PRICE

POVERTY REDUCTION INITIATIVES
& CAPACITY ENHANCEMENT

2021 ACCOMPLISHEMENTS

Model Villages #1 & #2

January 2022

WHO WE ARE

A group of likeminded individuals with a strong passion to innovate and cultivate pathways to help eradicate poverty & hunger in rural parts of the world.

MISSION

To transform the potential of overlooked communities into microenterprises. This will be done by creating model villages around the globe which combat poverty and create sustainable economies thus reducing the global Multidimensional Poverty Index (MPI).

VISION

To eradicate poverty and hunger in the world by 2030.

PILLARS

Zero Hunger | **Accessible Healthcare** | **Sustainable Economies** | **Renewable & Clean Infrastructure**

PRICE Canada is aligned with the United Nation's Sustainability Development Goals 2030. Specifically, these four goals represent our organization's purpose and stand as our pillars.

2021 EXECUTIVE SUMMARY

Despite all the setbacks many of our global citizens have faced due to COVID-19, PRICE has made tremendous progress in our Model Village #1 & #2 (Goth Khan Sahab, Sindh, Pakistan). This year, we have outreached to 30 villages and more than 4,000 plus families and have concluded many of our Proof of Concept (POC) initiatives and infrastructure projects.

By the grace of God, Poverty reduction initiatives, and Capacity Enhancement (PRICE) Canada has concluded its second publicly available ethical investment product, Livestock Fattening 2021 (also known as Procure, Rear & Sell-PRS). This year, we had increased the number of cattle by 2.5x (from 20 to 50 cattle) with a very profitable source of income for our Very Small Enterprises (VSEs) & Return of Investment (ROI) for our investors. We successfully onboarded a total of 10 cattle farmers 8, of whom were women.

To strengthen the village's potential, it was important to reach out to the vulnerable and those who are most influential for the generation to come. We assisted the cattle farmers with opening their own business bank accounts and established them as Entrepreneurs. This initiative has helped the average cattle farmer in Pakistan and 2.3x more salary when compared to those with only 1-2 years of similar experience.

Enclosed in this report you will be pleased to read about our many initiatives carried out and the accomplishments of each.

In 2022 our focus will be on investing in scaling our solutions and look to your continued support to do so.

Yours in service,
Naseer Qureshi
President, PRICE Canada

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ANNUAL SUMMARY

1. LIVESTOCK FATTENING (PRS- PROCURE, REAR, & SELL)

This investment product was successful in achieving its goal of "Triple P", where it helped the People (have sustainable jobs and income), the Planet (reduce greenhouse gas emissions, reared cattle organically, irrigated land and produce clean renewable energy), and Profit (for our VSE's as well as our Investors).

Empowered rural women in the village by providing sustainable jobs

Sustainable income for our VSE's, 30%

more than their peers.

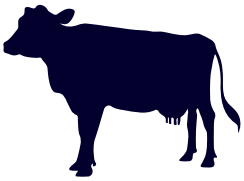
Positive ROI to investors, 13.2% over 6 months!

2. QURBANI CAMPAIGN

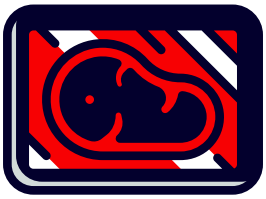
Offerred Qurbani/Udhiya for the Islamic obligations during Eid Ul-Adha.

31 CATTLE SACRIFICED

Fed 4,000+ families on Eid-Al-Adha!

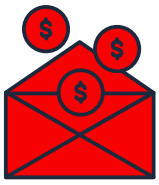


Solar powered freezers provided 1,000 kg meat for up tp 6 months



3. ENTREPRENEURS

PRICE developed sustainable sources of incomes for the vulnerable within our model villages.



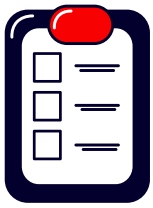
The Average Monthly Salary of a VSE: 10,000 Rs.

10 Farmers were transformed into Very Small Enterprises

4. RAMADAN

During the blessed month of Ramadan we use the opportunity to create jobs for the vulnerable community and they in turn prepare fresh wholesome meals and serve the malnourished every day for iftaar (meals to break fast).

12 Jobs created for men & women during Ramadan



Zakat Ul Fitr Packages Distributed: **350**

Provided and served 75+ families daily hot iftaar meals (accounting for close to 600 meals served daily)!

5. PLANT FOR PROSPERITY

This initiative creates a sustainable family income, large-scale tree plantation, and early childhood education designed by highly qualified teachers and Canadian high school system.

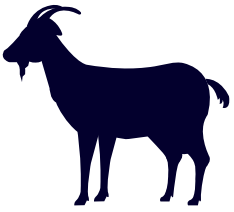
300
Plants were seeded.

Number of students enrolled in school full time= **15**

11 Mothers have been receiving a consistent form of income for ensuring their children continue enrollment into school while helping plants for a 'greener' and healthiear environment.

6. AKIKAH/SADAQAH OFFERINGS

PRICE Canada has designed its Aqeeqah / Sadaqah initiative to allow people to order the sacrificial meal directly to those most in need. In addition, this initiative also plays a role in creating jobs and an income for the villagers in remote areas.



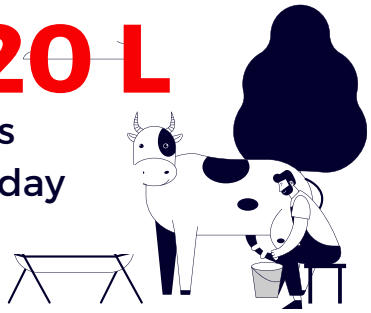
20
Akikah/sadaqah offerings completed

Fed 2,000+ families from the offerings!

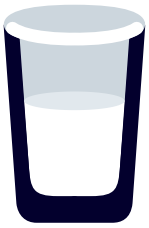
7. DAILY MILK

All year round, on a daily basis, fresh organic milk is provided to all children (for free!) meeting the daily required nutrient intake of the UN World Food Programme. Providing this helps ensure children have a good start to the day so they can learn and not be at a disadvantage.

15-20 L
of milk is yielded/day



Number of children that receive free milk daily=

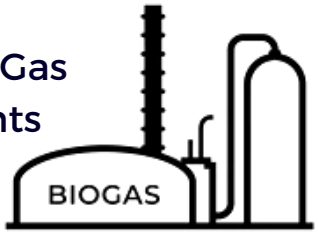


30-50

8. SUSTAINABLE ENERGY SOLUTIONS

Constructed our 2nd 50 cubic meter Bio-gas Plants that leverages manure from local livestock and provides major benefits (at no cost) to Inhabitants.

Bio-Gas Plants
2



37
Families have access to free clean cooking fuel (enough fuel for cooking 3 meals a day

Bio-Fertilizer yielded which in turn increased crop production & developed silage (organic cattle feed)

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PRICE INITIATIVES 2021

9. RESEARCH & DEVELOPMENT

PRICE Canada spends considerable effort through the year with local and international academia, for and not-for profit organizations in developing sustainable economy and renewable energy solutions.

2022 R+D Initiatives under progress:

1. **Cattle Breeding (Artificial Insemination) Technology - investigating affordable breeding technology to increase beef production by 2x and milk production by 3x**
2. **Testing Solar Powered Water Filtration Systems to provide clean water solutions for all (villagers, animals and land)**
3. **Moringa Flour - has been harvested to combat malnutrition among five villages and is serving 60+ families**
4. **Virtual Health-Care solutions being provided to 22 families vis-a-vis four virtual doctors (from Canada and Pakistan) and one 'on-site' patient care technician**

Thank you to our partners, without whose guidance and support, none of this would have been possible:

1. Profit and Not-For-Profit Organizations
2. York University, Trent University, Arid Agriculture University
3. Private Donors
4. Our Board of Advisors