



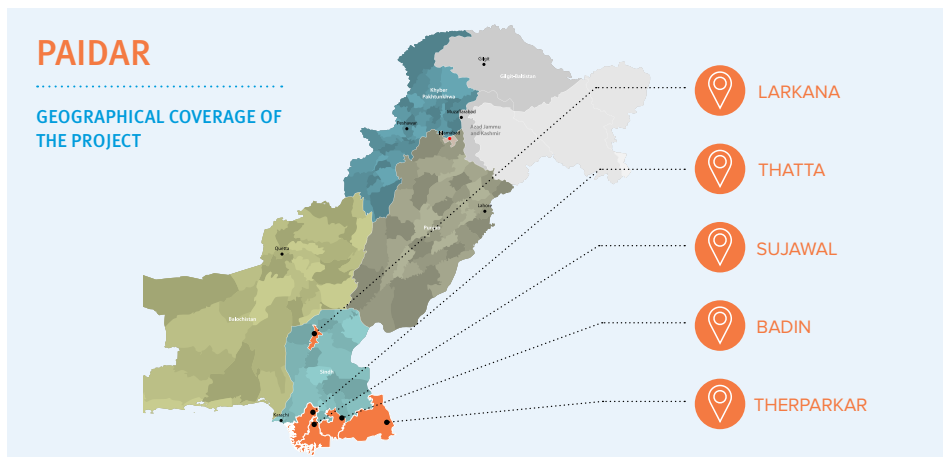
PAIDAR Poverty Alleviation and Inclusive Development Across Rural Sindh

A programme funded by the European Union

SINDH POVERTY REDUCTION STRATEGY

The Sindh Poverty Reduction Strategy (PRS) was developed with technical assistance from the EU, building on lessons learned from previous poverty reduction initiatives in Pakistan and Sindh. It aims to address both rural and urban poverty through the implementation of three inter-related sub-strategies:

- 1 Community Driven Local Development – to ensure inclusive development
- 2 Rural Growth Centres – to increase service delivery
- 3 Urban Economic Clusters – to boost employment



WORKING TOWARDS



PAIDAR at a glance

REGION: ASIA



COUNTRY: PAKISTAN



DONOR

European Union (EU)



COUNTERPARTS

- Planning & Development Department, Government of Sindh
- Directorate of Urban Regional Policy & Strategic Planning



BENEFICIARIES

- Government institutions
- Support institutions and business development service providers
- Micro, small and medium-sized enterprises
- Disadvantaged communities and households



IMPLEMENTING AGENCY

United Nations Industrial Development Organization (UNIDO)



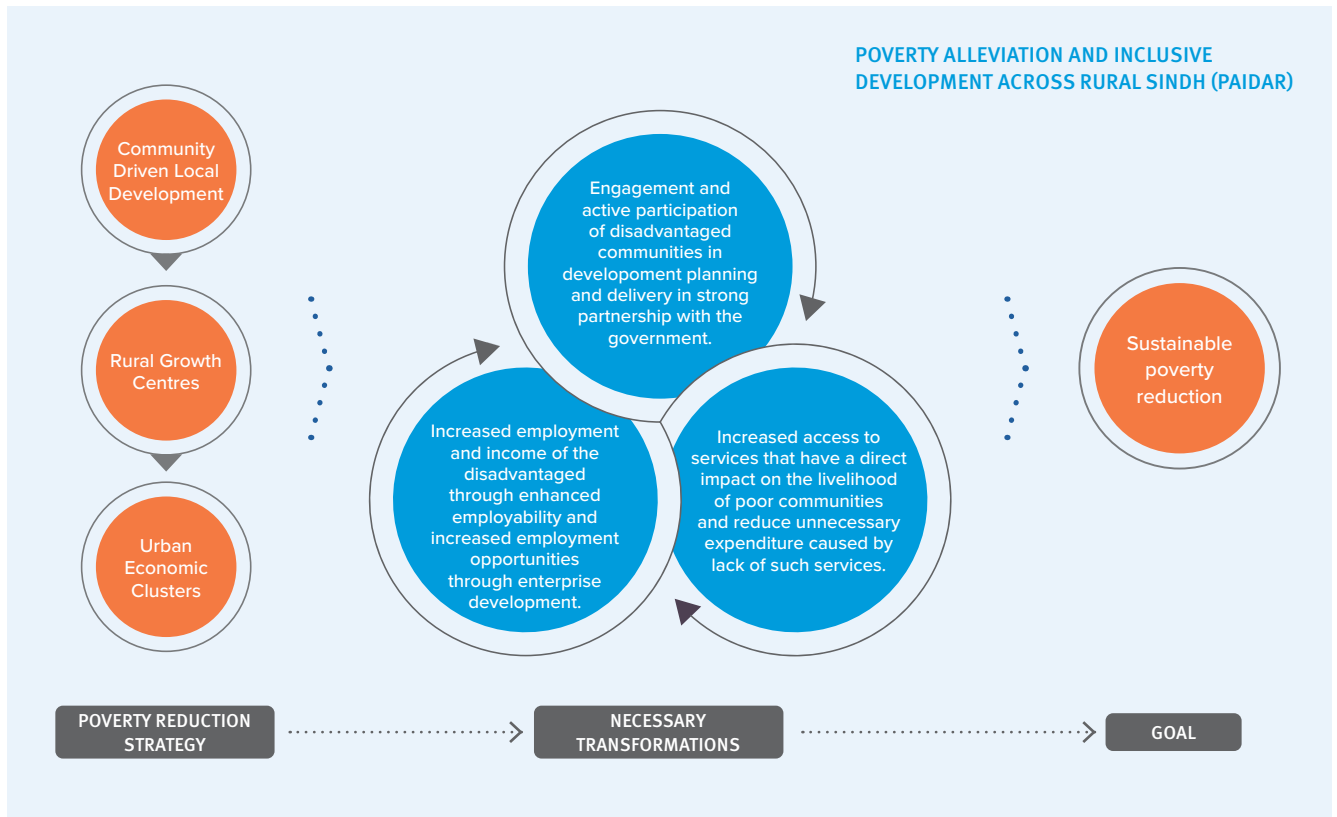
DURATION



April 2022 to March 2027



BUDGET

EUR 49,550,000



The Sindh Poverty Reduction Strategy	
<p>COMMUNITY DRIVEN LOCAL DEVELOPMENT To ensure inclusive development</p> 	<p>A <i>Community Driven Local Development</i> approach is the driving force behind the overall poverty reduction strategy. It enables local communities to articulate their priority needs to different levels of local government to influence the planning, budgeting and delivery of key services. Communities are consulted and involved in the development of the Rural Growth Centres and the Urban Economic Clusters. It also takes a women-centered approach, targeting poverty reduction at household level as a key to achieving a drop in poverty as a whole and to fostering women’s empowerment. The Community Driven Local Development sub-strategy is implemented by the Government of Sindh People’s Poverty Reduction Programme (PPRP), one of the programmes providing the foundation for the rollout of the Strategy.</p>
<p>RURAL GROWTH CENTRES To increase service delivery</p> 	<p>The <i>Rural Growth Centre</i> approach aims to create or upgrade facilities, infrastructure and services in strategically located clusters of villages or small towns. Improved facilities and services will in turn encourage business activities and enterprise development in and around the clusters, helping to drive economic growth and boost community livelihoods. Line departments prioritize investments and service delivery for the Rural Growth Centres through their development and recurrent budgets, thereby increasing the integration and targeting of scarce resources and services.</p>
<p>URBAN ECONOMIC CLUSTERS To boost employment</p> 	<p><i>Urban Economic Clusters</i> are designed to create jobs in small towns or villages. The approach is based on the principle of agglomeration and targets existing or potential businesses and networks of enterprises. The clusters will foster business development and networks of enterprises by helping businesses to upgrade production methods, increasing value addition, enhancing both the quality and quantity of supply and connecting businesses to markets. This includes the provision of facilities and services such as micro-finance units, common technical service centres and business incubation services.</p>

PROGRAMME OBJECTIVES



PAIDAR will support the Government of Sindh (GoS) in the implementation of its Poverty Reduction Strategy (PRS). The long-term objective of PAIDAR is to contribute to sustainable poverty reduction and the improvement of livelihoods of disadvantaged women, men and young people across Sindh province. The programme aims to achieve the following outcomes:

- **Outcome 1:** Public services in rural Sindh are increasingly available and accessible to the less privileged population.
- **Outcome 2:** Increased (self-) employment in the Urban Economic Clusters, with specific focus on women and youth.

PROGRAMME TARGET BENEFICIARIES



- **Government institutions:** Relevant departments of the Government of Sindh at provincial, district and local levels will benefit from capacity-building support provided by PAIDAR.
- **Support institutions and business development service providers:** Technical and non-technical (financial) support institutions and business development service providers.
- **Micro, small and medium-sized enterprises (MSMEs):** The MSMEs will benefit directly from PAIDAR by:
 - having access to financial support provided by PAIDAR through a grant scheme;
 - receiving training, capacity building and technical advice tailored to their needs; and
 - receiving equipment and necessary technological upgrading support.
- **Disadvantaged communities and households:** The ultimate beneficiaries of the programme are disadvantaged households, including women, men, and children who are currently living in multidimensional poverty with limited access to basic services and economic opportunities.

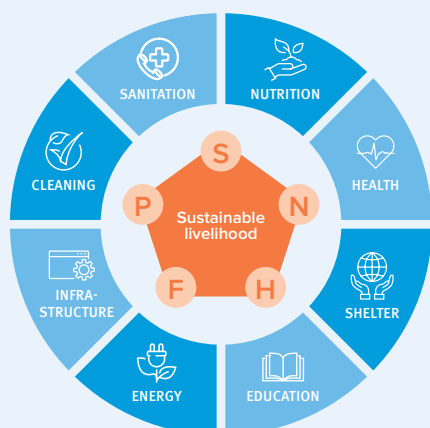
PROGRAMME APPROACH



PAIDAR will concentrate on fostering economic development, and targeting the most vulnerable, in particular through support for enterprise development, focusing on Rural Growth Centres and Urban Economic Clusters under PRS implementation. To this end, the programme will:

- provide necessary financial and technical support to a significant number of enterprises to aid their development as a vehicle for employment creation;
- contribute technically and financially to building and upgrading public infrastructure to improve the delivery of basic services for enhancing livelihoods and encouraging local economic development; and
- help the GoS to strengthen internal coordination and monitoring and to optimize provincial public resource allocation towards meeting PRS objectives.

PAIDAR will focus technical support and co-financing on the development of services that directly improve livelihoods and on fostering enterprise development in industries that have potential to contribute to economic development of the target regions.



- Industries that existed historically in Sindh due to favorable conditions.
- Where disadvantaged women, men and young people can get employed or establish businesses.
- Such as light manufacturing.
- Industries that provide solutions to livelihood challenges.
- Present opportunity for private sector and community based enterprises.
- Don't exist at large scale/early stage of growth.
- Such as circular economy, sustainable products and digital opportunities.



PAIDAR

Program Management Unit (PMU)
House No. F-64
Clifton Block 5
Karachi – Pakistan

Planning & Development Department

Government of Sindh
Tughlaq House, 2nd Floor
Sindh Secretariat, Karachi
Tel: 92-21-99211415

Directorate of Urban Regional Policy & Strategic Planning

Government of Sindh
Bungalow No. 37-E/2, Block-6
P.E.C.H.S, Sharah-e-Faisal, Karachi
Tel: 92-21-99330207-09

UNIDO Country Office in Pakistan

Level 7, Serena Business Complex, Khayaban-e-Suhrawardy,
Sector G-5/1, Islamabad, Pakistan.
Tel: +92-51-835-4825



Vienna International Centre
Wagramerstr. 5, P.O. Box 300,
A-1400 Vienna, Austria



+43 1 26026-0



www.unido.org



dti@unido.org



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION