

Impact Assessment of Women Resource Centers (WRCs) under GLLSP-II

December 2024



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Women Resource Centers (WRCs)
under GLLSP-II

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Evaluation & Research Report - MER/2024-IV

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Acronyms & Abbreviations

BISP	Benazir Income Support Programme
CAT	Community Awareness Toolkit
CIF	Community Investment Funds
CNIC	Computerized National Identity Card
COs	Community Organizations
CPI	Community Productive Infrastructure
EDT	Enterprise Development Training
FAO	Food and Agriculture Organization
GLLSP-II	Gwadar-Lasbela Livelihoods Support Project Phase II
GRM	Grievance Redressal Mechanism
HH-ID	Household Identification
IFAD	International Fund for Agricultural Development
LFPR	Labor Force Participation Rate
LSO	Local Support Organization
ME	Margin of Error
MFI	Microfinance Institutions
MIPs	Micro Investment Plans
NRSP	National Rural Support Programme
PKR	Pakistani Rupee
PSC	Poverty Score Card / Project Steering Committee
UC	Union Council
UCDPs	Union Council Development Plans
VDPs	Village Development Plans
VOs	Village Organizations
VRPs	Village Resource Persons
WFP	World Food Programme
WRCs	Women Resource Centers



Empowering Women and Driving Change through
Community-Driven Resource Centers
GLLSP-II

Executive Summary

The Gwadar-Lasbela Livelihoods Support Project Phase II (GLLSP-II), implemented in partnership with the National Rural Support Programme (NRSP), has significantly advanced women's socio-economic empowerment in Balochistan through the establishment of 28 Women Resource Centers (WRCs) across Gwadar and Lasbela districts. These centers have provided over 750 women as of September 2024 with enterprise development training (EDT), equipping them with skills in tailoring, embroidery, and livestock management, alongside financial literacy and business planning. Despite targeting 3,000 women for EDT, the initiative has already achieved 25% of its goal, with 84% of participants reporting an increase in household income, including 15% who earn up to PKR 60,000 monthly. Market linkages were established for 58% of beneficiaries, enabling direct sales to buyers, partnerships with local businesses, and cooperative ventures, while 24% of beneficiaries leveraged digital platforms like WhatsApp and Facebook to expand their reach, reflecting early strides in digital inclusion.

The WRCs have catalyzed profound social transformation, with 73% of women gaining greater decision-making authority within their households and 57% assuming leadership roles in community organizations. Peer-led knowledge sharing emerged as a cornerstone of the initiative, with 88% of trained women passing skills to others, fostering a ripple effect that strengthened community bonds and inspired 85% of participants to motivate other women to join. Notably, 63% reported that their children began attending school post their involvement, underscoring the project's broader societal impact. Environmentally, the afforestation campaign distributed 1,620 saplings, achieving a 76% survival rate, while 85% of participants influenced others to adopt tree-planting practices, enhancing local ecological resilience.

Operational efficiency was highlighted by a 94% satisfaction rate with WRCs facilities and management, supported by a robust grievance redressal mechanism resolving 86% of issues effectively. Financial empowerment was evident as 91% of women improved savings habits, though primarily through informal means, signalling opportunities for formal financial inclusion. Challenges such as limited digital access and infrastructure gaps were noted, with recommendations emphasizing tailored support for tools, market linkages, and digital training. Overall, the WRCs model has demonstrated scalable success in fostering economic independence, social equity, and environmental stewardship, positioning it as a replicable blueprint for rural women's empowerment in underserved regions.

Background

Balochistan, the largest province by land, is home to 12.34 million people in Pakistan¹. Despite its vast geographical area with natural resources and strategic importance, Balochistan is plagued by extreme poverty, with 70% of the people identified as multi-dimensionally poor, where especially women are socially and economically disadvantaged². Pakistan continues to face significant challenges in empowering women economically, especially in rural and underserved areas where opportunities for income generation are limited. It is facing significant challenges related to gender equity and women's participation in the workforce, as evidenced by its position of 145 out of 146 countries³, surpassing only Afghanistan. Currently, the labour force participation rate (LFPR) for women is a mere 22.81%, which is notably lower than the global average of 39%⁴, whereas in Balochistan, the labour force participation rate of women is 13.4%. Women, particularly in these regions, often lack access to the necessary resources and spaces to develop their businesses and transform their products. Cultural norms, restricted access to education, and socio-economic obstacles further complicate the situation.

In response to the critical challenges faced by rural communities in Balochistan, for the second time International Fund for Agricultural Development (IFAD) has initiated the Gwadar-Lasbela Livelihoods Support Project's phase II as (GLLSP-II, 2022-2027) building on the successes and lessons learned from Phase 1 (GLLSP-I 2014-2020) where 3,824 women benefitted from enterprise training and productive assets. Along with other components, the GLLSP-II aims to address the need for a dedicated platform to further support women's enterprise activities by establishing 40 Women Resource Centers (WRCs) across underserved villages of Gwadar and Lasbela Districts, where on average 250 women were linked to each resource center, ensuring one center per Union Council. This initiative not only meets the immediate need for physical space but also offers a long-term solution for women's economic empowerment in rural Balochistan.

¹ Pakistan Bureau of Statistics, 2024

² Multidimensional Poverty Index report by PIDE

³ Global Gender Gap Report 2022

⁴ Pakistan Bureau of Statistics, 2024

Project Overview

Gwadar-Lasbela Livelihoods Support Project Phase II (GLLSP - II) is a significant initiative funded by the International Fund for Agricultural Development (IFAD). The Government of Balochistan is implementing the Gwadar-Lasbela Livelihoods Support Project Phase-II under the financial support of the IFAD. GLLSP-II has hired the services of the National Rural Support Programme (NRSP) as a Social Mobilization Partner for the implementation of the Community Development Component under GLLSP-II with an estimated operational



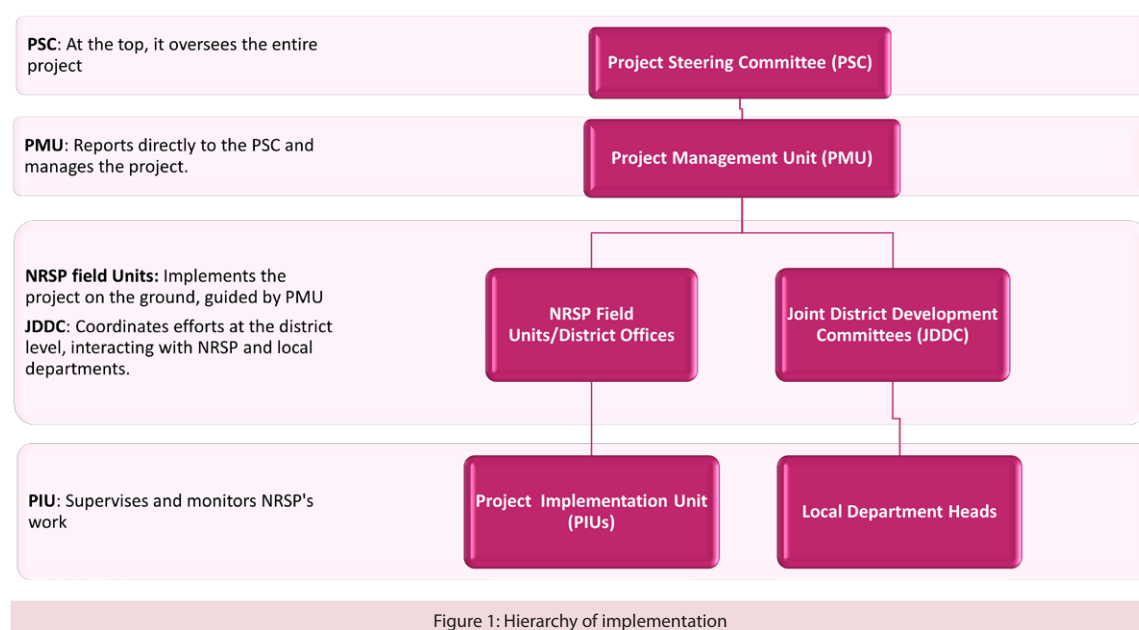
budget of PKR 209,342,000 and an estimated program budget of PKR 1,744,520,735. Spanning over five years (2022-2027), this project aims to build on the successes of its first phase (2014-2020) by improving the income and livelihoods of approximately 100,000 households across 359 villages in Gwadar and Lasbela districts of Balochistan. These areas are marked by high poverty rates, with many households depending on agriculture, livestock, and fisheries for survival. GLLSP-I covered 400 villages in 30 Union Councils (UCs) of Gwadar and Lasbela. For GLLSP-II, the target has been updated to 359 villages across 40 UCs (18 UCs of Gwadar and 22 UCs of Lasbela). Using BISP Poverty Score Card (PSC) data from 2019, GLLSP-II targets households with PSC scores between 0 and 44, focusing on the poorest households for project interventions. Gender targeting and women's empowerment are focused in the project. Efforts were made to enhance women's participation both as beneficiaries and active participants in the project, ensuring their inclusion in all aspects of the initiative, where women's representation in Community Organizations (COs) and Village Organizations (VOs) was 50%. By focusing on community development, fisheries and value chain development, and policy support, GLLSP-II targets long-term improvements in rural livelihoods. Moreover, the project fosters youth empowerment, improves infrastructure, and encourages sustainable practices to create lasting positive change for the region's most vulnerable communities. Through its initiatives, GLLSP-II is set to promote inclusive growth, food security, and climate change adaptation, contributing to sustainable development in Gwadar and Lasbela.

Project Objective

The GLLSP-II's objective is "to sustainably increase the incomes and enhance the livelihoods of the rural poor fisherfolk and agricultural households in the project area".

Implementing Partners

Launched in April 2022, GLLSP-II is being implemented by the Government of Balochistan in partnership with the National Rural Support Programme (NRSP), the World Food Programme (WFP), and the Food and Agriculture Organization (FAO). It employs a three-tiered social mobilization strategy to reduce poverty, enhance household nutrition, and promote climate-resilient farming. To oversee the design and implementation, a designated Project Steering Committee (PSC) was established. The detailed implementation structure of the project is described in the figure below:



Project Key Components

The programme comprises of three key components. NRSP has been engaged to implement only the first component, which serves as a social mobilization partner for implementing the community development component under GLLSP-II. The remaining components involved limited support and communication roles from NRSP. Overall programme components are mentioned below:

- Community Development component** aimed at enabling rural communities to sustainably improve their incomes and livelihoods.
- Fisheries Value Chain Development component** aimed at improving small fishing communities' incomes.
- Project Management and Policy Support component** aimed to provide a conducive environment for community development initiatives, fishing community, youth development, nutrition and food security, and climate change action planning.

Role of NRSP as implementing partner

The NRSP has established itself as the largest Rural Support Programme (RSP) in Pakistan, with operations spanning 72 districts, including five districts in Balochistan. Among these, two districts are part of the Gwadar-Lasbela Livelihoods Support Project – Phase II (GLLSP-II), for which NRSP is functioning as the social mobilization partner for the community development component.

Since the inception of the project, NRSP has been responsible for multiple interventions under the project and has achieved this progress as of September 2024:

- » **Capacity Building for Participatory Development:** NRSP has emphasized mobilizing marginalized communities to actively engage in decisions impacting their lives. Under this initiative, 358 Village Development Plans (VDPs) and 40 Union Council Development Plans (UCDPs) have been completed. Additionally, training sessions were conducted for approximately 4,054 Community and Village Organization (CO/VO) managers, while 241 activist workshops were organized to foster community engagement.
- » **Poverty Graduation, Livelihood Improvement and Community Empowerment:** Under poverty graduation and empowerment, NRSP has distributed 4,000 assets to ultra-poor households, complemented by training to support sustainable livelihoods, social networking, and economic mobility. Women's empowerment was advanced through Women Resource Centers (WRCs), which provided safe spaces and addressed gender needs. Initiatives included 29 income-generation training events for 550 participants, toolkit provision, afforestation campaigns, feasibility studies, and establishing enterprise facilities. Youth employment efforts provided accredited training to 149 students, equipping them for self-employment or job market integration, with plans for startup packages to further enhance their prospects.
- » **Community Physical infrastructures:** These are developed to improve access to basic services and public amenities, while showcasing the capacity of local communities to identify, plan, execute, and maintain infrastructure projects. A total of 316 Community Physical Infrastructure (CPI) schemes have been completed, benefiting numerous community members.
- » **Monitoring & Quality Assurance:** Regular monitoring, field visits, and feedback mechanisms ensured quality, accountability, and continuous improvement across all interventions.

Women Resource Centers (WRCs)

Women Resource Centers are one of the interventions under the sub-component Women Empowerment, which is designed to specifically enhance women's empowerment across Gwadar and Lasbela districts. WRCs were established to provide a safe environment for women to gather, learn, and develop skills. The WRCs serve as meeting places, education and skills development centers, hubs for vocational training, joint enterprise activities, and income-generating interventions such as kitchen gardening, food preservation, traditional crafts, nutrition, etc. The project aims to empower 10,000 women by providing access to training, facilities, and resources to develop market-ready products. It includes the construction and establishment of WRCs, building women's capacity in enterprise development and marketing, and providing essential toolkits for the centers. They are located in safe and accessible areas for women from nearby villages, with proper ventilation, storage rooms, bathrooms with handwashing facilities, drinking water, and equipment for trade or skills training. A total of 40 WRCs (one per union council) were established, based on a village selection criterion. The ownership and management of each WRC rested with the local Village Organization (VO) and Local Support Organization (LSO), with the LSO nominating a female manager. To ensure sustainability, free land was allocated for each WRC to keep operational costs low by eliminating rent.

Activities performed under WRCs

EDT Trainings:

NRSP used an Enterprise Development Training (EDT) manual to train Village Resource Persons (VRPs) from each project UC/WRC as master trainers. These trained VRPs then carried out a 3-day EDT for 75 women beneficiaries (under 3 categories of Embroidery, Tailoring, and Livestock group) in each WRC. Training participants were selected based on their willingness and capacity to start a small enterprise. The target was to train overall 3,000 women.

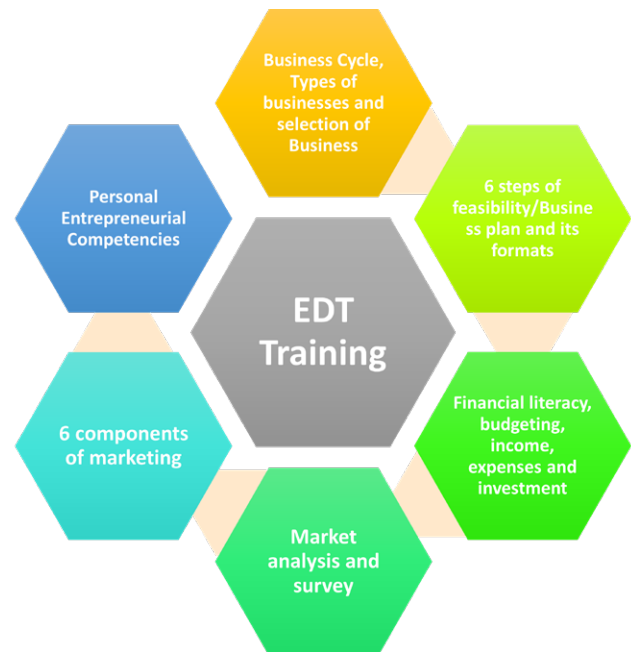


Figure 2: EDT Content

Business Planning and Enterprise Group Formation:

Business plans for each individual were identified through individual skills, capacity, and experience the women possess and the local products they want to market. Women with similar skills were encouraged to form Enterprise Groups (livestock, agriculture, handicrafts, and fish production) comprising of 2-15 women to collaborate and tap larger markets.

NRSP is responsible for providing toolkits to assist the women beneficiaries. The women beneficiaries are also encouraged to use the WRCs for product development, packaging, branding, and other services.

Market Linkages and Equipment/Tools Provision:

After completion of training, VRPs and WRCs Managers are also responsible for supporting and connecting beneficiaries to local markets, Microfinance Institutions (MFIs), creating market linkages, providing market information, identifying value chains, and organizing local exhibitions.

Afforestation Campaign:

Afforestation campaigns, aimed at encouraging 3,000 women to participate through community awareness sessions mainly through WRCs, Community Awareness Training (CAT) sessions, and door-to-door campaigns. Free saplings were provided to them and the survival of 10 saplings over a year will receive a PKR 4,000 incentive.

Theory of Change

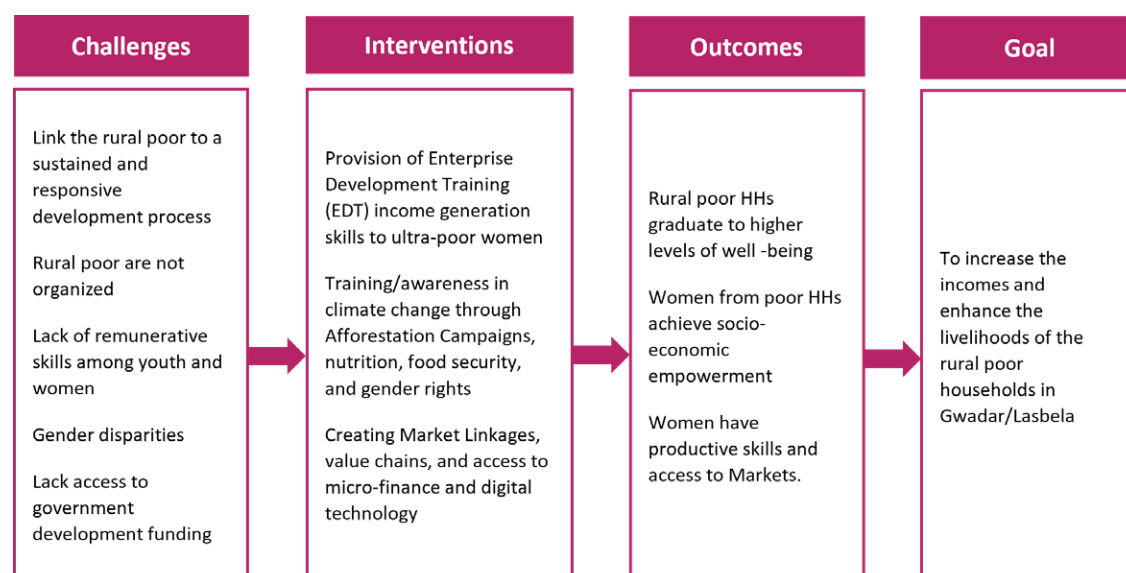


Figure 3: Theory of Change

Eligibility Criteria

To qualify for support, women were required to meet specific eligibility criteria. These included being permanent residents of the target village, holding a valid Computerized National Identity Card (CNIC), and belonging to a household registered with the CO that had a Poverty Score Card (PSC) score of 44 or below. Eligibility criteria excluded individuals employed in government service. Furthermore, candidates needed to demonstrate a willingness and capacity to initiate or scale up a micro or small enterprise, preferably building on existing skills or products. Priority was given to women from low-income households.

Project Progress as of September 2024

The project aims to establish 40 WRCs, and as of September 2024, 17 WRCs were set up in Gwadar and 11 in Lasbela, totaling 28 in both districts, while 50% of the WRCs are under construction (Figure 4).

For EDT Training, the combined target across both districts is 3,000 individuals. By September 2024, a total of 750 individuals had been trained (225 in Gwadar and 525 in Lasbela), representing a 25% completion rate against the overall target. The Afforestation

Campaign aimed to plant a total of 30,000 trees. The achievement by September 2024 stood at 1,620 trees planted (410 in Gwadar and 1,210 in Lasbela) (Table 1).

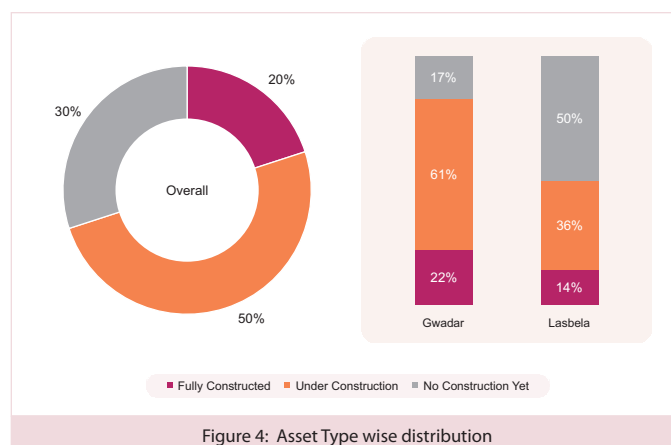


Table 1: Activities vs Achievement

Activity	Total Target	Gwadar		Lasbela		Grand Total	Percentage Completion
		Target	Achievement	Target	Achievement		
EDT Training	3,000	1,350	500	1,650	225	750	25%
Afforestation Campaign	30,000	13,500	410	16,500	1,210	1,620	5.4%

Impact Assessment: Introduction, Objectives, and Methodology

Introduction to the Report

The study aims to comprehensively evaluate the impact of WRCs on women beneficiaries and, hence overall households in Balochistan. The focus areas included WRCs construction, the facilities provided, the effectiveness of EDT training, support for business startups, the creation of market linkages, socio-economic empowerment, livelihood improvements, household income growth, and overall women's empowerment.

Key Study Indicators

- » To measure the outcomes of capacity-building efforts, including the number of women trained as overall beneficiaries.
- » To evaluate income changes, livelihood improvement, and business plans developed.
- » To assess the condition and usability of WRCs facilities, such as storage rooms, bathrooms, and training equipment.
- » To review the aspects of WRCs sustainability and the long-term viability of WRCs operations.
- » To examine the new startups formed or new employment opportunities created.
- » To assess the beneficiaries' market linkages with the suppliers, wholesalers, distributors, etc.
- » To monitor the participation in afforestation campaigns, the survival rates of planted saplings, their environmental impact, and community awareness.

Following this introduction, the report summarizes the research design, detailing the methods used for sampling, data collection, and analysis. The subsequent results section will discuss the project's impact on livelihood outcomes, gender equality, improvement in skillsets and overall market linkages, women's empowerment, and environmental awareness. Each part is structured according to the results and indicators outlined in the theory of change.

Methodology

The methodology for this impact assessment involved a comprehensive desk review of project documents including project proposal, project inception report, project implementation manual, and progress reports. It is based on both qualitative and quantitative data. The objective was to accurately measure the impact of WRCs by directly collecting data from women beneficiaries in WRCs. Data was collected through a questionnaire, and to ensure its quality and relevance it was tested in the field before the actual data collection process.

Sample Size Determination

Two sampling techniques were employed: simple random sampling and stratified sampling. The process began with organizing data from all WRCs beneficiaries across the Gwadar and Lasbela

districts. The survey specifically targeted beneficiaries who had attended the Enterprise Development Training (EDT) at their respective WRCs. To ensure relevance, only those beneficiaries were selected whose WRCs were either fully constructed or near completion, and where the EDT training had already been conducted. A total of 550 beneficiaries, who had actively participated in key WRCs program activities such as EDT and the afforestation campaign, were included in the sample.

An appropriate sample of 110 beneficiaries was calculated with a 90% confidence level and a 7.05% margin of error (ME). This sample was then divided into 11 strata (representing the 11 Union Councils (UCs) in the project districts) using the stratified sampling technique, resulting in the selection of 10 beneficiaries from each UC for impact assessment.

The following parameters were used to calculate the sample size.

Population (N) = 550

Margin of Error (ME) 7.05% or 0.0705

Confidence level 90% or 0.90

For proportions P value is assumed as 50%

Based on the above parameters, the sample size was calculated using the following formula

$$n = [(z^2 * p * q) + ME^2] / [ME^2 + z^2 * p * q / N]$$

Where,

Alpha is equal to one minus the confidence level. Thus, $\alpha = 1 - 0.9 = 0.1$ and the critical standard score (z) = 1.645

p value=0.5

q value = 0.5

Margin of Error (ME) = 0.0705

Population (N) = 550

$$n = [(1.645)^2 * 0.5 * 0.5 + 0.0705^2] / [0.0705^2 + (1.645)^2 * 0.5 * 0.5 / 550]$$

$$n = [0.6814765 / 0.00620026136363636]$$

$$n = 109.9 \approx 110$$

Stratified Sampling

To determine the sample size for each stratum a stratified sampling technique was deployed. Here each stratum depicts the Union Council. The total number of strata was calculated by using the following formula.

$$n_i = n / k$$

n_i = sample size for each stratum

n = total sample size = 110

k = number of strata (in this case, 11 Union Councils)

$$n_i = 110 / 11$$

$$n_i = 10$$

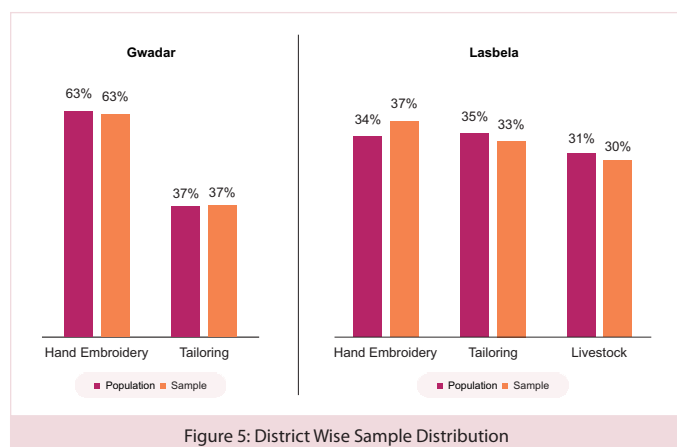
Simple Random Sampling

To randomly select the sample, each project beneficiary was first assigned a unique ID based on their business group. Three sets of unique random numbers were generated for each stratum using RANDOM.ORG, ensuring an unbiased selection process. From these three sets, one sample set was chosen that fairly represented the entire population across the business groups: Hand Embroidery, Sewing, and Livestock. A total of 110 households were randomly selected from a population of 550 using Microsoft Excel's randomization functions. The final sampling frame is presented in Table 2.

Table 2: Sampling Frame

District	Population	Sample	Percentage
Gwadar	374	80	80%
Lasbela	176	30	20%
Total	550	110	100%

Population vs Sample



groups, highlighting the alignment between the sample and population distributions as shown in Figure 5.

Table 3: Population vs Sample

District	Hand Embroidery		Livestock		Tailoring	
	Population	Sample	Population	Sample	Population	Sample
Gwadar	63%	63%	0%	0%	37%	37%
Lasbela	34%	37%	31%	30%	35%	33%

Data Collection

Data was collected using a structured questionnaire developed on the SurveyCTO platform and administered through mobile phones. Ethical measures were followed during data collection to ensure beneficiaries' confidentiality and privacy, with information used only for the study and consent obtained from all participants. Enumerators conducted interviews at the individual household level, entering responses directly into the digital form. Each household was assigned a unique identification (ID) to ensure accurate tracking and avoid duplication. The ID was systematically generated using a combination of the WRC location name, the business category, and a random number assigned during the sampling process (e.g., WRCName-CategoryName-RandomNumber).

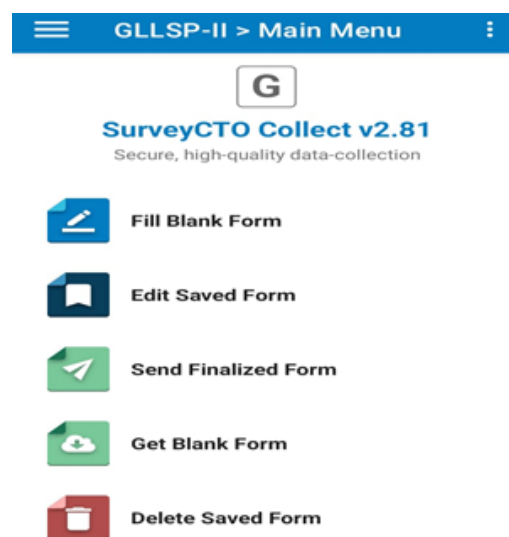


Figure 6 SurveyCTO Mobile Application Outlay

Table 4: Sample HH-IDs

WRC	HH-ID	Description
Hassanpir	Hassanpir-L-20	WRC in Hassanpir, Livestock category, random number 20.
Kurkerha	Kurkerha-T-7	WRC in Kurkerha, Tailoring category, random number 7.
Gurab Surbandar	GurabSurbandar-HE-15	WRC in Gurab Surbandar, Hand Embroidery category, random number 15.



Result and Findings

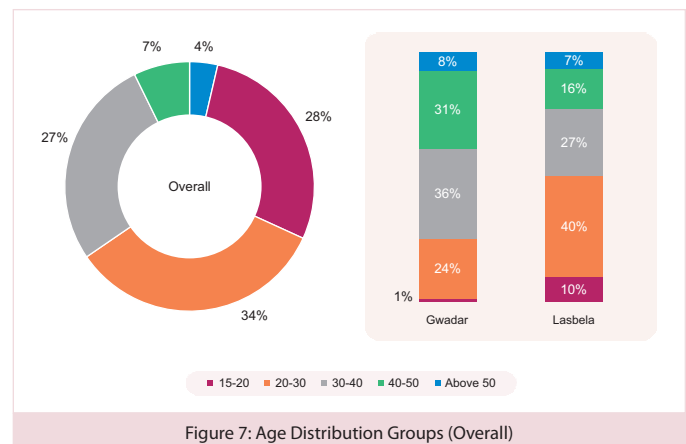
Household Profile of Beneficiaries

The survey was conducted across two districts (Gwadar and Lasbela), allowing for both an overall analysis and a comparative assessment between the two regions. Given the significant differences in geographic, social, and economic contexts of these districts, the demographic characteristics of respondents also varied accordingly. These variations reflect the unique local dynamics and highlight the importance of context-specific planning and implementation. A few key demographic indicators covered in the survey are outlined below.

Respondent Characteristics

A total of 110 individuals participated in the survey, with the distribution across age groups as follows: 4 respondents were between the ages of 15–20, 31 between 20–30, 37 between 30–40, 30 between 40–50, and 8 were above 50 years of age. The majority of respondents (98 out of 110) fall within the 20 to 50 age range, reflecting strong participation from the economically active population. This distribution highlights that all age groups were given equal opportunity to engage with the WRCs. Women across different age brackets, particularly those with the potential to contribute actively to household income, were empowered to improve their livelihoods. Notably, 29% of youth were a part of WRCs along with the inclusion of women above 50, indicates that the project effectively benefited women of all ages, fostering inclusivity and broad-based impact through the WRCs⁵.

District-wise distribution is also shown in the figure 7.



Marital Status

The survey included women from diverse marital backgrounds to ensure inclusivity and equal opportunity. Out of the 110 respondents, 90 were married, 8 were single, 6 were divorced, and 6 were widowed. The selection criteria for participation in the project did not consider marital status as a factor, allowing women from all backgrounds, whether married, single, divorced, or widowed, to be equally represented and engaged. This inclusive approach demonstrates the program's commitment to empowering all women, regardless of their circumstances, and highlights that WRCs served as accessible platforms for economic participation and livelihood improvement across all social categories.

⁵ Youth refers to individuals aged 15 to 29 years, as defined in Pakistan's National Youth Development Framework 2020, aligning with international standards to support policies on education, employment, and civic engagement.

Education

Among the 110 respondents, the majority (64) were not literate, while 11 were literate without completing primary education. The second highest levels of education were primary (19), then middle (4), secondary (4), intermediate (4), and bachelor's (2) levels of education (figure 8). This reflects the inclusive nature of the project, which enabled participation regardless of educational background. WRCs provided equal opportunities for educated and less-educated women to improve their skills, incomes, and livelihoods.

CO Membership

All women surveyed fulfilled the eligibility criteria for participation in the WRCs, irrespective of demographic differences. 88% answered that the selection criteria were very fair, and the remaining 12% said that the selection criteria were fair enough. All women were fully fulfilling the eligibility criteria, where 100% of the women were active members of Community Organizations (COs). When asked about the duration of their CO membership, responses indicated that, on average, women had been members for approximately 2.5 years, reflecting their sustained engagement and commitment to community-based initiatives. Details of CO membership are illustrated in Figure 9.

Establishment and Functioning of Women Resource Centers (WRCs)

WRCs Awareness and Motivation/Addressing Local Needs through WRCs

The Women Resource Centers (WRCs) emerged as more than just physical spaces, these centers reflect the aspirations of women who had long sought opportunities to build their skills, connect with markets, and contribute to their households economically. The data reveals that women were not only motivated by the promise of skill development (38%) and income generation (36%), but also saw WRCs as a much-needed platform to actualize their potential.

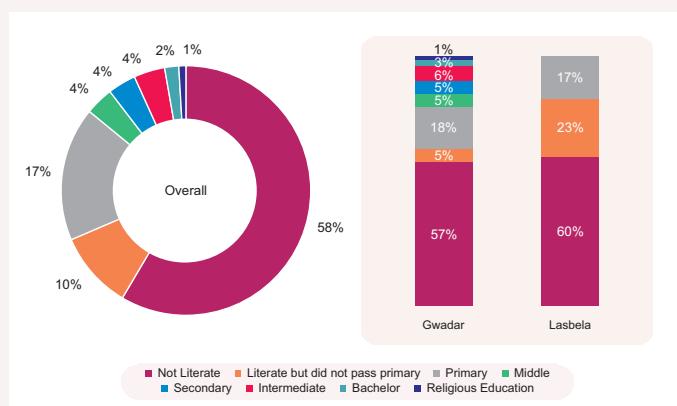


Figure 8: Educational Background

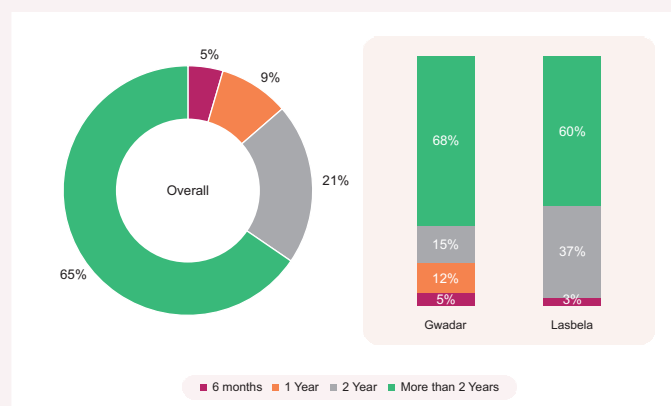


Figure 9: CO Membership

A considerable number joined in pursuit of launching businesses or forming market linkages (20%), while others valued the sense of community and networking opportunities (6%) provided by the Centers (figure 10). These findings underscore that the WRCs responded directly to the needs of the local context, i.e., offering tools, training, and support systems to help women become financially independent. Ultimately, the project filled a critical gap, transforming the ambitions of many into tangible progress.

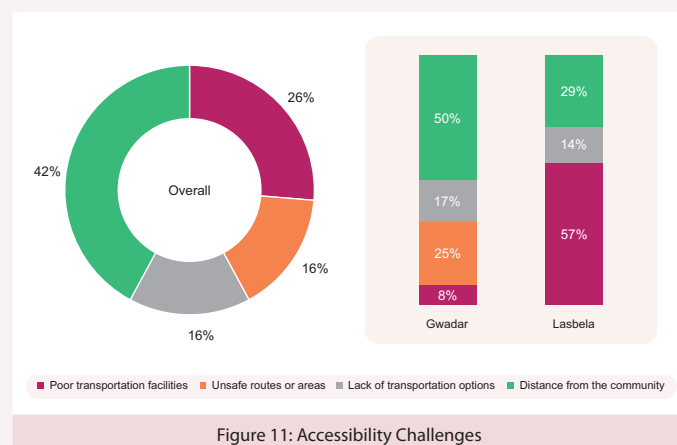
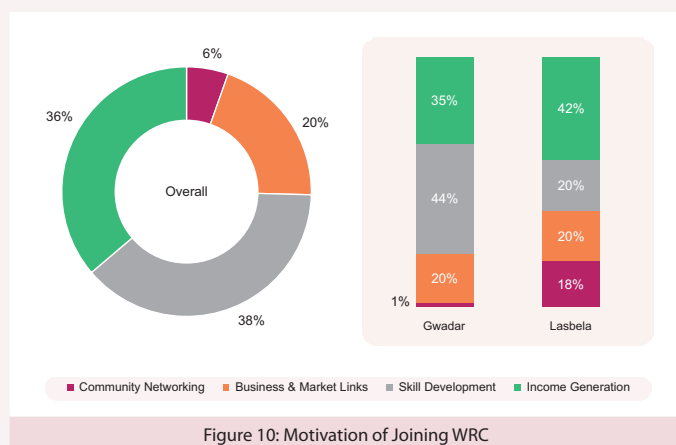
WRCs Accessibility and Challenges

The survey revealed that WRCs are strategically constructed with accessibility in mind, ensuring proximity to the communities they serve to minimize travel burdens for women. 33% of the overall respondents reported a walking distance of less than 10 minutes to their nearest WRC, while 21% and 20% mentioned a travel time of 10–20 minutes and 20–30 minutes, 9% mentioned 30–45 respectively. Only a small percentage (8%) had to walk for up to an hour.

District-wise distribution also shows that WRCs are constructed in proximity to their localities, and this can be seen in the district-wise chart where the highest number, i.e., 28% in Lasbela and 47% in Gwadar, said that they can access WRCs in less than 10 minutes, and very few said, i.e., around 9% in Gwadar and 7% in Lasbela, that they spend an hour travelling to centers. These findings demonstrate that most WRCs are conveniently located, promoting regular attendance and ease of access for community women.

Women were also asked about challenges in accessing the WRCs, the majority of respondents, 95 out of 110, reported facing no difficulties. However, 15 respondents highlighted access-related challenges. The most commonly cited issue was distance from the community (8 respondents), followed by poor transportation facilities (5), unsafe routes or areas (3), and a lack of transportation options (3).

A closer look at district-wise responses in Figure 11 reveals that in Gwadar, 12 women reported facing challenges, most commonly being long distances from their homes (6

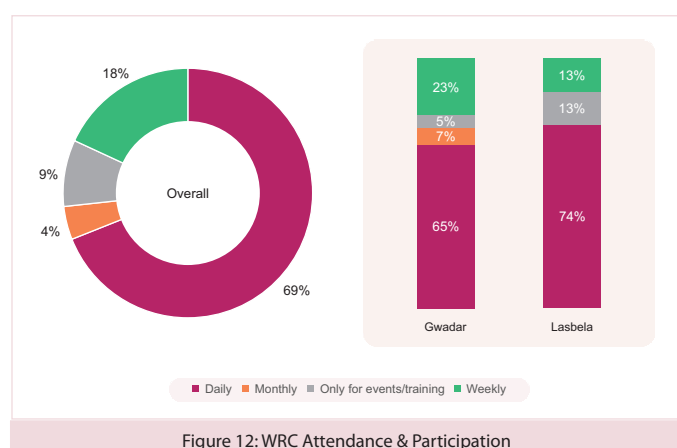


respondents). In contrast, in Lasbela, where 3 women reported issues, the key concern was inadequate transportation facilities (reported by 4 across both districts).

WRCs Attendance & Participation

Among the 70 respondents who confirmed that their local WRCs were fully constructed, the majority, 48 women reported visiting the Centers on a daily basis, indicating active participation and consistent engagement. 14 respondents mentioned visiting on a weekly basis, while 8 reported monthly visits, often citing constraints such as distance or cultural limitations.

For 4 WRCs that are still under construction, women have not remained idle instead, they continue their activities by gathering at temporary community spaces under the guidance of the WRCs managers, ensuring ongoing momentum.



A district-wise comparison in figure 12 further highlights these trends. In Gwadar, 26 women out of 40 reported daily visits, while 22 out of 30 in Lasbela did the same. This reflects a strong commitment in both districts. Meanwhile, weekly and monthly visits were more common in Gwadar, and Lasbela had more women attending specific events or training sessions. There is a strong correlation between the distance to Women's Resource Centers (WRCs) and how frequently women participated. Women who lived within a 10-minute walk were much more

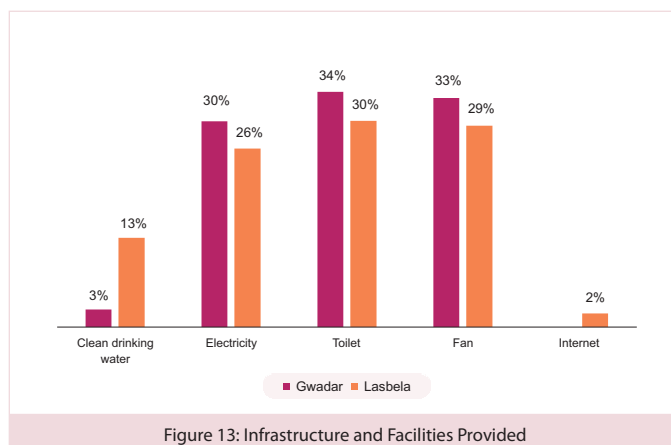
likely to attend daily, while participation dropped significantly for those living farther away. This shows that shorter travel distances positively influence attendance and consistent engagement in training programs. These findings clearly demonstrate that **WRCs have become vibrant hubs for women's development, particularly where construction is complete, with daily visits signifying growing ownership, regular participation, and progress toward self-reliance.**

Community Interest in WRCs

Each WRC could enroll around 75 women. Across all centers, till now 750 women were enrolled under three categories: hand embroidery, sewing/stitching, and livestock, though the livestock group was absent in Gwadar. However, due to the positive impact the WRCs had on participants' lives, interest grew among other women in the community. When asked how many additional women from their area would like to join a WRC, 32% of respondents said that 5–10 women were interested, 27% reported that more than 30 women from their locality wanted to join, 21% indicated interest from 10–20 women and 12% said more than 30.

Infrastructure and Facilities Provided at WRCs

The WRCs were designed to include essential facilities that support both learning and work for women. Among the 70 respondents who confirmed that their WRCs were fully constructed, all (100%) reported having access to basic amenities such as fans and toilet facilities. Additionally, 97% confirmed the availability of storage space, and 87% acknowledged a consistent electricity supply. While the basic infrastructure was well-covered, fewer respondents mentioned access to supplementary facilities: 23% reported



clean drinking water availability, 19% noted the presence of educational materials, and only 3% said internet access was available. A district-wise breakdown shows that basic facilities were fully provided, there were differences in access to internet and drinking water, with only 3% of women in Gwadar reported access to clean drinking water, compared to 13% in Lasbela. Internet availability was notably lacking in Gwadar, while a few respondents in Lasbela reported having access. However, these disparities could be linked to geographical factors, as in Gwadar, the issue of clean drinking water is prevalent due to its proximity to the sea, which leads to saline water problems. Additionally, internet services are limited in the main areas of Gwadar. On the other hand, Lasbela benefits from better access to the internet and utilities due to its location near Karachi, a major metropolitan city with stronger infrastructure. This reflects that while core facilities are in place across districts, there is room for improvement in terms of supplementary services, particularly internet and clean water access. A clear correlation was found between the quality of WRCs facilities and women's productivity. While most facilities were deemed adequate (98%), the lack of essential tools (38%) and



Figure 14: Women Resource Center

power supply issues (19%) limited full utilization. Better-equipped centers correlated with higher productivity, but infrastructure gaps, especially in internet access, held back potential, particularly in Gwadar.

WRCs Management and Governance

When women beneficiaries were asked to share their feedback on various aspects of the WRCs' management. The majority of respondents (99%) expressed positive views about the current management, particularly appreciating the presence of women managers appointed by the LSO. These managers were seen as approachable, supportive, and actively involved in the day-to-day functioning of the WRCs. Beneficiaries emphasized that the effectiveness and motivation of WRCs activities were largely due to the leadership and coordination provided by these managers.

WRCs Sustainability

To gauge the long-term sustainability of WRCs, women were asked whether they wanted the Centers to remain operational. Overall, 99% responded positively, reflecting the high value they associate with the WRCs in improving their livelihoods. Furthermore, 95% of women expressed their willingness to contribute towards the operational costs of the WRCs, an encouraging sign that the community is ready to take ownership of the initiative. The small minority (5%) who were not willing to contribute cited affordability as the primary barrier, not a lack of interest. This underscores the importance of designing inclusive sustainability models that allow for flexible or tiered contribution options, so even those facing financial constraints can remain engaged. These responses clearly indicate that WRCs are seen as impactful and essential, and with appropriate support mechanisms, their sustainability in districts like Gwadar and Lasbela is highly feasible.

WRCs Feedback

Most women beneficiaries (98 out of 110) agreed that the facilities at the WRCs are sufficient for their business needs. Only 8 said they partially met their needs, and 4 felt insufficient. District-wise, satisfaction levels were high in both Gwadar (72 out of 80) and Lasbela (26 out of 30), showing that the majority find the centers well-equipped to support their work.

Enterprise Development Training (EDT)

All participants of the WRCs successfully completed the Enterprise Development Training (EDT), which was designed to strengthen their business skills and empower them to initiate their income-generating activities. Notably, 100% of the women confirmed their participation in the training and expressed satisfaction with the content and delivery of the EDT program.

The WRCs served not only as training hubs but also as safe spaces where women could connect, learn from each other, and grow together. Through the Enterprise Development Training (EDT), women participants significantly enhanced their business,

marketing, and financial literacy skills. This empowerment enabled many of them to start their own businesses and take steps toward financial independence.

Drivers Behind Training Participation

A significant portion of WRCs participants, approximately 49%, cited the desire to start their businesses as the primary motivation for joining the Training. Additionally, 27% of the women attended to gain financial literacy and improve their ability to manage personal and business finances. Meanwhile, 21% were motivated by the opportunity to develop marketing skills to effectively promote their existing or future businesses. In the district-wise distribution, this trend is further emphasized: 65% of participants in Lasbela and 46% in Gwadar joined the WRCs primarily to set up their own businesses and achieve financial independence. In both districts, the second most common reason was to develop marketing skills and access market linkages, followed by the goal of improving financial literacy.

Peer learning and Knowledge/Skill Sharing

As mentioned earlier, the impact of the WRCs extended beyond individual growth. The training encouraged knowledge sharing within communities, creating a ripple effect of empowerment. Overall, 88% of the participants reported that they had shared the financial, business, or asset management skills they gained through the WRCs with other women in their communities. District-wise data shows a in Gwadar, 89% of women shared their skills with others, while in Lasbela, 87% reported doing the same.

When asked about the types of skills they shared, an impressive 88% of women reported passing on their knowledge to others. Among them, 35% focused on business-related skills, teaching others how to start and manage a business. Another 32% shared valuable financial skills such as saving, budgeting, and record-keeping. Artisanal talents like embroidery and sewing were passed on by 17%, while 14% shared insights into marketing strategies while only a smaller portion (2%), imparted livestock rearing skills.

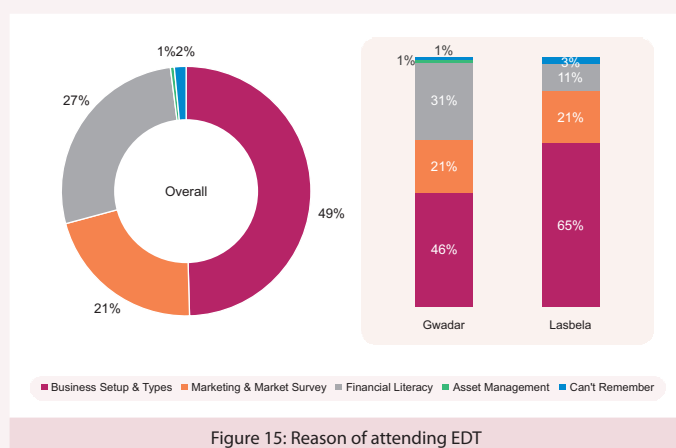


Figure 15: Reason of attending EDT

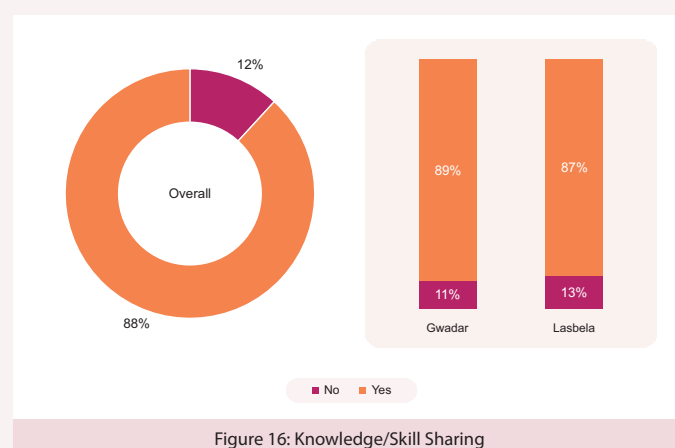
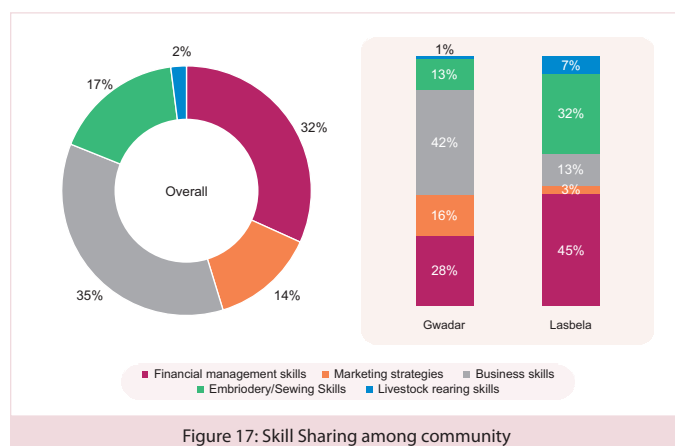


Figure 16: Knowledge/Skill Sharing



Looking at the district-wise breakdown, women in Gwadar predominantly shared business (42%) and financial skills (28%). In contrast, women in Lasbela leaned more toward financial skills (45%) and artisanal skills like embroidery and sewing (32%). Marketing and livestock-related skills were shared less frequently in both districts.

There is a strong correlation between practical training and business innovation, even among women with limited formal education. Despite

64% being illiterate, 95% developed business plans and shared skills in areas like finance and marketing. This highlights how hands-on learning can effectively replace traditional education in fostering entrepreneurship.

The training also had a multiplier effect, as many of the women who acquired skills took on the role of trainers within their own communities. Among the 88% of women who reported sharing their skills, 48% stated that they had trained between three to five individuals, while 41% indicated they had trained more than five people. Only 11% had shared their knowledge with one to two individuals. This widespread transfer of knowledge highlights the strong spirit of solidarity among women, as they actively supported and empowered others in their communities by passing on the skills they had learned. District-wise distribution further shows that WRCs participants have trained a larger number of women.

Table 5: No of Community members Trained

No of Community members Trained	Gwadar	Lasbela	Total
1-2 people	3	8	11
3-5 people	34	12	46
More than 5 people	34	6	40
Total	71	26	97

Training Program Variety Rating

EDT was designed to empower women by equipping them with essential skills to either launch or enhance their businesses. To ensure the relevance of EDT, women were surveyed about the variety of training topics. The results indicated strong satisfaction: 55% of participants rated the training as excellent, 42% as good, and 3% as fair (figure 18). District-wise analysis reveals that the highest satisfaction was seen in both districts, with around 47% and 57% of respondents in these areas rating the training as excellent, and only 10% of respondents from Lasbela rated it as fair.

Micro Investment Plans (MIPs) & Enterprise Group Formation

Following the completion of training for all women enrolled in the Women Resource Centers, Micro Investment Plans (MIPs) were developed to support their transition into enterprise groups. These MIPs were tailored to each woman's interests and formed around key livelihood sectors such as hand embroidery, sewing/tailoring, and livestock. Notably, in Gwadar, no livestock-based groups were formed due to the coastal nature of the region, where livestock rearing is less common. All participating women (100%) confirmed that their MIPs were successfully developed, and 98% reported that these plans aligned closely with their personal interests and preferences.

These groups, working together on multiple projects with suppliers, market dealers, and sellers, became a powerful force for change. **For instance, the hand embroidery and sewing projects that once took months for an individual to complete can now be finished in a fraction of the time when the women work as a team. The strength of these groups lies in the synergy they created, as they collaborated under one roof at the WRCs.** When the women were asked if they had formed groups to collaborate on both personal and professional levels, 95 women out of 110 responded affirmatively. The respondents further shared how, through these groups, they were able to link up with the market and build connections. District-wise, 89% of women from Gwadar and 80% from Lasbela had also come together in groups within the WRCs, showing just how powerful collective efforts can be in transforming their lives and businesses.

The women were also asked why they chose to join a particular business group at the WRCs. Their responses revealed thoughtful decision-making rooted in both personal experience and future aspirations. For 35% of the women, the choice was guided by prior experience, they selected a group aligned with skills they already possessed. Another 23% shared that they joined with the goal of starting their own business. Meanwhile, 19% reported that their decision was influenced by market demand, 9% said personal interest and the potential scope for that type of work in their local area. Lastly, 14% of the women expressed a desire to learn something completely new, which motivated them to explore a different skill set through

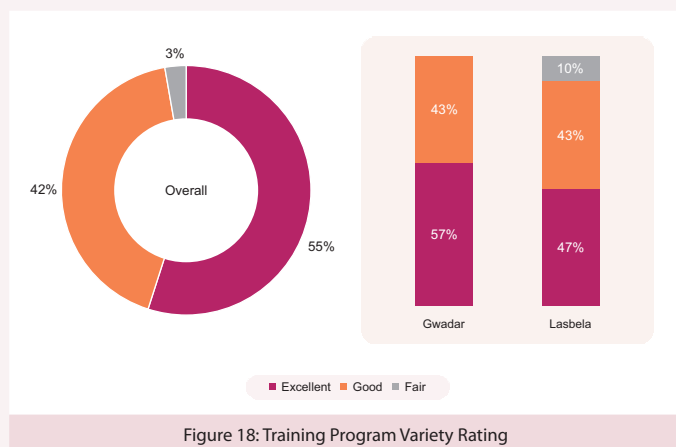


Figure 18: Training Program Variety Rating

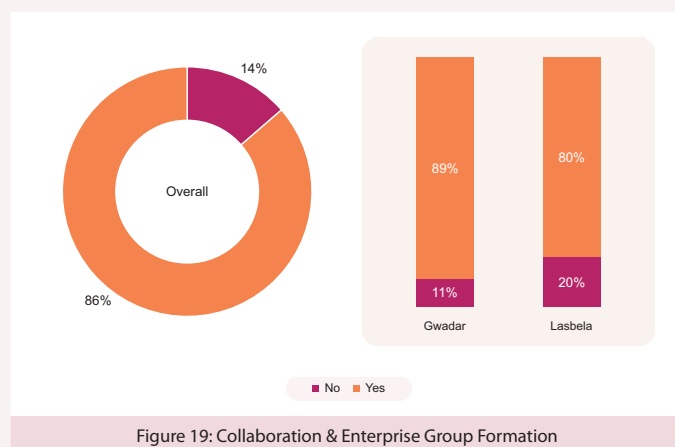


Figure 19: Collaboration & Enterprise Group Formation

the WRCs. These insights highlight how women were not only participating but also making informed, strategic choices to shape their economic futures.

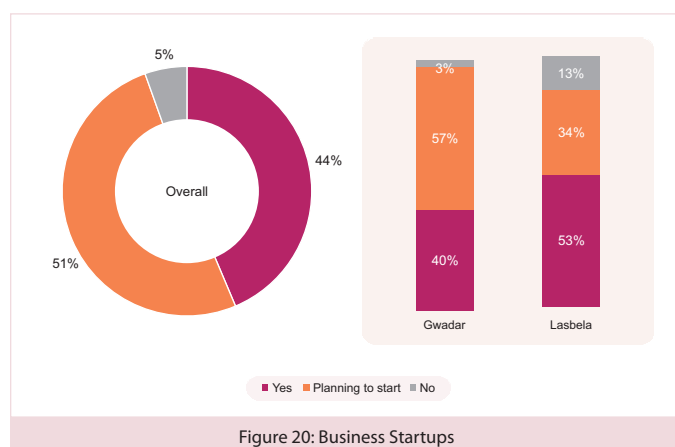
Table 6: Reasons to choose particular business groups

Reasons to choose particular business groups	Gwadar	Lasbela	Total
Prior Experience/Knowledge	28%	52%	35%
Scope of area	24%	6%	19%
Personal Interest	8%	12%	9%
Wanted to learn a new skill	12%	20%	14%
Start a business	28%	10%	23%
Total	100%	100%	100%

Business Startups After Training

After completing the Enterprise Development Training (EDT), many women took confident steps toward starting their businesses. When asked if they had initiated any entrepreneurial activity, 48 out of 110 women shared that they had already launched their businesses, successfully connecting with markets and beginning to sell their products. Another 56 women mentioned they were in the planning phase and actively preparing to start, while only 6 had not

yet begun any business activities. This response reflects the transformative impact of WRCs and the EDT program, helping women realize a potential they hadn't imagined before joining. District-wise insights revealed that 53% of women in Lasbela had started their businesses, possibly influenced by the district's proximity to Karachi, providing easier access to markets and sellers. In contrast, 40% of women in Gwadar reported launching their ventures, still a strong indication of progress despite more limited market connectivity.

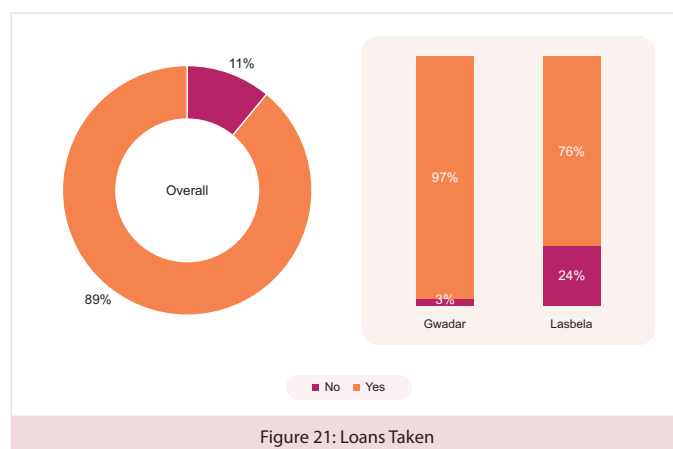


Additionally, the survey reveals there is a strong correlation between completing EDT and successfully starting a business. Women who gained marketing and financial management skills were more equipped to launch income-generating activities 44% started businesses, and 78% earned from sales. This correlation was even stronger in Lasbela, where proximity to commercial centers like Karachi supported higher startup rates. This shows that training, when combined with favorable market access, significantly boosts women's entrepreneurial outcomes.

As part of their business start-up efforts, 51% of women reported purchasing additional items to support or expand their enterprises. Among these, the majority (54%) invested in raw

materials essential for production. Others focused on acquiring tools and equipment (22%), marketing materials such as banners and promotional items (17%), packaging supplies (5%), and livestock-related materials (2%).

To understand how these purchases were financed, women were also asked whether they had taken any loans to support their business ventures. District-wise analysis shows a significant difference: only 3% of women in Gwadar reported taking loans, compared to 24% in Lasbela. This discrepancy may be attributed to relatively better access to resources or stronger financial conditions in Gwadar, where many women were able to fund their business activities without relying on external borrowing.



Women who had taken loans to start or expand their businesses were also asked about the sources of these funds. Overall, 57% reported borrowing from informal sources such as friends, neighbors, or relatives, while 43% accessed loans through formal channels like microfinance institutions or banks. This reflects a promising trend, indicating that despite living in rural areas, many women are aware of and able to access formal financial services to support their entrepreneurial goals.

District-wise analysis reveals notable differences: in Lasbela, 67% of women relied on informal sources for loans, and only 33% accessed financial institutions. In contrast, all women (100%) in Gwadar who took loans obtained them from formal sources such as banks or microfinance institutions. This indicates a higher level of financial literacy and awareness about institutional loan facilities among women in Gwadar.

Women's Participation in Additional WRCs Activities

Another notable aspect of the WRCs was the collaborative environment they created. **As women worked together under one roof, they naturally began to share and exchange skills. For instance, women who initially joined the tailoring group also picked up hand embroidery techniques from their peers.** Those who already had basic knowledge of embroidery progressed to mastering more advanced, high-value designs. Perhaps the most surprising development was that some women from the livestock group, who had never worked with textiles before, began learning embroidery and stitching as well. This beautifully illustrates the power of collective learning and how a shared space turned individual efforts into a unified force of growth.

When asked about additional skills they had gained beyond their primary business group, 40% of women said that they have learned additional skills. Impressively, all 100% of women

stated that they were introduced to afforestation activities, something none had practiced before. Moreover, a positive correlation was found between skill diversification and business flexibility. Around 40% of women acquired additional trades beyond their primary skill, and 24% engaged in digital sales. This adaptability enabled women to navigate different markets and economic conditions, creating more resilient income streams.

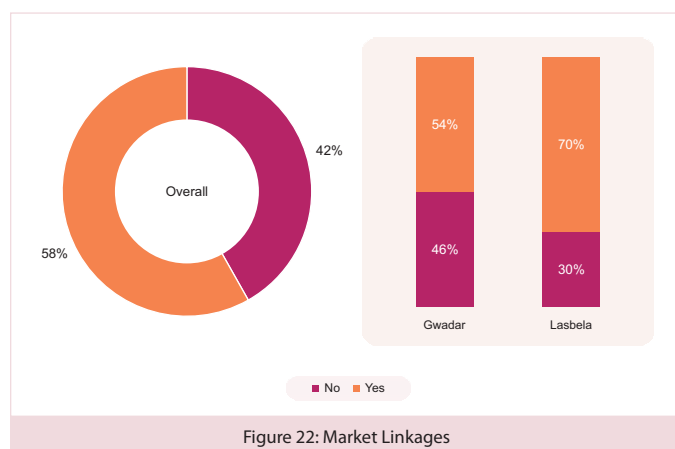
Economic & Social Impact

Economic Impact

Market Linkages

One of the core visions of the Women's Resource Centers (WRCs) was not only to empower women to start their own businesses, but also to help them gain access to wider markets by building linkages with suppliers, manufacturers, retailers, and other market actors.

When women were asked whether they had been successfully linked to markets, 58% reported that they had established connections and were actively selling their products. The remaining 42% were either still selling within their local communities or in the process of building market linkages. District-wise insights revealed a stronger performance in Lasbela, where 70% of women reported being connected to markets, an encouraging result that can be attributed to the district's proximity to Karachi and Hub, key commercial hubs. In comparison, 54% of women in Gwadar reported successful market linkages, reflecting both the progress made and the existing challenges due to limited market access in the area.



These findings highlight how the WRCs model is helping bridge the gap between rural women entrepreneurs and mainstream market systems, paving the way for long-term business sustainability and economic empowerment.

When asked about the types of market linkages they had established, 46% of the women shared that they were now connected directly with buyers, enabling them to sell their products more efficiently. Another 20%

mentioned they had formed partnerships with other businesses of a similar nature, which created opportunities for collaboration and mutual growth. Additionally, 18% said they were involved in cooperative sales, being connected to other sales groups within WRCs that already had access to markets, while 16% reported that they were now linked with suppliers, which helped them access raw materials more easily and cost-effectively.

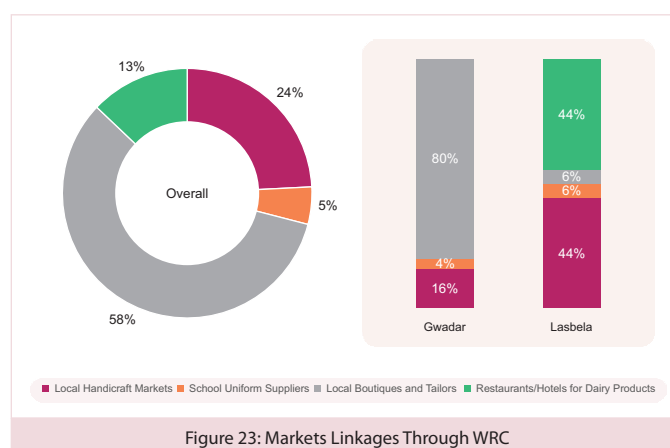
District-wise data revealed some noteworthy patterns. In Lasbela, a significant 81% of women reported being connected directly with buyers, most of whom were based in or near their city,

showing the advantage of geographical proximity to commercial hubs. Furthermore, 19% noted partnerships with other similar businesses. On the other hand, Gwadar presented a more diverse pattern of linkages, with women being nearly equally represented across the four categories, buyers, business partnerships, cooperative sales, and supplier connections. This variety indicates that while Gwadar may have less concentrated buyer access, women there are exploring multiple pathways to establish their market presence.

Table 7: Market Linkages

Market Linkages	Gwadar	Lasbela	Total
Buyers for my products (e.g., retailers, wholesalers)	34%	81%	46%
Suppliers for raw materials or tools	22%	--	16%
Partnerships with other businesses	20%	19%	20%
Cooperative or group sales (e.g., selling with other women)	24%	--	18%
Total	100%	100%	100%

To gain a clearer understanding of the nature of market linkages, women who confirmed being connected with market actors were further asked about the specific types of markets they had been linked to, particularly in relation to their respective business groups. The responses reflected diverse yet focused connections: 24% of the women stated that they were linked with local handicraft markets, where they could sell hand-embroidered dresses. A majority 58%, shared that they had developed linkages with local boutiques and tailors to sell their stitched garments. Meanwhile, 13% of the women, mostly from livestock rearing groups, reported linkages with local restaurants for the sale of milk. A smaller segment 5% said they had established market connections for school uniforms, likely due to partnerships with local suppliers.



District-wise data further highlights regional trends in market access. In Gwadar, an overwhelming 80% of the women reported being linked specifically with local boutiques and tailors. Notably, there were no reported linkages with restaurants in Gwadar, which aligns with the fact that there are no livestock rearing groups operating in that district under the WRCs initiative. Conversely, Lasbela displayed that 44% of the women mentioned having market access to restaurant partnerships, and the same percentage in the local handicraft market.

Income Generation:

A key objective of the WRCs was to enable income generation for women by providing them with skills, market linkages, and a collaborative space where they could learn and

work together. By increasing their earning potential, the WRCs aimed to foster financial independence and empower women to become role models within their communities. Overall, 99% of women shared their satisfaction with the WRC's support for income generation.

To assess the impact, women were asked whether they had been able to sell their products after joining the WRCs. A significant 78% responded that they had successfully generated income through product sales, while the remaining 22% were in the process of starting sales. District-wise data showed that 81% of women in Gwadar and 70% in Lasbela had initiated sales activities, demonstrating encouraging outcomes of the WRCs initiatives in both regions.

Understanding the reach of women's sales was also crucial to gauging the success of income generation through WRCs. Among the 78% of women who reported successfully selling their products, a substantial 92% stated that their sales were limited to the local level, within their communities or nearby cities. However, 6% reported selling their products internationally, which is a remarkable achievement considering these women come from rural backgrounds. An additional 2% mentioned selling at the national level across Pakistan.

District-wise data revealed that 100% of women in Lasbela sold their products locally, while Gwadar showed more diversity in market access: 89% sold locally, but some also reached national and international markets. This international access in Gwadar is largely attributed to its geographical proximity to the borders of countries like Iran and Oman, where women have tapped into niche markets that value their handcrafted products at higher prices.

The products made by women in the WRCs usually take months to complete. Therefore, they were asked about the frequency of their product sales, considering the effort and time required to make them. The purpose was to understand how often they can sell their products, whether daily, weekly, monthly, or yearly, and whether they participate in exhibitions to boost sales.

Overall, 10% of respondents said their products are sold weekly, while a majority of 84% reported selling every month. 5% stated they are not able to sell their products yet as they are still in the process of starting their businesses and making products. A district-wise analysis shows that in Lasbela, 76% of women reported monthly sales and 24% weekly sales. In contrast, in Gwadar, 86% reported monthly sales, 6% weekly, 2% rarely, and 6% said they haven't made any sales so far. This indicates that women in Lasbela are experiencing better sales frequency compared to Gwadar, where many are still in the early stages and require additional support and focus to boost sales.

Table 8: Frequency of Sales

Frequency of Sales	Gwadar	Lasbela	Total
Weekly	6%	24%	10%
Monthly	86%	76%	84%
Rarely	2%	--	1%
Never	6%	--	5%
Total	100%	100%	100%

Overall, when women were asked about the impact of the WRCs on their incomes, specifically whether their income had increased or remained the same, 84% responded that their income had increased compared to before joining the WRCs, while 16% said it had not changed yet. Women were also asked about their current income levels. The responses showed that 42% of the women are currently earning less than PKR 15,000 per month, 36% fall in the income range of PKR 15,000 to 30,000, 5% reported earning between PKR 30,000 to 45,000, and 15% are earning between PKR 45,000 to 60,000. Only 2% of the respondents stated that they earn more than PKR 60,000 per month.

A clear correlation was observed between market access and women's income levels. Women who established connections with suppliers and buyers, especially in Lasbela, earned more, with some making up to PKR 60,000 monthly. This demonstrates that access to markets not only enhances business visibility but also directly leads to increased earnings and financial independence.

These results indicate that although the majority of women have experienced an increase in income after joining the WRCs, a significant portion remains within the lower income brackets, highlighting the need for continued support and opportunities for income growth.

Digital Expansion of Businesses:

One particularly remarkable finding was the emergence of digital market access among women in WRCs, despite their rural backgrounds and limited exposure to technology and internet facilities. A small yet significant number (24%) of women have successfully ventured into digital spaces, using platforms like WhatsApp and Facebook to promote and sell their products. District-wise results showed that 27% of women in Lasbela and 23% in Gwadar had tapped into digital marketplaces. These insights suggest a clear opportunity for government and development actors to further strengthen women's participation in the digital economy.

Among the 24% of women who reported selling their products through digital means, the overwhelming majority, 96%, shared that they primarily use WhatsApp, often by creating or joining groups to promote and sell their items. A smaller portion, 4%, reported using

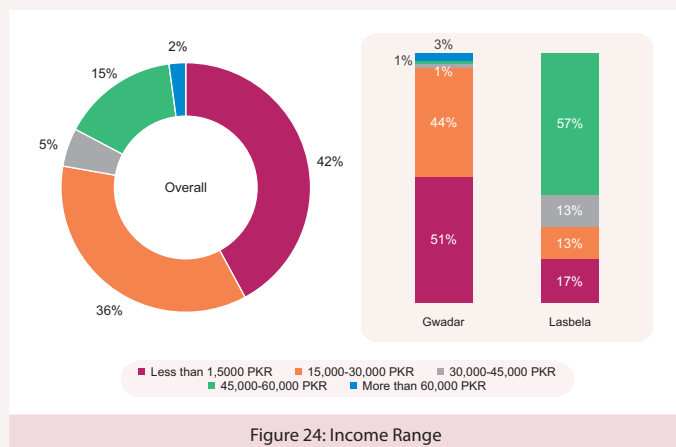


Figure 24: Income Range

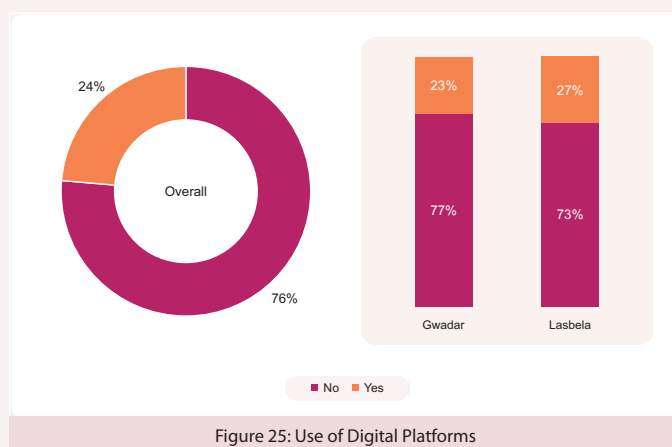


Figure 25: Use of Digital Platforms

Facebook to market their products. District-wise data reveals that women in Gwadar exclusively used WhatsApp for digital sales, while in Lasbela, 22% of the women had also begun using Facebook alongside WhatsApp.

The correlation between digital tool usage and income growth is evident. Women who used platforms like WhatsApp or Facebook for sales, 24% overall, with 6% selling internationally, reported expanded market reach. However, barriers like device access (46%) and lack of digital skills (36%) limited broader impact, suggesting that while digital access drives growth, digital inclusion remains uneven. These findings highlight the potential of accessible and familiar platforms like WhatsApp in supporting rural women's entry into digital commerce, even with limited resources and connectivity.

Among the 76% of women who are not using digital platforms, a significant majority 80% expressed a strong desire to digitally upscale their businesses. However, they highlighted that limited access to resources and technology remains a key barrier. Notably, 99% of all women surveyed believed that expanding into digital markets would enhance their income levels, underscoring a clear demand for support in digital inclusion and capacity-building to help rural women fully participate in the evolving digital economy.

In response to this, women were asked about the resources or support they would need to digitally expand their businesses. Among the respondents, 46% identified access to digital devices such as smartphones as their primary need, while 36% expressed the need for training on social media and e-commerce platforms. Additionally, 18% highlighted the importance of having access to affordable internet. District-wise distribution of these responses is illustrated in the table 9.

Table 9: Support needed in Digital expansion

Support needed in Digital expansion	Gwadar	Lasbela	Total
Social Media & E-Commerce Training	32%	42%	36%
Device Access (Computer/Smartphone)	45%	48%	46%
Affordable Internet Access	23%	10%	18%
Total	100%	100%	100%

There is a notable correlation between interest in digital skills and potential for market growth. With 80% of non-users desiring training and 46% lacking devices, the gap reflects a barrier to scale. However, areas like Lasbela showed higher digital engagement, suggesting that equipping women digitally could unlock larger market opportunities.

Financial management:

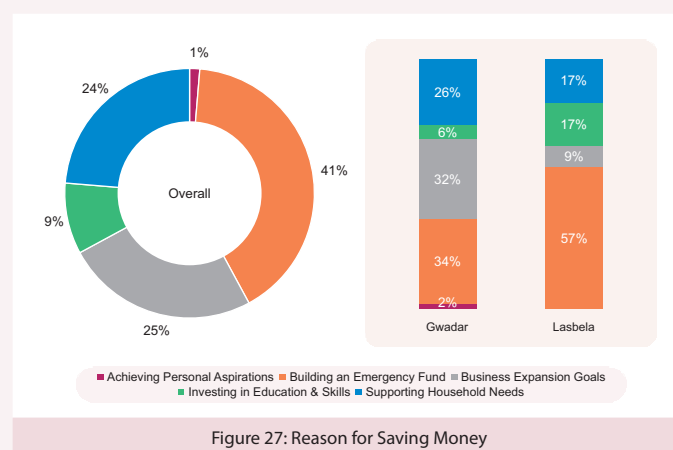
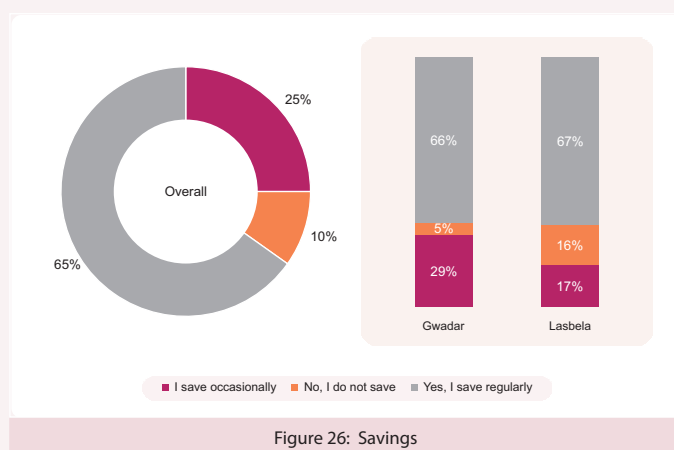
Through the Enterprise Development Training (EDT) provided at the Women Resource Centers, women were introduced to basic financial management concepts, including how to effectively manage their expenses while running a business. A key component of this training

was promoting a savings habit. Women were also asked whether they had a habit of saving before joining the WRCs. In response, 67% stated that they were already practicing some form of savings, while 33% shared that they did not have any prior saving habits. However, when asked whether their approach to savings had changed after joining the WRCs, an overwhelming 91% of women reported a positive shift, highlighting that their engagement with the Centers had a significant impact on strengthening their saving habits. When asked whether their engagement with the WRCs led to the development of savings practices, 65% of the women reported that they had started saving regularly, 25% said they saved occasionally, and 10% stated they were currently unable to save due to household expenses.

District-wise data reflects similar trends, with 66% of women in Gwadar and 67% in Lasbela reporting regular savings. Notably, only 5% of respondents in Gwadar said they were not saving at all, compared to 17% in Lasbela, highlighting potential differences in financial pressures or access to income-generating opportunities across districts.

Women who reported saving regularly or occasionally (91%) were also asked about their preferred methods of saving. The majority 67% shared that they keep their savings at home, while 26% save through informal community saving groups. A small proportion, 5%, reported using mobile wallets, and only 2% mentioned saving through formal bank accounts. These findings reveal a significant gap in the use of formal financial services, highlighting the need to promote financial inclusion. Linking women-led businesses with formal banking channels could enhance financial security and support sustainable business growth.

In addition to exploring their saving habits, women in the WRCs were also asked about the primary reasons behind their savings. A significant majority, 41%, shared that they were saving to prepare for emergencies, highlighting a growing awareness of the need for financial resilience in the face of unexpected challenges (figure 27). Another 25% reported saving to reinvest in their businesses, while 24% aimed to support their household needs. A smaller percentage, 9%, said their savings were meant for their children's education, and just 1% mentioned saving to fulfill personal aspirations such as buying assets or travel.



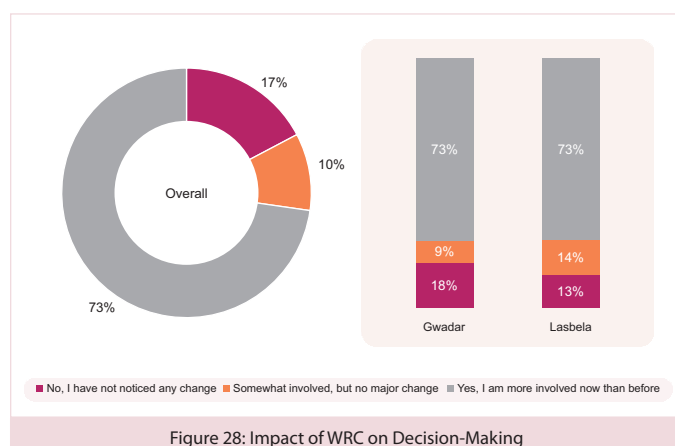
District-wise trends revealed that building an emergency fund was the top priority in both areas, particularly in Lasbela, where 57% of women cited it as their main savings goal, compared to 34% in Gwadar. These findings reflect not only women's financial priorities but also the broader socioeconomic dynamics of their regions, further emphasizing the role WRCs play in fostering financial planning and responsibility.

91% of women who had received the training, enhanced their saving habits, with 67% saving regularly, even if mostly through informal means. This suggests that while training increases financial awareness and discipline, lack of access to banking continues to limit formal saving options.

Social Impact

Decision making

Beyond economic empowerment, many women also gained greater respect within their families and communities, and more importantly, a stronger voice in decision-making, both at home and in their businesses.



When asked about the impact of WRCs on their role in household decision-making, in figure 29, we saw that a significant 73% of women reported that they now participate in major family decisions and are more involved than before. Another 10% said they were somewhat more involved, while 17% noted no change in their decision-making role. Notably, both Gwadar and Lasbela districts reported equal levels of increased decision-making involvement, with 73% of women from each district affirming their enhanced role.

To gain a deeper understanding of the nature of decision-making among women engaged in WRCs, respondents who had gained either full or partial control over decision-making (83%) were further asked about the areas in which they were most involved. The findings reveal that women are primarily taking charge within their households, with 40% reporting active participation in household-related decisions. This was followed by 25% who indicated they are involved in making decisions related to their businesses, highlighting their evolving role as entrepreneurs. Additionally, 24% stated they participate in decision-making within community meetings, and 11% said they are now contributing to decisions related to local development inputs in their areas.

These results suggest a clear pattern: women's decision-making authority is first realized within their homes, a foundational shift followed by increased influence in their businesses and broader community affairs.

Table 10: Key Decision-Making Areas

Decision-Making Areas	Gwadar	Lasbela	Total
Business Decisions	23%	32%	25%
Community Meeting Participation	23%	28%	24%
Local Development Input	9%	12%	11%
Household Decisions	45%	28%	40%
Total	100%	100%	100%

To better understand the depth of women's involvement in decision-making, the survey explored their perceived level of control and confidence across two key areas: business and household decisions.

For business-related decisions, a majority (60%) of women reported feeling more confident in taking decisions independently, while 30% felt somewhat confident. A smaller proportion (10%) remained neutral, suggesting room for further growth in entrepreneurial decision-making skills.

In terms of household decision-making, 60% of women stated they now have full control over decisions within their homes. An additional 16% reported being mostly in control, 15% felt somewhat in control, and only 9% said they rarely had control. The data further reveals there is a strong correlation between earning an income and gaining household decision-making authority. About 73% of women reported increased say in family matters, and 25% influenced business decisions. These changes were consistent across different marital statuses, showing that economic empowerment leads to greater agency and shifts in traditional gender roles. This reflects the empowering ripple effect of the WRCs model, where economic engagement leads to broader social and civic participation.

Community Leadership Role

As part of their engagement in WRCs, women have also been attending community and village organization meetings, often representing WRCs.

When asked about taking on leadership roles after joining the WRCs, 57% of women reported that they had assumed some form of leadership responsibility within their community or local organizations. The remaining 43% indicated that they had not yet taken on leadership roles. **This trend highlights the growing recognition of women as leaders and decision-makers in their communities, reflecting a significant shift toward gender-inclusive community development.**

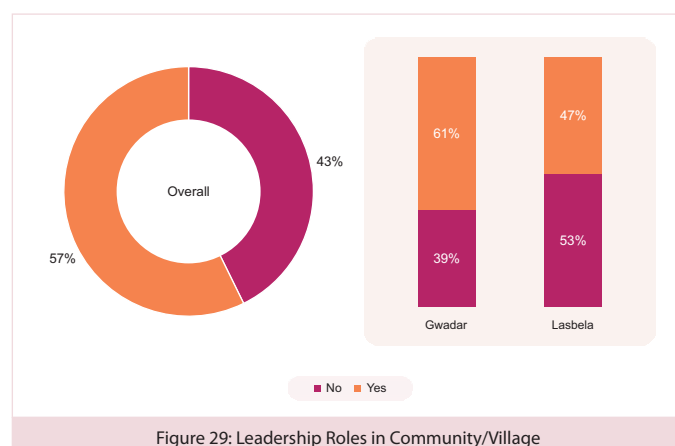


Figure 29: Leadership Roles in Community/Village

A significant 88% of women shared that they have started participating in various community activities, meetings, and advocacy efforts. Among these, the majority (82%) reported joining community meetings and discussions, indicating a strong shift towards civic engagement. Additionally, 8% became involved in advocacy initiatives such as promoting women's rights and raising awareness about health-related issues. A smaller proportion contributed to local development projects (5%) and organizing broader community efforts (5%).

There is a strong positive correlation between supportive policy environments and the lasting impact of women's empowerment. With 50% female representation in community structures and 73% gaining decision-making roles, policy advocacy helped institutionalize inclusion. This foundation ensures continued gender equity beyond the project's scope.

Shift in Gender Dynamics:

The establishment of Women Resource Centers has significantly contributed to shifting traditional gender roles within the communities. According to the findings, 57% of the women reported experiencing a change in their societal roles after joining the WRCs. When asked about the nature of these changes, 35% of respondents stated that women had gained acceptance for working in WRCs and starting their own businesses, an important shift in community perception. Another 25% shared that they had gained the right to participate in decision-making processes, while 20% reported an increase in respect for women's status both within their households and the broader community. Additionally, 20% highlighted their new role as earners contributing financially to household expenses. These responses reflect a gradual but meaningful transformation in how women's roles are perceived and valued in their communities.

When asked about the overall change in their social standing after participating in the program or starting their business, 75% of women reported a substantial improvement, 20% felt a slight improvement, and 5% indicated no change. This highlights how these women have evolved into change-makers, with their roles and perceptions within the community undergoing a noticeable transformation.

When asked about their relationships with other women, a remarkable 90% of women shared that their connections had become much stronger, while 8% noticed some improvement. This signifies a powerful shift where women are now collaborating, sharing knowledge, and supporting one another in their business journeys and community involvement. There is a high correlation between peer-led learning and strengthened community ties. With 88% of women teaching others and 85% reporting improved relationships, WRCs fostered a network of mutual growth. This collaborative approach helped scale impact by turning beneficiaries into trainers, enriching collective resilience.

Moreover, striking 85% of women revealed that their involvement in WRCs has inspired other women in their communities to join the WRCs. Breaking this down by district, 88% of women in Gwadar and 77% in Lasbela reported that many other women in their communities were eager to follow in their footsteps. This surge in interest highlights the powerful influence

of WRCs, sparking a wave of empowerment and inspiring others to embark on their paths to success.

Impact of WRCs on Children's Education

Social environments often shape the behaviors and aspirations of community members, and the WRCs have played a pivotal role in creating a ripple effect of positive change.

One significant area of impact is children's education. Women who joined the WRCs were asked whether their children began attending school after they participated in the program. An encouraging 63% responded “yes,” indicating that their involvement in WRCs motivated or enabled them to prioritize education for their children. District-wise data supports this trend, with 67% of women in Lasbela and 61% in Gwadar confirming that their children started school after they joined the WRCs. This demonstrates how WRCs not only empowers women but also contributes to broader social development by fostering educational advancement within families. While the data reveals that remaining 37% children were either already going to school or they were not of school-going age.

Afforestation Campaign

As part of the Women Resource Centers (WRCs) activities, an afforestation campaign was conducted to promote environmental sustainability and household self-reliance. Each woman was provided with ten plant saplings along with proper guidance and support. These saplings were selected based on the climate and conditions of their respective areas, both fruit and forest varieties. The objective was to raise awareness about the importance of tree plantation, encourage kitchen gardening for domestic benefits, and contribute positively to the local environment. Overall, 79% of women reported receiving both forest and fruit saplings, while 15% received only forest saplings and 6% received only fruit saplings. A district-wise breakdown reveals that in Gwadar, a significant majority (96%) received both types of saplings, and 4% received only fruit saplings. In contrast, Lasbela showed a different distribution, with 54% receiving only forest saplings, 33% receiving both types, and 13% receiving only fruit saplings. This distribution highlights how the initiative was adapted to suit local conditions and needs,

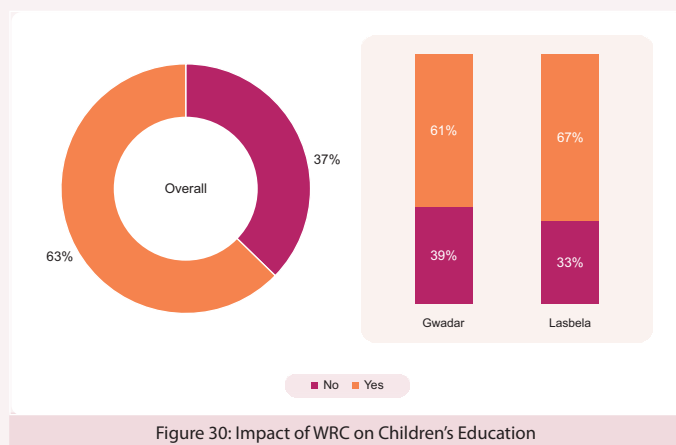


Figure 30: Impact of WRC on Children's Education

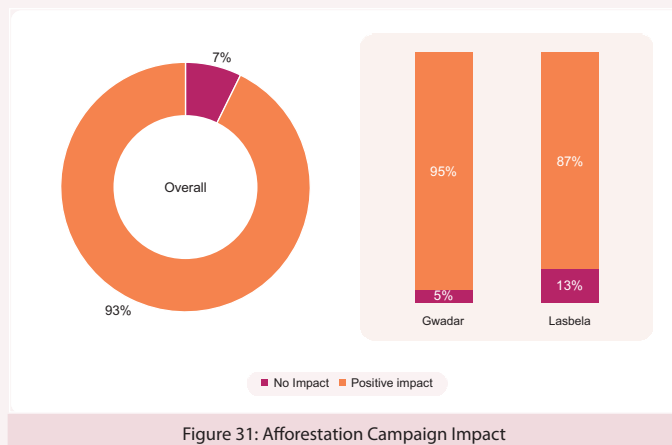


Figure 31: Afforestation Campaign Impact



while ensuring that women across districts were engaged in environmentally sustainable practices.

Apart from saplings, comprehensive training sessions were organized to guide women on proper plantation techniques and maintenance, where all 100% of women reported receiving instructions in their respective WRCs, and 83% of women responded that instructions

were “very clear”, and the remaining responded as “clear”. In addition to the planting efforts, WRCs managers conducted follow-up visits to ensure the saplings were successfully planted and to track their growth. The positive impact of Village Resource Persons (VRPs) is evident as 95% of women confirmed receiving follow-up support from them regarding sapling care.

76% women reported that all their saplings survived, while 22% said that about half of them survived. Only 2% stated that none survived. These results highlight not only the success of the initiative but also the women’s commitment to sustainable practices when supported with proper knowledge and motivation.

This high survival rate reflects the women’s commitment to environmental sustainability and the practical usefulness of the training sessions provided. A district-wise distribution of sapling survival rates is illustrated in the graph below.

As part of the afforestation initiative under WRCs, women were asked about the challenges they encountered in planting and maintaining the saplings. A significant 60% reported no challenges, indicating that the training sessions and monitoring efforts were effective. However, others did face difficulties: 17% mentioned poor soil quality, a common issue in coastal regions like Gwadar and Lasbela where sandy or saline soil can hinder plant growth. About 15% reported damage from free-roaming livestock, which is prevalent in rural coastal communities with open grazing practices. Additionally, 5% struggled due to water scarcity, a frequent challenge in arid coastal zones. Pest infestations affected 2%, while 1% cited lack of time as a constraint in tending the plants. District-wise comparison is shown in table below.

Table 11: Challenges in maintenance of Saplings

Challenges	Gwadar	Lasbela	Total
Lack of water	1%	15%	5%
Poor soil quality	15%	24%	17%
lack of time	1%	0%	1%
Livestock damaging saplings	16%	14%	15%
Pests damaging plants	2%	0%	2%
No challenges	65%	47%	60%
Total	100%	100%	100%

Impact of Afforestation Campaign:

To assess the broader outcomes of the afforestation initiative under WRCs, women participants were asked about the extent to which they believe the campaign has impacted their community or environment. An overwhelming 93% of respondents stated that the campaign has had a positive impact, indicating strong community appreciation and environmental awareness resulting from the activity.

53% women highlighted an increased awareness about the importance of forestation within their communities. Another 23% noted improved community involvement in environmental activities, showing that the campaign encouraged collective environmental responsibility. Additionally, 20% reported an increase in the number of fruit saplings planted, indicating a shift toward sustainable kitchen gardening. District-wise distribution of these responses is presented in the table below.

Table 12: Impact of Afforestation Campaign

Impact	Gwadar	Lasbela	Total
Increased awareness about forestation	48%	66%	53%
Improved community involvement in environmental activities	21%	29%	23%
Enhanced survival rates of saplings	3%	5%	4%
Increased number of fruit saplings planted	28%	0%	20%
Total	100%	100%	100%

Women were further asked whether this campaign influenced other women in their village to plant more trees. An encouraging 85% responded “yes,” indicating that the initiative had a strong ripple effect, motivating others to take similar environmentally responsible actions. District-wise data further highlights this trend: in Gwadar, an impressive 83% of respondents said other women were inspired to plant trees, compared to 33% in Lasbela. Notably, there is a strong positive correlation between women’s participation in tree-planting campaigns and increased environmental awareness. About 93% noticed ecological benefits, and 85% encouraged others to plant trees. This reflects how environmental awareness and action can spread organically when women take the lead.



Grievance Redressal Mechanism (GRM)

Since WRCs are designed to empower women and help them achieve financial independence, it is essential that they operate effectively and fulfill their intended purpose. This requires strong management, well-executed activities, quality training, and smooth day-to-day operations.

To assess this, women were first asked if they were aware of the grievance mechanism and how to lodge a complaint against WRCs operations if needed. Impressively, overall, 96% of respondents (98 in Gwadar and 93% in Lasbela) said they were aware, indicating that most women know where to turn if they face issues. This reflects good communication and accountability within the system. While the remaining 4% said they weren't aware.

Furthermore, when asked whether they had any grievances regarding the WRCs or its operations, 94% of the women reported no complaints. This overwhelming level of satisfaction demonstrates that WRCs are not only functioning efficiently but also meeting the needs of the women they serve. Only a small fraction of 7 women (6%) mentioned having any grievances, reinforcing the overall success and effectiveness of the initiative. District-wise results show that grievances (7) faced were only in the Lasbela district and none faced in Gwadar.

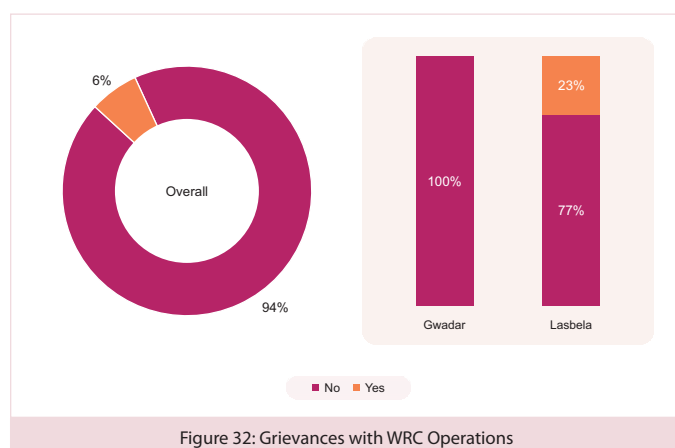


Figure 32: Grievances with WRC Operations

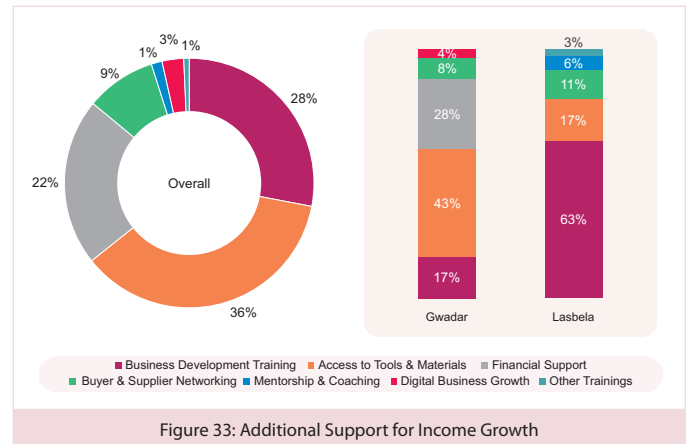
Out of the 7 women who expressed grievances with the WRCs, we took the opportunity to dive deeper into their experiences with the Grievance Redressal Mechanism (GRM). When asked if they had ever filed a complaint or used the GRM to report their issues, all 7 women confirmed that they had. To understand the impact of the process, we further inquired about their experiences. Remarkably, 6 out of the 7 women shared that they found the GRM to be very effective in resolving their grievances, a positive outcome that speaks

volumes about the mechanism's success. Only one woman felt neutral about the process, but overall, this highlights the effectiveness of the WRC's complaint resolution system.

Feedback & Recommendations

Support for Income Growth

To understand how Women Resource Centers can better support women in strengthening and expanding their income-generating activities, women from Gwadar and Lasbela were asked what type of additional support they believe would help them grow their businesses faster and more sustainably. The responses revealed distinct priorities between the two districts. In Gwadar, 43% of respondents highlighted the need for improved access to tools and materials as their top requirement. This was followed by 28% who requested financial support to invest in their businesses, and 17% who wanted business development training. In Lasbela, the top need was business development training, mentioned by 63% of respondents, indicating a strong demand for capacity building. This was followed by 17% citing a need for tools and materials, and 11% expressing the need for improved buyer and supplier networking opportunities.

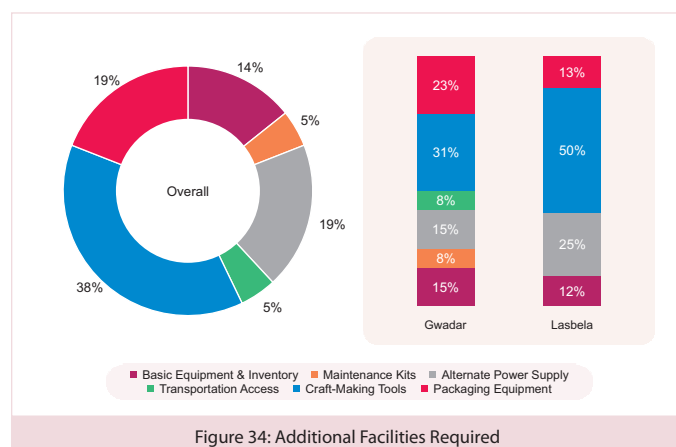


Based on these insights, it is recommended that future support programs should be tailored to local needs. In Gwadar, where material access and financing are the most pressing challenges, initiatives should focus on providing business toolkits, raw materials, and small financial grants. Given the district's limited infrastructure and coastal challenges, such support can significantly improve women's productivity. In contrast, in Lasbela, emphasis should be placed on organizing structured business development trainings, including marketing, product development, and customer handling. Additionally, across both districts, creating buyer-supplier linkages, mentorship opportunities, and facilitating digital business growth through mobile and social media training can foster long-term growth. These targeted interventions can enhance the impact of WRCs and ensure that women are equipped with the resources and skills needed to succeed.

Additional Facilities Required at WRCs

Although a majority of women expressed satisfaction with the operations of the WRCs, they were asked if additional support could help sustain or grow their businesses further. Their responses revealed practical and district-specific needs. As many women engage in traditional crafts such as embroidery, handicrafts, and sewing, a significant 38% of women requested craft-making tools, and 5% said their maintenance kits, where many women engage in traditional crafts such as embroidery, handicrafts, and sewing. Providing upgraded tools would enhance product quality and increase production capacity. Additionally, 19% highlighted the

need for packaging equipment, which is essential for women trying to market their products beyond local markets, especially in tourist-attracting coastal areas like Gwadar. Another 19% emphasized the need for an alternate power supply, which is especially critical as many coastal and rural areas in these districts suffer from frequent electricity outages, disrupting productivity. 14% of women mentioned the need for basic inventory and equipment, suggesting a gap in foundational resources needed to scale up. Transportation access (5%) is



also a key barrier, particularly in the spread-out terrains of Lasbela, where women often face difficulties reaching markets or suppliers. Based on these findings, it is recommended to design tailored support interventions such as shared equipment within WRCs, solar-powered energy solutions, and small grants for packaging tools and transport subsidies to improve mobility and market access. These regionally grounded strategies would directly address the feasibility and practicality of supporting women entrepreneurs in Gwadar and Lasbela. The district-wise distribution is shown in the graph.

Plant saplings

As part of the afforestation and kitchen gardening initiative under WRCs, women who received plant saplings were also asked to suggest improvements for future campaigns. Given the unique challenges of coastal areas, such as saline or sandy soil and limited freshwater access, many women faced difficulties that were beyond their control, like poor soil quality or damage from wandering livestock and pests. Despite these, their feedback highlighted several practical and insightful recommendations.

A significant 40% of women recommended increased support for sapling maintenance. This includes providing fencing materials to protect plants from animals and offering natural or chemical pest control solutions. Since many women live in open or unfenced areas, young saplings are often destroyed by goats or cows, making this support critical. About 31% emphasized the need for better communication and awareness strategies. In many cases, women were unsure how to care for the saplings effectively or were unaware of early signs of plant damage. Clear, ongoing guidance through training sessions or printed instructions in local languages was seen as essential. Another 12% recommended increasing the number of fruit-bearing saplings. This is because fruit trees not only contribute to environmental sustainability but also provide long-term nutritional and financial benefits to families. Women saw these trees as an investment, making them more motivated to care for them. Other suggestions included improving the incentive structures (3%) such as offering more reward money, more efficient verification processes (6%) to avoid delays in assessments, enhanced quality control for saplings (5%) to ensure survival in local conditions, and the provision of pesticides (3%) to combat plant diseases and insects as shown in table 13.

Table 13: Recommendations on Afforestation Campaign

Recommendations	Gwadar	Lasbela	Total
Better communication and awareness strategies	26%	45%	31%
Improved incentive structures	2%	6%	3%
More efficient verification processes	8%	3%	6%
Enhanced quality control for saplings	5%	3%	5%
Increased number of fruit/other saplings	11%	15%	12%
Increased support for sapling maintenance	45%	27%	40%
Provision of Pesticides	3%	1%	3%
Total	100%	100%	100%

Conclusion

The Gwadar-Lasbela Livelihoods Support Project Phase II (GLLSP-II), implemented by the Government of Balochistan with IFAD support, set out to improve the livelihoods of rural poor households by strengthening women's socio-economic participation through Women Resource Centers (WRCs). These centers provided a safe and structured platform for enterprise training, market linkages, financial literacy, and collective action. The report highlights that project successfully enabled women to establish small businesses, access markets beyond their villages, diversify skills, and develop stronger saving and financial management practices. Beyond economic gains, it also fostered social empowerment, with women reporting increased decision-making power within their households and greater involvement in community leadership. Environmental awareness was strengthened through afforestation campaigns, and operational feedback confirmed high satisfaction with WRCs facilities and management, signalling that the model has effectively responded to the needs of the communities.

Beneficiaries highlighted that local ownership, gender-sensitive management, and peer-to-peer knowledge sharing drove success, while also emphasizing the need for additional toolkits, digital inclusion, and advanced business training to sustain progress. Building on these lessons, the way forward lies in strengthening facilities, expanding digital inclusion, and scaling this proven model to other underserved areas. GLLSP-II has thus provided a replicable blueprint for inclusive, community-driven empowerment, anchoring economic resilience, social equity, and sustainable development for some of the most marginalized communities of Balochistan.



Success Stories



RASHEEDA

Rasheeda, a 39-year-old woman from Union Council Gurab Surbandar in Gwadar, lives in a household of ten members, herself, her husband, and their eight children. With her husband currently unemployed and not contributing to the household income, Rasheeda has taken on the primary role of provider through her skill in hand embroidery. Despite limited resources, she has managed to send five of her children to school, while three remain out due to financial constraints.

As a beneficiary of the GLLSP-II initiative, Rasheeda utilized the training and support from the Women Resource Center (WRC) to establish a home-based

embroidery business. Producing one embroidered suit every two to three months, she now earns between PKR 40,000 to 60,000 per suit. Her earnings have been used strategically to purchase essential household items, including a washing machine, stove, juicer, and iron, as well as to reinvest in inventory for her embroidery work. This reflects a growing financial stability and a shift from survival to planned investment.

Her daughter, Sara, also trained under the same program, has followed in her footsteps and built a parallel embroidery business. Using WhatsApp for digital marketing, a practice encouraged under GLLSP-II, Sara has successfully sold 48 suits to date at a fixed rate of PKR 20,000 per piece, demonstrating strong digital engagement and

entrepreneurial initiative. Two of Rasheeda's sons contribute occasionally through fishing, earning around PKR 5,000 to 20,000 every three days, which adds modestly to the household income.

Rasheeda's household is a clear example of how GLLSP-II has empowered women to become economic anchors within their families. The project's focus on enterprise training, market linkages, and digital tools has not only increased income but also improved the quality of life, household decision-making, and intergenerational skill transfer. Her story demonstrates that with the right support, even families with minimal resources and inactive male breadwinners can progress toward sustainable livelihoods led by women.



GUL BAHAR

Gul Bahar, a 26-year-old educated woman from Unioin Council Nalaint, Gwadar, has turned her quiet determination into a story of inspiration and empowerment. Having completed her education up to the intermediate level, her days were once filled with routine household chores, leaving little space for personal or professional growth. Yet, with the establishment of the Women Resource Center (WRC) under the GLLSP-II initiative, everything began to change.

For the first time, Gul Bahar had access to a dedicated space designed exclusively for women, a space that became a turning point in her life. Surrounded by peers and mentors, she immersed herself in skill development, learning advanced embroidery techniques and refining her craftsmanship. The collaborative environment at the WRC not only improved her productivity but also transformed her mindset. Where it once took her five to six weeks to complete a single dress, she now finishes one every month by working alongside other skilled women.

This increase in efficiency, combined with her new understanding of market pricing, has significantly enhanced her income. Gul Bahar now earns around PKR 35,000 per month by selling her beautifully handcrafted dresses. With the help of relatives living abroad in Dubai, Germany, and Iran, she has been able to

access international markets, reaching customers who value the uniqueness and cultural richness of her work. She also actively promotes her products through WhatsApp statuses, creating a steady digital presence and expanding her reach.

With her earnings, Gul Bahar recently purchased gold jewelry for herself, a powerful symbol of her independence and self-worth. More importantly, she now contributes meaningfully to her household's finances. Her journey has also brought a positive shift within her family. Her husband, who previously worked as a mason, was inspired by her success and

now holds a private job in the customs department, creating further stability for the family. Their children have started attending school, a milestone that fills Gul Bahar with pride and hope.

Looking ahead, she is confident that her sales will continue to grow as her skills and networks expand. Gul Bahar's journey reflects not just economic progress but a beautiful transformation of a woman who, once limited by time and space, has now carved a place for herself in local and international markets. Through dedication, learning, and the support of the WRC, she has turned tradition into opportunity and ambition into reality.





NAZREEN

Nazreen, a 44-year-old resident of Union Council Peshukan from Gwadar, is a testament to resilience and transformation. With a primary education, her schooling was cut short at the age of 14 following the death of her mother. Faced with early responsibilities, she devoted herself to learning embroidery, a skill that would later become her family's lifeline. Today, she is the sole breadwinner of her household, caring for her ill husband and supporting the higher education of their three children.

Initially, Nazreen sold her embroidered dresses informally within her neighborhood, charging minimal rates and unaware of the true market value of her

work. Everything changed when she joined the Women Resource Center (WRC) under the GLLSP-II project. Through the Enterprise Development Training, she gained critical knowledge on pricing, market demand, and product quality. The WRC became her gateway to broader economic opportunities, connecting her with domestic buyers in Gwadar and Jewani, and remarkably, enabling her to tap into international markets in Iran. From earning PKR 8,000 per month, she has now scaled her monthly income to over PKR 30,000.

The WRC also provided her access to trusted suppliers and a supportive workspace. She now works alongside other women in a collaborative environment that

encourages peer learning and productivity. Nazreen didn't keep her success to herself; she passed on her skills to others in her community and has empowered her own daughters, who now contribute to the household income by doing embroidery alongside their studies.

Nazreen's journey reflects the broader impact of GLLSP-II: empowering women with skills, linking them to markets, and creating sustainable pathways for income generation. Her success story illustrates how access to knowledge, networks, and dedicated workspaces through the WRC can transform lives, not only for the women themselves, but for entire families and communities.

SAGHEERA

Sagheera, a 23-year-old married woman from Union Council Peshukan in Gwadar, embodies the spirit of determination and growth. Educated up to middle school, she entered married life just a year ago. Her husband, a fisherman by profession, earns modestly, barely enough to meet their household needs. In the face of financial uncertainty, Sagheera turned to a skill passed down from her mother: embroidery. Initially, she embroidered only her own clothes, seeing it as a personal craft rather than a source of income.

Her journey took a positive turn when she was introduced to the Women Resource Center (WRC) under the GLLSP-II project. Encouraged by other women in her community, she joined the center and discovered a supportive environment filled with peer learning and shared ambition. Through interactions with fellow members, Sagheera expanded her skills to include sewing and advanced embroidery techniques. The WRC not only enhanced her capabilities but also provided a dedicated space where she could focus on her work and grow in confidence.

Recently, Sagheera received her first major embroidery order, the biggest milestone in her journey so far. With the knowledge, mentorship, and motivation she gained at the WRC, she is currently working on this order with dedication and hope. She sees it as a stepping



stone toward a better future, where she can contribute meaningfully to her household income and improve their living conditions. Sagheera's story is a testament to how the WRC is empowering young women to transform traditional skills into sustainable livelihoods through learning, collaboration, and opportunity.



SAIMA SALEEM

Saima Saleem, a 28-year-old widow from Union Council Peshukan in Gwadar, has faced adversity with quiet strength and growing resilience. Educated up to the primary level, she lives with her mother, stepfather, and two younger brothers. Her life took a painful turn two years ago when she lost her husband, leaving her not only emotionally shattered but also burdened with the responsibility of supporting her family. With no stable source of income and limited opportunities, Saima knew she had to act.

Determined to rebuild her life, she began a small-scale business

from home, selling handcrafted items. Although still in its early stages, her initiative has brought a sense of financial stability, allowing her to contribute to household expenses and look after her younger brothers and mother. The turning point came when Saima joined the Women Resource Center (WRC) under GLLSP-II. Though she is not yet earning regularly through the center, the exposure, guidance, and network she has gained have been invaluable.

Through the WRC, Saima learned about digital tools and marketing techniques, and she now uses WhatsApp to promote and sell her products, which range in price from PKR 8,000 to 15,000.

With five items currently listed, she is gradually building a digital presence and is confident that this will open doors to more stable income streams in the near future. Her journey reflects the early but promising impact of the WRC model, equipping women not only with skills but with belief in their potential. Saima may still be on the path to full financial independence, but her story is one of transformation already underway, fueled by courage, learning, and hope.

ROQIA

Roqia, a 48-year-old woman from UC Nalaint, Gwadar, has transformed her life through resilience, skill, and the right opportunities. Having learned hand embroidery at a young age, she initially used it only for personal use within her home. Life presented its share of challenges, and for many years, Roqia and her children depended on her mother's income, who worked as a housemaid to make ends meet. Despite limited resources, Roqia remained determined to change her circumstances.

Her turning point came when she joined the Women Resource Center (WRC) under the GLLSP-II project. The center provided her with a platform to enhance her skills, connect with suppliers and buyers, and begin her journey as a small business owner. Working in collaboration with other women, she was able to complete embroidered dresses more efficiently, significantly reducing production time and increasing sales. Today, Roqia earns up to PKR 30,000 per dress, marking a remarkable improvement in her financial independence.

With her savings, she purchased a sewing machine and raw materials, allowing her to expand into full dressmaking. One of her proudest achievements has been building her own home, a milestone that represents not only financial stability but also personal empowerment. Formerly living

in her mother's house, Roqia now provides for her family with confidence and dignity. Her children are pursuing higher education, supported entirely by her income. Roqia's story is a powerful reflection of how access to market linkages, peer collaboration, and skill development through the WRC can open pathways to self-reliance and lasting change for women across Gwadar.



SHARIK

Sharik, a 49-year-old woman from Union Council Kappar, Gwadar, carries with her a quiet legacy of craft and culture. With a primary education and a household comprising 25 to 30 members, she had long contributed her embroidery skills to others' businesses, working under their names, on their terms, and for their profits. Her skill in intricate traditional embroidery was known, but she had limited agency in pricing or marketing her work. Before the intervention of the GLLSP-II initiative, Sharik was already producing high-value embroidered dresses, earning as much as PKR 100,000 per piece, though it took her nearly three months to complete one. The process was slow, solitary, and heavily reliant on middlemen. She lacked the platform, market access, and collaboration needed to scale her efforts or improve efficiency.

Everything shifted when Sharik joined the Women Resource Center (WRC) under GLLSP-II. There, she became part of a group of ten skilled artisans. Together, they structured their work, shared responsibilities, and significantly increased productivity, designing four dresses in just three months. These dresses fetched exceptional market rates: two were sold for PKR 150,000, one for PKR 170,000, and another for PKR 100,000. For Sharik, this marked not only a rise in earnings but a new chapter in self-determination.



What further distinguishes Sharik's journey is her embrace of digital tools. After learning to use WhatsApp for sales and promotion through the WRC, she successfully sold two dresses via digital platforms, one for PKR 130,000 and the other for PKR 80,000. Her growing confidence in online selling has opened up wider markets and reduced her reliance on intermediaries. Since joining the WRC, Sharik has sold six high-value suits and a range of smaller products priced between PKR 5,000 to 20,000. These numbers reflect not only income growth but also greater control over her work, from production to pricing to sales.

Today, she is no longer working under others; she is an independent artisan, a digital entrepreneur, and a mentor to the next generation of women around her.

Sharik's story illustrates how strategic support, group collaboration, and digital access can elevate traditional skills into thriving, self-sustained enterprises. It is a testament to the transformative power of opportunity and how women like her, once operating behind the scenes, are now leading from the front, with pride, purpose, and prosperity.

MEHRUK

Mehruk, a 44-year-old woman from Union Council Pir Hassan, Lasbela, has steadily transformed her life from quiet struggle to hopeful progress. Living in a modest household of five, her husband, a fisherman earning between PKR 2,000 to 5,000 per week, and their three children, Mehruk faced the everyday challenges of making ends meet. Two of her children, a son and a younger daughter, are enrolled in school, while her eldest daughter, despite completing matriculation, has been unable to continue her studies due to the absence of a college in their village.

Before her involvement with the Gwadar-Lasbela Livelihoods Support Project Phase II (GLLSP-II), Mehruk's embroidery skills were underutilized. She worked under another woman, providing her services with little control over pricing or recognition, earning less than her craft deserved. The turning point came when she joined the Women's Resource Center (WRC), which provided her with the opportunity to launch her own business and break free from dependency. Mehruk formed a small enterprise group with two other women. Together, they work in a collaborative setup, sharing ideas, supporting each other, and completing one embroidered dress every three months. With improved quality, better market connections, and pricing knowledge gained through the WRC, they now sell dresses at significantly higher rates: PKR 100,000 for standard suits, up

to PKR 150,000 for heavier bridal-style embroidery, PKR 100,000 for lighter designs, and around PKR 30,000 for girls' dresses. The shift in pricing reflects not only an economic improvement but also a new sense of ownership and pride in their work.

Mehruk's growing confidence and income have also inspired her to diversify. With some of her savings, she has taken the bold step of starting a small livestock business to further strengthen her household's financial stability. Her long-term goal remains clear and deeply personal. Once her business

is stable, she intends to enroll her eldest daughter in a college, even if it means sending her outside the village.

Mehruk's journey reflects the impact of the WRC model in rural Balochistan, empowering women with skills, confidence, and collaborative platforms to shift from wage dependency to entrepreneurship. Her story is a powerful example of how access to opportunity can help women not only earn with dignity but also invest in the future of their children and communities.



SAJIDA

Sajida, a 27-year-old woman from Union Council Surbandar, Gwadar, recently began a new chapter in her life as a newlywed. Her husband, a fisherman by profession, earns a modest income, enough to meet basic needs, but not enough to support aspirations beyond daily survival. Sajida, however, carried with her a talent that had remained quietly within the walls of her home: embroidery. She had long practiced the craft for personal use, but never considered its potential beyond household appreciation.

That changed when she joined the Women's Resource Center (WRC) under the GLLSP-II project. Surrounded by skilled women, mentors, and a supportive structure, Sajida became part of a creative group at the WRC. Her detailed work began gaining recognition, not just among her peers but also within the local community. Over time, her name became known for its quality and craftsmanship, attracting attention from small businesses operating in Gwadar, Karachi, and even across the border in Iran.

Today, Sajida works on embroidery orders for several of these

businesses. The clients provide her with all the materials, and she completes high-value embroidery pieces, earning around PKR 60,000 per dress. This has become a consistent source of income and has significantly improved her household's financial condition. She also uses WhatsApp to promote her work locally, receiving direct orders from neighbors and others in her area who admire her talent and craftsmanship.

Sajida's journey has also inspired those around her. Her family and neighbors, impressed by her progress, have started learning the craft from her. She has become a mentor in her community, teaching others the skills she once kept to herself. Her children are now enrolled in school, supported by her earnings, and she takes pride in being able to purchase what she desires without depending on her husband. "I want to be able to buy things for myself, without waiting for someone else," she says, a simple wish, now fulfilled through her own hard work and determination.

Looking ahead, Sajida dreams of starting her own independent embroidery business, where she can sell her work directly under her own name. With growing confidence, a strong network, and the foundation built at the WRC, she is well on her way. Her story is a shining example of how recognition, opportunity, and community support can transform a hidden talent into a source of pride, income, and independence.





SARA ABDUL GHAFOOR

Sara Abdul Ghafoor, a 42-year-old widow from Union Council Gurab Surbandar, Gwadar, Balochistan, faced immense hardship after her husband died in 2021. Left to raise five children alone, she struggled to survive on the meager income she earned from hand-sewing dresses, selling each for just PKR 20,000, barely enough to cover food and rent. With three children out of school and one hospitalized for typhoid, her situation seemed hopeless. Like many women in her community, Sara lacked business skills and market access, leaving her trapped in poverty and isolation. But her life took a transformative

turn when she joined the Gwadar-Lasbela Livelihoods Support Project (GLLSP-II). Through a Women's Resource Center (WRC), she received enterprise training, learning essential skills like pricing, record-keeping, and market research. Empowered with knowledge, she joined forces with nine other women to form a business group, allowing them to sell their dresses to boutiques at fair prices instead of settling for exploitative informal deals.

With newfound confidence and collective strength, Sara's income doubled, reaching PKR 40,000–60,000 per dress. This financial stability allowed her to pay for her

child's medical treatment, send two children back to school, and finally breathe without the constant weight of survival. Beyond the financial benefits, the project restored her dignity; she now actively participates in household decisions, advises other women, and even represents her group in community meetings. Her journey reflects the broader success of the initiative, where 84% of participants increased their earnings and over 70% gained greater decision-making power at home. Sara's story is proof that with the right support, even the most marginalized women can break free from poverty, reclaim their voices, and build a future filled with hope.



RUKHSANA

Rukhsana, a 49-year-old woman from Union Council Kappar, Gwadar, has lived much of her life in quiet resilience. Married at the young age of 13 and divorced just a year later, she has spent the past 35 years living with her parents and brothers, financially dependent on them and without a source of personal income. For decades, her dreams of independence remained unspoken until the intervention of the NRSP through the GLLSP-II project offered her a new path forward.

Before joining the initiative, Rukhsana was not involved in any income-generating activity. But with the support of the Women Resource Center (WRC), she found

not only a platform to work but also a renewed sense of identity and purpose. The training and environment at the WRC helped her rediscover and refine her dormant embroidery skills, and today, she works confidently in a group of four women artisans. Together, they complete two to three intricately designed dresses within three months, selling each for PKR 120,000 to 140,000. On her own, Rukhsana has crafted a high-value dress priced at PKR 150,000, which she hopes to sell soon as her customer network expands.

More than just financial empowerment, this experience has offered her dignity, self-worth, and a voice. For the first time in her life, Rukhsana is planning her finances, contributing to household

expenses, and actively participating in decisions about her future. With her growing confidence and savings, she has also taken a bold step towards diversification by starting a small livestock business, marking a critical step in establishing long-term financial independence.

Rukhsana's story is a powerful example of how inclusive development initiatives can unlock potential in even the most overlooked corners of society. From a life defined by dependence and silence, she is now walking a path of independence, confidence, and contribution. Her transformation is not just personal, it's a beacon of hope for many women like her in Lasbela, showing that it's never too late to reclaim control over one's life.

Annexes

Annex 1: Questionnaire

Project Title: “Gwadar-Lasbela Livelihood Support Project-II (GLLSP-II)”

SECTION 0: INTRODUCTION

A. Geographical Location

A1. Province/Region: 1. Punjab 2. Sindh 3. Balochistan 4. Khyber Pakhtunkh
5. Islamabad Capital territory (ICT) 6. Azad Jammu & Kashmir (AJK) 7. Gilgit-Baltistan (GB)

A2. District: 1. Gwadar 2. Lasbela

A3. Tehsil/Taluka: 1. Gwadar 2. Hub 3. Ormara 4. Pasni 5. Uthal

A4. Union Council: _____ A5. Village: _____

A6. Address of the House: _____

A7: Sample ID: _____ A8: Name of Beneficiary: _____ A9: Beneficiary Age: _____

A10: Marital Status: 1. Married 2. Single 3. Widow/Widower 4. Separated 5. Divorced

A11: Education: 1. Primary 2. Middle 3. Secondary 4. Intermediate 5. Diploma
6. Technical Education 7. Bachelor 8. Master or Above 9. Religious Education 10. Not Literate

A12: Disability: 1. No Disability 2. Upper Limb Disability 3. Lower Limb Disability
4. Mental Disability 5. Speech Disability 6. Hearing Disability
7. Visual Disability 8. Other

A13: Phone No: _____ A14: Name of Head of Household: _____

A15: CNIC of HH Head: _____

C. Enumerator Details

C1. Enumerator: _____ C2. Designation: _____ C3. Office: _____ C4: Date: _____

SECTION-A: BASIC HOUSEHOLD LEVEL INFORMATION

1. House Ownership Status: 1. Owned 2. Rented 3. Constructed on Land owned by Government
4. Employer's premises 5. Tenant 99. Any Other, Please Specify

2. Do you have Solar panel/Generator/ UPS in your house? 1. Yes 2. No

3. Do you have Sewing / knitting machine in your house? 1. Yes 2. No

4. Have you ever been enrolled or signed up for the Benazir Income Support Program (BISP)? 1. Yes 2. No

5. Did any of your household members have any outstanding loans/mortgage or obtain a new loan/mortgage during the past 3 years? 1. Yes 2. No

5a. How many Loans? _____

5b. What was the amount of Loan that you have obtained? _____

5c. How much amount is remaining to be paid back? _____

6. What was the main reason for obtaining a loan?

1. To meet essential household expenditures (buying food, child education, house rent, utilities' bill, etc).
2. To buy vehicle (bike, motorbike, car) for household member
3. To purchase/remodel/repair/construct a house / purchase land
4. To meet health related expenditures for household members (medicine, doctor or hospital fees)
5. To meet the following ritual expenditures: birth, funeral, and wedding
6. To open/increase business
7. To pay previous loan
8. To overcome hardship (e.g., legal expenses in a court, expenses after having been robbed)
9. For Agriculture inputs (e.g., fertilizers, pesticide, etc.)
10. For pilgrimage/ other religious ritual
11. To send child abroad for a job
12. Migration/ to go out of the country

13. To help a friend to overcome hardship
99. Any Other, Please Specify
- A7. Where did the household obtain the loan from?
- a. Relatives/friends/neighbors b. Commercial Bank c. Micro Finance Institutions / Microfinance Banks
d. Informal Money lenders (arhti/beopari/landlords/shopkeepers) z. Any Other, Please Specify
- 7a. Was the debt paid back? 1. Yes, wholly 2. Yes, partly (e.g. in installments) 3. No
- A8a) How will remaining debt be paid back?
- a. Cash, by borrowing money from someone else b. Cash, by selling some assets c. Cash, by getting income from work
d. Cash, by getting loan from pawn shop e. Provide direct labour to the creditor by adult household member
f. Provide direct labour to the creditor by child household member g. In kind
h. Loan wave-off i. ROSCA/BC(Budget Committee) j. Cash support by a friend, family member
k. Cash, by renting a portion of the house m. Dowry/wulvur from wedding z. Any Other, Please Specify
- A9. Can I know your Religious Affiliation? 1. Yes 2. No
- A10. What is your religion? a. Muslim b. Hindu c. Christian d. 99. Any Other, Please Specify
- A11. Are you a member of community Organization? 1. Yes 2. No
- A12: If Yes, how long have you been a member of community organization? a. 1-5 months b. 5-10 months c. more than 1 year

SECTION-B: WOMEN RESOURCE CENTERS

1. Prior to joining the WRC, what were your primary economic activities?
1. Small-scale subsistence farming 2. Low-income wage labor 3. Embroidery or sewing
4. Livestock rearing 5. Nothing (Traditional household chores) 6. Other (please specify)
2. Did you face any challenges in your previous job/economic activities? 1. Yes 2. No
3. What were the primary challenges you faced in your economic activities before joining the WRC? (select 2 most relevant)
1. Limited access to markets for your products 2. Lack of financial resources to invest in your business
3. Lack of business setup knowledge 4. Inadequate skills or training in embroidery, sewing, or livestock management
5. Social or cultural barriers that prevented you from participating in the workforce
6. Faced no challenges 7. Other (please specify)
4. How did you hear about the Women Resource Centers?
1. Local community 2. LSO (Local Support Organization) 3. NRSP 4. Family/friends 5. 99. Any Other, Please Specify
5. What was your motivation behind joining the WRC? (select 2 most relevant options)
1. Community support and networking 2. To create market linkages 3. Wanted to learn/improve new skills
4. Wanted to earn a higher income 5. Wanted to improve my quality of life
6. Personal interest in entrepreneurship/business start-up
7. The promise of training in embroidery, sewing, or livestock management 8. Other (please specify)
6. How far is the Women Resource Center (WRC) from your house?
1. Less than 10 minutes (by foot) 2. 10 to 20 minutes (by foot) 3. 20 to 30 minutes (by foot)
4. 30 to 45 minutes (by foot) 5. 1 hour (by foot) 6. Not sure
7. Do you face any challenges in accessing WRCs? 1. Yes 2. No
8. If yes, then what are the challenges that are affecting women's access to the WRC? (select 2 most relevant options)
1. Poor transportation facilities 2. Unsafe routes or areas 3. Lack of transportation options
4. Distance from the community 5. Social or cultural barriers 6. Lack of time or personal constraints
99. Any Other, Please Specify
9. In your opinion, What are the primary uses of the WRCs in your area? (select 2 most relevant options)
1. Meeting place for women 2. Education and training center 3. Venue for joint enterprise activities
4. Resource for income generation activities 5. Community support and networking 6. Not sure
10. How often do you visit the resource center?
1. Daily 2. Weekly 3. Monthly 4. Only for specific events/training 5. 99. Any Other, Please Specify

11. For how long you have been a member of WRC?

1. Less than 3 months 2. 3-6 months 3. 6 months to 1 year 4. More than 1 year

12. To what extent do you feel that the selection criteria were fair and equitable?

1. Very Fair 2. Fair 3. Neutral 4. Unfair 5. Very Unfair

13. Who manages the WRC? 1. Woman Manager Nominated by LSO 2. LSO Committee 3. VO Members 4. Don't know

14. How satisfied are you with the current management of the WRC? 1. Very Satisfied 2. Satisfied 3. Neutral 4. Dissatisfied

SECTION-D: FACILITIES AND EQUIPMENT AT WRC

1. How would you rate the facilities available at the resource center? 1. Excellent 2. Good 3. Average 4. Poor

2. Which of the following amenities are available at the WRC? (Select all that apply)

- | | | |
|--|--|-------------------------------------|
| 1. Clean drinking water | 2. Electricity | 3. Functional sanitation facilities |
| 4. Adequate lighting | 4. Cooling/Heating systems | 5. Internet access |
| 6. Computers or digital devices | 7. Training or workshop rooms | |
| 8. Equipment for vocational training (e.g., sewing machines, kitchen appliances) | | |
| 9. Storage facilities for materials and supplies | | |
| 10. Business development resources (e.g., business plan templates, financial management tools) | | |
| 11. Access to print and copy facilities | 12. Educational materials (e.g., books, manuals) | |
| 13. Kitchen facilities for food-related training | 14. Display or sales area for products made by women | |
| 15. None of the above | 16. Not sure | 17. 99. Any Other, Please Specify |

3. Which facilities have you frequently use at the center? (select 2 most relevant options)

- | | | |
|-------------------------------|-------------------------------|---|
| 1. Meeting rooms | 2. Product storage facilities | 3. Equipment (e.g., packaging machines, solar dryers) |
| 4. Vocational training spaces | 5. Access to microfinance | 6. 99. Any Other, Please Specify |

4. Do you think the facilities provided at the center were sufficient for your business needs? 1. Yes 2. No 3. Partially

5. Which additional equipment or facilities do you think would improve your work at the resource center?

- | | | |
|-----------------------------|-----------------------------------|----------------------------------|
| 1. More packaging equipment | 2. Advanced craft-making tools | 3. Improved storage facilities |
| 4. Access to transportation | 5. Marketing and branding support | 6. 99. Any Other, Please Specify |

6. What challenges have you faced in overall setup of resource center?

- | | | |
|--|----------------------------|-----------------------------------|
| 1. Inadequate equipment | 2. Lack of proper training | 3. Limited access to microfinance |
| 4. Difficulty in managing time between home and center | | 5. 99. Any Other, Please Specify |

7. Would you recommend any changes to the operation of the resource center to improve its impact on women's income and empowerment? 1. Yes 2. No

8. If yes, please specify the changes you would recommend: _____

SECTION-D: COMMUNITY INVOLVEMENT AND SUSTAINABILITY OF WRCS

1. Do you feel that the local community is involved in managing the resource center? 1. Yes 2. No

2. Do you want resource center to remain operational and sustainable in the long run? 1. Yes 2. No 3. Not sure

3. Are you or women being charged a service fee for using WRC facilities? 1. Yes 2. Not Yet

4. If yes, What are your thoughts on the fee women are asked to pay for utilizing the center's resources?

1. Reasonable and affordable 2. Somewhat expensive 3. Very expensive

5. Would you be willing to contribute to the center's operational costs in the future to ensure its sustainability? 1. Yes 2. No 3. Maybe

6. How many Women Resource Centers (WRCs) you have seen constructed in your area?

1. None 2. One 3. Two 4. Three 4. Four 6. Five 7. more than Five

SECTION-E: ENTERPRISE DEVELOPMENT TRAINING EDT TRAINING

1. Have you participated in Enterprise Development Trainings (EDT) offered by the WRC? 1. Yes 2. No

2. How satisfied are you with the overall Enterprise Development Training(EDT) program?

1. Very Satisfied 2. Satisfied 3. Neutral 4. Dissatisfied 5. Very Dissatisfied

3. Did you feel the VRP trainers were knowledgeable and clear in their instructions?
1. Yes, very clear 2. Somewhat clear 3. Neutral 4. Not clear 5. Very unclear
4. What type of training topics you have learnt during Training? (select 2 most relevant)
1. Business Setup/Basic Business Setup/types of businesses/Feasibility
2. Marketing components (6 components)/Market analysis and survey
3. Financial literacy (budgeting, income, expenses, and investment) 4. Can't Remember 5. 99. Any Other, Please Specify
5. Overall how many of local women in your area attend or use the Women Resource Center (WRC) facilities?
1. Less than 5 2. 5-10 3. 10-20 4. 20-30 5. more than 30
6. 99. Any Other, Please Specify 7. Not sure
6. Do you think the number of women participants in WRC has increased? 1. Yes 2. Don't Know 3. Remained Same
7. How would you rate the variety of training programs offered at the WRC?
1. Excellent (wide range of relevant programs) 2. Good (decent range of programs with some gaps)
3. Fair (limited range, needs improvement) 4. Poor (few programs, significant gaps)
5. Not sure
8. Did you receive any certifications after completing their training programs at the WRC? 1. Yes 2. No
9. Do you think that training programs helped you to apply these skills in real-life scenarios? 1. Yes 2. No

SECTION F: TRAINING OUTCOMES

1. Were any business plans (MIP) developed for you after the training? 1. Yes 2. No
2. If yes, were the business plans in alignment with your interests/preferences? 1. Yes 2. No
3. Have you started collaborating with other women or formed an Enterprise Group/Farmer Enterprise Group as discussed in the training? 1. Yes 2. No
4. How many girls are in your group who are involved in same business activity? 1. 1-5 2. 5-10 3. 10-15
5. Have you started a small business or micro-enterprise after receiving training or support from the WRC?
1. Yes, I have started a business 2. No, but I plan to start one soon 3. No, I have not started a business 4. Not sure
6. What type of activities/business plan have you participated in the center? (Select all that apply)
1. Kitchen gardening 2. Hand Embroidery 3. Sewing/Tailoring 4. Zig Zag Group (Zig Zag Machine Embroidery)
5. Qureshi Kaari 6. Fish processing 7. Food preservation and processing 8. Livestock rearing/Dairy/Milk
9. Retail business (small shop or kiosk) 10. Home-based services (e.g., tailoring, baking)
11. Not involved in any income-generating activities 12. Microfinance Access 13. Any Other, Please Specify
7. In Balochi Doch Group (Hand Embroidery) , what type of activities you are involved in?
1. Jalar Nal (Balochi Dress) 2. Chinuk Tanab (Balochi Dress) 3. Absar Zaid (Balochi Dress)
4. Aseenuk Peshani (Balochi Dress) 5. Haq do Tehrik (Balochi Dress) 6. Patt Jalar (Balochi Dress)
7. Patt waz (Balochi Dress) 8. Talpach / Naim doch (Balochi Dress) 9. Tasien
10. Mobile Cover 11. Balochi Chappal 12. Balochi Bed sheet
13. Pillow cover 14. Balochi Roomal
8. In Tailoring/Sewing, what type of activities you are involved in?
1. Sewing/Stitching of Balochi dress large size 2. Sewing/Stitching of Balochi dress small size
3. Peeth fixing of Balochi dress small & large size 4. Qameez Shalwar
5. School Uniform
9. In Zig Zag Group (Zig Zag Machine Embroidery), what type of activities you are involved in?
1. Cheliko peeth (Balochi dress) 2. Chiken Cheliko (Balochi dress) 3. Da peeth (Balochi dress)
4. Ispeenar (Balochi dress) 5. No top (Balochi dress)
10. In Qureshi Kaari Group, what type of activities you are involved in?
1. Normal Qurshi Balochi Dopatta (fofti, kuros bul, baks e deel) 2. Nageena wala Qureshi (Balochi Dopatta)
3. Waptagen Banor Qureshi (Balochi Dopatta) 4. Naal e Naal Qureshi (Balochi Dopatta)
5. Keetag e Kap Qureshi (Balochi Dopatta) 6. Limbo e Kalk Qureshi (Balochi Dopatta)
11. Why did you choose \${fetch name} activity in WRC?
1. Prior Experience/Knowledge 2. Scope of area 3. Personal Interest
4. Wanted to learn a new skill 5. Start a business 6. 99. Any Other, Please Specify

12. If you have prior experience/personal interest, were you earning anything from this before joining WRC? 1. Yes 2. No
13. If you have prior experience/personal interest, how much you were earning from this before joining WRC?
1. Below 5000 2. 5000-10,000 3. 10,000-20,000 4. 20,000-30,000 5. more than 50,000 6. No earnings
14. Are you currently using any digital platforms to promote or sell your products/services? 1. Yes 2. No
15. If yes, which digital platforms are you using? (Select all that apply)
1. Facebook 2. Instagram 3. WhatsApp 4. E-commerce websites (e.g., Daraz) 5. Other (please specify)
16. If not, are you interested in expanding your business through digital platforms to reaching more customers? 1. Yes 2. No
17. What types of support or resources would you need to expand your business digitally? (Select 2 most relevant)
1. Training on how to use social media and e-commerce platforms 2. Access to a computer or smartphone
3. Affordable internet connection 4. Digital marketing strategies 5. Other (please specify)
18. Do you believe that expanding your business digitally will increase your income? 1. Yes 2. No 3. Not sure
19. What challenges do you foresee in expanding your business digitally?
1. Lack of knowledge/training 2. Inability to afford internet or devices
3. Lack of time due to other responsibilities 4. Not confident in managing a digital business 5. Other (please specify)
20. Do you currently have a habit of saving money regularly? 1. Yes, I save regularly 2. I save occasionally 3. No, I do not save
21. Did you already have a savings habit before joining the Women Resource Center? 1. Yes 2. No
22. Has your engagement with the Women Resource Center helped you develop a savings habit?
1. Yes, significantly 2. Yes, to some extent 3. No, it hasn't helped 4. I already had a savings habit
23. What method do you use to save money?
1. Bank account 2. Informal savings groups 3. Keeping money at home
4. Mobile wallet (e.g., Easypaisa, JazzCash) 5. Other (please specify)
24. What is your main reason for saving money?
1. Emergency fund/ Managing unexpected expenses (e.g., medical bills, emergencies) 2. Expanding your business
3. Investing in education or skill development 4. Supporting your family or household
5. Achieving personal goals (e.g., buying assets, travel) 6. Other (please specify)
25. Have you used any of the financial skills you learned in your business activities? 1. Yes 2. No
1. Which skills have you applied to manage your business better? (select 2 most relevant)
2. Budgeting for expenses and income 3. Record keeping for transactions 4. Savings to reinvest in the business
5. Marketing strategies to attract customers 6. Other (please specify)
26. Have you shared the financial or business skills you learned with other women in your community?
1. Yes, I have shared my skills 2. No, I haven't shared my skills 3. I haven't had the opportunity yet
27. Which skills or knowledge have you shared with others?
1. Financial management skills (Savings, Basic budgeting, Record keeping) 2. Marketing strategies 3. Business skills
4. Artisans(embroidery, sewing etc) 5. Livestock rearing skills 6. Other (please specify)
28. How many people have you trained or shared your knowledge with in your community?
1. 1-2 people 2. 3-5 people 3. More than 5 people 4. I haven't shared my knowledge with anyone yet
29. If not, Would you be willing to continue sharing your skills with more women in your community? 1. Yes 2. No

SECTION-G: MARKET LINKAGES

1. Have you established any connections with buyers, suppliers, or other market actors for your products or services through WRC support? 1. Yes 2. No 3. No, but I am working on it
2. If yes, what type of market linkages have you established? (Select 2 most relevant)
1. Buyers for my products (e.g., retailers, wholesalers) 2. Suppliers for raw materials or tools
3. Partnerships with other businesses 4. Cooperative or group sales (e.g., selling with other women)
5. 99. Any Other, Please Specify 6. Not sure

3. Which markets have you been linked with? (Select all that apply)

- | | | |
|--|----------------------------------|--------------------------------|
| 1. Local Handicraft Markets (Hub, Karachi) | 2. School Uniform Suppliers | 3. Local Boutiques and Tailors |
| 4. Restaurants/Hotels for Dairy Products | 5. 99. Any Other, Please Specify | |

4. How has the WRC helped you in establishing these market linkages?

- | | |
|---|---|
| 1. Provided training on marketing and sales | 2. Connected me to potential buyers/suppliers |
| 3. Helped me network with other entrepreneurs | 4. Offered financial or logistical support |
| 5. 99. Any Other, Please Specify | 6. Not sure |

5. Are you selling your products locally, nationally, or internationally?

1. Yes 2. No

6. If yes, Have you been able to connect with any potential exporters or domestic buyers?

1. Yes 2. No

7. If yes, How frequently are your products sold or showcased in exhibitions/markets?

- | | | | |
|-----------|------------|-----------|----------|
| 1. Weekly | 2. Monthly | 3. Rarely | 4. Never |
|-----------|------------|-----------|----------|

8. How satisfied are you with the support provided by the WRC in helping you engage in income-generating activities?

- | | |
|--|--|
| 1. Very satisfied (WRC has been highly supportive) | 2. Satisfied (WRC has been generally helpful) |
| 3. Neutral (neither satisfied nor dissatisfied) | 4. Dissatisfied (WRC support has been minimal) |
| 5. Very dissatisfied (WRC support has been inadequate) | 6. Not sure |

9. What additional support would you like to receive from the WRC to improve your income-generating activities?

- | | |
|--|---|
| 1. More training or workshops on business development | 2. Access to more tools and materials |
| 3. Financial support (e.g., microfinance, startup capital) | 4. Networking opportunities with buyers and suppliers |
| 5. Ongoing mentorship or coaching | 6. 99. Any Other, Please Specify |

SECTION-H: SKILLS DEVELOPMENT AND INCOME GENERATION

1. How has your personal income changed after participating in WRC programs or activities?

- | | | | |
|--------------|--------------|------------------------|-------------|
| 1. Increased | 2. Decreased | 3. No change in income | 4. Not sure |
|--------------|--------------|------------------------|-------------|

2. How much has your income (in PKR) increased after joining the resource center?

- | | |
|----------------------------------|-----------------------------------|
| 1. Less than 1,000 PKR per month | 2. 1,000-5,000 PKR per month |
| 3. 5,000-10,000 PKR per month | 4. More than 10,000 PKR per month |

3. If there is no change in income yet, do you believe that in future you will be able to earn more from this?

1. Yes 2. No

4. Did you make any additional purchases to start/expand your business?

1. Yes 2. No

5. What types of items did you purchase to start your business?

- | | | |
|--------------------------------------|---|------------------------------------|
| 1. Raw materials or inventory | 2. Equipment or tools | 3. Packaging or branding materials |
| 4. Marketing or advertising services | 5. Renting or purchasing a physical space | 6. Other (please specify) |

6. How did you finance these extra purchases?

- | | | | |
|---------------------------|--------------------------------------|-------------------------------|---------------------|
| 1. Personal savings | 2. Loan or credit | 3. Family or friends' support | 4. Business profits |
| 5. Other (please specify) | 6. I didn't need to finance anything | 7. Not Sure | |

SECTION-I: WOMEN'S DECISION-MAKING ROLE

1. Have you noticed an increase in your involvement in decision-making after participating in WRC activities?

- | | |
|--|---|
| 1. Yes, I am more involved now than before | 2. Somewhat involved, but no major change |
| 3. No, I have not noticed any change | |

2. In what areas have you been more involved in decision-making?

- | | |
|---|---|
| 1. Leadership roles in community or village organizations | 2. Major business decisions |
| 3. Participating in community meetings | 4. Contributing to decisions about local development projects |
| 5. Influencing household decisions (e.g., finances, children's education) | 6. 99. Any Other, Please Specify |
| 7. Not involved in decision-making | |

3. Have you taken on any leadership roles in community or village organizations due to the influence of the WRC?

1. Yes 2. No

4. Has the WRC helped change your family's views on Gender roles?

1. Yes 2. No

5. If yes, In what ways have gender roles in the community changed?

- | | |
|---|--|
| 1. Greater acceptance of women working outside the home | 2. More women involved in decision-making |
| 3. Increased respect for women's contributions in the community | 4. More women contributing to household income |
| 5. No noticeable changes | 6. 99. Any Other, Please Specify |

6. Have you participated in any community activities, meetings, or advocacy efforts through the WRC?

- | | |
|--|---|
| 1. Yes, I have been actively involved | 2. Yes, but my involvement has been limited |
| 3. No, I have not participated in any activities | 4. Not sure |

7. If yes, What types of community activities have you participated in through the WRC? (Select all that apply)

- | | |
|---|--|
| 1. Community meetings and discussions | 2. Advocacy efforts (e.g., promoting women's rights, health awareness) |
| 3. Organizing community events (e.g., health camps, educational programs) | |
| 4. Supporting local development projects | 5. 99. Any Other, Please Specify |

8. Since joining the WRC, how would you describe your relationships with other women in your community?

- | | |
|--|-------------------------------|
| 1. Much stronger (I have developed new friendships and support networks) | |
| 2. Somewhat stronger (I have made a few new connections) | 3. No change in relationships |
| 4. Relationships have weakened | 5. Not sure |

9. What kinds of support have you received from other women at the WRC? (Select all that apply)

- | | |
|---|---|
| 1. Emotional support or encouragement | 2. Advice on personal or family issues |
| 3. Help with business or income-generating activities | 4. Assistance with community projects or events |
| 5. No support received | 6. 99. Any Other, Please Specify |

10. What additional social or community support would you like to see from the WRC? (Select all that apply)

- | | |
|--|---|
| 1. More community-building events and activities | 2. More opportunities for women to lead or participate in local development |
| 3. Greater support networks for women | 4. Increased efforts to promote gender equality |
| 5. 99. Any Other, Please Specify | |

11. After your joining in WRC, has any other women in your community also started joining WRC? 1. Yes 2. No

12. What is your level of involvement in financial decision-making in your household?

- | | | |
|--|--------------------------------|---------------------------------|
| 1. Managing household budget | 2. Making investment decisions | 3. Planning for future expenses |
| 4. Not involved in financial decisions | | |

13. How confident do you feel in making key decisions for your business?

- | | | | | |
|-------------------|-----------------------|------------|-------------------------|---------------------|
| 1. Very confident | 2. Somewhat confident | 3. Neutral | 4. Somewhat unconfident | 5. Very unconfident |
|-------------------|-----------------------|------------|-------------------------|---------------------|

14. How do you perceive your level of ownership in household decisions?

- | | | |
|-----------------------------|---------------------------------|-------------------------------|
| 1. I feel fully in control | 2. I feel mostly in control | 3. I feel somewhat in control |
| 4. I feel rarely in control | 5. I feel not at all in control | |

15. Has your overall social status within the community improved after participating in the program or starting your business?

- | | | | |
|--------------------------------|---------------------------|-------------------------|----------------------------|
| 1. Yes, significantly improved | 2. Yes, slightly improved | 3. No noticeable change | 4. No, it has not improved |
|--------------------------------|---------------------------|-------------------------|----------------------------|

16. Have you noticed an increase in respect or recognition from others in your community due to your business or skill development?

- | | | | |
|---------------|------------------------|-----------------|-------------------|
| 1. Yes, a lot | 2. Yes, to some extent | 3. No, not much | 4. No, not at all |
|---------------|------------------------|-----------------|-------------------|

Section-J Afforestation Campaign Awareness and Participation

1. Were you a provided with the knowledge of importance of forestation? 1. Yes 2. No

2. How many saplings did you receive as part of the afforestation campaign?

- | | | | | |
|------------------|--------|------------|-----------|----------------------------------|
| 1. Less than Ten | 2. Ten | 3. Fifteen | 4. Twenty | 5. 99. Any Other, Please Specify |
|------------------|--------|------------|-----------|----------------------------------|

3. What type of saplings did you receive? 1. Fruit Saplings 2. Forest Saplings 3. Both

4. How did you first hear about the afforestation campaign?

- | | | |
|------------------------------------|----------------------------------|--------------------------|
| 1. Village Resource Persons (VRPs) | 2. Community Meetings | 3. Door-to-door Campaign |
| 4. Women Resource Centers | 5. 99. Any Other, Please Specify | |

4. How clear were the instructions given to you regarding planting and caring for the saplings?

- | | | | | |
|---------------|----------|------------|------------|-----------------|
| 1. Very Clear | 2. Clear | 3. Neutral | 4. Unclear | 5. Very Unclear |
|---------------|----------|------------|------------|-----------------|

5. Did you plant all the saplings that were provided to you? 1. Yes 2. No (Please specify the reason)
6. Have you successfully planted and maintained 10 saplings till now? 1. Yes 2. No 3. Half Survived
7. Were there any issues with the quality of the saplings provided?
1. No 2. Yes, Poor Quality 3. Yes, Insufficient Quantity 4. Yes, Other Issues (please specify)
8. To what extent do you believe the afforestation campaign has impacted the community?
1. Positive impact 2. No Impact 3. Negative Impact
9. What challenges, if any, have you faced in planting or maintaining the saplings? (Select all that apply)
1. Lack of water 2. Poor soil quality 3. Lack of time 4. Livestock damaging saplings
5. No challenges 6. 99. Any Other, Please Specify
10. As of now, how many of the saplings you planted are still healthy and growing?
1. All 2. Most 3. Some 4. None
11. Have you received any follow-up support from VRPs or SMTs regarding sapling care?
1. Yes, regular follow-up 2. Yes, but only once 3. No follow-up support
12. What are the key outcomes observed from this afforestation campaign? (Select all that apply)
1. Increased awareness about forestation 2. Improved community involvement in environmental activities
3. Enhanced survival rates of saplings 4. Increased number of fruit saplings planted
5. 99. Any Other, Please Specify
13. Has the afforestation campaign influenced other women in your village to plant more trees? 1. Yes 2. No 3. Not Sure
14. What recommendations do you have for improving future afforestation campaigns? (Select 2 most relevant)
1. Better communication and awareness strategies 2. Improved incentive structures
3. More efficient verification processes 4. Enhanced quality control for saplings
5. Increased support for sapling maintenance 6. 99. Any Other, Please Specify

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