



**Rural Aid**  
P A K I S T A N

# **ANNUAL REPORT 2018**



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# Director's Note

I am pleased to present, annual report (2018-19), which includes the key achievements of our actions for the empowerment of the poor and underserved rural population of Pakistan.

2018 - 19 years was still the year of determination to empower the rural population. Rural Aid Pakistan's assistance to the marginalized rural communities has succeeded in many ways. Communities are moving towards better ends through our integrated strategy, which includes, community mobilization, education, literacy, health, WASH, and sustainable livelihoods. During the year, we confronted with many challenges, including significant political shifts and economic downpours. However, we at Rural Aid Pakistan braved the situation successfully. Despite tremendous hard situations, we have been executing community-based interventions, raising awareness, building capacities, and hopes.

In the year 2018-19, our primary focus remained upon the marginalized and out-of-school children, especially girls. Rural Aid Pakistan is empowering these segments by enabling their access to schools, raising community-level awareness to foster a supportive environment for retention.

We acknowledge the dedication and active support of our esteemed and respected donors, i.e., British Council, ACT Pakistan, local organizations and partner communities who enabled us to achieve these enormous challenges successfully. We are grateful for them for their continued support and guidance in rural areas of Pakistan.

Finally, I am grateful for the continued struggle of the Rural Aid Pakistan's team, give great honor to our community partners, supporters, and thank them for joining hands and working together. I urge and appreciate the culture of helping, supporting, and cooperating.

Chief Executive Officer  
Rural Aid Pakistan

# About Rural Aid Pakistan

Rural Aid Pakistan is a non-profit organization registered with SECP under section 42 of the Companies Act, 2017 and certified by Pakistan Centre for Philanthropy (PCP). Rural Aid Pakistan is working at grass root level in rural areas of Pakistan to fight against poverty and empowering the marginalized and vulnerable rural communities for sustainable development without considering gender, race, religion and disability.

**Vision:** A society with improved living standards without poverty and discrimination.

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

**Aspirations:** We are independent and free from political, ethnic, and religious affiliations. We help people in need regardless of caste, creed, or nationality. We have a set of principles that we follow during the planning and execution of our work. Rural Aid's principles are designed to achieve excellence and promote:

**a). Transformation:** We believe that immediate actions, innovations--within our programming can support healthy transformations.

**b). Empowerment:** Community Empowerment is core to our intervention; we believe that empowerment is the key to development accelerations.

**c). Partnership and Collaboration:** We respect and value integrations thrive on our collaboration, we build bottom to top partnerships to add more diversity to our development and humanitarian programs.

**d). Transparency and Accountability:** We are transparent and accountable, we care and maintain accuracy in our commitments, we are always accountable to our partners and supporters and communities.

**e). Equality:** We believe in the equality of human being; our thoughts and actions are free from all sort of disparities and inequalities.

**f). Creativity and Sustainability:** We always welcome new ideas, accept change we take calculated risks to add sustainability to our actions.



### **Strategic Principles:**

Rural Aid works through the right-based approach in this way our primary target groups are always women and girls because we believe that empowering marginalized and the vulnerable segment is a way to bring radical transformations in the society. We follow the following strategic principles as crosscutting in all of our programming approaches. Hence, we design;

- Community-led and gender-sensitive
- More collaborative
- Environmentally sensitive and;
- Researched based and scalable programs

# 1 Community Mobilization for Sustainable Development



Rural Aid Pakistan has been encouraging communities from the rural areas of Pakistan to shape up Community Level Organizations (CLOs) and community groups by engaging and supporting the local communities. The community mobilization constitutes as a foundation stone in any interventions of Rural Aid Pakistan. It is a powerful instrument in the decentralization of policies and programs aimed at strengthening human and institutional resource development at the grass root level. Rural Aid Pakistan empowers the marginalized and vulnerable communities in a way that their meaningful participation can be guaranteed in local decision-making and local development actions. Rural Aid Pakistan has a strong perception in its thoughts and actions that the realization of sustainable development goals strongly depends upon the level of community participation and empowerment. Keeping in consideration the significance of participatory approaches, Rural Aid Pakistan has established grass-root level institutions that provide a platform to the target communities to take part in the decision that effects their lives and they can take ownership of their self-development. Rural Aid Pakistan work with rural communities to release their potential abilities and skills and build their knowledge and enable them decide their own development priorities. RAP's participatory integrated community development approach works through boosting active community involvement, participation, ownership development and empowerment. Social mobilization occupies a central place in RAP approach with a primary focus on working with the poor and disadvantaged. In RAP's context, community mobilization is a participatory process to raise awareness, mobilize and involve community development organizations, local leadership and local communities to organize for collective action towards their common purpose and address collective and individual needs with a primary focus on the poor, women and the disadvantaged. During the period our achievements:

- 342 community-based organizations, 172 women support groups, 250 women health committees, 250 youth support groups, 15 education committees, 62 child protection committees and 72 WASH committees are working at village level and playing a vital role for awareness raising, information dissemination, advocacy and collective actions for promotion of education, literacy, health, WASH (water, sanitation and hygiene).
- 5680 trees planted in schools and villages under Clean and Green Pakistan campaign by community organizations and groups
- 41 events with 2665 male and female participants conducted by community organizations/groups for promotion of gender equality, interfaith harmony, child protection and WASH.
- 13 education committees completed 13 school improvement projects by advocacy and local fundraising





We take education as a key to development and poverty alleviation. We are empowering the disadvantaged children in the course through a broad-based quality educational framework. We work with government and partner communities to improve the system and serving institutions. We are striving to overcome poverty and address the causes of poverty by creating access to education with a particular focus on girl's schooling. We encourage and create a gender-sensitive culture in child's learning spaces through implementing participatory and holistic child development approaches. We believe that gender inequality is a leading cause of financial downpour.

Therefore, we pay special attention to the discriminatory behaviors by integrating awareness, advocacy, and mobilization to empower the marginalized. The primary objective of the Rural Aid Pakistan's' education program is to provide marginalized segments with access to quality education by supporting the state education system and by creating awareness and empowerment at grass-root level.

## **Objectives**

- To develop and implement new-solutions to create access to education for marginalized children.
- To provide aid to encourage girl's education and joyful learning and support retentions and high enrollments.
- To promote child education and a happy, healthy and secure childhood through community-based initiatives.

### **a). Achievements Community School Program**

- 721 children (340 boys and 381 girls) getting education in 8 community model schools in rural areas and 59 boys and girls graduated from these schools
- 34 women teachers trained
- 08 School Management Committees (SMCs) with 56 members (35 men and 21 women) formed and trained. These SMCs playing a vital role for promotion of child education, awareness raising, information dissemination, advocacy, school improvement and management.
- 08 Student Representative Councils (SRCs) with 72 members (47 boys and 25 girls) formed and oriented.
- 203 children with disability and other citizen education at international day of persons with disabilities with collaboration of Government Special Education Department and distributed wheel chairs and white can to children with disabilities
- 211 community members and activists educated on child labour at World Day Against Child Labour with support of Government Social Welfare Department



## b). Achievements Tack A Child to School (TACS)

- 3-Broad Base Community Meetings with 116 community members
- 310 (men 192 and women 118) youth volunteers trained. These trained volunteers are playing great role for community mobilization, awareness raising, enrollment and retention of out of school children.
- 15 child enrollment Walks conducted with 586 community activists, youth volunteers, education committees, government education officials, CSOs, media and other representatives participated
- 4508 (boys 2369 and girls 2139) out of school children enrolled in government schools
- 117 stakeholders participated in District Education Forums
- 302 boy and girl students and 16 teachers from 08 government schools participated in dosti sport program



## The Real Change Maker

My name is Shameem Akhtar belongs to a middle family living in Paswal village District Narowal. I am free at my home after the bachelor degree; I have just only working at my home with my family, one day TACS team of Rural Aid Pakistan met me and my family in February 2018 and give introduction of the TACS Project, selection criteria and role of youth volunteer. After the introduction and mobilization, I and my family agree and willing to contribute for Out of School Children (OOSC). I successfully participated in 04 days Illambassador Training in 2018 and one-day refresher in 2019 organized by Rural Aid Pakistan. After these training sessions, I conducted the survey of 75 H-Hs in villages Chahla, Hawa khurd, Jhoka, Bagrian, Thakarpur Muqam, Kasana and Paswal, in that survey I found that 42 out of school children involved in hotels, shops and Agri Labour instead of going to school due to lack of awareness and poverty. I mobilized the parents regarding importance of child education and enrollment of OOSC. After the coordination meetings with school management, I enrolled 42 OOSC including 25 girls (17 OOSC in 2018 and 25 OOSC in 2019). I especially happy for the enrollment of a disable Child who aged 07 years and the enrollment of 03 Girls (7-9 years) from the one family, who did not agree for the girl's education because they think that girl's education not necessary but these girls want to join school.

During the process I have faced two major issues; one is the motivation of the OOSC parents who think that children are our earning hand and they not have the need of education. Second is, facing the negative behaviors of local people who called me "Awara Larki", but I overcome the both issues with the support of my parents and the involvement of the MC members and I get these successes due to my mobilization and commitment. Due to my performance, Rural Aid Pakistan awarded me the best volunteer's award. TACS project develop me a successful change maker and build my confidence, knowledge and skills especially dialogue, communication & facilitation skills and sense of volunteerism. Due to TACS I develop strange linkages with community activists, MC members and school teachers and other youth volunteers of the district for sharing and learning. Now everyone gives me respect due to my work. I am continuously contacting with MC and School management for the retention of children in the school. I will continue my voluntarily work until there all the child of my area enrolled in the school.

# 3

## Literacy Empowering Women & Girls





The empowerment of the poor and vulnerable segments is the priority goal of Rural Aid Pakistan. Rural Aid Pakistan's mission of "Literacy for Change" is to reduce the burden of poverty and gender inequality. Rural Aid Pakistan "Literacy for Change" program is playing a vital role in the development and empowerment of poor and disadvantaged women and girls in the rural area of the country. To achieve this, Rural Aid Pakistan has adopted a holistic framework of "Literacy for Change." Inside this framework, Rural Aid Pakistan provides essential literacy skills to the women that lead these women in dealing with many disciplines of life e.g., health, financial and livelihood. Our center of attention is to impart knowledge and employable skills, which are realistic and helpful in routine life. This framework goes additional than merely imparting literacy skills. The literate women further link to the vocational and enterprise development training where they get appropriate market-oriented earning skills and often linked to the microcredit facilities for establishing their self-enterprises. During the year achievements under the following objectives:

- To create gender equality by providing literacy skills to non-literate women and girls.
- To empower women by encouraging and facilitating women led enterprises in rural areas.
- To provide counseling and facilitate for the betterment in the career building towards happy and prosperous life.

#### **Achievements:**

- 1127 women and girls benefited from functional and livelihood literacy skills
- 3341 women and girls equipped through financial literacy skills
- 1209 women get knowledge and basic legal literacy skills
- 313 community members and activists sensitized and educated on women education, their contribution in development and gender equality at international women day and rural women day with collaboration of government social welfare department



Rural Aid Health program aims at improving health status of disadvantaged rural communities. This program is primarily focusing on improving the maternal and child health indicators in the far-reach areas of Pakistan- improving nutritional status of childbearing women, ensuring community involvement in promotion of health status and awareness raising programs by organizing health awareness sessions and providing health screenings and diagnostic services through mobile health camps. The awareness raising sessions are designed and deliver in a way to encourage rural communities to adopt appropriate health behaviors and practices. Rural Aid Pakistan meaningfully executing health supportive initiatives in certain rural and far-flung areas. Community Health Centers are established in remote areas to provide basic health services to the rural population, the services include antenatal, postnatal, delivery, referral services, family planning, counselling, malaria treatment, nutritional support and immunization. Rural Aid also uses high end technologies and smartphones to improve maternal health indicators in remotest rural areas. Rural Aid Pakistan is also building the capacities of traditional birth attendants in remote part of the country.

### **Objectives of the program is to**

- Reduce Maternal and Child mortalities and morbidities using awareness, education and support services.
- Improve the skills of health professionals through trainings and capacity building.
- Provide primary health services to the disadvantaged population in remote areas.

### **Achievements:**

- 8287 community members including men, women and children benefited from medical services in rural areas of Punjab and Sindh province
- 6390 community members (1662 men, 4654 women and 74 young children) learned from integrated health literacy classes on basic health, mother and child health, reproductive health, nutrition, child care, vaccination, malaria, diarrhea, anemia, basic health services, water born diseases and other health issues. These members adopted safer health practices and playing a great role in their communities for promotion of safer health practices, awareness raising, information dissemination and mother & child health.
- 117 community leaders sensitized on reproductive health at world population day with participation of Government Population Welfare Department
- 171 community members sensitized at World Hepatitis Day with collaboration of Government Health Department



## Knowledge Makes Difference

Razia belongs to a poor family of Kathowali village. Razia lives in Kacha house (A house built with mud and stones) with their three daughters. Says Razia" It was my passion to be literate, before joining the integrated health literacy classes I was unable to read and write. I was just like a person who has eyes but cannot see. Thanks to Rural Aid Pakistan that encouraged and brought me out from this state. I am so much happy, I can now read and write, besides this, I have all the necessary information regarding general diseases, their signs, and symptoms, prevention and cure techniques. I know how to wash hands; I can now prepare ORS at home and can-do water purification in my home. I know the importance of clean drinking water; I always use clean water for drinking because it saves us from many diseases like typhoid, cholera, diarrhea etc. I also know the importance of cleanness, therefore; I keep my home and even my street very clean. I keep cleaning of drainage channel and evacuate any standing water. Similarly, I wanted to keep clean my village, so with the support of local women health committee we initiated a door to door campaign and motivated all my village people on the importance of cleanness.

As a result, everyone in the village is now taking care of cleanness of streets, drainage channels. Previously, people of my village used to through household garbage in the streets and dump it very near to the village. But after these awareness campaign people are very much sensitized, everyone dumps garbage in a separate place and disposed of it properly. Through this act, the children of my village are now comparatively saved from the negative effects of dengue, malaria, and diarrhea. I have also learned about the importance of vegetable and their growth. It was really astonishing information for me I did not realize it before. Now I grow my own vegetables and I disseminate this information to other women. I have now sufficient knowledge about birth control and family planning and complication during and after delivery. I have adopted safer health practices and due to my awareness raising campaign with my friends, relatives and other women of my village, the majority of households adopted safer health practices in terms of mother and child health, nutrition, hygiene, clean drinking water, family planning, vaccination and other health issues.



# 5

## Water, Sanitation and Hygiene



Rural Aid Pakistan's vision for WASH is to realize the right of everyone to water and sanitation. The program aims to contribute to the achievement of the Water and Sanitation Sustainable Development Goals. Contributing to the global agenda Rural Aid Pakistan is focusing on water, sanitation and hygiene promotion for households and communities at large. Unsafe water, inadequate sanitation and low sanitation are important causes of illness and death in Pakistan. This burden has increased, especially in rural areas, where communities often lack access to safe drinking water, sanitation and hand washing facilities. On the contrary, in some villages where such facilities exist, older people and children are often found not to adopt good hygiene practices. We are inculcating good hygiene practices in rural areas of the country. Our primary targets are mother and children. We create awareness on personal hygiene and sanitation practices by engaging school teachers, students, communities at large and children of all ages. We have brought quite successful innovations to our behavior change communication which are showing significant improvements in term of improving hygiene behaviors and adopting improved sanitation practices. The program objectives is

- To help rural communities will gain access to clean drinking water, sanitation and hygiene.
- To strengthen local capacity and systems to contribute effectively to the water and sanitation provisions.
- To raise community level awareness and education on safer WASH practic-

**Achievements:**

- 72 WASH committees with 504 members formed and trained
- 102 (63 women and 39 men) community WASH promoters trained
- 803 women trained on clean drinking water at household level
- 1203 school going educated on importance of clean drinking water at global water day
- 2718 school going children educated on handwashing practices at global handwashing day
- The well oriented and trained WASH committees and WASH promoters is playing great role at village level for awareness raising, information dissemination and promotion of best WASH practices.



## The Community WASH Promotor

Azra Bibi lives in a remote village situated in district Badin. Says Azhra” “I have learnt very useful skills through WASH promotor training organized by Rural Aid Pakistan in my area. These skills are contributed in my professional growth and volunteerism. With the help of the local WASH Committee, I have operated WASH related sessions and door to door awareness raising campaign in my village regarding clean drinking water, sanitation and hygiene promotion. I taught many women, about water borne diseases, clean drinking water, sanitation and hygiene. This has also improved the social and WASH status in my family and community.

Now majority families of my village adopted best WASH practices i.e. the correct method of handwashing, drink boiled water and proper cleanliness of homes and streets. The Rural Aid Pakistan develop me a good community WASH promotor and build my confidence, knowledge and skills to improve the village situation and change the behaviors and practices of people. My efforts and contribution save people from diseases and ensures healthy lives.”





## EXTRACT OF STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2019

	JUNE 30, 2019	JUNE 30, 2018
NON-CURRENT ASSETS	1,179,656	1,468,150
CURRENT ASSETS	3,630,718	891,409
<b>TOTAL ASSETS</b>	<b>4,810,374</b>	<b>2,359,559</b>
GENERAL FUNDS	4,598,622	1,865,919
CURRENT LIABILITIES	211,752	493,640
<b>TOTAL FUNDS AND LIABILITIES</b>	<b>4,810,374</b>	<b>2,359,559</b>

### EXTRACT OF INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED JUNE 30, 2019

	JUNE 30, 2019	JUNE 30, 2018
TOTAL INCOME, GRANTS AND DONATIONS	12,745,171	5,605,560
PROGRAM COSTS	8,223,875	2,752,029
ADMINISTRATIVE EXPENSES	1,767,945	976,166
OTHER EXPENSES	20,649	11,446
<b>SURPLUS/(DEFICIT) FOR THE YEAR</b>	<b>2,732,703</b>	<b>1,865,919</b>
<b>PERCENTAGE OF ADMIN EXPENSES TO INCOME</b>	<b>14 %</b>	<b>17 %</b>
<b>PERCENTAGE OF PROGRAM COSTS TO INCOME</b>	<b>65 %</b>	<b>49 %</b>

