

Rural Aid

COVID-19 Response

Serving the Humanity

March - June, 2020



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CEO's Message

The impact of COVID-19 continues to affect Pakistan's most vulnerable rural communities. The Government of Pakistan has made swift efforts to mitigate the impact of COVID-19 in the country's towns and villages, yet the need remains. Rural Aid Pakistan was founded to help the underprivileged and include them in the process of social reform, strengthening their ownership over the transformation of their communities, towns and villages. Rural Aid shares the honor with our valued stakeholders, serving humanity during the COVID-19 pandemic by leveraging our presence and experience aiding vulnerable rural communities. Through our successful services, engagement of youth volunteers, food distribution, health & hygiene kit distribution and a robust awareness campaign through electronic and print media, Rural Aid is contributing to bringing change to rural Pakistan.

This report details our activities and provides a glimpse of our impact in the field. In developing these interventions, we have kept at the forefront improvements to the socio-economic well-being and health of neglected and deprived communities. The challenges before us are clear and abundant; moving forward on these fronts is more vital than ever. Our experience in these communities has put us at the doorstep of pressing issues and honed our expertise in addressing the biggest needs. Rural Aid believes in implementing integrated efforts to balance changes and deal with challenges. Our staff articulates community needs into direct action. Following various engagements and dialogues with local beneficiaries, we have developed commitments based on mutual interests and respect. Rural Aid has contributed remarkably to the lives of ultra-poor men, women and children.

Rural Aid is thankful to collaborative NGO's, communities, government line-agencies, donors and its committed staff during these hard times. With the Grace of Almighty Allah, Rural Aid has stepped forward in making its governance-management paradigm stronger, more transparent and more democratic than ever before.



CEO
Rural Aid Pakistan

Rural Aid COVID-19 Response

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



participatory community-development by boosting active community involvement, participation, ownership development, and empowerment. Rural Aid believes that deliberate inclusion is the best way to combat inequalities, hence gender equality and social inclusion were addressed as cross-cutting themes of each service. During the COVID-19 pandemic March to June 2020, Rural Aid has delivered services to **35,341 people** across Punjab, Pakistan.

SDGs Covered

The Sustainable Development Goals are vital for a recovery that leads to greener villages, more inclusive economies, stronger individuals, and more resilient societies. 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 **SDGs1 No Poverty** through providing the food packages, **SDGs2 Zero Hunger** through providing the cooked food. **SDGs3 Good Health and Well-being** by providing face masks, awareness, and community development work in Pakistan. During this pandemic situation Rural Aid covered the **SDGs5 Gender Equality** while delivering the services to the communities at equal biases. Rural Aid had provided hand washing facilities, hygiene & safety kits and trainings at all offices and also to the on-board volunteers and staff during this situation under the **SDGs6 Clean Water & Sanitation**. Rural Aid reached at the doorstep of minorities and accommodate them with all possible facilities and reduced the inequality under the **SDGs10 Reduced Inequalities**. Rural Aid has accomplished these activities with the strong collaboration of community-based organizations (CBOs), youth groups, other partners and stakeholders to achieve the goals under the SDGs17 Partnership for the Goals. During the current pandemic of COVID-19, Rural Aid continues to deliver services within the aspects of global needs.. During this pandemic situation of COVID-19 Rural Aid delivering within the aspects of global needs.

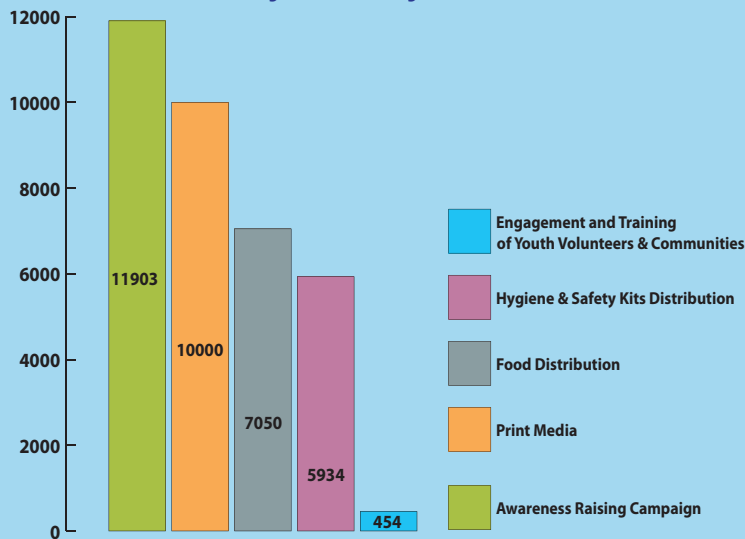


Rural Aid recognizes that delivering services within the aspects of the SDGs is necessary not despite the COVID-19 pandemic, but because of it. Due to Rural Aid's long-standing presence in various rural communities, Rural Aid has been able to bring together local partners and beneficiaries to respond to COVID-19.

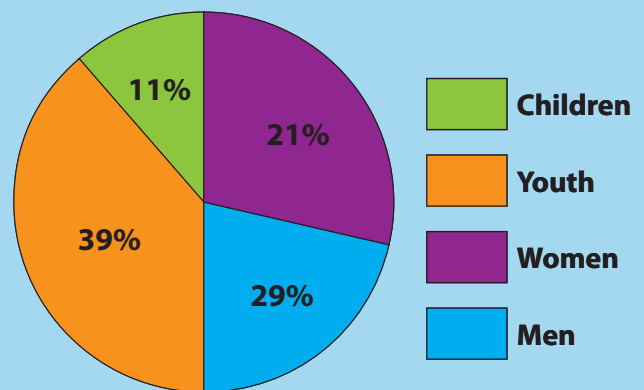


Beneficiaries

Beneficiaries by Activity



Beneficiaries by Age and Gender



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

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

Key Interventions





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

Engagement of Youth Volunteers and Communities

Increasingly, key actors in the development community have recognized the importance of meaningful engagement of youth and community leaders in the planning, implementation, and evaluation of the programs and policies that directly affect them. In response to the pandemic, Rural Aid engaged **290 youth volunteers and 164 community activists** in an awareness raising campaign about the prevention of Coronavirus and rights-based protection of poor and vulnerable communities. Rural Aid developed a WhatsApp groups called “Community Volunteers” in Narowal, Sahiwal and Nankana Sahib Districts for information dissemination, awareness-raising, and coordination.

Training of Youth Volunteers and Communities

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

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



Awareness Raising Campaign

Rural Aid Pakistan believes that effective development is achieved through bottom-up insights and empowerment and participation of marginalized communities. Rural Aid uses social mobilization as a key tool during the design and implementation of any humanitarian, development, or advocacy program. Rural Aid conducted a far-reaching awareness raising campaign about the prevention of COVID-19 and rights-based protection of the poor and vulnerable communities.

Rural Aid developed and designed IEC material on COVID-19 with the help of approved and shared material by NDMA, PDMA, Punjab Health Department and WHO on precautionary and preventive measures, hygiene, handwashing and awareness messages. These materials were disseminated to the general public, youth, community members, CBOs, activists and stakeholders by trained volunteers using social media, electronic and print media, local newspapers and

WhatsApp messages, reaching **9,016 people**. Rural Aid conducted several panel discussions and media talks with health professionals, including “COVID-19 Precautionary and Preventive Measurements,” which aired on Mera Narowal TV Channel, and “COVID-19: Invisible Women, Invisible Problems.” Additionally, these sessions were shared on Rural Aid’s social media platforms, where they are available to beneficiaries, partner NGOs, community members, donors and other relevant stakeholders. These panel discussions drew **2,887** viewers and attendees.





Food Distribution

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

Hygiene and Safety kits

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

Strategic Planning

The COVID-19 pandemic is exacting a huge toll on individuals, families, communities, and societies across the world. Daily lives have been profoundly changed, economies have fallen into recession, and many of the traditional social, economic, and public health safety nets that many people rely on in times of hardship have been put under unprecedented strain.

Rural Aid is scaling up its COVID-19 Emergency Response with strong coordination and collaboration from its partners and local stakeholders in more districts from July to December 2020 through WASH, NFIs, food distribution and other rehabilitation interventions.

Geographical Coverage

Rural Aid COVID-19 response in the following districts of the Punjab, Pakistan:

- Narowal
- Sahiwal
- Nankana Sahib

DIVISIONS

- RWALPINDI
- SAHIWAL
- FAISALABAD
- BAHAWALPUR
- SARGODHA
- GUJRANWALA
- MULTAN
- LAHORE
- D.G KHAN



Collaborative Partners



PEACE AND JUSTICE NETWORK



IEC Material Gallery



کورونا وائرس سے گھبراہٹیں نہیں احتیاطی تدابیر اپنائیں

کورونا وائرس کے دوران
متاثرہ افراد کو نظر رکھنا اور ان کی مدد کرنا

کورونا وائرس سے گھبراہٹیں نہیں
احتیاطی تدابیر اپنائیں

کورونا وائرس سے گھبراہٹیں نہیں
احتیاطی تدابیر اپنائیں

Rural Aid

COVID-19
PERFECT YOURSELF AND YOUR COMMUNITIES

کورونا وائرس

کورونا وائرس سے گھبراہٹیں نہیں
احتیاطی تدابیر اپنائیں

Rural Aid

کورونا وائرس سے گھبراہٹیں نہیں
احتیاطی تدابیر اپنائیں

کورونا وائرس سے گھبراہٹیں نہیں
احتیاطی تدابیر اپنائیں

Rural Aid

کورونا وائرس سے گھبراہٹیں نہیں احتیاطی تدابیر اپنائیں

آرکے پی کے 80 سال سے لاکھوں لوگوں کو اپنی مدد سے بچا رہا ہے۔

(Cardiovascular Disease)
سایس کی بیماری (Respiratory Condition)
ڈیابٹس (Diabetes)
قند

گھبراہٹیں نہیں
گھبراہٹیں نہیں
گھبراہٹیں نہیں

Rural Aid

ضروری سے سخت احتیاط

گھبراہٹیں نہیں
گھبراہٹیں نہیں

PMMA

کورونا وائرس سے گھبراہٹیں نہیں
احتیاطی تدابیر اپنائیں

کورونا وائرس سے گھبراہٹیں نہیں
احتیاطی تدابیر اپنائیں

Rural Aid

ایک روادار اور انصاف پسند قوم ہی کرونا کا بہترین مقابلہ کر سکتی ہے

ایک روادار اور انصاف پسند قوم ہی کرونا کا بہترین مقابلہ کر سکتی ہے

Rural Aid

احتیاط کریں، بیمار نہ بنیں

کورونا وائرس سے گھبراہٹیں نہیں
احتیاطی تدابیر اپنائیں

World Health Organization

کورونا وائرس سے گھبراہٹیں نہیں
احتیاطی تدابیر اپنائیں

کورونا وائرس سے گھبراہٹیں نہیں
احتیاطی تدابیر اپنائیں

Rural Aid

کورونا وائرس سے گھبراہٹیں نہیں
احتیاطی تدابیر اپنائیں

کورونا وائرس سے گھبراہٹیں نہیں
احتیاطی تدابیر اپنائیں

Rural Aid

روغن الماس کی قیمتیں
کورونا وائرس سے سخت احتیاط

روغن الماس کی قیمتیں
کورونا وائرس سے سخت احتیاط

Rural Aid

احتیاط میں زندگی اور روزگار
بے احتیاطی میں دونوں کی بار

احتیاط میں زندگی اور روزگار
بے احتیاطی میں دونوں کی بار

Rural Aid

بہوشیار COVID-19

کیا آپ گھبراہٹیں نہیں
گھبراہٹیں نہیں

Ministry of Human Rights
Dial 1099

لاک ڈاؤن کی نئی پیش
زیادہ سے زیادہ احتیاط

لاک ڈاؤن کی نئی پیش
زیادہ سے زیادہ احتیاط

Rural Aid

ماہک کا استعمال
کے لیے؟

ماہک کا استعمال
کے لیے؟

Rural Aid

ماہک کا استعمال
کے لیے؟

ماہک کا استعمال
کے لیے؟

Rural Aid

COVID-19
توڑ لکڑی کورونا وائرس

اس مشکل میں ہم سب ساتھ ہیں

اس مشکل میں ہم سب ساتھ ہیں

Rural Aid

صاف ہاتھ ہماروں سے نجات

ہاتھ صاف کرنا
ہاتھ صاف کرنا

صاف ہاتھ ہماروں سے نجات

Rural Aid

کورونا سے بچیں
گھبراہٹیں نہیں

کورونا سے بچیں
گھبراہٹیں نہیں

Rural Aid



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