



Rural Aid
P A K I S T A N

Annual Report 2022

*Empowering the Vulnerable
Communities for Sustainable
Development*

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Director's Note

Year 2021-2022 remained a year of determination and impact for eradication of poverty and sustainability. Rural Aid is successful in stepping towards rural development through increased community capacity in education, agriculture, disaster management, food security, sustainable livelihood water, sanitation & hygiene and gender equality. More people have access to the development, learning and education opportunities. I am delighted to present the Annual Report 2021-2022 that include our success in reaching and serving the deprived and underserved populations of Pakistan.

Our main focus this year remained circled around marginalized and socially excluded communities where Rural Aid empowered them by providing platform for raising their voice, access to quality education, safe water, health & nutrition, empowerment and development. This year Rural Aid more worked on inclusion of persons with disabilities (PWDs), transgenders, religious minorities, women and youth in all programs to build resilient communities.

Our participatory integrated community development approach helping partner communities to build strong connections with local market & safety nets, enhance local socio-economic development, create more vibrant, climate friendly and resilient communities.

Many challenges in terms of access to quality education for vulnerable children, WASH, Health are still to be addressed. Most of these challenges in the rural areas are curable by empowering and building the communities capacity through providing community-based interventions and raising awareness among the communities.



Rural Aid professional team and our esteemed and respected partner community-based organizations and youth volunteers made us to achieve these tremendous challenges in an efficient and successful manner.

I extend my appreciation for the continued struggle of Rural Aid team and gratitude to our partners Penny Appeal UK, British Council, Aawaz II, PJN, Social Welfare & Bait ul Maal department, government line departments and stakeholders for joining hands in making the difference. I urge and appreciate to maintain the culture of help, support and cooperation.

Handwritten signature in blue ink.

Mirza Moqem Baig
CEO



About Rural Aid

Rural Aid Pakistan is a non-profit humanitarian 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”

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**

Key Strategic Approaches

Rural Aid will develop its approaches and detailed strategies in the following area to realize its strategic plan for 2022-2025:

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

Core Values

We are independent and free from political, ethnic, and religious allegations. 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 and 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.



Key Priority Areas

Rural Aid works to alleviate poverty and inequalities in the society by applying inclusive and holistic transformational development approach. Considering the country's rapid changing socio-economic and political dynamics and the new challenges facing poor rural people, carrying this mandate demands for improved and enhanced internal strategies to achieve the greater programming impact.

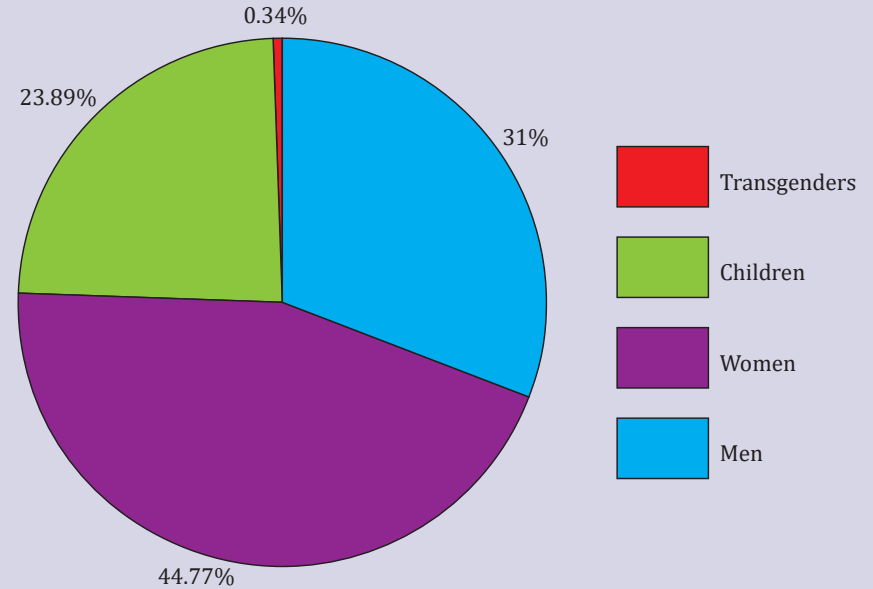
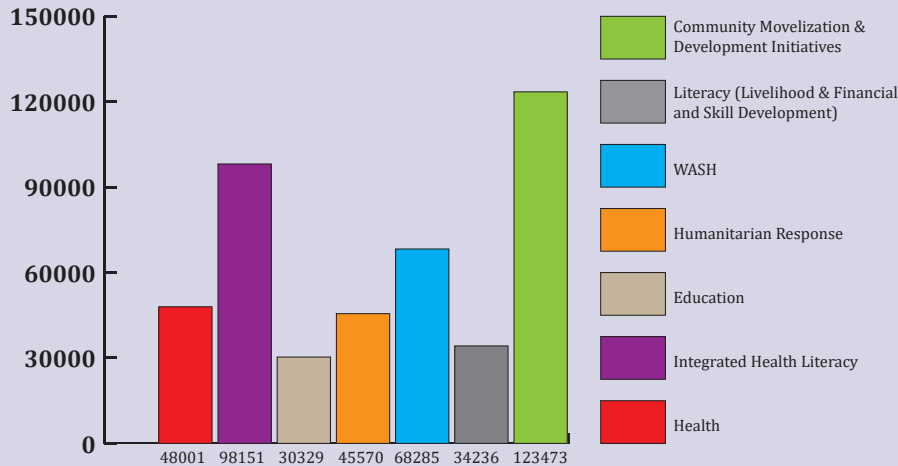
The Strategic Framework (2022-2025) is prepared in response to a national context keeping in view the chronic issues and quickly changing factors including growing rural livelihoods, enhancement of employment opportunities and accelerating natural resource degradation and climate change.

The strategic plan will inform the growth and guide Rural Aid over the declared period. In the coming three years, Rural Aid will implement multiple programs and projects in Pakistan and AJK across 4 key priority areas:

- 1. Encourage inclusive rural growth leading to economic development and enhancement of employment opportunities.**
- 2. Increase equitable access to quality social services, including health, education, WASH.**
- 3. Reduce vulnerabilities to natural disasters, food insecurity and climate change.**
- 4. Promote good governance and gender justice.**



Progress at Glance



Beneficiaries by Sector

During the 5 years, Rural Aid served 448045 people including men, women, youth, children, transgenders, persons with disabilities (PWD) and minorities. Rural Aid delivered medical services to 48001, integrated health literacy to 98151, education to 30329 children, humanitarian response to 45570, WASH (water, sanitation & hygiene) services to 68285, livelihood & financial literacy and skill development trainings to 34236, community mobilization & community development initiatives to 123473 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 5 years, services were delivered to **448045 community members, 138898 men (31%), 200510 women (44.77%), 107077 children (23.89%) & 1560 transgenders (0.34%)** included 27644 youth, 5659 persons with disabilities (PWDs) and 12736 minorities members.



PAKISTAN

- Federal Capital ●
- Provincial Capital ●
- Rural Aid Exist ●

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



SDG 1: Provision the food packs, livelihood literacy and income generating skills

2
ZERO
HUNGER



SDG 2: improving nutrition of mother & children, training of farmers, Food security, promoting kitchen gardening and sustainable agriculture

3
GOOD HEALTH
AND WELL-BEING



SDG 3: Providing health services, hygiene kits and integrated health literacy for adoption of safer health practices.

4
QUALITY
EDUCATION



SDG 4: providing quality education to children in remote rural areas, enrollment out of school children, literacy skills to non-literate young women & girls, provision of missing facilities including furniture, computer & science Labs for students, construction of class rooms and WASH (water, sanitation & hygiene) facilities in schools.

6
CLEAN WATER
AND SANITATION



SDG 6: provided safe & clean drinking water and sanitation facilities including deep wells, shallow handpumps to vulnerable communities, training of community WASH committees, community education on safer WASH practices.

10
REDUCED
INEQUALITIES



SDG 10: Reached doorstep of minorities and accommodate them all possible facilities and reduced inequality

11
SUSTAINABLE CITIES
AND COMMUNITIES



SDG 11: Mobilizing communities for sustainable collective actions, community education and training, building resilient communities.

13
CLIMATE
ACTION



SDG 13: Supporting climate affected communities, women, children, youth & PWDs, community education and trainings on disaster risk reduction & climate adoption, tree plantation, promoting climate smart agriculture and climate actions

16
PEACE, JUSTICE
AND STRONG
INSTITUTIONS



SDG 16: Educating communities, training and strengthening community-based institutions, CSO & community groups for sustainable development.

17
PARTNERSHIPS
FOR THE GOALS



SDG 17: Partnership building for sustainable development and done projects & activities with collaboration and partnership with NGOs, CBOs, government line departments, donor agencies, national and international networks.

2

Community Mobilization for Sustainable Development



Community Mobilization for Sustainable Development

“Rural Aid’s participatory integrated community development approach works through inclusion of socially excluded groups and boosting active community involvement and participation in problem identification, planning, implementation, monitoring & evaluation process, advocacy, collective development actions, 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’s community mobilization approach ensures participation and inclusion of the marginalized segments, particularly women, persons with disabilities, transgenders and minorities in the development process. It helps them to develop effectual local level institutions to pool and mobilize their resources for improving their livelihoods. These institutions enable partner communities, 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.

Rural Aid has developed a detailed social mobilization strategy and 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 level organizations already exist, Rural Aid prefers to strengthen them through participatory social mobilization tools and techniques.

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 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 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.



Core Principles of Social Mobilization



Key Achievements

- 120 WASH committees formed and trained with 1297 members (745 men and 552 women) in rural areas of Kotli AJK, Khanewal and Multan district
- 54 village forums with 1548 members (648 men, 563 women, 52 PWDs, 26 transgenders and 259 minority members) strengthened by conducted monthly meetings and trainings.
- 02 district forums with 48 members strengthened and 24622 community members benefited by 21 self-help initiatives of district forums with collaboration of line departments by provision of financial support, disability certificates and travel cards to PWDs, awareness raising and educational sessions.
- 859 youth volunteers (356 male, 481 female, 62 PWDs, 24 transgenders and 160 minority members) trained as Aawaz change agents in two districts. These trained volunteers developed implemented 118 Social Action Projects (SAPs) in their communities and 6629 community members including 2358 men, 2618 women, 491 PWDs, 154 transgenders and 1008 minority members sensitized and educated on social issues
- 32 community dialogues at tehsil and district conducted and 1226 community members actively participated and highlighted their issues with the government officials and line departments
- 02 village forum conventions conducted and 643 community members (173 men, 364 women, 16 PWDs, 02 transgenders and 88 minority), Minister Social Welfare & Bait ul Mall Punjab and Minister Human Rights & Minority Affairs participated in the events.
- 02 district learning forums conducted and 132 community members and activists participated
- 06 Women community learning forums conducted and 844 women participated.



Human & Institutional Development (HID)



Rural Aid's HID Program aims to educate and build the capacities of community-based institutions, community activists and leaders, program implementation teams, government line departments, civil society, youth volunteers & other stakeholders about their fundamental rights, developing their vision towards good governance, people's centered policies, advocacy, decision making and community development at institutional and grass roots level.

In order to contribute to Rural Aid's over all vision and mission and in line with the sustainable development goals, the Rural Aid builds the capacities of institutions and community leaders to enable them to contribute in socio-economic, political and community development and build resilient communities. The program intends to build the capacities of CSOs, youth and Rural Aid staff in alignment with its right based and participatory development approaches.

Rural Aid's emphasis is building leadership and management capacity within and outside of the organization by conducting training need assessments, training sessions, exposure visits, focus group discussions, community dialogues and experience sharing events. 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.



Key Achievements

- 21 staff trained and oriented on projects implementations methodologies, M&E, reporting, role and responsibilities, community mobilization and SOPs.
- Rural Aid conducted a 04 days training of trainers and trained 32 staff of 04 Aawaz II partner NGOs including NRSP-Bahawalpur, SPO - Multan, Sudhaar- Kasur and Rural Aid.
- 859 youth volunteers 54 village forums with 1548 members (648 men, 563 women, 52 PWDs, 26 transgenders and 259 minority members) trained on leadership, conflict preemption and core thematic areas.
- 02 Aawaz II Staff Ceremonies: Sharing of Experiences, best practices and learning in Narowal and NKN and 51 staff (22 men & 29 women) actively participated.
- 691 village forum members trained on leadership, conflict preemption and core thematic areas.
- 120 Community WASH committees trained with 1297 members (745 men and 552 women) in rural areas of Kotli AJK, Khanewal and Multan district on community management skills, M&E, operational and maintenance of community based water wells schemes
- Conducted appreciation & acknowledgement ceremony: Empowering communities for sustainable development and 149 (82 men & 67 women) Rural Aid staff, government officials, community leaders, activists and Minister Social Welfare & Bait ul Mall Punjab participated
- 42 young community volunteers trained on First Aid with collaboration of Rescue 1122 department





The Aawaz II program supported by British Council (BC), is aimed at empowering the communities to protect children, women, youth, and other marginalized groups. The program is developed around two key pathways as under:

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

This program is being implemented by the BC through downstream partners where community led structures are developed, capacitated and supported to take lead in addressing the targeted issues around rights, peace, social harmony and services. Furthermore, these structures include safe spaces such as Aawaz Aagahi centers that provide a communal place to the communities where meetings, information sharing, trainings and other events are conducted.

Program is being driven by the youth in particular where volunteerism is promoted among the communities to raise the voices for the rights of persons with disabilities, minorities, transgender and other excluded groups. The program is helping communities to access services and develop social connections so that they can remain protected during extreme economic, political and social crisis we are faced with today.



Key Achievements:

- 8320 Community members (2714 men, 4322 women, 522 PWDs, 11 transgenders and 751 minority members) referred by the 06 Aawaz Agahi Centers (AACs) to the education, social welfare & bait ul maal, NADRA, social medical services and local government departments and 7549 referred community members availed the government services.
- 686 Early Warning System (EWS)/ Early Response Mechanism (ERM) revoiced from community members and 488 addressed
- 859 youth volunteers (356 male, 481 female, 62 PWDs, 24 transgenders and 160 minority members) trained as Aawaz change agents in two districts. These trained volunteers developed implemented 118 Social Action Projects (SAPs) in their communities and 6629 community members including 2358 men, 2618 women, 491 PWDs, 154 transgenders and 1008 minority members sensitized and educated on social issues
- The trained village forums developed and implemented 233 Collective Community Action Plans (CCAPs) on social cohesion, child labour, right protection of persons with disabilities, transgenders & minorities and gender-based violence and benefited 9267 community members including 3411 men, 3400 women, 732 PWDs, 184 transgenders and 1540 minority members.
- 18 Progress sharing and action planning meetings of 54 village and 02 district forums conducted



Inclusion of Persons with Disabilities (PWDs), Transgenders and Religious Minorities



Rural Aid included 200510 women and girls, 5659 persons with disabilities, 1560 transgenders, 27644 young and aged people and 12736 religious minorities in our all programs to build resilient communities. During the reporting period, the following key efforts done:

- 55 PWDs, 28 transgenders and 269 minority members engaged and involved at grass roots level in village and district forums
- 62 PWDs, 24 transgenders and 160 minority youth volunteers trained as Aawaz change agents in two districts.
- 124 PWDs (94 men & 30 women) received financial assistance from Social Welfare & Bait ul Maal department in cheques distribution ceremonies
- 230 PWDs (121 men and 109 women) registered and received disability certificate with collaboration of Social Welfare & Bait ul Maal department
- 65 government officials, PWDs, men and women community activists sensitized in community dialogue “Promoting social cohesion and inclusion of persons with disabilities toward an inclusive, accessible and sustainable communities at International Day of Persons with Disabilities with collaboration of social welfare and Bait ul Mall Department.
- 31 youth community leaders (07 men and 24 women) educated and trained at international youth day “strengthening role of youth for building resilient communities and sustainable development”.
- Community Dialogue: Transgender as an Equal Citizen, Creating Inclusive Society and 120 community activists, transgenders, government officials, CSOs, media and Minister Social Welfare & Bait ul Mall Punjab participated in the event. Transgenders highlighted their issues with the decision makers and government officials. Due to the result of these events and the Rural Aid efforts, the registration of transgenders is done under social welfare department and the separate wards was established in the government and private hospitals in Narowal district.





Humanitarian Initiatives

Rural Aid provided food & non-food items (NFIs), wheel chairs and sewing machines to extremely vulnerable people in disaster prone rural areas with the coordination of local authorities.

1. Distributed of Food and NFIs: food packs & NFIs distributed to 146 including widows, PWDs, transgenders and vulnerable families with 1022 men, women and children's beneficiaries.

2. 459 community activists, government officials, PWDs, community activists and Minister Social Welfare & Bait ul Mall Punjab participated in wheel chairs distribution ceremony and distributed wheel chairs to 57 PWDs (34 men & 23 women) with collaboration and support of Social Welfare & Bait Ul Mall Department and local government

3. Distributed of sewing machines to 61 Needy Women & 06 transgenders with collaboration of Social Welfare & Bait ul Maal Department and Local Government



Food Security and Agriculture Development Initiatives



Agriculture is the mainstay of the Pakistan, underpinning its food security, export earnings and rural development. Yet, their agricultural production for the domestic and export markets has lagged behind, with growth in per caput output declining in the last few decades. Slow production growth and sharp annual fluctuations in output have continued to be chronic problems for the agri businesses, constituting the main causes of their persistent poverty and rising food insecurity.

Rural Aid promotes the sustainable and climate friendly use of natural resources to increase the income and yield of the farmers especially of the small-scale ones. 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.

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. The program contributes towards the strategic goals of Rural Aid through achieving below objectives:

- Encourage inclusive rural growth leading to economic development and enhancement of employment opportunities.
- 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:

- Mobilization and strengthening of small farmers: 28 farmer support groups (FSGs) with 420 members at village level formed and trained.
- Farmer Information Centers: 04 farmer information centers established in rural areas.
- 1231 farmers including 67% women trained on short term profitable crops, kitchen gardening, water management, and climate smart agriculture techniques. After the training, 89% trained farmers successfully implemented kitchen gardening and cultivated various vegetables and fruit trees by using organic method
- 412 farmers trained on livestock management
- 217 farmers linked with local markets and services providers
- 162 farmers trained on climate smart agriculture project and 04 villages 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.





Food Security Program Initiatives

This annual report provides an overview of Rural Aid's Food Security Program's activities and achievements for the year. Our program is aimed at improving food security and nutrition for vulnerable populations in Pakistan which is facing various challenges such as climate change, conflict, and poverty. We work with communities, local governments, and other stakeholders to achieve our goals.

During the reporting period, our Food Security Program implemented several activities to improve food security and nutrition in Punjab, KPK and Sindh provinces of Pakistan. These activities included:

1. **Agriculture and Livelihood Support:** We provided agricultural inputs and training to farmers to increase their productivity and income. We also supported the establishment of small businesses and provided vocational training to women and youth.
2. **Nutrition Education:** We conducted nutrition education sessions for women, children, and pregnant and lactating mothers. We also distributed nutritious food supplements and conducted growth monitoring to improve the nutritional status of children.
3. **Irrigation facilities:** We supported the construction of water sources in communities to improve agricultural outputs.
4. **Disaster Risk Reduction:** We supported communities to prepare for and respond to natural disasters, which can have a significant impact on food security.

During this year, our Food Security Program achieved the following results:

1. **Improved food security and income for 5,000 households:** Through our agriculture and livelihood support, we increased farmers' productivity and income, leading to improved food security and income for 5,000 households.
2. **Improved nutrition for 10,000 children under five:** Through our nutrition education and food supplementation, we improved the nutritional status of 10,000 children under five, reducing the prevalence of malnutrition.
3. **Increased access to clean water and sanitation for 3,000 households:** Through our water and sanitation activities, we supported the construction of water sources and sanitation facilities, improving access to clean water and hygiene for 3,000 households.
4. **Enhanced disaster preparedness and response for 10 communities:** Through our disaster risk reduction activities, we supported 10 communities to prepare for and respond to natural disasters, reducing the impact of disasters on food security.

Food Security Program has made significant progress in improving food security and nutrition for vulnerable populations in the working area. We will continue to work with communities, local governments, and other stakeholders to achieve our goals and ensure that vulnerable populations have access to nutritious food and are resilient to natural disasters and other challenges. We thank our donors and partners for their support and commitment to our program.

Plant for Pakistan Campaign

Plant for Pakistan Campaign was the core initiative by Rural Aid during the reporting period that supported its strategic alignment towards environmental sustainability.

Rural Aid Educated and trained 346 community leaders, teachers and youth volunteers on climate change and importance of tree plantation under plant for Pakistan campaign.

The trained community volunteers, educated 8731 community members and youth on climate change and importance of tree plantation and planted 9118 plants in their communities and schools by involving local communities, youth and children.

Rural Aid mobilize the 387 youth and 217 young children as climate change agent by organizing sport festival at International Environment Day under the theme “only one earth together we can protect it”





Education Program

The reasons for the large, intransigent gender gap in Pakistan lies in the politics of gender, education and development. The dominant factor is low demand among families for girls' education. The parents' reluctance to send their daughters to school is attributed to low cultural values attached to girls compared with their brothers.

Furthermore, government's negligence towards girls' education has resulted in low literacy rates among women. Therefore, efforts to enhance girls' education have always been the main focus of Rural Aid's interventions. Through education program, Rural Aid is spreading awareness among the communities, taking on board the parents and increasing enrolment. On the other hand, the Rural Aid is also helping the communities through provision of learning facilities and quality education institutions. 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 quality 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.



a). 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 is providing 310 boys and girls quality education where 9 female teachers are providing their services. Rural Aid has also provided students along with the community members with necessary information to be responsive to the Covid-19.

b). Education First: School Renovation

Rural Aid implemented the education first project with partnership of Penny Appeal UK in district Narowal. Mr. Syed Yawar Abbas Bukhari, Provincial Minister for Social Welfare and Bait-ul-Mal, Government of Punjab participated in project launching ceremony. The education first project providing the missing facilities to rehabilitate school for increased enrolment and capacity and enhance the quality of education in target schools by rehabilitation and provision of facilities including construction of classrooms, wash rooms/toilets, clean water and safe sanitation, computer and science labs, furniture for students and teachers, earth filling and playground leveling. The education first project helps to improve quality education, child friendly environment, increase enrollment of out of school children and their retention.

c). Islamic Education

Provide localized and accessible facilities to the marginalized communities for religious practices. The overall goal of the project is to increase religious space, unity, harmony and sense of religious equality among most poor and marginalized communities by community mobilization and construction of Mosques.



Key Achievements – Education Program

- 127 students (85 boys and 42 girls) getting education in community model school.
- 317 students, 10 teachers and 600 households including 500 out of school children benefited by construction of 02 classrooms with corridor, 02 Wash rooms/toilets, one computer and science lab for students, furniture for students and teachers, earth filling with mud and playground leveling.
- 01 School Management Committee formed and trained with 12 members
- 900 households and 5900 community members, religious scholars and children benefited from construction of two Mosques in Punjab and AJK.
- 02 Village Mosque committee formed and trained with 44 members
- 32 community members and activists (15 men and 17 women) sensitized by community dialogue “Promoting social cohesion for eradication and prevention of child labour” under the theme universal social protection to End child Labour at world day against child labour day.
- 636 students (167 boys, 456 girls and 13 teachers) sensitized and participated speech and arts competitions at world water “Importance of water for human health and hygiene” under the theme “groundwater, making the invisible visible” and global hand washing day “our future is at hand – let's move forward together.”

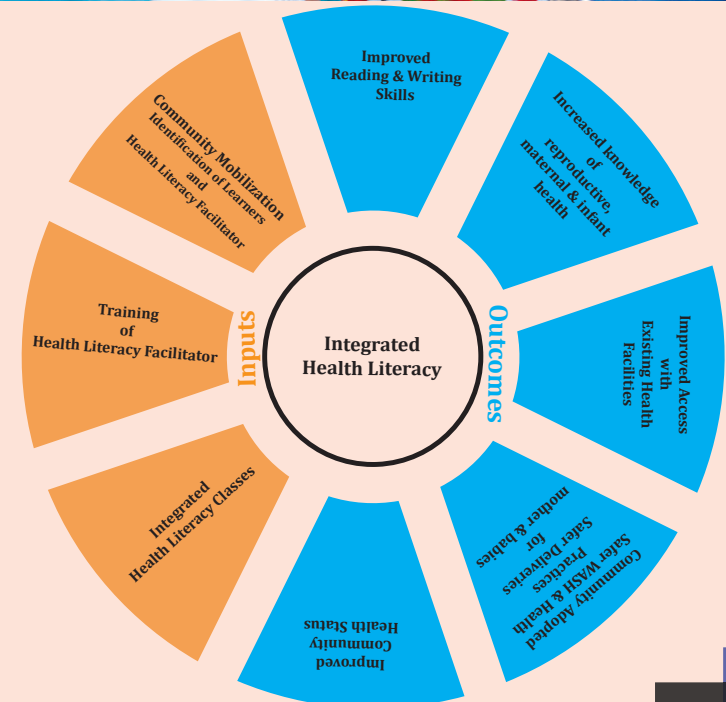




Health program of Rural Aid mainly is aimed at inculcating hygiene and prevention into the lives of people and also assisting them in accessing healthcare services locally. The major emphasis of the program is to decrease the infant mortality rate and provide pre- and post-natal services and awareness to the communities. Besides promoting mother and child health, Rural Aid is also assisting communities in undertaking advocacy campaign locally to increase the responsiveness of health facilities. Personal hygiene and behavioral change being the key to prevention, are among the main objectives of the program where sensitization and awareness raising is being done through sessions and IEC material. The primary objectives of our health program are:

- To improve the skills of health professionals and community-based midwives through trainings and capacity building.
- To provide primary health and MCH services to the disadvantaged population in remote rural areas.
- Communities will have increased their access to existing health services and adopted safer practices in terms of nutrition, vaccinations and basic health as a result of increased knowledge of reproductive, maternal and infant health through integrated health literacy.
- Rural Communities linked with existing health facilities through a smart phone referral and advice system leading to a greater number of women accessing pre and postnatal care and increased medical referrals where appropriate, resulting in a reduction in maternal and infant deaths.
- Self-supporting women's health committees and Men's support groups (MSGs) at community level will share knowledge and learning with their local community through a series of sensitization events leading to improved awareness and access to community midwife service and reduced maternal and infant deaths.

Rural Aid uses its integrated health literacy as effective way to prevent the spread of diseases affecting in the respective rural communities. As a result, communities create positive environments for people where creation and spread of diseases is prevented through hygiene and health lifestyles.



To advance the health literacy, Rural Aid support the communities through the provision of information, effective communication and structured education. Most communication and health education interventions remain focused on personal health and lifestyles. There is a real need to develop, implement and evaluate such interventions to improve knowledge, understanding & capacity to act on social, economic and environmental determinants of health. 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 & delivering in a way to encourage rural communities to adopt appropriate behaviors and safer health practices.

Community Health Centers are established in remote rural areas to provide basic health & MCH services to the rural population, the services include reproductive health, pre & postnatal services, referral services, counselling, malaria treatment, nutritional support and immunization. Rural Aid uses high end technologies and smartphones to improve maternal health indicators in remotest rural areas. Rural Aid is building the capacities of health professionals and community midwives in remote part of the country.

Key Achievements Health

Medical Services: 14,248 community members (8412 women, 3605 men & 2231 children) benefited through community health centers and mobile health services.

Integrated health literacy:

- 5867 community members (2217 men, 1959 women and 1691 young children) educated through integrated health literacy sessions on diarrhea, preparation & use of ORS, safer health & hygiene practices, nutrition of mothers and



children, malaria, hepatitis, vaccination, water borne diseases

- 33 community leaders (15 men & 18 women) educated by seminar and awareness raising walk on symptoms, prevention and treatment of mosquito borne diseases at National Dengue Day

- 93 community activists (61 men & 32 women) participated in awareness raising walk on birth registration with collaboration of Local government and community development department

- 46 young community leaders (13 men & 33 women) educated on Safer Food, Better Health: Support community engagement through social action plans at village level by youth change agents at World Food Safety Day.

- Organized event “Interactive Session under Advocacy Campaign Leading to Call of Action Social & Behavior Change” with collaboration of Population Welfare Department and 62 community & religious leaders, media & CSO representatives, government officials, women and activists participated.

- Conducted Brest Cancer awareness session and walk “prevention is better than cure” with collaboration of Population Welfare Department Government of Punjab and 167 women activists, community leaders, youth volunteers, government officials, media & CSO representatives sensitized.

Community Change Agents: 41 women health committees with 492 members (WHCs) and 41 men support groups (MSGs) with 615 members formed and trained at community level. The trained community change agents WHCs & MSGs are playing a great role for information dissemination, awareness raising, advocacy and promotion of mother & child health and safer health practices at community level.



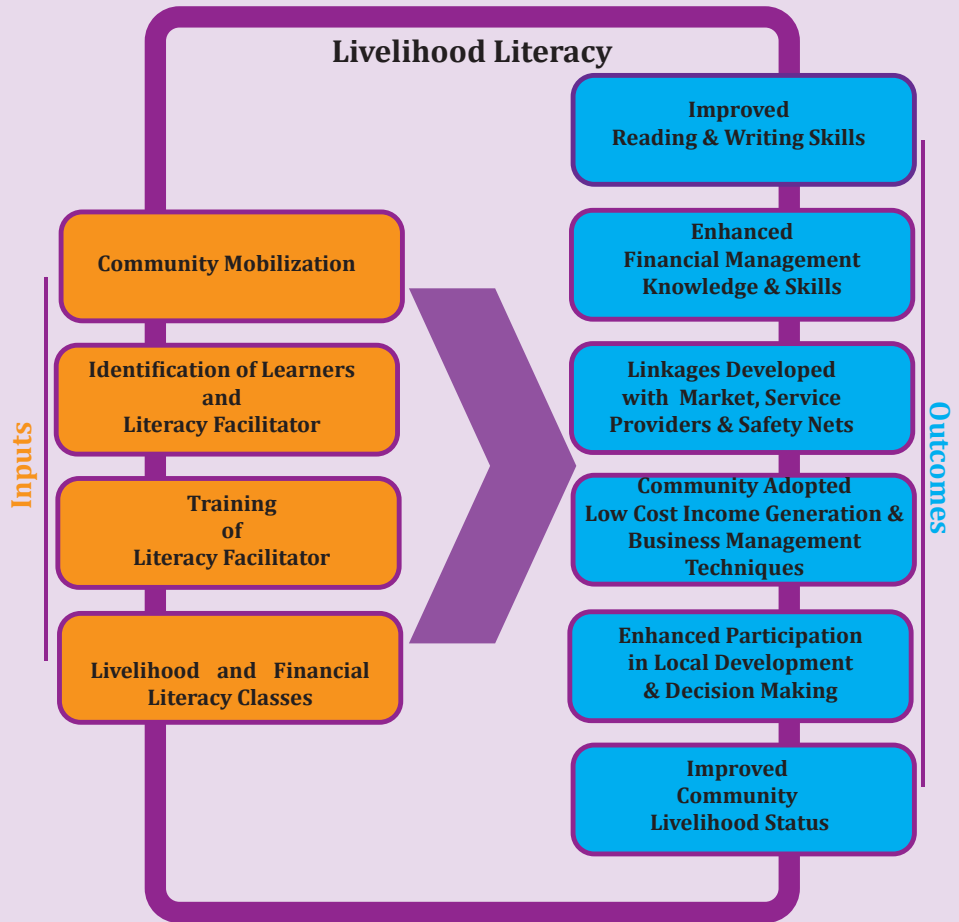


Literacy acquisition is important for the formation of higher-order thinking skills, further engagement with written forms of knowledge and deeper participation in society. Yet not all women have the opportunity to acquire literacy skills in their own mother tongue to allow them to continue to advance to these wider benefits of learning. This is particularly the case for girls living in poverty, where approximately 40% of the poorest girls are out of school compared to 24% of their richest girl counterparts. For those who start school, less than half complete a full cycle of basic education and less than 20% complete secondary schooling. Therefore, girls in Pakistan suffer from exceptionally low levels of literacy and numeracy, unfinished basic schooling, and often face cultural norms that prevent them from accessing schooling or from fully participating in education. For the case of Pakistan, it is important to address the intersectionality of poverty and gender when researching literacy acquisition.

The objectives of our literacy program are:

- To empower rural women and girls by providing them with functional, livelihood, financial literacy skills, enterprise development and low cost income generation skills
- To provide counseling services and facilitate women's careers so that they can achieve a happy and prosperous life.

Rural Aid Pakistan is empowering women and girls for sustainable development through community mobilization, forming women's organizations, promoting gender equality & women participation in decision-making and local development at all levels, and educating non-literate women and girls (14-40 years) by provision of livelihood & financial literacy, enterprise development and low cost income generating skills.



Key Achievements Literacy Program

- 619 women and young girls trained on financial, livelihood literacy, enterprise development and low-cost income generating skills
- 6556 Referral directories printed and disseminated in hard & soft copies to 8157 community activists and women
- 52 community leaders (16 men and 36 women) sensitized and educated at international women day event “gender equality today for a sustainable tomorrow”
- 29 community activists (12 men & 17 women) educated at national women day event “promoting social cohesion, inclusion and empowerment of women for resilient communities”
- 67 trained women linked and supported by the Social Welfare & Bait Ul Mall Department for their enterprise development
- Trained 26 women community literacy facilitators by training sessions, meetings and exposure visits





The Rural Aid's WASH program contributing its strategic plan 2022-2025 strategic theme 2 "Increase equitable access to quality social services, including health, education, WASH" and strategic objective "Improved access to clean drinking water, public and environmental sanitation and hygiene promotion."

Rural Aid's WASH program provides expertise and interventions aimed at saving lives and reducing illness by improving access to healthy and safe water, adequate sanitation, and improved hygiene. The WASH program works on long-term prevention and control measures for improving health, reducing poverty, and improving socio-economic development as well as responding to emergencies and outbreaks of life-threatening illnesses. Rural Aid's approach towards community led WASH includes promoting access to safe water, household water treatment options and water safety plans, which identify water quality threats in community water systems and water utilities, while implementing solutions to those threats; Improving the efficacy, sustainability, and integration of hygiene and sanitation interventions into communities and institutions, such as schools; Improving access to safe water, improved sanitation, sufficient hygiene infrastructure and adequate waste management in healthcare facilities in order to improve access to quality healthcare.

In order to promote safe WASH practices in the communities, Rural Aid carried out its activities in rural communities of districts Narowal, Multan, Khanewal and Kotli AJK to improve WASH status and safer practices. These activities included clean drinking water supply, community mobilization, training of youth community-based WASH promoters & community WASH committees and knowledge building by community education on water purification, safe sanitation & waste management practices and hygiene promotion. Rural Aid is promoting Safe Drinking Water, Sanitation and Hygiene Practices to achieve Sustainable Development Goal 6: Water and Sanitation for All.

Safe drinking-water, sanitation and hygiene are crucial to human health and well-being. Safe WASH is not only a prerequisite to health, but contributes to livelihoods, school attendance and dignity and helps to create resilient communities living in healthy environments. Drinking unsafe water impairs health through illnesses such as diarrhea, and untreated excreta contaminates groundwaters and surface waters used for drinking-water, irrigation, bathing and household purposes. Chemical contamination of water continues to pose a health burden, whether natural in origin such as arsenic and fluoride, or anthropogenic such as nitrate.

Safe and sufficient WASH plays a key role in preventing numerous NTDs such as trachoma, soil-transmitted helminths and schistosomiasis. Diarrheal deaths as a result of inadequate WASH were reduced by half during the Millennium Development Goal (MDG) period (1990–2015), with the significant progress on water and sanitation provision playing a key role. Evidence suggests that improving service levels towards safely managed drinking-water or sanitation such as regulated piped water or connections to sewers with wastewater treatment can dramatically improve health by reducing diarrheal disease deaths.

Rural Aid's main focus is to provide help to rural households in order to improve their quality of life and productivity through community productive infrastructure schemes and improved water & sanitation facilities. The objectives of the WASH program are:

- To ensure that water-stricken communities have adequate access to clean water and knowledge of best hygienic practices
- 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.

Installation of Shallow Hand Pumps for Vulnerable Communities

Rural Aid implemented WASH project “Installation of 500 Shallow Hand Pumps for Vulnerable Communities in District Multan with partnership of Penny Appeal UK to ensure that water-stricken populations have adequate access to clean water and knowledge of best WASH practices.

Rural Aid ensured the easy and sustainable access of 32994 vulnerable community members including women, men, children, PWDs and transgenders to safe drinking water according to SPHERE standards.

Well oriented and trained 50 Community WASH Committees are playing a vital for awareness raising, information dissemination, promotion of health & hygiene and adoption of safer WASH practices, monitoring & supervision, Operation and Maintenance of handpumps and sustainability.

After the installment of handpumps and community mobilization, sensitization and training; 81% communities adopted safer WASH practices and initiated the kitchen gardening, domestic goat/cow and duck farming, planted fruit trees to improve family health and livelihood status. The water borne diseases decreased and health & hygiene status of beneficiaries improved by taking bath every day, drinking safe and clean water, washing hands and using proper clean cloths and kitchen parts.

The well oriented and educated community members adopted of safer WASH practices and playing a great role for promotion of domestic health & hygiene, awareness raising and information dissemination to their friends, neighbors and other villagers and adoption of safer WASH practices.



Installation of Deep Wells for Vulnerable Communities

Rural Aid implemented WASH project “installation of 41 deep wells for vulnerable communities of district Kotli AJK” with collaboration of Penny Appeal UK to provide safe drinking water to most vulnerable people.

Mr. Ch. Muhammad Akmal Sargala Minister for Forestry, Wildlife and Fisheries Government of Azad Jammu & Kashmir participated as chief guest in project inauguration ceremony.

Rural Aid ensured the easy and sustainable access of people to safe drinking water according to SPHERE standards. 5397 community members including women, children & 74 persons with disabilities have benefitted from the project and sensitized & educated on clean drinking water, safer health and WASH practices.

41 well oriented and trained community level WASH committees with 543 members are playing a vital role for sustainability, awareness raising and promotion safer WASH practices.

The 83% households adopted safer WASH practices by proper washing hands, taking bath, using washed clothes and kitchen parts, drinking safe and clean water, etc. and promoted easy access, healthy lives and livelihood of beneficiaries by cultivation of kitchen gardening and domestic level livestock.






Rural Aid
Serving Humanity

Promoting Safer WASH Practices

Rural Aid promoting safer WASH practices in partner rural communities and schools by sensitization, mobilization, education and trainings events. Rural Aid is promoting Safe Drinking Water, Sanitation and Hygiene Practices to achieve Sustainable Development Goal 6: Water and Sanitation for All.

After the sensitization and education, community members and school going children adopted safer WAS practices. During the year, sensitized and educated 1739 community members, women, teachers and children by conducted educational sessions, community dialogues, art and speech competitions with partner rural communities and school going children at the following events in district Narowal, Multan, Khanewal, Kotli AJK and Nankana Sahib:

1. 04 events at World Water Day 2022 “making the invisible visible: Importance of clean drinking water for human health and hygiene”
2. 06 events and dialogues at World Toilet Day 2021 under the theme “Valuing Toilets”
3. 09 events at global hand washing day “our future is at hand – let's move forward together.”



Key Achievements

- 41 Deep water wells installed and 3402 community members (1001 men, 969 women and 1694 children) benefited and ensured their access to clean drinking water
- 500 handpumps installed in Multan district and 29,594 community members (8286 men, 7644 women, 24 PWDs, 6875 boys & 6765 girls' child) benefited and ensured their access to clean drinking water
- 86 handpumps installed in rural communities of Khanewal district and 5939 community members (2185 men, 1557 women, 24 PWDs, 1215 boys & 958 girl's children) benefited and ensured their access to clean drinking water
- 1739 community members, women, teachers and children sensitized and educated by conducted educational sessions, community dialogues, art and speech competitions with partner rural communities and school going children at World Water Day, World Toilet Day and global hand washing day
- 83% households are adopted safer WASH practices and promoted easy access, healthy lives and livelihood of beneficiaries by cultivation of kitchen gardening and domestic level livestock.





In order to track progress and ensure the desired quality of work, Rural Aid has a well-established Planning, Monitoring, Evaluation & Research (PMER) Unit. 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.

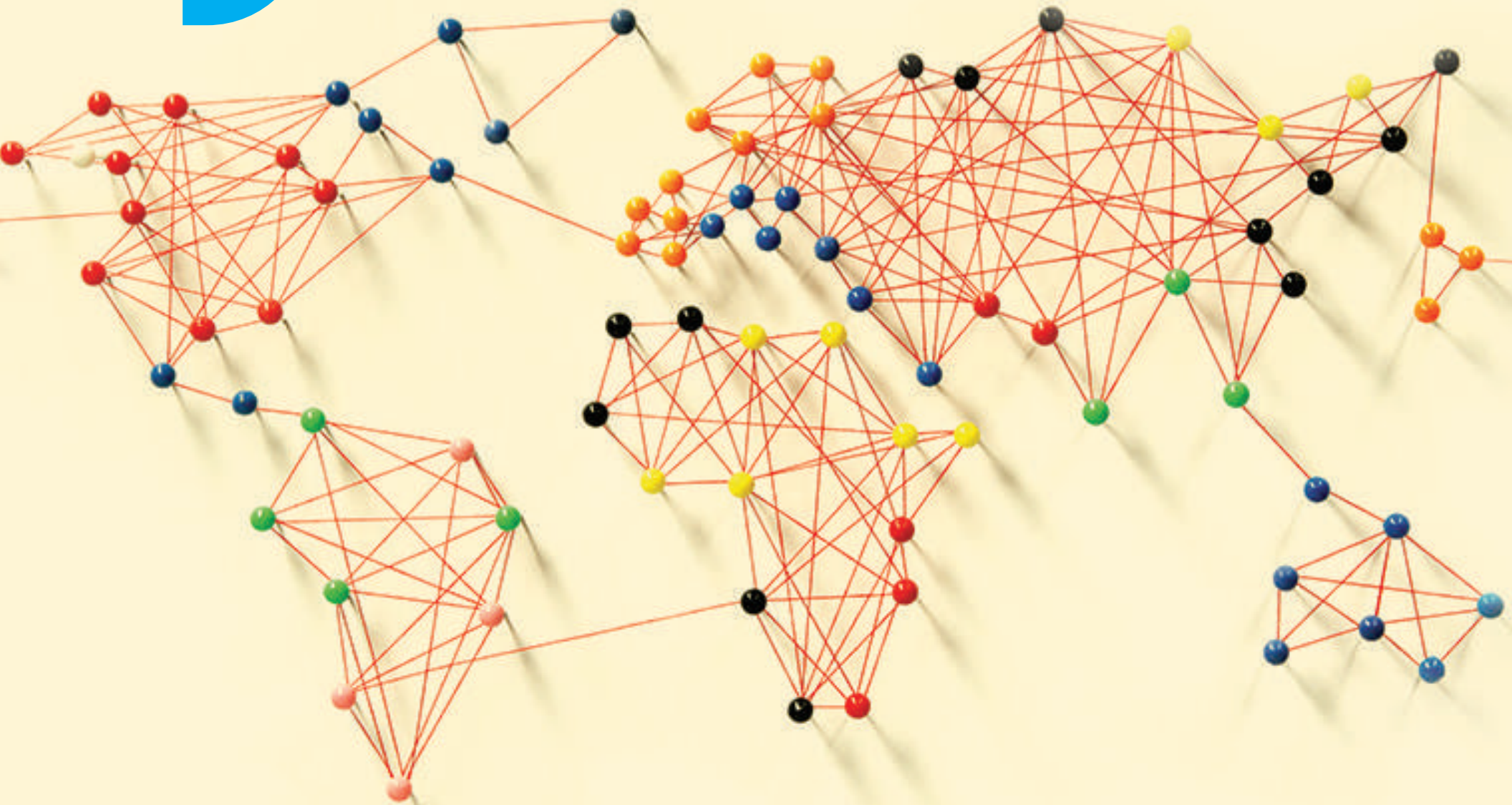
PMER is responsible for ensuring integration among various program components; developing participatory program planning, monitoring and evaluation systems; participatory research; capacity building of Rural Aid staff and partner communities in participatory M&E; distilling and internalizing experiences 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 & 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 & broadening Rural Aid's donor base; & developing a resource generation strategy for long term sustainability of the Rural Aid.

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 Rural Aid.



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, Rural Aid 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). Rural Aid 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.





Mr. Ch. M. Akmal Sargala Minister for Forestry, Wildlife and Fisheries Government of Azad Jammu & Kashmir inaugurated the WASH project "Installation of 41 deep wells for vulnerable communities of district Kotli - AJK" implementing by Rural Aid with partnership Penny Appeal UK.



Mr. Syed Yawar Abbas Bukhari, Provincial Minister for Social Welfare and Bait-ul-Mal, Government of Punjab at project launching ceremony "Education First: School Renovation" implemented by Rural Aid with partnership of Penny Appeal UK.



Mr. Ejaz Alam Augustine Minister Human Rights/Minorities Affairs & Interfaith Harmony, Government of Punjab visiting Rural Aid Aawaz Agahi Center.



Mr. Abrar ul Haq, Chairman Pakistan Red Crescent Society distributed the disability certificates to PWDs after the community dialogue "Promoting Social Cohesion & Access of PWDs with services & Opportunities through Community Dialogue" organized by Rural Aid.



Ms. Katsuragawa Akiko Coordinator Grant Assistance for Grassroots Human Security Projects (GGP Unit) Embassy of Japan in Pakistan visited Rural Aid field areas, agriculture farms and meet with farmers.



Foreign Commonwealth & Development Office (FCDO) and British Council team visited Rural Aid village forum in Nankana Sahib district.



Mr. Syed Yawar Abbas Bukhari Minister Social Welfare & Bait ul Maal Punjab distributed the Sewing Machines to needy transgenders at Community Dialogue: Transgender as an Equal Citizen, Creating Inclusive Society organized by Rural Aid.



Mr. Minder Pal Singh Parliamentary Secretary Human Rights and Minority Affairs Punjab as chief guest distributed wheel chairs to PWDs at community dialogue "Actions Pledges for Elimination of Child Labour" organized by Rural Aid.



Rural Aid staff with Mr. Syed Yawar Abbas Bukhari Minister Social Welfare & Bait ul Maal Government of Punjab at Appreciation and Acknowledgement Ceremony “empowering communities for sustainable development” organized by Rural Aid.



Additional Deputy Commissioner and Deputy Director Social Welfare department distributing the financial assistance cheques to Persons with disabilities in a ceremony organized by Rural Aid.



Mr. Yawar Abbas Bukhari Minister Social Welfare and Bait-ul-Mal Punjab responding the questions of participants at Rural Aid “village forum’s convention” in Nankana Sahib with Mr. Zahid Pervaiz Deputy Commissioner Nankana Sahib.



Presented the shield to Mr. Ejaz Alam Augustine Minister Human Rights/ Minorities Affairs & Interfaith Harmony, Government of Punjab at Village Forums Convention Narowal organized by Rural Aid Pakistan.



Mr. Syed Yawar Abbas Bukhari Minister Social Welfare & Bait ul Maal Punjab, Prof. Dr Tariq Mehmood vice chancellor University of Narowal and Mr. Mirza Moqem Baig CEO Rural Aid planted tree in University of Narowal under Rural Aid "Plant for Pakistan Campaign 2022"



Rural Aid Team presented the referral directory to Mr. Saqlain Bukhari Director General NADRA after the visit of Rural Aid Aawaz Agahi center



Focal Persons of Rural Aid District Forum presented recommendations on PWDs & religious minorities issues to Mr. Saeed ul Hassan Minister Religious Affairs government of Punjab and Mr. M. Azam Chairman Bait ul Maal Punjab



Director Social Welfare & Bait ul Maal Gujranwala Division after the visit of Aawaz Agahi center with Rural Aid Team

Scaling Up Rural Aid programs in more districts through WASH, livelihood, education, Health, literacy, Climate smart agriculture & food security , other community development and humanitarian interventions and contribute to achieving sustainable development goals.

Continuation, expansion, consideration to environment and climate. Organizational expansion, more inclusion and focus on socially excluded groups, use of technology, innovation and data orientation, result based management.

In the year ahead, Rural Aid will continue to provide leadership that contributes to global development, will make every penny count to deliver positive change for vulnerable people nationwide. deliver positive change for vulnerable people nationwide.





**EXTRACT OF STATEMENT OF FINANCIAL POSITION
AS AT JUNE 30, 2022**

	<u>JUNE 30, 2022</u>	<u>JUNE 30, 2021</u>
NON-CURRENT ASSETS	2,618,394	2,665,818
CURRENT ASSETS	7,498,276	6,537,241
TOTAL ASSETS	10,116,670	9,203,059
GENERAL FUNDS	9,303,763	7,156,532
CURRENT LIABILITES	812,907	2,046,527
TOTAL FUNDS & LIABILITIES	10,116,670	9,203,059

**EXTRACT OF INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED JUNE 30, 2022**

	<u>JUNE 30, 2022</u>	<u>JUNE 30, 2021</u>
TOTAL GRANTS AND OTHER RECEIPTS	119,189,490	41,679,250
PROGRAM COST	106,945,532	34,286,595
ADMINISTRATIVE EXPENSES	10,085,103	5,308,714
OTHER CHARGES	11,624	22,722
SURPLUS / (DEFICIT) FOR THE YEAR	2,147,231	2,061,219
PERCENTAGE OF ADMIN EXPENSES TO RECEIPT	8%	13%
PERCENTAGE OF PROGRAM COST TO RECEIPT	90%	82%





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