

ANNUAL REPORT

2008

Awaz Foundation Pakistan
Centre for Development Services

AwazCDS
www.awazcds.org.pk

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AwazCDS-Pakistan has been leading Global Call to Action against Poverty (GCAP) coalition in Pakistan as National Coordination Secretariat.

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ADB:	Asian Development Bank
CCBs:	Citizen Community Boards
CEGG:	Cultural, Equality, Gender, and Governance Programme
CSOs:	Civil Society Organization
CUP:	Community Uplift Programme
GCAP:	Global Call to Action Poverty
ICDEP:	Integrated Community Development Programme
IEC:	Information Education and Communication
IKM:	Information and Knowledge Management
MDG:	Millennium Development Goals
MDI:	Management Development Institute
MT:	Management Team
MoU:	Memorandum of Understanding
NCE:	Network for Community Empowerment
PARC	Peoples Awareness & Rights Committees
PDF:	Progress Development Forum
PIDE:	Pakistan Institute of Development Economics
PME:	Planning Monitoring and Evaluation
PNCC:	Punjab NGOs Coordination Council
PRAP:	Policy Research and Advocacy Programme
PRF:	Performance Review Forum
SAARC:	South Asian Association for Regional Cooperation
SARTI:	Social Research and Training Institute
SDC:	Students Development Club
SEM:	Social and Economic Management Programme
SRHR:	Sexual Reproductive Health Rights
SUTA:	Stand Up and Take Action
VDC:	Village Development Committee

MESSAGE FROM THE CHAIRPERSON

It gives me immense pleasure to write these words for Awaz CDS for its Annual Report 2008. Since its inception in 1995 Awaz CDS joined hands with the government to serve as a partner in governance through facilitating the desired change at grass roots level and bridging up the gap between citizens and the state. The mission of the organization is to make our part of the world a better place to live in by ensuring equity of opportunities, social development and better livelihood for all especially women, youth, the poor, minorities and marginalized communities. In the current scenario of depression, pessimism, and extremism spread by terrorism, violence and corruption across the country Awaz provides a galaxy of hope.

Awaz CDS has chosen Southern Punjab a relatively backward, underdeveloped and neglected area for its activities including literacy, awareness, and health, alleviation of poverty, advocacy and research. The strategy of the organization is to provide a congenial environment to the most vulnerable groups of the society in the abovementioned arenas through resource mobilization and involvement. Its participatory approach has a meaningful impact on development of the surrounding communities. There are a number of other local NGOs working with the goal of community service but the focus of Awaz remains on community development and empowerment through local resource mobilization. Therefore, all the programs launched by the organization are fully imbedded in community needs based on contextual realities and sustainable local models of economic and social development.

Over the years, Awaz CDS has expanded its outreach due to the tremendous scope and dire need for social and economic development in the area. The organization has been successful in securing a broad base with cooperation of national and international development organizations. It is making concerted efforts towards establishing development linkages at local, regional, national and international level for a better future of the marginalized and vulnerable communities of Southern Punjab.

I feel proud to be associated with Awaz CDS and sincerely wish that the dream of sustainable community development envisioned by the organization should become a concrete reality in the days ahead.



Prof. Dr. Nasira Jabeen
Director
Institute of Administrative Sciences
University of the Punjab, Lahore
Pakistan

Prince Claus Chair Holder 2006/2007
Development and Equity
University of Utrecht,
Netherlands

MESSAGE FROM THE CHIEF EXECUTIVE

This is indeed the matter of great pleasure for me to present this annual report of AwazCDS-Pakistan's endeavours for the socio-economic development and political empowerment of marginalized communities in Pakistan during the year 2008. The year brought new hopes and has opened up new avenues as Awaz team commenced the implementation of its third ten years' on, strategic plan (2008-2017) which is comprised of six core and integrated programs and three cross cutting programs with a mission of "**Securing the Future of Marginalised Communities**". Awaz got success in expanding its core programs outreach by opening its Field Office Jam Pur, in most deprived district of Rajan Pur in Punjab. The advocacy programmes outreach of Awaz has been expanded from 27 PARC-Networks last year, to all 53 *Tehsils* of 15 Districts of Southern Punjab. Further to this Awaz has also enhanced its outreach at national and regional level after being elected as the National Coordination Secretariat of Global Call to Action against Poverty (GCAP), a coalition of CSOs, NGOs and human rights activists, peasants, teachers, students unions and labourers across the World. The present report reflects upon the outcomes and impacts of our endeavours through various long term programs and short term initiatives of the period. Besides programmatic expansions and various achievements at policies and practices level changes, Awaz has also attained long awaited institutional strengthening milestone by getting the tax exemption status from Federal Board of Revenue, Government of Pakistan.

Despite successes there are always challenges to face with, and Awaz cannot be spared from such challenges at all. The rising waves of terrorism and trends of extremism furthered the insecurity, violence and mistrust in our society. New, so called democratically elected government is also failed to address the challenges related to governance, energy crisis, price hikes and legalized corruption in society. Consequently, the gap between diminishing middle class, poor and ultra poor is increased because of rising poverty, food insecurity and poor livelihood opportunities as well as basic infrastructure facilities.

The report shares various case studies pertaining to our successful achievements at grassroots level and we hope it will help public and development sector in building such models particularly in Pakistan and across the World in general.

Towards the end, I on behalf of AwazCDS-Pakistan acknowledge the support of all our general body and Board members, management and field staffs, VDCs members, PARC-Networks activists, women and youth groups, GCAP Coalition member organizations and civil society networks for contributing in our development endeavours in achieving our set targets. Finally, I on behalf of AwazCDS-Pakistan must also appreciate the role of our development partners for their technical and financial support as without their invaluable support the tasks were difficult to achieve.

I look forward for your comments and feedback



With my best regards

Mohammad Zia-ur-Rehman
Founding Chief Executive

POLICY, OBJECTIVES & STRATEGY

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

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 marginalised community.***

VALUES

Well-being and dignity of all rural and marginalised people,
Primacy of the interests and voices of poor and marginalised rural people with emphasis on women,
Equity, inclusion, and respect for diversity and integrity,
Peace for rural peoples and communities
Conservation of the natural and cultural inheritance of the rural communities,

Objectives set forth in the articles of association

- To provide essential health and hygiene education and services in the program areas;
- To enhance literacy and education particularly among girls and women in the program areas;
- To empower people, especially women through group formation, training and networking;
- To reduce poverty by providing training, initiating area specific income generation programs;
- To conserve local environment by taking appropriate measures and providing services;
- To conduct research and undertake policy level advocacy on Related themes; and

OUR POSITIONING

The NGO sector in the Southern Punjab is emerging as a vibrant movement, though at its infancy yet. However, it lacks viable, evidence-based 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. In these circumstances AwazCDS 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.

Based on the analysis of rural poverty and vulnerability, country's and SAARC region's policies and consultations made with the communities, staff and management, the board has finally identified five long term strategic outcomes as priorities. These are consistent with the priorities distilled during the last ten years endeavours and are in line with Millennium Development Goals (MDGs), the WSSD, Johannesburg; and the Monterrey Consensus, All Foundation's programme activities contributes to achieving the following strategic outcomes for 2008 to 2017 and beyond. 1

- Productive and sustainable community-based management of vulnerable rural natural and human resources
- Decreased political vulnerability within Southern Punjab
- Improved and diversified incomes for vulnerable rural and marginalised people
- Increased local conservation of cultural heritage
- Greater voice and influence, dignity, social security, and equity for all marginalised rural people of Southern Punjab especially women and youth.

OUR CORE COMPETENCIES

AwazCDS Pakistan, positions itself as a thematic development organization. To that end, we strive for the most up to date knowledge and expertise in the field of sustainable development for marginalised communities. Knowledge of the Southern Punjab situation, with good results worldwide, constitutes a credible basis, but not the only one. Thanks to our work in most deprived districts of South Punjab, we learn from the situations there and are increasingly able to act as a broker of knowledge and expertise. The Foundation applies itself especially to developing community-driven innovative programmes, where we explore un-utilized or under-utilized potential of the target communities.

The Foundation has a good reputation and maintains excellent relations with key donors in the field of sustainable development. The realization is that the issues of rural poverty and vulnerability can only be addressed through community based management of natural and human resources, greater voice, equity and social security for marginalized groups especially women and adolescents / young people is gaining ground internationally. Consequently, the demand for our expertise increases. However, the capacity available within our current organization falls short of this demand and governments and donors fail to provide the necessary

OUR STRATEGIES

- Mobilization and organisation of marginalised communities;
- Capacity building;
- Conscentizing and awareness raising;
- Conducting grassroots level research;
- Linkages development and networking;
- Information dissemination;
- Advocacy & Lobbying;
- Provision of essential services particularly in health, education, water sanitation and human rights;

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 AwazCDS'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.

OUR PLANNING, MONITORING AND EVALUATION

Combining its strengths with like minded development organizations is a policy priority for AwazCDS. On one hand, through concerted actions in advocacy activities, on the other by contributing its expertise to their development projects, Awaz is able to increase its reach considerably. The Foundation presents a unique opportunity to bring together different strata of civil society on to a common platform where discussion, debate, and solutions to issues of mutual concern and cross-fertilization of ideas for sustainable development are made possible. AwazCDS has been fostering and building partnerships and networks in rural and urban-slum development at the local and national levels that would otherwise not be possible. As the voice and influence of a diverse civil society, especially of grassroots' networks and associations, are growing in policy and public action choices, AwazCDS plays a proactive role in nurturing local, national, and regional partnerships by linking micro and macro-level knowledge, facilitating networking, and sharing of experiences.

OUR COLLABORATIVE LINKS

- AwazCDS has a village level network of 128 Voluntary Organizations- VDCs
- AwazCDS has a Tehsil level Network of 53 People Awareness and Rights Committees- PARCs
- AwazCDS is the National Coordinator of Global Call to Action Against Poverty (G-CAP) movement in Pakistan. For more details please visit www.gcappakistan.net
- AwazCDS is the District Coordinator of Punjab NGOs Coordination Council (PNCC) and hence the active member of Pakistan NGO Forum
- AwazCDS is Coordinating Network for Community Empowerment (NCE) Punjab as Provincial Coordinator
- AwazCDS is the Member of the National Steering Committee of Pak-India Peace Coalition.
- AwazCDS is the Member of National Steering Committee of Asian/World Social Forum (Pakistan Chapter)
- AwazCDS is the Member of International Action Network Against Small Arms (IANSA)
- AwazCDS is the Member of Global Partnership Consortia working for the capacity building of community leaders from developing countries.
- AwazCDS is the Member of Asian Development Bank's (ADB) Civil Society Consultative Group and actively fighting against ADB's anti-people policies.
- AwazCDS is the Member of International Human Resource Development Network
- AwazCDS is the Member of NGOs Working Group on World Bank and actively fighting against World Bank's anti poor policies.

PROGRAMMES OUTREACH

Outreach of Core Advocacy Programme

15 Districts & 53 Tehsils

Outreach of Core Programmes

- Multan
- D G Khan
- Muzaffar Garh
- Vehari
- Rajanpur

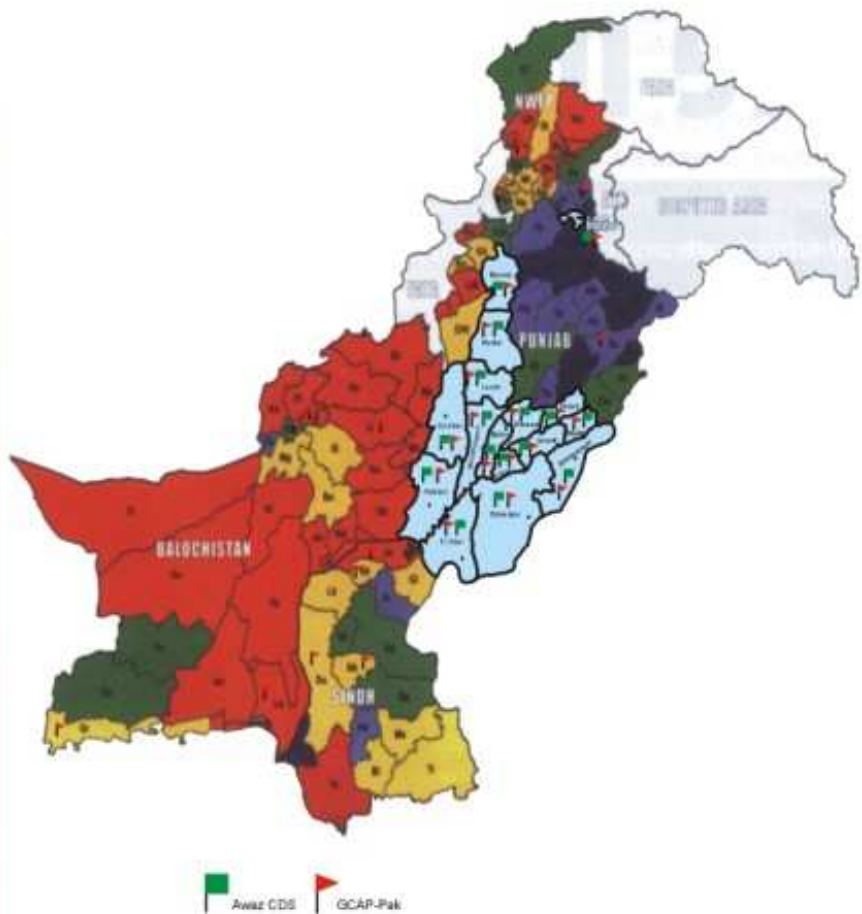
GCAP-Pak Outreach

36 Districts of 4 Provinces

- Punjab 22
- Sindh 04
- NWFP 04
- Balouchistan 01

Outreach Aims till 2010

- 50 Districts
- Liaison office at Islamabad
- Field office at Bahawalnagar



The map shows our positioning and highlights our focus areas

PROGRAMMES COVERAGE AT A GLANCE

DESCRIPTION	AT DECEMBER 2007	AT DECEMBER 2008
Districts	15	15
Tehsils	53	53
Villages	80	97
Urban slums	17	48
Population covered	0.5 Million	1 Million
Direct beneficiaries*	127484	0.2 Million
Indirect beneficiaries*	0.5 Million (3433736)	0.67 Million
GCAP beneficiaries	0	389259 (F=155703, M=233556)

* More than 50% are women & children

1-SOCIAL AND ECONOMIC MANAGEMENT PROGRAMME-SEM

OBJECTIVES AND STRATEGY

In the context of South Punjab, the programme aims to ensure:

- Economic growth of the people living in extreme poverty through achieving food and income security as well as greater protection of, and control over the local resources, access to secure paid employment, dignified working conditions and labour rights.
- Quality basic education for children living in poverty, and providing educational opportunities to help adults living in poverty to overcome their poverty.
- Tangible improvements in health for people living in poverty through increased access to affordable and adequate basic and reproductive healthcare services, clean water, sanitation and public health services.

The Foundation, through its well-thought sub-programmes mobilizes communities across South Punjab, strategically focusing on women and young people in the Districts of Multan, D G Khan, Vehari, Muzaffargarh and Rajanpur. Special attention is given to ensure realization and empowering poorest of the poor communities, enabling them to get their rights of education, mother and child healthcare, proper nutrition, clean drinking water and income generation by themselves. The Foundation observed an increase in availability and access to education, healthcare and dignified economic opportunities for the marginalized communities in its targeted villages through its intervention. AwazCDS follows a three-pronged strategy for achieving its objectives i.e. 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 at the same time advocacy and lobbying with government and national / regional partner organizations to give priority to social and economic development of the marginalized communities in the Southern Punjab.

AIMS 2009-2010

- 60 Model villages
- Outreach to 100 Villages
- 150 Vaseb Development Committees
- 20 Home Schools
- 05 Healthcare centres
- 100 schools under Life Skills Based Education

COMMUNITY UPLIFT PROJECT IN DISTRICT MULTAN, D G KHAN, MUZAFFARGARH AND RAJANPUR

The project is a component of Foundation's long term Integrated Community Development and Empowerment Program, which aims to ensure realization and empowering poorest of the poor communities, enabling them to get their rights of education, mother and child healthcare, proper nutrition, clean drinking water and income generation by themselves. The Foundation observed an increase in availability and access to education, healthcare and dignified economic opportunities for the marginalized communities in its targeted villages. It has been achieved through well-thought strategy of community mobilization and formation of Vaseb Development Committees

Community Uplift
Project enables
marginalized
communities to
demand their rights
and become
self-reliant



**Ms. Tahira Shahzadi is the General Secretary of VDC
i.e. Irtaqa Jatan Wala in District D G Khan**

The project has enabled us to think about ourselves and our surroundings. We feel ourselves empowered. Our committee (VDC) has now learnt how to develop productive linkages with line-departments and how to demand education, healthcare and clean drinking water from them for their children and families.

Activities and Results 2008

Social and Economic Management is the major strategic programme of intervention of AwazCDS. During the year 2008, AwazCDS worked on following projects.

1.1 COMMUNITY UPLIFT PROJECT

Coverage	4 Districts
Vaseb Development Committees	128 VDCs
VDC Volunteers	7782
Registered citizen community boards	67 CCB
Community savings	PKR 559680
Amount involved in community self help development initiatives	PKR 460300
Population of the Target Area	100506
VDCs celebrated International days	45
Direct Beneficiaries*	53802
Indirect Beneficiaries*	376614

* More than 50% are women and children

The project was initiated in 2002 from District Multan and gradually was expanded in District Muzaffargarh, D G Khan and Rajanpur during last five years. This programme is directly related with poorest of the poor communities at grassroots level. It includes social mobilization and organization at community level, raising awareness on various issues, capacity building for empowerment of marginalized groups especially the women for their rights to be heard.

As many as 128 (64 male and 64 female) community based organizations i.e. Vaseb Development Committees (VDCs) have been established in 97 villages of District Multan, D.G. Khan, Muzaffargarh and Rajanpur till December 2008. Each VDC comprises of 25-30 volunteers, who are once mobilized and trained and now they have become able to take rights based development initiatives, implement their own development projects related to healthcare, education, sanitation, gender, governance and income generation. Each VDC is currently working at various stages of its community mobilization processes. This program has been quite effective in bringing positive changes among communities at grassroots levels.

The external evaluation of the project shows that the project is multi-faceted having deep roots in the community and a strong integration with other Foundation's projects / programmes. The Foundation's community development and empowerment structure is integrated in a way that on one side it is strengthening the community at grassroots level while on the other hand, through effective policy research and advocacy measures, the neglected issues are raised at national level. There is a steady outreach of sustainability as organized VDCs are getting strength and self-dependency. The saving techniques are innovative and adaptive, providing inhalation to newly established organizations. About 80 % of the organized VDCs are now capable to initiate their own development projects and saved PKR 559680 so far to perform independently. On one hand, AwazCDS field offices are

continuously organizing new groups (VDCs) while on the other hand, Resource Centre are building their capacity through conducting training workshops by using effective tools. During the year 2008, 13 training workshops were organized for 68 VDC members, which imparted basic and advanced development skills in 388 (239 F & 149M) participants.

The trained members are playing their roles as master trainers in their communities and in some villages; they have succeeded in developing sister-VDCs as well by facilitating their village-fellows in group formation and strengthening. About 216 such VDCs have been observed during the reporting period.

In most of the targeted villages, the activists have shown their commitment and voluntarily offered their own land or property for building the community skill centers. So far 25 such skill centers have been established in the project areas. 05 old VDCs are now mobilizing resources for their projects from government and other supporting agencies.

AwazCDS believes in enabling all VDCs to have a mechanism of resource mobilization and sustenance. Keeping in view the said strategy, during the reporting period, about all VDCs have been capacitated to start their organisational savings. VDCs volunteers have saved Rs. 559680 during the year 2008, while AwazCDS has contributed Rs. 431114 in their village level development enterprises. The technique remained helpful in evolving internal lending, organizational strengthening and resource mobilization for initiating different self help projects. The Foundation is also facilitating its all groups (VDCs) to be registered as CCBs, which enables them to get access to Government's development fund. During the reporting period, total 38 (17 male and 21 female) VDCs have been registered as CCBs and 01 of them Muslim CCB has got access to the rupees 26000 local government funding resources for their development projects. The saving is helpful in generating community share for obtaining matching grant from the district / tehsil / union council level government. So far, the organized CCBs, have attained Rs 26,000 from local government for development projects in their respective villages. On the basis of their skills and professionalism, about 650 people of the targeted communities (50 % of them are women) are the direct beneficiaries of these initiatives during the reporting period.



1.2 YOUTH DEVELOPMENT PROJECT - YDP

Coverage	Awaz working with youth in Multan, Alipur and Jampur
Awaz Home Schools	05
Students currently enrolled	183
Schools under life skill based education	40 Schools (20 in Multan and 20 in Vehari)
LSBE Graduates	3996 in Multan & Vehari
LSBE forums organized (PDF)	05
Performance Review Forums (PRF) LSBE	02
Student's development clubs	03 (Jampur, Alipur and Multan)
Volunteers in SDCs	47
Direct Beneficiaries	5567
Indirect Beneficiaries	38969

The project is multi-faceted with an aim to harness the youth potential in South Punjab, Pakistan. Pakistan has recently observed a huge demographic dividend with 60 % of the total population ages below 29 years of age. To cater the needs of this huge group of population proportion in its targeted communities, AwazCDS decided to promote education and awareness-raising regarding social issues among young people as a tool to uplift communities and to improve their livelihood. The experience has remained very successful.

1.2.1 AWAZ HOME SCHOOLS

AwazCDS has an overall aim to enhance the literacy and education rate in its project areas and it is used as a tool for community mobilization. The focus remains on basic education by ensuring better early caring and learning environment for young children in the poorest of the poor targeted areas through establishing Awaz Home Schools; increase their access to education as well as decrease their drop out ratio. Most often AwazCDS establishes Awaz Home Schools, after receiving the written request from its VDCs in the communities where the Government Schools are not available or situated very far from the community. The books and stationery is provided by the Foundation while the community is being considered responsible for a separate home, enrolment of at least 35 children and salaries of the teachers. The children ages between 5 to 11 can join Awaz Home School. Moreover, a continuous evidence-based advocacy campaign has been launched for education sector reforms.

During the reporting period, 05 new home schools have been opened in demanding targeted areas whereas overall 183 children were enrolled in all Awaz Home Schools during this period.

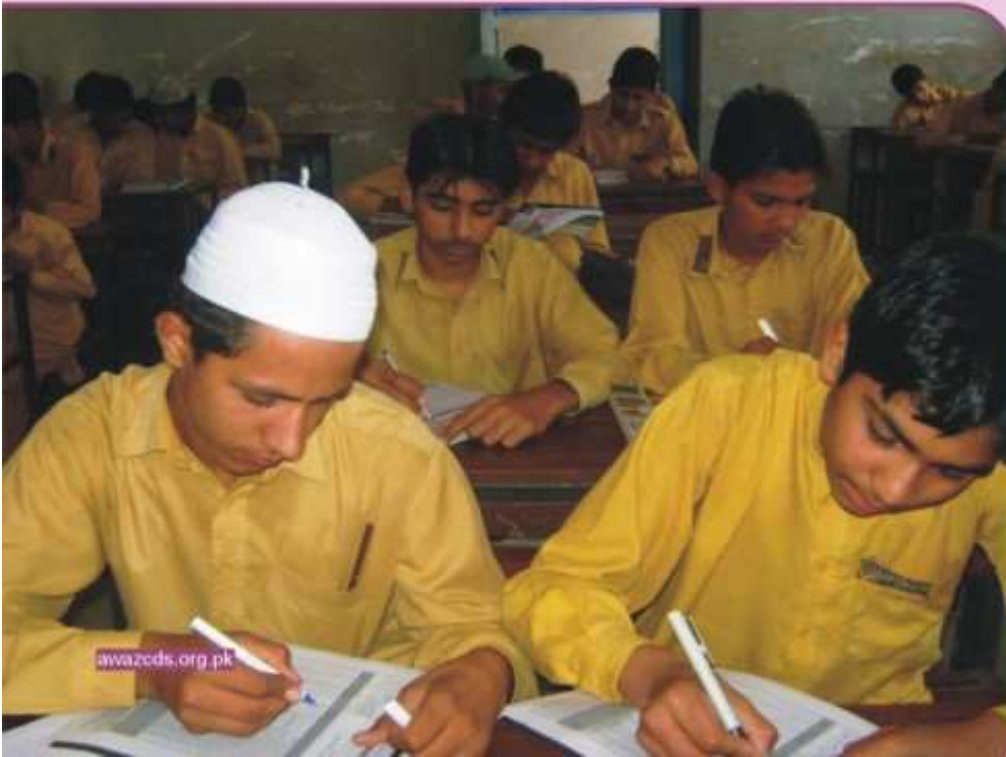
The Foundation also developed 03 new Student's Development Clubs in its target districts through which 47 volunteer students were engaged in co-curricular activities.



1.2.2 LIFE SKILLS BASED EDUCATION PROJECT

AwazCDS in collaboration with World Population Foundation has crossed new milestones in its Life Skills Based Education Project. The project aims to provide adolescents with the knowledge, attitudes and life skills required for promoting their well-being, preventing social and health problems and empower them in practicing, achieving and safeguarding their sexual and reproductive health and rights. The project also aims to create a platform for adolescents to advocate for their health and rights within the cultural and traditional norms of Pakistan by advocating for the increased support of government and community for adolescent health interventions. The project targets the young people who are studying in the formal schools of the District Multan and Vehari. The interventions are made through building the capacity of master trainers and educators. The project has witnessed acceptability and increase in demand despite of the fact that no financial support / incentive is being rendered to teachers at all.

In 2008, AwazCDS has renewed its MoU with District Government Multan whereas the project has been expanded to another District i.e. District Vehari and MoU has also been signed with the respective Government. Total 40 schools (20 in each target district) have been taken on board and the curriculum delivery to 3996 students has been initiated successfully. For this purpose, initially 8 master trainers were trained with the technical support of WPF, while later on; these master trainers further trained total 75 teachers in both the districts. Moreover, 05 Professional Development Forums and 02 Performance Review Forums were also organized which enabled the educators and School heads to learn from each other's experiences. The LSBE graduates (young people) participated in the essay writing competition of Government of Punjab and in District Vehari 03 students won prizes. The forums were organized in schools on the occasion of International Children's Day in which appropriate messages were delivered to adolescents and their parents. Total 02 media meetings were also organized which remarkably reduced the resistance against the project in the target districts and motivated concerned media personnel for writing on specific adolescents' issues for awareness- raising.



LIFE SKILLS BASED EDUCATION PROJECT IN MULTAN AND VEHARI

The project aims to provide adolescents with the knowledge, attitudes and life skills required for promoting their well-being, preventing social and health problems and empower them in practicing, achieving and safeguarding their sexual and reproductive health and rights.



They have now
learnt how
to live
with
confidence

Mr. Bashir Ahmed Chachar, the Headmaster of Government Islamia High School Vehari; The school has recently adopted LSBE

LSBE project is a personality development initiative which empowers adolescents with core skills, knowledge and attitudes to help them to make lifelong, informed decisions, manage their emotions, communicate effectively; and practice positive health-seeking behaviour. I think media should come forward and play its important role by advocating the value of LSBE and the need to include it in Pakistan's co-curriculum.



2-HUMAN RESOURCE DEVELOPMENT PROGRAM - HRD

OBJECTIVES AND STRATEGY

In the context of South Punjab the program aims to:

- Build the capacities of Awaz Staff, PARCs, CSOs (national and International) to address the plight of the people living in poverty through increased opportunities of training and exposures.
- Build the capacities of member communities living in poverty (with less educational opportunities) through training and exposures to overcome their poverty.
- Improve the availability of trained human resources in Southern Punjab to take up the development activities for the marginalised communities.

The programme focuses on institutional and organizational development for community based management to increase the productivity of the human capital to reduce poverty by enhancing the capacity of the targeted communities and their voluntary groups (especially VDCs and PARCs). It aims to influence the policy makers and government functionaries for the sake of their basic human rights. AwazCDS follows a four-pronged strategy to achieve its objectives i.e. providing target communities, network members and partner CSOs in greater access to training (technical or non-technical) for their developmental endeavours needs; providing Awaz staff the opportunity of training, exposure to successful organisations to cope with their job requirements; initiating internship programme for the young graduates in development to overcome the HR deficiency in the organisation and southern Punjab and to enhance their role in nation building.

The Foundation has given more attention to further mature its systems, reach out to new constituencies and developing financial endowments. The preference has been given to obtain funding for its operational and institutional areas as well as enhancement of its own resources. The efforts are in a way to reduce the dependence on external resources to transfer the expenses of activities to its local partners who are taking up the role of supporting civil society initiatives. 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 Foundation's in-house team of professionals through supporting all organisational projects / programmes in a smart way.

AIMS 2009-2010

Establishing 'Social Research and Training Institute' (SARTI) is the Foundation's aim for 2010 which will serve as the "nucleus" and the nerve center for social research and training. It will be equipped with region/ area specific modern training material and techniques to foster social and economic development needs. It will be a potentially lucrative venture that remains unexploited specifically in southern Punjab with its many raw uninformed NGOs that are formed in the areas and beyond. Moreover, it will be the basis on which Awaz will rely on for self-sustainability and attract a variety of clientele.

Coverage	15 Districts of South Punjab
Total training events organized	11
Trained VDC volunteers	235
PARC Volunteers trained	70
PARC members on democratic process in Networks	75
Human Rights & Networkin g	80
Teachers trained	75
Trained GCAP Partners	55
Total staff trained	45
Awaz training events for its own staff	04
External training events for staff	05
Direct Beneficiaries	831
Indirect Beneficiaries	5817

During the reporting period, the Foundation explored diversified fields under HRD initiatives in 15 Districts and 53 Tehsils of South Punjab. The programme reaches up to 528 beneficiaries through 09 training events. To strengthen Foundation's ongoing projects, HRD team capacitated 235 VDC Volunteers (including VDCs management bodies/ members and local communities), 118 PARCs Volunteers (including PARCs management bodies / members) and 75 teachers. Moreover, this year AwazCDS selected as National Secretariat for Global Call to Action against Poverty Campaign (GCAP) (the detail will be shared in the next chapters) for which 55 civil society organizations / partners were trained in advocacy skills. During the reporting period, 45 staff members were given training opportunities in following themes through 05 external and 04 internal training events;

Type of Skills Improved	No. of Staff / Volunteers Trained
Basic Information Technology Skills	25
Communications and Conflict Management Skills	20
Skills for working on Gender based Violence issues	37
Skills for conducting Participatory Rural Appraisal	21
Project Proposal Writing Skills	235
Advocacy, Networking and Team building skills	140
Social mobilization and report writing skills	18
Life Skills Based Education	75
GCAP Planning & Conceptulization Training	50
GCAP on do more Campaign	55
Direct Beneficiaries	831

PARTNERSHIP IN HRD & STAFF DEVELOPMENT

During the reporting period, AwazCDS further strengthened its partnership with PIDE (Pakistan Institute of Development Economics), LUMS (Lahore University of Management Sciences), MDI (Management Development Institute), Church World Service (CWS) and VSO, provided capacity building opportunities to its staff and volunteers for improving their leadership, project management, community mobilisation, team building, manual designing and financial management skills.



3- POLICY, RESEARCH, ADVOCACY AND PARTNERSHIP

DEVELOPMENT PROGRAM - PRAPD

OBJECTIVES AND STRATEGY

The Programme aims to conduct policy research, issue-based advocacy and strengthening partnerships among stakeholders at various levels to foster the movement of bringing change in the lives of the poor.

AwazCDS, as non-political institution 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 organizations and stakeholders. Secondly, 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. Moreover, AwazCDS 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.

AwazCDS research and advocacy model has three-pronged strategy, these are:

1. Facilitating informed decision making among community, government and other concerned stakeholders.
2. Investigative research and its dissemination to create mass awareness and an enabling environment.
3. Project based research and advocacy, based on findings.

To nurture its agenda under this programme, AwazCDS mobilizes people through educational institutions and youth and already established /trained, community based organizations and networks that cater the base for these campaigns. AwazCDS has developed a unique forum of People Awareness and Rights Committees-PARC networks at Tehsil level which aims to bring together local organizations CSOs, human rights activists, journalists, lawyers associations, students and teachers, unions on to a common platform in order to discuss, debate, and work on options to address the challenges on issues of mutual social concern.

AIMS 2009-2010

- 53 PARCs in 53 Tehsils, raising voice , initiating dialogues and demanding basic rights for their communities
- A favorable environment to work for realization of basic human rights of the marginalized communities
- Enhanced collaboration among local and national civil society organizations, bringing them at a common platform.

Activities and Results 2008

Organized PARCs	53
PARC Volunteers	1252
Advocacy Events/Forums Organized	75
Provisional Conference Local Government System	400
District Forums on Local Government System	1200
Participants	15000
Legal Aid/ Advice	3
Major themes of the year	Poverty Reduction/ safe drinking water/ women empowerment
Newspaper Coverage	136
PARC Self Initiative Activities 73	5110
Direct Beneficiaries	22962
Indirect Beneficiaries	160734

During the reporting period, the PARC Networks have reached up to 53 Tehsils and now has a figure of 1252 volunteers. The network, with the help of Foundation organized total 41 various events / forums during the year and advocated for various local issues. Moreover, PARCs performed 73 self initiated activities and organized various forums on the eve of international days including international literacy day, international women day and international day against child labor. Overall 22962 people were the direct beneficiaries of the programme interventions. The Foundation also provided legal aid to 03 survivors of the violence and offenders were sent to lockers. The Foundation's efforts also brought about following results:

- A campaign for raising awareness among communities regarding manifestoes of various political parties was launched on the eve of general elections 2008. Keeping in view the basic needs of the people, the Foundation developed a comparative analytical report of the manifestoes of 26 major parties of the country. Moreover, the results were published and disseminated among communities, media, development institutes, government, donors, and policy makers. Moreover, a poster was also developed around the theme and disseminated widely. More than 120000 people participated in various forums, conducted in the same realm, helped the general public to cast their votes rightly and effectively.
- In Tehsils Liaqat pur, Yazman, Hasil pur, Layya, Chobara, Khanewal, Kabirwala and Kehrorepakka, the executive councils of PARCs were formulated resulted in formation of joint working groups and effective participation of small CBOs there.
- An analytical report on the situation of availability of filtered water to communities in District Multan was developed and published. The press conference was held and pressure on government was built to take extra care for providing clean drinking water to communities through ensuring regular check ups and cleanliness of newly installed Water Filtration Plants. The movement was also highlighted in print and electronic media.
- Total 143 people (Male: 52 & 91 Female) were sensitized through a seminar on "illegal Proliferation of small arms" in Tribal Area. Later on the participants recorded their protest in the office of local administrator against the expansion of small arms.
- PARC tribal area organized a 2 days health camp, where 530 patients were provided medicine and 300 were operated by medical officers.

"ACCESS TO SAFE DRINKING WATER IS STILL A DREAM"

AwazCDS Pakistan's Policy Research and Advocacy unit conducted a detailed review of drinking water quality provided by the Government of Pakistan through installation of Water Purification and Filtration Plants (WFPF). It was conducted in 53 Tehsils of Southern Punjab. For this purpose water samples from 11 randomly installed Water Purification Plants were collected and physically, chemically and micro-biologically analyzed. Results show that none of the 11 samples are fit for drinking. The study also identifies various factors contributing to poor water quality and proposes key actions required to ensure safe drinking water supplies to consumers.

Initially an orientation meeting was organized by inviting 104 representatives of PARC-Networks selecting one male and one female from each Tehsil to formally kick off campaign. They were given in depth briefings and detail plan were formulated with them. Following the plans of action prepared by PARC Networks AwazCDS organized 42 Tehsil forums in which 5503 people participated and more than half were women. The proceedings of Tehsil and District Forums were highlighted not only by local and national newspapers but the electronic media highlighted the demand for provision of clean and safe drinking water emerged by marginalised communities of Southern Punjab. Following were the demands:

1. Safe drinking water is the basic right of every citizen and it is the responsibility of State to provide it to every citizen.
2. Government should allocate resources for the regular maintenance and change of filters after installation.
3. Care takers of WFPFs should be appointed for ensuring regular operations.
4. Atleast three WFPF should be installed at each Union Council level to cater the need of the people.
5. Masses awareness campaign through print and electronic media should be launched by the government.
6. WFPFs should be installed in public health and educational centers.
7. Deteriorate water supply lines should be replaced and such water supply lines should be installed at a distance from the sewerage lines.

Major Outcomes of Research are as follows:

Action taken by Punjab Government

The voice raised by the masses during this campaign was rightly reached to the government and Punjab Government and the Chief Minister constituted the special task force and ordered for proper look after of WFPFs. He also asked the districts' government to submit the report for proper functioning of each plant to Chief Minister office on monthly basis. Further realizing the public demand Federal Government also reiterated her promise and announced for the installation of 6650 Water Purification Plants, one at each union council level in the whole of Pakistan.

Actions taken in Tehsils:

1. Tehsil Council Bahwalnagar formed a monitoring committee which consist of 5 members (2 from PARC Network, 2 tehsil council members & incharge water supply scheme), committee will responsible to check and supervise the water supply schemes and Water Filtration Plants.

2. In Tehsil Jahania, Sahiwal, Pakpattan, Burewala, Multan, Arifwala, Kabirwala and Khanewal maintenance of WFPs have been improved and are now functioning regularly.
3. Tehsil Council of Bahwalnagar, Chistian, Bakhar, Jahania, R.Y. Khan, Kabirwala and Muzafargarh have passed the resolutions regarding the provision of safe drinking water
4. TMAs of Multan, Chistian, Vehari and Burewala have started new schemes of WFPs.
5. Geo TV network telecasted a special documentary based on the results of Awaz study and highlighted the demand of masses for the safe drinking water.

MIGHT IS RIGHT

(Case Study of Sugra Bibi)

Women in Pakistan live in misery, every day they are subjected to discrimination and violence¹. They became actually the victim of those conservative and obscurantist traditions which even now a days are very common. Generally, In Pakistan, the most of the domestic quarrels are initiated because of the mother in laws and sisters in laws which cause beating and violence against women. Mother in law provokes her son against daughter in law and he then angrily beat her wife. 40 years old Sugra Bibi, a working housemaid is one of those who became the victim of this domestic violence. She lived in a small town, Chah Chaddar Wala in Union Council 54 Terf -e- Mubarak Doem , Multan. It is a settlement of around 15 thousand inhabitants. It is situated in Multan City. The settlement is devoid of any civic better amenities of potable water supply, sanitation, education and healthcare facilities. The dwellers of settlement are mainly laborers and masons who live in abject poverty. Due to poverty and illiteracy the area is home to every kind of conservative traditions which further worsen the socio-economic conditions of this settlement. Sugra Bibi got married with Naseer Ahmed in terms of Watta Satta² 25 years ago. Being a vendor by profession, her husband was not in a position to deal with the impoverished and oppressive economic conditions of her family, which have confronted her soon after the births of her 5 childs gradually with this her husband got paralyzed. In such miserable conditions, Naseer permitted his wife to do some work. Then she decided to work as a housemaid in different houses so that she can able to fulfill the basic needs of her family. But as bad luck she would have it, her sister in law and mother in law didn't like for her to go in different houses for work in real they were getting jealous with her as now she was trying to adjust herself. They started poisoning Naseer's mind against her in the times especially when he was mentally tensed. In the beginning, Naseer didn't have any objection on her. But before six or seven months, he had started abusing her wife. We can't wind up this issue here as on 3rd September, 2008 Naseer had taken a very extreme step. All happened is that on Wednesday 3rd September after the Zohar's Prayer when Sugran was sleeping, Naseer entered her room with a big knife. Her children was out of house at that time. Naseer took the opportunity and cut off her feet badly...

When she was shouting with pain at that time her Mother in Law and Naseer both remained busy in hiding the evidences instead of helping her. Suddenly her uncle and elder brother entered in the room and taken her to the hospital.

Another noticeable point was that after the very incident, Sugra's husband went to the place where she was currently working and said to them that from now her wife will never ever come for work here, depicting his conservative thinking.



"Her mother and sister in laws do not perform domestic work and say that entire day you go out to earn and give some money to your husband and think that all become your slaves". Moreover, sugra was telling that: "After the incident, her younger most Sister in law Naziran, came with his husband at her brothers home and threaten her that if you tried to proceed the case against her brother Naseer it will goes against you". That's the dilemma of our society. The tragedy of our customs where there is no space for the right person... Chah Chaddar Wala is the field area of AwazCDS, when we come to know about this incident. We immediately taken initiative. Sugra Bibi was admitted to Nishtar Hospital. With his consent and courage, she gave detail information to the print and electronic media because she was thinking bad. With the help of print and electronic media, her husband was captured by the police and case was registered in Gulgusht Police Station, Multan. Sugran Bibi is satisfied on the role played by AwazCDS. In fact She was very thankful to us. She was saying that: "After the incident I was really distressed. Nothing was left behind. AwazCDS team has morally supported me and helped me in getting the Medical Certificate through hospital which was really necessary for proceeding ups of the case against her husband. It would not have been possible without your help." Even now most of the objectives to make her life and her children life sustainable are yet to achieved. Our society and our state is responsible to make laws against such type of violent issues. There is need to think about it.

His touch was not a loving one,
 Meant to soothe her fears.
 An embrace was not a warm one,
 A display for their peers.
 The voice was not a kind one,
 Full of scorn and jeers.
 Her life was not an easy one,
 Seen through eyes of tears.
 With a promise to love and cherish
 Throughout all her life,
 Why does he treat her so,
 The one he calls his wife.
 Why does he treat her so?

POLICY RESEARCH, ADVOCACY AND PARTNERSHIP DEVELOPMENT IN 53 TEHSILS OF 15 SOUTH PUNJAB DISTRICTS



PRAPD
teaches
communities
to
practice their
rights to be
heard

PARC is one of its own kind of network which has not only helped us building our capacities in the field of social development but also helped us in raising our voice for attaining our rights. The network covered almost all parts of the Southern Punjab through and this has been the key to success of this network. One can not forget PARC's initiatives during the campaigns like ensuring supremacy of Law, access to safe drinking water, campaign against Panchayat system and restoration of democracy. We believe that it is the only network in south Punjab which has brought civil society together at one platform and helped in getting the solution of common concerns.

STAND UP AND TAKE ACTION CAMPAIGN

In the year 2008, AwazCDS was selected as national secretariat for the initiatives of global call to action against poverty (GCAP) and coordinated 'Stand Up and Take Action (SUTA Campaign) against poverty and food insecurity in Pakistan which aimed at creating awareness among general public to stand with the global community in their efforts to eradicate poverty and take appropriate measures to address the relevant issues. The campaign was observed in 36 districts of the country in all four provinces. Globally this campaign was launched for three days starting from October 17 to October 19, 2008.

No. of Posters displayed	5000
No. of Banners displayed	96
No. of Shirts disseminated	300
No. of bill boards Displayed	04
No. of electronic media organizations covered the campaign	10
No. of print media channels covered the campaign	610

The campaign attracted more than 389259 participants in Pakistan through various activities including rallies, seminar, theater performances, radio talk shows and street dialogues. Moreover, IEC material having relevant slogans and themes was developed, printed and disseminated at large for creating awareness among the general community about their rights.

The Global Call to Action against Poverty (GCAP) is an alliance made by a diverse range of coalitions, community groups, trade unions, individuals, women and youth organisations, NGOs and other campaigners who are all committed to fight against poverty and working together in the world against inequality. It is a call for action to the world's leaders to meet their promises to end poverty and inequality as promised in the Millennium Development Goals. The GCAP groups have formed country-based coalitions in more than 100 countries including Pakistan. These groups support and promote GCAP's demands and enable concerned citizens to join for this cause, in order to put pressure on their country's leaders and decision-makers to make solid decisions and take steps to keep the above mentioned promises and to achieve the Millennium Development Goals.



G-CAP Pakistan designed and uploaded a website containing information statistics of STAND UP in Pakistan at every Province, District and Tehsil level, Press coverage, snapshots, coalition partner's participation, for details of activities done under the campaign at every level in Pakistan visit www.gcappakistan.net is the website which is directly linked to GCAP International; website to provides full information to the all concerned. During the campaign, the website was regularly updated to provide the latest information. Total 13 print and 10 electronic media organisations covered the whole campaign for three days, this helped Foundation in dissemination of information at large. In spite of the traditional barriers a great number of women participated in the rallies and voiced for their their equal rights. Along with all other active participants the government's officials also showed their interest in the campaign and helped in managing the law & order situations during the activities. In the nutshell the campaign was successful in terms of sensitisation of more then 200 organisations / Networks and print and electronic media. It also helped to build pressure on the government to review their financial policies. The campaign also helped the Foundation in demonstrating its positive image and provided opportunity to raise the voice of common people at International level.



4- INFORMATION AND KNOWLEDGE MANAGEMENT PROGRAMME - IKM

OBJECTIVES AND STRATEGY

AwazCDS initiated this programme with an aims to make evidence-based knowledge accessible to and usable for local partners, policy-makers, advocates, and development practitioners for the benefit of southern Punjab people and beyond.

The Foundation has accumulated a wealth of experience in information archiving and exchange. Awaz has carved a niche for itself in IKM in the Southern Punjab through two major activities i.e. collection of informative material received from other organisations and by publishing of facts and figure concluded by conducting researches. The Foundation has processed and distributed about 20 technical and general publications within a decade, developed and maintained a library, and introduced AwazCDS's website, among diverse other IKM activities. IKM programme is an area of high priority for AwazCDS 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 AwazCDS with its users in the Southern Punjab and beyond. Knowledge exchange provides the platform through which programme activities are promulgated to a large group to gain impact; it contributes considerably to poverty alleviation and addressing inequality in the area.

AIMS 2009-2010

- Able to provide standard evidence-based information and data to national and international development partners.
- Updated manual and electronic library
- Updated Website with more access to information
- Smooth mechanism of policy research, publication and dissemination.

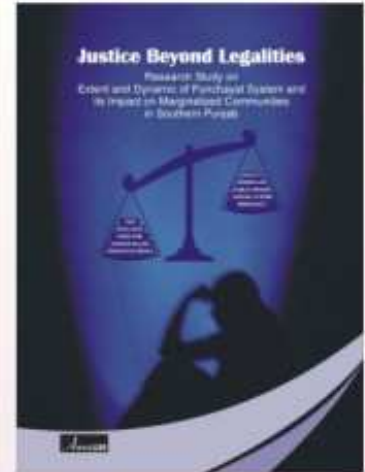
Activities and Results 2008

Coverage	53 Tehsils of south Punjab
IEC Publications	09
Dissemination	8137 copies of printed materials
Facilitation to researchers	02
Issues covered in database	1624
Press releases	78 times
Press coverage	352 times
Books in Library	645
Website visitors	7200 during the year 2008
Research studies	2
Case Studies	15
Internship Facility Provided	13
Direct Beneficiaries	1747
Indirect Beneficiaries	122297

50% of the beneficiaries are women and children

During the reporting period, AwazCDS remained committed to disseminating lessons from its field experiences through its well-established Resource Centre. It was conducted through documentation of 15 case studies, 09 research based publications containing flyers, pamphlets, Annual Planner with quotes and other similar thought-provoking IEC material, 02 research studies "Justice Beyond Legalities" on the issues of panchait and "Access to safe drinking water is still a dream" on water issues, various periodical reports and a Quarterly Journal 'Reflection'.

The information related to development, peace, human rights, cultural and social harmony and other issues of political, social and economic significance was gathered and processed by Awaz Communication and Database Unit and disseminated to a wide-range of civil society groups, academic institutions, research groups, human rights organisations, literacy groups and social activists. The Unit covered 1624 various kind of issues during the reporting period and It is worthy to mention here that Foundation's research based information containing figures and consolidated data was quoted by national newspapers and statistical institutions in their reports. The Foundation disseminated 8137 copies of its publications to CSOs, citizens, media and policy makers. 78 press releases on various human rights issues were released from the head office, while national print and electronic media covered Foundation's various events for 352 times. These press /media coverage helped us to reflect our point of view and to raise our voice among the society and state authorities for bringing behavioral change. Total 11556 people were the direct beneficiaries of IKM interventions during the reporting period. Moreover, 02 researchers (one international and one national) were provided facilities for conducting their research on social issues in Foundation's targeted communities. One major factor that adds to the validity and effectiveness of any programme is to have an in-built updating and review mechanism for updated disseminations of the information so that the information disseminated is up-to-date, otherwise it loses its usefulness. Awaz CDS through its database directory, mailing lists etc. ensures timely and regular follow-ups and reviews to keep the information updated.



Some other achievements of the Programme are as following:

- Comparison report on human rights issues for last five years 2004-2008 was compiled and published in the Reflection.
- Audit of Library was done and was properly maintained.
- Quarterly Reflection (2008) was published
- One Research Study on Panchayat Issues and a flier on the issues of contaminated water published and disseminated.
- Annual Report 2007 was compiled, published and disseminated.
- Website for GCAP Pakistan was developed and updated.
- New server was built having a capacity of archiving data for next 10 years.

Internships

Awaz CDS has provided internship facility to 05 interns at programme level and at management level during the reporting period. Two females have been recruited as management interns. During the internship period, interns are given skills on report writing, field mobilisation, project management, proposal writing and research.

Quarterly Newsletter

"Reflection" a quarterly newsletter is Currently being circulated on complementary basis to more than 1000 CBOs, NGOs, individuals, international organisations, development projects, researchers and government agencies.

Keeping in mind the needs and demands of the readers of the newsletter, that mostly comprises of CBOs and individuals from remote parts of the South Punjab AwazCDS regularly carries out content analysis and consultations with various partners to make the newsletter more informative and interesting.

Over a period of time, the newsletter has attracted readers' attention. They have reported the newsletter to be an effective and useful tool in their organisational work, which helps them in developing linkages with other organisations.

Stengthening and Maintaining Communication and Database

Awaz CDS has maintained computer software that encoded violence cases in the Southern Punjab which enabled AwazCDS to generate statistical information that was shared on a regular basis to newspaper agencies and to individual

researcher and other NGOs in the region as per request.

AwazCDS Library

There are 645 numbers of books, 160 magazines and 77 CDs are added in Awaz Library. These books received from national and international books organizations on various socio-political and economic issues are very useful for research students and programme development teams of AwazCDS as well as to other CSOs working in the region. The Foundation facilitated 13 research students to utilize its resources during the reporting period. The Resource Centre has received 53 new publications / journals from various national and international development organisations during the reporting period. All the publications are available for staff and development workers, who come from across South Punjab in search of information and references. 03 M. Phil students got assistance from AwazCDS resource centre for their researchs/theses. The Alert Service is provided to inform Awaz CDS staff / stakeholders about relevant important events / project proposals / funding sources / developments to attain their immediate attention.

Our Website

The Foundation's website is a rich source of current information and evidence-based knowledge. During the reporting period, it was visited by total 1285 students, researchers, CSOs representatives and community activists. The Foundation's information technology unit regularly upgrades it to make it more useful for the information seekers. The innovative ways are being adopted to make it more user-friendly.



Research Study- 'Justice beyond Legalities'

People in rural communities of Pakistan experience a locally available, non-formal way of justice system, which is called Punchayat / Jirga. AwazCDS conducted a research study to know about the extent and dynamics of this system and people's perception about it. This research study was first of its kind in South Punjab. The Foundation conducted this empirical study by taking samples from fifteen (15) districts of South Punjab. The quantitative data gained from questionnaires was further scrutinized and rechecked through qualitative information gathered through focused Group Discussions. Later on, in-depth interview were carried out to further confirm the qualitative facts. The full publication can be downloaded from our website; <<http://www.awazcnds.org.pk>>

5- CULTURE, EQUILITY, GENDER AND GOVERNANCE PROGRAMME- CEGG

OBJECTIVES AND STRATEGY

The Foundation started this programme with an aim to achieve civil and political rights for marginalised people; to have an effective voice in influencing decisions affecting their lives; and to gain the moral support and skills they need to exercise those rights. It also aims to allow that more women, ethnic and cultural minorities, and other groups which are oppressed and marginalised because of their identities may enjoy equal rights and status.

The strategic focus of this programme is to contribute to building sustainable rural societies by promoting an enabling environment that enhances equity and empowers disadvantaged rural people in the Southern Punjab. Many women are exposed to exclusion due to gender based discrimination, on the grounds of their sexual orientation, physical characteristics and cultural or ethnic background. Rural societies in Southern Punjab are facing rapid processes of change, driven by a diversity of local, national, and global forces. These processes are bringing new challenges to the adaptive ability of closed rural societies like Provincially Administered Tribal Area (PATA) and economies leading to erosion of cultural identities, marginalisation and loss of indigenous knowledge. The role of rural women has been transformed and new challenges are emerging in relation to centralised governance. AwazCDS stresses the equity of women and men and the integration of marginalised groups in civil society and in governments. Further more, it strives to increase opportunities for women by creating broader social support and more political will in Pakistan. Extra attention is given to combating violence against women. In achieving these aims, strengthening 'civil society' is instrumental: active, democratic participation of citizens at local, national and international level. At the same time, AwazCDS fights for transparency and accountability of administrators at all levels. The strategic relevance of the CEGG integrated programme is derived from an analysis of the internal institutional framework. The programme as cross-cutting phenomena has its integration in Foundation's all other programmes.

AIMS 2009-2010

- Ensuring equal participation of women and minorities at all programme management levels
- Strengthening targeted civil society in cultural and governance themes
- Taking result-oriented livelihood initiatives for strengthening women of targeted villages especially of PATA areas.
- Advocating for equal property rights for women in targeted areas.

Coverage	Multan and Taunsa
Awaz Women Skills Centre	06
Currently enrolled women at skills centre	150
Gender based sessions / forums organized	01 Staff training on gender was organized with in the organization.
Exhibitions	04
Job Fair	01 organized in BZU (CV Received 250)
External evaluation	01 (helping girls into schools)
Beneficiaries	6020

50% of the beneficiaries are women and children

Women Skills Centres

This project has been initiated in far off localities of Taunsa and Multan. During the reporting period, AwazCDS established 06 women skills centres in its 02 core target Districts i.e. Multan and D G Khan. Currently 150 women have been enrolled in these skill centres, which are being trained by technical people in embroidery and other kind of income generating techniques.

Girls into School- A project addressing Gender based violence

AwazCDS has completed this project, which was initiated in 2007 in collaboration with Oxfam GB in selected villages of District Muzaffargarh. The aim was to curb gender-based violence against women through education. The gender based violence and discriminatory situation is alarming in this part of Southern Punjab. During initial 03 month's pilot phase of the project, it was found that lack of education is the root cause of most of the incidences of honor killings and violence in the district. Initially, two villages have been selected for community sensitization regarding violence against women through rehabilitation of girl's schools and organizing sensitization session by local VDCs there.

Total 40 gender-based sensitization sessions were conducted by Awaz Field team and VDCs volunteers through which 600 people were sensitized. Moreover, 02 School Management Committees of targeted schools were functionalised, capacitated and sensitized for promoting enrollment of girl child into schools among their respective communities. 02 selected schools were reconstructed and all basic health and hygienic facilities were provided to young girls. Through effective awareness raising campaign, the local community was sensitized to send their young girls into schools. The project witnessed an increase in the enrollment of girls about 35% while their drop out ratio was reduced (50-60%) The project was based on community needs, as the Foundation had already conducted baseline surveys in the proposed communities of Tehsil Jatoi, District Muzaffargarh and established 20 male and 20 female Village Development Committees (VDCs) there. The external evaluation of the project has revealed positive impact of the intervention on reduction in cases of gender based violence in the target localities. AwazCDS, having learnt from its previous experiences of rights-based advocacy on education and women rights, is thinking of going ahead with a long-term programme on similar lines i.e. exploring the interrelation between lack of education and violence with a special focus on girl child.

QUALITY MANAGEMENT

AwazCDS is a non-profit organization with statutory seat in Multan, Pakistan. AwazCDS's field offices are situated in District Muzaffargarh, D G Khan Vehari and Rajanpur. In the last few years AwazCDS has paid extra attention to the development of the content of its programmes and to the formalisation and professionalisation of a number of organisational processes. In the year 2008, AwazCDS has been accredited and certified by Pakistan Centre for Philanthropy (PCP). It was another milestone in organisational development. The Foundation and its programme of activities were assessed as eligible for this certification. Some areas for improvement were indicated. AwazCDS has already got certification from IMCP during 2006.

PROGRAMMES INFRASTRUCTURE

Description	At December 2007	At December 2008
Awaz Field Office	04	04
Awaz VDC Offices	105	108
Awaz PARC Networks	27	53

PERSONNEL

Description	At December 2007	At December 2008
Full time staff	40	45
Regular consultants on panel	03	03
Part time staff	09	02
Volunteers (VDCs & PARC)	110	483
International Volunteers	02	03
Internees	05	13

Structure

The head office has five core units (Program Development & Management, Advocacy Finance/Administration, Communications and Monitoring & Evaluation). At the end of 2008 a total of 45 regular employees were working here. In addition, 483 volunteers, 02 part times, 03 consultants were also working for AwazCDS. The management team (MT) consists of five people; the Chief Executive, HR/Admin Officer, Finance Manager, Program Manager and Monitoring Officer. In 2008 06 employees left the organisation and all vacancies were filled.

While the field offices are formally part of the programme unit, the managers & teams of the field offices participated in the monthly staff meetings regularly. At the end of 2008 the field offices had following number of staff members:

Multan 22
D G Khan 06
Rajanpur06

Muzaffargarh06
Vehari 02

Job Fair at Bahauddin Zakariya University

In the year 2008, AwazCDS again participated warmly in the job fair organized by the University to give orientation to their students regarding employer's emerging requirements and help organizations and institutes to select people in a competitive environment. Through this event, AwazCDS created awareness among students regarding socio-political situation of South Punjab and the issues of marginalised communities were highlighted. The foundation disseminated hundreds of its publications among students and thousands of students were given orientation on social issues of the area. Moreover, 250 CVs of the students were also received during the event.



Brief History

The statutory mandate of AwazCDS is "to help promote the development of a socio-economic and politically sound society and to improve the living standards of rural and urban slums populations in Southern Punjab of Pakistan." Since its establishment in 1995 and registration under the Societies Registration Act 1860, AwazCDS aimed to identify and address the problems of marginalised communities that relate to their location and the specificities, or characteristics of rural areas that distinguish them from the urban and which are often not addressed in the mainstream plans and policies of government. The organisation built the conceptual and empirical basis for understanding and addressing rural issues and demonstrated the value of the rural perspective for the southern Punjab. It has served as an 'Information & Knowledge Management and Human Resource Development Centre', which has been advocating for socio-economic and political rights and well-being of the communities and civil society organisations since its inception.

Management and Supervision

The Board currently consists of eight members, whereas the statutory number of Board members is between a minimum of five and a maximum of eleven. The Board is formally responsible for the passing and implementation of resolutions, but it delegates both tasks largely to the Chief Executive (CE) and his management team. A Board member is appointed for a period of two years and may held the post for two term only, i.e. four years. Mohammad Zia-ur-Rehman, our founder, is exempted from this bounding. A certain distance is introduced between supervisory and implementing roles, as highlighted by the external evaluator. The Board evaluates the Chief Executive's performance annually. To build a bridge between the full Board and the management, the Board has appointed three of its members to a Board Committee. This body meets with the management at least once a quarter and prepares the decisions for the full Board.

In the course of 2008, the full Board met twice. Major agenda items were: 2006-7 annual report, policy- and work plans and budgets for 2008, appointment of new members. In addition, the board committee met several times to prepare the above-mentioned items and discuss a number of day-to-day issues with management. Apart from carrying out their formal collective duties, all Board members make significant individual contributions to AwazCDS's objectives and the organisation as a whole by means of their network and their specific knowledge.



Annual Review and Planning

Within the framework of the strategic plan, AwazCDS did annual review and planning of its programmes, developed work plans, budgets and submits these to the Board for approval. Important parts of these annual plans are shared with major donors also. AwazCDS's annual budgets have been included in the detailed financial annual reports, which are available for request. The results of and lessons drawn from the current year are incorporated in the policy frameworks, plans of action and the annual budget, together with requests from partner organisations and the input of units and field offices. In addition to these plans, AwazCDS develops district level initiatives. These are based on a detailed analysis of the situation and the possibilities open to AwazCDS in the area of core issues in a particular district.

At the mid of 2008 AwazCDS organised Annual Review and Planning Meeting at recreational hilly location of D G Khan District i.e. Fort Manro for all its employees that work under various programmes. This meeting was an important next step towards the involvement of the all field level employees in policy development and programme.



Internal management system

The most important instrument for internal reporting is the quarterly reporting system, in which both financial and operational information are included. The well-tested software for administrative and financial computerisation, introduced by AwazCDS in the year 2008 has further simplified and improved this report considerably. Finally, detailed reports to the Board are also a part of the internal reporting.

The external reporting is presented in a variety of formats for the benefit of various stakeholders. AwazCDS produces, for instance, an annual report, a financial annual report and various reports for major donors. Within the procedure for the strengthening of the organisation, AwazCDS will continue to develop its internal management systems, including an improved management information system.

Human Resources

• *Terms and conditions of employment*

AwazCDS adheres to the primary terms and conditions of employment of the Pakistan's Government, and for secondary employment terms and conditions it looks to similar non profit organisations. For employee salaries in the Pakistan, AwazCDS applies the basic scales of Pakistan's Government. The Chief Executive and key management staff is still getting far less salaries, if compared with the market of development sector in Pakistan, which shows their volunteerism

•Absence from work

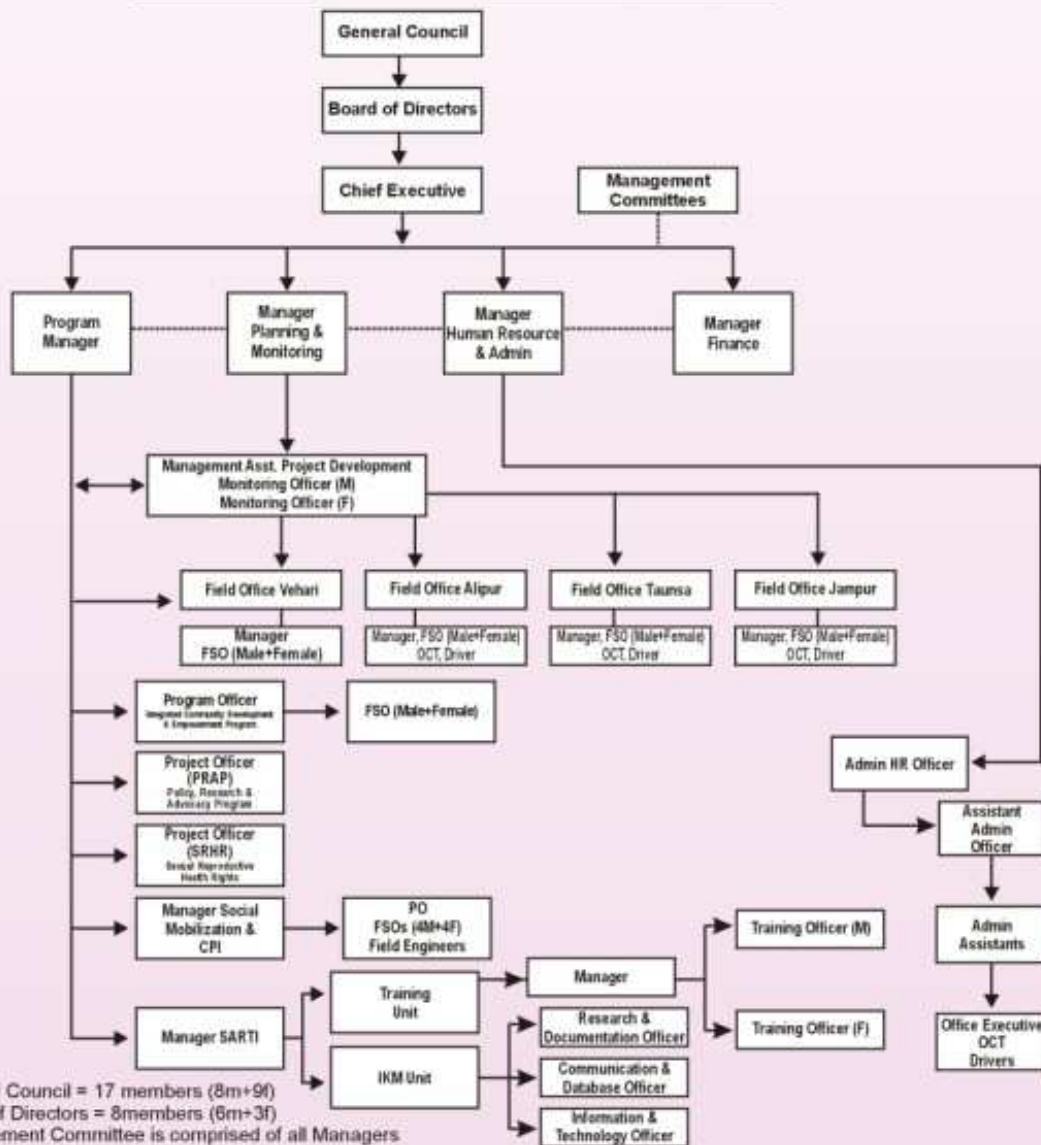
During the year 2008, the absence figures fell to 2.1%. This compares well with 3.2% in 2007.

•Volunteers

At the end of 2008 a group of 483 volunteers was involved in AwazCDS's work. They attended various capacity building events and played key role in smooth implementation of our programmes across Southern Punjab. AwazCDS has a set of regulations governing their work (Regulations for selection and retention of PARC Members) and this will be worked out in more detail in 2009.

Organogram

ORGANOGRAM OF AWAZCDS-PAKISTAN



Our criteria for programme choice

AwazCDS focuses on its programmes and promotes and facilitates the synergies between them to have meaningful impact. For this purpose, the Board has developed criteria for the selection of integrated programmes, the focus within each programme, and the action initiatives that will be taken up for programme implementation.

These criteria include the following.

Strategic Relevance: based on alignment with AwazCDS's mandate, vision, mission, and strategic outcomes; meets the demonstrated demands and needs of marginalised rural peoples of Southern Punjab and grassroots partners.

Comparative advantage: based on Foundation's track record, previous achievements, and comparative advantages; and also comprises a niche or area that is not being covered by others.

Potential for impact: based on the potential for poverty alleviation, potential for going to scale, potential for incorporating effective policy and communication strategies, and synergy with existing projects and programmes.

Feasibility: building on existing human, institutional and financial resources and has the commitment and ownership of partners.

Sensitivity: to the rich cultural diversity, political, and fragile environments of the Southern Punjab.

Risks

Assumptions for the delivery of short-term outputs range from availability of funding, ownership and trust in the Foundation's mandate to the current state of political stability in the country and SAARC region and its effect on the capacity to recruit and retain qualified professional staff. For the intermediate and strategic outcomes, assumptions include: willingness to share information and collaborate on regional initiatives; readiness to use Foundation's outputs to inform policy decisions and development activities; support of policies to promote equity; decentralisation and community-based management of natural resources by rural peoples; sustained private sector and donor investments in sustainable rural development; and changes in the capacity of Foundation's partners and development institutions.

THE BOARD OF AWAZ CDS - PAKISTAN AS AT DECEMBER 31, 2008

Dr. Nasira Jabeen (Chairperson)

She is PhD in administrative sciences and currently serving as Head of Department in Institute of Administrative Sciences in University of Punjab Lahore. She is a well connected lady and has remained involved in different social activities at LUMS Lahore. She has been elected as Chairperson Board of AwazCDS-Pakistan for the period from July 2008 to June 2010

Contact: inasira@yahoo.com or info@awazcgs.org.pk

Ms. Sofia Noreen (Vice Chairperson)

She is Masters in Zoology and Lead fellow. She has vast experience in working with social sector in Pakistan. She remained as Programme Coordinator in Legislative Watch Programme of Aurat Foundation for more than five years. She is the member of several national and international human rights and women rights forums. Currently she has been working as Programme Manager in National Commission on Status of Women (NCSW). She has been elected as Vice Chairperson of Board of AwazCDS-Pakistan for the period from July 2008 to June 2010

Contact: sofia.noreen@gmail.com or info@awazcgs.org.pk

Mr. Sajid Mahmood Awan (Treasurer)

He is M. Sc. & M. Phil. in Pakistan Studies and currently serving in Pakistan Studies Department in B. Z. University Multan. He is also serving as Press Secretary of Pakistan Teachers Forum, Vice President of Multan Arts Forum, Member of Council of Social Sciences Islamabad, and Member of Society of Asian Civilizations, and Member of Academic Council B. Z. University Multan. He has been elected as Treasurer of Board of AwazCDS-Pakistan for the period from July 2008 to June 2010.

Contact: smawan2222@gmail.com or info@awazcgs.org.pk

Ms. Robina Feroze Bhatti (Member)

She is Masters in Development Studies, KDSC- Dublin Ireland (2008) and Masters in Chemistry, Baha-ud-Din Zakriya University, Multan Pakistan (1993). She is women and minority rights activist since 1998. She is one of the 1000 women nominated for Nobel Peace Prize 2005 for my struggle on the issue of violence against women. She has been elected as Member of Board of AwazCDS-Pakistan for the period July 2008 to June 2010.

Contact: rubinaferoze_bhatti@yahoo.com or info@awazcgs.org.pk

Dr. Muhammad Mumtaz Khan (Member)

He is PhD in Urdu Language and currently working as Assistant Professor of Urdu Department B. Z. University Multan. He is one of the Founder Members of Pakistan Teachers Forum. He has been elected as Member of Board of AwazCDS-Pakistan for the period from July 2008 to June 2010.

Contact: kalyani8@hotmail.com or info@awazcgs.org.pk

Mr. Javed Ahsan (Member)

He has done his Masters in Saraiki & Urdu languages. He is a well known Saraiki language poet and writer and has remained as Program Manager Pakistan National Centre in D G Khan. He is also a member of Pakistan Writers Guild. Recently he has been retired as Director Communications, Allama Iqbal University Islamabad. He has been elected as Member of Board of AwazCDS-Pakistan for the period July 2008 to June 2010.

Contact: info@awazcgs.org.pk

Dr. Alwin Vincent Murad (Member)

He is PhD in Philosophy and he remained as teacher for more than 12 years in different educational institutions. Currently he has been working as Executive Secretary of Justice & Peace Commission of Pakistan. He has been elected as Member of Board of AwazCDS-Pakistan for the period July 2008 to June 2010.

Contact: dr_alwin@yahoo.com or info@awazcgs.org.pk

Mohammad Zia-ur-Rehman (Secretary)

He has done his Masters in Mathematics from B. Z. University Multan, Postgraduate Diploma in NGO-Leadership & Management from Centre for Development Management- BRAC-Bangladesh & SIT-USA, Postgraduate Diploma in Social Enterprise Development Program (SEDP) from LUMS-Lahore. He is founder of AwazCDS-Pakistan and a well known social and human rights activist. He has played active role in different national and international development and human rights related campaigns & networks like HRDN, PNF, PSF / WSF and Global Partnership etc. Currently he has been leading GCAP-International Campaign in Pakistan as National Coordinator. Further he has been Leading AwazCDS Pakistan as Chief Executive and acting as Secretary Board (as an Ex-Officio member).

Contact: zia@awazcgs.org.pk ; zia@gcappakistan.net ; mzr.awazcgs@yahoo.com

FINANCE

Income Policy

AwazCDS's funding has traditionally been derived from a limited number of relatively large donors as mentioned in the previous pages. During 2002-2006, AwazCDS's annual income and expenses averaged Pak Rs. 24 million. Approximately 90 per cent of AwazCDS's income was contributed by the core programme supporters. This financing is susceptible to major fluctuations. For this reason, AwazCDS is seeking to broaden and diversify its sources of finance. In addition, AwazCDS sees scope on scope of its fundraising from corporate sector in coming years, for which Resource Mobilization and Fundraising Strategy will be devised till 2010.

Investment policy

AwazCDS received earmarked funds that are received ahead of time and other surplus liquidity are invested by AwazCDS in such a way that the principal sum remains intact and interest is maximized. Regular cash flow prognoses in Rupees maximize the currency risks.

Reserve policy

AwazCDS spends un-earmarked funds on project activities, organisation costs and the accumulation of unrestricted net equity. This unrestricted net equity is intended to safeguard the organisation's continuity, to cover risks and to provide working capital. AwazCDS's aim is to have unrestricted net equity of at least 4 months of fixed costs, including the fixed costs of the field offices.

External Audit Group

- A.F. Ferguson & Co. "5 year Financial Review of ICDEP 2002-2007"
- Mohammad Yousaf Adil Saleem & Co. (MYSCO) "A member firm of Deloitte Touche Tohmatsu" (2005-07)
- KPM-Taseer Hadi & Co., Audit for the fiscal year 2007-09.

Internal Control System

Cash in Hand

Cash disbursed by Accountant, only after the approval of approving authority. There is no possibility for cash theft and mishandling since the cash counting is being done twice in a day in the opening and closing hours. Further higher management also monitors the cash counting process twice or thrice a month.

Reconciliation with Bank

Bank flow statement is maintained on daily basis, while statement of Bank Reconciliation is prepared on monthly basis. All kinds of financial transactions with the bank are made through joint signatories i.e. Chief Executive and Finance Manager and the signature of Chairperson are taken in case of transactions over Rs 300,000.

Accountability and Transparency Mechanism

- Yearly Audit of accounts by well known Audit Company
- Programme/Project Audit by the donors to their relevant Programme/projects gradually

AwazCDS's Contribution to Government Exchequers

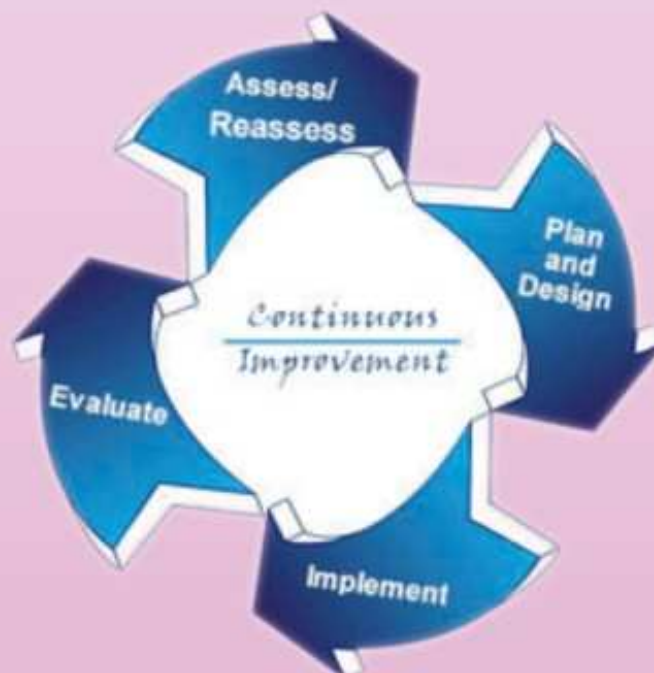
Particular	2008
Income tax deduction at source by third parties	128,896/-
Income tax deduction at source from staff salaries	12,012
Total	140, 908

Expenditure

For projects at Head office and field offices, AwazCDS works with international partners who manage the bulk of the expenditures. In addition, costs for supervision, technical assistance, and monitoring and evaluation have been included in project expenditures. Supervision and technical assistance primarily training courses in the various community development fields are carried out by AwazCDS in-house trainers. External knowledge in this field at South Punjab is very scarce. For this reason, AwazCDS develops this knowledge in-house, in the form of its own professional staff. For the most part, the evaluation of projects is outsourced.

Management and Administration Cost

The percentage of management and administration costs amounts to 7%. The duties of the projects and one third of finance and administration department can be directly charged to the objectives of AwazCDS. The activities of board, the management and remainder of finance and administration are being executed within the scope of management and administration. The percentage of management and administration costs is below budget and below the 2007 percentage, since the Awaz Foundation has dedicated the entire income growth to the objectives, without expanding the management capacity.



FINANCIAL REPORT 2008



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Lahore, Pakistan

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Fax + 92 (42) 578 1757
Internet www.kpmg.com.pk

Auditors' Report to the Members.

We have audited the annexed balance sheet of **Awaz Foundation Pakistan – Centre for Development Services ("the NGO")** as at 30 June 2008 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.

It is the responsibility of the NGO's management 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 approved accounting standards as applicable in Pakistan. 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 NGO as at 30 June 2008 and of its deficit and cash flow for the year then ended in accordance with the approved accounting standards as applicable in Pakistan.

The financial statements of the NGO for the year ended 30 June 2007 were audited by another firm of auditors; whose report dated 31 October 2007 expressed a unqualified opinion thereon.

Lahore:

29 NOV 2008


KPMG Taseer Hadi & Co
Chartered Accountants

KPMG Taseer Hadi & Co., a partnership firm registered in Pakistan and a member firm of the KPMG network of independent member firms affiliated with KPMG International, a Swiss cooperative

FINANCIAL REPORT 2008

Awaz Foundation Pakistan: Centre For Development Services

Income and Expenditure Account

For the year ended 30 June 2008

	Note	2008 Rupees	2007 Rupees
Income			
Grants from:			
Oxfam NOVIB		9,246,515	7,172,000
CARE International Pakistan		-	2,064,710
PLAN Pakistan		1,438,250	1,991,041
National Democratic Institute		-	83,670
Henrich Boll Foundation		950,687	1,313,657
Oxfam Great Britain		1,913,715	699,500
World Population Foundation		705,073	185,125
Miscellaneous grants		102,459	-
		14,356,699	13,809,703
Others:			
Other Income	13	171,290	204,139
		14,527,989	14,013,842
Expenditures			
Project expenses	14	(15,968,732)	(13,932,828)
Deficit/ surplus for the year		(1,440,743)	81,014

The attached notes 1 to 16 form an integral part of these financial statements.

Lahore:


Chairperson


Chief Executive