

Annual Report 2012-13



Islampur Cottage Industries Association

SPC Building Near Girls College Saidu Sharif Swat KP Pakistan
E-mail: iciaswat@gmail.com Ph: 0092 946 721296



Islampur Cottage Industries Association



To create social, economic, political and cultural space for the grass root workers of cottage industries through Association, facilitation, linkages development and capacity building.



To raise the life standards of grass root
Workers of cottage industries



- To mobilize, organize and capacitate the gross root workers/ artisans of District Swat.
- To explore ways and means for the promotion, development and conservation of cottage industries existing in the district.
- To develop linkages between national and international artisans' groups, Associations, service providers and artisans of district Swat.
- To highlight the issues of local indigenous skilled artisans of district Swat.
- To mobilize resources for technical as well as financial support of the artisans in the district

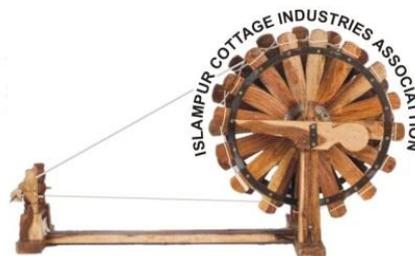


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Abbreviations

CARAVAN	Community Awareness Raising & Advocacy Ventures Around Needs
CV	Citizen's Voice
FAO	Food & Agriculture Organization
FATA	Federally Administered Tribal Areas
ICIA	Islampur Cottage Industries Association
IDEALS	Integrated Development Empowerment & Advocacy for Livelihood Support
ING	International Non-Governmental Organization
MDP	Malakand Development Programme
NGO	Non-Governmental Organization
PERRA	Provincial Earthquake Reconstruction & Rehabilitation Authority
SDC	Skill Development Council
SPC	Swat Participatory Council
UN	United Nations
USAID	United States' Agency for International Development

Message from the Chair

I am privileged to introduce Islampur Cottage Industry Association (ICIA) that is an association of skilled workers, wish to grow the marketability of their products worldwide and to advocate their problems at different levels and forums. The association is focusing on innovative strategies for exploring new markets for their products and getting global attention through research, consultation, trainings, briefings and using social media to connect the producer to the end users and to eliminate the middle man role who has always been the major beneficiary in all deals. We are determined to consolidate.

I, on behalf of the Board of Directors of the Association would like to thank our partners, donors, communities and well-wishers for the generous support they extended in various initiatives of the association.

In this hard task we wish your support in helping the helpless.

Heartiest Regards

Fazal Maula Zahid

Chairman

Board of Director

Islampur Cottage Industries Association (ICIA)

Executive Summary

During previous two years we made remarkable progress towards the objectives of Islampur Cottage Industries Association. We have introduced our weaving products in Germany and Russia that is getting momentum, resulting in increase of poor weavers' income. This year new *Pakols* (Traditional Cap), waistcoat, Ladies Shawals and Gents' blankets were introduced.

We highlight the issues of weavers at various forums. Minister for commerce and industries visited village Islampur and announced various projects. As a result various interventions have been made by government department that include rehabilitation and reconstruction of Mingora to Islampur Road, establishment of common facility center and cash grant to weavers affected by crisis in the past few years.

We utilize the media in improving government efficiency. Our efforts are attracting many non-governmental organizations to work in weaving sector.

ICIA succeeded to train 28 females in weaving in Upper Dir in partnership with Federally Administered Tribal Areas' (FATA) Secretariat. ICIA will continue its efforts to achieve its objectives. Display of weaving products in Rotary International Convention at Sidney, Australia from June 2 to June 4, 2014, launching of special product on 02 different celebrities of the last 50 year and participation in an international exhibition are few amongst next year plan. ICIA will also strive to nominate product ambassadors across the globe.

We also involved with local NGOs/INGOs, Swat Participatory Council (SPC), Asasa, CARAVAN, Abt Associates, Citizen Voice (CV) Shangla, FATA's Secretariat and Provincial Earthquake Reconstruction & Rehabilitation Authority (PERRA) & Food and Agriculture Organization (FAO) who are extending their support and we are indebted to thank them all for their cooperation.

Following is the report of previous two years. We are thankful to our partners, donors and particularly our members for their contributions for promotion of cottage industries in the area.

A. Capacity Building

Crisis in the past few years in the area have affected the livelihood system of the locals. Many national and international organizations are still striving for rehabilitation thus they are trying to train the people in applied skills. Keeping in focus the growing demand of woolen products weaving training has been included by donors as potential sector that could improve the livelihood of locals. ICIA established partnerships with 02 organizations to impart weaving training.

A. 1. Pakistan Jobs Project Training in Handlooms and Shwal making

ICIA signed agreement with CARAVAN to train 100 males and 100 females in handlooms operations and woolen shawl making in 3 months. It was an on job training providing opportunity to local weavers to work with skilled weaver for 3 months. ICIA with the Help of Skill Development Council (SDC) conducted pretest of all the candidates identified by the partner organization. ICIA also identified owners of looms willing to train the selected beneficiary. Based on the needs of the loom owners trainees were placed with 200 trainers who provided training material and looms for the training. Agreement was signed with each owner to provide job opportunity to the newly trained weaver. The process was monitor with the help of supervisor and social organizers under the management of technical expert. Post training test was conducted and all of the successful trainees were provided with certificates in an event attended by the minister for commerce and industry Mr. Sayed Ahmad Hussain Shah who announced different projects and declared Islampur as "Model Industrial Village. This on job training programme enabled 97% of the newly trained weavers to get job in the local industry.

A.2. Shwal Making Project

The project was completed with the financial assistance of FATA Secretariat's Special Projects Unit in Government Vocational Center at Upper Dir. ICIA trained 28 females in shawl making and handloom operation. ICIA designed a special weaving course of 2 months to train the females. As a service provider, ICIA was responsible to develop training course, train the females -in warping, weaving, washing, dying and pressing of woolen products-, monitor the training and reporting. Pre and Post tests were conducted with the assistance of SDC Government of Khyber Pakhtunkhwa and the successful females were provided with certificate. ICIA is trying to link the trained females with financial institutions and other actors to establish entrepreneur.

A.3 Woolen Products Weaving Project

The project completed with the financial assistance of PERRA-FAO in district Abbot Abad in consortium with Integrated Development Empowerment & Advocacy for Livelihood Support (IDEALS). The project succeeded to train 30 males in shawl making and handlooms operations. The training, comprising of a set of activities including warping, spinning, bobbin winding, weaving, designs making, dying and washing was completed in 3 months. The trainees were awarded with certificates after post training test.

B. Advocacy and Mobilization Project

The project was completed with the support from Sungi Development Foundation Islamabad to mobilize and educate the workers and artisans of cottage industry in Islampur to raise voice for their rights and put pressure to adopt policy for home based workers. ICIA hold corner meetings and focus groups discussions to involve the workers in policy formulation process.

B.1 Advocacy and Lobbying

We are arranging meetings, gatherings and active debates with the concern quarters to take steps to facilitate the workers. Minister for Commerce and Industries was convinced to visit the community. Because of our hectic efforts and advocacy the government declared Islampur as a "Model Industrial Village" and as a result of this the government has approved to establish a common facility center, a labour colony, a school for workers' kids and a training center for the weavers.

C. Marketing

Presently the industry is working far below its capacity, owing to low market price of the products and its local needs. Vast potential exists for export opportunities around the globe. The industry is working in this direction. Few of the ventures are as under.

C.1. Partnership with Gundara Trade Fair Germany

[Gundara Trade Fair](#) Germany is a private company dealing with leather and woolen products. We have started partnership with them to explore new marketing channels. The company has displayed the products of weavers from Islampur on their website. We have embarked upon introducing different woolen wears including traditional caps (*Pakol*), woolen cloth for waistcoats and long coats, Ladies Shwals, woolen blanket and scarves.

C.2. Partnership with <http://pakol.ru/>

We have launched *Pakol* as a special product with a trade name of *Swat-Slave*. An artist has established an e-shop to market Pakol in Russia. The Russian Artist has published promotional material in local language to promote the woolen products including cloth for waistcoats and long coats, Ladies Shwals, woolen blanket and scarves and so on.

C.3 Facebook Page

A page on face book with the name of "[Islampur Cottage Industries Association](#)" has been created on face book to introduce the product and famous artisans through social media. Information related to new raw material channels, marketed for weaving products, news about cottage industries and other relevant resources are communicated to its members.

D. Planning for 2014-15

Partnership with USAID Small Grant in consortium with Citizen Voice Shangla is expected in April 2014 to train 200 females of District Shangla in weaving.

Agreement for marketing of woolen products with international company is under process. Almas Business Solutions Pvt. Ltd. Registered at the Company's House, England will launch 3 products in UK in March 2014. 90% of the profit will go to workers for their Kids education.

ICIA is planning to develop a detail catalogue of weaving products to be shared with different companies and individuals for marketing of the product. One of our clients in Russia has promised to design the catalogue.

ICIA plans to introduce woolen scarves and Mufflers in Rotary International Convention at Sydney Australia to be held in June 2014. The product will exhibit the logo and name of Rotary International.

E. Recognitions

[Ashoka Fellowship Award](#) for implementation of innovative idea has been awarded to the Executive Director of Islampur Cottage Industries Association in 2010. The Foundation is committed to help ICIA to promote cottage industries. As a wider network of social entrepreneurs around the world, the foundation has provided a chance to ICIA to connect with others doing the same job. The foundation is also helping ICIA to raise funds through social media for its projects and activities.

F. Our Board Members



Mr. Fazal Maula Zahid (Chairman)

Social Activist, Agriculture Expert, Writer and Researcher
Secretary

Rotary Club of Mingora Swat, fmzahidswat@gmail.com



Mr. Afzal Shah

President, Rotary Club of Mingora Swat

Managing Director, [Shah International Pvt. Limited](#)

afzalshahidp@hotmail.com



Muhammad Roshan

Lecturer in History, GPG Jehan Zeb College, Swat

Executive Director [Swat Participatory Council](#)

roshanswat@gmail.com



Usman Olasyar

Educationist, Social and Culture Activist

Executive Director, Suvastu Arts and Culture Association

usmanollasyar@gmail.com



Fazal Maula (Murad)

Artist, Proprietor and Managing Director

Murad Ad Company, Mingora Swat

muradadco@gmail.com



Suliman

Social Activist

Finance Secretary

Social Welfare Society Islampur Swat

sulimantech@gmail.com



Hazer Gul

Social Activist

Ashoka Fellow

Executive Director

Islampur Cottage Industries Association (ICIA)

hazerislampuri@gmail.com