



ANNUAL REPORT 2021

**Empowering Low-income Communities
for Sustainable Development**



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Director's Note

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

During the reporting year, where Rural Aid Pakistan successfully completed several projects, it also started several new initiatives as well. Project implementation posed many challenges for Rural Aid especially due to Covid-19, however with the help of talented and committed team, our valued partners and communities, we managed to complete the year on a high note.

A number of projects were implemented with assistance from multiple donors. Various projects were initiated across the programs of Rural Aid. These projects were in the sectors of social mobilization, WASH, Education, literacy, health, climate change, gender empowerment and community development.

It gives me great satisfaction to report that despite many challenges Rural Aid was able to achieve most of its objectives during the reporting period and continues to strive to realize the objective of social justice in our society.



I am hopeful that with support from our partners we will keep on making progress towards the achievement of our collective goal. I would also like to thank our Board Members, staff, donor and partner community institutions for all the support we received during 2021 to take our philosophy at the grassroots level through several projects; without their support would not have been possible.

Mirza Moqeem Baig
Chief Executive Officer

About Rural Aid Pakistan



1. 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.

1.1 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.

1.2 MISSION

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

1.3 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 2022-2025:

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

1.4 CORE VALUES

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.

Inclusion:

Including women and girls, persons with disabilities, transgenders, young and aged people and religious minorities in our all programs to build resilient communities.

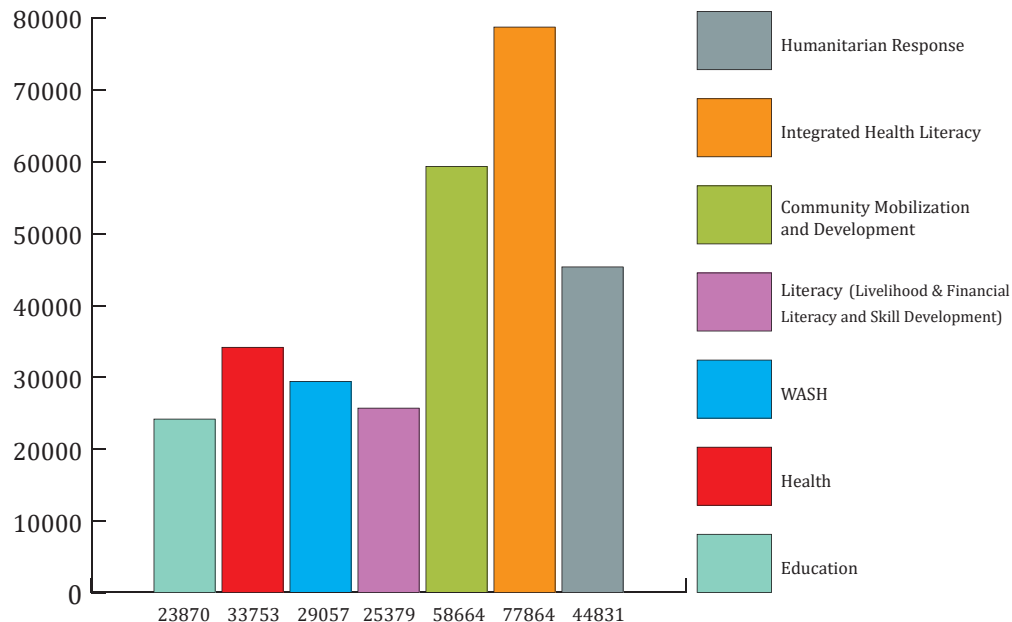
Creativity and Sustainability:

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

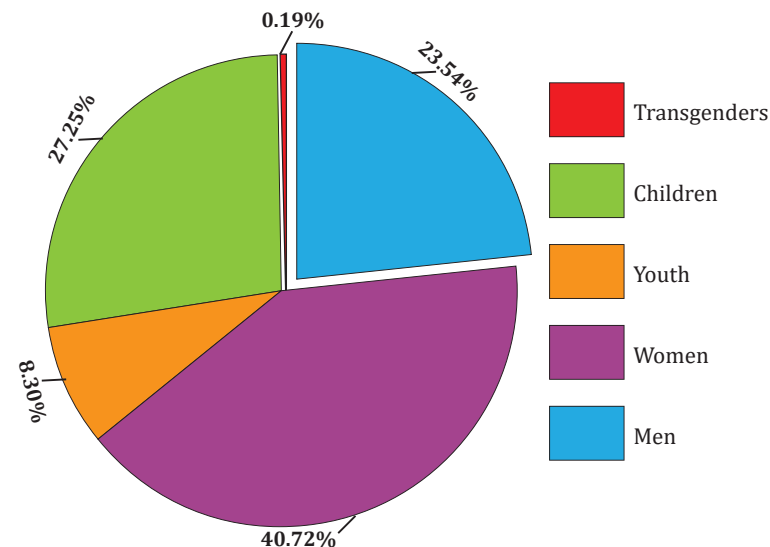


1.5 PROGRESS AT A GLANCE

Beneficiaries by Sector



Beneficiaries by Age and Gender



Beneficiaries by Sector: During the 4 years, Rural Aid served 293418 people including men, women, youth, children, transgenderes, persons with disabilities (PWD) and minorities. Rural Aid delivered medical services to 33753, integrated health literacy to 77864, humanitarian response to 44831, WASH (water, sanitation & hygiene) services to 29057, livelihood & financial literacy and skill development trainings to 25379, community mobilization & community development initiatives to 58664 people.

Beneficiaries by Age and Gender: Rural Aid is dedicated to supporting gender equality and inclusion of marginalized people in rural Pakistan. To demonstrate our dedication, Rural Aid has ensured equal participation, inclusion and services to the best of our ability. During the last 4 years, services were delivered to **293418 community members, 69053 men (23.54%), 119477 women (40.72%), 24342 youth (8.30%), 79964 children (27.25%) and 582 transgenderes (0.19%)** included 1723 persons with disabilities (PWDs) and 4075 minorities members.

1.6 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, PWDs, transgenders and other groups and accommodate them all possible facilities and reduced inequality.

11 SUSTAINABLE CITIES AND COMMUNITIES



Mobilizing communities for sustainable collective actions, community education and 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.

2. Community Mobilization for Sustainable Development



Community Mobilization for Sustainable Development

Rural Aid community mobilization approach ensures participation of the marginalized segments, particularly women, persons with disabilities, transgenders and minorities in the development process and implementation of projects. It helps them to develop effectual local level institutions to pool and mobilize their resources for improving their livelihoods.

These institutions enable women and men partners, to analyze their own situations, suggest solutions, plan, implement and manage their development programs in a sustainable and equitable manner, using principle and tools of participation.

Based on our vast experience of working at the grassroots level and taking into account similar experiences in Pakistan and abroad, RA has developed a detailed social mobilization methodology to mobilize and organize local communities. It comprises a number of stages of participation, leading to interactive participation and self-mobilization, to ensure self-sustaining grassroots institutions.

Rural Aid develops broad based community organizations and village committees including all segments of society particularly the marginalized and ultra-poor, at village level. These committees are responsible to lead development process in their villages, develop and implement village development plans with the support of government and non-government organizations working in their village. Where, village organizations already exist, RA prefers to strengthen them through participatory social mobilization tools and techniques.

“Rural Aid’s participatory integrated community development approach works by boosting active community involvement and participation in problem identification, planning, implementation, monitoring and evaluation process, 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 shape up Community Level Organizations (CLOs) and further forming multi-functional community groups under CLO i.e. Women Support Group, Youth Support Group, Health Committee, Child Protection Committee, WASH Committee, Disaster Management Committee, Farmer support group, etc. to ensure maximum 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 and 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 empowers the marginalized & 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 and 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.

During the year **78 community level organizations and groups** (54 village forums, 2 district forums, 20 education committees & 2 district education task forces) formed and strengthened through community mobilization and capacity building in 3 districts with 1542 members including men, women, transgenders, persons with disabilities and minorities members.



2.1 Self-help initiatives of Community based organizations and groups

1. 20 Education committees supported 4026 students and teachers (2122 boys, 1760 girls & 144 teachers) through 25 Self-help school improvement and advocacy initiatives in 35 governments schools including construction of school boundary walls, corridor, passages, class rooms and provision of ceiling fans, school uniforms, shoes and stationery to needy children, first aid & COVID-19 safety kits, handwashing and water facilities, etc.

2. 14 Education committees planted 470 plants in 14 government schools and sensitized 841 students & teachers (763 boys, 32 girls & 46 teachers) through educational sessions under tree plantation campaign

3. 06 Education committees supported 1860 community members (722 men, 632 women & 506 youth) through 6 Community Development Initiatives and awareness raising

4. 54 village forums develop and implemented collective community Action Plans (CCAPs) on elimination of child Labour, GBV, protection of PWD, transgender, minorities & Social Cohesion. Through these CCAPs 3946 community members including 1465 men, 1423 women, 58 transgenders, 319 PWDs and 739 minority members educated and sensitized at grass root level

5. District forum Narowal Facilitated 255 community members in provision of Disability certificates & travel card to PWDs through Social Welfare Department, CNIC formation and Dialysis Kits for Minorities in DHQ

6. Village and District forums Nankana Sahib supported 769 community members (381 men, 382 women, 2 transgender & 4 PWDs) including 300 minority by NADRA registration camp, inter-faith harmony and resolved conflicts, food packs distribution, distribution of sewing machines and wheel chairs



2.2 Human & Institutional Development (HID)

Rural Aid's Human and Institutional Development Program aims to educate civil society, especially women and minorities about their fundamental rights, developing their vision towards good governance, people's centered policies, decision making and development at the grassroots. The people, especially the excluded groups including women, Persons with Disabilities (PWDs) and minorities are motivated and empowered to demand their fundamental rights and turn the wheels of development in their favor.

Rural Aid's emphasis is building leadership and management capacity within and outside of the organization. Of this, community leadership development is one of the key functions of HID program. Rural Aid's approach to capacity building is based on experiential learning and its use thereof. On the job training of development professionals, with regular mentoring is important aspect of HID program.

In order to contribute to Rural Aid's over all vision and mission and in line with the sustainable development goals, the organization builds the capacities of institutions and marginalized groups particularly women, ultra-poor and minorities, to enable them to contribute in socio-economic and political development. The program intends to build the capacities of CSOs, youth and Rural Aid staff in alignment with its right based and participatory development approaches.

During the year, 760 staff, village forums and education committee members trained through capacity building, orientation and planning workshops trained.



2.3 Aawaz II Program

The Aawaz II programme supported by British Council, which works with local communities to protect children, women, youth, and other marginalized groups. Aawaz II community engagement has two pathways for change focusing on thematic areas of child labour, early marriage, gender-based violence and social cohesion.

- i) Changing awareness, attitudes & behaviors towards discrimination, intolerance, exploitation and other harmful practices.
- ii) Referrals and citizen engagement on the thematic areas and issues of exclusion and exploitation.

The program is working through community based downstream partners, developing sustainable community fora that augment and strengthen the voice of the marginalized and facilitate behavior change. The communities are provided safe spaces and access to referrals and information through Aawaz Aagahi Centers (AACs). The transformative effect of increased awareness and information, and the provision of training, support and linkages will result in a sustainable change within communities.

The program retains its emphasis on working with women, youth, persons with disabilities, minorities and transgender persons, who are likely to be even more affected by the secondary impact of the Covid 19 crisis, as households are pushed further into poverty, women and children are forced into vulnerable work, child marriage and experience gender-based violence; minority communities are at greater risk as are PWDs and transgender populations.



Key Achievements of Aawaz II Program

- 06 Aawaz Agahi Centers (AACs) established in 6 tehsils for informational dissemination and referrals. These AACs referred 1509 community members including 599 men, 836 women, 74 transgenders, 236 PWDs and 260 minority members to government facilities/Services and 1265 community availed the services
- 747 youth volunteers (386 male, 346 females, 15 transgenders) including 27 PWDs and 82 minority trained as Aawaz Change Agents (ACAs) on Youth Leadership, Active Citizenship and Social Inclusion
- Trained ACAs developed and implemented 41 Social Action Projects (SAPs) in groups on GBV, Child Labour, PWDs, transgenders and social cohesion and educated 2272 community members (1015 men, 1213 women & 44 transgenders) including 131 PWDs and 474 minority members
- 2360 Referral directories containing contact information of government, semi government and welfare departments were developed, printed and disseminated in hard and soft to 7854 community members (4353 men, 3361 women & 118 transgenders) including 385 PWDs and 1272 minority members to ensure the access of vulnerable people with existing services and opportunities.
- EWS/ERM received from 662 community members (380 men, 277 women & 5 transgenders) including 81 PWDs and 146 minority members and 638 EWS/ERM addressed
- 12 coordination meetings conducted with government line departments.
- 22 Community Dialogues conducted at tehsil & district level and 1014 (379 men, 324 women & 125 transgenders) including 48 PWDs and 129 minority members, VF/DF members, government officials and other stakeholders participated. These dialogues play a vital role and VF/DF members raised the issues and voices of communities with government officials and decision makers and develop the networking with line department



2.4 Agriculture Development



Rural Aid is working to empower small farmers and build resilient communities, improve livelihood and food security on sustainable basis by building capacities, changing traditional behaviors and agricultural practices. We are promoting climate smart agriculture protecting natural resources including water, air, environment and biodiversity. Our program is contributed Rural Aid strategic plan for 2022-2025 Strategic theme-1 “Encourage inclusive rural growth leading to economic development and enhancement of employment opportunities” and Strategic objectives 1 “Management of natural resources, land, water, energy, biodiversity and resilience for adaptation to climate change, strengthening of institutions to increase rural productivity, Creation of employment opportunities and income generation”. During the reporting period, the following quantitative results achieved:

1. Mobilization and strengthening of small farmers: 114 farmer support groups (FSGs) with 1824 members at village level formed and trained.
2. Farmer Information Centers: 17 farmer information centers established in 17 villages.
3. 798 farmers including 48% women trained on short term profitable crops, kitchen gardening, water management, water management and climate smart agriculture.
4. 516 farmers trained on livestock management
5. 809 farmers linked with local markets and services providers
5. 02 farmer forums and exhibitions conducted with collaboration of government agricultural department and other organization and 812 farmers participated in these events
6. Planning and selection of FSGs for climate smart agriculture project: 142 farmers selected for Installation of solar powered drip irrigation systems. The aim is to promote and complement the solar powered water irrigation technologies, create resilience among the vulnerable farmers to sustainably utilize water resources while using renewable energy. Low income and vulnerable farmers will have improved skills, technologies and knowledge to apply for their uplift and mitigating the impacts of climate change on agriculture.



2.4 Humanitarian Initiatives




Rural Aid
PAKISTAN
Serving Humanity

Humanitarian Initiatives

As a result of torrential flood 2020 in Sindh Province Rural Aid emergency response team under the supervision of experienced team leader facilitated the district level cluster based coordinated humanitarian response in the flood affected areas of district Dadu, Sindh and Ravi River affected community of Narowal, Punjab. As a result, Rural Aid provided food/nutrition & non-food items (NFIs) including hygiene & safety kits, mosquito nets and winterized material, clean drinking water supply, medical services, hygiene promotion education and training to 3791 extremely vulnerable people with the coordination of local authorities.

1. Distribution of Food and NFIs: Rural Aid provided Food/Nutrition packs and non-food items (NFIs) including hygiene & safety kits, mosquito nets & winterized materials to 1176 extremely vulnerable people including 310 men, 425 women and 441 children
2. Health Services: Medical services provided to 293 affected community members including men, women and children.
3. WASH Services: Rural Aid provided clean drinking water to 297 flood affected families including 635 men, 812 women and 632 children and sensitized and educated 1946 women and children on clean drinking water, hygiene & handwashing practices.
4. Capacity Building of Communities: Community training and education 293 community (60 men, 132 women & 101 children) on Community Based Disaster Risk Reduction Techniques, Clean Drinking Water at Domestic Level, Diarrhea & Preparation of ORS, Climate Change Adoption techniques, Hygiene and Handwashing Practices in 3 flood affected villages



2.5 Plant for Pakistan Campaign



Plant for Pakistan Campaign

Rural Aid is of the view that sustainable, equitable & environment friendly management of resources is a pre-requisite for the climate action pledged in Sustainable Development Goals. RA has been actively working to promote sustainable use of forests in the backdrop of rapidly receding forest cover. Rural Aid's natural resource and environment related interventions including improved agricultural practices, improved livestock management, biodiversity conservation, and control of alien invasive species, biological pest control, participatory forest management; and regular forestation campaigns have helped to arrest high deforestation rate at the local level and to improve local livelihoods. Plant for Pakistan Campaign was the core initiative by Rural Aid during the reporting period that supported its strategic alignment towards environmental sustainability.

Tree Plantation Education of Community Leaders and Youth Volunteers: Rural Aid Educated 2014 community members, leaders and youth volunteers (155 men, 26 women, 363 youth volunteers, 1346 young children and 124 schoolteachers) on climate change and importance of tree plantation under plant for Pakistan campaign.

Tree Plantation: Through its tree plantation drive, Rural Aid trained community leaders and volunteers planted 1570 plants in 33 villages and schools with the participation 998 community members. Also, 14 Education committees planted 470 plants in 14 government schools and sensitized 841 students & teachers (763 boys, 32 girls & 46 teachers) through educational sessions under tree plantation campaign.



3. Education Program



Education Program

Through education program, Rural Aid focuses on increasing literacy rate and providing quality education to the marginalized groups particularly for girls and children through intensive awareness, community mobilization and advocacy campaigns. The program endeavors to achieve increased enrolment especially in areas where education is not prioritized by the parents due to various socio-political reasons. 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.

Enhancing community participation in improving quality of education in deprived areas and enhancing enrolment, especially of girls is carried out by Rural Aid through its various initiative that includes 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.

3.1 Community Model Schools

Rural Aid is providing quality primary education in rural areas through community model schools, teacher training, enrolment out of school children and promoting girl's education, child friendly



environment and providing the facility of joyful learning to school going children in rural areas for their retention and mental, physical and social growth. Rural Aid has also provided students along with the community members with necessary information to be responsive to the Covid-19.

3.2 Take A Child to School (TACS)

Rural Aid is implemented ILMPOSSIBLE: Take a Child to School (TACS) project in the rural areas of Narowal and Sahiwal districts with partnership of British Council. The British Council and Educate A Child (EAC) have come together to support and implement this project in Pakistan to improve primary school enrolment and retention. The project aims to enroll out of school children (OOSC) aged 5 to 11 years in government primary schools and ensure that each child completes the primary school cycle. Educate A Child (EAC) is a new global initiative launched by Her Highness Sheikha Mozza bint Nasser of Qatar, which specifically aims to reduce the number of children worldwide who are not going to schools yet. The project objectives are:

- This project aims to enroll out of school children in primary schools in Pakistan and retain at least 80% through a complete primary cycle by mobilizing youth volunteers, parents, teachers, communities and local education departments.
- Support the development of education quality so that children who attend school stay in school and have an opportunity to learn
- To increase enrolment at primary level through creation of a supportive family and community environment and building teacher capacities
- Retention of students by providing them with a comfortable physical and learning environment at the school level



3.3 Dosti Sport Program

The primary objective of Dosti sport initiative was to encourage children to stay in school by enhancing their learning experience through sports activities, improving their engagement through interactive story telling session and cultivating a better student-teacher bond. The primary reason for the general disinterest amongst students was the monotonous school day and a student-teacher bond that required significant improvement. DOSTI is a highly interactive programme that focuses on the key aspects of the learning environment in school, and incorporates activities both inside and outside the classroom to promote a higher level of engagement. Keeping in view the current environment and typical day of learning in public schools, it was decided to develop content around activities that would enhance student's interest in school, the lack of which has led to increase in dropout rates. In addition to sports activities that aim to promote a healthier lifestyle along with providing students with a fun activity, DOSTI also focuses on building basic life skills through relatable stories. To understand the content, we can broadly divide the DOSTI School sessions in two categories:

1. DOSTI Stories
2. DOSTI Physical Activities

The target audience of DOSTI was students enrolled in grade 1 and 3, keeping the age group in view it was decided the best avenue to instill life-skills education was through something that they could relate to and retain. Children of the target age group, respond well to stories instead of standalone lectures or activities, to ensure they retained their learning 5 character were created & stories were developed around their daily adventures to learn new things.



The characters were developed carefully to represent the various character traits of students in a typical classroom. The idea behind each story was to equip students with basic life-skills lessons that would encourage them to think about the relevant theme and act accordingly by changing their attitude and behavior towards certain things that they would not have thought about before. The stories were developed around the following themes:

1. Hygiene and Cleanliness
2. Feelings and Emotions
3. Environment and Positive Action
4. Diversity
5. Habits and Hobbies
6. Rights and Responsibilities
7. Curiosity and Learning

Another aspect of a healthy school day that is completely missing from public schools is extra-curricular activities including sports. The second and equally important part of DOSTI is Physical Education.

The second and equally important part of DOSTI component is Physical Education. The main objective of including sports was to provide the students with an interesting and fun activity in an otherwise monotonous school day whilst promoting healthy activity.



Key Achievements of Education Program

- 141 students (63 boys & 78 girls) getting education with 7 teachers in Community Model Schools (CMS)
- 398 parents and students (17 men, 61 women, 5 youth and 50 children) participated in sessions on COVID-19: "Safeguarding children for prosperous Society" at World Children Day
- 265 students participated Art & Speech Competition on Child Right & Protection at world child day
- 2135 Out of School Children (1124 boys & 1011 girls) enrolled in government primary schools with 99% retention.
- 7 child enrollment Walks at community level conducted with 148 community activists, youth volunteers, education committees, government education officials, CSOs and media representatives participated
- 204 youth volunteers trained as ILM ambassador. These trained vILM ambassadors playing great role at grass root level for community & parents' mobilization, enrollment & retention of out of school children, advocacy and promotion of child education.
- Trained youth volunteers supported 768 teachers & students (441 boys, 300 girls & 27 teachers) in 12 schools by provision of handwashing facilities, water colors, ceiling fans, sport kits and furniture through Self-help initiatives and local fund raising
- 544 students (305 boys & 215 girls) participated in Dosti Sports activities in 13 schools
- 24 teachers (17 men & 7 women) trained on Dosti sport program
- Dosti sport kits distribution ceremony conducted and 45 schoolteachers, education department officials and education committee members participated. The dosti sport kits distributed to management of 05 new governments schools with 275 students (91 girls & 184 boys).



4. Health Program



4. Health Program

Rural Aid's health program aims to provide quality health services in its working area, focusing on preventive and curative health of people (with special reference to the health of mother and newborn children). Besides the service delivery, Rural Aid's health also strives to advocate health issues among the men and women partner community, with a view to bring positive behavioral changes among the people regarding their personal hygiene and a clean environment. Rural Aid's health related interventions are expected to mitigate communicable diseases causing mortality especially among women and children. The primary objectives of our health program are:

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

Health awareness campaigns are a key tool utilized by Rural Aid to raise awareness among the men and women community equipping them with basic knowledge regarding good health, which would help them, avoid seasonal illnesses which are easily communicable and prove fatal especially among infants. The health program also conducts advocacy and lobbying with government to ensure proper functionality of health institutions

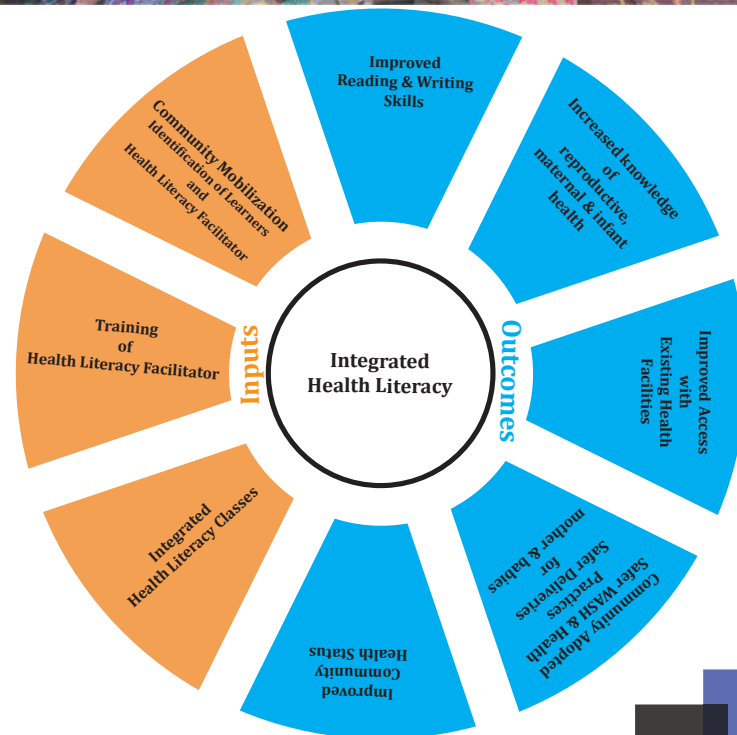


(BHUs, dispensaries, hospitals) to cater to the health needs of the community, who do not have access to a health facility in case immediate health need arises.

Rural Aid is also focusing on integrated health literacy where organization is raising awareness of importance in public health and healthcare. It is concerned with the capacities of people to meet the complex demands of health in a modern society.

Health literate means placing one's own health and that of one's family and community into context, understanding which factors are influencing it, and knowing how to address them. An individual with an adequate level of health literacy has the ability to take responsibility for one's own health as well as one's family health and community health.

The integrated health literacy sessions are designed and delivering in a way to encourage rural communities to adopt appropriate health behaviors and safer practices. Community Health Centers are established in remote areas to provide basic health services to the rural population, the services include reproductive, 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.



Key Achievements of Health Program

4.1 Medical Services: 7439 community members (517 men, 6291 women & 631 children) received medical services by community health centers and mobile health camps

4.2 Integrated Health Literacy: 888 community members (114 men, 362 women, 174 youth & 238 young children) educated through 45 integrated health literacy sessions on Diarrhea, Preparation & Use of ORS, Personal Health & Hygiene Practices, Nutrition of Pregnant Mothers and Children, Malaria, Hepatitis and Vaccination

4.3 COVID-19 Response:

- 264 youth volunteers and education committees' members trained on "COVID-19 Precaution and Preventive Measurements"
- 4480 community members (1953 men, 1286 women, 858 male/female youth & 383 children) educated and sensitized through Peer Education & Awareness Raising by Youth Volunteers and education committees on COVID-19 Precaution and Preventive Measurements
- 408 community members educated by Awareness Raising Sessions on Preventing and Precautionary Measure COVID-19
- Education committees distributed COVID 19 Safety Items (Face Mask & Hand Sanitizers) to 2411 community members
- Food Packs distributed to 84 Widows, PWDs & Vulnerable households affected by COVID-19 with 574 family members (174 men, 205 women & 195 children)
- District forum distributed Food Packs to 15 transgenders affected by COVID-19



5. Water, Sanitation & Hygiene (WASH) Program



5. Water, Sanitation & Hygiene (WASH)

Under WASH program, Rural Aid's main focus is to provide help to rural households in order to help them improve their quality of life and productivity through community productive infrastructure schemes and improved water & sanitation facilities. Rural Aid has helped local communities to implement productive infrastructure schemes. The objectives of the 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 people on safer WASH practices, natural resources and land stewardship.

Rural Aid adopts a participatory approach in implementing its WASH projects with the local communities especially focusing on women by involving them in the identification, designing, construction, operation and maintenance of all infrastructure schemes that are undertaken. Rural Aid installs water schemes in the rural areas especially catering to the needs of the women who have to travel great distances carrying water from distant sources to their homes. The source of water installed near their homes would bring a healthy change in their lives.

In order to promote safe WASH practices in the communities, Rural Aid carried out its activities in rural communities of



districts Narowal, Sahiwal and Nankana sahib to improve WASH status and safer practices . Community education on water purification, safe sanitation & waste management practices and hygiene promotion. These activities included clean drinking water supply, training of youth community-based WASH promoters and knowledge building by community education on water purification, safe sanitation and waste management practices and hygiene promotion.

Key Achievements:

- 148 teachers and children benefited from Clean Drinking Water facility in school
- 394 community members (26 men, 191 women, 80 youth & 97 young children) trained on Clean Drinking Water and Water Purification at Domestic Level
- 116 community members (5 men, 82 women, 9 youth & 20 young children) educated on Safe Sanitation and Waste Management Practices
- 663 community members (88 men, 202 women, 24 youth & 349 young children) educated on Hand washing and Hygiene Practices
- 268 people (62 men, 50 women, 7 youth, 149 young children) sensitized by 9 educational sessions on "Sustainable Sanitation and Climate Change" at World Toilet Day
- 112 community members (30 women, 40 youth & 42 young child) sensitized at Global Handwashing Day under the theme "Hand Hygiene for All"
- 160 Youth (80 male & 80 female) community WASH promoters trained. These young WASH promoters playing a vital role for information dissemination, awareness raising, advocacy and promotion of safer WASH practices.



6. Literacy Empowering Women & Girls

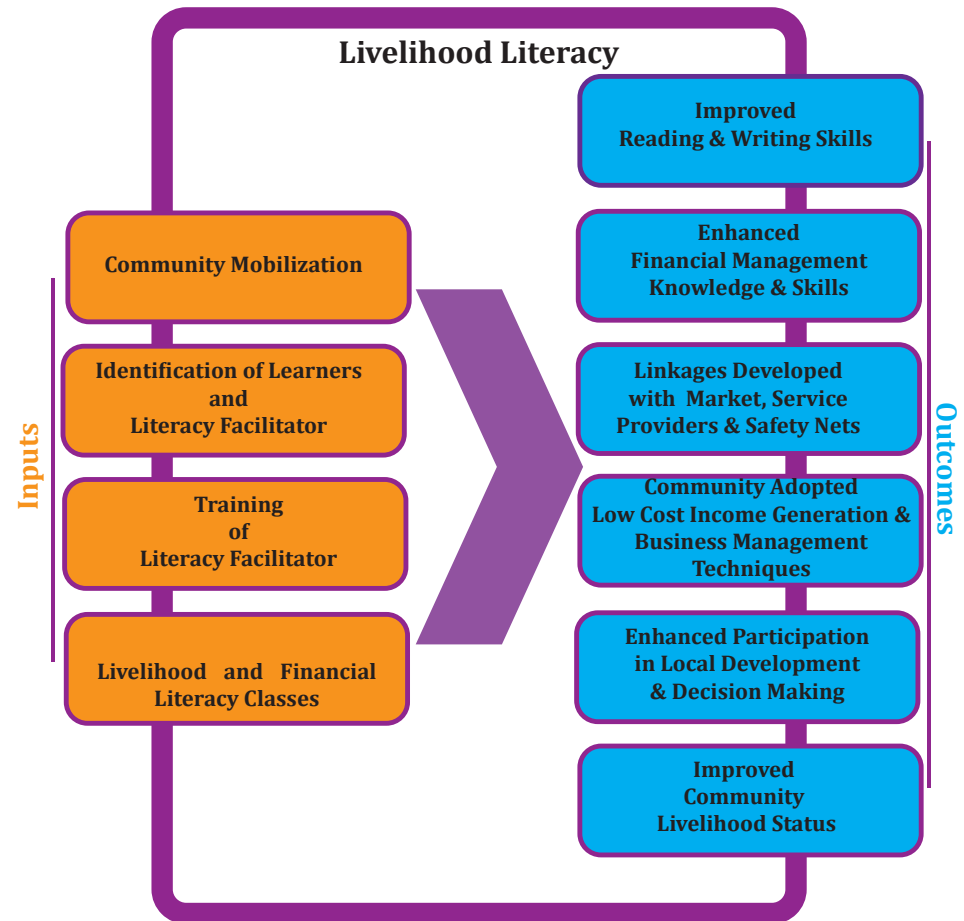


6. Literacy Empowering Women & Girls

Poor literacy especially in rural areas is one of the main issues in the marginalized communities. Women adult literacy is as low in some communities of Pakistan. 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 & 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 support groups, promoting gender equality and female participation in decision-making at all levels, and educating non-literate women and girls (14-40 years) on livelihood and financial literacy.



Key Achievements:

1. Livelihood Literacy: 335 women trained on Kitchen Gardening, Low-Cost Income Generation and Food Preservation Techniques in 17 villages.
2. Financial Literacy: 268 women trained on financial literacy skills.
3. 51 Community member, activists and officials (29 men & 22 women) participated in Seminar & Literacy Walk at International Literacy Day "Literacy teaching and learning in the COVID-19 crisis and beyond."
4. 47 community members sensitized at International Day of Persons with Disabilities "Building Back Better: toward a disability-inclusive, accessible and sustainable post COVID-19 World", International Day of Older Persons and Panel Discussion "Safeguards the Rights of Religious Minorities" at National Minorities Day
5. 111 community members (18 men & 102 women) educated on "COVID-19: Safeguarding Women for prosperous Society" at International Day for the Elimination of Violence against Women and Panel discussion "Building rural women's resilience in the wake of COVID-19" at International Day of Rural Women.



7. Planning, Monitoring, Evaluation & Research

In order to track progress and ensure the desired quality of work, Rural Aid has a well-established Planning, Monitoring, Evaluation & Research (PMER) Unit and M&E Framework. The goal is to ensure that the implementation procedures are followed and accountability is guaranteed. In each project the PMER functions are established to monitor the project interventions and become part of the central PMER setup. PMER is responsible for ensuring integration among various program components; developing participatory program planning, monitoring and evaluation systems; participatory research; capacity building of Rural Aid staff and partner communities in participatory M&E; distilling and internalizing experiences and lessons learned; and regular monitoring and reviewing the progress and performance of the organization. Another key function of the Unit is studying and disseminating developments and new trends emerging in the development sector; gathering intelligence about the priorities and strategies of bilateral and multilateral development partners of Pakistan; and brainstorming about the relevance and appropriateness of these developments for Rural Aid. Among other principal occupations of the Unit are developing a long-term program strategy and a rolling five-year program; diversifying and broadening RA's donor base; and developing a resource generation strategy for long term sustainability of the organization.

The effectiveness, efficiency and relevance of the program approach and interventions are constantly investigated through internal and external monitoring missions, field visits, program reviews, case studies, etc. The changes and improvements in the lives of local communities are analysed through establishing baselines and carrying out impact studies. Logical framework analysis approach is employed to articulate program objective, results and inputs. Results and performance indicators are increasingly being introduced to strengthen a performance-based culture at all levels of the organization.



Goal of PMER

The goal of PMER is “To bring about continual improvements in programs and projects, in terms of efficiency and effectiveness”. Through establishing PMER Section, RA strives to ensure a culture in the organization where continuous improvement would become a natural part of the way every project activity is done. Besides monitoring and evaluation, the integral parts of the PMER are Planning and Reporting as it is based on ‘Planning Integrated with Monitoring and Resultant Action’ (PIMARA) and ‘Continuous Quality Improvement’ (CQI).

RA believe that unintended variations in processes can lead to unwanted variation in outcomes, and therefore PMER seeks to reduce or eliminate unwanted variations at right time during project implementation through process monitoring. PMER is expected to monitor progress toward achievement of results systematically; to report on those results frequently; and to integrate lessons learned into management decisions and future programming initiatives.

8. Future Plan

Rural Aid is scaling up its programs, strengthening organizational approach and policies by focusing:

1. Partnership development with humanitarian organizations & networks for resource generation, learning best practices & project implementation
2. Development and strengthening of organization approach, policies and systems
3. Expansion in other districts and geographic areas to implement existing and new programs i.e. Health, Education, WASH, Literacy, livelihood, community mobilization and empowerment, community development humanitarian interventions.
4. Consideration to environment and climate. Organizational expansion, more inclusion and focus on socially excluded groups, innovations, use of technology & result based management.





9. Financial Management

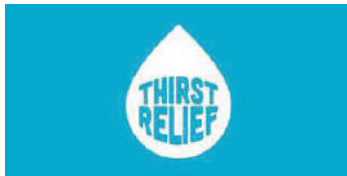
**EXTRACT OF STATEMENT OF FINANCIAL POSITION
AS AT JUNE 30, 2021**

	JUNE 30, 2021	JUNE 30, 2020
NON-CURRENT ASSETS	2,665,818	1,361,964
CURRENT ASSETS	6,537,241	4,317,122
TOTAL ASSETS	9,203,059	5,679,086
GENERAL FUNDS	7,156,532	5,095,313
CURRENT LIABILITES	2,046,527	583,773
TOTAL FUNDS & LIABILITIES	9,203,059	5,679,086



EXTRACT OF INCOME AND EXPENDITURE ACCOUNT




	JUNE 30, 2021	JUNE 30, 2020
TOTAL GRANTS AND OTHER RECEIPTS	41,679,250	11,656,636
PROGRAM COST	34,286,595	9,777,723
ADMINISTRATIVE EXPENSES	5,308,714	1,363,573
OTHER CHARGES	22,722	18,649
SURPLUS / (DEFICIT) FOR THE YEAR	2,061,219	496,691
PERCENTAGE OF ADMIN EXPENSES TO RECEIPT	13%	12%
PERCENTAGE OF PROGRAM COST TO RECEIPT	82%	84%

10. Our Partners





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