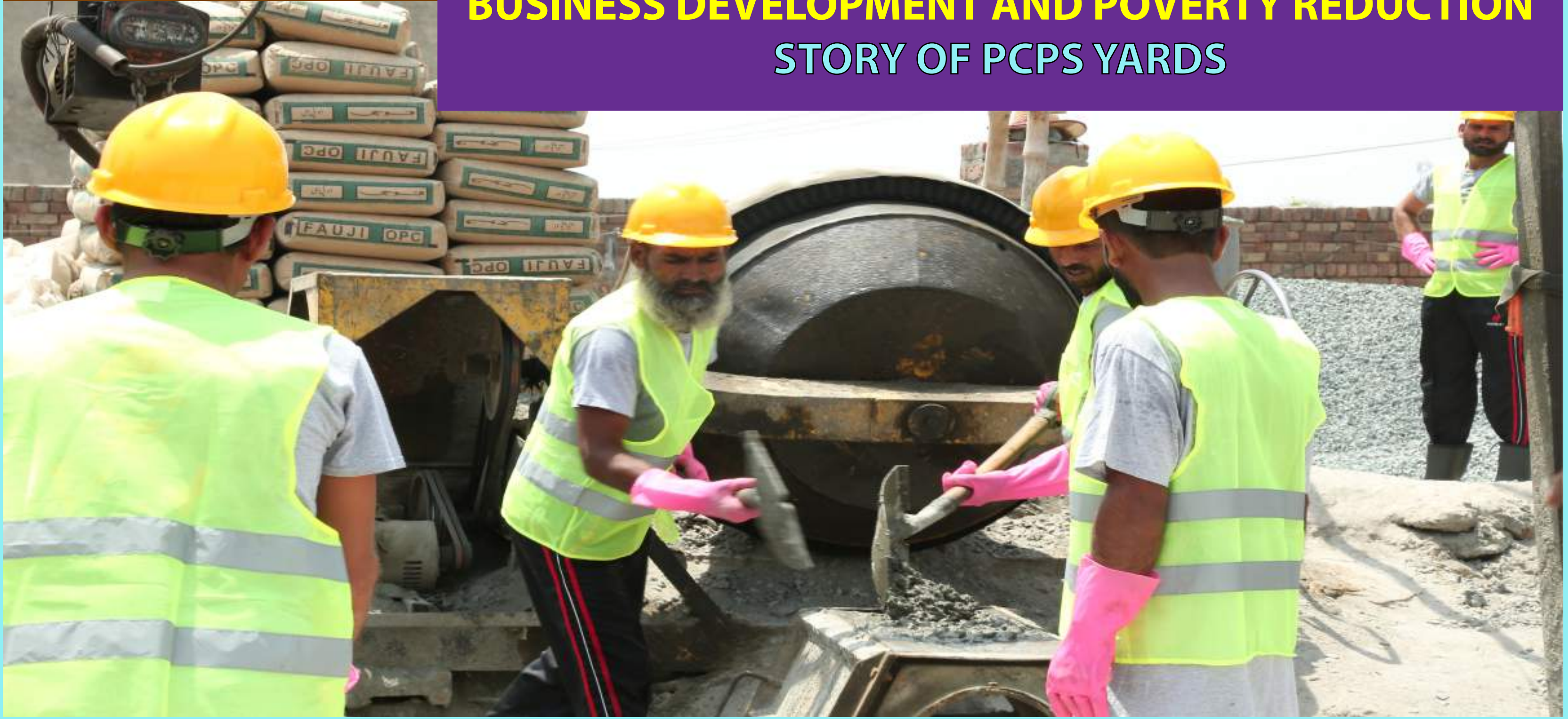




## PIPIP Feature Story

# SUPPORTING RURAL ECONOMY THROUGH BUSINESS DEVELOPMENT AND POVERTY REDUCTION STORY OF PCPS YARDS



Mr. Abdul Majeed, a resident of remote village in T.T. Singh, Punjab, Pakistan gets up early in the morning to start casting work in nearby Precast Concrete Parabolic Segments (PCPS) yard established for community watercourse improvement in their area. He is though working in the concrete business for quite a long time but his experience of working in the PCPS yard is different in the way that he got proper job in the yard and it made him earned PKR 2500 per Day (US\$ 23 per day). This income is the main source for him to meet daily utilities and household expenses. There are many such jobless people like Mr. Majeed who have got jobs nearby their homes to support their families living in rural areas of the Punjab.

## HIGHLIGHTS

**Innovative Business Model**

**60 Yards Established in Two Years**

**Technological Transformation**

**SME Entrepreneurs Model**

**15000 Jobs Created in Remote Areas**

It all happened due to the World Bank assisted PIPIP started in 2011-12 in the entire Punjab to maximize productivity of available water through producing more crop per drop of water. Watercourse improvement is one of the major components of the PIPIP, which envisages lining of community water channels by enhancing conveyance efficiency and ensure equitable distribution of water. Brick lining technology has been used since decades in the Punjab but there were complaints of quality deterioration. During 2013-14, an idea of using PCPS technology for watercourse lining was adopted on the basis of technical feasibility. Considering huge benefits of PCPS lining viz bricks in terms of hydraulically efficient, easy and speedy installation, quality insurance through resident supervision, less labour cost, long life, climate resilient technology etc.

These arrangements have paved multiple opportunities in rural areas in terms of business development by establishment of PCPS yard at the local level and creating job opportunities for skilled and unskilled rural youth.

The real implementation of the technology was started during 2016 and in the beginning there were only 10 firms prequalified/ registered in some selected areas of the Punjab but now in about two and half years' time, it has been expanded to 36 firms having more than 70 yards for manufacturing of the parabolic segments all over the Punjab creating enormous job opportunities in rural remote areas. The private sector supply & service firms are involved in production and supply of the PCPS being used for watercourse improvement are key beneficiaries of the project.

Owner of the City Construction Company shared that "I am though in concrete business for last 30 years but PCPS business has given me huge business gains. Before PIPIP, my annual business was about US\$ 0.25 Million, which has now reached upto US\$ 2.3 Million – PCPS has a major share in this". Each PCPS yard has 20-25 skilled and unskilled workers with about 200 people involved in the whole business process involving different operations such as casting, filling, transportation, loading/ unloading, accounting, installation etc. If we count the total number of families attached with the PCPS business, the number is around 15,000. Besides, PCPS manufacturing has geared the business of the allied industries such as Cement, Gravel and Sand etc. which are providing raw material for PCPS business.

Mr. Muzammil, works as welder at Shaheen Pre-cast Associates, Gojra shared that *"establishment of the PCPS industry in his area created jobs not only for me but also for many other jobless skilled and unskilled labour of the area. In fact, we are providing services for our own benefit in shape of lining our watercourses and getting getting benefits from it"*



Mr. Naveed Akhtar, Director, Shaheen Pre-cast is one of successful PCPS venture owner, who was working in concrete business in Dera Ghazi Khan division before PCPS intervention. He has now invested in PCPS business and shared that *"our business has increased manifold and expanded in five divisions of the Punjab. Our business has increased more than 30 percent compared to our business before prequalification under PIPIP and we are able to increase about 60 percent manpower of the company for better service delivery.* PCPS industry, in fact, contributing for poverty reduction in rural areas of the Punjab. PCPS intervention has also helped in inventing another industry in the form of mould industry. Moulds are the steel structures used for preparation of different PCPS. Currently, there are 8 mould industries in the Punjab with more than 1,000 skilled workers".

PCPS technology is one of the best examples of small and medium-sized enterprises (SMEs) models of business development for private sector, employment generation for technical personnel, skilled & unskilled labour in rural remote areas and achieving the ultimate objective of conservation of precious irrigation water. This is one of the successes of the PIPIP interventions putting the rural economy towards prosperity.



**Directorate General Agriculture  
(Water Management) Punjab**

Email: [pipipwm@gmail.com](mailto:pipipwm@gmail.com)

Website: [www.ofwm.agripunjab.gov.pk](http://www.ofwm.agripunjab.gov.pk)