

PROGRESS REPORT 2021

CRADLE WELFARE ORGANIZATION

Welfare from Cradle to Grave



PROGRESS REPORT 2021

INTRODUCTION

Cradle Welfare Organization (CWO) is a non-profit organization, totally committed to serve for the well-being of society. CWO is duly registered under Voluntary Social Welfare Agencies Ordinance 1961. Registration no. is PCSW (S) 1364-A, Dated: 05/09/2012.

In order to focus on Education, health, social awareness and availability of basic necessities in our country, the members of CWO, who are equipped with new ideas, human capital with courage to attain goals having vision and potential to explore in social welfare.

Following are the brief description of CWO Projects and programs.

Hand Pumps:

In hand pump project we install three type of facilities,

1. Small handpump (50 feet or below)
2. Large handpump (50 feet or above)
3. Water well.

Area covered during last four years,

1. Gujju (District Thatta)
2. Thatta (District Thatta)
3. Shadi Large (District Badin)
4. Talhar (District Badin)
5. Diplo (District Tharparkar)
6. Kaloi (District Tharparkar)

We have installed 1500+ in these areas in last six years which include 90 % small handpumps, 10 % large hand pumps. We also installed six water wells in these years and both installed in Thar district. During installation we maintained following details against each handpump serial no.

1. Location.
2. Responsible person.
3. Contact
4. Videos and Photos



PROGRESS REPORT 2021

A specific serial no. is dedicated to each hand pump which is allocated after receiving of donation with donation receipt serial. Due to this unique system anyone can track handpump against any donation.



Ramzan Dastarkhan Project:

Ramzan dastarkhan is ramzan based project.

CWO started dastarkhan project in 2018

We feed almost 500 people in a day.

People from all walk of life were eligible to have food at our camp.

First camp was established near Maskan Chowrangi, Gulshan-e-Iqbal, Karachi.

In beginning we started this for just 15 days in 2018 and 2019 we served people in whole month of Ramzan at iftar camp.

We aimed to rise number of camps at Karachi, so that more people can entertained through this mighty activity this year.

We fed almost 4,000 people in 2021 at our iftar camp and 15,000 people in 2020 at our iftar camp.



PROGRESS REPORT 2021

Challenge:

Our business profitability is very low because of B2B as well as monopolistic customer business environment. We do manufacture and supply sheet metal automobile parts to Japanese OEM's and also to its large vendors. To work for Japanese OEM's, you have to incur sundry overheads e.g. 5'S, fulfilling all legal and government compliance, ISO Certificate, maintain proper team for every department to cater OEM strong follow ups, hiring skilled staff and supervisors who must understand Japanese working style, various kind of documentation etc. So, to work with Japanese OEMs neither an easy job nor very profitable for small vendors as compared to same size vendors in other industries.

Future Plan:

We have to do better inventory management and increase production efficiency to increase profitability so we need to do following three things,

- 1. ERP software implementation.**
- 2. Hire professional staff on better package.**
- 3. Purchase of land (For proper production layout and allocation of specific space for inventory)**

By above three prong strategy we will do better inventory management and will improve production efficiency which ultimately leads to increase our business profitability.

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