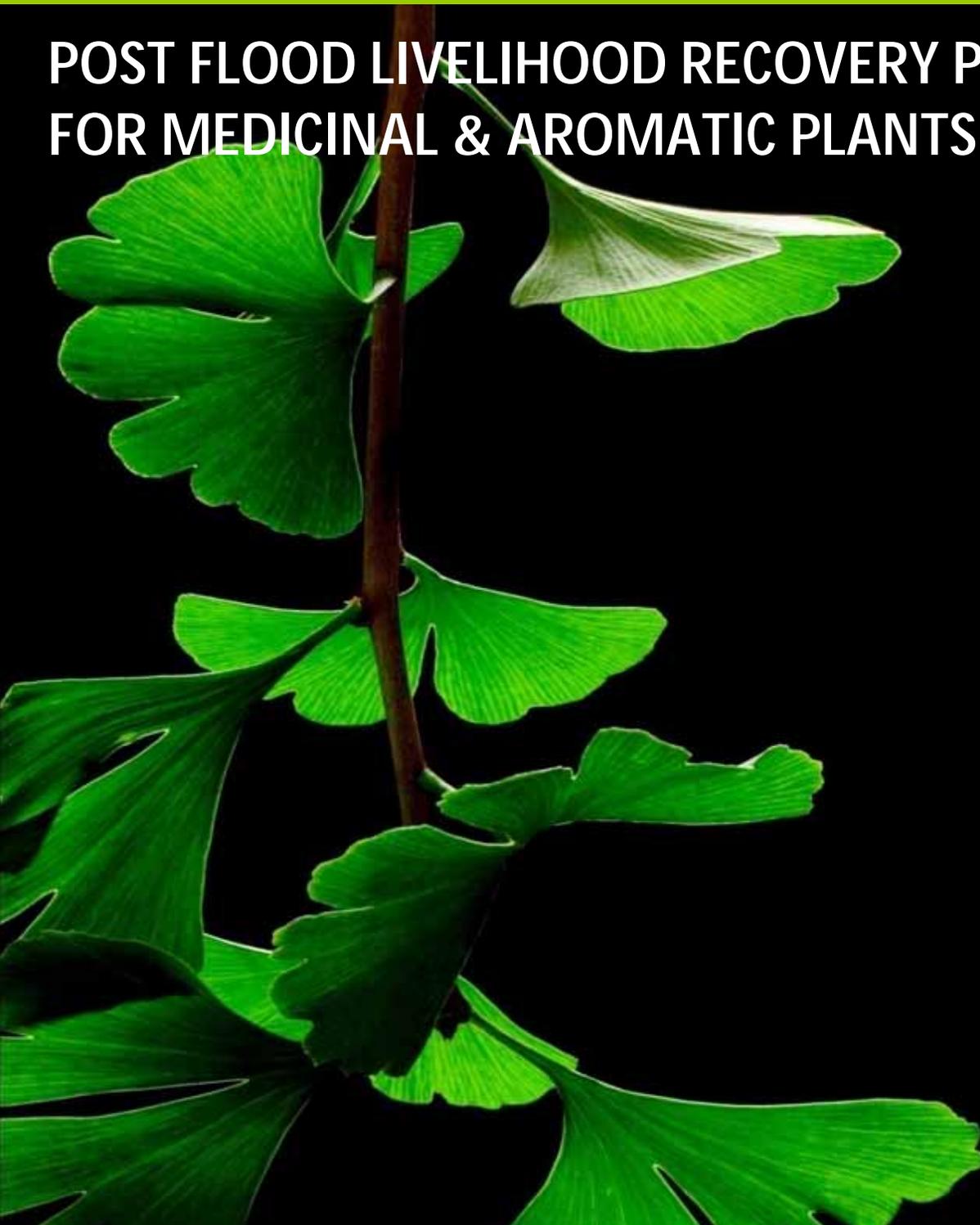




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NRSP

POST FLOOD LIVELIHOOD RECOVERY PROJECT FOR MEDICINAL & AROMATIC PLANTS



PROJECT COMPLETION REPORT

SUBMITTED BY NATIONAL RURAL SUPPORT PROGRAM (NRSP)

February 2011- June 2011

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Project Completion Report

Sub grantee's Name	National Rural Support Program (NRSP)
Reporting Month	June 2011
Grant Type	Indicate the type of grant by checking the box: <input checked="" type="checkbox"/> Post Flood <input type="checkbox"/> Value Chain <input type="checkbox"/> Institutional Strengthening
Sub Sector/Value Chain	Indicate the sub Sector by checking the box: <input type="checkbox"/> Embellishment <input type="checkbox"/> Dairy <input checked="" type="checkbox"/> Medicinal Plants <input type="checkbox"/> Honey
Sub grant Agreement Number#	ENT 0012
Sub grant Agreement Time Period	01-02-2011 TO 30-06-2011
Total # of targeted beneficiaries/clients	5,000

Project impact:

The project period was successfully completed with the impact that MAPs collectors are now properly oriented about the existing flora and high economic value MAPs in their areas. The collectors (male, female) are skilled to understand proper time of collection, use of safe collection tools, post collection standard processing techniques and market chains for their value added products. The project activity under USAID-ENTREPRENEURS consultation raised the value of many MAPs up to encouraging level such as *Viola* in the local market was selling at Rs:400/kg where under project market chain it is now selling at Rs:800/kg. Similarly *Paeonea emodi* roots were selling at Rs: 35/kg now the collectors are selling it at the rate of Rs: 80-90/kg. This price increase due to project intervention is now encouraging the local poor gatherers to enhance their livelihood by getting hand some benefits from this natural resource.

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Acronyms

MAP	Medicinal and Aromatic Plants
USAID	United State Agency for International Development
MEDA	Mennonite Economic Development Association
NRSP	National Rural Support Program
TOT	Training of Trainers
KFP	Key Facilitating Partner
IP	Implementing Partner
VC	Village Committee
ENT	Entrepreneurs
HUJRA	Holistic Understanding for Justified Research and Action
VSO	Village Support Organization
UC	Union Council
UN	United Nation
NTFP	Non Timber Forest Products
VC	Village Committee
FATA	Federally Administered Tribal Areas
KPK	Khyber Puktoonkhwa
WFP	World Food Programme
SDM	Sub Divisional Magistrate
CMLC	Civil Military Liaison cell
GM	General Manager
DFO	District Forest officer
DO	Development Officer
EDO	Executive District Officer
PM	Project Manager
PaRRSA	Provincial Reconstruction, Rehabilitation & Settlement Authority
PCSIR	Pakistan Council for Scientific and Industrial Research
IUCN	International Union for Conservation of Nature
WWF	World Wide Fund for Nature
IDRC	International Development Research Committee
PFI	Pakistan Forest Institute

Highlights

NRSP

National Rural Support Program (NRSP) is a nonprofit non political national level Organization with a school of skilled human resource which provide a basis for successful completion of developmental projects in many sectors of life. For the last two decades, the organizational capacity of NRSP is built enough to face the challenging circumstances during natural disasters and conflict induced socio economic interruption affecting human lives. The organization is mandated to help and support the communities under the principles of need based assessments and early implementation of the activities leading to prompt recoveries of individual's life and needs.

NRSP is committed to alleviate poverty by enhancing gender based potential with proven outcome of skill development and learning leading to socio-economic uplift of civil society. NRSP is now functional in 58 Districts of Pakistan including Azad Jammu and Kashmir under the control of regional and field management offices and engaged with more than half a million poor households. These households are organized to a network of more than 29,000 Community Organizations with sustainable incremental growth. The organization is emerging as a dominant platform for poverty reduction and rural development.

USAID

The United States has a long history of extending a helping hand to those people overseas struggling to make a better life, recover from a disaster or striving to live in a free and democratic country. It is this caring that stands as a hallmark of the United States around the world -- and shows the world our true character as a nation. U.S. foreign assistance has always had the twofold purpose of furthering America's foreign policy interests in expanding democracy and free markets while improving the lives of the citizens of the developing world. Spending less than one-half of 1 percent of the federal budget, USAID works around the world to achieve these goals.

USAID's history goes back to the Marshall Plan reconstruction of Europe after World War Two and the Truman Administration's Point Four Program. In 1961, the Foreign Assistance Act was signed into law and USAID was created by executive order.

Since that time, USAID has been the principal U.S. agency to extend assistance to countries recovering from disaster, trying to escape poverty, and engaging in democratic reforms.

USAID is an independent federal government agency that receives overall foreign policy guidance from the Secretary of State. USAID work supports long-term and equitable economic growth and advances U.S. foreign policy objectives by supporting

economic growth, agriculture and trade; global health; and, democracy, conflict prevention and humanitarian assistance.

With headquarters in Washington, D.C., USAID's strength is its field offices around the world. We work in close partnership with private voluntary organizations, indigenous organizations, universities, American businesses, international agencies, other governments, and other U.S. government agencies. USAID has working relationships with more than 3,500 American companies and over 300 U.S.-based private voluntary organizations.

MEDA:

For more than 50 years, MEDA has been designing and implementing innovative and effective market-driven economic development programs that improve the livelihoods of millions of people living in poverty around the world.

Founded by a small group of service-oriented business people, MEDA has grown to become a large, dynamic international organization comprised of thousands of members and supporters across North America and Europe. MEDA believes its work is not done until it is proven to be sustainable, replicable, scalable and measurable.

MEDA is a recognized leader for establishing best practices in financial services, investment fund development, market development and solving poverty by responding to each population's unique needs. MEDA's competitive edge is to solve issues of poverty through business solutions that integrate all three of our areas of strength.

MEDA professional, committed staff has grassroots experience, a business orientation and the ability to work at large-scale development issues.

Project Introduction:

Any plant containing active bio-chemical constituents and giving a definite physiological response in the treatment of diseases in humans and animals is called a medicinal plant. Similarly a plant used for aroma, culinary or cosmetic purposes is an aromatic plant.

Medicinal herbs gathering and processing amongst communities within Pakistan for the preparation of herbal medicines is an old practice. In Malakand division of the Khyber Pukhtoonkhwa, where it is a particularly rich resource of naturally occurring species, commercial extraction began many years ago and contributes up to the present day. Lack of clear custodianship, little understanding of sustainable management practices and knowledge of market requirements needs proper intervention at the root level.

Gathering and processing of medicinal plants is largely a family occupation for low income groups, in particular women play an important role in the gathering and processing of MAPs. The extent to which medicinal plants play a role in the economy and health of isolated rural communities has been known. The use of MAPs cover the primary health sector in humans, live stock and poultry alongside its trade.

Medicinal and aromatic plants in these communities are a form of micro level enterprise. Men and women are both actively involved in the collection and marketing of this unique and valuable natural resource. It is envisaged that proper capacity building can further help the collectors to obtain a good economic return from this resource.

The rural communities in the hillside settlements who do not have access to hospitals and health facilities, utilize herbs for certain illnesses and collect them for trade with little understanding of knowing their appropriate value and marketing channels. Exploitation of the collectors is a common practice.

Malakand region is rich with assorted flowers and plants that are used in the making of medicines and sweet aromas. Medicinal plants are a potential economic resource for the people living in the remote mountainous region.

Inappropriate collection techniques and post collection processing methods, however, pose a huge threat to the sustainability of MAP species, besides giving low return to collectors.

The collectors in the area are ignorant about the proper time of collection; pre-harvest and post-harvest treatments, as well as value addition for good marketing. They lack skills and efficient resources to prepare required quality of plant material for local use and satisfactory trade in both national and international markets. The herbal industrial units are seemingly disappointed, as their prescribed medicines do not exert the desired therapeutic effects.

People residing in the far flung rural communities of district Swat were badly affected by militancy control of Taliban, subsequent armed operation and devastating floods. Most people lost their properties, livelihood resources like agricultural lands, livestock, poultry, residences and natural support sources. For the rehabilitation of the people in these communities every effort was made, which focused on enterprise development at macro and micro levels.

Lack of knowledge of the appropriate part of the plant, methods and seasons of collection lead to misuse of these species, and exert harmful effects on their conservation. Traditional methods of collection, and tools applied cause damage to the plants and to their habitats and thus adversely affect the interaction between vegetation communities and the soil ecology.

USAID PAKISTAN ENTREPRENEURS and PaRRSA started Post Flood Livelihoods Recovery Project for Medicinal & Aromatic Plants on 1st February 2011 in 13 Union Councils of lower and upper Swat.

People of Swat are involved in the collection of medicinal plants from the time of their ancestors. Most of the people involved in this field have maximum information regarding medicinal plants but due to lack of education and proper knowledge these people are unable to adapt to new techniques for the collection of medicinal plants and as a result many species of medicinal plants are going to be finished day by day in this area.

In mid 2010 in Pakistan and particularly in most areas of KPK including Swat, Charsadda and Nowshera, NRSP moved forward and made efforts for early recovery of the displaced communities and restoration of resources. Keeping in view the appropriate resource utilization with maximum economic return, NRSP under the financial assistance of USAID addressed the potential economic resource of MAPs in order to properly channelize, add value and generate a means of sustainable economic return for the poor marginalized and badly affected rural communities. In the pilot phase of the project focused the objective of orientation, motivation, organization, facilitation, trainings and linkages development at benefiting communities' level. After completion of pilot phase of the project it is sure that future interventions in the project period will lead to the development of a value chain for quality material which will enable the communities groups for appropriate marketing in retail, whole sale, local trade, export outlets, and end users within the country and abroad.

Post Flood Livelihood Recovery Project on Medicinal & Aromatic Plants in 13 union councils of District Swat was designed and aimed to focus that a number of MAPs species with maximum economic potential occurs in the project area. They are collected for local use as well as for commercial purposes without any consideration for sustainability and conservation. One of the threats to the sustainable production of MAPs is that they are collected by untrained persons (male, female, and children) who have minimal understanding of the standard harvesting techniques of collection and post collection processing of the MAPs. This include lack of knowledge about the time

of collection, the part of the plant required for collection and the method of collection and processing, which results in the low market value of the plant material and less return to the collectors.

Before intervention of the project it was observed that the local communities do collect medicinal herbs but they are not aware about the standards and even not clear about the collection of the species having high economic return, though these species are available in their localities.

The diversity of the area required the identification of the most important habitats for medicinal plants cultivation. During the pilot phase of the project, existing medicinal plants provided habitat indicators for the introduction/ cultivation of other important species. This indicator is the basis for further consultation with the line departments and resource persons to move forward for agro-forestry sector and make MAPs as a source of cash crops in the hill side habitats.

The ethno-botanical database observed during the project is considerable. In order to address this, a rationale will be developed in the next phase of the project for selection of medicinal species of commercial value in order of their economic value and consumption chains. This will assist in the future planning for participatory approach and development on an initial collection of species, through which the promotion of women's gathering and conservation will be considered. This rational will fulfill the guidelines of the IUCN and classifying the commercial value species as applied by IDRC.

Enquiries regarding marketable species were confined during the project to gender and their immediate families. Traders and Hakeems meetings put valuable notes which will be useful in future phases of the project. It was clear that due to exploitation of local gatherers by some dealers, communities have been discouraged from gathering medicinal herbs. Despite this somewhat bleak picture, it is known from previous works (IUCN, WWF, MACP, PFI) that MAPs are increasingly used by the herbal processors/suppliers, pharmaceutical industries and as home remedies. It is hoped that future interventions will enable the indigenous local people and their families to enhance their livelihood using this economic resource.

The pilot phase of the project focused on a series of consultation with local resource persons using workshops and meetings as a forum. These were followed by surveys, field work and transect walks. Procedure for surveying was held on arrival at the village location, subsequent female and male team interviews followed by transect walk. All activities were designed to be highly participatory to facilitate the teams in gathering information for completing the project objective.

The lesson learnt during the project is an indication to improve and remit the gaps on part of the communities and human resource of the project.

Objective of the Project

The project aims to provide support to 5,000 Men and predominantly women collectors of herbs and species in District Swat who have been affected by the flood in order that they may resume collection of herbs and spices and earn increased incomes to augment lost incomes from their other sources of livelihoods.

Project Rationale

In late July 2010 the worst floods in the country's recorded history hit Pakistan. Roads, bridges, houses and markets have been severely damaged and crops and food storage facilities have been washed away. More than 20 million people have been affected. The death toll exceeded 1,700 and at least 1.8 million homes have been damaged or destroyed. (OCHA Situation Report 09-09-10). In Khyber Pakhtunkhwa (KPK) this new disaster came in the wake of the ongoing emergency in which 1.3 million people were displaced as a result of conflict in various areas of the province.

In the province of KPK, it is estimated that 1.5 to 2 million women and children are engaged in the collection of herbs and spices for medicinal use.¹ While this is not their main source of income, it is a reliable source of daily income contributing approximately 15% (Rs 1984) of the total monthly household income. According to experts, if the collectors are trained on proper collection and storage techniques this income can be easily increased by at least 30%.

Districts 'Upper Dir' and Swat are two of the severely flood-affected areas in Khyber Pakhtunkhwa province based on the assessment of the UNOCHA (Annex 1). Collection of medicinal and aromatic plants (herbs and spices) is a major source of income for the local people in both districts. Due to the recent floods, most of their assets including tools for cutting/collecting herbs were washed away. Most of the residents of these two districts left their villages and became IDPs during the height of the flooding. These flood-affected IDPs have come back to their villages and are struggling to earn incomes due to loss of assets and sources of livelihoods.

By providing them training for proper collection of medicinal plants they will be able to know how to collect a medicinal plant in such a way that it will not reduce the number of species in the area.

Project Area:

Thirteen Union Councils were selected by PaRRSA on the basis of potential beneficiaries for medicinal plants project. These UC's are listed in the following table.

Table 1: Union councils

S.No	Union Council	Tehsil	District	Province
1.	Kishawara	Charbagh	Swat	KPK
2.	Telegram	Charbagh	Swat	KPK
3.	Jano Chamtalai	Khawaza Khela	Swat	KPK
4.	Shalpin	Khawaza khela	Swat	KPK
5.	Beshigram	Bahrain	Swat	KPK
6.	Chail Valley	Bahrain	Swat	KPK
7.	Sakhra	Matta	Swat	KPK
8.	Shawar	Matta	Swat	KPK
9.	Bahrain	Bahrain	Swat	KPK
10.	Gornai	Bahrain	Swat	KPK
11.	Miandam	Khawaza Khela	Swat	KPK
12.	Matiltan	Kalam	Swat	KPK
13.	Utror	Kalam	Swat	KPK

Project Implementation:

Orientation by Entrepreneurs: One day orientation meeting with the project staff was conducted by ENTREPRENEURS at MEDA office Islamabad.

Transect Walk

Implementation of the project started from a transit walk in all selected union councils. The purpose of the transit walk was to find out potential villages and collectors of medicinal plants. During the transit walk we also met with different people to find out key persons or contact persons through whom we could reach potential collectors in the area. These key persons were also given support to the field staff at the time of verification of the identified beneficiaries. During the walk a map of the union council was also prepared with the support of community in a focus group discussion. In focus group discussion a list of key persons and list of local medicinal plants in the union council were also prepared with the community.

Contacts for community meetings:

Once the contact persons had been identified in all selected union councils, the second step was to take dates for community meeting/village committee formation. For this purpose meetings with the contact persons of all union councils were conducted in which they gave dates, time and venue for community meeting to be conducted. All the contact persons were requested to invite one person from each house hold and especially people related to medicinal plants.



Community Meeting/Village committee formation:

In the selected potential villages, community meetings have been conducted by field staff. The purpose of community meeting was to form a village committee of local people after complete project introduction including criteria of the project.



After committee formation, MoU for village committee formation has also been signed with the committee. Attendance of the members and minutes of the meetings were also recorded. Role and responsibility of the community were clearly discussed and mentioned in the MoU.

Table 2: Union Council Wise Village Committees

S.No	Union Council	Men	Women	Total
1	Kishora	06	06	12

2	Telegram	05	0	05
3	Jano Chamtalai	08	06	14
4	Shalpin	11	05	16
5	Beshigram	12	05	17
6	Chail Valley	04	04	08
7	Sakhra	10	05	15
8	Shawar	10	08	18
9	Miandam	0	12	12
10	Bahrain	0	16	16
11	Gornai	0	01	01
12	Matiltan	01	0	01
13	Utror	0	04	04
Total		67	73	140

Format of MoU for Committee Formation

مفاہمت کی یادداشت برائے دیہی کمیٹی

مقامی تنظیم اور NRSP کے درمیان مورخہ مندرجہ ذیل شرائط و ضوابط کے اوپر ایک مفاہمت کی یادداشت کی صورت میں اتفاق رائے پیدا کی جاتی ہے۔

گاؤں کی تنظیم / کمیٹی کی ذمہ داریاں:

- ☆ پراجیکٹ کے ہر نارگٹ گاؤں میں ایک عدد مردانہ اور ایک عدد زنانہ تنظیم کو گاؤں کے عوامی میٹنگ کے نتیجے کے طور پر تشکیل دیا جائیگا۔
- ☆ ہر دیہی کمیٹی (ایک عدد مردانہ اور ایک عدد زنانہ) کم از کم 8 سے 12 افراد پر مشتمل ہوگی۔
- ☆ مردانہ اور زنانہ ہر دو قسم کی تنظیمیں ہر ممکن کوشش کریں گی کہ ایک دوسرے کے ساتھ مربوط رابطہ کاری کے ذریعے ڈبلنگ (دو نسلے پن) کو بلاک کریں گی۔
- ☆ یہ کمیٹی کے اراکین رضامندانہ طور پر کام کرتے ہوئے مستفیدین / کمیٹی کی ہمدانی کیلئے کام کریں گے۔
- ☆ کمیٹی ممبران پر کمیٹی کا اعتماد بہت لازمی ہوگا۔
- ☆ کمیٹی ممبران کو ذمہ داری ہوگی کہ مستفیدین کی فہرست پر موجود نامزد شدہ مستفیدین کی تصدیق کریں گے۔
- ☆ کمیٹی کے ممبران مستفیدین کیساتھ پراجیکٹ سٹاف کی میٹنگ کی سہل کاری کریں گے۔
- ☆ مستفیدین کو ایک مثالی شرکت کیلئے تربیت دینا اور جمع کرنا اقرباء پروری کو نہ ہونے دینے کیلئے غیر جانبدار رویے کے مظاہرے کو یقینی بنانا اور تمام کمیٹی ممبران کو یکساں اہمیت دینا۔
- ☆ بنیادی مستفیدین کی عدم دستیابی یا (دیگر وجوہات کی بنیاد پر) تبادول مستفیدین کی نشاندہی اور تصدیق کرانے میں پراجیکٹ سٹاف کی معاونت بھی دیہی کمیٹی کی ذمہ داری ہوگا۔
- ☆ پراجیکٹ پر عمل درآمد کی راہ میں پیش کسی بھی رکاوٹ یا مسئلے کے حل میں دیہی کمیٹی پراجیکٹ سٹاف کی معاونت کریں گی۔
- ☆ دیہی کمیٹی خواتین کی ایک خاص نمائندگی کو پراجیکٹ سے مستفید ہونے کی یقین دہانی کریں گی۔
- ☆ دیہی کمیٹی پراجیکٹ ٹیم اور کمیٹی کے درمیان ایک پل رابطے کا کام کریں گی۔
- ☆ دیہی کمیٹی زرعی سرگرمیوں اور دیگر مال مویشیوں کی سرگرمیوں جو پراجیکٹ کی پھرتی کے نیچے ہوتی ہوں گی نگرانی کا کام کریں گی۔

NRSP سٹاف کی ذمہ داریاں:

- ☆ ابتدائی مستفیدین کی نشاندہی کرنا۔
- ☆ دیہی کمیٹیوں کی تشکیل میں معاونت کرنا۔
- ☆ دیہی کمیٹیوں کو تصدیق کیلئے مستفیدین کی فہرست مہیا کرنا۔
- ☆ پراجیکٹ کے عملدرآمد، رفتار اور اثرات کی نگرانی کرنا۔
- ☆ مستفیدین کو پراجیکٹ تکبیز کے عین مطابق مائیکرو گرانٹس کی فراہمی / تقسیم کو یقینی بنانا۔

Identification of Beneficiaries:

Second purpose of the community meeting was to identify MAP collectors in the area by the community., because these local people from the community know very well that who is involved in the collection of MAP. In each committee meeting, the committee identified the MAP collectors. A list of these collectors has been made by NRSP staff.. The format of identification is shown below.

Verification/Selection of Beneficiaries:

Once the identification list has been finalized by the committee, NRSP field staff started verification of the identified beneficiaries on individual basis. The process was to interview each beneficiary and also to ask some key questions. After the individual interview, the information was cross verified from the selected key persons of the union councils. A guarantee of key persons was also taken for each individual beneficiary.



During verification from key persons regarding each individual both the general and prefer criteria were discussed with them and on the basis of their feedback each individual was finalized. Another important step was the guarantee of beneficiaries selected that they were not part of terrorism. For this purpose an additional document was signed from the key persons for each beneficiary.

Table 3: Union Council Wise Verified Beneficiaries

S.No	Union Council	Men	Women	Total
1	Kishawra	291	271	562
2	Telegram	95	0	95
3	Jano Chamtalai	76	196	272
4	Shalpin	51	110	161
5	Beshigram	340	168	508
6	Chail Valley	123	341	464
7	Sakhra	255	365	620
8	Shawar	167	140	307
9	Miandam	0	687	687
10	Bahrain	02	1,074	1,076
11	Gornai	0	66	66
12	Matiltan	48	0	48
13	Utror	02	132	134
Total		1,450	3,550	5,000



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Entrepreneurs



NRSP

**National Rural Support Program
Livelihood Recovery Project for Medicinal and Aromatic Plants Swat**

Beneficiary Verification and Selection

Case No#: _____ **Date:** _____

Name of Beneficiary: _____ Gender: _____

Father/Husband name: _____ Union council Name: _____

Village Name: _____ Committee Name: _____

Contact No#: _____ Age (In Years): _____

Marital status: _____ Education: _____

CNIC No#: _____ is the house hold Man headed or woman headed: _____

Income from Medicinal Plants/month/season before flood: _____

Income from Medicinal Plants/month/season after flood: _____

Primary Source of income: _____ Experience in Medicinal Plants(Minimum 3 years): _____

Types of Damages (Human/Capital loss) during flood: _____

Type of grant availed from other organization: _____

Do you accept the grant of Medicinal plants tool kit from USAID (Yes/No): _____

Will you utilize the grant for the said purpose only (Yes/No): _____

Details of Score According to the Preferred Criteria

S.No	Criteria	Score
1	Families have background and experience in Medicinal and Aromatic Plants collection and involve for more than 3 years.	
2	Woman Headed Family	
3	House Hold who lost Family member in flood	
4	Families who lost collection Tools for Medicinal and Aromatic Plants and have no or limited alternate source of income	
Total Score		

Filed by: _____

Verified by key person: _____

Checked by: _____

Name: _____

Name: _____

Name: _____

Signature: _____

Signature: _____

Signature: _____

Tool kit selection:

For tool kit selection the services of a specialist **Sub-Divisional Forest Officer** from Forest department were hired with the support and technical guidance of ENTREPRENEURS. The purpose of hiring specialist services was to select a proper and accurate tool kit to ensure its optimum utilization. For this purpose the selected items of the tool kit were verified from collectors in a community meeting. After verification from the community the tool kit was approved from PaRRSA.

Table 4: Tool Kit Items

S.No	Tool Name	S.No	Tool Name
1	Tool Kit Bag	9	Big hoe with small handle
2	Sacha Bag	10	Small hoe with small handle
3	Rain Coat	11	Sickle
4	Gloves	12	Spade
5	Cleaning Brush	13	Flower Cutter Small
6	Big hoe with large handle	14	Flower Cutter Big
7	Medium hoe with large handle	15	Saw
8	Small hoe with large handle	16	Holder

Tool Kit Package



Procurement:

A major activity of the project was procurement of 5000 MAP collection toolkits. In this regard a procurement committee was formed. The committee consisted of project manager, procurement officer, finance officer, RPC and MEDA representatives. The MAP collection tool kit has been verified from NTFPs forest department and MAP collectors in a community meeting with the technical guidance and support of USAID Entrepreneurs. The verified MAP collection tool kit was then approved from PaRRSA.

After finalizing the tool kit an open tender was published in two news papers including one local news paper. The purpose of publishing the add in local news paper was to encourage and benefit local venders of Swat as these people have bore so much loses at the time of militancy and flood. The quotations were opened in presence of all the committee members and MEDA representatives.

Staff ToT for MAP:

As it was one of the main objectives of the project to train 5000 medicinal and aromatic plants collectors, therefore the strategy adopted for achieving this objective was to provide a three days Training of Trainers to the field staff of the project.

For this purpose, services of a medicinal plants specialist were hired. In the ToT, the staff was given orientation of medicinal and aromatic plants. Objective of the ToT was to enable the staff to provide training to the collectors regarding the proper collection of MAP.



Selection of Training venues and Distribution points:

The MAP project was a challenging one as all project areas were on the mountains and further it was also decided to train these collectors at local level in their villages. So all the training halls were selected in the field areas at local level. Distribution point was also selected at union council level for the convenience of beneficiaries.



Community Trainings and Distribution:

MAP project was divided into two cycles. In each cycle we had to train 2500 beneficiaries. For this purpose the community was divided in groups of 40 to 50 participants. Each group was given detailed one day training. The training module is as under:

Session. 1 Introduction to medicinal plants

Introduction of medicinal plant with respect to their occurrence in different forest types of Pakistan. Importance of medicinal plants in rural economy. Possible better livelihood opportunities through sustainable utilization of medicinal plants.



Session. 2 Collection and processing of medicinal plants

- 2.1 General principles
- 2.2 Harvest of plant material
- 2.3 Preparation of plant material
- 2.4 Preservation of plant material

Session. 3 Requirements of standard harvesting techniques

- 3.1 Plant population
- 3.2 Trained collectors
- 3.3 Proper use of digging and safe collection tools
- 3.4 Need based collection

Session. 4 Requirements of post harvest standard techniques

- 4.1 Collection of various parts of plants
 - 4.1.1 Collection of foliage
 - 4.1.2 Collection of flowers
 - 4.1.3 Collection of roots and modified stems
 - 4.1.4 Collection of seeds and fruit
 - 4.1.5 Collection of bark
- 4.2 Safe tools (their proper use and maintenance)
- 4.3 Post harvest processing
 - 4.3.1 Drying
 - 4.3.2 Shade drying
 - 4.3.3 Sun drying
 - 4.3.4 Hot air oven drying
- 4.4 Storing of dried herbs
- 4.5 Labeling

After training the participants were given lunch and after lunch the MAP tool kits were distributed among all the participants.

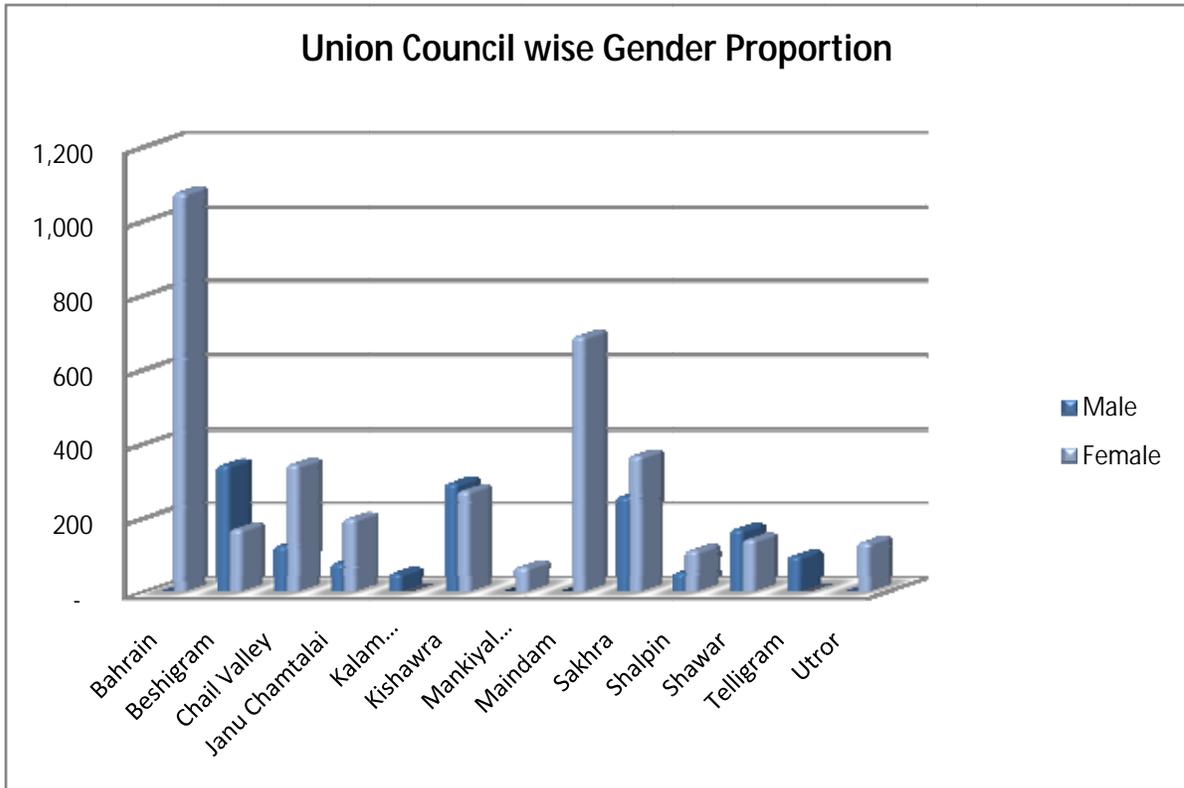


Table 5: Gender Wise Community Trainings and Participants

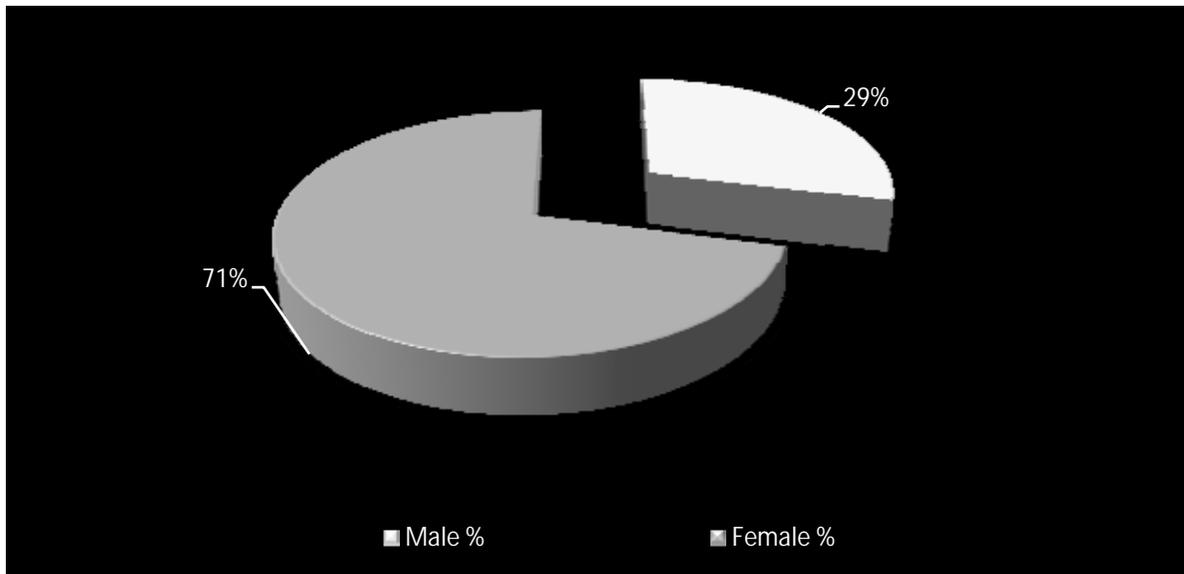
S.No	Union Council	Male Trainings	Female Trainings	Total	Male Participants	Female Participants	Total
1	Kishawar	07	06	13	291	271	562
2	Telegram	02	0	02	95	0	95
3	Jano Chamtalai	02	04	06	76	196	272
4	Shalpin	01	02	03	51	110	161
5	Beshigram	07	04	11	340	168	508
6	Chail Valley	03	08	11	123	341	464
7	Sakhra	06	08	14	255	365	620
8	Shawar	04	04	08	167	140	307
9	Miandam	0	13	13	0	687	687
10	Bahrain	0	22	22	02	1,074	1,076
11	Gornai	0	01	01	0	66	66
12	Matiltan	01	0	01	48	0	48
13	Utror	0	03	03	02	132	134
Total		33	74	107	1,450	3,550	5,000

Table 6: Gender Wise Tool Kits Distribution

S.No	Union Council	Male	Female	Total
1	Kishawar	291	271	562
2	Telegram	95	0	95
3	Jano Chamtalai	76	196	272
4	Shalpin	51	110	161
5	Beshigram	340	168	508
6	Chail Valley	123	341	464
7	Sakhra	255	365	620
8	Shawar	167	140	307
9	Miandam	0	687	687
10	Bahrain	02	1,074	1,076
11	Gornai	0	66	66
12	Matiltan	48	0	48
13	Utror	02	132	134
Total		1,450	3,550	5,000



Gender wise Proportion of Collectors



Office and Staffing:

Project office was established at khwaja Abad Mingora Swat. List of staff is given below.

Table 7: List of Staff

S. No	Name	Designation	S. No	Name	Designation
1	Shah Zaman	Project Manager	16	Muhammad Imran	Trainer/Field Officer
2	Muhammad Shakir Nadeem	Procurement/Logistic Officer	17	Mian Saqib Ayub	Trainer/Field Officer
3	Syed Jamil-ur-Rehman	M&E Officer	18	Farhana	Assistant Trainer /Field Officer
4	Fazal Rahim	Enterprise Development Coordinator	19	Rehmat Ali	Community Worker
5	Gohar Ali	Documentation Officer	20	Qaiser Khan	Community Worker
6	Taimur Hayat	Accountant	21	Muhammad Riaz	Community Worker
7	Imad Ahmad	Account Assistant	22	Hidayat Ur Rehman	Community Worker
8	Yasir Khan	Herbs & Spices Collector Organizer	23	Sajida Ihsan	Community Worker
9	Imran Khan	Computer Expert	24	Reshma	Community Worker
10	Roshan Khan	Social Organizer	25	Azra Begum	Community Worker
11	Muhammad Salik	Social Organizer	26	Afsar Jehan	Community Worker
12	Hayat Khan	Social Organizer	27	Munwar Lal	Office Boy
13	Shamim Akhtar	Social Organizer	28	Anwar Khan	Cook
14	Neelam Karam	Community Trainer/Field Officer			
15	Ziyad Khan	Trainer/Field Officer			

Communications

In the project implementation there was a strong liaison with NTFPs (Forest department), district government, Army officials and other NGOs working in the same area on the same task.

Marking/Branding/Banners:

As the project was funded by USAID through ENTREPRENEURS and PaRRSA in collaboration with KPK Government and NRSP, a collective logo was approved by USAID PAKISTAN ENTREPRENEURS and PaRRSA to be pasted on the tool kit.



Media Coverage:

In all activities of the project implementation media was openly invited. All local newspapers, some national news papers and TV channels gave coverage to activities of the project. The details of these coverage is as under:

Table 8: Media Coverage

S.No.	Date	Activity	Name of News paper/TV Channel
1	11-02-2011	Signing of Agreement	SHAMAL SWAT
2	12-02-2011	Signing of Agreement	CHAND SWAT
3	11-02-2011	Signing of Agreement	AAZADI Swat
4	13-03-2011	Community Meeting	Khabarkar Swat
5	13-03-2011	Community Meeting	SALAM Swat
6	13-03-2011	Community Meeting	AAZADI Swat
7	13-03-2011	Community Meeting	AWAZESWAT
8	13-03-2011	Community Meeting	CHAND Swat
9	19-04-2011	Staff TOT	SHAMAL Swat
10	21-04-2011	Project Introduction	AAZADI Swat
11	21-04-2011	Project Introduction	AWAZESWAT
12	27-04-2011	Community Training	SALAM Swat
13	27-04-2011	Distribution	Khabarkar Swat
14	27-04-2011	Community Training / Distribution	SALAM Swat
15	27-04-2011	Community Training / Distribution	AWAZESWAT
16	27-04-2011	Community Training	CHAND Swat
17	28-04-2011	Distribution	CHAND Swat
18	27-04-2011	Distribution	AAZADI Swat
19	28-04-2011	Community Training	AWAZESWAT
20	29-04-2011	Distribution	SHAMAL Swat
21	29-04-2011	Community Training	KHABRAIN Peshawar
22	03-05-2011	Training / Distribution	AWAZESWAT
23	29-04-2011	Distribution	SHAMAL Swat
24	07-05-2011	Training and Distribution	SHAMAL Swat
25	08-05-2011	Community Training	SAMA PLUS Islamabad
26	08-05-2011	Training and Distribution	BHASHA NEWS Shangla
27	14-06-2011	Verification and Distribution	SALAM Swat
28	14-06-2011	Verification and Distribution	SHAMAL Swat
29	14-06-2011	Distribution	AAZADI Swat
30	14-06-2011	Verification and Distribution	Khabarkar Swat
31	14-06-2011	Distribution	Newsmart Rawal Pindi
32	14-06-2011	Distribution	CHAND Swat
33	19-04-2011	Staff TOT	Khabarkar Swat
34	19-04-2011	Staff TOT	AAZADI Swat
35	16-06-2011	Distribution	Daily AUSAF Islamabad
36	15-06-2011	Training and Verificaiton	AWAZEAWAT
37	19-06-2011	Community Training	KAINAAT Islamabad
38	19-06-2011	Community Training	AWAZESAWAT

39	22-06-2011	Community Training	AWAZESAWAT
40	23-06-2011	Distribution	SHAMAL Swat
41	23-06-2011	Distribution	CHAND Swat
42	23-06-2011	Distribution	BHASHA NEWS Shangla
43	22-06-2011	Community Training	SALAM Swat
44	16-06-2011	Verification and Distribution	GLOBAL POST Malakand
45	21-06-2011	Community Training	SUBH Peshawar
46	18-06-2011	Distribution	BHASHA NEWS Shangla
47	18-06-2011	Distribution	Daily AUSAF Islamabad
48	18-06-2011	Training and Distribution	SHAMAL Swat
49	18-06-2011	Training and Distribution	EXPRESS Peshawar
50	19-06-2011	Community Training	KHABRAIN Peshawar
51	19-06-2011	Community Training	MASHRIQ Peshawar
52	19-06-2011	Community Training	AAZADI Swat
53	19-06-2011	Distribution	Surkhab Peshawar

Security:

Some project areas were security wise sensitive. To minimize risk high security measures were taken in all project areas especially at the time of distribution.

Steps taken for security measures:

Security guards at distribution point:

Two security guards were placed at the distribution point, i.e. one at entrance and second at exit of the distribution point. Each and every person coming to distribution point was checked by security guards.

Police:

Four policemen were taken on request from local police station and were placed at different locations inside and outside the distribution point.

Catering to Minimum Beneficiaries at a time:

To avoid security risk the strategy of catering to minimum beneficiaries per day was adopted. For this purpose the distribution was planned at village or union council level.

Community volunteers:

Community volunteers were also trained and placed at different locations inside and outside the distribution point.

Name tags:

All staff and community volunteers were given name tags to restrict entrance of outsiders without permission.

Token checking:

At the entrance of the distribution point every beneficiary was asked for NRSP distribution token matched with his CNIC to avoid entrance of irrelative person. Other than all these a fire extinguisher and a ladder was available at distribution point.

Success stories

Success Story 1

Name of respondent: Husan Zeba
Age: 58 years
Education: Nil.
Union council: Behrain
Profession: Farming/MAP collection
Livelihood Resources: Carpenter,

Marital status: Married
Number of children: 5.
Village Name: Ayeen
School /college going Children: 1
Cell no. 0346 69481021

Husan Pari wife of Muhammad Ayeen is the resident of village Ayeen. The people of this area are financially weak. The basic reason of which is the lack of education and the flood of previous year. The people of this area and their business was badly effected by the flood. Agriculture land and live stock of these people were also badly effected by flood due to which these people bear a great loss. Ayeen village is a potential area for medicinal plants and the poor people of this village collect many medicinal plant which help them to fulfill their daily life needs.

Husan pari is also one of the poor villagers who collect different medicinal plants from forest and nearby hard hills to support her family in daily expenses of their house hold. So their daily life was going on smoothly.

Husan Pari told that before flood she was collecting many medicinal plant and was earning from Rs. 11000 to 15000 every season. She used to bring Morchella (Gujai), Mamekh, Banafsha, Zaharmora in morning time but the shop keepers of this area take these MAPs at a very low cost. She told that Gujai is a valuable protein MAP specie which can be sold at a high price in national market. In the great flood she also lost his simple MAP collection tool kit due to which she was earning low income as compare to the previous.

She further told us that it was due to insufficient knowledge of proper collection of these medicinal plants. When NRSP team came to our village and invite me for a meeting of collectors, I got informed by them regarding the USAID Entrepreneurs MAP project. I became very happy and listened them very carefully. The committee formed and they gave my name as a collector to NRSP.

After some days NRSP team came again and inform them regarding training of proper methods of MAP collection. I went for the training early in the morning. In the training they told us regarding the proper collection, proper part collection, drying of MAP, storage and proper packing of it. NRSP training informed us that by adapting these methods will increase the value of our medicinal plants and we will be able to sell our MAP for higher prices.

Husan Pari told that these MAP species are capital of area and before training due to improper collection these MAP species were going to be endangered. But after the training we learn the methods of proper collection, it will increase our income and also it will keep safe these species and it will increase its production in our area.

At the end of the training NRSP also provide us a MAP collection tool kit now we will be able to properly pluck the petals and leaves of the MAPs so safely.

In the last Husan Pari said, “ I am very thank full to USAID Entrepreneurs, PaRRSA and NRSP who gave me the chance of getting such a valuable training for MAP collection and also provide me a MAP collection tool kit. Now I will collect medicinal plants by utilizing the proper methods of collection with the help of advance and proper MAP collection tool kit. It will increase the production of medicinal plant and also we will be able to sell our MAPs at higher prices.”

Success Story 2

Name of respondent: Rashida Bibi

Age: 37 years

Education: Nil.

Union council: Miandam

Profession: Shop keeping/MAP collection

Livelihood Resources: Shop

The month of August was near to end when a great flood came from the upper areas of Swat and washed out many houses, roads, bridges, livestock and destroyed thousand acres of agricultural lands. The bloody flood also drowned many humen and many house hold lost their family members.

Same is the story of Rashida Bibi. She is a poor women of village Kasoona in union council Miandam. Her husband is a small shop keeper in the village. Her elder son was in

class 4 in a government school. After school daily he used to help her mother. Due to low income from the shop, Rashida used to collect medicinal plants along with her elder son from nearby forest and hills. So it was her regular daily routine to go to hills and collect medicinal plants and to sell for some money to support her husband in fulfilling their daily home expenses. There life was little tough as they were living from hand to mouth but they were happy with their children in their simple life.

On 27th August 2010 when Rashida was sitting at her home along with her elder son and her younger son was sleeping inside the room, suddenly she heard an emergency siren she rushed towards the door of his house to see what happened in the village, her elder son also rushed out behind her. In the mean time a huge of water came on their house and washed away all her home along with her elder son and the sleeping son in the room. She cried and attempted to go back to her house place and search her children over there but the other people of the village took her a side to save her life. It was a great loss for her as she lost her two sons in the flood but along with this she also lost her house, live stock and few tools of medicinal plants collection.

When USAID Entrepreneurs Post Flood Livelihood Recovery Project for MAP started in the area, in a committee meeting NRSP team was informed by the committee regarding the tragedy of Rashida Bibi. NRSP team did verification and selected her for MAP collection training and tool kit.

Marital status: Married

Number of children: 4.

Village Name: Kasoona

School /college going

Children: Nil

Cell no. 0346 9487104



She got training from NRSP regarding the proper collection of MAPs and also got tool kit for MAP collection. She was a regular collector and also her husband is earning low income so with proper collection methods now she can betterly collect the right part of MAP and can sell it with higher price. Which well help her to support her house hold in daily life needs.

Rashida Bibi told that she is very thank full to USAID Entrepreneurs who her support in this crucial time. She got training and also got training which will really increase his knowledge and will be helpful for her in increasing her income.

Feed Back Session:

A feed back session of all the project staff has been conducted at the end of distribution ceremony of every cycle. The procedure of feedback session was to conduct a meeting with all staff of the project and to give them a little briefing to tell them regarding the strategy of feedback session. Strategy for feedback session was to divide all the staff in groups and every group separately worked on the lessons they learned during the implementation of the project. After completion of group work in the meeting all the points of lesson learned were combined and a single and accumulated document of group work was developed. Main points of the meeting regarding lesson learned were as under:

Lessons learnt:

USAID PAKISTAN ENTREPRENEURS 'Post Flood Livelihoods Recovery Project for Medicinal and Aromatic Plants' was a big support for the flood effected MAP collectors of Swat in not just recovering their livelihoods but also it was a good experience and opportunity for learning. The Project activities were very fruitful due to which maximum people were benefited. Especially the experience of doing the project in cycles was excellent. In every project after implementation we learn many things and that call the lesson learned. The lesson learned of this project are as under:

Community meetings and village committee formation:

The experience of involving maximum people in the community meetings was really good. By involving maximum people we didn't face any problem of local people objection. In presence of maximum people of the village, identification of beneficiaries was easy and accurate. All the responsibility of beneficiaries identification was that of the community, NRSP staff had only to verify them for final selection.

Identification of Beneficiaries:

Identification through village committee was an excellent experience as the local people can easily identify the right person.

Verification and need assessments:

A lesson was learned in the previous project of USAID Entrepreneurs Livelihood Recovery project regarding the verification and need assessment of beneficiaries. The lesson learnt was to do verification and need assessment at the same time. In the current project we did the verification and need assessment at the same time and the experience was good which save time of the field staff.

Token preparation:

All the data of beneficiaries was exported to excel sheet and then it was linked in Micro soft access. On the basis of linked data readymade tokens were prepared and printed from the data base. In this process there were minimum chances of error.

Training of collectors:

In the training of collectors the lesson learned is that the training duration should be at least two days, one day is not enough for delivering all the materials of training to training participants.

Distribution of MAP tool kit:

The lesson learned from distribution process was that we tried to entertain minimum beneficiaries at a time. This experience was so easy, minimum time consuming, also comfortable for beneficiaries and also security risk was minimum due to minimum number of beneficiaries.