

# ANNUAL REPORT 2019



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





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## Director's Note

Rural Aid Pakistan was founded to help Pakistan's underprivileged and include them in the process of social reform. Rural Aid shares this honor with our valued stakeholders, achieving decades of success, service and sustainability.

During our three years, we have provided successful services, built strong collaborations, enhanced the skills of the rural community, and contributed to the sustainable development of Pakistan for generations to come. Rural Aid's 2019 Annual Report offers just a glimpse of our activities and their impact in the field. These interventions have led to significant socio-economic and political improvements for the neglected and deprived communities.

The challenges before us are clear and abundant and moving forward on these fronts are more vital than ever. We know the issues we face and we are confident to address them.

Rural Aid believes in implementing integrated efforts to balance changes & deal with challenges. Our staff articulates community needs into direct action. Following various engagements and dialogues with local beneficiaries, we have developed commitments based on mutual interests and respect.

Rural Aid has contributed remarkably to the lives of ultra-poor men, women and children. Rural Aid is thankful to collaborative partners, communities, government line-agencies, donors and its committed staff during these hard times. With the Grace of Almighty Allah, Rural Aid has stepped forward in making its governance-management paradigm stronger, more transparent and more democratic than ever before.

To continue our good work, Rural Aid needs your continued support, enduring commitment and dedication to transforming ideas and theories into practice. Our 2019 Annual Report outlines achievements of a year of committed labor and passion for your consideration.



# About Rural Aid Pakistan





# About the 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 works at the grass root level in rural Pakistan to fight against poverty and empower the marginalized and vulnerable rural communities. We strive for inclusive sustainable development without considering gender, race, religion and disability.

## VISION

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

We affirm that our programs have the potential to improve the social and economic justice and people are resilient from disasters and emergencies. We also believe that our systematic approaches and actions can bring about a radical change in the society.

## MISSION

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

## STRATEGIC PRINCIPLES

Rural Aid works through right-based approach in this way our primary target groups are always women and girls because we believe that empowering marginalized and 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 approach. Hence, we design;

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

Additionally, Rural Aid developed its approaches & detailed strategies in the following areas to realize its strategic plan for 2018-2022:

- Community Engagement
- Developing Strategic Partnerships
- Innovations
- Institutional Strengthening
- Quality Assurance

## 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:



### **Transformation:**

We believe that immediate actions, innovations within our programming can support healthy transformations.

### **Empowerment:**

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

### **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.

### **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 & communities.

### **Equality:**

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

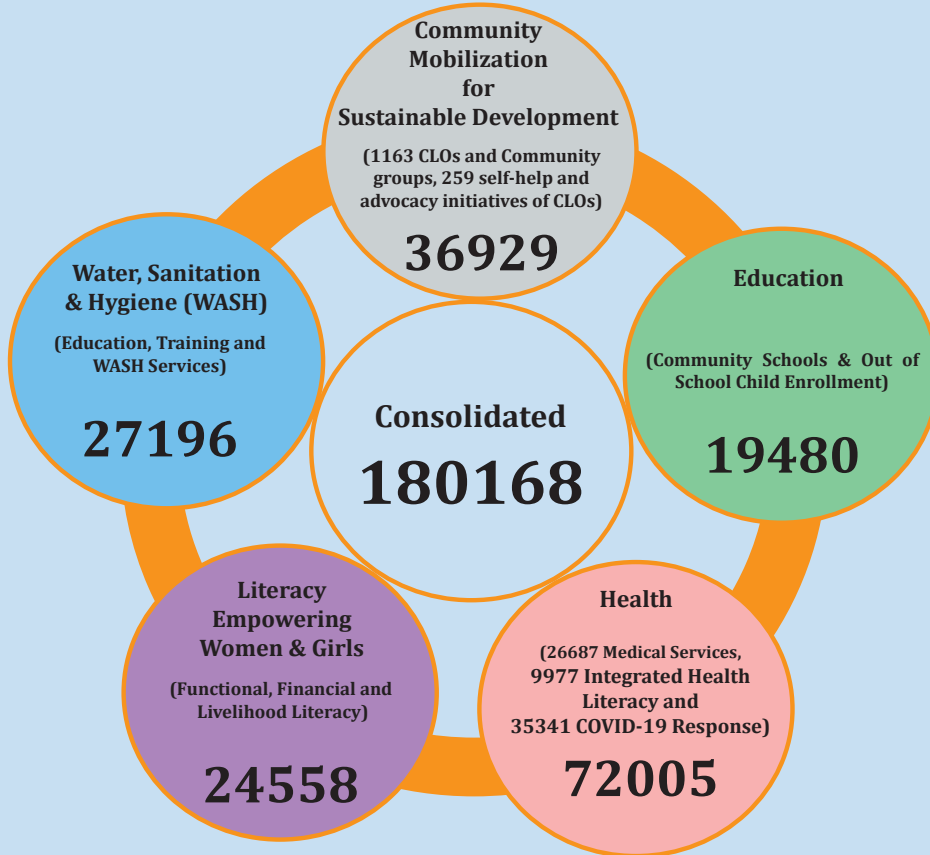
### **Creativity and Sustainability:**

We always welcome new ideas, accept change we take calculated risks to add sustainability to our actions.

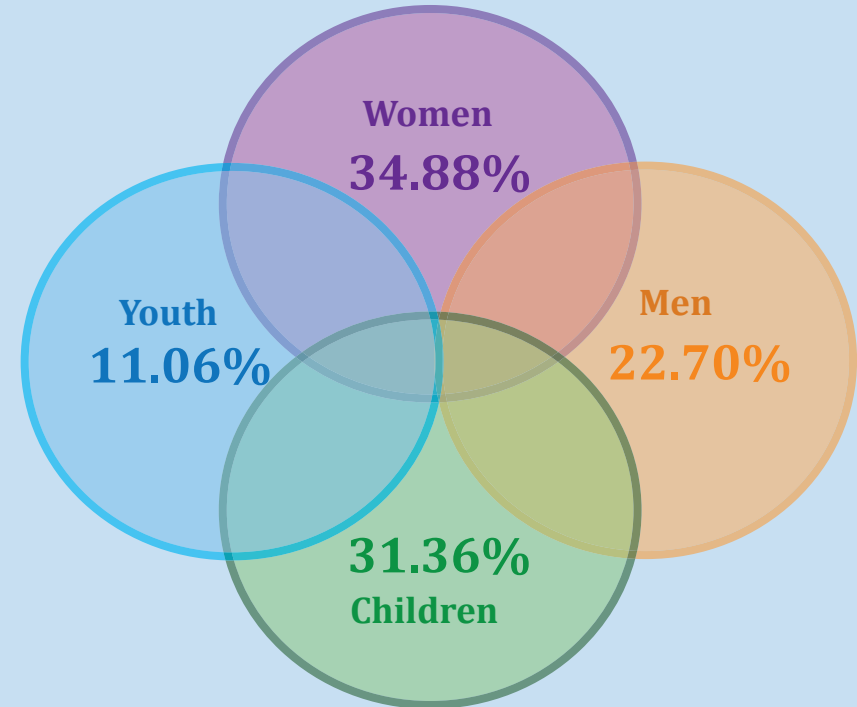


# Progress at a Glance

## Beneficiaries by Sector



## Beneficiaries by Age and Gender





# SDGs Covered

The Sustainable Development Goals are vital for a recovery that leads to prosperous villages, more inclusive economies, stronger individuals, and more resilient communities. Rural Aid is contributing to the SDGs for the betterment of the community and strongly believes in the promise of the SDGs at the local level. Rural Aid is involved in:

## 1 NO POVERTY



Provision the food packages in COVID-19 response & livelihood literacy

## 3 GOOD HEALTH AND WELL-BEING



Providing health services, integrated health literacy, hygiene and safety kits and community development work.

## 4 QUALITY EDUCATION



Providing quality education to children in remote rural areas, enrollment out of school children, teacher training, literacy to young non-literate women & girls.

## 5 GENDER EQUALITY



Delivering all services to communities at equal basis, educating and empowering women & girls.

## 6 CLEAN WATER AND SANITATION



Provided water & sanitation services, trainings, community education on safer WASH practices.

## 10 REDUCED INEQUALITIES



Reached doorstep of minorities and accommodate them all possible facilities and reduced inequality.

## 11 SUSTAINABLE CITIES AND COMMUNITIES



Mobilizing communities for sustainable collective actions, community education & trainings, building resilient communities.

## 16 PEACE AND JUSTICE STRONG INSTITUTIONS



Educating communities, trainings and formation for strengthening of community based institutions, CSOs and community groups.

## 17 PARTNERSHIPS FOR THE GOALS



Done activities with the strong collaboration with CBOs, CSOs, government line departments, donor agencies, national and international networks.



## Appreciation and Awards

Rural Aid Pakistan enrolled 13159 out-of-school children in government school by 1034 trained youth volunteers in rural areas of Narowal and Sahiwal districts under ILMPOSSIBLE: Take a Child to School program.

The British Council acknowledged the services and contribution of Rural Aid Pakistan under ILMPOSSIBLE: Take a Child to School and awarded the “**National Level Best Coordination Award**” Mr. Mark Crossey Deputy Country Director presented the award to Mr. Sajjad Qasim at ILM Summit 2019.

Rural Aid was also granted the “**Punjab level Best Community Mobilization Award**”. Mr. Saad Bajwa Project Manager - ILMPOSSIBLE Take a Child to School presented the award to Mr. Muhammad Irfan.







## Community Mobilization for Sustainable Development



**“Rural Aid believes community mobilization is a participatory process to raise awareness, build capacities & local leadership, mobilize and organize local communities for collective action towards their common purpose, address collective & individual needs with a primary focus on the poor, women and disadvantaged. Rural Aid works with rural communities to unlock their potential abilities and skills, build their knowledge and enable them decide their own development priorities.**

**Rural Aid’s participatory integrated community development approach works through boosting active community involvement and participation in problem identification, planning, implementation, monitoring & evaluation processes, ownership development and empowerment. Our participatory approach helping partner communities to build strong connections with market & safety nets, enhance local socio-economic development, create more vibrant, climate friendly and resilient communities.”**





Rural Aid Pakistan has been encouraging and mobilizing communities to form community-level organizations (CLOs) and further multi-functional community groups under CLO i.e. Women Support Group, Youth Support Group, Health Committee, Child Protection Committee, WASH Committee, Disaster Management Committee, etc. to ensure community participation in Rural Aid's participatory integrated community development model and decision-making process.



These CLOs and community groups are working at village level & playing a vital role for awareness raising, identification of local problems and solutions for planning, implementation, monitoring & evaluation, advocacy and collective actions for community development.

The community mobilization constitutes as a foundation stone in any interventions of Rural Aid. It is a powerful instrument in the decentralization of policies and programs aimed of strengthening human and institutional resource development at the grass root level.

Rural Aid is empowering the marginalized and vulnerable communities in a way that their meaningful participation can be guaranteed in local decision-making and development actions. Rural Aid 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.

Rural Aid has established grass-root level institutions that provide a platform to the partner communities to take part in the decision that effects their lives & they can take ownership of their self-development. Social mobilization occupies a central place in Rural Aid approach with a primary focus on working with the poor and disadvantaged.



## Key Achievements

- 1163 community level organizations (CLOs) & community groups strengthened with 11,839 members in rural areas. The social mobilization team formed 11 new community organizations with 113 members
- CLOs and community groups successfully implemented 85 self-help and 16 advocacy initiatives related to health, WASH, awareness raising, school improvement & community development by advocacy and local fundraising, benefitting 11,099 community members
- Mobilized and engaged 250 youth volunteers and 112 CLOs/community groups leaders to respond COVID-19 and sensitized 1,166 community members on Precaution and Preventive Measurements
- The CLOs and community groups are as change makers at community level and playing a vital role for awareness raising, problem identification, action planning, advocacy, information dissemination, promotion of safer practices and enhancing local socio-economic development and helping to building climate friendly and resilient communities.







## Joining Hands for Sustainable Change

The Union Council (UC)) of Mirdad Muafi, Sahiwal is situated near the Ravi River with a population of 23,503. The majority of the population is engaged in the agriculture sector for their livelihood. There are several factors negatively impacting the area's literacy ratio; desensitization regarding the importance of education, restriction on girl's education and children working to support their families instead of schooling. Many in this community do not focus on the educational matters of their children. Rural Aid formed the Bedar Taleemi Committee (BTM) in UC Mirdad Muafi through community mobilization process in May 2018.

To start, Rural Aid mobilized BTM members and provided a platform for BTM to address community and education issues. The most striking issues were the infrastructural challenges of the school including missing furniture for classrooms, non-availability of clean water, chipped paint, and lacking greenery, all of which impacted the low enrollment rate. To resolve these needs, the BTM prioritized infrastructural improvements to the school.

**The mobilized community, well-oriented & trained community organization is making the sustainable change through their collective actions & self-initiatives by providing the basic and important needs.**

The BTM designed the fundraising mechanism, utilization of funds, record keeping, implementation and completion of Self-Help Initiatives. Through these initiatives, the BTM was able to provide 15 desks, 32 LCD screens, 2 ceiling fans, 1 electric water cooler, and the painting of three class rooms, planted 1200 plants in school & public places, among several other key improvements. To improve low-enrollment, Rural Aid worked with the BTM to encourage their support in the mobilization of parents and teachers to enroll students. The BTM also conducted the meetings with parents of out of school children who were not willing to send their children into schools. BTM mobilized them by highlighting the importance of education and in light of article 25-A of the constitution of Pakistan. Because of their excellent performance, Rural Aid awarded certificates and shields to the good performers of BTM at District Community Event.



# Education Program





Our education program is in line with our 2018-22 Strategic Plan, contributing to the strategic objective: Increased access to quality education for marginalized segments.

The overall objectives of our education program are:

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

Rural Aid is providing quality primary education in rural areas through community model schools, teacher training, enrollment out of school children and promoting girl's education, child friendly environment and proving the facility of joyful learning to school going children in rural areas for their retention and mental, physical and social growth. In Pakistan, access to education will be an essential component of the country's development.

To improve the education of rural children of Pakistan, a partnership developed between the Government of Pakistan, the British Council and Rural Aid. "Take a Child to School (TACS)" is a five-year initiative that aims to support the government's efforts in increasing access to and improving quality of education at the primary level. Geographically, the project targeted 159 schools of Narowal and Sahiwal districts. TACS aims to enroll out of school children in primary schools with at least 80% retention rate.





The key components of TACS program are community mobilization, engagement and training of youth volunteers, formation and strengthening of education committees, school enrollment and retention and the Dosti sport program for boys and girls.

Rural Aid also celebrated education-related events, including “International Day of Person with Disability”, “Universal Children’s Day” “World Day against Child Labor” and the DOSTI Sports and Cultural Mela.

District level DOSTI sports event conducted for the competition of students of 8 dosti schools. The Dosti Sports and Cultural Mela also organized with the collaboration of Education Department to promote child friendly environment and proving the facility of joyful learning to school. 24 government schools participated in the event and at the end distributed trophies and certificates to the position holders’ students.

Rural Aid set up a stall of different cultural products, pictorial images, achievements and publications to highlight its performance and the culture of partner rural communities at ILM Summit 2019 in Islamabad organized by British Council. The delegates from CSOs, Government Officials and people from different school of thoughts visited and praised a lot for performance and remarkable achievements of Rural Aid.





## Key Achievements of Education

- ✓ **105** students received education in a community model school with 5 female teachers
- ✓ **1425** out of school children (728 boys & 697 girls) enrolled in government schools with 99% child retention rate
- ✓ **99** disable children supported by provision of equipment's and supportive material
- ✓ **489** students (274 boys & 215 girls) actively involved in sport & learning activities under DOSTI (firndship) Sport Program at school and district level
- ✓ Provided furniture to **121** students (32 boys & 89 girls)
- ✓ **200** youth volunteers (105 male & 95 female) trained and working as ILMAmbassadors for enrollment of out of school children, community mobilization, awareness raising and promotion of child education
- ✓ Formed and strengthened **20** education committees & **2** District Education Task Forces with 351 male and female members. These committees are playing great role for action planning, advocacy, school improvement and promotion of child education.
- ✓ **3029** community members, activists, youth, parents, government officials and other stakeholders sensitized on disability, child rights & protection issues, child education & enrollment out of school children by participating in child enrollment walks, community and district level events.



## Beacon in the Darkness

Uzma Shehzadi belongs to a middle-class family living in Kot Naina village. Uzma after completed her education and was working with her mother at home. After seeing Rural Aid's call for youth volunteers, Uzma applied and was selected a volunteer by Rural Aid's team. The training session enhanced her knowledge, communication skills and confidence level, improving her wellbeing and professional capabilities. When she began her community outreach, Uzma conducted a survey of 45 households she identified 33 out-of-school children (20 boys and 13 girls) and enrolled them in the local, village Government school. Before they were reached by the TACS volunteer, these children mostly stayed at home, and some worked in hotels, shops and agricultural labor instead of going to school due to a lack of awareness and poverty.

Abubakar is one such out of school child, a young boy from a poor family living in Kot Naina, who left his study due to poverty and worked in a hotel. After identification by Uzma youth volunteer, he was enrolled at a nearby Government School. Abubakar views to say about his return to school: I used to study in a private school, due to the poverty my father deployed me in a local hotel. While working at the hotel, I missed my school and my classmates so much. And I really wanted to go back to school again, but my family was unable to pay my school fees and other education expense. One day, Uzma came to our home and asked me why I did not go to school. I told her about the whole situation of my family and myself & my passion about the education She persuaded my father and gave different



**The youth volunteers are playing a vital role for changing the community behavior's and practices to promote child education, improve lives and sustainable development.**

examples for a better and secure future of mine through the source of education. My father now convinced a little bit after hearing such kind of good example of a better future of all with Uzma's words. Rural Aid provided me with a uniform and shoes and enrolled me in the village Government school. Now I am very happy to go to school and I will study harder than before. I want to become I become a big and successful man and fulfill all the dreams of my family.





## Health Program



Rural Aid's health program is in line with our 2018-22 Strategic Plan and contributes to its strategic objective: Increased access to quality health services for marginalized segments.

The primary objectives of our health program are:

- To reduce Maternal and Child mortalities and morbidities through awareness, education and support services
- To improve the health literacy of women and girls, especially the non-literate
- To improve the skills of health professionals through trainings and capacity building
- To provide primary health services to the disadvantaged population in remote areas

Rural Aid Health program focuses on improving maternal and child health indicators in the forgotten communities of Pakistan. Rural Aid accomplished this by improving the nutritional status of childbearing women, ensuring community involvement in the promotion of health, awareness raising programs, health awareness sessions and providing health screenings and diagnostic services through community health centers and mobile health camps. The integrated health literacy sessions were designed and delivered to encourage rural communities to adopt appropriate health behaviors & practices. Rural Aid uses high end technologies and smartphones to improve maternal health indicators in the remotest rural areas. Rural Aid is also improving the capacities of traditional birth attendants in remote parts of the country.



Through our health literacy program, Rural Aid increased the health literacy of non-literate women and young girls. As a result, women improved their access to existing health services and adopted safer practices in terms of sanitation, nutrition, vaccinations and clean water. These women gained increased knowledge of reproductive, maternal and infant health through integrated health and literacy sessions.



## Key Achievements of Health Program

- Health services provided to **13,167** community members (7864 women, 2291 men & 3012 children) through community health centers and mobile health camps
- Provided integrated health literacy skills to **2,563** non-literate women and girls (1745 women & 818 girls) on key female health issues
- Educated **92** youth and community activists on HIV/AIDS, Hepatitis and population issues





## Knowledge Makes a Difference

Razia, a Health Literacy Learner, grew up in a rural village with three daughters. Her parents struggled to cope due to high levels of poverty, and instead of sending their children to school.

“I was so worried given that I had faced many difficulties at an early age. I used to do work at home, until a health literacy class was opened in my village by Rural Aid. I was very happy when I heard about the fact this health literacy would teach health education to non-literate women aged between 14-40. I started coming to the health literacy class because I am very fond of reading and writing but I hadn’t completed my education due to poverty. I continued to go to the health literacy class and learnt about the health matters related to mother and child health, nutrition, vaccination, reproductive health and other issues regularly with great interest. I also learnt to write and read my name and my family member’s names, the correct method of handwashing, cleanliness and to drink boiled water.



**I adopted safer health practices and applied these methods in my home, and also told the other women about the fact they should drink boiled water, proper diet, wash their hands with soap properly and preventing measures against common diseases. Due to my knowledge sharing with other village women, majority of these women adopted safer health practices.”**

The Integrated Health Literacy Class has given Razia confidence, better knowledge of health issues and her rights as a woman. She used much of the knowledge she learnt from the health literacy centre to improve her and her family’s health. When she was pregnant, she made sure to get regular check-ups, and has ensured that she breastfed her daughter for the first six months. She has also improved her diet, household hygiene and family’s health. She also wants to pay special attention to her daughter’s education to improve her future prospects.





COVID-19  
Response



As a part of a goodwill gesture, Rural Aid Pakistan is responding to and supporting the most vulnerable segments of society in the Narowal, Sahiwal, and Nankana Sahib Districts of Punjab, Pakistan. Rural Aid Pakistan mobilized goods and services to help beneficiaries protect themselves against COVID-19 through Information, Education & Communication (IEC), Information & Communication Technology (ICT), Food Distribution (Food Security), Service Delivery, Relief, Hygiene and Safety interventions. Rural Aid approaches participatory community-development by boosting active community involvement, participation, ownership development, and empowerment.

Rural Aid is working on the following activities as COVID-19 continues to spread human suffering, destabilize the global economy and upend the lives of billions of people around the globe.

**Engagement of Youth Volunteers and Communities:** In response to the pandemic, Rural Aid engaged 290 youth volunteers and 164 community activists in an awareness raising campaign about the prevention of Coronavirus and rights-based protection of poor and vulnerable communities. Rural Aid developed a WhatsApp groups called “Community Volunteers” in Narowal, Sahiwal and Nankana Sahib Districts for information dissemination, awareness-raising, and coordination.

**Training of Youth Volunteers and Communities:** To address social distancing and quarantine regulations of COVID-19, Rural Aid provided 160 youth volunteers with a safeguarding training and 126 community activists to deliver an awareness raising campaign about the prevention of Coronavirus and rights-based protections (Know Your Rights sessions).



The trained volunteers play a vital role in awareness-raising, information dissemination, promoting hygiene and COVID-19 safety practices, advocacy, and helping poor and vulnerable communities.

**Awareness Raising Campaign:**

Rural Aid conducted several panel discussions and media talks with health professionals, including “COVID-19 Precautionary and Preventive Measurements,” which aired on Mera Narowal TV Channel, and “COVID-19: Invisible Women, Invisible Problems.” Additionally, these sessions were shared on Rural Aid’s social media platforms, where they are available to beneficiaries, partner NGOs, community members, donors and other relevant stakeholders. These panel discussions drew 2,887 viewers and attendees.

**Food Distribution:** Rural Aid is addressing SDG1 by providing food packages to 1,175 poor & daily wagers families, indirectly benefitting an additional 7,050 people with the collaboration and support of youth volunteers and community-based groups.

**Hygiene and Safety kits:** Rural Aid is addressing SDG3 by providing hygiene & safety kits to 989 families of farmers, workers, laborers, and other vulnerable populations, serving 5,934 indirect beneficiaries. These kits were distributed with the collaboration and support of youth volunteers and community based groups. The hygiene & safety kits include: basic hygiene kits, sanitizer, soap, and face-masks.

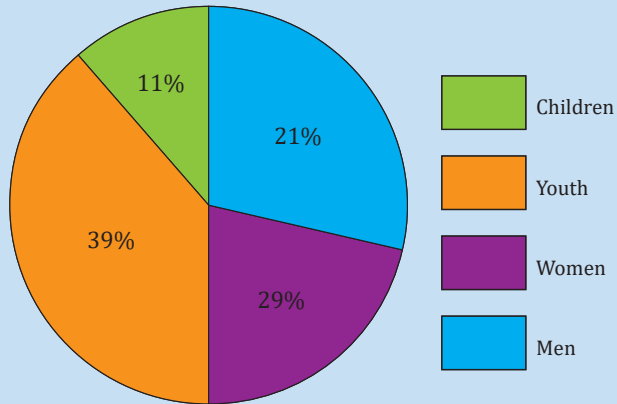






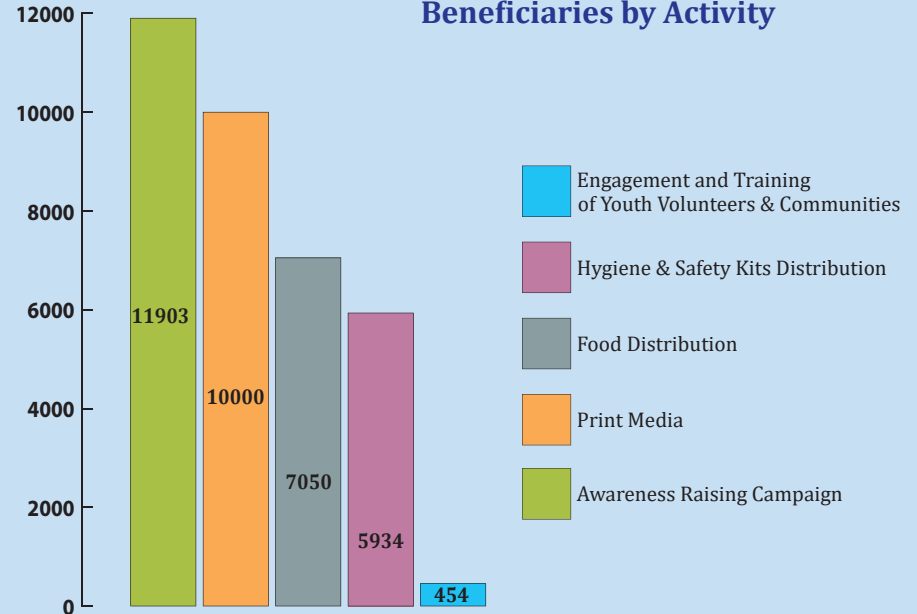
## Key Achievements of COVID-19 Response

### Beneficiaries by Age and Gender



During the COVID-19 pandemic, Rural Aid served **35,341 people**. Rural Aid engaged **290 youth volunteers**, as well as 95 men and 65 women, to improve their skills in delivering messages to their communities. Through these engagements, Rural Aid reached **11,903 participants** as part of our awareness raising campaign. The majority of the participants were **youth and children (8,195 youth and children)**. Rural Aid reached an additional **10,000 people** through supporting print and media awareness campaign. In addition, **7,050 people** received food, of which were **70% women and children**. Rural Aid distributed hygiene and safety kits to **5,934 people** as an additional safety provision measure.

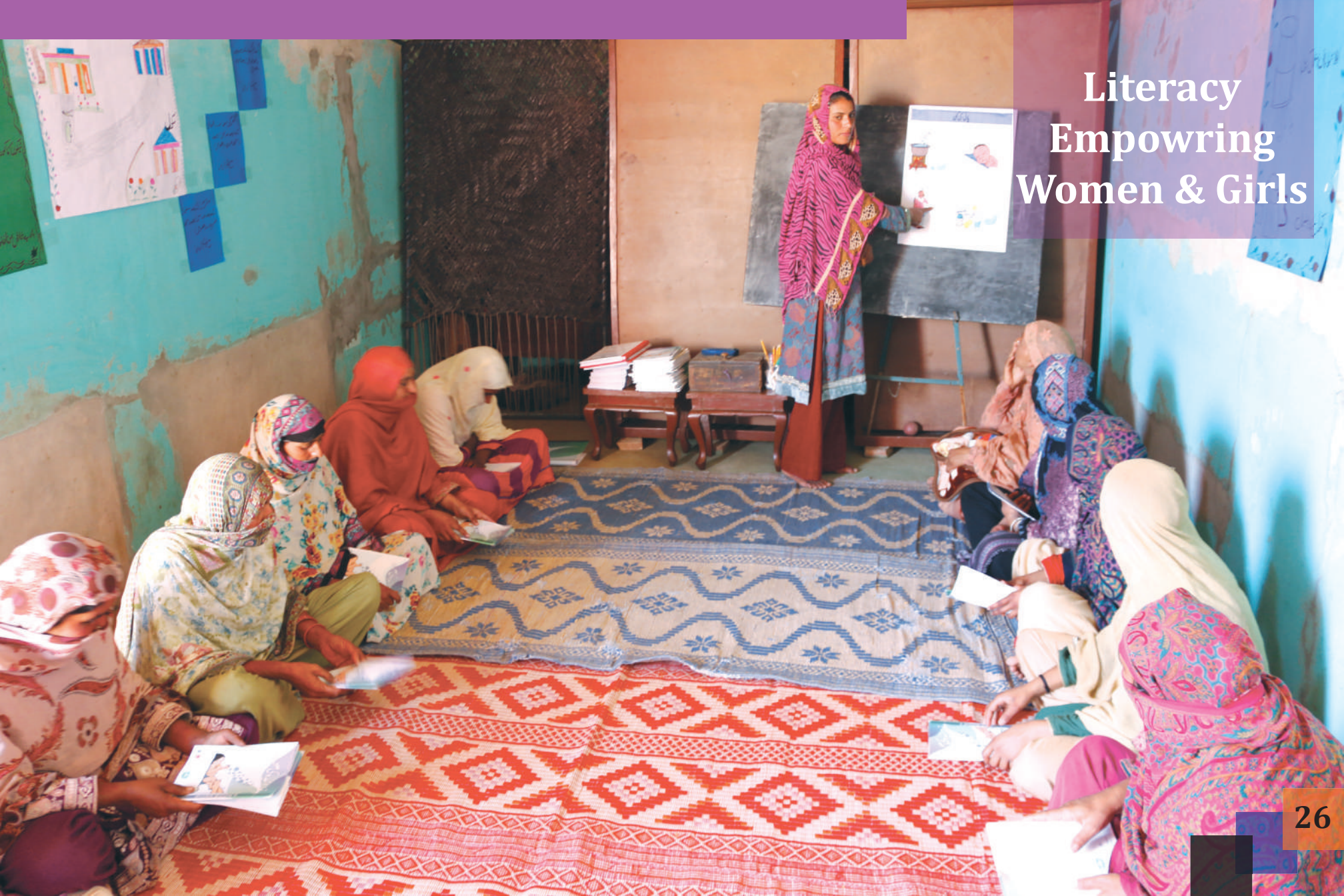
### Beneficiaries by Activity



**Beneficiaries by Age and Gender:** Rural Aid is dedicated to supporting gender equality and inclusion in rural Pakistan. To demonstrate our dedication, Rural Aid has ensured equal distribution of goods and services to the best of our ability. During Rural Aid's COVID-19 Response, services were delivered to **10,136 men (29%)**, **7,542 women (21%)**, **13,724 youth (39%)** and **3,939 children (11%)**.



# Literacy Empowering Women & Girls



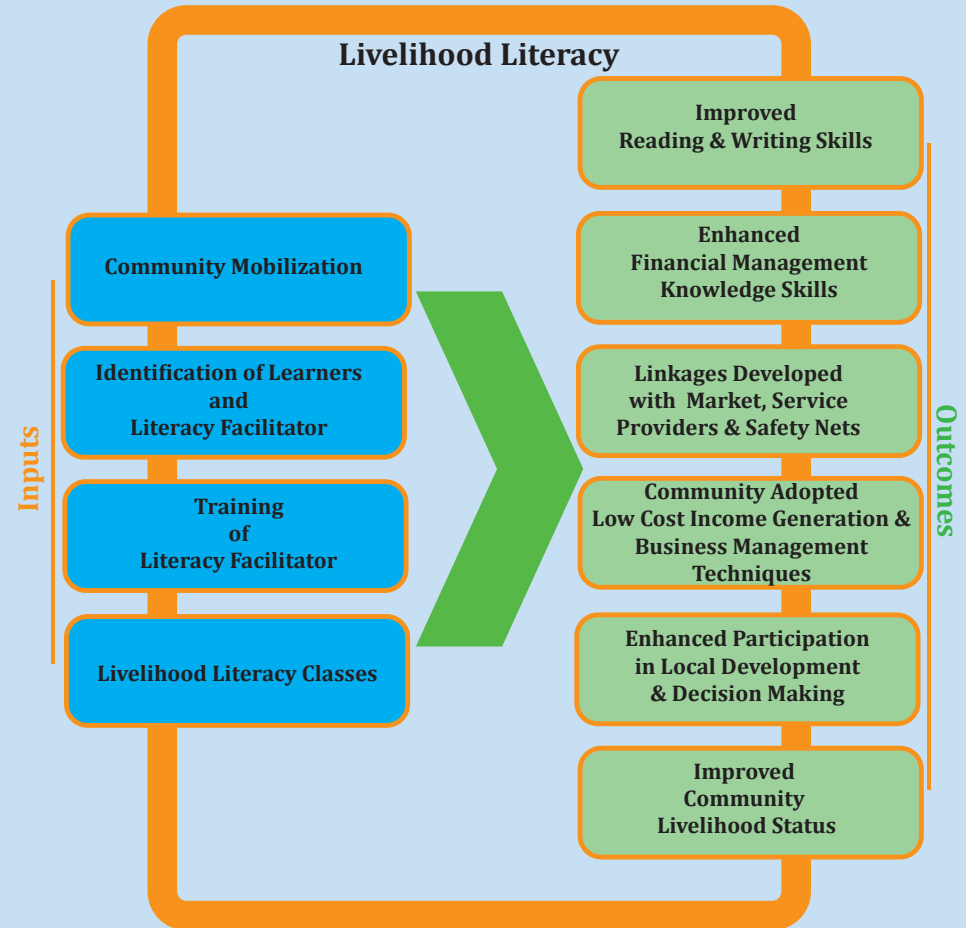


Our literacy program targets women and girls, contributing to our 2018-2022 Strategic Plan objective: Encourage inclusive rural growth leading to economic development and enhancement of employment opportunities

The objectives of our literacy program are:

- To empower rural women and girls by providing them with literacy skills training
- To create gender equality by providing literacy skills to non-literate women and girls, improving literacy rates among women and girls
- To empower women by facilitating women-led enterprises in rural areas
- To provide counseling services and facilitate women’s careers so that they can achieve a happy and prosperous life

Rural Aid’s prioritizes the empowerment of women and girls by providing them with the skills to enable a better life for themselves. Literacy is a crucial component for promoting women’s rights, achieving empowerment, enhancing livelihood skills, strengthening female participation and leadership in the public sphere, and ensuring gender justice. Rural Aid Pakistan is empowering rural women and girls for sustainable development through community mobilization, forming women’s organizations, promoting gender equality and female participation in decision-making at all levels, and educating non-literate women and girls (14-40 years) on integrated health, livelihood and financial literacy.



## Key Achievements of Literacy Program

- Financial literacy for **302** community members
- Livelihood literacy skills to **364** non-literate rural women
- Training of 18 literacy facilitators
- **1530** community members (588 men, 678 women & 264 youth) activists, government officials, and other stakeholders sensitized by participating in the following events:
  - a). Seminar “Generation Equality: Realizing Women’s Rights”: at international women day.
  - b). Community event at international day of rural women
  - c). Seminar, “The Role of Youth for Enrollment and Retention of out of school children,” and literacy walk at International Literacy day
  - d). Panel Discussion on “COVID-19: Invisible Women, Invisible Problems” at international widows day



## Skills leads to Sustainable Livelihood

Aqeela grew up in a poor family in a village where lots of the women and men are labourers. had no job. Aqeela received reading/ writing, financial and livelihood literacy skills and she started to educate and share her skills to the women in village. To increase the number of women who came to her house to learn, Aqeela provided free sewing and embroidery lessons. Soon she had many other women who started to come to her classes, and this increased respect for Aqeela in the village.

With an increased self-confidence and courage after the Rural Aid Livelihood literacy training, Aqeela managed to enhance their monthly income by starting multiple income generating activities at domestic level. “I have learnt very useful skills and low-cost income generation techniques from livelihood literacy classes of Rural Aid and I taught many women able to read and write basic things including the names, electricity bills, etc. I am now successfully managing my business, family budget and basic recordkeeping. I also started kitchen gardening and hen farming at my home to increase our monthly income.

The livelihood literacy gave me confidence and motivation to change the life and new direction to win the war against poverty. I am using the livelihood literacy skills & teaching to other women. I am happy and now my life change with new socio-economic status and increased my monthly income.”





# Water, Sanitation & Hygiene (WASH) Program



Our WASH program is part of Rural Aid's 2018-22 Strategic Plan, meeting its objectives for: "Improved access to clean drinking water, public and environmental sanitation and hygiene promotion" & "Management of natural resources, land, water, energy, biodiversity and resilience for adaptation to climate change."

The objectives of our WASH program are:

- To improve knowledge, capability and skill for adoption of safer WASH practices
- To provide sustainable WASH services and ensuring open defecation free communities through affordable, appropriate technology and behavioral change
- To educate children and youth on safer WASH practices, natural resources and land stewardship

Rural Aid is implementing Water, Sanitation & Hygiene (WASH) program in rural districts of Pakistan. Rural Aid is serving the marginalized communities through a participatory integrated approach to achieving and ensuring the use of hygienic toilet, eliminating open defecation, washing hands with soap properly, handling food and water in a hygienic manner, safe disposal of animal and domestic waste, clean and safe environment.

Our participatory integrated approach helping communities with sustainable solutions to change the behaviors & practices and open defecation free communities through affordable, appropriate technology and community-based initiatives.





Rural Aid is promoting safer WASH practices in rural communities and schools, providing sustainable WASH services, building the capacities of community level WASH committees and WASH promoters, changing the behaviors & practices by community mobilization, education and awareness. By targeting schools and youth, Rural Aid aims to develop tomorrow's leaders and change makers for adoption of safe WASH practices.

The well-oriented & trained WASH committees and community WASH promoters are playing a great role for awareness raising, information dissemination, advocacy, promotion of sustainable WASH services and practices, changing behaviors and adoption of safer WASH practices.

In 2019, Rural Aid directly served to 5720 community members and school going children through community based initiatives related to sustainable water, sanitation & hygiene services and practices.





## Key Achievements of WASH Program

- **249** children and teachers benefited by installation of 2 clean water facilities in schools
- **894** community members (312 men & 582 women) trained on water purification at domestic level
- **303** community WASH promoters (76 men & 227 women) trained and strengthening of 72 community WASH committees with 572 members (271 men & 301 women). These trained volunteers playing a vital role at community level for awareness raising, information dissemination, advocacy, promotion of hygiene and sustainable water & sanitation for all, changing behaviors and adoption of safer WASH practices.
- **1441** community members (38 men, 51 women, 294 school going boys & 367 girls) educated on hygiene practices at community and school level
- **1793** school going children sensitized on hand washing practices by distribution of soaps & awareness raising sessions at handwashing day under the theme “Clean Hands for All”. These actions helping to change behaviors, promote safer health & handwashing practices and develop future change makers at community level.
- **312** community members (34 men, 75 women, 80 boys & 123 girls) educated on “Sustainable Sanitation and Toilets for All” at world toilet day under the theme “Leaving no One Behind”
- **728** community members educated on environment friendly practices for sustainable change and preservation of nature for our future at world environment day under the theme “Biodiversity”.





## “Lightening up the Lives”

Saima resident of village Gol Basti-Says,” I have passed my matriculation from nearby my village, I wanted to get more education, but I couldn’t continue my studies due to poverty. My dream has turned into reality when Rural Aid identified me as a Community WASH Promoter”.

After getting extensive training I started a behavioral change campaign and education on water, sanitation and hygiene issues to my community girls and women. It was a good experience of my life. Before the training I felt hesitation to communicate with people but at this stage Rural Aid supported & encourage me I am thankful to the team of Rural Aid because without their immense support, I may not be able to turn my dreams into reality.

I am now a change maker of my community to promote safer WASH practices. Me & my family and 80% village women adopted safer WASH practices at home and village level by using boiled water, low cost latrine, handwashing practices and safe sanitation. These practices changed the behaviors positively, clean the homes and my village and safe the health of community. We also safe from water borne diseases, malaria and our community is open defecation free.

*Me & my family and 80% village women adopted safer WASH practices at home and village level by using boiled water, low cost latrine, handwashing practices & safe sanitation. These practices changed the behaviors positively, clean the homes and my village and safe the health of community.*





# Networking & Coordination





# Key Stakeholders Participation



Mr. Naeem Ikhlaq (Ex-Vice Chairman TMA Shakargarh & Chairman DETF), Abdal Mufti Project Manager TACS Punjab and Mr. Sajjad Qasim presenting souvenir to Ms. Wajiha Akram MNA Parliamentary Secretary for Ministry of Education & Professional Training Government of Pakistan at the end of district community event organized by Rural Aid.

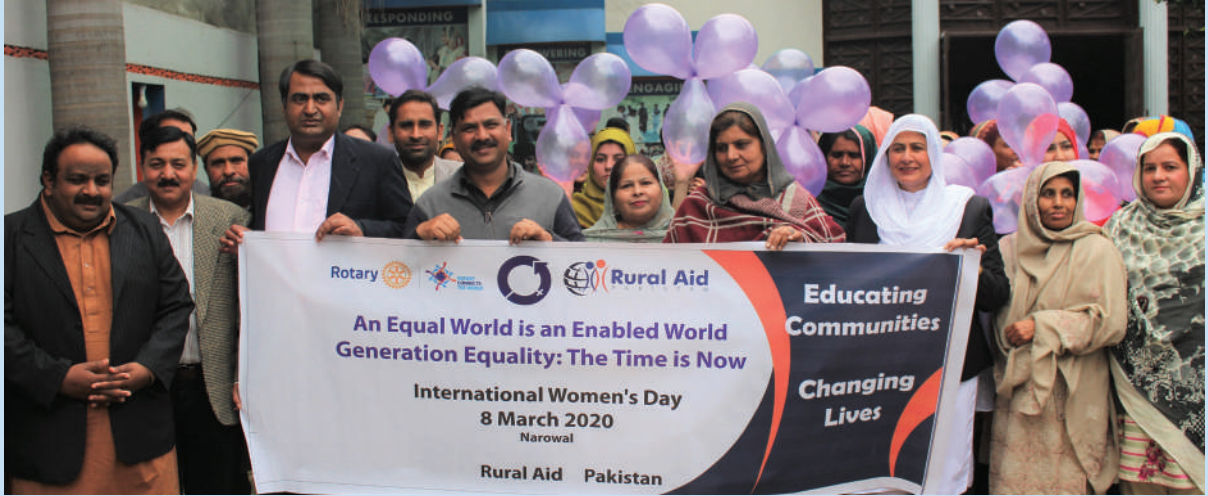


Mr. Sardar Mahindar Pal Singh (MPA - Parliamentary Secretary of Human Rights & Religious Affairs Govt. of Punjab) addressing to the participants of district community event organized by Rural Aid.



Mr. Mushtaq Ahmed Ghani Speaker Assembly Khyber Pakhtunkhwa and other delegates visited Rural Aid stall at ILM Summit 2019, Islamabad.





Ms. Kalsoom Bano DO Education, Ms. Nusrat Parveen Additional Director Livestock, Ms. Munnaza Chaudary senior Lawyer, Mr. Zahid Rafique Deputy Director Social Welfare, Samar Nazar (Advisor to Minister Human Rights & Religious Affairs Govt. of Punjab) participated in International Women Day event 2020.



Dr. Syed Riaz Hussain Shah Hamdani (Director Art Council – Sahiwal) and Mr. Saad Bajwa (Project Coordinator TACS Punjab – British Council) distributing certificate to the best performer ILMambassador in community event, Sahiwal.



Mr. Malik Khalid Javed-Chairman District Zakat & Ushar Committee, Mr. Allama Tabassum Bashir Owasi-Nazim Alla Threek Owasia Pakistan and Mr. Arfaksad Sitara-Member Parish Council Chrch Mission of Pakistan participated in Panel Discussion on "COVID-19: Invisible Women, Invisible Problems" at International Widows Day 2020.



Mr. Waqar Akbar Cheema (Assistant Commissioner, Shakargarh) and Mr. Allah Rakha Rashid Deputy District Education Officer visited the Rural Aid stall at Dosti Sports & Cultural Mela





Mr. Allah Rakha Rashid (Deputy District officer education) participated in media talk “COVID-19 protect children from child labor, now more than ever” at World day against child labor 2020.



Dr. Ayesha Farrukh Bajwa Gynecologist and Dr. Umair Mirza Incharge district surveillance department DHQ Narowal participated in Virtual Panel Discussion “COVID-19 Precaution and Preventive Measurements”



Ms. Wajiha Akram MNA and Parliamentary Secretary for Ministry of Education & Professional Training Government of Pakistan distributed the shield to best performer ILMambassador at district community event.





# Financial Management



**EXTRACT OF STATEMENT OF FINANCIAL POSITION  
AS AT JUNE 30, 2020**

	<u>JUNE 30, 2020</u>	<u>JUNE 30, 2019</u>
Non-Current Assets	1,361,964	1,179,656
Current Assets	4,317,122	3,630,718
<b>TOTAL ASSETS</b>	<b>5,679,086</b>	<b>4,810,374</b>
General Funds	5,095,313	4,598,622
Current Liabilities	583,773	211,752
<b>TOTAL FUNDS &amp; LIABILITIES</b>	<b>5,679,086</b>	<b>4,810,374</b>
<b>EXTRACT OF INCOME AND EXPENDITURE ACCOUNT</b>		
Total grants and other receipts	11,656,636	12,745,171
Program cost	9,777,723	8,223,875
Administrative Expenses	1,363,573	1,767,945
Other charges	18,649	20,649
<b>Surplus / (deficit) for the year</b>	<b>496,691</b>	<b>2,732,702</b>
<b>PERCENTAGE OF ADMIN EXPENSES TO RECEIPT</b>	<b>12%</b>	<b>14%</b>
<b>PERCENTAGE OF PROGRAM COST TO RECEIPT</b>	<b>84%</b>	<b>65%</b>



# Our Partners



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AND JUSTICE  
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*“Empowering Communities for Sustainable Development”*



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