

## A brief overview of the project

Moqah Foundation will host 62 business trainings for 1,500 women using Alternativ Global Entrepreneurs business essentials curriculum. We will target two poverty stricken and conflict-ridden communities in the regions of Bhara Kahu (BK), located in the Islamabad Capital Territory, and in Kot Abdul Malik, Sheikhpura (SKP), a rural area situated on the outskirts of Lahore in the Punjab. These are communities where Moqah has long standing partnerships, access to safe, free training spaces and women eager to participate. Our goal is to move women from poverty to opportunity, enabling them to have lifelong economic independence and overall improved quality of life.

The trainings are conducted over a 40 hour week (5 days) and the curriculum model is based on two main beliefs: all people deserve to thrive economically and all people have the ability to direct their destiny with the proper tools. The Business Essentials program, which consists of 16 sessions, is conducted over the course of 30-40 hours. The curriculum is comprised of content meant to touch on the most essential skills necessary to start or improve a small business. Additionally, the program is designed to equip national leaders to manage and monetize the impact long-term in their communities. These local leaders are required to follow up with graduates through consistent mentorship and support.

Due to the business training we will offer we expect to see the following outcomes:

- Stability in month to month household incomes among the trainees
- Increased decision making power among the trainees and diversification in who is earning an income in the household
- The trainees are keeping a budget and savings plan for their homes and their businesses
- New jobs created by the businesses that are started by trainees
- An increase in the number of customers the trainees serve
- Trainees express that they feel like their dreams are attainable and there is hope for the future
- An increase in the number of the trainees daughters enrolled and attending school
- The trainees children are kept out of full time labor
- The trainees girls are not forced into marriage (especially before the age of 18)

## Justification

The World Economic Forum 2017 reports that Pakistan ranks second to last (144/145) in the world in terms of women's economic opportunity and participation in the workforce; just 1% of women in Pakistan are involved in entrepreneurship. It also has the highest rate of infant mortality in the world according to UNICEF. Around 5.6 million primary school-aged children lack access to education and it is estimated that 21% of girls in Pakistan are married before the age of 18 and 3% under the age 12.

Pakistan has a long history of early marriages, extremist activity, a conservative religious environment and a slew of other cultural and security barriers. Pakistan is one of the most extreme and difficult places for women to work in and to get ahead. Due to the religious and cultural climate women really lack the social networks needed to run a business or seek out employment. In a lot of rural communities the women are not even allowed to interact with men which greatly hinders their ability to build networks, work at the market or even interview for a job. They must break through so many barriers to even get to the table and once there they may be overlooked just because they are a woman.

## Project goals, specific objectives, and program activities

ENTREPRENEURS	NARRATIVE/ACTIVITY	INDICATOR	MEASUREMENT	ASSUMPTIONS
<b>INPUTS</b>	-Trainers/Facilitators -Curriculum -Supplies -Location/Space	-# Trainers/Facilitators recruited -Address/Venue	-Implementation Plan	-Demand from women for training -Partner on the ground & resources

<b>OUTPUTS</b>	<ul style="list-style-type: none"> <li>-Completion of 40 hour course</li> <li>-People trained to open business</li> <li>-Increase knowledge</li> </ul>	<ul style="list-style-type: none"> <li>-# of attendees</li> <li>-# of graduates</li> <li>-Skills Learned</li> </ul>	-Registration Survey => training report	<ul style="list-style-type: none"> <li>-Community wants to attend, or can afford to attend</li> <li>-Women are allowed to attend</li> <li>-People can attend the schedule provided in the training</li> <li>-Grasped and understood the concepts and skills taught</li> <li>-Ongoing support and follow up</li> </ul>
<b>OUTCOMES</b>	<ul style="list-style-type: none"> <li>-Business Open</li> <li>-Co-ops Open</li> <li>-Increase in HH income</li> <li>-Increase in agency</li> <li>-Increase in empowerment learning</li> <li>-Increase in financial asset ownership</li> <li>-Increase in job creation</li> </ul>	<ul style="list-style-type: none"> <li>-# of new/improved businesses and co-ops launched</li> <li>-Incomes increase</li> <li>-Savings for home and business</li> <li>-Budgets for home and businesses</li> <li>-# employees hired</li> </ul>	-12+ Survey	<ul style="list-style-type: none"> <li>-Businesses are successful when they meet a need in the community</li> <li>-Reinvestment in the household and family</li> <li>-Community has to be able to pay the product/service opened</li> </ul>
<b>IMPACTS</b>	<ul style="list-style-type: none"> <li>- Empowerment</li> <li>- Stability</li> <li>- Resiliency</li> <li>- Role models</li> <li>- Decrease in Poverty</li>   <li>- Increase in Educ for girls</li> <li>- Delayed Early Marriage</li> </ul>	<ul style="list-style-type: none"> <li>-Influence in HH decision making</li> <li>-Age at matrimony</li> <li>-Age at first birth</li> <li>-Level of education for girls</li> <li>-Income changes from month to month</li> <li>-Ability to access financial institutions</li> <li>-Women in leadership in community</li> <li>-Women in governance in community</li> <li>-Poverty rate in community</li> </ul>	-12+ Survey	<ul style="list-style-type: none"> <li>-Business be successful</li> <li>-Reinvestment in the household</li> </ul>

### Budget in USD

Category	
Administration	\$24,000
Travel and Transport	\$4,760
Start up Capital	\$1,000
Training Costs	\$12,914
Monitoring and Evaluation	\$5,000
Contingency -5%	\$2,333.70
Total	\$50,007.70