

# ANNUAL REPORT 2011

**AWAZ FOUNDATION PAKISTAN: CENTRE FOR DEVELOPMENT SERVICES**

# CONTENTS

■ <b>About AWAZ</b>	4
■ <b>Our Vision, Mission and Values</b>	5
■ <b>Case Studies</b>	9
■ <b>AWAZ PROGRAMMES</b>	11
● <b><i>Social and Economic Management</i></b>	11
Community Uplift Project	11
Social Mobilization Project	13
Education and Youth Development Projects	14
Community Physical Infrastructure Improvement Project	15
● <b><i>Human Resource Management</i></b>	16
Developing Change Agents for Disaster Risk Reduction	17
Capacity building opportunities for AWAZ Staff	17
Facilitation provided to national and international researchers	17
SARTI's Other Capacity Building Initiatives	17
● <b><i>Agricultural and Rural Income Diversification (ARID)</i></b>	20
Women Entrepreneurships	20
Community Infrastructure Improvement Project	21
● <b><i>Water Hazards and Environmental Management</i></b>	22
Celebration of International Environment Day	22
Promoted the use of Smoke-less Stove Among Rural Communities	23
● <b><i>Natural Disaster Preparedness and Management</i></b>	24
AWAZ Response to 2010 Floods	24
● <b><i>Policy Research, Advocacy and Partnership Development Program</i></b>	27
Research Projects	27
Celebration of International Days	28
Conferences / Forums	29
● <b><i>Information and knowledge Management</i></b>	32
Communications	32
Partnership with Media	32
Dissemination of AWAZ Publications	33
Up-gradation of Website	33



Regular Collection and sharing of Data regarding human rights violations	33
AWAZ Library	34
● <b><i>Support, Management and Governance</i></b>	35
AWAZ Planning, Monitoring and Evaluation	35
Human Resources	35
● <b><i>Finance and Accounts</i></b>	35
Administration and Risk Management	36
Internal Audit	36
Procurement	36
● <b><i>Board of Directors as on June 30th, 2011</i></b>	37
■ <b><i>Our Partners in Development</i></b>	38
■ <b><i>International</i></b>	38
■ <b><i>National and Local</i></b>	38
■ <b><i>Auditor's Report and Financial Summary July 2010-June 2011</i></b>	39

## About AWAZ

**Believing in People's Own Potential:** AWAZ achieves large scale, rapid change by working with individuals, families, communities and institutions to overcome poverty. The first organization of its kind, AWAZ was established to address the growing concern of its Founders for the deep human poverty, alarming degradation of the natural resource base of neglected Southern Punjab areas, prevailing inefficient government policies and fossilized customs and practices in the area especially towards women, high illiteracy, poor health services mechanisms as well as on the premise that Southern Punjab's rural area people have much to learn from working with each other across district boundaries and beyond. It does not mean that in the past community work was not being done in Southern Punjab at all, Indeed! But, work as of welfare or charity in nature. The niche of AWAZ work however, remained to build the foundations of a civil society with other like-minded groups and to establish itself as a value-based policy advocacy and developmental organization, committed and equipped with modern developmental concepts and tools to cater the needs of area communities. While using our southern based knowledge and expertise, we are constantly learning from people, communities and areas where we work.

## Our Vision, Mission and Values

### Vision

Our vision is a democratic, prosperous and peaceful society *by working together with local, national, regional, international bodies and partners.*

### Mission

Our mission is to develop and provide integrated and innovative solutions *in cooperation with local, national, regional, and international partners*, which foster action and change for securing the future of the marginalized community.

### Values

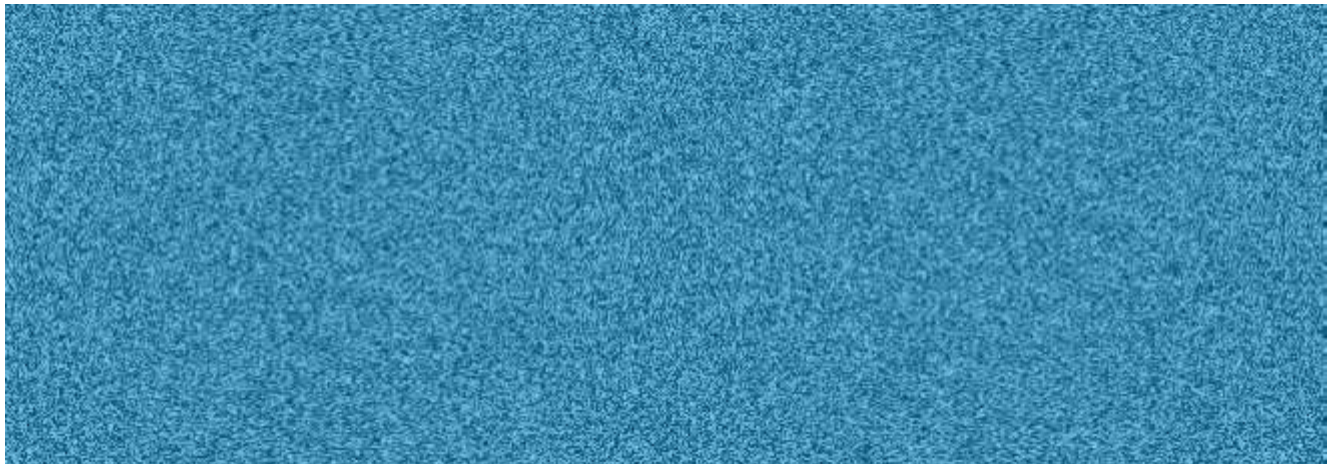
Equity, Inclusion, Diversity, Integrity & Excellence

## Message from The Chief Executive's Desk

Pakistan is highly vulnerable to the influence of climate change with melting glaciers in the northern mountain areas and droughts and cyclones in the plain and coastal areas, causing deforestation and loss in agricultural productivity. According to a recent Pakistan Strategic Environmental Assessment, environment degradation is costing Pakistan at least 6% of its GDP annually (\$4.5 billion). People were yet to recover from history's worst floods in 2010 that monsoon floods inundated southern part of the country again. The disaster has exposed the underlying and chronic vulnerability of people living in flood prone villages and has demonstrated that the global humanitarian system is slow at responding to disasters of this nature and scale. The floods have only exacerbated the delicate food security situation, where several staple food commodities such as sugar and flour are simply unavailable or exorbitantly expensive. There are clear signs that during 2011-12, Pakistan will continue to experience low economic growth and high double-digit inflation, the classical characteristics of an economy in stagflation.

The country has several challenges to overcome on the road to achieving the Millennium Development Goals (MDGs). The issues such as violence against women, early marriages, child labour, low levels of female literacy, sexual exploitation of children and poor nutritional status of children and mothers continue to plague Pakistani society. With the passing of the 18<sup>th</sup> Amendment, as of 1 July 2011, the provinces have received greater autonomy in their affairs, a major step towards addressing many long-standing grievances of the provinces. Although devolution has created some short term problems for management of the social sector, it is also an opportunity to revitalize the social sector, including health, education and social protection services. In general, the policy and legislative framework in Pakistan is not designed to promote the best interests of the child and governments continue to see the development sector as a competitor and apply pressure to influence actions.

Despite all these barriers, AWAZ has crossed many milestones during the reporting year (July 2010-June 2011). I feel proud to mention that through our innovative development programs, we have successfully expanded our program to new districts and reached 2 Million beneficiaries, majority of them



## What is Common in All our Development Initiatives?

What do AWAZ Vaseb Development Committees, Peoples' Awareness and Rights Committees, Skill centers, home schools, struggle for realization of human rights, solar water pumps, livestock vaccination, health melas and many more such initiatives have in common? They are all part of AWAZ's comprehensive approach for alleviating poverty and empowering the poor. AWAZ perceives its role as a change agent rather than another project-implementing agency. It has a strategic role to play and bring positive change in Pakistan in general and in Southern Punjab in particular, through enabling communities, local groups and nurturing indigenous initiatives to undertake development on self-help basis.

### Our Niche

AWAZ is the first NGO in Southern Punjab that works for integrated development with a blend of policy advocacy, reformation and assertion of human rights values through its programs. At its inception, it steered an uncharted path but an ambitious mandate gave it responsibility to acquire and mobilize relevant knowledge then disseminate along with skills commensurate to its use through social mobilization - AWAZ's most important activity. The statutes of AWAZ guided the organization concerning the handling of knowledge and its role as a knowledge bank, as a trainer, as an advisor, and as an advocate for marginalized areas and the populations inhabiting there.

In the emerging NGO fraternity of Southern Punjab, AWAZ's leadership role is recognized in the programmatic areas of policy advocacy for the poor and disadvantage communities, human and women's rights and social activation of communities and service delivery to some extent. It is also recognized as a gender sensitive national organization challenging the power strata (Sardars, Feudal, etc.) of its target areas and people in the government for pro-poor and marginalized people policies.



**AwazCDS's Program  
*Niche***

**Public  
Values**

Deliverables to Awaz's  
Constituencies that will  
most sustainable address  
underlying causes of  
poverty

**External  
Support**

Sufficient support  
and legitimacy to  
sustain AwazCDS's  
work over time

**Internal  
Capacity**

Sufficiently  
effective staff,  
strategies,

## Continuity Rationale

The NGO sector in the Southern Punjab is emerging as a vibrant movement though at its infancy yet. However, there is a lack of viable, tried and tested sustainable local models of social and economic development. The dearth of leadership at grassroots level combined with a hostile internal and external environment towards NGOs mainly due to ignorance, and conservatism poses a serious challenge to the growth of NGOs. Needless to say, that in these circumstances AWAZ is needed to continue playing its pioneering role in enhancing citizen's involvement and role in the social, economic and political development of the area.



## Case Studies

### The Flood of Tears

Asia Mumtaz lost her five years old son in floods. She remembers the day the floods hit. "It was a day we will never forget" she said "life was good and we as a family were happy, my two children were healthy and we would often discuss their future". "It was raining very hard when we left our house to make for higher ground, trying to salvage what we could that was important before the water hit". Her husband Mumtaz made sure that she and her two kids were safe Bilal ten and Saima seven before he returned back to the village in the hope of salvaging more of their belongings.

Setting camp with many from the same village who had escaped the ravaging flood water, days started passing by. As Asia Bibi waited for her husband to return, fate had written a new chapter in their lives, one afternoon havoc erupted in the make shift camp as news broke that a couple of kids had drowned nearby while playing in the flood water, her heart sank as deep down she feared the worst, on reaching the scene the dreadful news was broken to her that her ten year old Bilal had drowned. Asia bibi went into shock as she realized the reality of the situation and remained unconscious for about 36 hours; her neighbours took her daughter in and handed seven years old Saima to Mumtaz on his returning.

When Asia bibi came to her screaming and crying, her husband decided to move as he had in mind the safety of their third child who was yet to be born. They made their way to a relief camp which had been setup on a dirt road around the vicinity of their village; it was safe yet close to home so a sense of comfort was there.





## Story of Saeeda Mai

Acceptability and giving the women their rights of inheritance is a form of social protection, but its rejection is making them more vulnerable to domestic and societal violence. *Saeeda Mai of Basti Ambala, Union Council 93 Sher shah Town Multan* learnt from Awaz how to raise her voice for her right of inheritance. She shared with Awaz team that her brothers were depriving her from the right of inheritance and she wanted to go into court for her right. With the help of Awaz legal aid, Saeeda Mai has now approached the court and claimed security due to consistent threats from her brothers. Despite serious challenges, she says “this is my right and I hope I will win the case.



## Setting her own Destiny

Everybody sees dreams of leading a life full of pleasures. But nobody knows whose dreams will come true. But the story of Shameem was contrary to this. She never had dreams nor thought to realize those. She opened eye in a poor peasant family of Raja Pur Union Council Sher shah. When she was younger the life was for her day full of hard work & exertion led to restless night and vice versa. When she was just thirteen she had to marry with younger Yusuf in exchange of her brother's bride. Few days of happiness and joy came into her life followed by a life full of hardships, sorrow and abuse. Her husband Yusuf had no permanent source of income. He was a daily wage worker and worked in fields, construction, or in hotels. Yusuf was an idle man and loved lying or gossiping and chatting. Shameem had to work at different house to get some earning. Life was passing instinctively. She bore seven kids, five girls and two sons. Life twisted when her husband Yusuf married another woman and lived with her and didn't give a single penny to her. The whole



responsibility of family came on her shoulders. She worked in fields picked lady fingers, plucked cotton, and cropped wheat and got old clothes, wheat, and vegetables. She worked at various houses to carry out tasks such as cleaning, cooking, dish washing and laundry for little wage. She suffered slave-like working and living conditions. She had to work hard for the brought up her children. None of her children enrolled in school. She could not buy new clothes for children. Sometimes when she had no work and could not able to buy something for eating. Her children had slept without eating anything. In case of disease she had to lend money from landlady. She often faced debt burden and had to work extra time to feed animals. Her life was *full of pain and sorrow despite trying all her best*.

One day it was announced in the village from UC Secretary that an organization (AWAZ) needed some destitute women to work on earthen roads for two years and after that they will also help to initiate their own business. She decided to try her luck and fortunately she was selected as Road Maintenance Team (RTM) member. After three months she got training on Earthen Road maintenance and basic health.

Seven months have been passed to work her in CIIP project. She has decided to enrol her two children in school. She is able to give three times meal to her children because she receives 2250 rupees after fifteen days. From this money she can buy all necessities of life. She has not to lend money from others. Her children are also very happy. She has started to adopt health and hygiene methods in her life and as a result her children are healthy and resources spend on health have been started to save



## **AWAZ PROGRAMMES**

### **SOCIAL AND ECONOMIC MANAGEMENT**

#### **Programme Focus: 2008-2017**

The Program aims to ensure access of targeted poorest of the poor communities to food and livelihood security, available state services and resources, dignified working conditions and labor rights, quality basic education (including life skills based education for young people) and basic and reproductive healthcare services;

#### **Background**

It is one of the core programs of AWAZ which actually nurtures and provides basis for more than half of other Foundation's projects and programmes. Social and economic management focuses on institutional and policy based management. This also focuses on promoting access to means of production, achieving food security, halting environmental degradation, increasing work opportunities and improving working conditions.

AWAZ believes that it is the state responsibility to manage all these by formulating pro-poor and community based policies. However, the state is unable to fulfill its responsibilities effectively particularly in remote, rural and for the marginalized communities. In the context of Southern Punjab, the existing power structure is main obstacle in provision and management of these services. AWAZ therefore takes initiative both at institutional and policy level for the improvement of the social and economic management. Realizing this aim means mobilizing and organizing communities in entire Southern Punjab, increasing availability and accessibility of education, healthcare and dignified economic opportunities livelihood and greater responsibilities in these arenas for provincial and federal government. Special attention is given to women and girls, education, mother and child health their nutrition, clean drinking water, Sexual and Reproductive Health (SRH), and livelihood (income generation). AWAZ follows a strategy which includes mobilizing and organizing marginalized rural communities, supporting target-communities and partner VDCs in greater access to basic social services for the poorer sections of the population and lobbying with government and national and regional partner organizations to give priority to social and economic development of the marginalized communities in the Southern Punjab.



The year 2010-11 was a very difficult year for communities of South Punjab, as they faced one of the history's worst floods. During the reporting period, a total of 75 male and 62 female flood-affected Vaseb Development Committees (VDCs) re-established their offices and revived their functionality partially. These VDCs also recovered their organizational documentations. Most of the VDC members not only coped with difficulties posed by the disaster relatively quickly but also rendered voluntary services to a range of national and international aid agencies in their relief and early recovery actions. A total of 60 male and 60 female VDCs developed their food security plans and identified their real time needs to be performed to secure their livelihoods and food needs in such disaster situations. In the rehabilitation process VDC community members voluntarily participated in the flood response activities with the government and other development agencies. VDCs built their close linkages with a range of donor / aid agencies, worked closely with the government and private institutes and played a key role in early recovery of their respective villages. Female VDCs played an equally important role. Total 95 % of the VDCs actively participated in the distribution of food to 86936 flood affected families and WASH assistance to 5000 families of different targeted villages. Non-food items were provided to 3000 flood affected families of 12 target villages. Total 840 families were facilitated with cash for work opportunity and 1500 families got benefit from food for work. Total 600 affected families got cash grant of Rs: 25000 and 248 Community Physical Infrastructure schemes were completed in the flood affected areas in collaboration with VDCs. In the same realm 1100 shelters were provided to the homeless flood affected families of targeted villages. The communities were also provided with 225 hand pumps and 210 Latrines were constructed. Similarly, 22945 farmers got Agricultural inputs and 6494 animal food packs were distributed for livestock.

During the reporting period 76 % VDCs developed and revived their links with financial institutions and other NGOs for their independent outreach. VDCs organized 40 health camps in the target communities in collaboration with Health department. Total 3392 people got treatment from these health camps and vaccinated against seasonal diseases and hygiene kits were provided to 225 families of flood affected communities. VDCs also collaborated with agriculture extension department to vaccinate their livestock. Through organizing health camps for livestock, total 978 animals were vaccinated against various seasonal diseases. These camps were mainly organized in District Multan, D G Khan and Muzaffargarh. VDCs also played an important role in sensitizing communities to take health and hygiene measures.

07 VDCs offered their own lands voluntarily and used their own savings to establish



### AWAZ skill

centres. Total 70 girls have been enrolled in these skill centres who are now attaining embroidery and handicraft skills to support their flood affected families. AWAZ believes in enabling all VDCs to have a mechanism of resource mobilization and sustenance. During the reporting period, 41 reactivated VDCs in District Multan, Muzaffargarh, D G Khan and Rajanpur, adopted the saving mechanism and the overall savings figure goes to PKR 109000. 7 VDCs started this practice for different small scale income generation and business activities. The technique also remained helpful for organizational strengthening and resource mobilization for initiating different self-help projects. 05 women started their small business which became a source of livelihood for them and source of inspiration for other women of flood affected areas.



### SOCIAL MOBILIZATION PROJECT

AWAZ started its Social Mobilization Project in September 2009 in collaboration with Pakistan Poverty Alleviation Fund. The project aimed at mobilizing the vulnerable and marginalized communities of 176 poorest of the poor villages of District Multan for their greater and active participation in community development. It further aimed to empower them socially, economically and politically. AWAZ formulated 480 Community Organizations during the reporting period and built their community based management skills. As a result of AWAZ extensive capacity building initiatives, total 217 Community Organizations saved PKR 13, 58, 505 and established several micro-enterprises through internal lending. As a result of awareness raising, 5288 new community members got Computerized National Identity Cards and 70 women got PKR 840000 from Benazir Income Support Program. In coming years, AWAZ aims to introduce innovative ways of tracking poverty and its reduction. It mainly includes determination of poverty score cards at households level, strengthening existing community volunteerism, providing livelihood opportunities to poorest of the poor communities especially women and build their linkages with other civil society organizations and government line departments.



### EDUCATION AND YOUTH DEVELOPMENT PROJECTS

AWAZ has a strong commitment with the development of young people, which constitutes 63 percent of the population of Pakistan. To cater the needs of this huge group of population in its targeted communities, AWAZ intervenes with its innovative projects, which include AWAZ Home schools (started in 2002), Life Skills Based Education (started in 2007) and consistent sensitization and engagement of communities in order to bring positive education outcomes for children and youth in South Punjab.

#### *AWAZ Home School*

From the day one of its intervention in South Punjab, AWAZ is running this innovative Education Project which is a continuous effort to make education more accessible to poor children by both increasing the coverage of schools and improving the quality of education. The focus remains on basic education by



ensuring better early caring and learning environment for children in the poorest of the poor areas. Most often, AWAZ establishes its AWAZ Home Schools (AHS) after receiving the written request from its VDCs, especially in those communities, where the government schools are not available or situated very far from the community. The books and stationery are provided by the Foundation while the community gets responsibility for allocating a place, enrolment of at least 35 children and salary of the teacher(s). The children ages 5 to 11 years can join AHS. During the reporting period, VDCs sensitized parents in their communities and ensured enrolment of 360 new children into schools, majority of them were girls.



### **Rights Driven Institutionalization of Sexual and Reproductive Health Project**

AWAZ in collaboration with Rutgers WPF crossed new milestones in rights driven institutionalization of SRH in Pakistan. During the reporting period, the project was run in 80 schools, where total 23300 students i.e. 11000 Girls & 12300 Boys were equipped with SRHR related knowledge and skills. AWAZ developed a batch of 10 master trainers through five days training of master trainers (ToMT), who then cascaded the skills among selected 188 teachers. As a result of extensive training, the teachers were certified as SRHR educators. The evaluation enlightened about a substantial increase in life skills i.e. self awareness, empathy, inter-personal communication, creative & critical thinking, coping with emotions & stress handling. The program also imparted in them how to deal with peer pressure and how to make rational decisions in their life. Students are found ready to respond well to challenges of everyday life and developed good and positive relations with each other. The program also engaged 150 parents to create an enabling family environment for the skilled young people. Total 5403 students i.e. 2018 Boys & 3340 Girls, out of program young people were also engaged through whole of schools activities, where they found how young people with appropriate knowledge and skills are different than common youth. AWAZ recognizes that the role of civil society is pivotal in creating enabling environment for Sexual and Reproductive Health & Rights for young people in Pakistan. In the same realm,

## A W A Z

identified and capacitated 60 representatives of Civil society organizations (26 female and 34 male) aimed at creating acceptability among communities regarding SRHR. It was found that people started talking about SRH issues and STIs such as Gonorrhoea, Chlamydia and Herpes. It was followed by sensitization of 90 government officials, media persons and religious leaders. In order to ensure regular oversight of the project activities, four meetings of District Project Steering Committees were held during the reporting period.

AWAZ also engaged more than 500 young people in advocacy forums organized on the eve of Mothers' Day, Fathers' Day, AIDS Day and International Youth Day. AWAZ also signed MOU with the district health department, and provided extensive training on "Youth Friendly Sexual & Reproductive Health Services" to selected 36 healthcare providers. In coming year, AWAZ will develop a strong referral system for young people to resolve their SRH related issues through establishing a link between teachers and healthcare providers. The partnership with Rutgers WPF is now entering a new phase, and both the organizations have signed an agreement of five years' collaboration to reach 100000 more young people and 500 schools until 2016. An initial baseline assessment has been carried out for this purpose during the reporting period.

## COMMUNITY PHYSICAL INFRASTRUCTURE IMPROVEMENT PROJECT

One of the learning during community uplift cycle was that communities cannot be brought out from poverty unless their civic conditions are not improved. Also a need was felt to engage communities in the development work of their own localities which could also provide them livelihood opportunities. For this purpose, AWAZ joined hands with PPAF and executed 37 Community Physical Infrastructure (CPI) schemes in Sher Shah Town-District Multan. The local communities contributed PRK 0.21 Million in the development schemes, which benefited a total of 29184 beneficiaries of the target areas.





## HUMAN RESOURCE MANAGEMENT

### Programme Focus: 2008-2017

The Program aims to address the plight of the people living in extreme poverty by building the capacities of members of Vaseb Development Committees (depriving of educational facilities), members of the People's Awareness and Rights Committees, Civil Society Organizations (national and international) already working or interested to work in the area and AWAZ Staff

### Background

The programme aims to reduce poverty through enhancing productivity of human resource in South Punjab. AWAZ organizes need based training programmes and exposure visits for the targeted communities and their voluntary groups (especially VDCs and PARCs). The programme ultimately enables communities to influence the policy-makers and government functionaries for the sake of their basic human rights. AWAZ adopts three-pronged strategy to achieve its programmatic objectives i.e.

- Organize technical and non-technical training workshops for target communities for their area specific developmental needs

- Provide training opportunities and exposure to AWAZ staff to enable them to cope with their job requirements

- Launch internship programme for the young University graduates to overcome HR deficiency in Southern Punjab

AWAZ believes that capacity Building is much more than training and includes the following: *Human resource development*, the process of equipping individuals with the understanding, skills and access to information, knowledge and training that enables them to perform effectively;

*Organizational development*, the elaboration of management structures, processes and procedures, not only within organizations but also the management of relationships between the different organizations and sectors (public, private and community).

*Institutional and legal framework development*, making legal and regulatory changes to enable organizations, institutions and agencies at all levels and in all sectors to enhance their capacities.

AWAZ also believes that a well-trained and skilful human resource is always a basic need of any kind of socio-economic development intervention, and HRD caters it through AWAZ's in-house team of professionals through supporting all organizational projects / programmes in a smart way.

Last year, AWAZ with support of Oxfam (Novib), successfully established its 'Social Action Research and Training Institute' (SARTI), which has started serving the Foundation in achieving its research and institutional strengthening goals. AWAZ has equipped it with region/ area specific modern training materials and action research techniques to foster social and economic development needs.

The institute not only fulfils training needs of our mobilized communities, but also provides research evidence to policy advocacy initiatives. It is potentially lucrative venture that remained un-exploited specifically in Southern Punjab in the past. In future AWAZ is planning to rely on it for organization's self-sustainability and to attract a variety of clientele.

### DEVELOPING CHANGE AGENTS FOR DISASTER RISK REDUCTION

In order to capacitate target communities in disaster risk reduction and management (DRR&M) , a total of 14 AWAZ staff members from 04 field offices i.e. Alipur, Taunsa, Jampur and Multan were first trained and enabled to use their skills for building capacity of flood affectees in construction of critical facilities and most importantly revival of livelihoods, and the techniques of dealing with natural calamities. It was followed by capacity building of a total of 2961 members of 62 male and 62 female VDCs through 130 disaster risk management training workshops. The trainings developed them as change agents in the rehabilitation activities and enabled them to work with their respective communities to bring lasting change. The training workshops not only activated already inactive VDCs but also enabled them to build local safety nets and better respond to disasters.



## CAPACITY BUILDING OPPORTUNITIES FOR AWAZ STAFF

Total 247 staff members were trained through various capacity building opportunities provided with the generous support of donor agencies mainly Oxfam Novib, Care International in Pakistan Concern Worldwide, PPAF, British Council, Rutgers WPF and AWAZ- SARTI indigenous resources. The staff members were mainly capacitated in DRR, SPHER Standards, communications and social mobilization skills, report writing, gender mainstreaming and PRA tools.

## FACILITATION PROVIDED TO NATIONAL AND INTERNATIONAL RESEARCHERS

During the reporting period, AWAZ provided internship opportunity to 05 students. Besides this, 09 research students (04 of gender studies and 05 of sociology studies) with an opportunity to access AWAZ resources and communities. These students also used AWAZ Library for getting fresh and robust field data. AWAZ also facilitated two international researchers in their social research.





### **SARTI'S OTHER CAPACITY BUILDING INITIATIVES**

Besides VDCs and PARCs skills enhancement training initiatives, SARTI conducted following set of training workshops for range of civil society organizations and community organizations

#### **Refreshers for Advocacy Activists**

Total 106 core members of Peoples Awareness and Rights Committees (PARCs) were trained on basic principles of policy advocacy and popular mobilization and specifically oriented on running advocacy campaign against political and financial resource allocation disparities prevailing in South Punjab.

#### **Four Days Training on Community Management Skills**

SARTI trained 400 members of 100 community organizations through community management skills enhancement trainings. As a follow up of these training workshops it was found that 60 Community organizations saved PKR 85730, 08 COs started internal lending and 27 COs developed their formal offices during first three months after the training.



#### **Organized 06 Training workshops on Active Citizenship**

SARTI in collaboration with British Council facilitated a series of four days training workshops for youth of South Punjab on Active Citizenship. Total 105 youth activists & one mentor participated in the training workshop. The workshops developed understanding on what role they can play as active citizen during social action projects, built the capacity on how to plan & implement Social Action Project in the community and how to play key role as leaders, influential and active citizens within their communities. As a result, 20 youth groups were formed for social actions in various districts of South Punjab. As per initial contract with BC, AWAZ had to organize only 06 training workshops each comprising of four days, however, later on 04 more training workshops were requested by BC. Another project proposal of 10 more trainings has been submitted by SARTI on BC request recently.



### **Training Workshop on Sexual and Reproductive Health**

On February 27, 28 2011, AWAZ in collaboration with Rutgers WPF organized a two days training workshop on Sexual & Reproductive Health & Rights in Sheza Inn Multan for 25 participants of 13 civil society organizations. Valuable information on Sex & Sexuality, Sexual Reproductive Health and Rights, Gender and Sex and Sexual Diseases was given to the participants. The training workshop enabled participants to understand perceptions of men and women about different sexual diseases, to recognize roles and responsibilities of CSOs regarding human rights, particularly sexual reproductive health & rights and how CSOs will incorporate activities regarding SRHR within their programs.

### **One Day Session on Training on Health & Hygiene & Road Maintenance**

A one day session was organized for representatives of 20 VDCs of District Muzaffargarh which enabled them to better implement flood relief and rehabilitation activities in their respective villages. SARTI took this initiative in collaboration with UNDP to implement early recovery and rehabilitation program

### **Two Days Training Workshop on Youth Competence & Aptitude of Volunteerism**

SARTI organized a two days advanced training workshop for two already trained youth groups' i.e. Sayaban youth group & Sangat youth group on youth competence and aptitude of volunteerism. Participants got valuable information on Communication, Advocacy Skills, and Types & Self Awareness.

### **Two Days Training on Theory & Philosophy of VO, LSO & Indigenous Leadership**

A 2-days training on Theory & Philosophy of VO, LSO & Indigenous Leadership was conducted by SARTI on 23 and 24 March 2011 in which 31 participants from 04 female, 5 male VOs and 1 LSO who belonged to Sher Shah Town participated. All staff members also attended the sessions. The training workshop enabled participants to understand the structure of CO, VO and LSO and the procedure of VO, LSO's formation as well. They also learnt basic concept clarity on three pillars of CO, VO and LSO for getting them interlink as well as how to differentiate between these three phenomena, developed their understanding on indigenous leadership at local level and imparted record keeping skills in them.

### **One Day Session on Competency Building on Disaster Response**

SARTI organized a one day session on 'competency building for disaster response' with 30 key AWAZ staff members who were leading AWAZ disaster response in flood affected areas. The session gave an opportunity to staff to

learn their experiences with each other  
and to better respond challenges faced by them in the field.

### Two Days Training on 'Effective Community Mobilization and Communication Skills'

On 10 and 11 November 2010, SARTI organized a two days training workshop titled 'Effective Community Mobilization and Communication Skills' for 12 key AWAZ staff responsible for community mobilization. The workshop enabled participants to understand the importance of community mobilization and time management and imparted skills required to work at the initial levels with newly formed community groups.

### Training on PRA Tools and Report Writing Skills & Orientation on Community Infrastructure Improvement Scale-up Project

Total 23 staff members working on various community infrastructure projects were trained by SARTI through a two days training workshop on PRA Tools and report writing skills.



## AGRICULTURAL AND RURAL INCOME DIVERSIFICATION (ARID)

### Programme Focus: 2008-2017

The strategic focus of this programme is to economically secure rural people especially women with an aim to focus on agriculture development (including Fruit / vegetable / kitchen gardens), food security, diversification of income through promoting non-farm entrepreneurship and irrigation water management.

### Background

The livelihoods of the majority of people in the southern Punjab depend primarily on subsistence agriculture and natural resources. Marginalized rural households are neither able to generate economic surplus from subsistence activities nor are they able to find stable off-farm employment opportunities. AWAZ believes that unless employment and income opportunities are developed locally, the traditional reliance on subsistence activities is unlikely to alleviate this chronic and growing poverty in the areas. The sustainable way to promote new employment and income opportunities is to exploit the resource endowments and comparative advantages of rural niches. The challenge was to transform the prevailing mode of subsistence agricultural production into one complimented by commercially viable agriculture.

Southern Punjab offers immense scope for income enhancement through rural enterprise. ARID ensures access of the target rural people especially women to information, necessary skills, technology, markets, and capital and the corresponding enabling services using a community-based approach. Furthermore, in order to ensure the continued success of such initiatives, part of ARID's mandate is to influence the adoption and implementation of supportive public policies. Such policies ensure the sustained involvement of the private sector and include intermediary institutions that can establish a gainful mutual relationship with poor rural households. AWAZ has built this integrated programme on its previous studies, findings, and experiences that clearly indicate that agricultural transformation is the most important pillar for diversifying the incomes and alleviating poverty on a large scale in the area. AWAZ's work on globalisation revealed that options to minimise risks in the rural context are closely linked to: (a) focus on high-value exportable niche products and services, (b) enhanced skills and entrepreneurial capacities in communities, and (c) effective support systems through equitable and dependable external marketing links.



## WOMEN ENTREPRENEURSHIPS

During the reporting period, 07 VDCs offered their own lands voluntarily and used their own savings to establish AWAZ Women Skill Centres (AWRCs) for local entrepreneurs. Total 70 girls have been enrolled in these skill centres who are now attaining embroidery and handicraft skills to support their flood affected families. AWSCs are operated by VDCs and the venue is voluntarily contributed by some willing women volunteer. The selected woman of the community is at first provided with extensive training by AWAZ in embroidery and related skills and then necessary sewing machines are provided to her for running the centre. A group of 15-25 young girls / women are enrolled in the centre at a time and they take minimum three months to get basic skills. The trainees pay minimum fee for this period. Once they get basic skills, they can extend their stay at skill centre for another six months for advanced learning and embroidery skills. So far, 1500 women have successfully got training from AWSCs and independently earning PKR 3000-7000 a month.

Like past years, AWAZ organized various specialized skills training workshops for the members of its female VDCs in District Muzaffargarh, D G Khan and Multan in which more than 320 women participated. Later on, with the help of internal lending, the skilled women started their own small businesses of making detergents and mats and running small grocery shops in the localities. The initiative gave non-farm employment to these women during the reporting period. The skilled women have now become master trainers and organizing trainings for other rural women of their localities as well.





## COMMUNITY INFRASTRUCTURE IMPROVEMENT PROJECT

AWAZ in collaboration with CARE International in Pakistan and CIDA Canadian International Development Agency initiated Women Iconomic Empowerment Community Infrastructure Improvement project in far off localities of District Multan and Vehari in September 2010. The project aimed at improving infrastructure of target communities through creating livelihood opportunities for identified poor women of the area. AWAZ signed MOU with the district governments to initially implement the project in 30 Union Councils of District Multan and Vehari. A 5 days staff orientation was organized where 16 staff members were equipped with project details and related project implementation skills including communication skills, team building, presentation skills, attitude & behaviour, adult learning skills, motivational skills, training skills and social mobilization. Total 471 Kilometers road area was selected in the targeted UCs in collaboration with Tehsil Municipal Administration and secretaries through initial feasibility survey. AWAZ, on the other hand established women-headed Road Maintenance Teams (RMTs) through identification and selection of poorest of the poor women in target communities. The selection was made through 240 community meetings (4800 participants), followed by job interviews of more than one thousand women and selection of total 450 women as members of Road Maintenance Teams (RMTs) in both the districts. AWAZ passed each of the RMTs through extensive six days basic management skills training and a specialized roads quality maintenance skills training. For the later, AWAZ engaged well-qualified engineers as facilitators. AWAZ also distributed necessary equipments / tools among selected women. The package comprised of spades, temper, sharp knives, baskets, axes, water coolers, steel glasses, attendance registers, measuring tapes, monitoring registers, demarcation flags, sticks and umbrellas. AWAZ also supported selected beneficiaries in opening of their saving bank accounts in Tameer bank, where their savings are now transferred on monthly basis also they get their salaries on fortnightly basis. AWAZ also established a management information system to regularly track performance and improved economic status of the beneficiaries. To ensure AWAZ also engaged RMTs and their communities in celebrating international women days. Total 379 male and female community members participated in these forums along with range of government officials. The project will be scaled up in 20 more Union Councils of District Muzaffargarh and Rajanpur

## **WATER HAZARDS AND ENVIRONMENTAL MANAGEMENT**

### **Programme Focus: 2008-2017**

The strategic focus of this programme is to improve knowledge and regional cooperation on environmental services and climate change adaptation and hazard mitigation to reduce the physical vulnerability of marginalised rural people.

### **Background**

The rural environment of South Punjab is vulnerable and degrading rapidly due to increasing natural and anthropogenic pressures. The poor are the major victims of environmental hazards, such as floods, nuclear waste dumping, pesticide sprays on the crops, and abusive use of fertilizers for more agriculture produce. In spite of this, the people are also expected to be the agents for environmental improvement through more sustainable land use and watershed management activities in their respective areas. In order to bring about lasting changes, provisions for scientific knowledge and policy advocacy to improve the environment are needed and both of these are integral parts of AWAZ's mandate. In the past AWAZ has made substantial contributions to capacity building of institutions at various levels by providing credible information and technical assistance aimed at prevention and mitigation of monsoon floods. Now AWAZ is not only addressing the related issues of environmental service assessments, and compensation mechanisms but also responding to the continuing strong demand from local communities and other partners for expansion and follow-up in knowledge generation, capacity building, and policy support. Given the increasing linkage between environment and poverty in the context of Millennium Development Goals (MDGs), opportunities have expanded to find innovative solutions to address physical vulnerability and reduce its impact on poverty.

### **CELEBRATION OF INTERNATIONAL ENVIRONMENT DAY**

On the eve of international environment day, AWAZ in collaboration with PARC network organized forums and seminars in various parts of south Punjab. The activities observed 500 civil society activists and 10 key elected representatives and government officials. The forums highlighted the drinking water issues faced by flood affected communities and put forward rationale and recommendations

highlighting why and how it is important to revive the safe drinking water outlets on emergency grounds. The elected representatives made commitments to raise the issue in provincial and national assemblies. AWAZ constituted follow up bodies having representation of PARC representatives, media and other civil society bodies as a result of these forums. The bodies are in consistent follow up with the elected representatives to ensure allocation of state resources for the rehabilitation of water filtration plants / installations.

### **PROMOTED THE USE OF SMOKE-LESS STOVE AMONG RURAL COMMUNITIES**

During the reporting period, AWAZ organized 05 skills training workshops for 100 female members of its communities for installation and use of smoke-less stoves in their houses. As a result, 57 households started using these stoves which helped AWAZ in combating against various kind of lung diseases and infections i.e. Asthma and seasonal cough.

In coming years, AWAZ aims to continue its advocacy and research work on following areas of community concern

- Environmental hazards (including those elements which Cause disease among rural communities)
- Drinking water availability: its quality and effects on rural and urban communities
- Pesticide spray on crops and its effects on rural communities
- Use of fertilizers in crops and its effects on human health and income,
- Ecological Agriculture
- Bio-gas and its related fertilizer making and packing project

## NATURAL DISASTER PREPAREDNESS AND MANAGEMENT

### Program Focus 2008-2017

The program aims to provision of quality humanitarian aid, enhanced contingency planning, *protecting people who die, fall sick, or suffer deprivation due to direct result of natural disasters and protecting people, who suffer personal or communal violence, forced displacement or armed conflict.*

### Background

In case of an emergency, AWAZ follows a phased approach. *First* of all, it continues and initiates emergency response following the humanitarian imperative in order to preserve as many human lives possible. Per disaster, quick decisions are made on added value of AWAZ in relation to seize of the disaster, commitments from other donors and capacity of VDCS. AWAZ pays more attention to develop expertise on water & sanitation & hygiene promotion (WASH). AWAZ sees a more active role for itself in evidence based humanitarian advocacy. The issue of protection of women in crisis is a spearhead in AWAZ programming and advocacy (promoting women friendly spaces) because it was reported during the flood of August 2010 that women were abused during the crises and relief goods distribution.

*Second*, the ongoing work of building resilient communities and contingency planning with communities and CSOs are initiated for the years to come. Building capacity of vulnerable groups to cope with shocks, especially in disaster prone areas of Pakistan involves both disaster risk reduction (DRR) and asset building. Capacity building trajectories on improving emergency response and drafting district/provincial/national contingency plans for improved coordination with government during crisis situations is also done during the period.

A *third* spearhead is on conflict transformation. Experiences obtained over the years reveal the added value of looking at impact of intervention strategies from this angle and its relation with crisis when it becomes an open conflict. It is aimed to enlarge capacities of communities for conflict reconciliation and mediation towards other stakeholders in the environment. Increasing *religious fundamentalism* has gained momentum and resulted in open conflicts with a high intensity in Southern Punjab. As from analysis, competition for scarce resources (water), a highly stratified society and a highly disturbed state-citizen relationship are fuelling conflicts at





As a first step to its relief and early recovery response to flood affected communities of the target areas, AWAZ developed its early recovery and rehabilitation strategy. The strategy was aimed to rapidly assess the humanitarian situation of flood affected areas of southern Punjab through consultations with locals, district government and humanitarian organizations working in the area and to assess needs of affected communities and recommend short and mid-term strategies and planning guidance for further launching an inclusive humanitarian response. The draft strategy paper provides detailed information about the methodology, scope and findings of the assessment and rationale of AWAZ early recovery and rehabilitation initiatives. The RAPID assessment carried out for the formulation of early recovery and rehabilitation strategy provided enough data and information to AWAZ for finalization of its contingency plan for disaster risk reduction for the target districts. AWAZ finalized its plan in consultation with representatives of VDCs and PARCs and shared it with range of support agencies and stakeholders for financial and technical support. The major relief and early recovery initiatives are summarized below:

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General Food Items (Dry Food Items) distributed among 200000 beneficiaries in District Rajanpur, D G Khan and Muzaffargarh in Collaboration with UN World food Program, Concern World Wide, Care International and FAO

Conducted health camps and provision of medicines to 8324 beneficiaries

Conducted health and hygiene sessions for 1396 beneficiaries

Distributed kitchen sets among 3000 families

Distributed Agricultural In-puts (Wheat Grain, DAP & Urea and winter Kitchen gardening Seed) among 22945 Poor Farmers)

Trained 22945 beneficiaries regarding effective usage of package and increase production by involving agriculture Department

Distributed Live stock package (Animal feed Compound 120 kg & De-wormer 10 tablets each beneficiary) among 6494 beneficiaries

Trained 6494 beneficiaries regarding Live stock farming and Vaccination by involving Livestock Department

Engaged 2100 Beneficiaries (1336 Male and 764 Female) for Cash for work Programme for 58 Days

1444 Beneficiaries received Conditional Cash grants to revive/ establish their Business.

5000 Beneficiaries (1024 Male, 536 Female) attended DRR sessions and enhance their knowledge/ capacity regarding disaster risk reduction and Preparedness in future.



## POLICY RESEARCH, ADVOCACY AND PARTNERSHIP DEVELOPMENT PROGRAM

### Programme Focus: 2008-2017

The Programme aims to foster the movement of bringing change in the lives of the poor by conducting policy research, carrying out Issue-based advocacy and strengthening partnerships among stakeholders at various levels

### Background

During last few years, AWAZ has re-positioned itself to accomplish two main tasks with respect to policy research, advocacy and partnership development. First, it facilitates the research, development of pro-poor social, economic and political policies and advocacy for relevant rural policy options by working with local, national and regional member countries. Second, it continues to explore the regional dimensions of policies that pertain to the vulnerabilities faced by rural people by continuing to foster partnerships and encourage dialogue between SAARC countries. AWAZ has continuously engaged itself in conducting qualitative research, analyzing different situations, promoting public debates, dialogues and consensus building processes and then creating informed population for democratic and political alternatives.



AWAZ research and advocacy model has three-pronged strategy which includes facilitating informed decision making among community and government stakeholders, investigating research and its dissemination to create enabling environment and project based research and advocacy. To nurture its agenda under this programme, AWAZ mobilizes people through educational institutions and youth and already established /trained, community based organizations and network of People's Awareness and Rights Committees (PARCs) that cater the

base for these campaigns. To nurture its policy advocacy agenda under this programme, AWAZ mobilizes people through educational institutions and youth and already established /trained, community based organizations and network of People's Awareness and Rights Committees (PARCs) that cater the base for these campaigns. AWAZ has a vigorous network of 53 PARCs (714 volunteers) which is equally functional across 15 districts of South Punjab and facilitate various advocacy initiatives.

During the reporting period, AWAZ achieved another milestone and was selected for regional coordinator-ship of Global Call to Action Against Poverty (GCAP) movement. GCAP Pakistan was nominated as best with 3 others in Asia & Pacific. As a national coordinator AWAZ made the case of poor significant at national level through number of evidence-based policy advocacy initiatives carried out in collaboration with other NGOs and civil society organizations.

## RESEARCH PROJECTS

### *Research study Conducted titled 'Peoples' Perception on Regional Disparities of South Punjab'*

AWAZ during the reporting period conducted a research study titled 'People Perception on Regional Disparities of South Punjab' which highlighted the discrimination in allocation of state resources for providing essential services in South Punjab. 5300 survey forms were filled in followed by validation of quantitative results through 15 focus group discussions. . The research data has been successfully compiled and the study is now in printing phase.

### *Research study on Civil Society Perspective with regard to Pakistan's Progress on MDGs-2010*

AWAZ under the umbrella of GCAP conducted this unique study which discussed the country's progress on MDGs till 2010 by putting together Civil society perspective on Pakistan MDGs Report (PMDGR-2010). A series of consultative meetings were organized at all provincial headquarters by engaging government officials, decision makers, eminent community leaders, heads of CSOs and representatives of local chapters of GCAP and other civil society networks. The interactive consultative process resulted in verifying data produced in government report and a feedback was received from government officials, and development partners. The members of the GCAP national steering committee put their efforts to compile and validate the findings before its launch. The report concluded that there are



Millennium Development Goals. The factors are war on terror, bad Governance, energy crisis and flooding.

## CELEBRATION OF INTERNATIONAL DAYS

### International Women's Day

As a follow up of enactment of women protection bill(which was put in place by the Parliament of Pakistan in 2009 as a result of the efforts of AWAZ and other civil society networks), AWAZ organized series of forums in flood affected districts of south Punjab in collaboration with PARCs Network. PARCs ensured participation of 20000 voices (half of them were women) in these forums, which were widely covered by print and electronic media. The participants were demanding the due right of women as envisaged in women protection bill. Various case studies of violence against women, which were observed by the participants during floods crises, were highlighted. The forums highlighted the need of improvement in law and order situation in flood hit areas and providing safe spaces for women. AWAZ also presented the data gathered on violence against women during the reporting period through its communications and database unit.

### International Non Violence Day

AWAZ Foundation Pakistan: Centre for Development Services organized Candle Light Non Violence Symbol on the eve of the 2nd October, 2010 at Press Club Multan. 50 members of different NGOs, CSOs and youth groups participated in that activity and demanded the nuclear disarmament at a global level; the immediate withdrawal of invading troops from occupied territories; the progressive and proportional reduction of conventional weapons; the signing of non-aggression treaties between countries; the renunciation by governments of the use of war as a means to resolve conflicts.



### **Peaceful Demonstration on International Day for the Elimination of Violence against Women**

Recognizing that the International Day for the Elimination of Violence against Women provides an opportunity to bring global activism around women's rights to the forefront, AWAZ organized a one day peaceful demonstration while keeping in line with the theme for this year, "Human Rights for Women: Human Rights for All". A total of 45 individuals from different CSOs & NGOs participated. The National & International Media Representatives gave the coverage to this event as well.

### **Candle Light Demonstration on National Disaster Day**

In order to memorize the earthquake disaster and the sufferings of the people, AWAZ CDS organized the Candle Light Demonstration at Multan Press Club. 25 representatives of different CSOs, Media and youth group participated. People requested that Government should immediately announce the policies and procedures for the promotion of suitable strategies to achieve the target was request.

## **CONFERENCES / FORUMS**

### ***A National Humanitarian Conference Organized to highlight sufferings of flood affected women***

As a second step of highlighting sufferings of flood affected women, AWAZ in collaboration with 07 other NGOs of National humanitarian networks organized a conference in Islamabad titled 'Forgotten voices of flood affectees'. Following this, AWAZ jointly hosted another round table conference in the month of March 2011, titled 'Reviewing Post Floods Situation and Framing a Way Forward'. The conferences observed 400 flood affectees especially women from across the country who shared their sufferings with invited foreign delegates, elected representatives, technocrats and government officials (including people from National Disaster Management Authority-NDMA). Based on its 14 district level forums, AWAZ along with other civil society organizations presented Citizen's Charter of Demands which highlighted the issue in national print and electronic media and pushed government for taking measures.

### ***A National Dialogue in Collaboration with NCSW for highlighting issue of women's right to inheritance***

AWAZ and National Commission on Status of Women-NCSW organized a joint meeting to legally review the study conducted by AWAZ on women inheritance rights in 2009. Total 10 lawyers from Islamabad High court participated in the meeting and jointly analyzed the findings of the research study. It was agreed that there is need to further strengthen the findings of the research by

highlighting issues / gaps prevailing in existing state laws and policies. The NCSW chairperson appreciated the efforts made by AWAZ on this important issue. Later on it was agreed between AWAZ and NCSW to launch a comprehensive legal review of the study and then draft policy briefs based on the findings. NCSW will help AWAZ in building contacts with relevant policy makers to further push the agenda of women's right forward.

*Presented Civil Society Perspective report on MDGs 2010*

Before its formal launch, AWAZ presented the preliminary findings of the study titled 'Civil Society Perspective report on MDGs 2010' in a conference organized by Action aid and other civil society organizations in Islamabad. The findings were widely appreciated by the civil society and picked up by print and electronic media as lead stories. It highlighted the misinterpretation made by the government while showing its progress on MDGs and the fact how country is still far behind its set targets.





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### **National Seminar for Increasing State Budget Allocations for Achieving MDGs**

On the eve of new fiscal year and before budgetary speech in the parliament, AWAZ in collaboration with JDHR organized a national seminar in Islamabad in June, 2011 where the above noted study was presented and total 100 representatives from Ministry of Finance (including joint secretary from the Ministry), parliamentarians and heads of lead NGOs including a senior economist from Pakistan Institute of Development Economics, were engaged to discuss and raise a collective voice for increasing budgetary allocations for achieving MDGs. A joint resolution was agreed and presented which demanded reviving of district level bodies and allocation of more resources (at least 10 percent of the GDP) to bring real change at grassroots level. Besides wider coverage in print media, leading electronic media channels mainly GEO, SAMA, BBC etc covered the story.

### **Letter to Prime Minister of Pakistan to Push MDGs Agenda**

On September 14, 2010, GCAP Pakistan & Civil Society through a letter to Prime Minister of Pakistan urged the need to craft a clear plan for achieving MDGs and to announce that plan at the MDG Summit in September. On 14th Sep, 2010 the letter was handed over to Advisor to Prime Minister, Ms. Shahnaz Wazir Ali on behalf of 435 coalition member organizations and civil society networks of GCAP-Pakistan from across the country including: AWAZ CDS-Pakistan, Shirkat Gah, CCSD, PILER, SEHER, PADO, SAP-Pakistan, Packard Foundation, Development Advocates and Lobbyists, PARC-Networks\*, NCE\*, World Population Foundation, Aurat Foundation, Taraqee Foundation, WESS, BDCC, SCC, Amnesty International, Anjuman Mazareen Punjab, a network of tenants and farmers.

### **Stand Up & Take Action, Make Noise for the MDGs**

AWAZ led a coalition of 77 civil society organizations who stood out to 'Make Noise Campaign' for the MDG'S this year. A total of 200 events were registered from Pakistan out of which 162 were from the platform of GCAP Pakistan from 54 districts in 5 provinces of Pakistan.

### **“Education for All” Campaign**

This was a grand event carried out at Government High School Shamsabad for Girls & Boys. Both male and female students attended with a total attendance of over 5000. They demonstrated using Balloon Hooters and posters and demanded that the 42 million children that were deprived of the privilege of Education the Government needs to step up its efforts to fulfill their promise in achieving that goal. Teachers were also of the view that this is a healthy initiative from GCAP Pakistan & UNMC and showed their appreciation by giving their support.

### **Mark Day Celebrations**

18th September was a Mark day throughout Pakistan and was celebrated by the ringtone activity. The stand up and take action song was used as ringtones on cell phones throughout the country as a source of awareness. Message on the same agenda using special software was also shared and sent to all between the ages from 18 to 25. On the last day a special cake was made decorated with event info of the total activities. Mr. Irfan Mufti (Ex Global Director of GCAP), Mr. Shafqat Munir (UNMC Representative from Asia Desk) and Mr. Mohammad Zia ur Rehman also participated in the closing activity.

### **Peaceful Demonstration on Price Hike**

AWAZ held a protest against the serious issue of Price Hike at Main Eidgah Road, Multan with the help of the general public. The National & International Media Representatives gave the coverage to this event as well. People were of the view that the blame for this must lie with the government, which in the summer pledged to deregulate the price of petroleum products. They said that price hikes are unacceptable because it has and will make middle-class consumers cut essential expenditure on food, health and education. The government can help alleviate the pain of consumers to scrap the deregulation in petrol pricing.



## INFORMATION AND KNOWLEDGE MANAGEMENT

### Program Focus 2008-2017

The Programme aims to make evidence-based knowledge accessible to and usable for local partners (VDCs and PARCs), policy-makers and development advocates and practitioners

### Background

AWAZ has accumulated a wealth of experience in information archiving and exchange and carved a niche for itself in IKM in the southern Punjab through the activities of its two major components i.e. material collection from other sources and by conducting and publishing social research studies. AWAZ has processed and distributed about 20 technical and general publications within a decade, developed and maintained a library, and introduced AWAZ website, among diverse other IKM activities. IKM programme is an area of high priority for AWAZ in terms of fulfilling its functions as a multidisciplinary documentation centre based on systematic exchange of knowledge and experience, and as a focal point for training. The activities provide an essential basis to other programmes of the Foundation. In many cases they are an integral part of the programme activities themselves. Information and Knowledge Management represents the main public interface of AWAZ with its users in the Southern Punjab and beyond. Knowledge exchange provides the platform by which programme activities reach a broad group and have an impact; it contributes considerably to poverty alleviation and to redress inequality prevailing in the area.

### COMMUNICATIONS

One of the salient features of IKM is to tell AWAZ's story to other stakeholders. The program team manages AWAZ's identity, serving as the initial point of contact for both internal and external audiences, ranging from staff members to donors, media and the general public. It facilitates both internal and external communications and handles media relations, provides timely information and perspective about AWAZ's work. The department produces communications resources such as annual reports, Quarterly 'The Reflection', E Newsletter, Video Documentaries etc. and maintains the organization's website, disseminates information on AWAZ's work and ensures accurate and full representation and understanding of the organization. AWAZ aims to devise its branding strategy in coming years and to redefine its visibility guidelines. Due to engagement in flood activities, AWAZ communications unit could not develop regular quarterly editions of 'The Reflection'. However, an annual edition was developed and is in printing phase. Apart from it, 04 editions of E-Newsletter were published and disseminated through website. These can be accessed at [www.awazcds.org.pk](http://www.awazcds.org.pk).

## PARTNERSHIP WITH MEDIA

AWAZ works in collaboration with other civil society actors and media plays key role in the AWAZ program visibility. During the reporting period, print and electronic media covered various initiatives of AWAZ for 1129 times. AWAZ Head office initiatives were covered total 331 times, whereas field office Muzaffargarh was covered 74 times, Vehari 44 times, D G Khan 105 times, Rajanpur 69 times and PARC Network was covered 506 times. The detail of issue based press releases of AWAZ is given as under

Inheritance rights	Celebration of International Women day
Education policy	Celebration of International Human rights day
Nikah nama amendments	CNIC Campaigns
SRHR meetings	GCAP Coverage
Police torture	Peasant rights
Safe motherhood	World aids day
National women day	Parwan Project Inauguration Ceremony
Value added Tax	Women violence Issues
Active citizens	

## DISSEMINATION OF AWAZ PUBLICATIONS

AWAZ regularly updates its support partners and local volunteers about its journey towards set goals and objectives. During the reporting, 56237 copies of various publications were disseminated among range of international and national partners and sister organizations. MDGs 20,000 posters were published and distributed among CSOs, NGOs and GCAP Coalition in Pakistan. The purpose was to inform people about the campaign and to make people conscious to participate excitedly in the GCAP upcoming events. One of the major objectives was also to create awareness and sensitization of the general public through the messages given in the posters about poverty related issues.

## UP-GRADATION OF WEBSITE

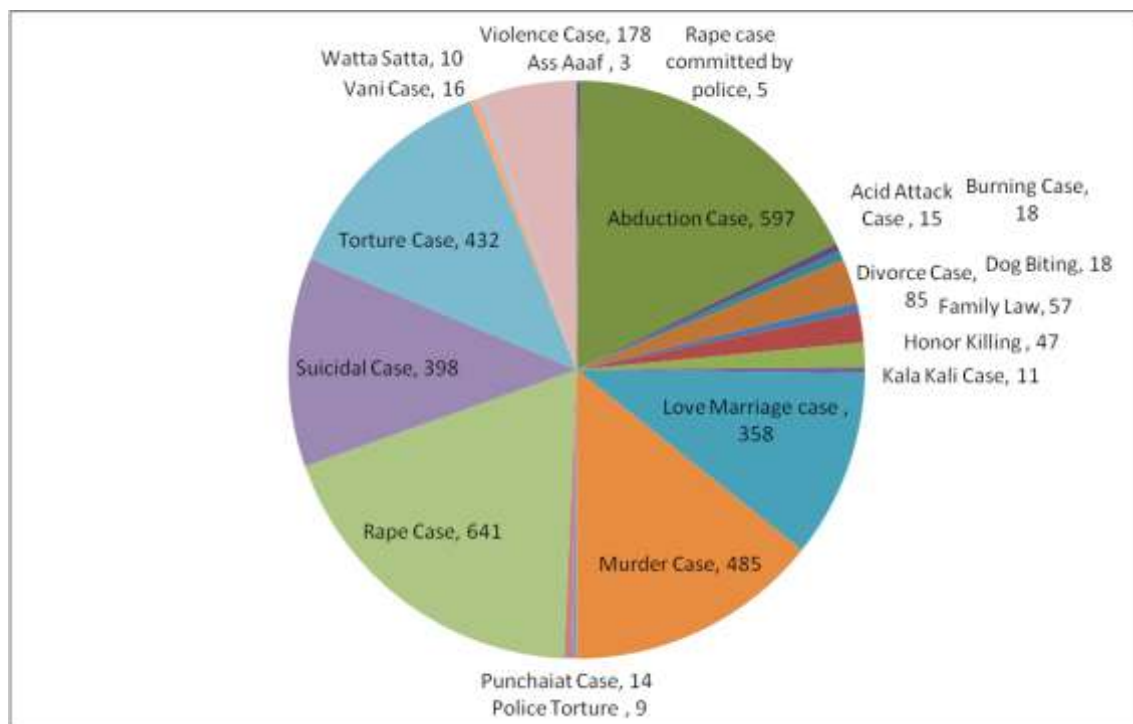
AWAZ website is a robust source of information not only for our partners but also for academia, media and technocrats and policy makers. During the reporting period, AWAZ introduced many new user-friendly tools for providing maximum benefit to its beneficiaries through its latest archived information

## REGULAR COLLECTION AND SHARING OF DATA REGARDING HUMAN RIGHTS VIOLATIONS

The human rights violation cases were entered regularly by the communications and data base unit in the software. During the reporting period AWAZ with the help of its wide VDC and PARC network as well as thorough regular analysis of newspapers, collected more than 3396 and entered them into its software.



Following pie-chart provides a quick review and trend analysis of type of cases reported. The important trend was found regarding the growing blasphemy cases, as 28 new cases were reported of this kind during the reporting period.



**Human Rights Violation data for Year June 2010 to July 2011**

Among 20 categories of violence cases, rape cases were at the top of the list having 641 numbers. The analysis of the data reveals that girls from 10 to 20 years and women up to 35 years of age were raped and the motive behind to get revenge from opposite party, clashes between families and lust for rape after watching movies. The affected were between 2 to 35 years of age. Second in category were the abduction cases which were 597 cases in total. The major cause were family clashes, demand for money, husbands launching FIR against their wives if they were interested in someone else and the lust for rape. During the reporting period, total 485 case of murder were also reported. Major reason were family disputes, disputes between husband and wives when they demanded for some money to feed their children, men interested in 2<sup>nd</sup> marriage, in the family or in the neighbourhood and the love cases and if someone love with others. There were total 398 suicidal cases reported in national newspapers and the reasons behind suicide were poverty, unemployment, clashes between families and husband and wives, lover marriages, lover did not agree to marry and some youth also committed suicide for not getting good marks in the exams and if their family members scolded them on their mistake. The age group who committed suicide was between 15 to 55 years it included both male and females. There were total 156 women who fell victim to customary practices (including honor killing, family laws, Kala Kali, Ass Aaf, Vani, marriages in exchange and Punchait ) prevailing in southern Punjab. Every year hundreds of women are killed in the name of honor through Punchait decisions or they were victims of vani or Kala Kali for lands and inheritance rights.

### AWAZ LIBRARY

There are more than 550 books, available in AWAZ Library now. During the reporting period 1677 new publications containing (51 books, several CDs and other IEC) was received from national and international development agencies for keeping in the library. These national and international materials are on various socio-political and economic issues which are very useful for research students and programme development teams of AWAZ itself as well as of other CSOs working in the region. AWAZ facilitated 07 research students to utilize its resources during the reporting period. The detail of received material is as under

- Pakistani mashrey mein Khandan ka akeli aurat per tashdud.
- Hangamin Suratehal mein Bachon ka tahafuz by SPARC
- Child rights in Pakistan by SPARC
- Women realities and Rights by CEDAW
- Ghair Rasmi mainsheiat aur budget sazi by Shirkat Gah
- What are human rights by Youth for human rights?
- Aain Pakistan aur Bunyadi Haqoooq by SPO
- E Newsletter from Diffrent NGO,s

## Support, Management and Governance

AWAZ is governed and managed as an NGO that employs the best organizational practices to ensure relevance and sustainability of its development approaches and the well being of its employees. From our earliest days we invested in research and development to improve the effectiveness and efficiency of our interventions. We provide continuous training to enhance staff capacities at all levels. We uphold the integrity of our work through a process of governance, including financial and operational, that ensures transparency and accountability to all our stakeholders. As a learning organisation, we prioritise the dissemination of experience and knowledge both internally and externally. Various units at AWAZ work together to fulfill these functions and they ensure the success of our work.

## AWAZ PLANNING, MONITORING AND EVALUATION

A systematic planning, monitoring and evaluation (PME) Strategy is used during implementation of each programme strategy, and human resources are recruited to ensure its operationalization. Given the range of external factors that may affect the achievement of outcomes; e.g. the complex nature of rural issues, diversity of ecosystems, livelihoods and national policy frameworks, presence of conflicts within the target areas and the region, and the intermediary nature of AWAZ's work, the PME strategy necessarily relies on intermediary indicators and the active participation of all partners. The strategy seeks to provide a framework for optimizing delivery and performance, while maintaining the flexibility to respond to arising constraints and new opportunities. Concrete steps for implementation of this strategy includes the development of a performance management framework, institutionalization of logical results based planning, and engagement and recruitment of necessary in-house PME expertise. The strategy further calls for implementation of institutional policies and processes and shared monitoring and evaluation responsibility along with partners.

## HUMAN RESOURCES

AWAZ's Human Resources Department is committed to enhancing transparency, maximizing job satisfaction and creating a cohesive work environment for all AWAZ employees through constant monitoring and provision of incentives. During the reporting year, AWAZ recruited 258 new staff members in its team. AWAZ's best practices include transparency, good employee relations, practicing diversity and ethics, and institutionalizing staff development. To sustain its expanded team, AWAZ aims to adopt a robust human resource information system in coming years and decentralize its recruitment function to field offices. It is expected that this will result in speedy information flow and increased operational efficiency by providing staff information to other programmes for prompt decision making.

## **FINANCE AND ACCOUNTS**

AWAZ's Finance and Accounts Department performs a crucial role within the organization to improve programme efficiency and promote transparency and accountability. The department collects and stores financial data from all transactions carried out at different locations in the organization and processes it for use in decision-making. The department prepares our financial statements in accordance with international reporting standards, for which AWAZ has received numerous national and international accreditations in transparency and financial disclosure.

AWAZ aims to bring all its field offices under computer software coverage in coming years to ensure robust processing of payments at the tail end and automation of receipts.

## **ADMINISTRATION AND RISK MANAGEMENT**

AWAZ's Administration and Risk Management (ARM) is the internal control for programmes and provides Management with insights into implementation. Risk management includes Internal Audit, Investigation and Monitoring activities.

## **INTERNAL AUDIT**

This unit independently examines and evaluates AWAZ's activities to assist management by providing advice on operations and performances and assessing the effectiveness of internal control. It aims to improve operational efficiency and effectiveness of the management process. The department examines and evaluates whether the risk management, internal control and governance processes in place are adequate and functioning properly and advises management on improvements. The unit undertakes routine internal audits and investigations, as well as annual physical verifications of inventory and other assignments required by management to maintain transparency and accountability. Findings are brought to the Audit Review Committee for further action. During the reporting period, 37 various projects / organization's operations underwent review and audit.



## PROCUREMENT

Procurement unit is responsible for the centralized procurement for all programmes and support services. It ensures economies of scale, best value for money and cost effectiveness through the formulation and implementation of a procurement plan based on aggregate requirements, optimum use of expertise, efficient storage and distribution systems as well as lower administrative costs. The unit ensures transparency through fair and competitive bidding and its purchase procedure follows international guidelines and norms. Additionally, the unit involves in activities such as the liquidation of outdated assets and auctioning of goods. AWAZ strengthened its procurement unit during the relief operations and aims to further improve its efficiency through purchasing a robust information system for it. The procurement process is guided by comprehensive procurement policy / manual, introduced last year, that is in line with internationally accepted procurement standards.

## BOARD OF DIRECTORS AS ON JUNE 30<sup>TH</sup>, 2011

Our Governing Body consists of highly distinguished professionals and activists who bring their diverse skills and experiences to the governance of AWAZ.

**Ms. Rubina Feroze Bhatti**

Development Leadership & Management

Chairperson

**Mr. Maqbool A Babri**

Professor at Lahore University of Management Sciences (LUMS)

Vice Chairperson

**Dr. Muhammad Mumtaz Khan**

Associate Professor- Urdu Language Department B.Z. University Multan

Treasurer

**Dr. Sajid Mahmood Awan**

Senior Research Fellow- National Institute of Historical and Cultural Research Quaid-e-Azam University Islamabad

Member

**Mr. Khalid Saeed**

Professor, Department of Sociology B.Z. University Multan

Member

**Dr. Alwin Murad**

Development Consultant

Member

**Ms. Syeda Mujeeba Batool**

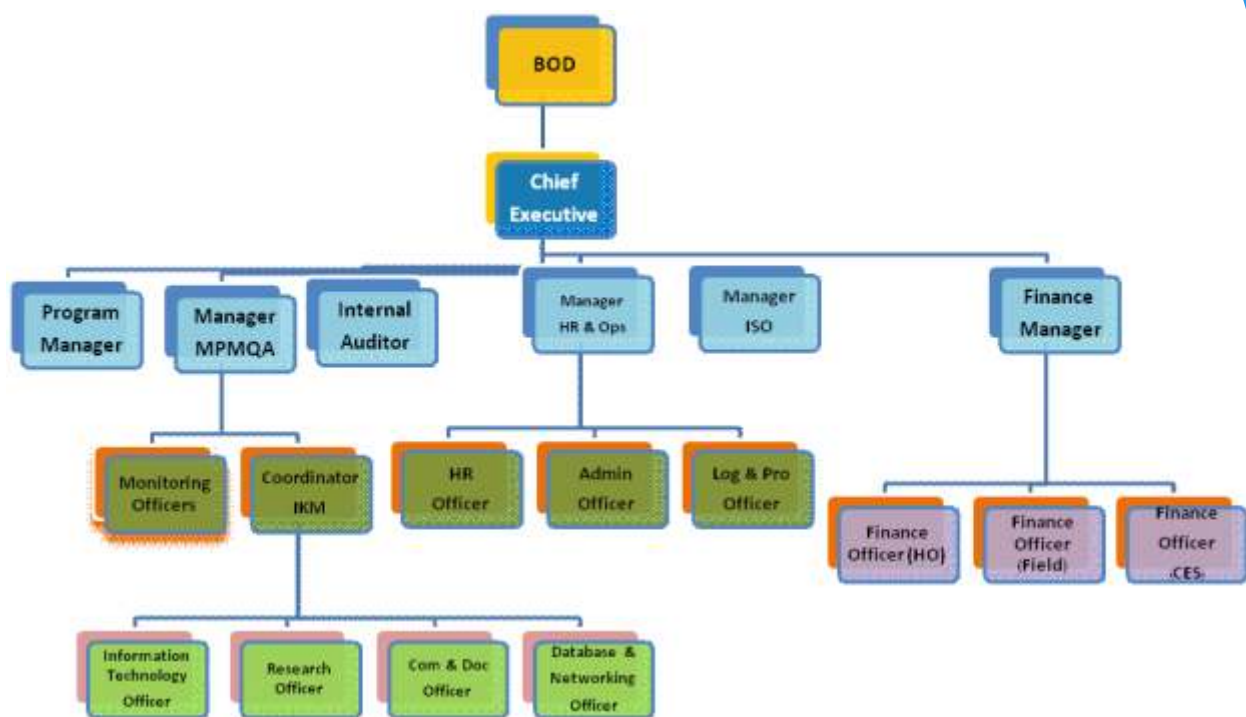
Managing Director- Inventure Private Limited

Member

**Mr. Mohammad Zia ur Rehman**

Founder & Chief Executive AWAZ Foundation Pakistan

Secretary



## Our Partners in Development International

British Council  
Care International in Pakistan  
Canadian International Development Agency- CIDA  
Concern World Wide  
European Commission  
Food & Agriculture Organization- FAO  
GCAP International Secretariat  
Oxfam Novib  
Rutgers WPF  
UNDP  
Voluntary Service Organization- UK  
World Food Program  
UNOCHA

## NATIONAL AND LOCAL

PPAF  
Bahauddin Zikriya University Multan  
GCAP Member Organizations  
Government of Pakistan  
Lahore University of Management Sciences  
National Commission on Status of Women  
Volunteers of AWAZ- PARCs  
Volunteers of AWAZ VDCs  
Education & Health Department  
Govt. of Punjab (Livestock, Agriculture & TEVTA)



**M. Yousuf Adil Saleem & Co**

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Lahore  
Pakistan

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**AUDITORS' REPORT TO THE BOARD OF DIRECTORS**

We have audited the annexed balance sheet of **Awaz Foundation Pakistan: Centre For Development Services** ("the Foundation") as at June 30, 2011 and the related income and expenditure account, cash flow statement and statement of changes in fund together with the notes forming part thereof for the year then ended (here-in-after referred to as the financial statements for the year then ended). It is the responsibility of the Board of Directors to establish and maintain a system of internal control, and prepare and present the financial statements in conformity with the approved accounting standards as applicable in Pakistan. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with generally accepted auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting policies used and significant estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that our audit provides a reasonable basis for our opinion.

In our opinion the financial statements present fairly in all material respects the financial position of the Foundation as at June 30, 2011 and of its surplus and cash flows for the year then ended in accordance with the approved accounting standards as applicable in Pakistan.

*M. Yousuf Adil Saleem & Co*  
Chartered Accountants

Engagement Partner:  
Talat Javed

Lahore  
Dated: April 7, 2012

Member of  
Deloitte Touche Tohmatsu Limited

**AWAZ FOUNDATION PAKISTAN: CENTRE FOR DEVELOPMENT SERVICES**  
**BALANCE SHEET**  
**AS AT JUNE 30, 2011**

	Note	2011 Rupees	2010 Rupees
<b>FUNDS AND LIABILITIES</b>			
<b>Funds</b>			
General fund	4	8,015,272	3,963,639
Reserve fund	5	8,122,426	4,026,657
Capital grant	6	12,108	14,486
		<u>16,149,806</u>	<u>8,004,782</u>
<b>Non-current liabilities</b>			
Employees' security deposits		-	461,000
<b>Current liabilities</b>			
Unearned income	7	42,609,252	10,653,366
Creditors, accrued and other liabilities	8	14,945,870	3,503,705
		<u>57,555,122</u>	<u>14,157,071</u>
<b>Contingencies and commitments</b>			
	9	-	-
<b>Total funds and liabilities</b>		<u>73,704,928</u>	<u>22,622,853</u>
<b>ASSETS</b>			
<b>Non-current assets</b>			
Property, plant and equipment	10	7,792,972	4,942,628
Long term security deposits	11	307,000	307,000
		<u>8,099,972</u>	<u>5,249,628</u>
<b>Current assets</b>			
Account receivable		-	25,932
Grant receivable from donors	12	26,531,412	386,963
Advances	13	608,245	503,812
Other receivable	14	160,455	535,826
Cash and bank balances	15	38,304,844	15,920,692
		<u>65,604,956</u>	<u>17,373,225</u>
<b>Total assets</b>		<u>73,704,928</u>	<u>22,622,853</u>

The annexed notes from 1 to 19 form an integral part of these financial statements.

  
Chairperson

  
Chief Executive

**AWAZ FOUNDATION PAKISTAN: CENTRE FOR DEVELOPMENT SERVICES**  
**INCOME AND EXPENDITURE ACCOUNT**  
**FOR THE YEAR ENDED JUNE 30, 2011**

	Note	2011 Rupees	2010 Rupees
<b>Income</b>			
Grants From:			
CWW - ECHO		48,328,556	-
WFP		39,687,954	-
OCHA		19,909,942	-
Oxfam Novib - ICDEP		15,560,037	16,771,612
CWW - WASH		11,994,303	-
CARE - CBHA		7,501,048	-
IRD		7,390,622	-
CARE - CIIP		7,320,216	-
PPAF CPI		7,033,796	4,822,551
CARE - CFW		6,384,235	-
PPAF SMP		6,133,413	6,979,550
UNDP CRP		5,093,070	-
RutgerWPF - SRHR		2,683,065	-
Response - ERF/RAPID		2,553,302	-
CWW - DFID		1,966,537	-
CARE - DRP Health		1,798,163	-
Concern World Wide-SPLS		1,604,776	1,111,432
GCAP (UNMC, CIVICUS & Oxfam Novib)		1,536,416	2,243,966
CWW - DRP		1,484,250	-
FAO		1,413,759	-
CARE - Scale Up		869,931	-
Asia Foundation - STAEP		711,503	-
RutgerWPF - LSBE		146,964	-
World Population Foundation - LSBE		-	415,702
British Council		-	305,303
EU, World Population Foundation - SRHR		-	2,248,624
PPAF Exposure		-	10,750,000
Miscellaneous grants		-	40,000
		199,105,858	45,688,740
Other income	16	7,507,579	3,609,229
		206,613,437	51,297,969
<b>Expenditures</b>			
Project expenses	17	(198,466,035)	(46,421,678)
Surplus for the year		<b>8,147,402</b>	<b>4,876,291</b>

The annexed notes from 1 to 19 form an integral part of these financial statements.

  
Chairperson

  
Chief Executive