



Rural Aid
PAKISTAN

**ANNUAL
REPORT
2017**



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Its all about water

Seeta lives in Thar Desert of Pakistan. She walks several kilometers to access water for drinking, cooking washing clothes, and other household chores.

Water is the most precious source. Several women like Seeta collect water from the open sources called “Tobas,” These are the natural depressions or man-made water ponds which are the common water sources for human and animals.

Rural Aid Pakistan is focused on providing clean drinking water to every family living in these areas.



Acronyms.

CBDRR	Community Based Disaster Risk Reduction	NGO	Non- Government Organization
CEP	Community Emergency Plan	NFI	Non Food Items
CLO	Community Led Organization	ORS	Oral Rehydration Solution
CHC	Community Health Center	PKR	Pakistani Rupees
CMS	Community Model Schools	RA	Rural Aid
CYFI	Child & Youth Finance International	RTE	Right to Education
DRR	Disaster Risk Reduction	TBA	Traditional Birth Attendants
DDMA	District Disaster Management Authority	UC	Union Council
FP	Family Planning	USD	United State Dollar
FSG	Farmers Support Groups	UNO	United Nation's Organization
GMW	Global Money Week	VAW	Violence Against Women
HMC	Health Management Committee	WASH	Water Sanitation and Hygiene
IEC	Information, Education, and Communication	WHO	World Health Organization
MER	Monitoring Evaluation and Research	WSG	Women Support Group



CEO Acknowledgment and Gratitude

This has been a year of transition and development for Rural Aid. The organization has been dealing with growing internal and external challenges. Influx of rapidly moving changes in the social and economic global sphere calls for more advance and radical solutions in the development aid works.

Execution of National Action Plan and new legislations made by the government of Pakistan on the development and aid work significantly hampered the local development process and reduced the size and graph of multiple funding streams or made their accessibility potentially more difficult.

In order to meet the internal and external changes and challenges, we strategized in 2017 and initiated a rigorous process evolved through the lesson learnt and set the direction for the next stage of our work. Over the last 12 months, we have therefore been developing and refining our new strategy in term of resource mobilization and partnership development. Our new strategy highlights the key factors that are essential to balance power shares, inequalities, and poverty in the societies we work.

We believe that challenges and transitions are always mediums towards good transformations. Hence and an upright planning with soulful commitment can have the potential to turn these challenges into bunch of opportunities. We are adapting efficient systems, changing structures to meet the rapidly raising hopes of the fragile world.

Building new partnerships, which has always been central to our work. We have been exploring and extending our partnerships with diversified global actors to creating more deeper and sustainable impressions on the poverty and injustice.

Let us acknowledge that this great sense of achievement would not have been possible without the input and contribution of each staff member, community partners, guiding hand and strong support of our Board of Directors. Their consistent commitment, planning, direction was unmatched. Thank you very much for your continued support and backings to building hopes.

Chief Executive





About Rural Aid Pakistan

Rural Aid Pakistan is a not-for-profit humanitarian organization registered under section 42 of the Companies Act 2017. Rural Aid is working in rural areas of Pakistan to fight against poverty, empowering the marginalized and vulnerable rural communities for sustainable development.

Rural Aid Pakistan is working through a tri-dimensional model and has brought integration to tackle the root cause of poverty and its allied ailments. This model connects the dots and bridges the sector-wide gaps to achieve holistic development and empowerment of the rural communities. To its mandate, Rural Aid has been in the forefront of the organizations working on the integrations to reduce the impacts of rural poverty and disasters.

Vision

“A society with improved living standards without poverty and discrimination.”

We affirm that our programs have the potentials to reduce social and economic disparities, and make people resilient from disasters and emergencies. We also believe that our systematic approaches and actions can bring about a radical change in the world.

Mission

Empowering the marginalized and vulnerable segments through providing sustainable development solutions.

Values

- Excellence in our actions
- We bring innovations
- We encourage collaborative working
- We believe in learning and openness
- We promote equality

Our followings

We are working through a right-based approach, in this way our primary target groups are rural communities, we believe that empowering marginalized and vulnerable can bring about a deep-rooted transformation in the society. We strongly follow our principles, which are the fundamental of our programming approach.

Community led and gender sensitive programming

Collaborative interventions

Environmentally sensitive and;

Highly researched based and scalable programs



How we build partnerships

Rural Aid is united by core value of development and community transformation. We apply demand-driven, inclusive, and holistic approach to poverty alleviation and social justice. Based on our experience and learning from the globally recognized best practices, we have formulated three-tier partnership strategy that equally connects top, middle and bottom level partnership. We bridge the gaps between boundary partners and solution providers and link them with relevant middle level partners for the effective and smooth transition of the course of action to achieve desired results. At the bottom level, we ensure the participation of men, women, and all necessary counterparts that can influence the local planning and execution process. We have a consistent approach to developing partnership with key grassroots actors because they have a key role to ensure quality and sustainability of our interventions.



We believe that local level empowerment is a mean to tackle the root causes of poverty and its allied forces. Thus, we empower the poor and marginalized men, women and children in a way that they can take account of the social, economic and political factors, and take ownership of their own development, humanitarian and advocacy initiatives.

We help people to find the resources they need to meet their identified needs. The purpose is to break the cycle of poverty, both economic poverty and 'opportunities'. When community members come together for a common purpose which is ultimately village wide socio-economic development they are in a stronger position to bring about sustainable improvements in the quality of life.

How we engage with boundary partners

We believe that equal participation of men, women and children in the local projects can shape more realistic and effective outcomes. The first step of our approach, to addressing common problems is to organize people into village level organizations known as Community Led Organizations (CLOs).

After the formation, we capacitate these groups in technical and management aspects so that they can plan, implement and monitor local level development, humanitarian, and advocacy projects. Rural Aid's integrated community development approach works through boosting active community participation and development of local ownership. ownership, which assures sustainability.





Education

Adoption of Community Model Schools

In the year 2017-18 Rural Aid Pakistan has adopted 6 community model schools in Narowal district. Rural Aid has been working with various stakeholders, influencing the government, parents, teachers and communities to address the root cause of low enrollment. In addition to that, we have also facilitated the communities with non-formal educational setups to minimize and mitigate the security and cost risks for both boys and girls. These setups are based on the concept of participation and ownership of the community. Community Model Schools (CMS) provides safer learning environments to children especially girls living in remote locations, and the villages are absolutely lacking the formal schooling facilities. These schools are now catering the education needs of 705 children (396 girls and 329 boys) students.





Formation and strengthening of School Management Committees

Rural Aid works very closely with grass root level communities. The SMC is the representative body comprised of teachers, head teachers, parents, students, and community members. SMC looks after the administrative matters of the CMS and also mobilize the local communities participation in the education process. In the year 2017-18, Rural Aid formed and strengthened 6 (SMCs) along with the adopted schools. These SMCs are contributing significantly in the school improvement, enrollment of out of



school children, mobilization of parents and community participation. SMCs are also taking part in the organizing schools events, seminars, and other school related activities..



A greater achievement during the year was the registration of 04 CMS with Labor & Human Resource Department, Government of Punjab under Elimination of Child & Bonded Labor Project. Through this initiative, 78 children (previously involved in child labor) have been supported and sponsored for their education by the government of Punjab.



Mainstreaming out of school children

Pakistan is facing the highly serious challenge of out-of-school children. Mainly those from disadvantaged backgrounds, do not access schools due to various barriers including poverty, distance to schools, non-availability of schools and lack of awareness. It is also true that schools fail to retain children, resulting in high drop out rates. The situation is, therefore, deeply worrying in rural areas. Among this women and girls are the most marginalized segments. The overall ratio of literate female as compared to male is significantly low. Gender disparities along with economic downstream is creating serious threats and offering very less opportunities for the women and girls. Certain social issues such as schools out of walking distance particularly where girls need to use transportation to get to school, the cost, and security risk increases.



In 2017-18 Rural Aid built deeper connections with the target communities, trained and engaged volunteers to identify out of school children. With the strong support of the community volunteers Rural Aid supported the enrollment drives and motivated the parents and mentors the children in primary schooling cycles across Narowal and Sahiwal districts of Punjab province. Through this campaign 1230 (Girls 700, Boys 530) out of school children enrolled in government primary schools.



Right to Education Campaign

Article 25-A

“The state shall provide free and compulsory education to all children of the age of 5-16 years in such a manner as may be determined by law”

RTE is an advocacy campaign launched to ensure equal access of every child to quality Education. Keeping in view the unfortunate status of education in the country Rural Aid launched “Right to Education” campaign to urge the government of Pakistan to realize its commitment on article 25 A, which is aiming to providing free and compulsory education to all children between the ages of 5 -16 years under the constitution.

To mobilize parents, teachers, and communities in the struggle to demand the article 25 A, Rural Aid organized 18 sessions with the target communities. In these sessions optimum participation of the communities have been achieved and a through a strong mobilization exercise parents and communities were engaged for local level advocacy. 1476 community members including parents and teachers sensitized on article 25 A



Global Money week

Global Money week was observed in the schools. The prime objective behind the entire scenario was to educate school children about the importance of savings money, enterprise, and its value to invest in their futures, building saving habits, money managing and entrepreneurial skills amongst children and youth. Through this activity 3418 school going young children (1803 girls and 1615 boys) became able to build saving habits, money managing and other useful skills.





Health

Each year, in Pakistan thousands of women and children die from complications during pregnancy or childbirth. Such deaths can be prevented if women are educated and properly treated. Community Health Center (CHCs) is a National health strategy supportive initiative of Rural Aid's health program. These CHCs provide basic health services to the rural population, the services include antenatal, postnatal, delivery, referral services, family planning, consealing and malaria treatment, nutritional support and immunization.





“For the first time in my life I have learned what and how to feed my child. My baby is getting healthier and I am able to take better care of him,” Says the Mother-resident of village BuddyLangah Punjab Province.



In the 2017-18 the CHCs identified High-risk pregnancies and provided safe delivery services. The most complicated cases were referred to the district hospitals through ambulance services. The community based Family Planning (FP) remained very successful through motivation for FP and provision of FP products. Immunization and Nutrition advice was given to mothers including promotion of breast feeding as well as weaning diets. Growth monitoring of children are done at these CHCs. ORS packets are provided to children with diarrhoea. In addition, minor ailments like cough, fever, etc. are treated. Hence, both curative and preventive health services are provided for mothers and children.

Health Services and Mobile Camps

Poverty and missing health infrastructure in rural areas of Pakistan is the major cause of deaths and diseases. To mitigate these epidemical risks on children, Rural Aid Pakistan has been organizing mobile health camps in the different remote areas of Sindh and Punjab provinces. The mobile medical units staffed by a gynaecologist, pharmacists and paramedical persons regularly move to remotest locations and provide check-ups, free medicine, mother and child health and social awareness to the vulnerable communities.

In the year 2017-18 the unit has reached to the 4279 patients in rural areas of Punjab and Sindh provinces, 573 women benefited from antenatal, post-natal community and reproductive health services. The mobile health camps support a range of events and interactive activities including on-form awareness in the outreach areas to reduce newborn and maternal mortality. The integrated health literacy skills were also imparted to 1024 non-literate women and girls on MCH, child care, nutrition, immunization, family planning, water borne diseases, other health and hygiene issues. These trained women and girls are playing a great role for promotion of safer health practices, mother and child health, information dissemination, and awareness rising at community level.



Water, Sanitation and Hygiene

Unsafe water, inadequate sanitation, and low hygiene environment are the major causes of disease and mortality in Pakistan. This burden increases particularly in the rural areas where, communities often completely lack the safe drinking water, sanitation and hand washing facilities. Instead, in some of the villages where such facilities do exist, the elders and children are often found not adopting the good hygiene practices.



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Working with communities, schoolteachers, students, and inculcating good health practices in communities and children of all ages. In the remotest rural areas of the country we educated the massive communities, mothers and schools children on hand washing, safe drinking water, proper latrine use, waste disposal, and keeping personal hygiene. We have worked with mothers and student to train peer educators. In Punjab and Sindh provinces we have organized open sessions in 42 villages and 1092 (men 440, women 814) members of the CLOs trained on water purification

We engaged the school children through interactive educational sessions. In 16 primary schools of Thar and 8 Primary schools of Narowal a speech and art competitions organized and children were engaged in hygiene sessions. Through this exercise 1280 (512 boys, 768 girls) sensitized and educated on the health and hygiene education. Furthermore, 3923 school going children sensitized on hand washing and clean drinking water.

Community level behavior change session reflected positive results, where 432 members of the Farmer Support Groups have been trained on water purification and health and hygiene practice and 7201 community members sensitized and educated on water, sanitation and hygiene issues, open defecation and safer best practices.

The recent report of water aid depicts that Pakistan is among the 10 countries where most people lack access to safe and private toilets. In rural areas most people practice open definition use some of them use dirty or crowded communal toilets and pit or bucket latrines. In Sindh and Punjab

provinces Rural Aid trained 96 (48 men, 48 women) volunteers of the CLOs members on the construction of low cost latrines. This pilot boosted good trends among the village populations and people have started taking interest in making and using household low-cost latrines. One of the periodic review reports revealed that other people from the adjacent communities have also contacted the volunteers and learnt low-cost latrine construction methods from the CLOs volunteers.





Nature for Water

World Water Day -2018

Rural Aid Pakistan celebrated world water 2018 with school children and communities. Inside this we conducted educational sessions and art competition “save water, save life.” In this celebration we have primary engaged 1320 children ambassadors and 79 CLOs took part in this awareness raising campaign.





Literacy for Sustainable Livelihoods

Pakistan's livelihoods challenges are at the pace and getting more alarming, causing high cutbacks in the formal and informal employment sector. A large proportion of the population is under higher income lacks and insecurities. More than 67 percent people live in the rural areas, relying on agriculture and its sub sectors as means of their livelihood.



Rural Aid Pakistan is committed to supporting the rural communities, diversifying livelihood means and other earning opportunities, particularly empowering and equipping the vulnerable segments to be more resilient against multiple upsetting dynamics. We work in close partnership with target groups to enhance food production, improve household's income through establishing and strengthening on-farm and off-farm enterprises, building value chains to maximize the profits and encourage local employability.

Community Organizations and Farmers Support Groups Improving Rural Productivity

The emerging needs in Pakistan's rural sector are now entering into geographic specific skills and there is a need to adopt knowledge-based technologies. These specific measures are highly needed to create greater value addition to rural productivity. For the transformation of technology, trainings, services, capacity building, advocacy initiatives and inputs to the farmers, orienting them to forge linkages with financial and non-financial institutions, saving extra cost using bulk procurements, planning and implementing local development initiatives farmers and community organizations are playing vital role in the rural productivity.

In the year 2017-18 key focus the program has multiple achievements. In Punjab and Sindh provinces, we have formed and strengthened 79 community led organizations (37 women, 30 Men). In these CLOs 1742 active (Men 780, women 962) of the communities reached through





technical, management skills and community based disaster risk reduction trainings. The trained CLOs are now playing a vital role for awareness raising, information dissemination, collective actions for community development and livelihood enhancement. Formation of women support groups continued through out the year. 155 new WSGs formed and with the active participation of 2325 members. To further improve the performance and management of small-scale enterprises livelihood literacy skills are were provided to 192 non-literate women. These women were also linked with financial services providers. These literate women are playing a great role for

the promotion of livelihood, successfully managing their family enterprise and income generating activities. Beside this, 5143 community members were provided with financial literacy skills at Global Money Week 2018 under the theme “Money Matters Matter” and educated the non-literate communities on saving, money managing skills, enterprise and its value to invest in their futures, develop livelihood and entrepreneurial skills, budgeting and financial services.

On June 27 Rural Aid with its farmers and community led organizations observed a very significant day “Micro Small and Medium Enterprises International Day.” 237 members of CLOs actively participated in this event.







New and Emerging Role of Farmers' Support Groups

The broad objective of setting up Farmers' Support Groups (FSGs) strategy had many objectives. These groups exclusively created for the low income and land less peasants to facilitate them on credit, technology, and market counseling. Over the year, the objectives of the FSGs have transformed and many new development and facilitation emerged included provision of technology, hybrid seeds, bulk procurement of inputs, marketing and capacity building of the members to serve as local business hubs.

In year 2017-18, Rural Aid formed and trained 143 farmer support groups (FSGs) with 2145 members in Sindh and Punjab provinces. Whereas, 1213 farmers educated on modern cultivation methods, farm and water management, organic agriculture, marketing, yield improvement and cash crops by educational sessions. 832 farmers educated on livestock management, milk production, and value chain.

To serve the purpose, we conducted trainings, seminars, and orientation sessions and developed linkages of farmers' groups with multiple organizations operating in agriculture sector. An evaluation study of the FSGs

Carried out by the MEL department shows that these groups have created higher value addition in the agriculture production and profitability. It has influenced the financial sector and a significant increase of micro-credit demand in the target areas and credit flow perceives the success of the FSGs. In addition, improved yield and reduced inputs cost has a significant impression on the profitability side.



REHMATAN BIBI



Adapting usefull Knowledge Skills

With an excellent understanding of and polishing the employable skills, market need and trends, Our training program efficiently serves as a “Business Incubator” in the rural areas.

Says- Rehmat Bibi” village Jharmian , Narowal “ “I got livelihood literacy skills and joined several sessions by Rural Aid Pakistan. I have learnt new skills that I did not know before. I am now successfully managing my shall making enterprise this has raised my income. I can earn more than PKR 20,000 in a month. All of my 4 children are regular in schools and I bear the school expense of my 4 children.

MUHAMMAD JAMIL



Adapting usefull Knowledge Skills

After repeatedly low production of his rice crop, he was struggling to find some alternative sources of income to feed his large family. Jamil was trained on Short Term Profitable making crops management and Farm Management.

After acquiring literacy regarding new skills and modern techniques, he has got 4 Ton of strawberries Yield per acre this has raised PKR 10,000 . In addition to that, he has also raised 8 goats along with 50 chickens. Of course the merits of planned family life have dawned on him, with positive impact.





Gender Equality and Empowerment of Women





Women in Pakistan suffer even more disproportionately from the effects of poverty and discrimination. They have scant opportunity to take part in the socio-economic and political process, especially in the rural areas. These systematic discriminations against women in the dimensions of socio-economic and decision-making results in grievous injustice in the society and further drives poverty deep down.

Gender justice and parity is the core to our program and we have particular work project to support poor rural women. We have integrated the gender equality into all of our programs including our humanitarian responses and egalitarian attitude. We encourage men and women to fight against exclusionary practices and informal cultural norms of the society through engaging wide range of actors.

Women Support Groups Support to empower women

The women of Pakistan constitute 53% of the total population. In rural areas they are the main producers of food and contributors to the well-being of their households. Approximately 80% of the rural economy is based on agriculture; women are the vital complement and contribute more than 50% of food crop production, yet they continue to be denied access to land, business, inheritance, employment, health, education and decision making and often becomes the victim of domestic violence and torture. Rural Aid works with various stakeholders, engaging from the community to the decision makers, we amplify the voice of rural women through organizing them on a platforms.

We have developed and strengthened Women Support Groups (WSGs) in the areas where women are more vulnerable to violence and victimizations. The primary purpose of the WSG to provide women with a safe and secure place where she can explore her problems and issues and find ways to resolute them. WSGs are headed by the local women elected by the

members women. WSG organize multiple events, sessions and meetings for the members and non members women who regularly participate in these in the activities of WSGs. The WSG are playing vital role in the rural communities and helping the vulnerable women to gain self confidence, counseling, mentoring, support and bonding with other women. In the year 2017-18 we have established and strengthened 155 WSG with 1240 members. The midterm review conducted by the M&E department suggested that WSG are playing very effective role in the empowerment of women.

Naseem Bibi



“My husband was so harsh to me, he always used to beat me and abused me, I was so upset, but I was not able to do any thing, I tolerated all that for the sake of my children. After the formation of WSG in our village I regularly participate in the meetings. I discussed my problems with member's women. They helped me do legal course of action against my husband, after that, he was called to local police station. The counseling of my husband brought very positive change into his attitude, and it resolved many problems; I found that he avoids beating and abusing me. I am now very much happy with my four children.”



Raising awareness

On the occasion of International Women's Day 2018, Rural Aid Pakistan organized awareness seminars on “women rights.”

Rural Aid Pakistan mainly serves rural population in Pakistan. The women in the rural areas are living in in non-homogenized and complex situation, they face abuse, exploitation, and extreme violence and denied from attaining their fundamental human rights.

In response, Rural Aid Pakistan has been implementing multiple projects and activities to protect the women from violence, harm, and securing their rights, life, and dignity.

Considering International Women's Day as an opportunity to transform this momentum into action, and to empower women in all settings, Rural Aid conducted seminar in at International Women Day 2018 with collaboration of civil society organizations. The primary objective of these events was to create mass level awareness and engage key stakeholder, decision makers, and massive public and sensitize them on women rights.

In these events key government officials including Mr. Khuram Shahzad ADCR, Ms. Rahela Raiz, Mr. Mazmal Yar Deputy Director Social Welfare, Ms. Muriam Khan RT Secretary, Ms. Sedra Miraj District Food Controller, M. Arshad Deputy Director Collages, youth, women, media participated and highlighted the women rights and their role in development.





Community Education Disaster Risk Reduction

Pakistan falls on the tectonic, which is highly vulnerable to the effects of climate change and natural disasters. Situated at the overlapping position of both the Eurasian and Indian tectonic plates, this geographic location positioned it amongst the most seismically active countries in the world. As a result Pakistan frequently have experienced devastated earthquakes.

The impact of Climate Change and Global Warming are projecting to impact millions of lives in Pakistan. The country have been experiencing continuous episodes of flash floods, droughts and heat waves, which engulfed thousands of lives, million of population turned homeless,





Crops and farms infrastructure completely destroyed, livestock perished and economy suffered colossal damage resulted into emergency situation at the state level.

Rural Aid has been educating communities on Disaster Risk Reduction (DRR) program through Community Based Disaster Risk Reduction (CBDRR) education and is continuing to integrate these educational programmes within annual action plans of Rural Aid.

Formation of DRR Committees

In the year 2017-18 Rural Aid extended the community out reach and formed 112 new DRR committees with 896 active members (Adult male 336, Adult female 336 and 224 Youth age group 18 25) in the riverine and flood prone areas of Narowal district (Punjab). It has been established in the vulnerability and capacity assessment that these area have been experiencing the frequent episodes of floods and communities were not organized in DRR and also lacking formal and informal system to cope with the situation.





Educating the Communities on DRR

The aim of this awareness and educational session was to set up community based disaster risk reduction committees (CBDRR) in vulnerable communities and make them able to better prepared to disasters. In the target areas Rural Aid organized 22 educational sessions and educated 792 (Male 396, Female 396) members of the formed DRR committees on the CBDRR techniques.



Establishing Emergency Plans

In two highly flood prone district e.g. district Badin and District Narowal , Rural Aid assisted 112 Community Emergency Plans (CEPs) . Members of the DRR committees developed a comprehensive emergency evacuation plans for the disables, pregnant mothers and elderly people. In addition to that, the committees have also initiated a local fundraising campaign for the referral of the patients at the time of emergency.



Go Green Campaign

Rural Aid is promoting techniques, ways of life and creating community level awareness through which we can conserve our nature and protect the eco-system. Rural Aid is helping communities develop plans and actions that help them set goals to conserve natural resources. In the year 2017-18 we have assisted 8 schools to developed "Go Green Plans" for their schools, and organized 3 grand events for awareness raising on the "World Environment Day" in Narowal district. People from all walk of life participated in these events, school children, youth and members of the DRR committees actively participated in grand events.



Community Festival



Community festival is a greater source of inspiration for fun and learning. Rural Aid believes on the hidden talent and potentials of the community. Just a right guidance and motivation can help them become active and dynamic citizens of the society. Community Festival is a vital platform where large number of rural communities, farmers, and villagers interact and learn from each other. Rural Aid in collaboration with its CLOs organized a mega festival “Community Festival.” This festival featured famous traditional games, art, and fun activities. Community members displayed their talents in “Kabaddi” and other fun activities. Thousands of the people and activists belonging from rural areas participated in this brilliant event.





FINANCIAL STATEMENT

AS AT
30 JUNE 2018





EXTRACTS OF FINANCIAL STATEMENTS

AS AT 30 JUNE 2018
RUPEES

NON-CURRENT ASSETS	1,468,150
CURRENT ASSETS	891,409
TOTAL ASSETS	2,359,559
GENERAL FUNDS	1,865,919
CURRENT LIABILITIES	493,640
TOTAL FUNDS AND LIABILITIES	2,359,559

EXTRACT OF INCOME AND EXPENDITURE
FOR THE PERIOD FROM SEPTEMBER 11, 2017 TO JUNE 30, 2018

GRANTS AND DONATIONS	5,605,560
EXPENDITURES	(3,739,641)
Surplus/(defecit) for the period	1,865,919






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