

Project Name: “Agri-based livelihood support to vulnerable households in Pulwama & Budgam districts”

Implementing Organization: HELP Foundation J&K.

Supporting Organizations: Mukul Madhav Foundation & Finolex Industries.

Facilitating Department: J&K Rural Livelihoods Mission Pulwama & Budgam

Date of Distribution: 18th April and 25th April, 2024

Location: Pulwama Town and Beerwah Budgam

Summary

The initiative aims to empower poor rural women by providing them with sustainable livelihood opportunities. The support provided through this project also seeks to contribute to the socio-economic development of the marginalised community. In all 10 sheep units were distributed among vulnerable poor women who were identified by officials of National rural livelihood mission NRLM in Budgam and Pulwama.

Process:

HELP Foundation spearheaded the distribution process at both the places. The project is being supported by Mukul Madhav Foundation and Finolex Industries. Officials from the NRLM based out of Pulwama and Budgam districts were present during the respective distribution events.

Proceedings of the Distribution Events:

A. Orientation:

During both the distribution events, the beneficiaries were oriented about the objectives of the HELP Foundation in general and the Agro-based livelihood project in particular. On behalf of the HELP Foundation Mr. Shaiq Nazir, Head of Programs at HELP Foundation, conducted the orientation sessions.



Main points explained during the orientation sessions.

Objectives of Distribution: Mr. Shaiq Nazir briefed the beneficiaries about the objectives of HELP Foundation in supporting them with sheep units. He emphasized that these units are being distributed as part of a collaborative effort with Mukul Madhav Foundation & Finolex Industries to support marginalized communities/families with income generation opportunities based on pre-defined criteria.



Responsibilities of the beneficiaries:

- **Agreement:** Beneficiaries were informed that they would be required to sign a legal agreement during the distribution. The agreement will entail their commitment to take proper care of the sheep unit, ensuring regular health check-ups and overall well-being.
- **Return model:** Mr. Shaiq Nazir explained the return model, stating that the beneficiaries will be obligated to return one adult sheep every year for five years to the HELP Foundation starting after first year of distribution is completed. This return mechanism enables HELP Foundation to sustainably support more beneficiaries through the same model.
- **Insurance Coverage:** It was explained that HELP Foundation would bear the cost of insurance for the first year. Subsequently, beneficiaries could choose to continue the insurance coverage at their own expense.
- **Gratitude to NRLM Officials:** For supporting in identifying the beneficiaries and monitoring of sheep units after distribution as agreed, Mr. Shaiq Nazir thanked the NRLM officials during both the events in Pulwama and Budgam for their support.

The beneficiaries were also explained their role in taking care of the sheep units received and increasing the flock number. It was emphasized that with proper planning and care, beneficiaries can rapidly increase their flock size, enable them to return the sheep as per the agreement clause while also generating significant profits

for themselves. It was also observed that since a large number of meadows are available especially in the vicinity of Budgam villages, beneficiaries would incur very little feeding costs in the coming months.

During the session in Pulwama particularly, Mr. Bilal Ahmed a progressive farmer explained the care tips and business potential of the sheep unit. He provided beneficiaries with valuable tips on sheep care, drawing from his experience as a progressive sheep farmer. He also elucidated the business potential of sheep farming, underscoring its profitability and sustainability.



The sessions provided beneficiaries with practical knowledge and insights into sheep rearing, fostering their confidence in effectively managing the distributed resources. The sessions also provided beneficiaries with a comprehensive understanding of their roles and responsibilities in caring for the sheep units. It also clarified the support they can expect from HELP Foundation, including insurance coverage and linkages. By ensuring proper orientation and agreement signing, HELP Foundation aims to promote accountability among beneficiaries and facilitate the sustainable management of the distributed resources. By equipping beneficiaries with comprehensive knowledge and guidance the sessions aimed to enhance their capacity to derive maximum benefit from the distributed sheep units, thereby promoting sustainable livelihoods in the community. The session marked an important step in the distribution process, setting the stage for the beneficiaries to effectively utilize and manage the sheep units provided to them.

Agreement signing and distribution

Following the sessions at both places, the beneficiaries signed/or put thumb-impressions on the agreements, committing to the terms and conditions outlined by HELP Foundation after which sheep distribution commenced. The signing of agreements marked the formalization of the commitment between beneficiaries and the HELP Foundation.



Beneficiaries' response: The beneficiaries expressed their gratitude towards HELP Foundation and Mukul Madhav Foundation for the sheep units received. They pledged to take good care of the sheep units to the best of their capacity and work to increase the flock of sheep in the initial year, so that they can get sustainable income at later stages as the unit starts earning income.

Conclusion: The distribution event, enriched by informative sessions and beneficiary engagement, laid the foundation for the successful implementation of the sheep rearing initiative in Pulwama and Budgam districts.

Impact:

- The distribution of sheep units enables women beneficiaries to engage in income-generating activities such as animal husbandry.
- It contributes to poverty alleviation and enhances the economic status of the beneficiaries and their families.
- This distribution represents a collaborative effort between various stakeholders to uplift rural communities and foster sustainable development.
- This initiative aims to empower rural women by providing them with sustainable livelihood opportunities.
- By distributing merino cross sheep, beneficiaries can benefit from both wool production and sales, enhancing their economic prospects.
- The revolving model ensures the sustainability of the initiative and allows for the continuous support of more beneficiaries in the future.

PICTORIAL OVERVIEW OF PROJECT ACTIVITIES IN DISTRICT PULWAMA



PICTORIAL OVERVIEW OF PROJECT ACTIVITIES IN DISTRICT BUDGAM

