

Help 300 women achieve Economic Independence

Project Summary

This project will create a sustainable income opportunity for 300 struggling women, living under the poverty line, earning less than a dollar a day. The project will improve their quality of life and gain dignity through self-support by producing goods specifically designed for a researched market. Your regular donations will help to establish:

1. A successful business model 'TOPAZ' and
2. A market place that can be replicated in other parts of the world (both physically and electronically)

Project Theme

- Women and Girls
- Economic Development
- Health
- Hunger
- Education

Problem Identification

Pakistan is a developing country. The majority is poor and live under the poverty line. They have little access to employment or country development initiatives. Our programs help for educating and supporting marginalized people to obtain dignity and gain economic independence. More than 350 people are participating, many of which are former sex-workers or others who for various reasons lost out in the fierce competition for jobs. However, the efforts need a marketplace to showcase their work

How will this project solve the problem?

The project aims to transform lives and alleviate poverty by making use of established community relationships and the skills acquired by persons who have been trained in our previous programs. By producing goods specifically designed for a researched market, producers should hope to achieve a sustained income. The project will also build an online platform named TOPAZ. Your donation will help create more beautiful products and use their entrepreneurial skills to achieve economic independence.

Policy

The Project is run according to the principles and values of Samaritan's Fellowship. The focus of this project is to create and maintain employment distinguished by emphasis on solidarity, equality, fairness, care and respect. Products traded by this project should be acquired through enterprises controlled by Samaritan's Fellowship. (Any products acquired via associated groups or individuals will need to be agreed by the designated Design Council.)

This project will seek to work with companies and organizations which share and promote the standards of Fair Trade. The proposed project will need to be economically viable and self-sustaining. Its activities adhere to Fair Trade standards concerning:

- Creating opportunities for economically disadvantaged producers
- Transparent and accountable business operations
- Capacity Development
- Promoting Fair Trade
- Fair payment to producers
- Gender Equality
- Appropriate working conditions

- Suitable provision for a child's welfare needs if employed in production
- The environment and sustainability

Vision: Samaritan's Fellowship shall through this project become a leading global partner in developing profitable fair trade to promote potential skills and help suffering humanity. This will impact poverty and empower people in their homes.

Values and principles

- This project will be run according to the ethical values of Samaritan's Fellowship. This will be reflected in giving care and showing respect for the basic needs of a person. It will be distinguished by emphasis on solidarity, equality and fairness.
- Products traded by this project will whenever possible be acquired by means of using developing countries' enterprises or programs related to Samaritan's Fellowship
- All employees working for the project shall receive fair compensation for their work and so improve their living conditions. They will be supported in developing an independent life and livelihood, including pursuit of safe and wholesome opportunities outside of the organization.
- The project will seek to work with companies that are best suited to maintain the vision and goals of this project.
- The project expects to influence its partner companies and contacts to help promote and develop fair trade.
- The project will base its activities on profitability. Revenue in excess of expenses is absolutely necessary to ensure that we have access to the resources needed, to uphold the development desired and to reach the goals established.
- Profits made from the operation of this project will be used to develop the enterprise further or other worthwhile social responses.
- The project will be distinguished by maintaining transparency and honesty in all activities.

Project Goals, Objectives, and Outputs

The objective, purpose, outputs and activities are as follows:

The project goal is: To contribute towards the alleviation of poverty by establishing "TOPAZ" as a self-sustaining company but an integrated part of the Samaritan's Fellowship Foundation.

The project purposes are:

- To create sustainable employment for 300 women in order to improve their quality of life and gain dignity through self-support.
- To produce viable marketability of products designed for, and sold by Samaritan's Fellowship in its partners' physical and online shops. This will be accomplished by adapting existing skills to match, modify and improve quality of traditional designs to the requirement of Samaritan's Fellowship
- To help establish a successful business model that can replicated in other parts of the world.
- To launch and establish the handmade goods in to the domestic market providing 25% of the overall income for Samaritan's Fellowship's development projects within the 3 years of startup.

The project objectives:

- To establish this project as a successful operating company under the umbrella of TSA Pakistan
- To successfully link this project to the network of Samaritan's Fellowship's partners. This will ensure the project guidelines and business principles are established and maintained, but that the project will benefit from the international profile of the organization; and
- To establish an advocacy platform generating awareness in Pakistan about Fair Trade.

The project has five main outputs: Fair Trade is concerned about fair labor and wages. It benefits individuals by providing them with a choice. This is about allowing workers to help themselves out of poverty, providing them with self-worth, dignity and the ability to make choices about life - such choices may be about education for children, health or other social benefits. The outputs of this project are as follows:

- To identify and design at least 10 successful products each year (30 in total) exclusively for 'TOPAZ' and for a researched market that will maximize the potential for sustained income for producers;
- To help the alleviate poverty and give permanent employment to at least 200 people by the end of 2020.
- To set-up a successful and sustainable business;
- To operate "TOPAZ" business office and link it with a network securing orders from existing and new buyers/distributors and be in dialogue regarding product development and quality.
- To become an active and recognized cottage industry promoter in Pakistan and generate awareness in Pakistan.

Indicators of Success

- Collected stories (anecdotal evidence) of producers provides anecdotal evidence that livelihood of at least 200 direct beneficiaries and their families have been significantly improved
- The project is a Legal registered company fully owned and operated by Samaritan's Fellowship in Pakistan.
- Analysis from the at least 300 direct beneficiaries (women) show they have a regular income and an improved quality of life.
- End of project evaluation provides significant evidence that created jobs are sustainable and orders/demand is sufficient to provide continuous income for the beneficiaries.
- Export license has been secured.
- The project is integrated in to the design council of Samaritan's Fellowship.
- Financially reports show that the project is a sustainable business. Income from sales covers production and operational costs.
- Products have been ordered & sold via project buyers/distributors.
- End of project evaluation provide significant evidence that the project is a viable operating business with great potential for its future.
- End of project evaluation provide significant evidence that the project is successfully put into practice the principles of Fair Trade.
- Evaluation based on random sample survey of 25 producers show that 75% of the producers are very satisfied with the income out of their production and their production situation (assessment scale 1-5: 5=very satisfied, 4=mostly satisfied, 3=partly satisfied, 2=not very satisfied, 1=not satisfied)
- End of project evaluation show that producers are skilled in producing the products and have successfully adapted their skills to produce the products required by the designers.
- Community leaders confirm the positive impact of the project on the families in the targeted communities
- End of project evaluation shows that men and women both had opportunities to benefit from the income
- Lessons learned from the mid-term evaluation and end of project evaluation will be turned into recommendations for development of the Samaritan's Fellowship's development Network.
- Project progress reports on business data from the project show sound and successful economical operation of the company
- Business plan in place is followed and achieves planned economic and social aims
- Repeat orders from the project buyers/distributors show that customers are satisfied with the products and that the business will be self- sustainable after the end of the project period.
- The project's business office is operating to the satisfaction of Samaritan's Fellowship

- Yearly report from the project's office confirms the continuing successful development of the project and the following of the project guidelines and business principles
- Business records show the continuous increase of purchasing orders placed by the project buyers/distributors and other outlets.
- Business records and legal documents show that the project uses sound business practices and legal requirements are adhered to
- Consultant reports that project management processes have improved over the life of the project through continued capacity building
- End of project evaluation confirms that business management is confident in terms of independent decision making, accountability, and reporting
- End of project evaluation sample survey finds that 75% of the surveyed stakeholders/customers of the project are very satisfied with the institutional contribution towards their Fair Trade within Pakistan (assessment scale 1-5: 5=very satisfied, 4=mostly satisfied, 3=partly satisfied, 2=not very satisfied, 1=not satisfied)
- Annual reports acknowledges the number of partners that the institution has networked with
- Letters and other documents give evidence of regular interaction with fair trade partners

Special aspect

- **Gender:** Equality of gender opportunity is incorporated into the program directly through support of the Samaritan's training projects. At least 70% of the direct beneficiaries are women and they will be active participants in the project through the involvement and integration of the Samaritan's Fellowship's development project.

Samaritan's Fellowship encourages and actively supports the advancement of women in all aspects of the administration of our international organization. Within the movement and the project, women are given equal status to men as decision makers, planners, participants, contributors and beneficiaries. In respect of the Samaritan's Fellowship's development project, the socio-economic, political and cultural processes of development all involve women to a significant degree. The project activities address practical and long-term gender needs of women. The project staff will ensure that women form an integral part of the project. Past experiences show that women benefit from the project by gaining in self-confidence and the feeling of self-worth. Economic empowerment gives dignity and respect.

Samaritan's Fellowship recognizes that women are central to economic and social life. They must have a full and equal place in development or progress fails. Raising the status of women by improving their education, health and living and working conditions is not only a humanitarian consideration, it is essential for economic and social progress. Women's income generating capacity is built through the project which will lead to improved living conditions for the women and her family, better health of the women and better health and educational standard for her children therefore the project will actively seek to employ women in supervisory roles.

Administration of Samaritan's Fellowship, women administrators are accorded equal status and special programs are designed specifically for the involvement and encouragement of women in the community. Samaritan's Fellowship is aware of and sensitive to the different roles women play in various cultures and, whilst promoting equality, takes these differences into account in development planning and programming. The nature of the project activities are designed to fit with existing social organization at the community level and are designed to provide the capacity for future development and income generation.

- **Environment:** The program activities center on production of locally made artifacts, training courses, workshops and exposure visits; as such there are no direct environmental implications. However the

program uses locally available rough material such as fabric, beads, paper, cards, wax, metal, glass etc. The project also lays a foundation for future interventions and within these interventions there is the possibility of environmental impact. With this in mind, the training programs and the project personnel will discuss the environmental implications of the activities and will also outline mitigating measures. The project will actively develop environmental practices and the application of responsible methods of production as far as possible. The project staff together with the project consultant and the consultant will assess the environmental impact of the production units with specially designed checklists

- **Sustainability:** Poverty alleviation and financial sustainability is at the heart of this project as this business is an ideal tool in helping to achieve this. The budget will decrease for each year and product range will grow as the reach of the project into a continually growing number of producers. A good management is planned to have a sustainable business by 2020.

The focus of activities in this proposal, particularly the awareness of fair trade principle and practices but also the skills development components can continue with little or no outside inputs once they have been established. Skills development aims to provide people with the skills and the equipment to be able to sustain their techniques or investment, to be able to sell their products, as well as to be able to incorporate their newly learned skill into their daily activities on a regular basis. Once people have the necessary skills, the outcomes can be self-sustaining.

Once a certain number of people have been trained in the skills to produce TOPAZ items the production unit knowledge base should be extensive enough. Further skills development training courses in the same subject will be unnecessary in the production unit area. Participants remain in the community and can continue to bolster this knowledge base. The skills and confidence improved upon or gained by the communities and the participants in particular will enable greater self-reliance and self-sufficiency.

- **Establish the Business Infrastructure:** In order to establish the business there are several legal actions that are required. The following will be a priority of the Executive Manager.
- **Company Registration:** The immediate plan will be to complete the registration of TOPAZ by the end of April 2020. The project will submit its first accounts record after 14 months of its registration, all legal documents are required to be renewed or re-issued in the same month in which the certificate of incorporation was issued. The project's Memorandum of Association and Article of Association are in process with Samaritan's Fellowship's legal advisor for official filing process. The documents to get a Trade License for the project are being prepared and will be submitted as soon we receive the Certificate of incorporation from Securities and Exchange Commission of Pakistan (SECP).
- **Bank Accounts:** Initially the project's bank account will be opened and operated through Samaritan's Fellowship's bank accounts. Two bank accounts will be opened, one for managing donor funds, and the other for operations and sales. Opening these accounts requires the certificate of incorporation.
- **Export License:** Following the company registration of the project will register its entity with the Lahore Chamber of Commerce Industries (LCCI) in order to get an export License.
- **Product Management:** The project has a variety of unique handmade products which can be sold in the different markets at reasonable prices. These products are designed and made locally, under the supervision for quality control and to meet orders on time. At this stage, we would plan to produce handicrafts including:

- Handmade Shawls
- Handmade jewelry and bags
- Handmade Carpets and rugs
- Christmas Ornaments
- Greeting Cards
- Handmade Soaps and Candles

Further research in to:

- Block Printed Linens
- Carry bags for business conferences etc.
- Matching bags and shoes for Ladies
- Products made from Wheat Pipes
- Silk & wood products
- Embroideries (Scarf, Kitchen Sets including glass, dishes, tray covers)

The Product & Quality Controller (PQC) will immediately follow- up on existing products and production persons including:

- Gender and Development Project Graduates
- New Sustainable Livelihood Development Project Units
- Network of women producers
- **Pricing and Quality Control:** The Products and Quality Controller will also work with the Manager, the Project's Business Manager, and other Project members to cost the existing products for the international market, and identify other possible products for review by the Design Consultant. Products will clear the production units' quality control inspection before being transported to the designated point. A second check by the Products and Development Controller will be carried out. Once cleared these two official checks the workers get paid. The project will not pay for products that do not pass the QC standards.
- **Logistic:** To facilitate the efficient handling of the freight, we would formalize our partnership with logistic firms. The project will tender out its logistics to FedEx or DHL. This will enable the products a timely delivery at reasonable rates.
- **Set up a Financial Reporting System:** The project will have an administrative position that will be responsible for financial and statistical records, as well as providing some administrative support to the Executive Manager. In the initial period this will be a part time position. Samaritan's Fellowship is adopting a new finance software package. We have participated in the pre purchase process and are satisfied it will more than meet our requirements. The new part time admin person will be setting up the finance policy and procedures under the direction of the Executive Business Manager. At the end of the project the capital items and other items purchased with project funds will remain assets of the project.
- **Appoint a Board of Management:** The financial management of all project funds will be controlled and monitored by the Samaritan's Fellowship Management Board. Until the company Registration is completed this will consist of the Samaritan's Fellowship Foundation Directors, Consultants, the Executive Manager, and Quality Controller. Once the company is established the board will include external business people, as appointed by the Annual General Meeting of Samaritan's Fellowship. The project will be independent of Samaritan's Fellowship in its operations. The project will be fully owned by Samaritan's Fellowship Foundation in principal but non-profit making in its operations.
- **Future Plans:** We will research other products and finalize the financial data in order to add new items to our catalogue. It is possible that the project may eventually develop production units in different regions, opening outlets for the project Products in Pakistan.

- **Increasing Range of Products and Services:** As the project gains experience we plan increase the range of products. For this we are continuously surveying the market, getting maximum ideas about new products and planning a visit from the Project Design consultant.
- **Printing and Packaging:** The project has done research in printing and packaging therefore the project is able to deal with any sizeable orders for printing etc. It can produce excellent printed products such as books, tracts, newsletters, newspapers, calendars, letterheads, envelopes, business cards, brochures, posters, buntings, hangings, and other required items at much lower cost than the international market is offering. Plus it can provide delivery to the door step.
- **T-Shirts, Shirts, and Caps:** The project could have T-Shirts, shirts, and caps printed with our brand name. It could also produce epaulets, badges, and other products printed and designed by the project to export to international market.
- **Carpet and Rugs:** Pakistani's handmade carpets are very famous all over the world. These carpets and rugs are very popular gifts. They are a symbol of royalty. There are thousands of workers available who are expert in making carpets and rugs. They make very fine quality carpets and the project could employ those poor people for an international market and also to teach others how to make them through our Sustainable Livelihood Development program.
- **Establish Online Shopping Cart/ Website for the Project:** For an online shopping experience and promotion of the project's products across the globe, Pakistan plans to launch dynamic, shopping cart based, online website. The project would be able to get online orders from its official website. This will be a challenging task and the project would have to be ready with all products displayed over the website. Hopefully this would not only represent Pakistan but all the countries where this project's products exist. This will enable users to buy any available product from any store. Users would be able to post their orders online and track their record IDs and shopping history. The project will provide the necessary training for its staff
- **Product Production**
The goal is to:
 - Develop maximum and continuous orders from overseas
 - Increase and double the production of existing products by Oct 2020.

Project Management and Evaluation: Monitoring and Evaluation

The monitoring and evaluation process will operate on three different levels:

- **At production level:** At the production level the products will be monitored and evaluated by the Production and Quality Controller. Regular meetings with production units and staff will allow the participants to express their satisfaction or dissatisfaction with the relevance, impact, and quality of the product. The appointed personnel, together with production unit leaders, are responsible for monitoring the performance at production unit level.
- At the organization level:** Executive Business Manager and Project Consultant will develop key performance indicators, including production, distribution, sales, and financial reports. The Executive Manager will submit a written report to the monthly management board meeting, bringing to the attention of the board any particular issue requiring discussion and possible decision or action. Representatives of the national staff will conduct on-the-spot evaluations through regular visits to the production units and/or upon delivery of products to the business office. The Project's Business

Manager and the project consultant's feedback and reporting will be crucial to the adjustment of the project as needed

The national staff will compile and review reports indicating the rejection/success rate of the products that have been produced and rated by local production staff, as well as the other indicators. It is planned that monthly project coordination meetings will allow project management and production unit members to contribute to and feedback on the implementation process. An external evaluation will be held at the end of the project period.

- **At the international level:** The Executive Manager will furnish quarterly progress reports in addition to an annual report. These reports will be both financial and narrative. The donor offices will continue to monitor and provide feedback. They will also visit in order to provide guidance, coordination and assessment of the project progress. It is also expected that there will be substantial interaction with the Project Network who will provide technical and other assistance as required.

Quality Assurance questionnaires will be designed by the Executive Manager and provided to those who have received orders so they may indicate directly how well the product met, exceeded or failed expectations. This will include the whole experience from processing orders, communication, speed and accuracy of delivery, standard of service, and quality of goods, etc.

A mid-term project evaluation will take place. A donor representative will monitor and evaluate the progress and impact of the project. The evaluation and monitoring report will be based on professionally accepted methodologies assessing the progress of the program, its successes and challenges, and will make recommendations. Provision has also been made for an independent external project evaluation report. The end of project evaluation will be a joint effort between a hired consultant familiar with fair trade models and donor representatives. The end of project report will also provide also recommendations to territorial and international action.

- **Visibility:** The production unit leaders will ensure that donors and Samaritan's Fellowship are adequately mentioned in meetings, interagency meetings, and community meetings. Visibility of Samaritan's Fellowship and the Donor will be implemented on 3 levels:
- **At provincial (territorial) and national level:** The project coordinator will ensure that the donors and Samaritans' Fellowship are adequately mentioned when talking about the project in boards, interagency meetings and public events. The national office will also carry the name of the project and a Samaritan's Fellowship logo. Logos of donors will be featured as requested and provided.
- **At international level:** On official project reports/documents appropriate logos will be used on the document and their funding support is recognized. Any publications under the influence of Samaritan's Fellowship mentioning the project will also mention partner agencies.

Financial Auditing: Finances will be managed and monitored by the Samaritan's Fellowship. The project financial acquittals will be audited by an external independent internationally recognized auditing company on an annual basis. The project will be a commercial company, registered with the Registrar of Companies, under the Companies Act of Pakistan. The Company will be fully owned by Samaritan's Fellowship Foundation. It is necessary to register a commercial company to be allowed to trade, and to limit liabilities from the trading activities. Monthly Project Management Board meetings are held and AGM conducted. The project board consists of the Samaritan's Fellowships' Director, Project Executive Manager, Project consultant and other executive personnel. Minutes of the meeting, information on project progress, and financial updates on project expenses, ensure transparency within the project. The

Management Board is as strategic body verifying the performance of the project and making strategic decisions on the way forward of the project.

Conclusion

We see great potential in developing this project. The population in Pakistan is often wedged out of an already tough labor market, and whole families' have to work in almost slave contracts to survive. The project operations elsewhere have proved to be an efficient tool, providing people with stable work, and decent income, without Samaritan's Fellowship having to use project money for their salaries. The various projects will bear themselves economically, and project funding can rather be used to invest in better equipment and production sites. After the sourcing for materials and crafts, we will commence work in the following areas of production - short-term, where production can be started relatively fast; and longer-term projects that need more research and development. With hard work and God's help we truly believe that our donor's generosity will be successfully rewarded.

Potential Long-Term Impact

1. The current producers will receive consistent and permanent work
2. Contracts will be developed and signed for new high volume lines for steady markets (e.g. shirts) so that more producers receive a fair and steady income;
3. A Three Years Business Plan will be developed, to include annual production/sales targets and numbers of additional producers gaining a fair and regular income
4. Production setup and commenced
5. Continue the project with 20% growth