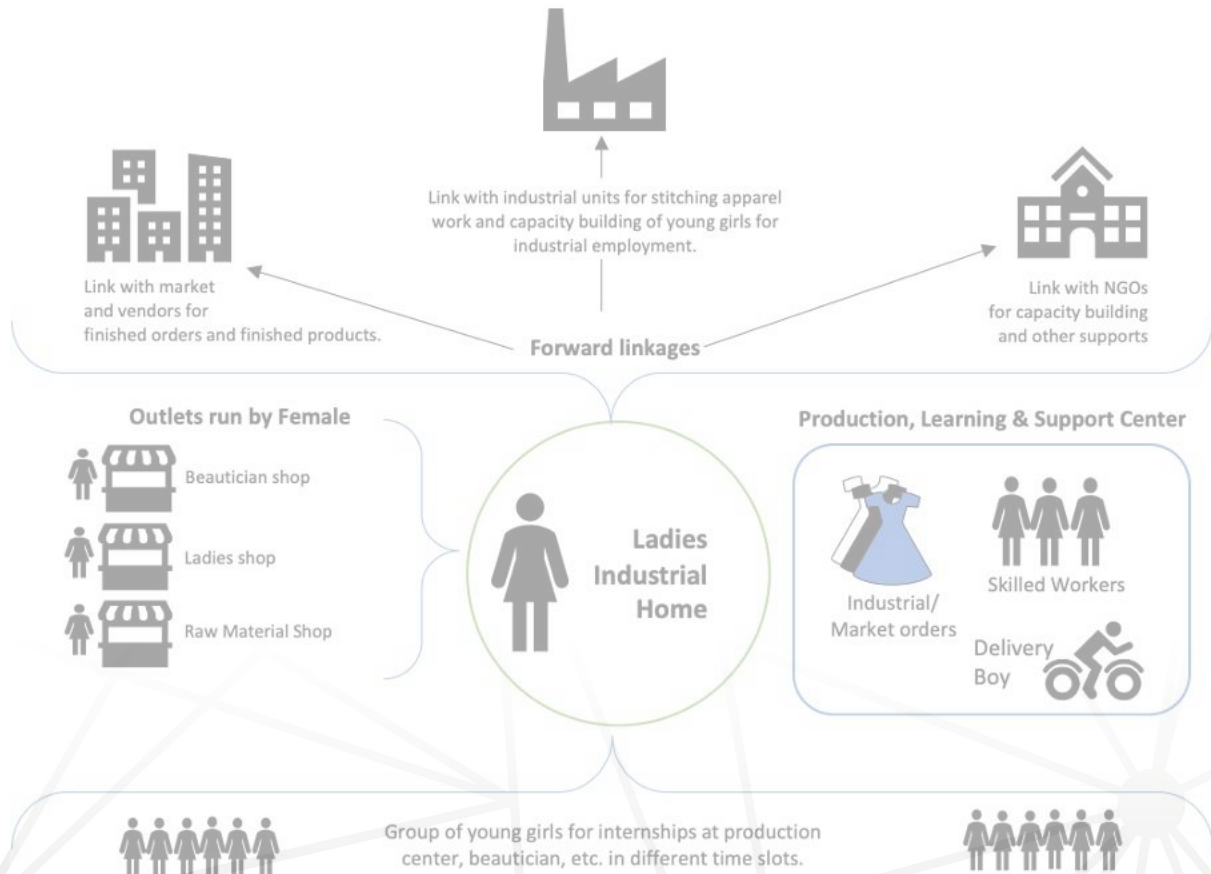


Study on
The Alternative Income Generation Plan
for Brick Kiln Workers

Supporting Poverty Alleviation of Vulnerable Communities in Punjab



Submitted to



Labour Education Foundation

Shahzad Bukhari

Gender and Development Sector Specialist

October 2020

CONTENT

I.	INTRODUCTION & BACKGROUND.....	02
	1. Background	02
	2. Introduction	02
II.	ABOUT THE ASSIGNMENT.....	03
	1. Approach and Methodology	03
	a. Review & Assessments	03
	b. Field Assessment	03
	c. Data Collection and Analysis.....	04
	d. Development of Findings	04
III.	KEY FINDINGS	05
	1. Project Area Profile	05
	2. Workers' Life at a Kiln	05
	3. Mindset of Kiln Workers	06
	4. Livelihood and Economic Trends	07
	5. Willingness for Alternate Livelihood	10
	6. Economic Uplifting Efforts	11
	7. Discouraging Factors	11
IV.	ALTERNATE LIVELIHOOD STRATEGIES	12
	1. Will & Skill Combination.....	12
	2. Right Business for the Right Person	12
	a. Trading:	12
	b. Services	13
	c. Production	14
	3. Success Boosters	15
	4. Proposed Entrepreneurial Models.....	15
	a. Entrepreneurial Model for Female Community	
	b. Entrepreneurial Model for Male Community	
	ANNEXURES	
	1. Community Survey Questionnaire	
	2. Business / Entrepreneurial Categories	
	3. List of Potential Business Vs Potential Business Person	
	4. Charts and Figures	

V. INTRODUCTION & BACKGROUND

1. Background

According to the Global Slavery Index 2018, 3.2 million persons in Pakistan are trapped in various forms of modern slavery, out of which around 1.8 million workers are in the brick kiln industry. The main reason behind bonded labour is the prevalent peshgi (advance) system in the brick kiln industry. Most of the workers are illiterate and employers keep them as virtual slaves if a cash advance has not been repaid. This situation of bonded labour prevails mainly due to lack of implementation of the Bonded Labour Abolition Act 1992.

Other main issues of the workers in this sector are the lack of the implementation of minimum wage rates and lack of labour inspections at the brick kilns. Due to lack of implementation of minimum wage rates and deductions of illegal advances from wages of workers, force them to take more loans; resulting in throwing them more into bonded labour. Brick kiln workers often face hard working conditions; in case of severe weather or illness, workers earn nothing and are forced deeper into debt, begging for loans from their employers who happily extend the line of credit which act as a noose. There is no awareness among workers about occupational safety and health issues in the brick kiln industry. Many occupational accidents are happening but no voice against these is coming out from the workers' side.

2. Introduction

LEF's suggested project areas are Lahore (Jallo and Harbanspura), Sheikhpura (Farooqabad), and Nankana Sahib (Shahkot) districts. In these areas, the majority of brick kiln workers are being paid in the range of Rs. 800 to 1000 per 1,000 bricks, while *Minimum Wages* Rates 2019 Notification by *Punjab* Government issued on 01-07-2019 is Rupees 1295. Thousands of brick kiln workers are unable to obtain National Identity Cards, due to which they are unable to avail facilities provided under labour laws like social security cards, medical allowance, and dowry funds and employees old-age benefits.

Registration of false criminal cases by the owners against workers who try to raise their voice against injustices is also another regular practice by owners to keep the workers working under inhuman working conditions. These workers are highly skilled workers and it is difficult for owners to hire any other workers in their place. But at the same time, these workers are not free to organize and resist prevailing bad working conditions. Sexual harassment against women brick-kiln workers is also another common phenomenon in the workplaces. Because the majority of these workers are living on the brick kilns in very small houses provided to them by owners, the vulnerability of women and children to be abused by owners and their gangsters becomes very high.

Most importantly, the majority of brick kiln workers are unorganized which makes it difficult for them to negotiate directly with employers and government. LEF has helped in last 13 years to organize the Pakistan *Bhatta Mazdoor Union* at Punjab province level but it is still a small effort and need is to organize many more workers in districts of Punjab. Union has representation in the District Vigilance Committees in Lahore, Sheikhpura and Toba Tek Singh districts. The organized workers are able to negotiate at districts' levels with employers and government on some issues but when it comes to law-making or setting up of minimum wages or improving mechanisms of implementation of labour laws, the workers have no strong voice. There are some policy issues as government passed a new law Punjab Prohibition of Child Labour at Brick Kilns Act (2016) which contradict with existing law The Punjab Bonded Labour System Abolition Act (2012) for example advance (Peshgi) is completely prohibited under the Punjab Bonded Labour System Abolition Act 2012 while in Punjab Prohibition of Child Labour at Brick Kilns Act 2016 has a provision of payment of advance to workers six times of his or her average monthly wages. This provision is used by employers to reinforce the bonded labour system.

VI. ABOUT THE ASSIGNMENT

Labor Education Foundation (LEF) is implementing a project titled “Supporting Poverty Alleviation of Vulnerable Communities in Punjab” for Brick Kiln workers of Punjab. One of the key deliverables of the project is to sustain the community groups and beneficiaries by improving their livelihood. The Brick Kiln workers is the key beneficiary of the project whose livelihood is entirely dependent on the weather conditions and Brick Kiln Owner choice of work. The Kiln is only operational for 3-4 months in a year, where rest of the year these Brick Kiln workers are either dependant on the advances from the owner, which kept them on debt, or they have to suffer with worst form of poverty, lack of food and facilities until the kiln is operational again. Finding alternative and suitable livelihood opportunities for these community groups is one of the key deliverables of the project, for which, project team seek the services of a professional consultant to conduct a study on “Alternative Income Generation Plan for Brick Kiln Workers”. Following were the key objectives of the study:

- Objectives**
- Identify alternative income generation plan for brick kiln worker
 - Identify those small businesses which brick kiln worker can develop in the off-season or increase their income along with the job
 - Development of women economic empowerment program especially for brick kiln women workers in three districts

This study was conducted in project districts with an objective to identify small businesses and enterprises for brick kiln workers (or their family members), which can be run during off-season or off-timing during brick manufacturing season to increase their income while continuing their existing work. The women empowerment was given additional focus in this study to help the female community groups to help their male members for a decent living.

1. Approach and Methodology

a. Review & Assessments:

The project was document was reviewed, to understand the project outcomes, activities, expected results. Review of previous activities helped the consultant to understand the behaviour and capacity of beneficiary groups to link with study results.

b. Field Assessment

The field assessment was conducted at three level:

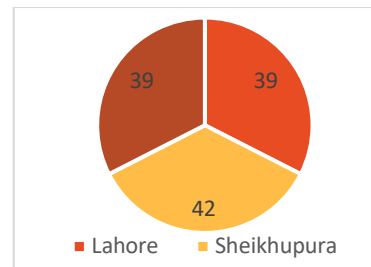
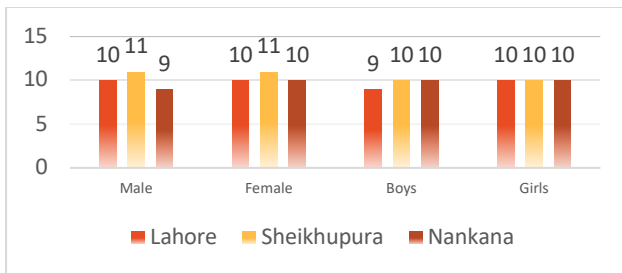
i. Overview of the project areas

To understand the overall atmosphere of project area, consultant conducted an area assessment, resource mapping, overview of entrepreneurial opportunities in the town and surrounding areas.

ii. Quantitative Assessment

All three project districts were selected to collect the beneficiary’s opinions and aspirations about their livelihood and its improvement. A quick survey tool¹ was designed to fetch initial information to understand the beneficiary’s perception and will about new businesses. A total of **120** individuals (with equal participation of Male, Female, Boys and Girls) were selected for short survey from Lahore, Sheikhpura and Nankana Sahib as per following detail.

¹ A copy of Survey tool (English and Urdu) is attached as **Annex 01**



iii. Qualitative Assessment

Meetings and group discussions were also held with project management, staff and beneficiaries to understand their individual views and recommendations for small businesses for their community members.

c. Data Collection and Analysis

The field data was collected with the help of project social mobilizers and analysed using SPSS².

d. Development of Findings

The findings will help the project team, especially social mobilizers, to assess, encourage and motivate the respective individuals/workers towards most suitable business option by mobilizing all possible resources.

The document below is the detail analysis of the quantitative and qualitative data. The document will also advise about the perception, priorities and aspiration of the beneficiaries with respect to additional or alternate income generating options.

² All charts are attached as **Annex 04**

VII. KEY FINDINGS

1. Project Area Profile

As mentioned above, the project has three different brick kiln locations including Lahore, Nankana Sahib and Sheikhpura. All three locations has different size and capacity as follows:

Sr.	Districts	Kiln	Approx. Workers
1	Lahore	10	1500 - 2000
2	Sheikhpura	25	3500 – 4500
3	Nankana	05	750 - 1000
Total		40	7000 - 8000

With an average of 150-200 workers in a kiln, there are approx. 7000 to 8000 individuals working in 40 kilns.



Traditionally, the Kiln site is constructed in the outskirts of the city to avoid pollution or other expected affects due to the nature of work at Kiln. These Kiln were also established in the outskirts of these cities but with the passage of time cities expanded, by-passes and motorways made their entries in these areas which converted these sites to a busy land with heavy traffic, road site enterprises, fuel & gas stations, hotel & restaurants, general stores, food outlets, mechanics & repair shops, vegetable & fruit vendors, tailor & boutiques, etc.

In the initial stages, kilns workers has to travel across the city for their daily grocery and household needs, but due to these expansion it seems very easy, they can rush to any shop or grocery store just in few minutes on their motor bike, which made their life easy. This expansion has also increased the living and livelihood options for these kiln workers but unfortunately they are unable to realize this fact.

2. Workers' Life at a Kiln

The Brick Kiln workers in entire South Asia has the similar working practices, living standards and habits.



Male Workers: The male workers are traditionally bread earners of the family and responsible for economic activities and decision making. They have to get up early in the morning (by 2:00 am) and proceed to work till 05:00pm with a couple of hour break for lunch and nap. They work in groups and make thousands of bricks in a day e.g. a young couple (male/female) produce 1000-1200 bricks in a day on unit rate of Rs. 500-550 for one thousand bricks. The male work 60% of the total work and female has to do the rest with household chores and care

of children (and infants). Majority of them feel tired after work and unable to do any other work, either by the

practice adopted by the elders, age or their own health conditions. They spend rest of their time in chatting, playing (cards) or resting at home and prepare themselves for next laborious day. Even after a hard working day, some of the male member still willing to make their evening more productive and economically viable. They visit nearest markets for daily wages and other income generating activates, but due to lack of skills, business orientation and entrepreneurial competencies their efforts are neither recognized nor sustained with the time.



Female Workers: The female counterpart has dual responsibility of making food for all family members before leaving the house for work. The male community do recognize this effort and give them relief of couple of hours and they quit at 10:00 am to come back home for household chores, cooking for their males and a nap to prepare for evening work. Some hardworking female still willing to utilise their evening time in some productive activities than the regular work. Unfortunately, there is a very few of

female knows any other skill than brick making i.e. stitching, embroidery, etc.



Youth: The most energetic segment of the society “youth (boys/girls)” are replicating their parents’ role at brick kiln without any hesitation. Majority of them are working with their parents and produce couple of hundred more bricks than their elders. As a tradition, after the work they still found energetic in the town in gossips, playing, etc. The LEF project and its team’s continuous efforts has lit the spark of life in these youngsters. The young girls found of education while the boys like to have their own business for which they are learning new skills, which is a sign of bright future of these young kiln workers. Unfortunately, the number of these youngsters is very less comparing to the overall young population at the kilns. These youngsters are the most target group to engage in economic activities than just making bricks.

3. Mindset of Kiln Workers

The traditional bonded labor mindset is the biggest hurdle in their economic uplifting. LEF is continuously conducting sessions on unionization, bonded labor, child labor, awareness on labor laws, saving trends, debt control, book keeping and other issues of kiln workers. In general, all the workers are usually busy all day and consider brick making their only economic activity. Majority of the worker remain idle during off season (Moon soon in July-Aug and Winter in Nov-Dec) and waiting for the work to resume.

In response to a question during FGD regarding utilizing other option to increase their livelihood, one of the young boy responded that we are quite used to of our schedule and flexibility. We cannot work for someone on their instruction.

Sheikhupura FGD

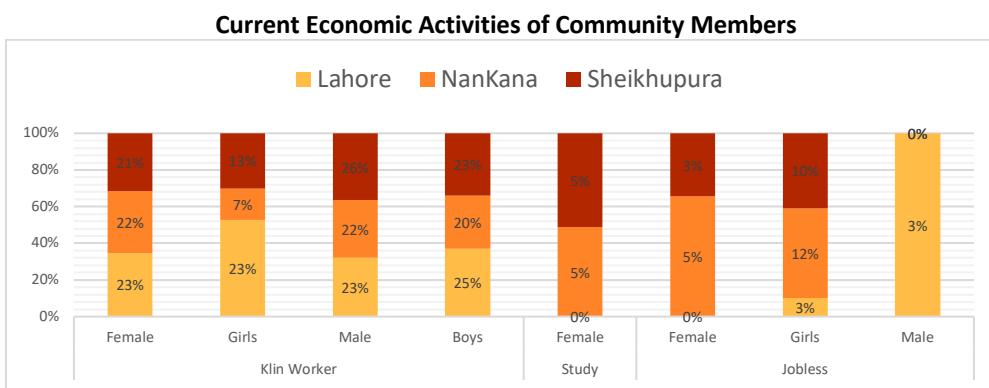
Education There is no trend of educating children in Brick Kiln. The Government of Punjab has a special initiatives to teach children at kiln, but the parents and not willing to send their children in school. The initiative made primary schooling compulsory for the children at Brick Kilns. Unfortunately, the community is not taking any benefits form this project. The trend of education is much better in Christians girls (in Sheikhupura and Nankana) than boys and muslim communities. During the FGDs, young girls were also found in their high schools and colleges than boys. The reason is again very obvious, boys are stronger than girls to produce bricks, parents prefer them to work at kiln than going school. Under this project LEF has also started Adult Literacy Centers (ALCs) to educate the youth and adult. Since career coaching was not part of ALC curriculum, which did not made

any contribution to youth behaviour with respect to multiple jobs or decent employment. The career counselling and coaching may have encouraging result in youth, if introduced.

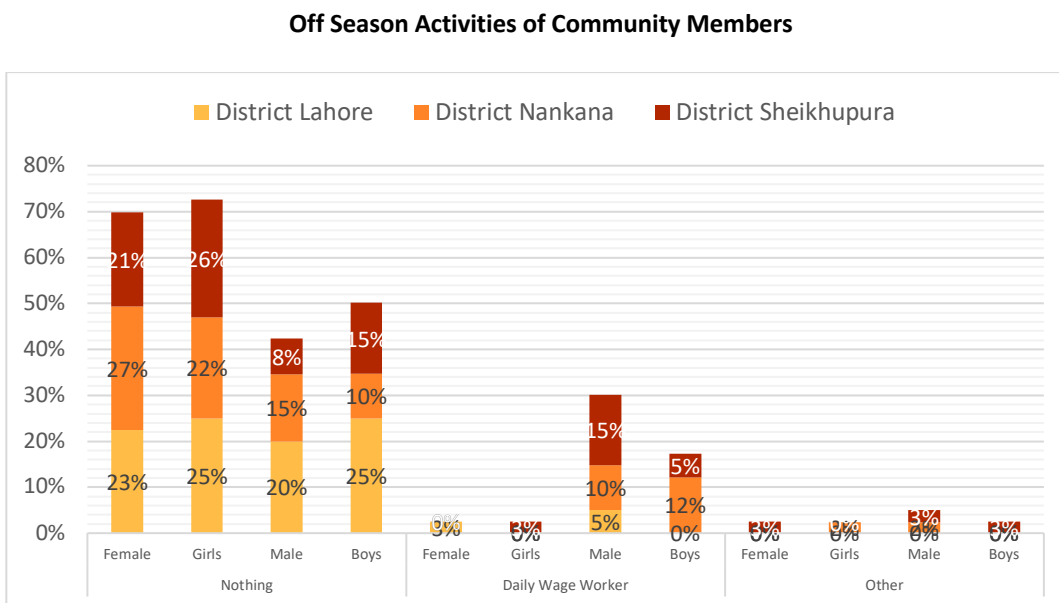
Saving Trends: The living standard of kiln workers are very low. They are hand-to-mouth most of the time, except few joint families who have saving trends on weekly or monthly basis but the practice is very low. The increased saving trends may also help them in their survival in off-season and taking economic initiatives without any financial support.

4. Livelihood and Economic Trends

Current Livelihood Practices: Their livelihood is mainly dependant on the advances from the owner, which put them in extra-debt and not providing a breathing space to think of any other activity for their survival than brick making. A large number of female and girls are most available segment waiting for a suitable livelihood option in Nankana.

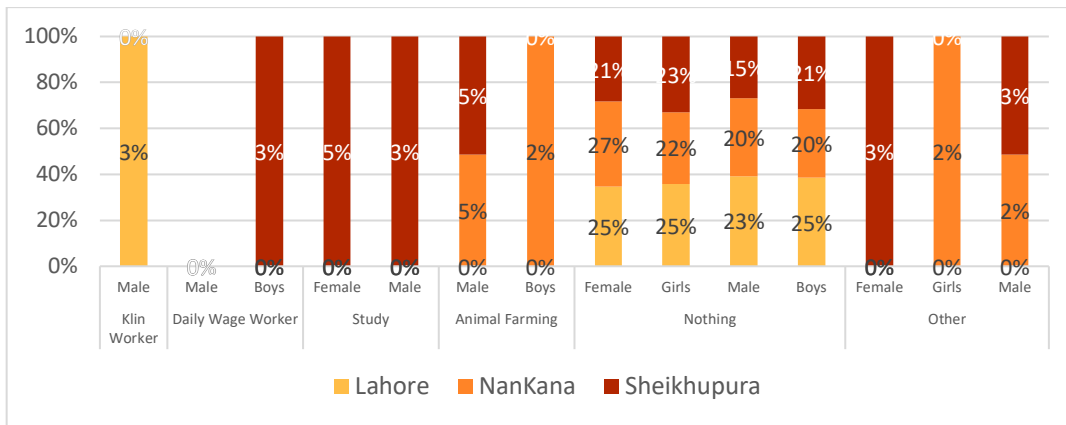


Livelihood in Off-Season: Majority of the kiln workers remain idle in off-season. Only male members found struggling for livelihood by working as daily wager at random places but the rest especially female and girls are unable to get engaged in any kind of earnings due to no skills and awareness.



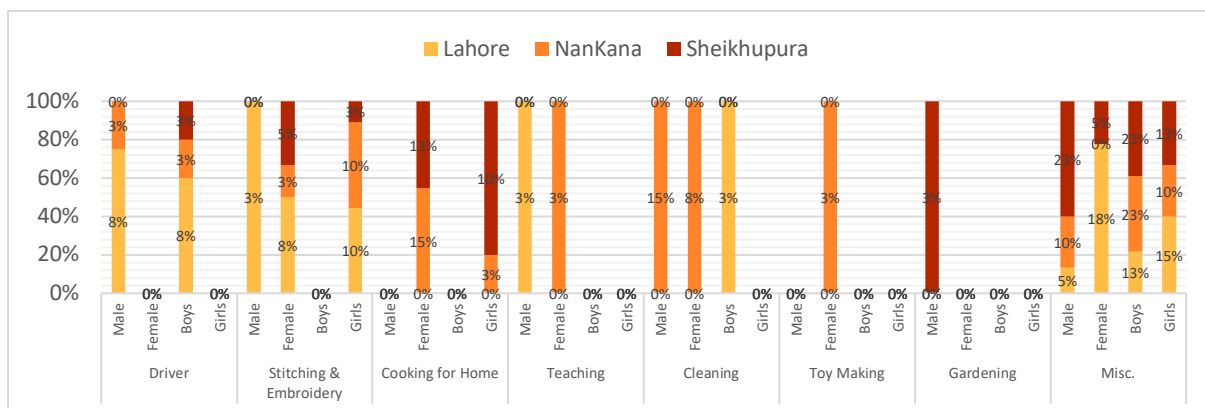
Similarly, there is hardly any economic engagement in the evening, weekend or leisure or free time by the community members. The male members and boys still manage their time with animal feeding and caring but the female community (both female and girls) in all three districts have ample time to do something productive.

Leisure Time Activities of the Community Members



Skills & Competencies: Brick making is known as the best ancient skill they own. Beside this there are few males in Lahore few female/girls in Sheikhpura and Nankana also have skills in tailoring/stitching/embroider. But these skills are only used at “Mohalla” or community level. The male/boys usually found in driving (in Lahore & Nankana) and gardening (Sheikhpura). Although the education level in these community is not high but few members (both male and female) are teaching in community schools. Since this topic “alternate livelihood option” was not discussed before, the community members are not convinced or confident of doing something by capitalizing their own strengths and competencies.

Skills Other than Brick Making in the Community



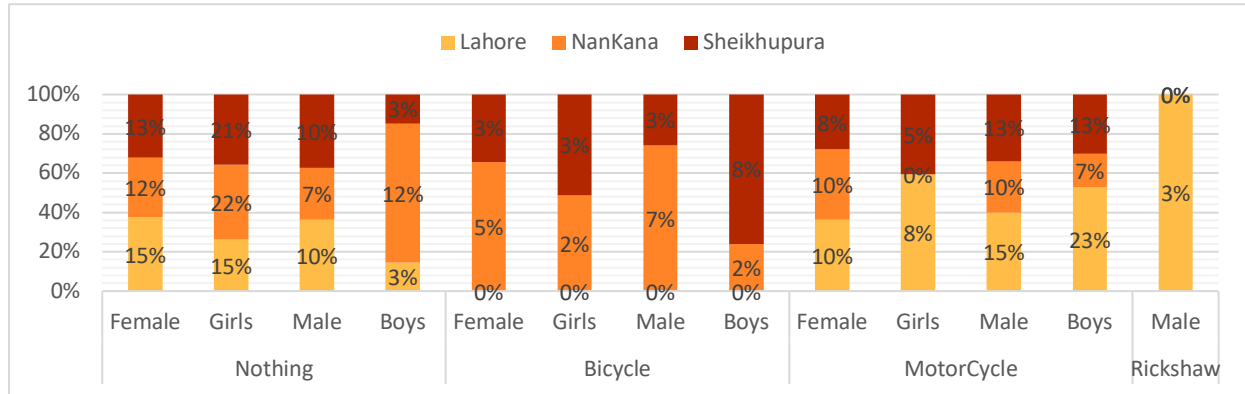
Individual Livelihood Improvement Efforts

Only few community members showed interest in doing something extra in off-season and leisure time e.g.

- Sabir has a food stall in the nearest market, where he serves Chicken Bar-B.Q. He does this in his leisure time and off-season.
- Another brick kiln worker mentioned that he is an expert electrician and he do the electrical work at home and market but due to no shop, he does that on-call basis on bike.
- One young boy also mentioned that he is doing apprenticeship at a LED repair shop, with a goal to have his own shop in future.
- The joint secretary of Nanaka (Christian female) has stop doing brick making after her marriage and now she stitching cloths for community. She charge Rs. 150 to Rs. 200 rupees for a female outfit from the community members.
- An older brick kiln worker has his own cart which he used to sell baked corn on the street in his free time.

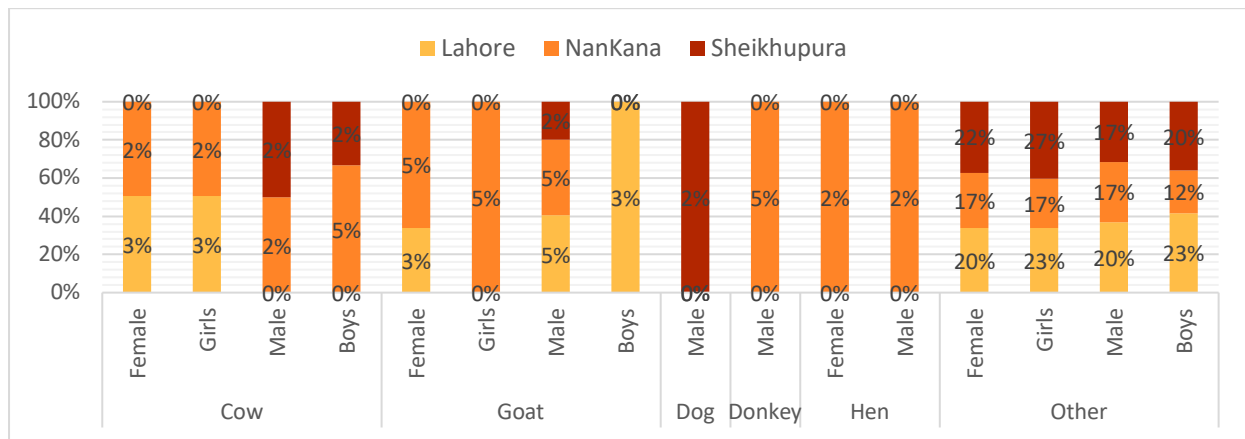
Assets Ownership: As far as the mobility is concern, in all three district motorbike is the most available transport in a family (female also mentioned having motor bike is usually family transport). Rikshaw was also found in some of the families in Lahore. A large number of families don't have any transport in their family.

Ownership of Transport



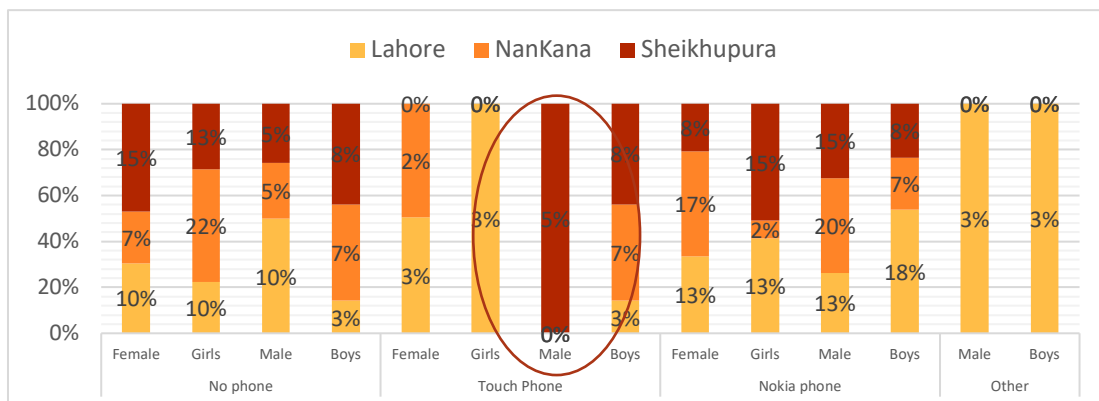
In Nankana, backyard poultry farming by male and female was found which is a good source of eggs and meat, while goats and cows also kept by the families as for milk and dunk in almost all three districts.

Ownership of Animal and Pets



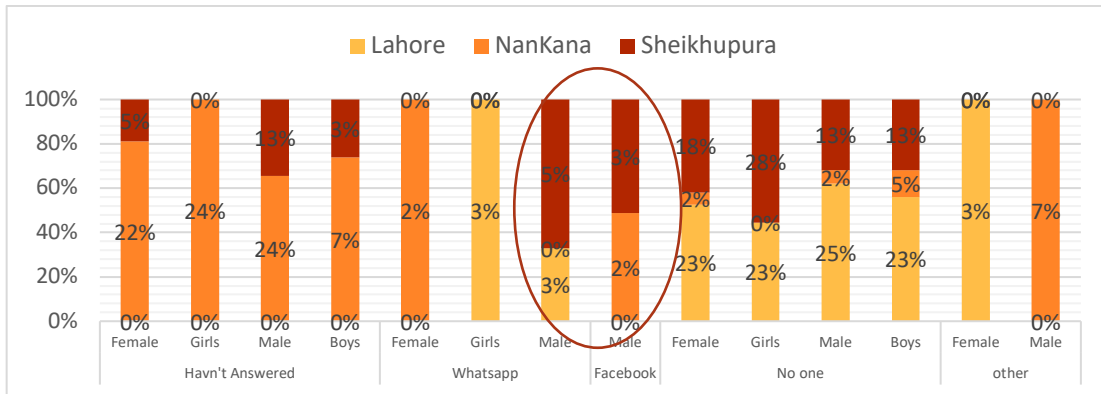
Technology and E-Commerce: The majority of the kiln workers use non-touch (Nokia Button cell phone) due to their nature or work. The male community in Sheikhupura is very fond of latest technology smart phone but their counterparts i.e. female/girls are entirely out of touch with this technology. In boys, the smart phone trends is mix and average in all three districts.

Type of Cell Phones Owned by the Community Members



The phone is generally used for voice communication, if the trend and need is changed there may be a shift in technology and device. Due to use of low-technology non-touch phone, the user education about different e-commerce applications also remained suspended. They are neither efficient using e-commerce apps nor understand the language other than Urdu. The information technology education is quite visible in Sheikhpura where male community is good in social media apps who owns smart phones.

Type of Apps used in the Phone

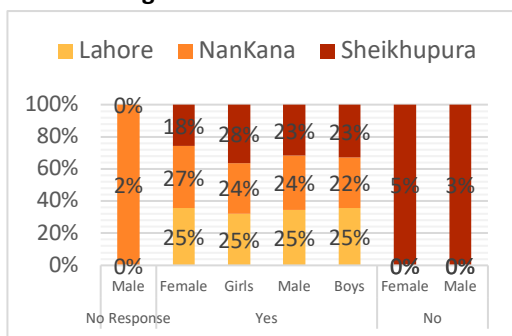


5. Willingness for Alternate Livelihood

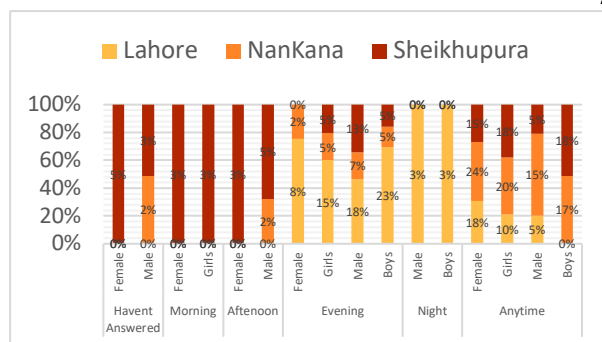
Almost 92% of the community members (including male, female, boys and girls) are willing to start a new business.

Lahore District	Sheikhpura District	Nankana District
The female members of Lahore district prefer to have alternate work in the evening, while the boys and male members prefer something productive in night time.	The choice of work by female/girls in Sheikhpura is entirely different in Sheikhpura, they prefer morning and after for alternate economic activity. The male members don't have specific choice but like Lahore, they also want to be engaged in night shifts.	All community members in Nankana have no specific choice of time they are willing to work any time in off season and evening in leisure time in the season.

Willingness to Start own business



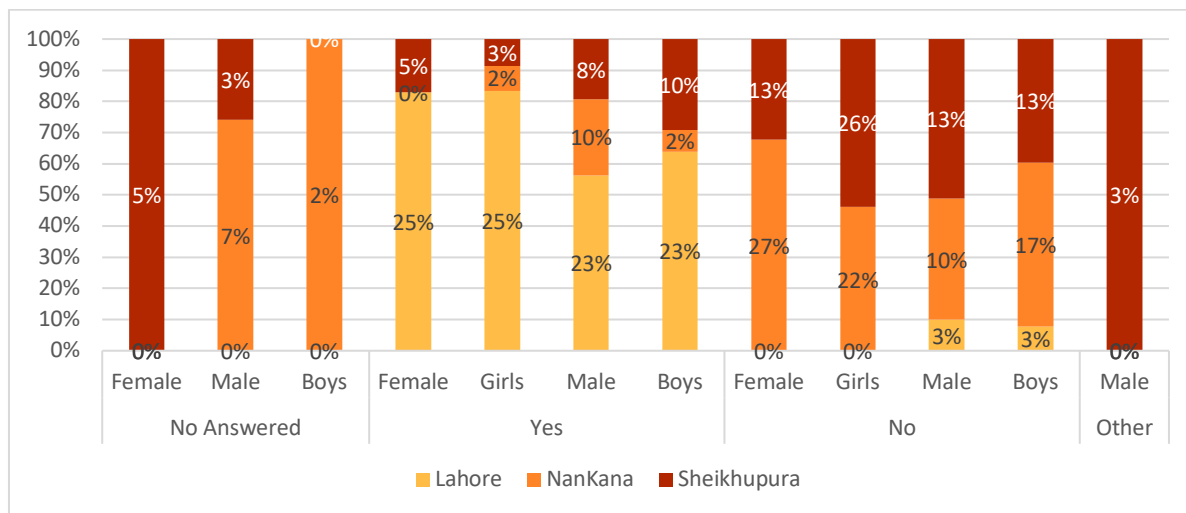
Prefer Slot of the time for Alternate Economic Activity



The works in Lahore and Nankana are ready to start the business as soon as possible to be prepare for the off season, but the workers in Sheikhpura prefer to work once the Brick making process is suspended.

Financial Support: As mentioned above, the kiln workers are mostly in debts and don't have enough savings for their own survival. They don't even have savings to manger their off-season living. In response to a question regarding need of finance for business, female/girls in Lahore were on top of the list in willing to have loan for new businesses, Sheikhpura male/boys were on second while Nankana did not show good interest in applying for loan, which shows they can manage their own finance from internal resources.

Willingness to Obtain Loan for new Business



As far as the returning of loan is concern, the majority is willing to return Rs. 1000 to Rs. 2000 on monthly basis.

6. Economic Uplifting Efforts:

There is no visible efforts found by the project or other stakeholders to engage these groups in economic activities.

Fear of Kiln owner is one the key reason mentioned by the workers. They are afraid, if kiln owner (who frequently watching their activities) came to know that we are doing some other work for others or at our own, he may not like it. There is not strong evidence of his reaction but it's the perception of workers with respect to other work than brick making.

The LEF social mobilizer also **motivate** the workers, at their own, towards get themselves busy and have some livelihood stream during off-season. There are few good cases of this motivation and career coaching but no official support or backstopping is no found.

7. Discouraging Factors

Finance and money is another factor which stops these workers to take any initiative. The lack of entrepreneurial approach, thinking and skills did not allow them to any initiative or risk of a new business. Due to kiln owner and nature of their work, the of microfinance institutions and their policies restrict them to obtain small loans for anything. Unfortunately, microfinance institutions also hesitate to provide loan to kiln workers, even Akhuwat (interest free) loan were not introduced at any level by any individual.

VIII. ALTERNATE LIVELIHOOD STRATEGIES

Based on the above findings, following implementation framework is proposed to be adopted based on the will and availability of workers and project resources. These strategies are listed with priorities.

1. Will & Skill Combination

It's not necessary that every skilled worker is willing to work and every ready worker has a required level of skill. Project staff may have to conduct a Will&Skill assessment prior to mobilize any worker for a new business to avoid wastage of time, efforts and financial resources. Based on the time reaming in the project closure, the following framework can be utilized to prioritized the individuals for interventions.

	Will	No will
Skill	<p>Category 1</p> <p>This is the ideal combination for all the beneficiary groups in all business categories, Since there is not much efforts required in convincing them, would be helpful in showcasing the success stories.</p>	<p>Category 3</p> <p>This category can be looked after late in the stage. Invest now, will be waste of time and resources. This may need more of motivation and encouragement which can automatically gained thru the success of others. Project only have to get them involved in orientations.</p>
No Skill	<p>Category 2</p> <p>This could be the second priority after Cat-1. It may need to focus on economic activities which does not required any investment (time and money) in acquiring skills.</p>	<p>Category 4</p> <p>Investing in this category will not be recommended at this stage. Different approach and method can be applied to this group, if required.</p>

2. Right Business for the Right Person

a) Trading:

The process of buying, selling, or exchanging commodities, at either wholesale or retail call trading.



What to do?	How to Do?
<p>A range of activities can be listed for them to choose their options, e.g. those boys who are not willing to spent more time in learning or they are the single youth of the family and cannot afford in investing time, they can be linked to economic activities which need no other skill than selling goods.</p> <p>They can be trained in products purchase from the whole sale market, display of goods, packing packaging and communication skills with customer.</p> <p>Similarly, those girls who are willing to start some economic activities to support their parents or they want to switch their job from brick making to a decent work will be ideal to start their entrepreneurial career with trading.</p>	<p>There are multiple options to start a trading business in the community:</p> <p>For example:</p> <ul style="list-style-type: none"> Workers with ready seed money should be picked-up, helped in identifying a suitable place to exhibit /display their products (e.g. road side, fuel pumps, hotel, restaurant, outside church, mosque, etc.) The male/boys who owns a motor bike can also use this trading business on their motorbikes on the specific routs in the town, on the road, school, colleges, shopping malls, marriage halls, etc. Willing female with a space available at home can start a trading shop at home with women specific items.

Considerations:

- The product should be **relevant** and **need of the customer** e.g. if a stall is displayed outside the school should have toys, small food items, stickers, small stationery items, etc.
- If a stall is placed outside the **Church**, children and ladies' items including, food and fast food (fries, pakora, samosa, roll, egg-burger, etc) will be hot selling items.
- If outside the **mosque** is selected, the best timing would be Friday with items including, caps, beads (tasbih), perfume, counter, food, small bags/pouches, shoes, fruit, fast food (fries, samosa, etc.)
- **Sunday bazars** will be ideal for all categories but location of stall should be ensured prior to booking. All weekly bazars should be considered for selling.
- If a trading shop is established in a **house** by a **female** should have ladies under garments, hygiene special items, some cosmetics and small fancy items for decoration.
- If a **male** opens a small **General Store** at home or in the town should have all major running grocery items. The quality and cost should be as per community purchase power.

b) Services

A set of skills, work performed for someone for remuneration



What to do?	How to Do?
<p>The individuals (both male and female) who claim to have skills (e.g. Joint Secretary of Nankana is a Tailor and a Workers claim to be an Electrician) can be trained to expand their business, building linkage and access to raw material sources to improve their service portfolio.</p> <p>The willing youth (both boys and girls) in similar skills can be provided apprenticeship with these "Skilled Workers" which may help to convert themselves into a skilled worker before the next off-season.</p>	<p>In stage one, the community mobilizers have to identify the skilled workers in the town, rank the level of their skills, get them together at a place and conduct a short orientation to organize and expand their business.</p> <p>In the later stage, the group of willing youth (both boys and girls) can be collected at a place to conduct a career counselling session. These boys and girls can be adopted by the skilled workers as their assistant for a certain timeframe with a clear and defined goal of sustainability.</p> <p>The social mobilizer can also identify vendors, market and industry where these skills are required, they can link these groups to the potential stakeholders for an economic sustainability.</p> <p>For example:</p> <ul style="list-style-type: none"> ● <i>Electrician and plumber can be linked with sanitary and electrical shops as their resource with a clear agreement that they will buy material from these shops and these shops will use their skills for service.</i> ● <i>Community female and girls can be linked with market vendors for simple assembly work (pony making, lace making, masala packing, other items packing, simple jewellery making).</i> ● <i>Domestic Work may be considered for women and girls of the community during off season especially.</i> ● <i>Employment in nearest industrial areas (in all Districts) can be arranged for both boys and girls.</i>
<p>Considerations:</p> <ul style="list-style-type: none"> ○ The quality of service must be ensured and tested before any link in the community. ○ The workers character and credibility should be ensured from the community influential before any referral. ○ Commitment to contracted work should be ensured and monitored. 	

c) **Production:**

The creation and production of goods regularly manufactured for sale.



What to do?	How to Do?
<p>Any worker or their family member have any skills in producing something, food item (Samoosa, Pakora, Roll, Donuts, Papar, Popcorn, Salad, Fruit Chat, Channa Chat, etc.) Handicrafts, decoration pieces, Azarband (local belt), pony, lace, embroidery, cushions, chairs, etc.) can be encouraged to expand their business to a level where they can engage other family members and neighbours.</p>	<p>Similarly, a mapping exercise can be held to list all the skills available in the town, help them streamlining their production process, maintain quality and hygiene, introduce packing & packaging and identify suitable venues to display and sale of their products.</p> <p>For example:</p> <ul style="list-style-type: none"> • <i>In Nankana, the Church will be an ideal place to display food and handmade item on Sunday after prayer.</i> • <i>In Sheikhpura, Mosques can be used to display their products after Jumma prayers.</i> • <i>In Lahore, stalls can be obtained (on a very nominal fee) in weekdays bazars (Sunday, Friday, etc.).</i> • <i>Hotel/restaurants/fuel stations can be requested to provide a small corner to display their product for running customer.</i> • <i>Small vending units can be used to exhibit products on the road, outside school/college.</i> • <i>Young boys (and men) can used their bikes with a loudspeaker to sell their (or their family) products on the road and towns.</i>
<p>Considerations:</p> <ul style="list-style-type: none"> ○ The quality of produced items should be ensured. ○ In food, hygienic condition should be ensured. Personal hygiene should also be ensured for better presentation and acceptability. ○ Packing and packaging of item should be ensured. ○ The consistency in production should be ensured. Cooperative model can be introduced in the town to have bulk supplies to main markets. ○ Linkages with raw material (credit) can be established to help the producers. ○ Can be linked with technical institutions and NGOs to polish and upgrade their skills. ○ Linkages with microfinance can be established to ensure the sustainable production. 	

Sample of each categories is given as Annex 02 for reference and understanding.

List of potential and sample businesses for different community members is given as Annex 03

Things to Remember

- No business can be flourish in a day, it takes time customer know the existence of the business. **Need patience and Consistency.**
- It's the behaviour who sells the product not the products' quality or price – **Entrepreneurial Competency is everything.**

Smile and Care is the best strategy for a long lasting relation – **If you don't know how to smile, don't open a shop.**

3. Success Boosters

The success boosters are to promote the entrepreneurial culture in the community for the establishment and promotion of long lasting interlinked enterprises and business. The project and staff is suggested to...

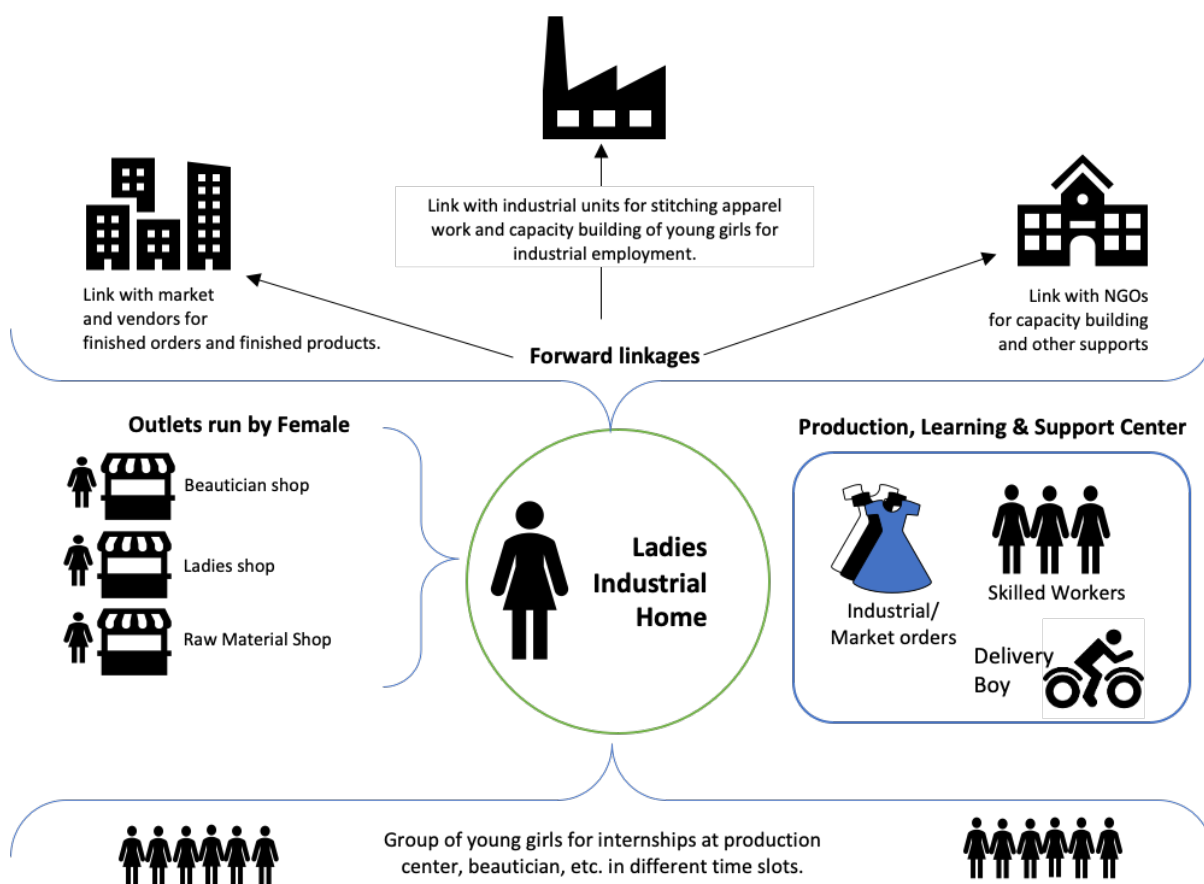
- Invest in local resource and enterprise for sustainability, reliability and expansion.
- Promote person with basic entrepreneurial think and develop them to a mature entrepreneur, link the local income generators with him to earn their livelihood.
- Introduce and established raw material vendors in the community for similar enterprises, to save their time and resources and at the same time earning opportunities for others.

4. Proposed Entrepreneurial Models

For the project sustainability and economic uplifting of kiln workers, project may have to adopt a long term entrepreneurial approach which may help in promoting entrepreneurial thinking and interconnecting the skill and resources within the community.

a. Entrepreneurial Model for Female Community

This model can be tested in the community with a group of ladies willing to have their own livelihood beside or other than brick making. The model is already test in India (SEWA, Gujrat, India) and similar less entrepreneurial model is already existing under the concept of “Industrial Trade Centres”, KP Province, Pakistan, Baidari in Sialkot and slightly similar training centres were also established by LEF in Lahore and Mardan.



The ladies’ industrial home can be established in the center of the community, owned and run by a skilled and business oriented lady with leadership skills. The project team may help the center in linking with:

- NGOs to provide machinery and capacity building facilities;
- Industrial units for orders and technical support (as per their standards)
- Market vendors for stitching orders

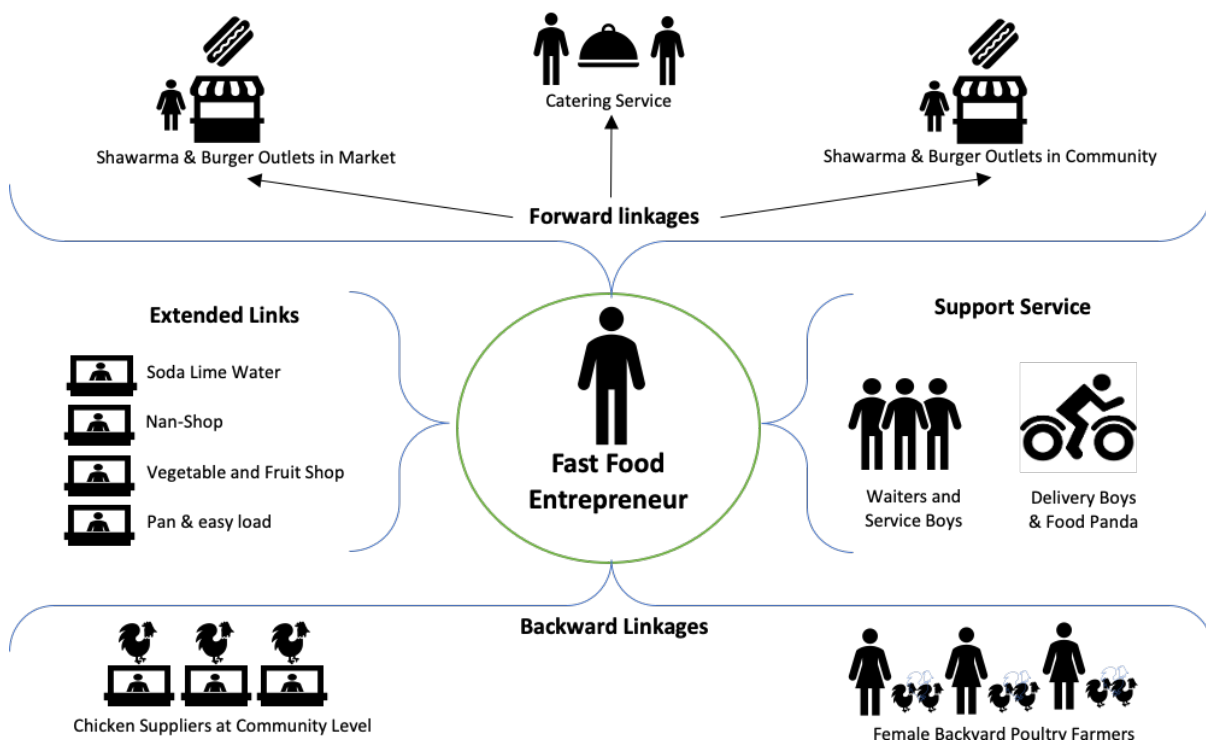
These units can also work as learning centers where girls can visit in different time slots (based on their free time from brick making). Since it this center will have a range of activities (stitching, raw material shop, ladies’ shop, food outlet, etc.), it can also serve as a female community hub for different project activities. The graduated learners can also work as skilled workers in the center on standard remuneration.

Benefits of this Model

1. The center will be a big source of learning and socialization
2. Thru ladies’ shop, beautician and other outlets, female entrepreneurial culture will be developed
3. Industrial & market linkages will be improved
4. Community cash flow will remain in community
5. Female mobility issue (of buyers) will be resolved
6. Community social standards will be improved
7. Dependency on brick kiln will be reduced
8. Center will be best utilization of off-season and leisure time utilization.

b. Entrepreneurial Model for Male Community

In the proposed model active and willing entrepreneurs can be identified and supported thru microfinance and business orientations. There are various model exists in Lahore and surroundings e.g. Munna Bhai Shawarma, Sultan Shawarma, Bismillah Chicken, Ghazi Burger, etc. Although, these models are not structured around community empowerment philosophy but full of entrepreneurial philosophy.



The entrepreneur can be trained in a way that he can help other income generators . He can serve as a main supplier and franchise to provide supplies and material to vending units in the market and community. The community chicken suppliers can be arranged / established to provide raw material to this vendors. The community female can also be trained on poultry farming at home as chicken/egg suppliers to these entrepreneurs and vending units.

Benefits of the Model

1. All the workers can be picked up from the community
2. All categories of the workers (male, boys, female, skilled and un skilled) can be accommodated in this model
3. The community relation can be improved
4. The community human resources can be utilized with a dignity
5. The cash flow will remain in the community, which economically uplift the community
6. Learning opportunities will be increased
7. Economic and entrepreneurial opportunities will be increased
8. Community linkages and trust with market vendors will be improved
9. Quality of service will be improved
10. Female community member will be involved and encouraged
11. Dependency on brick kiln will be reduced
12. Enterprises will be best utilization of off-season and leisure time

The Alternative Income Generation Plan for Brick Kiln Workers - Supporting Poverty Alleviation of Vulnerable Communities in Punjab

Beneficiary's Survey QuestionnaireDate: _____ District (1-Lahjore, 2- Shaikhupura, 3-Nankana Sahib) Form No. Category 1-Youth/ 2-Adults

Assalam-o-Alaikum: My name is _____. We on behalf of Labor Education Foundation (LEF) conducting a short survey to assess the entrepreneurial opportunities in your area and identify alternative income generation options for brick kiln workers of your area. For this purpose, we will ask you few questions which will help us to identify a suitable livelihood option for you and your family. It will take approx. 20-30 minutes of your time. This information will be used only for this activity of the project and it will hurt your reputation.”

If respondent agrees; start the survey:

1. Name _____ 2-Sex (1-Male, 2- Female) 3-Age _____ years
4. Current Livelihood or Economic Activity (1-Bhatta Worker, 2-daily wager, 3-job less, 4-Study, 5-other_____)
5. Are you a permanent kiln worker? (1-Yes, 2- No)
6. What do you do in off season: (1-Nothing, 2-Daily Wager, 3-Other_____)
7. What do you do in your spare time in on-season: (1-partime wages, 2-Play, 3-Reading, 4-Family, 5-Nothing, Other_____)
8. Which skill do you have (beside Bricks making) ? (1-Driver, 2-Stitching/Embroidery, 3-Decoration Pieces, 4-Cooking, 5-Teaching, 6-Cleaning, 7-Toy Making, 8-Drawing, 9-Gardening, 10-Others_____)
9. Which transport do you have (1-Nothing, 2-Bicycle, 3-Motor Bike, 4-Car, 5-Rikshaw, 6-Loader, 7-Other _____)
10. Which "Animal" or "Pet" Do you have (1-Cow, 2-Goat, 3-Dog, 4-Donkey, 5-Hen, 6-Other _____)
11. Which phone do you have? (1-No phone, 2-Touch Phone, 3-Nokia, Other _____)
12. What social media app do you use (1- WhatsApp, 2-Youtube, 3-Facebook, 4-Others)
13. Which language you can read on your phone: (1-English, 2-Urdu, 3-Roman English, 4-All)
14. If you are given a chance to have your own small business, will you be happy? (1-Yes, 2- No)
15. What slot of the time you will prefer for this work : (1-(Morning, 2-Afternoon, 3-evening, 4-night, 5-Any time)
16. Have you ever worked for any other organization than kiln? (1-Yes, 2- No)
17. If "Yes" which one? _____
18. Would you like to have your business beside kiln or you want to switch your kiln work to new business? (1- prefer both, 2-I would like to switch, 3-kiln work is better)
19. How much money you can spare to start your new business Rs. _____
20. Would you like to obtain a loan for this business? (1-Yes, 2- No)
21. How much installment you can pay on monthly basis? Rs. _____/month
22. How soon you want to start this work? (1-Right now, 2-in off season)

- The End -

Business / Entrepreneurial Categories

Sr.	Business Type		Category		
	Business	Post	Trade	Production	Service
1	General store	Cashier	1		1
2	Supermarket	Cashier			1
3	Supermarket	Service Boy			1
4	Supermarket	Supplier	1		1
5	Supermarket	Cleaner			1
6	Fruit Shop	Selling	1		
7	Vegetable Shop	Selling	1		
8	Meat Shop	Chikken Selling	1	1	1
9	Meat Shop	Fish Selling	1	1	1
10	Meat Shop	Checken Butcher			1
11	Meat Shop	Fish Cleaning	1	1	1
12	Petrol Pump	Filler			1
13	Petrol Pump	Cashier			1
14	Petrol Pump	Cleaner			1
15	Local Petrol Selling	Selling in Community	1		
16	Ice Selling	Worker			1
17	Ice Selling	Trader	1		
18	Tandoor	Nanbai			1
19	Tandoor	Cashier			1
20	Tandoor	Helper			1
21	Bawarchi (Chef)	Cook/Chef		1	
22	Bawarchi (Chef)	Helper			1
23	Hotel / Dhabba	Cook			1
24	Hotel / Dhabba	Waiter			1
25	Hotel / Dhabba	Cashier			1
26	Tyre Shop	Bicycle			1
27	Tyre Shop	Motorcycle			1
28	Tyre Shop	Car			1
29	Tyre Shop	Heavy Vehicle			1
30	Tyre Shop	Helper			1
31	Workshop	Mechanic	1		1
32	Workshop	Helper			1
33	Car Wash / Service Station	Washer			1
34	Car Wash / Service Station	Helper			1
35	Car Wash / Service Station	Road side			1
36	Lock Master	Worker	1	1	1
37	Plastic Products	Pipes & Tanks Helper	1		
38	Plastic Products	Bags	1		
39	Plastic Products	Disposable Material	1		

Sr.	Business Type		Category		
	Business	Post	Trade	Production	Service
40	Steelworks	Welder			1
41	Steelworks	Helper			1
42	Cement Seller	Trader	1		
43	Cement Seller	Helper			1
44	Masonry	Mason			1
45	Masonry	Helper			1
46	Masonry	Tile			1
47	Plumber	Master			1
48	Plumber	Helper			1
49	Electrician	Master			1
50	Electrician	Service Helper			1
51	Electrician	Shop helper			1
52	Woodworks	Carpenter			1
53	Woodworks	Helper			1
54	Woodworks	Polish			1
55	Gardener	Maali			1
56	Glassworks	Master			1
57	Glassworks	Helper			1
58	Aluminium Fittings	Master	1		
59	Aluminium Fittings	Helper			1
60	Aluminium Fittings	Seller			1
61	Timber	Trader	1		
62	Sanitary	Trader	1		
63	Sanitary	Helper			1
64	LPG Filling	Trader	1		1
65	Handicrafts	Producer		1	
66	Textile Mill	Worker			1
67	Clothing	Trader	1		
68	Clothing	Tailor			1
69	Garments	Trader	1		
70	Garments	Helper (shop)			1
71	Dying	Worker			1
72	Dying	Helper			1
73	Zari Shop	Pico			1
74	Zari Shop	Overlock	1		
75	Zari Shop	Button	1		
76	Zari Shop	Embroidery	1		1
77	Zari Shop	Trader	1		
78	Advertiser	Panaflex Banner	1		1
79	Advertiser	Billboard Installation	1		1
80	Advertiser	Digital Boards	1		
81	Advertiser	Graphic Designer			1
82	Water Filtration	Supplier	1		
83	Water Filtration	Worker			1

Sr.	Business Type		Category		
	Business	Post	Trade	Production	Service
84	Cable Network	Supplier			1
85	Cable Network	Electrician			1
86	ISP	Worker			1
87	ISP	Electrician			1
88	Pharmacy	Worker			1
89	Real Estate Agent	Helper / Agent			1
90	Law Associates	Support			1
91	Auto Rickshaw	Driver			1
92	Auto Rickshaw	Delivery Man			1
93	Delivery	Local delivery boy			1
94	Delivery	Factory supplies			1
95	Delivery	Shipments			1
96	Junkyard (Kabarya)	trader	1		
97	Electronic (Home Appliance)	Trader	1		
98	Electronic (AC/Refrigeration)	Repairer / helper		1	1
99	Electronic	Repairing			1
100	Mobile Phone(sale and purchase)	Trader	1		
101	Mobile Phone(Repairing)	Repairer			1
102	Teaching(Subject)	Teacher			1
103	Teaching(Work)	Master			1
104	Shoes(sale)	Trader	1		
105	Cobbler	Shoes (repairing)			1
106	Dairy Farm	Helping	1	1	1
107	Milk Supply	Milk Man	1		1
108	Cattle Farm	Trader	1		
109	Grain Mills	Trader	1	1	1
110	Grain Mills	Worker			1
111	Stationary	Worker			1
112	Stationary Shop	Trader	1		
113	Book Shop	Trader	1		
114	Old Book Shop	Trader	1		
115	Bakery (company)	Worker			1
116	Bakery (company)	Cashier			1
117	Bakery (company)	Cook			1
118	Bakery (company)	Patissiere			1
119	Bakery (Local)	Trader	1		
120	Bakery (Local)	Cook	1		1
121	Bakery (Local)	Helper			1

List of Potential Business Vs Potential Business Person

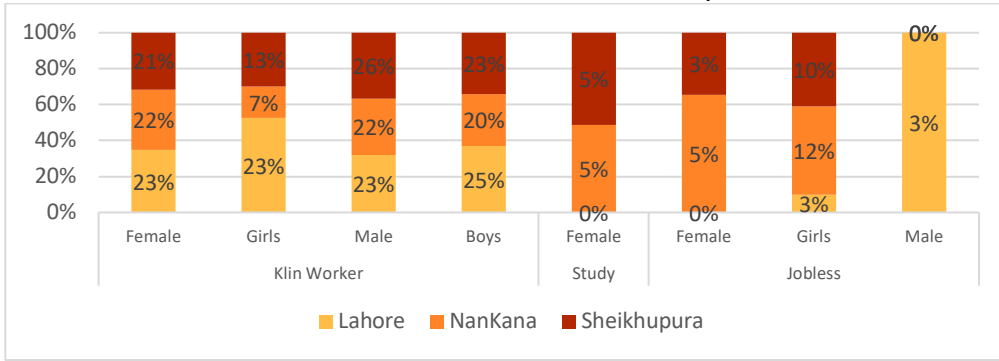
Sr.	Business	Post	Men	Women	Boys	Girls
1	General store	Cashier	1	1	1	1
2	Supermarket	Cashier	1	1	1	1
3		Service Boy	1	1	1	1
4		Supplier	1	1		1
5		Cleaner	1	1	1	1
6	Fruit and Vegetable Shop	Trading	1	1		1
7		Trading	1	1		1
8	Meat Shop	Chickcn Selling	1		1	
9		Fish Selling	1		1	
10		Checken Butcher	1		1	
11		Fish Cleaning	1		1	
12	Petrol Pump	Filler	1		1	
13		Cashier	1	1	1	1
14		Cleaner	1	1	1	1
15	Local Petrol Selling	Selling in Community	1		1	
16	Ice Selling	Worker	1		1	
17		Trader	1		1	
18	Tandoor	Nanbai	1		1	
19		Cashier	1	1	1	1
20		Helper	1		1	
21	Bawarchi (Chef)	Cook/Chef	1	1	1	1
22		Helper	1		1	
23	Hotel / Dhabba	Cook	1			
24		Waiter	1	1	1	1
25		Cashier	1	1	1	1
26	Tyre Shop	Bicycle	1		1	
27		Motorcycle	1		1	
28		Car	1		1	
29		Heavy Vehicle	1		1	
30		Helper	1		1	
31	Workshop	Mechanic	1		1	
32		Helper	1		1	
33	Car Wash / Service Station	Washer	1		1	
34		Helper	1		1	
35		Road side	1		1	
36	Lock Master	Worker	1	1	1	1
37	Plastic Products	Pipes & Tanks Helper	1	1	1	1
38		Bags	1	1	1	1
39		Disposable Material	1	1	1	1
40	Steelworks	Welder	1		1	
41		Helper	1		1	
42	Cement Seller	Trader	1		1	

Sr.	Business	Post	Men	Women	Boys	Girls
43		Helper	1		1	
44	Masonry	Mason	1		1	
45		Helper	1		1	
46		Tile	1		1	
47	Plumber	Master	1		1	
48		Helper	1		1	
49	Electrician	Master	1		1	
50		Service Helper	1		1	
51		Shop helper	1		1	
52	Woodworks	Carpenter	1		1	
53		Helper	1		1	
54		Polish	1		1	
55	Gardener		1		1	
56	Glassworks	Master	1	1	1	1
57		Helper	1		1	
58	Aluminium	Master	1		1	
59		Helper	1		1	
60			1		1	
61	Timber	Trader	1		1	
62	Sanitary	Trader	1		1	
63		Helper	1		1	
64	LPG Filling	Trader	1		1	
65	Handicrafts	Producer	1	1		1
66	Textile Mill	Worker	1	1	1	1
67	Clothing	Trader	1	1	1	1
68		Tailor	1	1	1	1
69	Garments	Trader	1	1	1	1
70		Helper (shop)	1	1	1	1
71	Dying	Worker	1		1	1
72		Helper	1		1	1
73	Zari Shop (Button, Lace, Needle, etc.)	Pico	1	1	1	1
74		Overlock	1	1	1	1
75		Button	1	1	1	1
76		Embroidery	1	1	1	1
77		Trader	1	1	1	1
78	Advertiser	Panaflex Banner	1	1	1	1
79		Billboard Installation	1	1	1	1
80		Digital Boards	1	1	1	1
81	Water Filtration	Supplier	1	1	1	1
82		Worker	1		1	
83	Cable Network	Supplier	1		1	
84	Cable Network	Electrician	1		1	
85	ISP	Worker	1	1	1	1
86	ISP	Electrician	1		1	
87	Pharmacy	Worker	1	1	1	1
88	Real Estate Agent		1	1	1	1
89	Law Associates		1	1	1	1

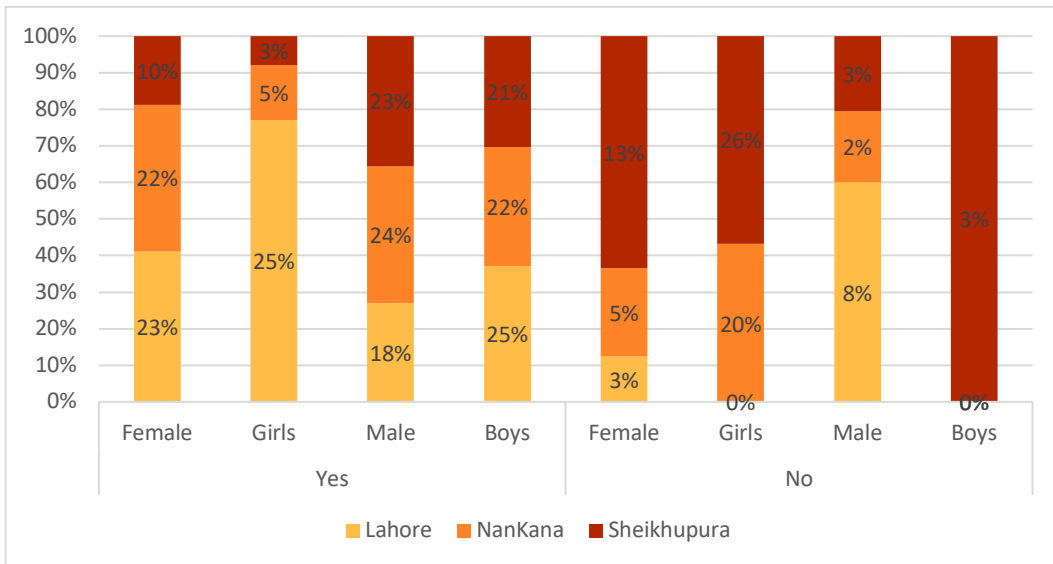
Sr.	Business	Post	Men	Women	Boys	Girls
90	Auto Rickshaw	Driver	1	1	1	1
91		Delivery Man	1		1	
92	Delivery	Local delivery boy	1		1	
93		Factory supplies	1		1	
94		Shipments	1		1	
95	Junkyard	trader	1	1	1	1
96	Electronic	Home Appliance	1	1	1	1
97		Refurbishing	1		1	
98		repairer	1		1	
99	Mobile Phone	Sale	1	1	1	1
100		Repairer	1		1	
101	Teaching	Teacher	1	1	1	1
102		Tutor	1		1	
103	Shoes	Sale	1	1	1	1
104		Repair	1		1	
105	Dairy Farm	Helper	1		1	
106	Milk Supply	Milk Man	1		1	
107	Cattle Farm	Trader	1	1	1	1
108	Chakki	Selling	1	1	1	1
109		Helper	1		1	
110	Stationary	Shop Owner	1		1	
111		Helper	1	1	1	1
112	Book Shop	Seller	1	1	1	1
113	Old Book Shop	Seller	1	1	1	1
114	Bakery (company)	Worker	1	1	1	1
115		Cashier	1	1	1	1
116		Cook	1	1	1	1
117		Patissiere	1	1		1
118	Bakery (Local)	Trader	1	1		1
119		Cook	1	1		1

Charts and Figures

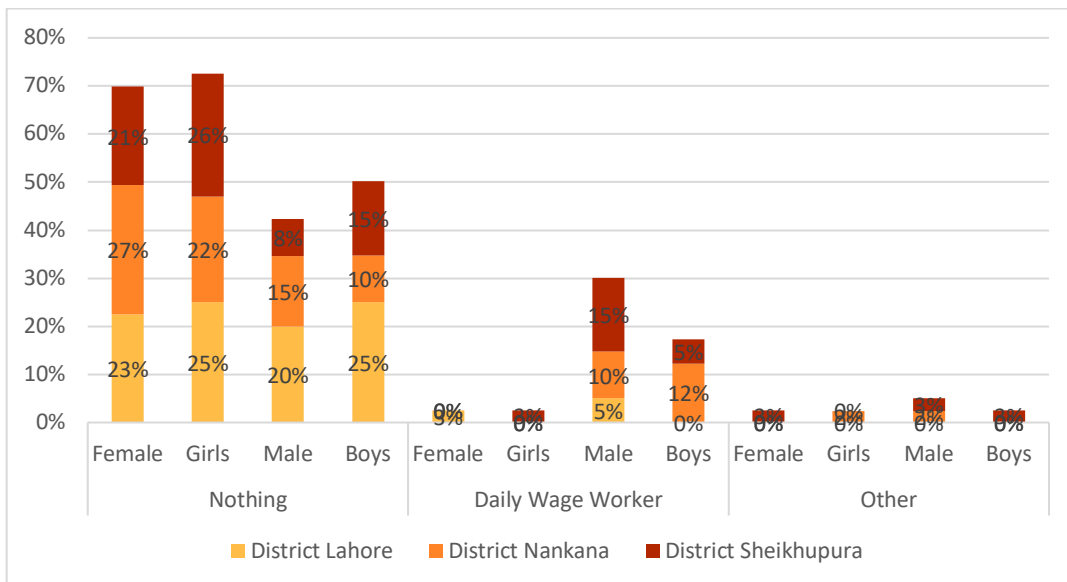
Current Economic Activities of Community Members



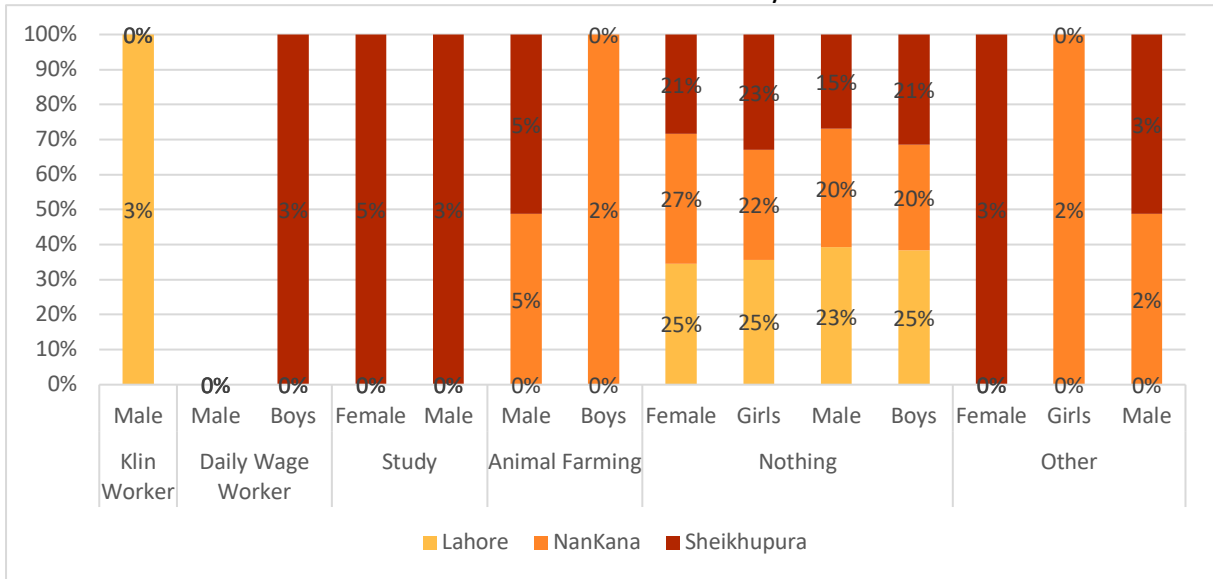
Permanent Kiln Workers



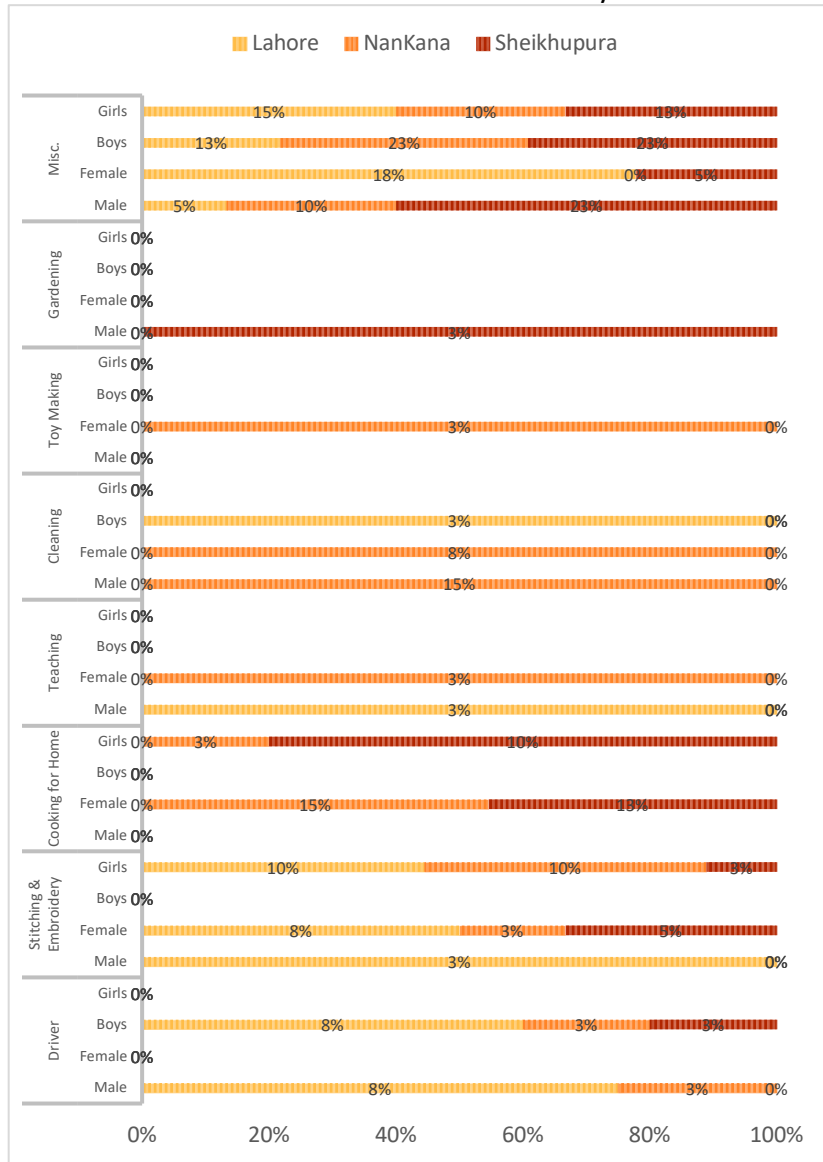
Off Season Activities of Community Members



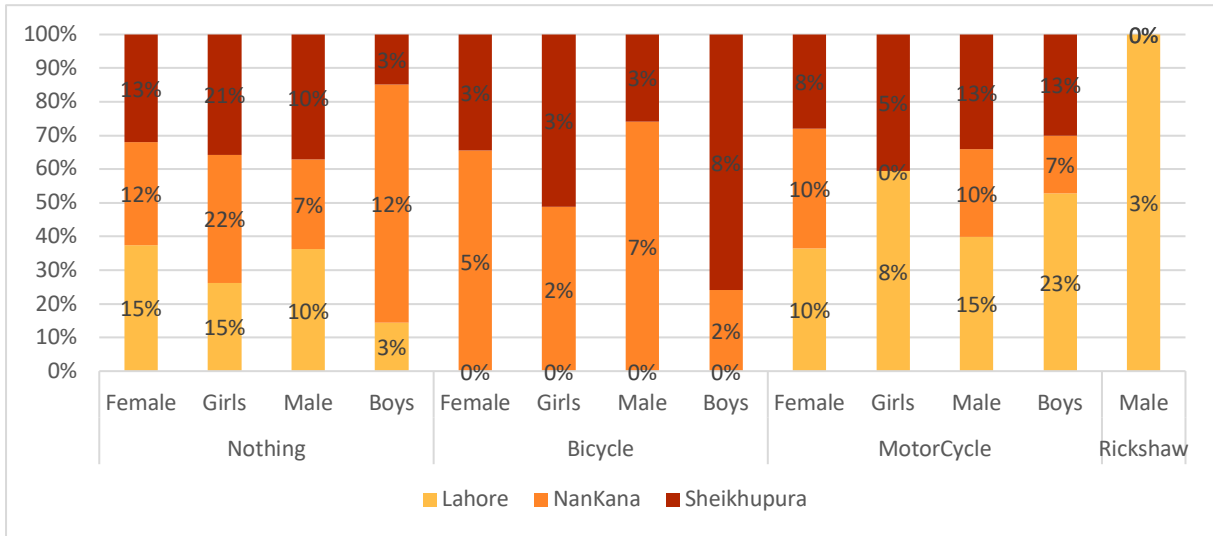
Leisure Time Activities of Community Members



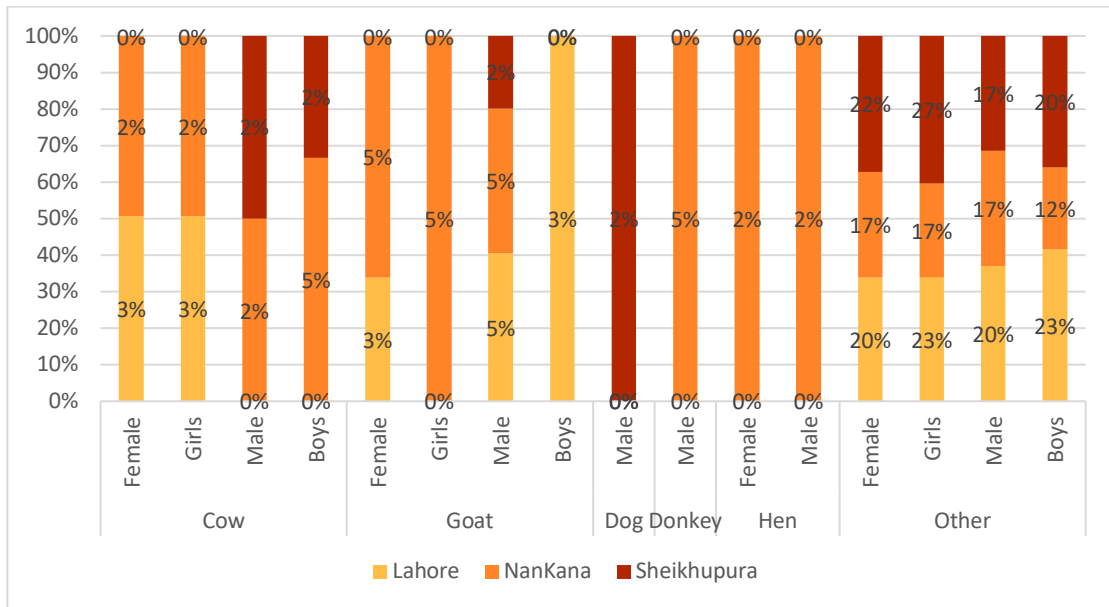
Skills Available in Community



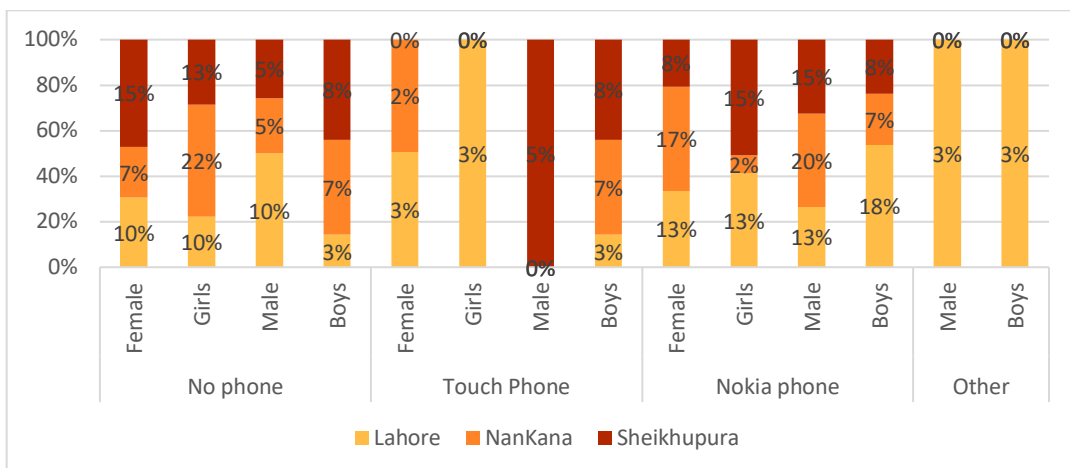
Type of Transport owned by the Community Members



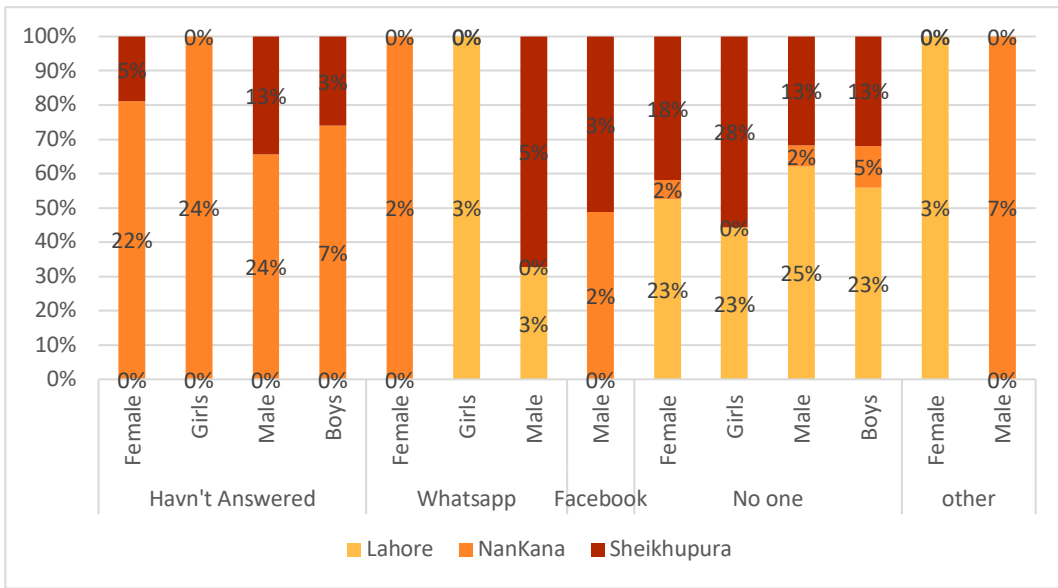
Animal and Pets Owned by the Community Members



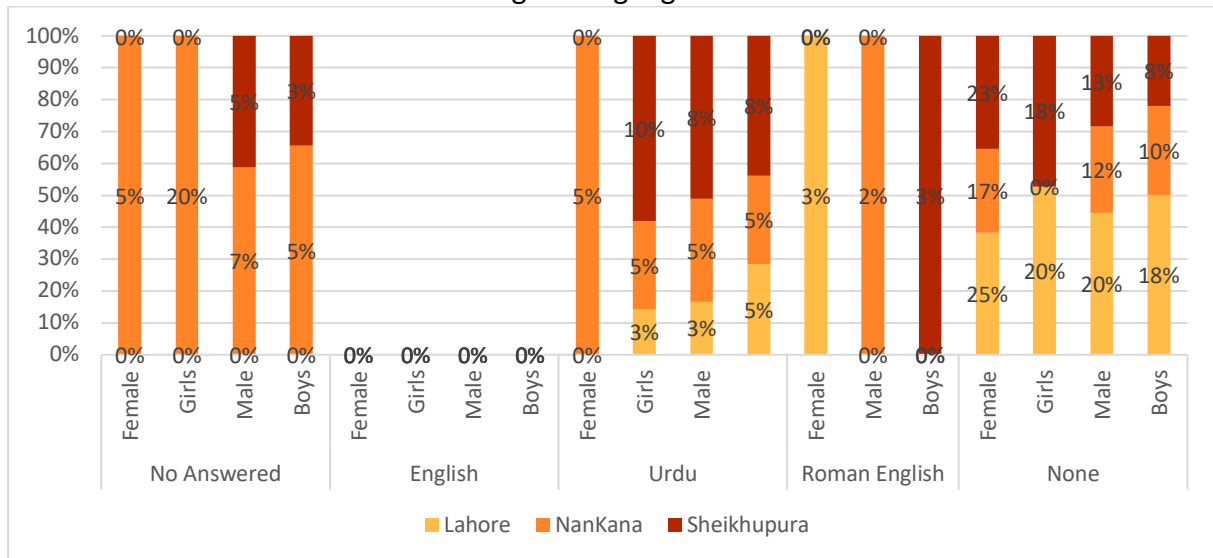
Type of Cell Phones Owned by the Community Members



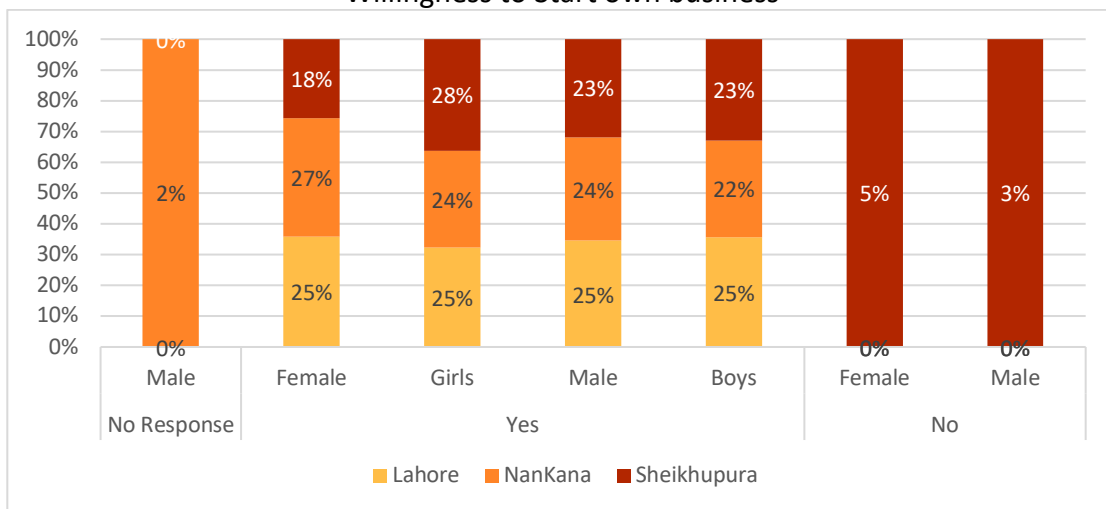
Type of Apps used in the Phone



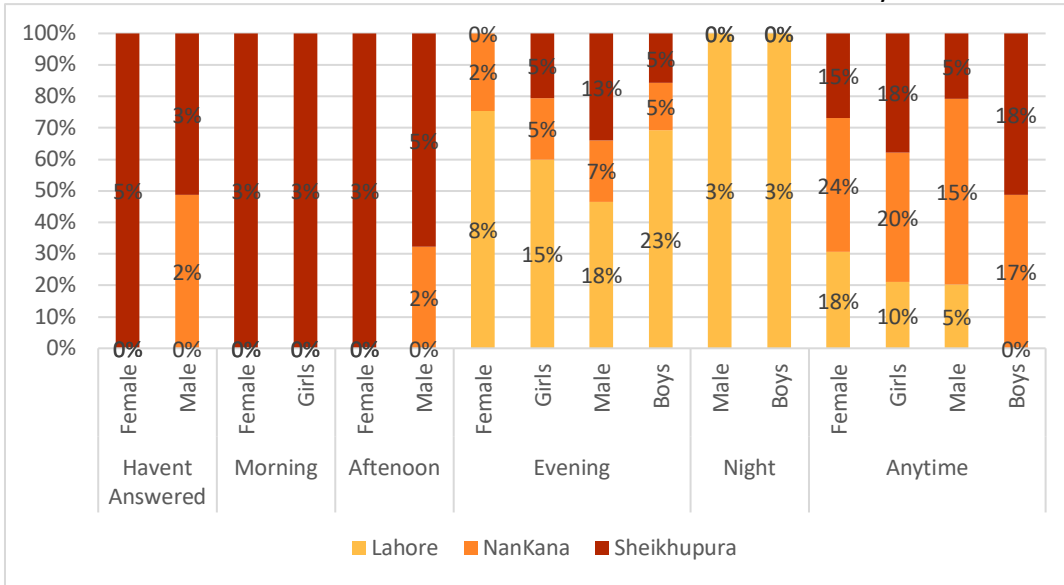
Understanding of Languages on the Phone



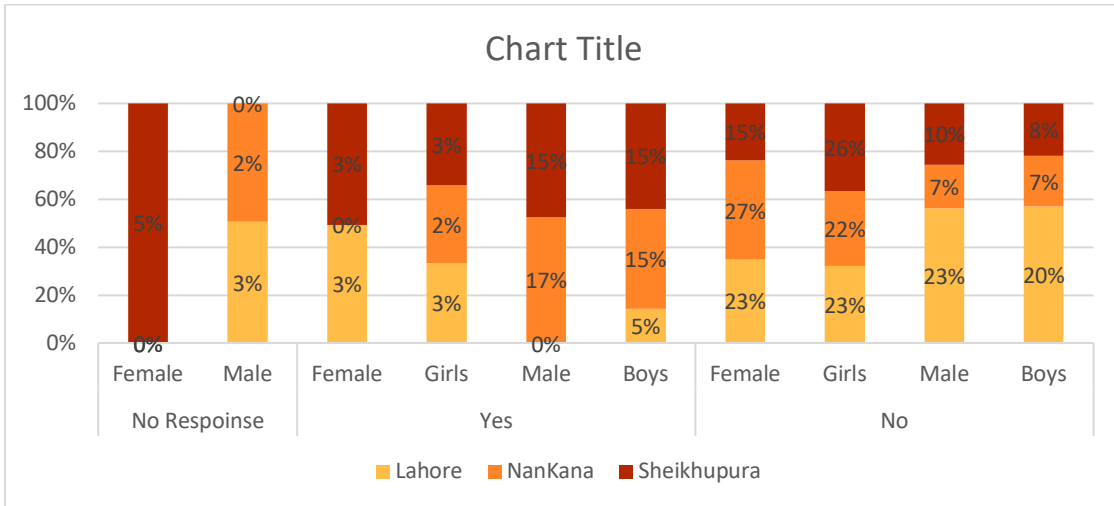
Willingness to Start own business



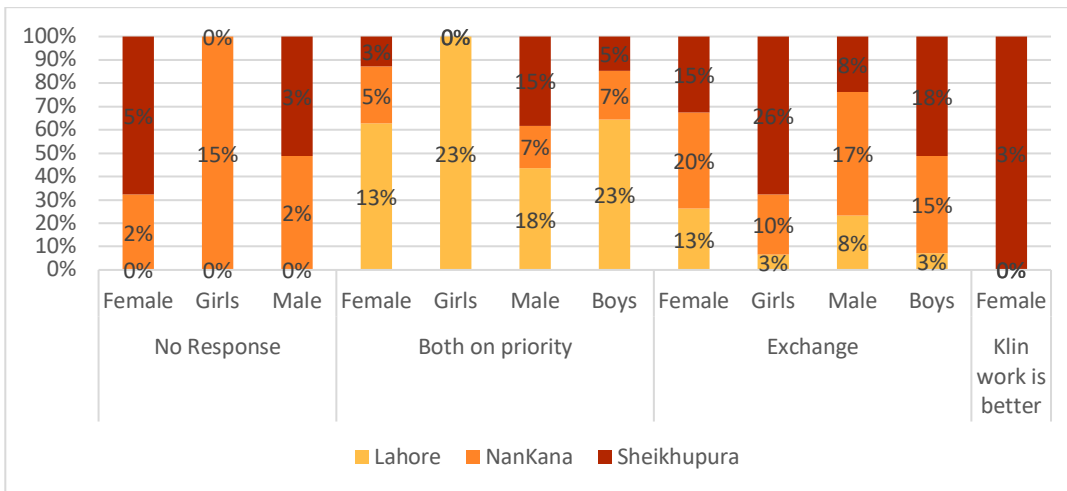
Prefer Slot of the time for Alternate Economic Activity



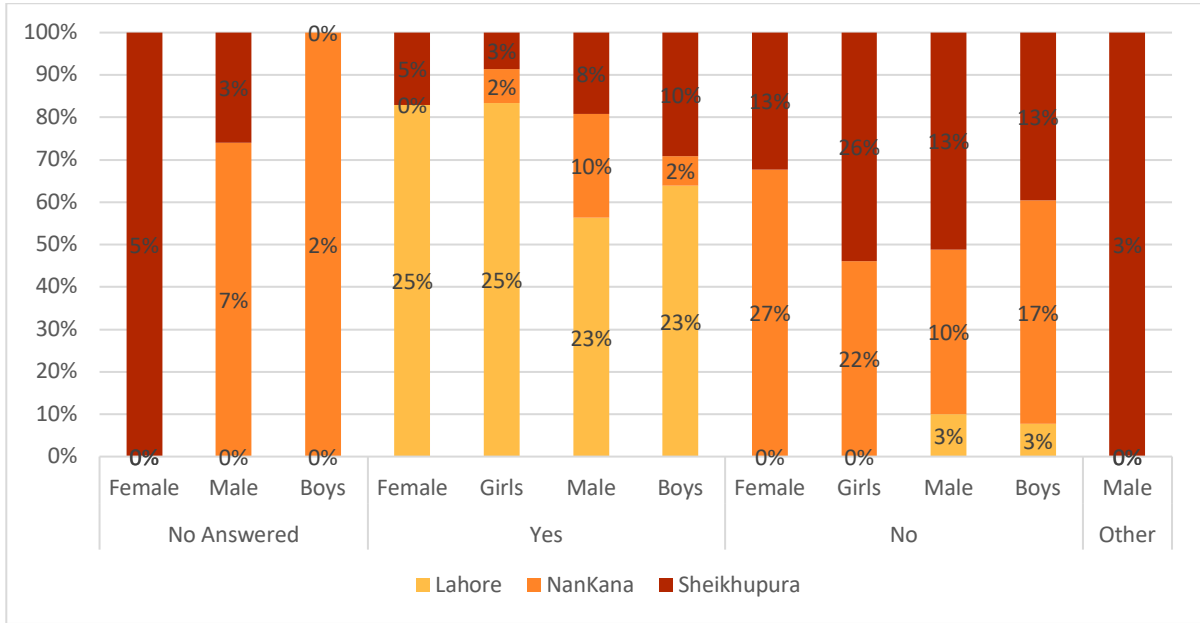
Have Ever Worked for any other Organization than this Kiln



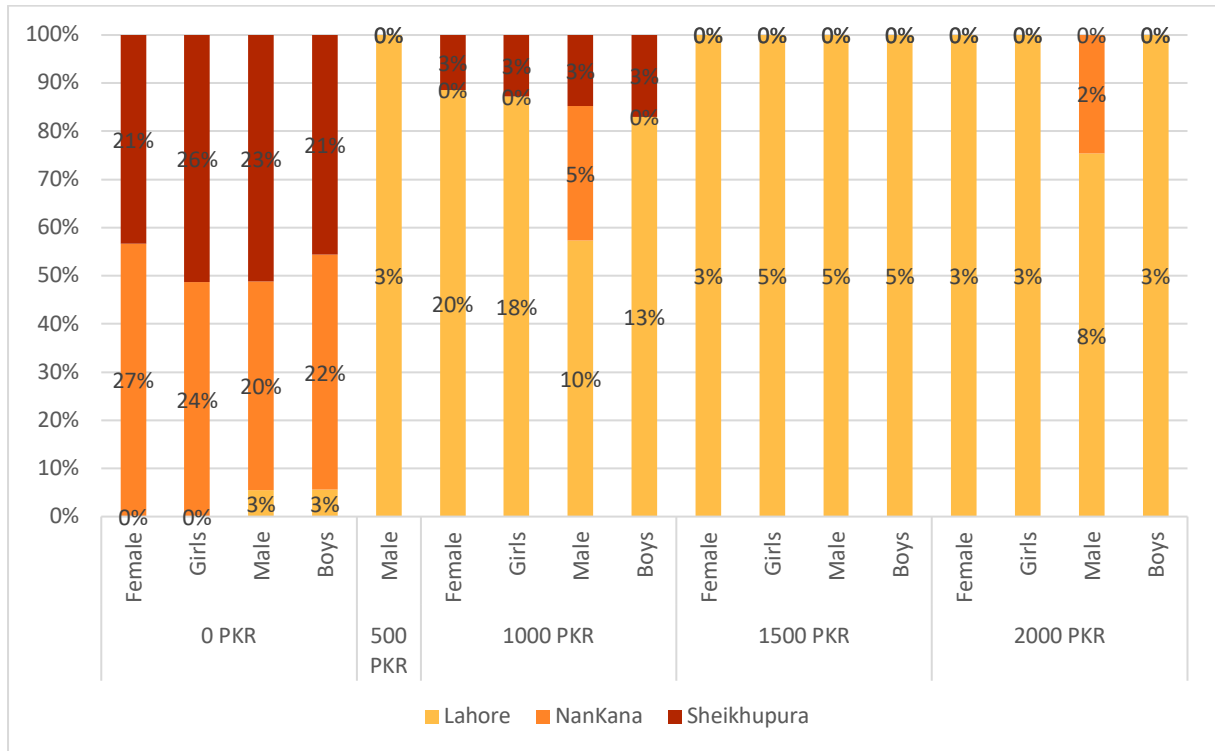
Preference of Businesses (Either or Both)



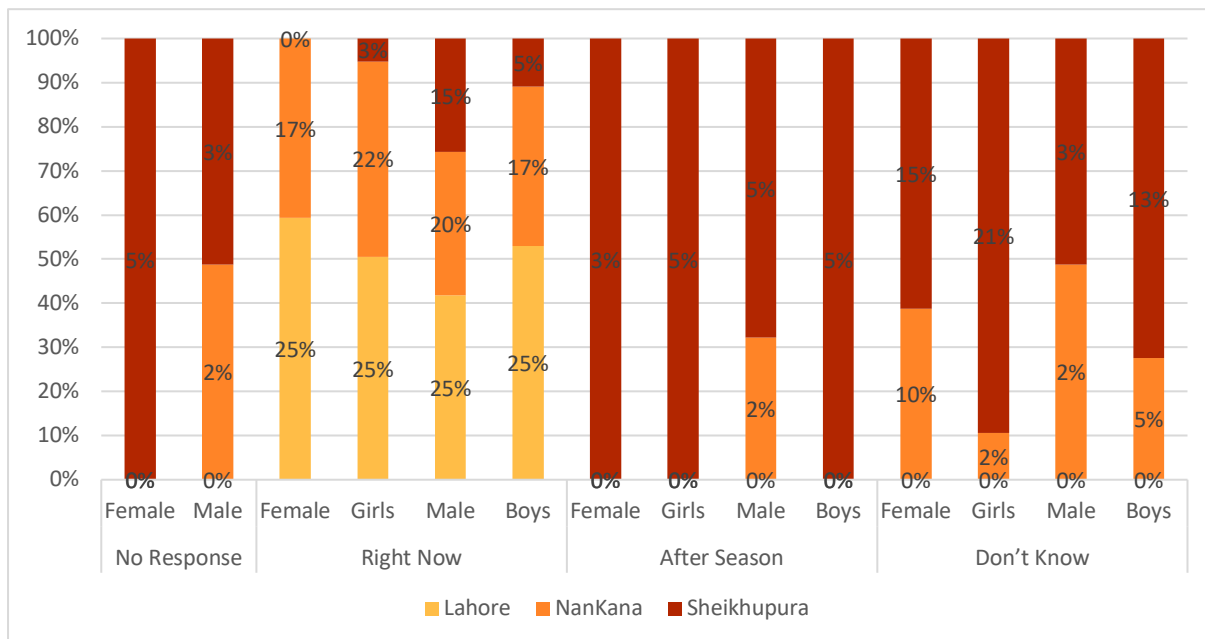
Willingness to Obtain Loan for new Business



Monthly Payable Installment by the Loanees



How soon to Start the Business



CONTACT INFORMATION

Shahzad Bukhari

Gender and Development Sector Specialist

No. Office No. 175, Block B, UET Housing Society, Lahore



0300-8520336



sb@action.org.pk