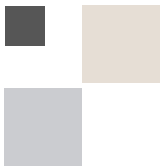


CRAFTING LIVELIHOODS

SKILLS FOR MARKET LINKAGES IMPACT REPORT 2018-2019 DISTRICTS: SHEIKHUPURA, NANKANA SAHIB, KASUR

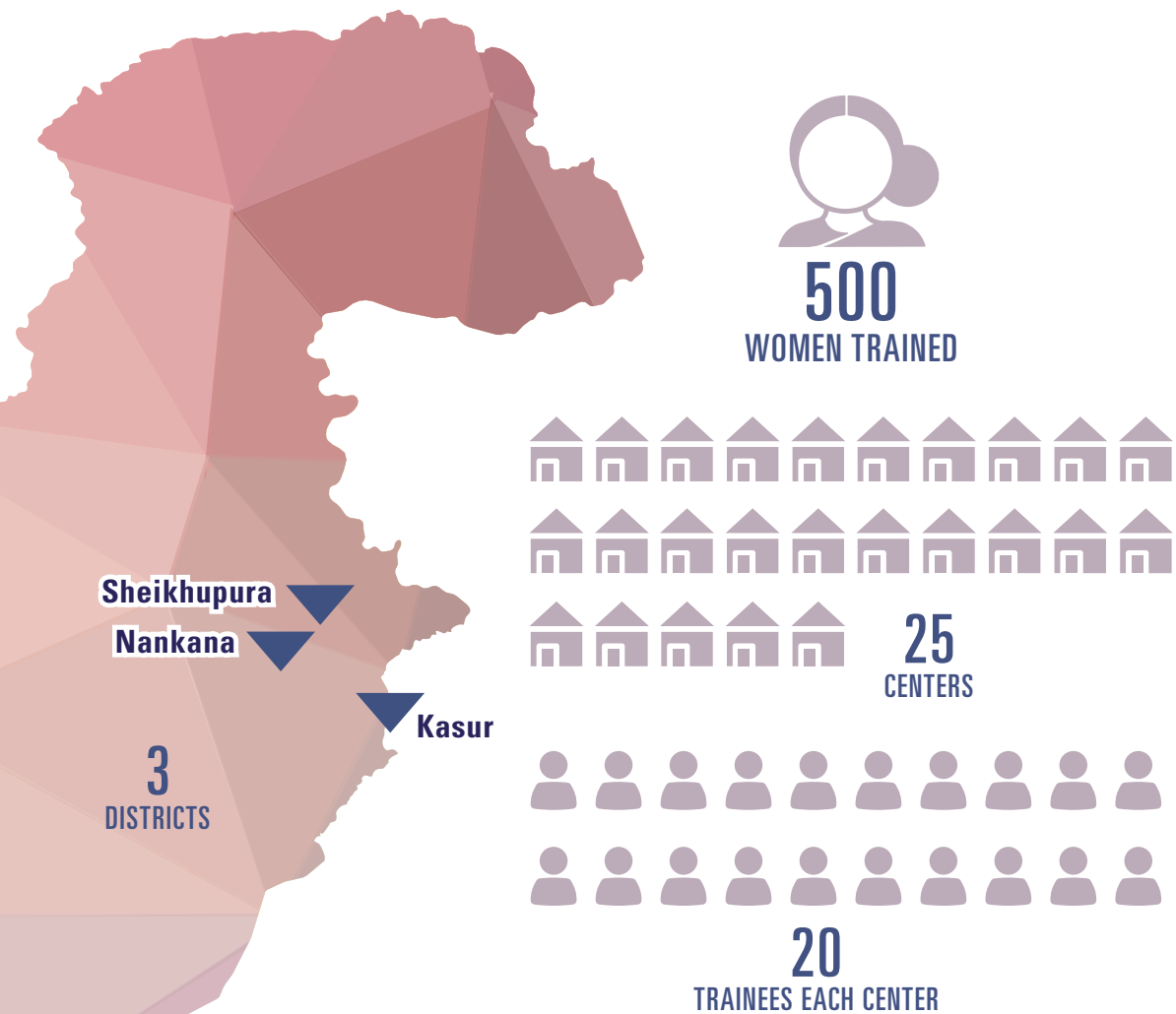


CONTENTS



- 2** Skills For Market Linkages Program
- 4** Methodology
- 5** Insights
- 8** The Sustainability Phase
- 15** Conclusion

SKILLS FOR MARKET LINKAGES PROGRAM



The Skills for Market Linkages (SFML), supported by Punjab Skills Development Fund (PSDF) is a project initiated in 2018 to support unemployed women from low income families by training them for a year to be self-employed in the textiles and garment sector. Kaarvan Crafts Foundation trained 500 women in three districts: Kasur, Nankana Sahib, and Sheikhupura under SFML. The 25 centers in 3 cities comprised of 20 trainees each with one or two trainees being chosen as a Coordinator in the class.



The first phase comprised of vocational skills enhancement through Commercial Tailoring Trainings carried out on specialized, industrial machines. This was followed by two-month practical Portfolio Management sessions which included Soft Skills Enhancement Trainings. The third phase of the program was Market Linkages wherein the trainees were connected to the market, and the buyers started providing them orders to deliver through Kaarvan's mediation. This commenced in September 2018 and was supported till the February 2019 i.e. end of the program. The sustainability phase continued after the official conclusion of the program wherein the centers continued to function based on sustaining their businesses through the four sources:







The economic impact of the program was gauged continuously in the market linkage phase and the sustainability phase wherein the centers were used as working spaces to deliver orders for buyers. The report delineates the economic performance of the program from September 2018 – June 2019.

METHODOLOGY

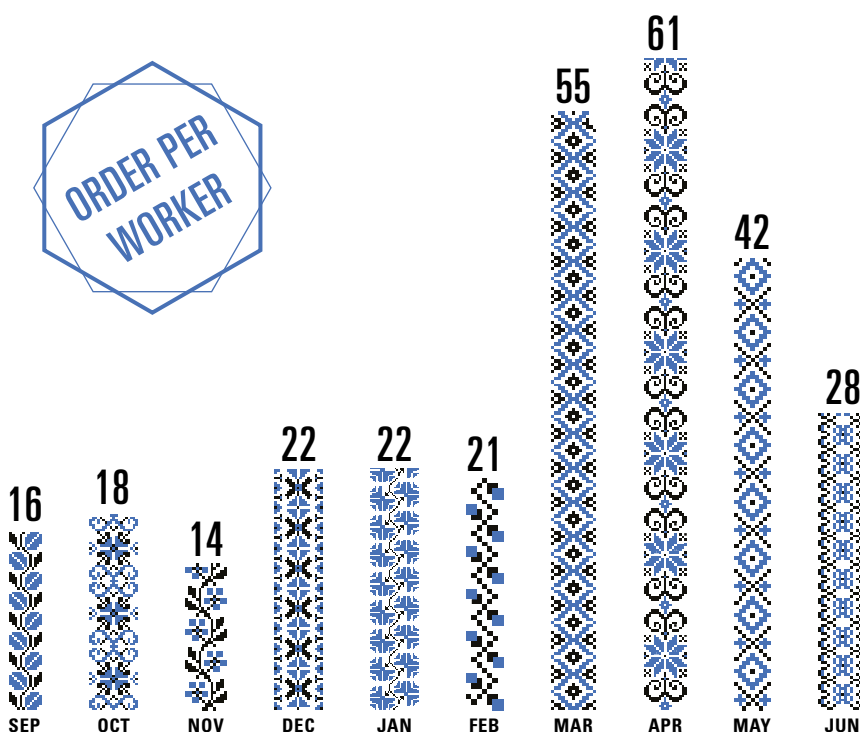


The Monitoring, Evaluation & Research (MER) department at Kaarvan Crafts Foundation has integrated data collection as a regular tenet of the program to track the economic progress of the trainees. Registers were maintained in each center and the Coordinators, selected from each class, were responsible for ensuring an accurate entry of the data of each trainee for each day. This was supervised by the center trainer until February, after which the coordinators have been reporting directly to Field officers in the region who verify the registers. The registers are occasionally corroborated by the MER department through phone call verification and spot-check visits. The data from the registers was then collated to carry out analysis which provided insights relative to the baseline study which was carried out at the start of the program. A **simple difference analysis** has been used to assess the change in economic metrics over time.

INSIGHTS

Month	 Total Orders	 Orders per Trainee (n=500)	 Total Amount (PKR)	 Amount per Trainee (n=500) (PKR)
September	8221	16	822,051	1644
October	9082	18	815,415	1630
November	7415	14	782,337	1564
December	11312	22	1,130,507	2261
January	11002	22	1,193,053	2386
February	10701	21	958,325	1916
March	27667	55	1,367,187	2734
April	30739	61	1,333,125	2666
May	21128	42	1,384,540	2769
June	14447	28	1,133,587	2267

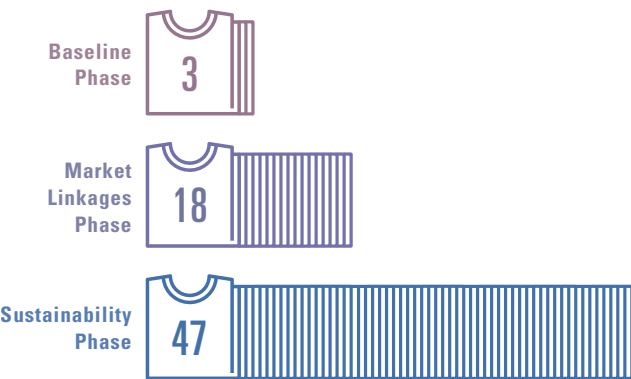
The table above delineates total number of orders and total amount of orders completed in each month. It also demonstrates the orders completed by each trainee per month on average and amount earned on average by each trainee per month, taking into account all the 500 trainees whether they were active or inactive in a particular phase. This has been done for an unbiased comparative analysis.



GRAPH 1.1 | Orders Per Worker (n=500)

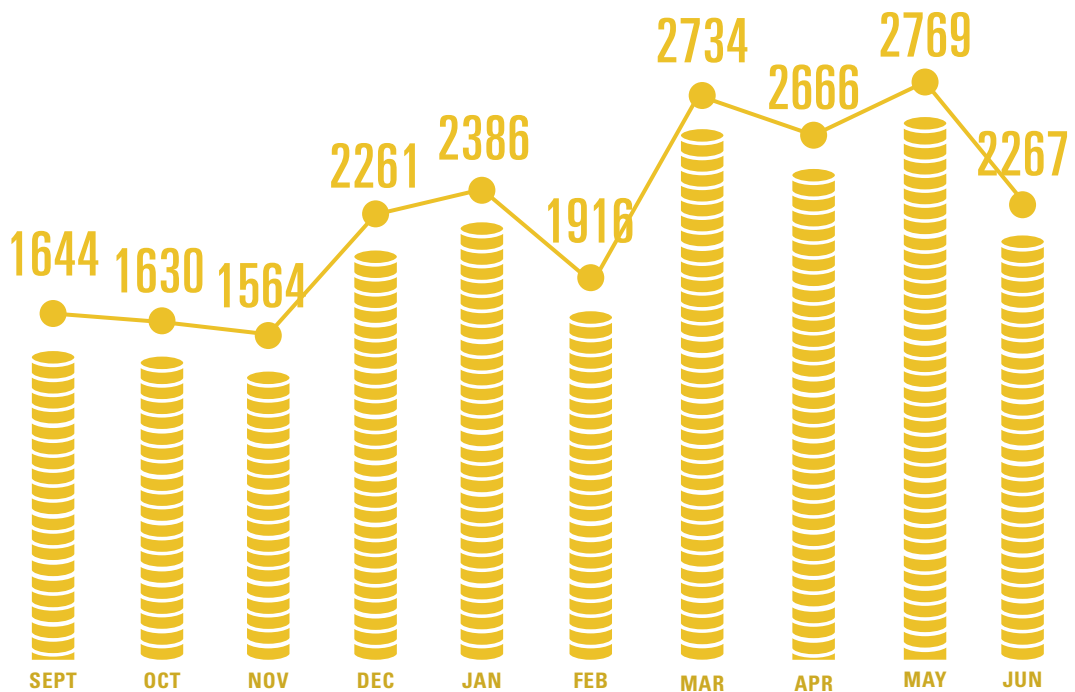
The graph 1.1 demonstrates number of orders being completed by a trainee on average in a month. It can be seen that a trainee was completing between 14 to 22 products in the Market Linkage Phase, whereas a significant rise occurred in the Sustainability phase. The number of orders per worker increased to 55 in March, followed by 61 in April and then followed a downward trend. The increase in the orders per worker has been due to efforts of market linkages development in the Market Linkage Phase, which is sustaining not only the expenses of the centers but also ensuring sufficient income for the trainees in the Sustainability Phase.

This is evident in the graph 1.2, which shows that the average product completed in the baseline was 3, followed by 18 in the Market Linkage Phase and rose significantly to 47 products on average per month in the Sustainability Phase.



GRAPH 1.2 | Average Products Stitched

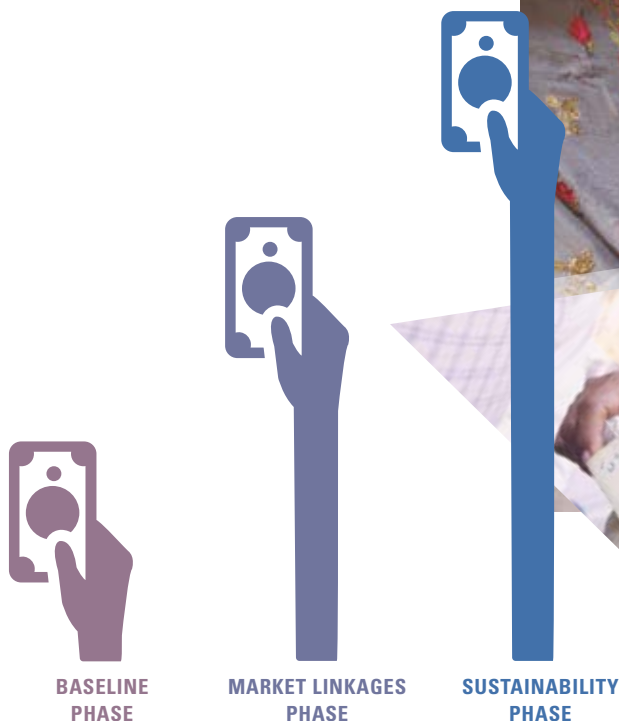




GRAPH 2.1 | Amount Earned Per Worker

The graph 2.1 reveals that a rising trend of average income for the 500 trainees has been maintained by the program. The average earnings vary from 1560 PKR to 2769 PKR per month per trainee. This has also translated into the sustainability phase, wherein the average earnings vary from PKR 2267 to PKR 2769. The graph 2.2 demonstrates that the average monthly income of the trainees has risen from PKR 981 in the baseline to PKR 1900 in the Market Linkage period and PKR 2609 in the sustainability period.

When compared to the baseline, an increase in both incomes per capita as well as orders per capita can be seen. Within the sustainability phase, while there might be spikes in the values, it is important to note the overall trend in income per capita and amount of orders received per capita is relatively increasing. For example, the Month of June receives the least amount of orders (28.894) within the sustainability phase, which is greater than the highest amount of orders received in the market linkage period (December with around 22.624 orders). Similarly, if one compares the highest income per capita of both phases (January and May), one sees an increase of around 16.5%. If a comparison between the overall increase from the first month of the market linkage period (September) and the last month of the sustainability phase (June) is made, there is an increase of around 37.9% in the amount earned per worker.






GRAPH 2.2 | Change in Average Monthly Income

THE SUSTAINABILITY PHASE

The sustainability phase has been a crucial breakthrough for this program. The table below demonstrates the percentage of trainees who continued to work in the centers after the completion of the project i.e. sustainability period. 67% of total trainees remained engaged in the sustainability period.

Month	Active Trainees	%Trainees Withheld (N=500)
March	344	68.8%
April	336	67.2%
May	345	69%
June	323	64.6%

Further data was collected in the Sustainability Phase to delineate the source of the order received. The table below demonstrates the breakdown of the % share of orders received each month.

Month	 Market Buyer	 Number of Orders	 Proportion of Orders
March	COM	13,581	49.09%
	MOC	2,167	7.83%
	MOF	977	3.53%
	MOV	11,386	41.15%
April	COM	12,976	42.21%
	MOC	1,641	5.34%
	MOF	1,926	6.27%
	MOV	15,756	51.26%
May	COM	10,507	49.73%
	MOC	744	3.52%
	MOF	567	2.68%
	MOV	9,268	43.87%
June	COM	9,207	63.73%
	MOC	675	4.67%
	MOF	236	1.63%
	MOV	4,329	29.96%



48%



COMMUNITY ORDERS



5%

**MARKET ORDERS BY
COORDINATORS**



4%

**MARKET ORDERS BY
FACILITATORS**



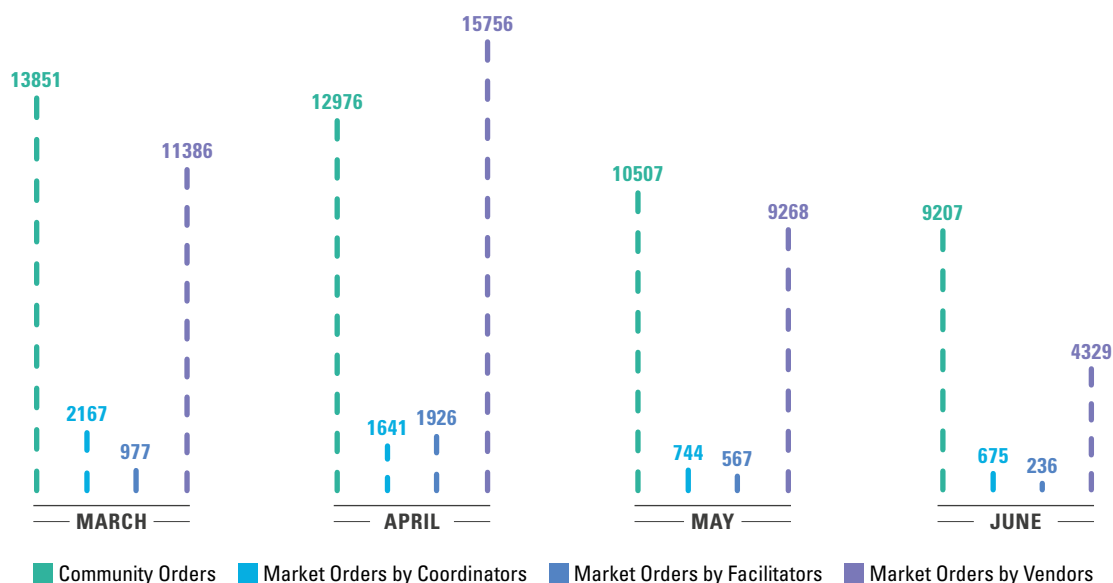
42%

**MARKET ORDERS BY
VENDORS**

GRAPH 3.1 | Percentage of Order (Sustainability Phase)

Aggregating the monthly data of the source of order reveals that COM has the most share with 48% of the orders being received by the community in the sustainability phase. This is followed by orders received from the vendors to the centers, which forms around 43% of the orders received in the sustainability period. Orders received from the rural facilitators and from the coordinator form 4% and 5% respectively. This is demonstrated by the graph 3.1.

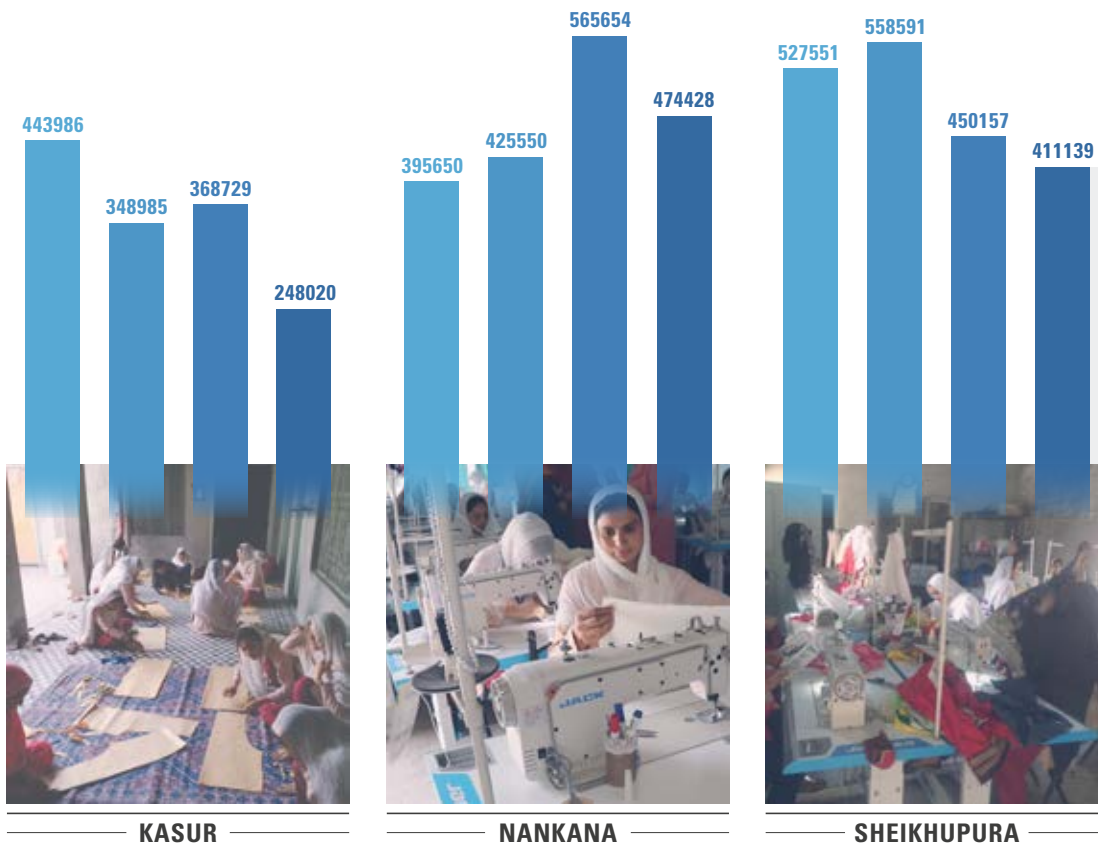




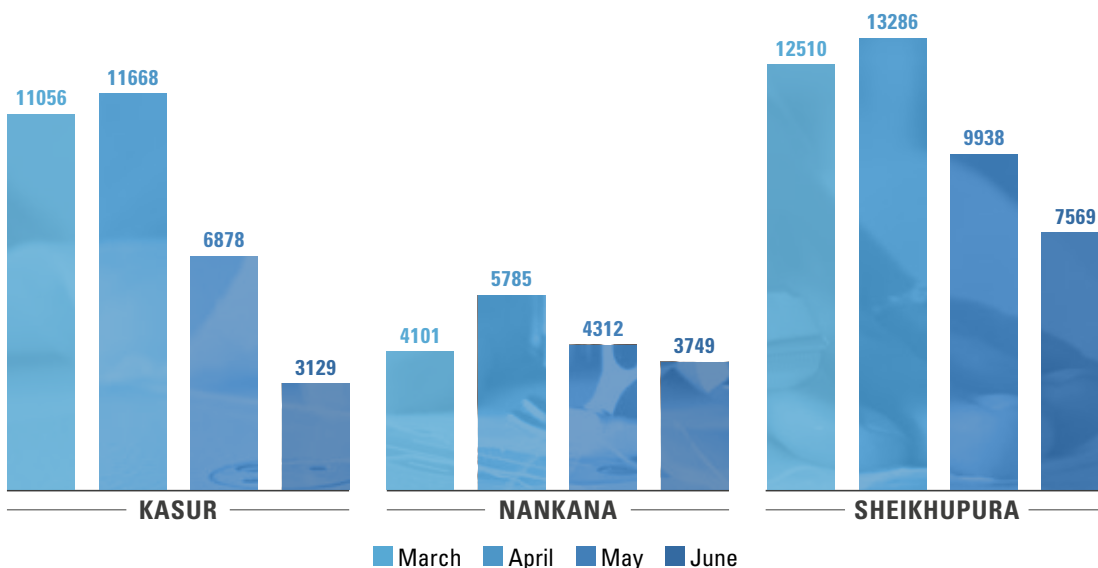
GRAPH 3.2 | Total Orders Per Category (Sustainability Phase)

A category-wise delineation of the successfully delivered market orders for the sustainability phase reveals that the majority of successfully delivered orders were received directly by our trainees from the community (COM) and thus comprise of a major source of income for these trainees. The second most important contributor to the total market orders were market vendors and regional market buyers (MOV) who approached the various business facilitation centers. In fact, in the month of April, these vendors were the most important contributor to the market orders with a share of 51.21%. Orders acquired by Coordinators of the centers (MOC), and contribution of Field Officers (MOF) to successfully acquire market orders remained relatively less compared to the aforementioned sources of orders.





■ March ■ April ■ May ■ June
 GRAPH 4.1 | Total Amount per Month (by District)



■ March ■ April ■ May ■ June
 GRAPH 4.2 | Total Orders per Month (by District)



The graphs 4.1 and 4.2 above demonstrate the district-wise performance of the centers. They delineate the monthly performance of centers of each district in terms of the number and amount of orders generated. As a collective, centers in Sheikhpura are reported to be the most successful among the three districts in terms of number and amount of orders generated. While Nankana's centers' number of orders were relatively lesser, the amount of orders was in line with other districts' centers as an average. The amount being generated is not radically different in all three districts, which means all centers in districts are generating reasonable business.







CONCLUSION

The Skills for Market Linkages Program (SFML) has shown promising results in terms of the number of orders completed and amount of orders generated. The specialized machinery deployed in the project and the skilled workforce ensured an improved quality, supply-side of the products generated by the project trainees. Moreover, continued efforts in developing market linkages through amelioration of the trust deficit over quality, quantity, time and price paved the way for orders from the community as well as, more importantly, the market vendors in each of the three districts. This was reflected in the sustainability phase as well, whereas the market vendors continued providing orders to the business facilitation centers, along with the orders being received by the community. Another success of the project is the 67% engagement of the trainees post the completion of the project. The centers are well and truly functioning, sustained by the consistent, demand-side orders being generated. The collective spirit of collaboration among the trainees has ensured that the business keeps running and the cost of running the centers are shared from the earned income.



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