

# INTERNATIONAL THE NEWS

## **AHAN, WWF to promote livelihood activities**

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By By our correspondent  
Karachi

The World Wildlife Fund (WWF)-Pakistan and a government organisation, Aik Hunar Aik Nagar (AHAN)-Sindh have signed a memorandum of understanding (MoU) pledging mutual technical and institutional support for sustainable livelihood activities in Sindh.

The memorandum was signed by Nasir Ali Panhwar, programme coordinator of Indus for All Programme, and Shakeel Abro, regional manager of AHAN-Sindh.

As per the agreement, AHAN would initially provide technical assistance to female artisans at Indus for All Programme's two priority sites — Pai Forest in District Shaheed Benazirabad and Chotiari Reservoir in District Sanghar.

Panhwar hoped that the collaboration between the two organisations for information sharing, capacity building and exposure of artisans, and organising marketing activities is likely to improve livelihoods of the artisans.

He hoped that the collaboration creates alternate livelihood opportunities for communities who depend on natural resources, claiming that increasingly rapid depletion of resources has left these communities with few livelihood options.

Abro said that there is a need to make a strategy to make the market more accessible for artisans, and equip them with changing fashion trends and market needs. He added that AHAN would build capacity of women artisans to enhance and promote their skills through linking them with different outlets at Metropolitan cities, including Karachi, Lahore and Islamabad. This could open windows of opportunities for the artisans, and augment their earnings.