



AWARD

Association for Women's Awareness &
Rural Development

**Empowering the Rural Women &
Youth Since 1994**

**ANNUAL REPORT
2024**



Poem for AWARD



In villages lost to flood and flame,
AWARD arrived a hopeful name.
With hands that heal and hearts that care,
It sowed new life in deep despair.

Through fields of dust, in skies of grey,
It brought the dawn of a brighter day.
With seeds of knowledge, love, and grace,
It built a future, a safer space.

It taught the weak to rise again,
With skills, with voice, to break their chain.
For every woman, child, and youth,
It built a path with light and truth.

No towers tall, no shining throne
But change that speaks in every home.
It listens close, it learns, it grows,
And through the struggle, hope still flows.

In every hand that starts to plant,
In every heart that dares to chant,
AWARD is there, with steady care,
A future brighter, fairer, rare.

Still growing strong, with roots so wide,
AWARD walks on, with hope as guide.
With every step, a dream is near
For AWARD's work will persevere.





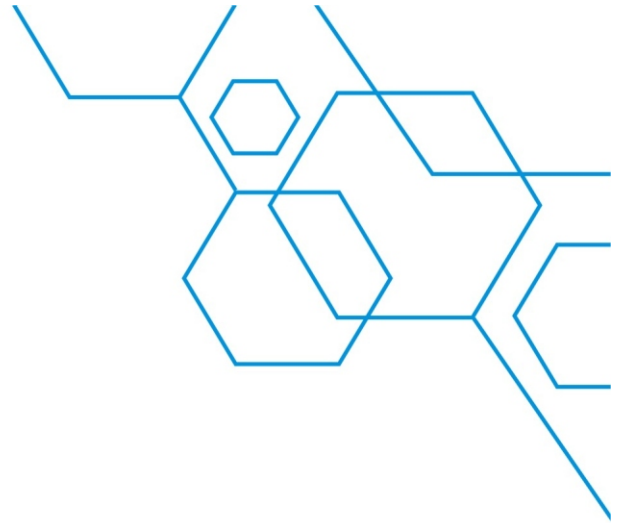
“Celebrating 30 Years of Empowerment and Change”

As AWARD-Pakistan celebrates 30 years of dedicated service, we reflect on our journey of transforming communities and championing gender equality. From our early beginnings, we have worked to create lasting change, focusing on empowering marginalized groups, especially women, children, and vulnerable communities.

In three decades, we've built strong partnerships, implemented impactful programs, and seen tangible progress in promoting gender equality, improving health access to excluded communities, disaster management, skill development, and livelihood.

These accomplishments are a testament to the determination and strength of the communities we serve and the collaborative efforts of our partners. This journey would not have been possible without the vision, dedication, passion and the tireless commitment of our team. Their leadership, resilience, and unwavering belief in the cause have been the driving force behind every milestone we've achieved. Together, we've fostered a movement that continues to inspire and empower, creating a lasting legacy of positive change.

As we mark this significant milestone, we acknowledge the challenges that remain, but we are inspired by the progress made and the future we are building together. With your continued support, we are excited to drive forward our mission, creating a more equitable and sustainable future for all.



Acknowledgment

AWARD is grateful and acknowledges the moral, technical and financial assistance provided by all its national and international Partners, Government Departments and private institutions to uplift the socio-economic status of the marginalized Rural Women and youth in Pakistan. Their support is enabling them to get a better recognition in the society.

AWARD also acknowledges the valuable guidance of the Chairperson, AWARD Board Members, Executive Director and is thankful to AWARD Head Office Staff, Fields staff, stakeholders of all the projects, for their dedication, commitment and involvement which becomes the biggest source in achieving the SDGs and developmental targets successfully set by AWARD.

Disclaimer

The information enclosed in this document is provided solely as a source of communication and knowledge sharing. It does not mean to convey any disclosure of beneficiaries through images or scripts; neither has it mean to show to the sufferers as a helpless creatures. All the pictures taken and published are with the consent of the personnel. Therefore, no social or legal action can be raised against AWARD or its allies.

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Who we are?

AWARD stands for "Association for Women's Awareness & Rural Development". It is a non-governmental, non-profit and non-political organization based in Faisalabad in the province of Punjab, Pakistan. It was established on March 21, 1994. It is dedicated to community development work without any discrimination of sex, caste, color and religion. It mainly works with / for the low-income women, youth and disadvantaged rural population to improve their socio-economic and basic rights situation through group meeting, seminars, workshops, conferences, trainings and by providing them moral technical professional and financial assistance in projects and programs.

AWARD is registered with the government under Societies Registration Act 1860 and also with Punjab Charity Commission. AWARD has signed an MOU with Economic Affairs Division (EAD). Its board consists of 7 members including 5 females and 2 males. AWARD has approval of Non-profit organization under section 2(36c) of FBR.



Vision

A society where human dignity is respected and values of Love, Justice, Peace, Equality and Solidarity prevails



Mission

To empower the marginalized communities, especially the Rural Women and youth; Socially, Economically and Politically to become an active part of their own development and of the society.



Objectives of AWARD

1. To improve the social status of marginalized women by enhancing their access towards non-formal education, knowledge and skills to enable them to become an active part of their own development and to claim their rights.
2. To create inclusive, just and democratic society capable to engage women leaders for responsible and accountable governance.
3. To improve the economic situation of low income women and youth by advocating for economic rights and by improving their access towards decent and profitable livelihood options.
4. To provide emergency response to the communities affected by natural or man-made disasters.

Thematic Areas

- Gender Justice
- Non-Formal Education
- Livelihood
- Health
- Disaster Management

Cross cutting theme: Environment

Organizational values



Commitment



Honesty



Mutual Respect



Quality



Team work



Discipline

Our Board Members



Mrs. Yasmeen Cecil

Chairperson
An Educationist
Head Mistress DPS, Faisalabad



Rev. Sr. Igenia John

General Secretary
Head of Medical Mission Sisters,
Pakistan



Mr. Haroon Rasheed

Treasurer
Admin Manager of Punjab Group
of Colleges, Faisalabad



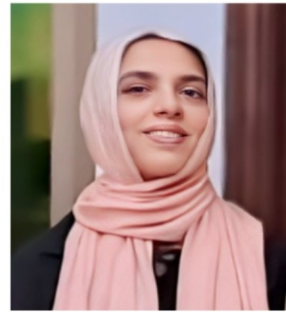
Dr. Fr. Bonnifex Mendes

Executive Member
Religious Leader
Catholic Diocese of Faisalabad



Ms. Rubina Shahab

Liasion Secretary
Advocate High Court,
Faisalaad



Dr. Saira Akhtar

Executive Member
Associate Professor Department
of Rural Sociology, UAF, Faisalabad.



Mrs. Shazia George

Executive Member
Project Manager-Faisalabad ISCOS





Message from The Chairperson

Dear Friends,

I would like to extend my thanks to all of our stakeholders for your continued support during 2024, I present the Annual Report of AWARD Pakistan, reflecting our commitment to empower communities and fostering sustainable development. Over the past year, our organization has expanded its impact, breaking barriers and creating opportunities for those who need them the most.

Despite facing economic constraints, climate challenges, and social barriers, we remained steadfast in our mission. In addition to advancing women's participation in agriculture and rural development, we provided scholarships to university and school-going students, as well as CSS aspirants, enabling them to pursue their educational aspirations. We also extended support to persons with Disabilities by providing assistive devices, ensuring their greater mobility and Inclusion.

In response to the devastating floods, we provided one-room shelters to 70 affected families, offering them a safe space to rebuild their lives. Additionally, we focused on capacity-building through leadership training, life skills development, and Disaster Risk Reduction (DRR) training, equipping individuals with essential knowledge and resilience building Skills.

These achievements would not have been possible without the unwavering dedication of our team, the invaluable support of our partners, and the trust of the communities we serve. While challenges persist, we remain committed to overcoming them with innovation, collaboration, and determination.

In the year 2025, we reaffirm our commitment to empowerment, inclusion, and sustainable development. On behalf of the board I extend my heartfelt appreciation to all who have contributed to this journey. Together, we will continue to create lasting impact and transform lives.

“

The steadfastness
of AWARD in
advancing Youth and
Young girls
in various fields
distinguishes
it from others.”

Sincerely,

Yasmin Cecil

Chairperson, AWARD Pakistan

“

Training, Seminars and workshops are strengthening knowledge and capacities and this is the major focus of AWARD.”



With gratitude,
Mrs. Christina Peter
Executive Director
AWARD Pakistan

Message from The Executive Director

Dear Friends, Partners, and Supporters,

As we reflect on the journey of 2024, I am filled with immense pride and gratitude for the impact AWARD-Pakistan has created. This year has been one of resilience, growth, and unwavering commitment to our mission of empowering communities, advocating for gender equality, and fostering sustainable development.

Despite the challenges, our team's dedication, the support of our partners, and the trust of the communities we serve have enabled us to achieve remarkable milestones. Through our collective efforts, 160 women and men have successfully started their own businesses, fostering financial independence and entrepreneurship. We have equipped 770 youth with vocational and technical skills, opening new pathways for employment and self-sufficiency.

Additionally, 533 young individuals have been trained in leadership skills ensuring a future driven by strong and capable Change makers.

Our advocacy for gender justice has reached 1,893 community members, promoting awareness and equitable opportunities. Furthermore, 1,926 individuals benefited from our training and seminars, strengthening their knowledge and capacities on DRR, Climate Change and effects of early age marriages..

Addressing critical health concerns, 1,912 community members received medical support and participated in health and hygiene awareness sessions. In times of crisis, AWARD Pakistan stood with the affected, providing relief to 300 individuals in need.

These achievements are not just numbers; they represent lives changed, futures secured, and strengthened communities. None of this would have been possible without the unwavering dedication of our team, the generosity of our donors, and the trust of the communities we serve.

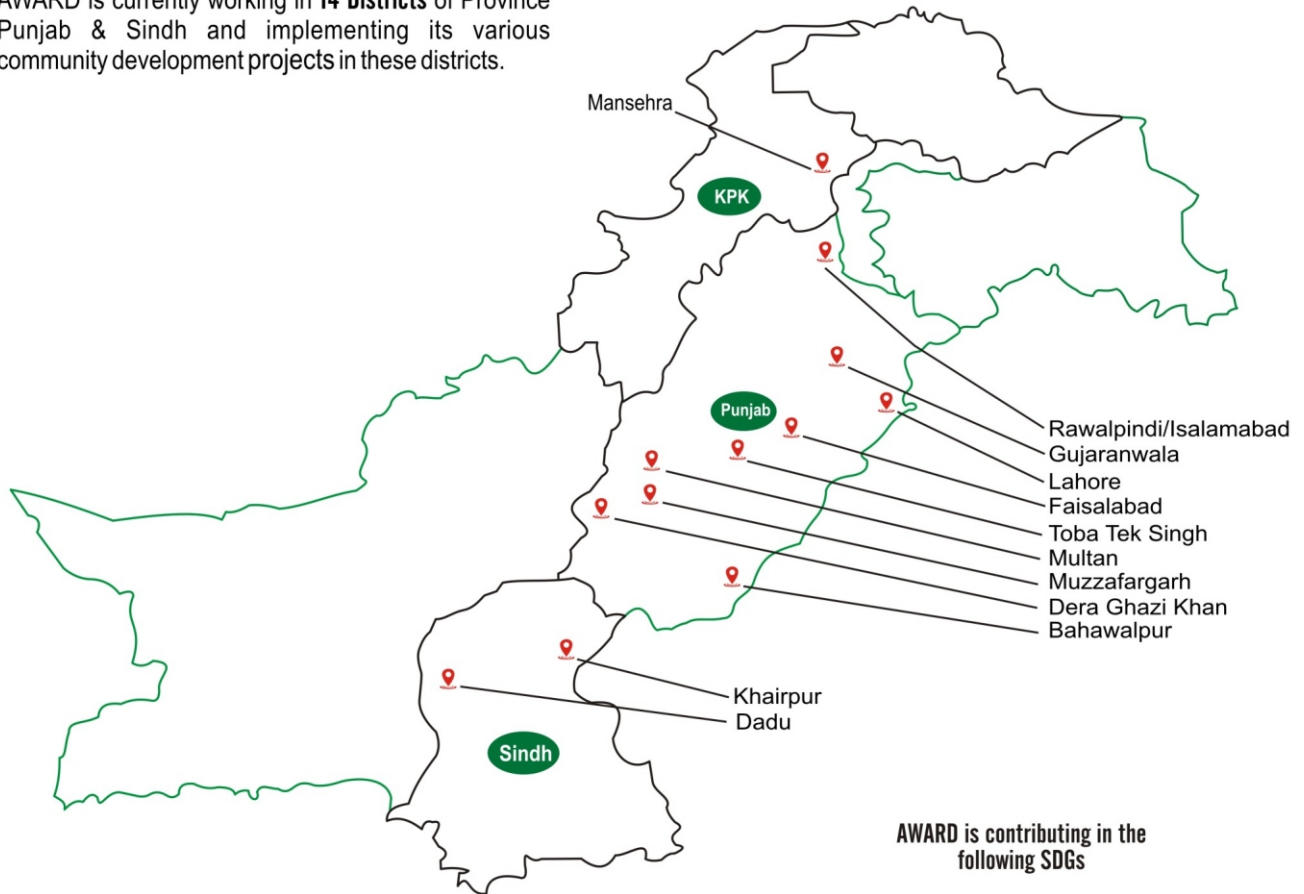
As we move forward, AWARD-Pakistan remains committed to expanding our impact, fostering resilience, and building a more inclusive and just society. We invite you to continue this journey with us because together, we can create lasting change and make a better world.

Project/Programs 2024

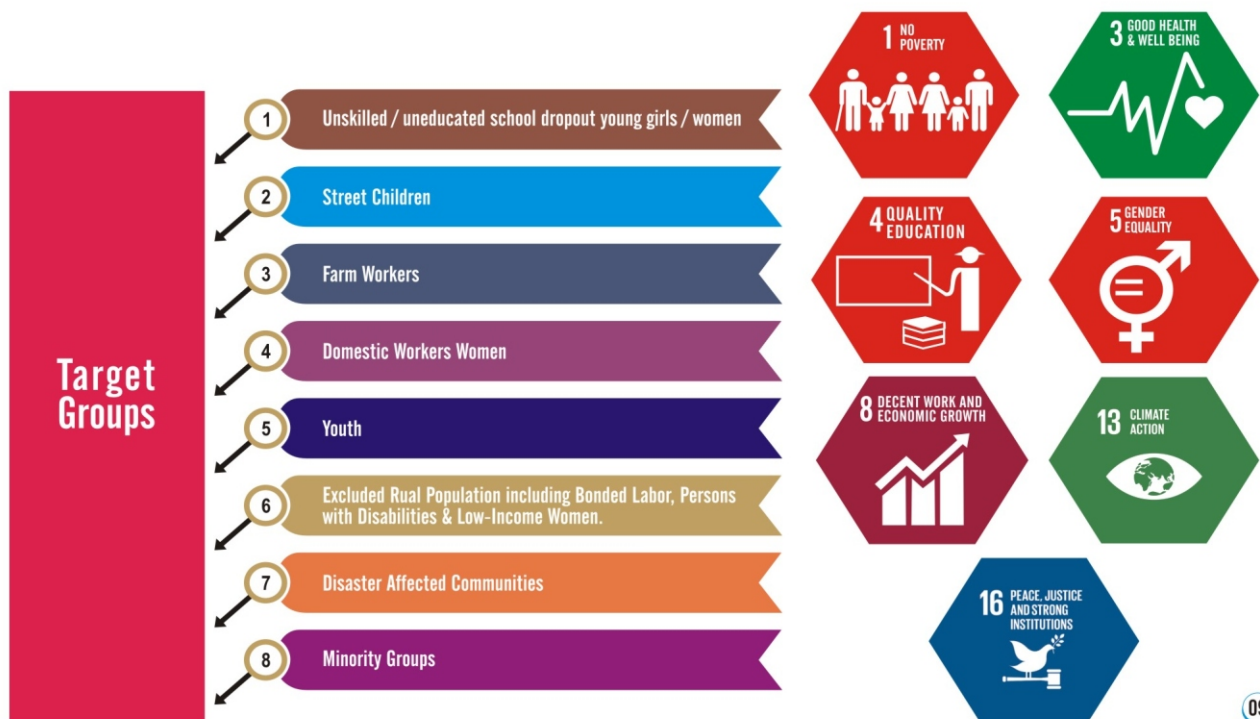


Geographical Range

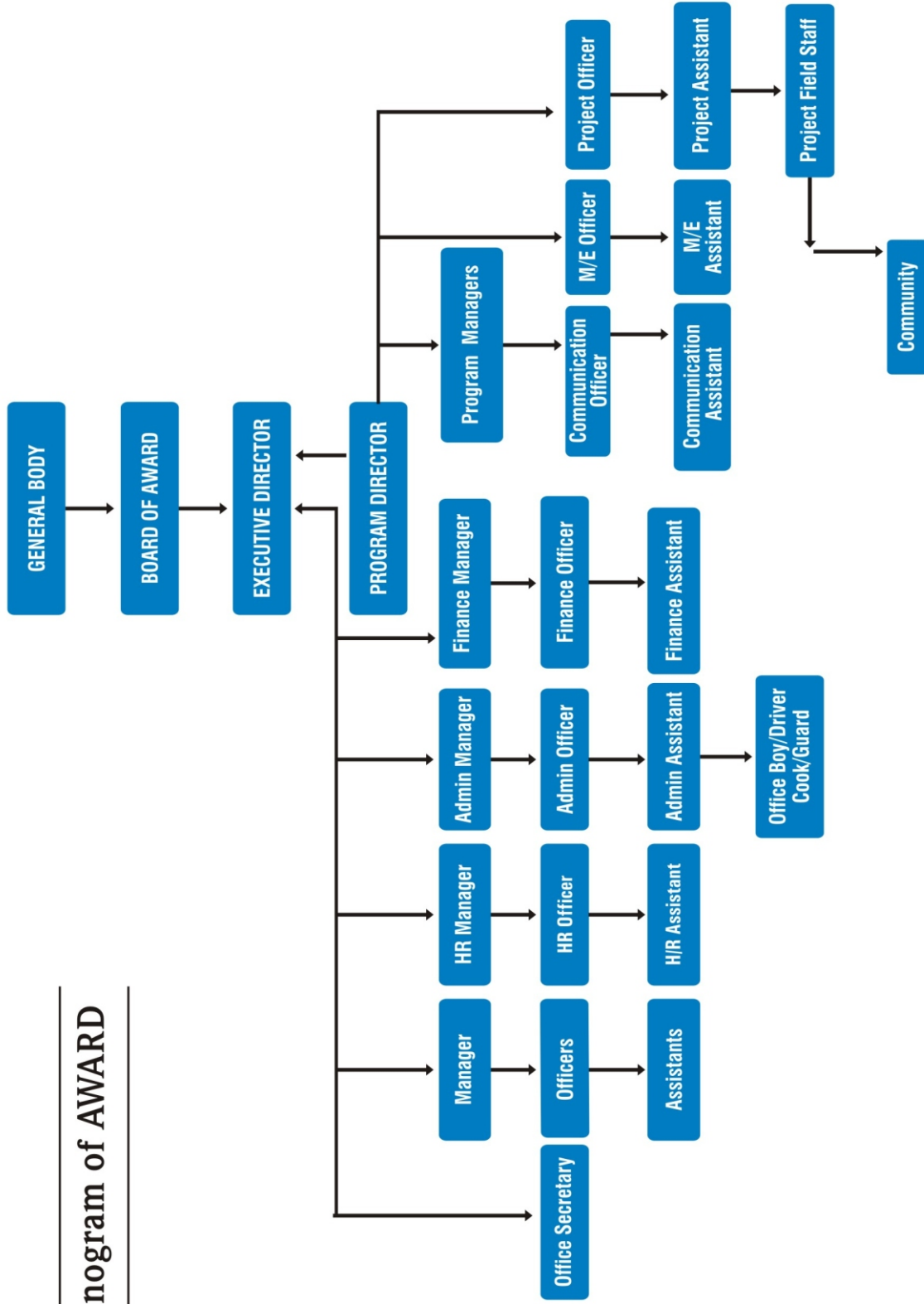
AWARD is currently working in **14 Districts** of Province Punjab & Sindh and implementing its various community development projects in these districts.



AWARD is contributing in the following SDGs



Organogram of AWARD



Congratulation!



*Executive AWARD Pakistan; Ms. Christina Peter elected as “Senior Vice President”
Faisalabad Women Chamber of Commerce and Industry, Faisalabad.
We congratulate on her remarkable achievement*



Background

Total Outreach: 1090

In 2024, AWARD-Pakistan expanded its efforts to uplift marginalized groups, particularly women, through vocational training, enterprise development, and financial literacy programs. By combining skill-building with entrepreneurship support, AWARD-Pakistan enabled hundreds of individuals to transition toward economic self-reliance.

Across its intervention areas, women-led micro-enterprises began to flourish, contributing not only to household incomes but also to local markets and community resilience. Strategic collaborations with local institutions and grassroots mobilization helped strengthen community-based economic systems, laying the foundation for long-term, inclusive development. Through these initiatives, AWARD-Pakistan reaffirmed its commitment to ensuring that vulnerable populations are not only supported but empowered to shape their own futures.



Goal: To reduce poverty and enhance economic self-reliance among marginalized communities by equipping youth with market-oriented skills, promoting entrepreneurship, & providing access to vocational training & financial support.



Livelihood interventions

- ◆ Selection of the grant or loan beneficiaries.
- ◆ Business development training.
- ◆ Provision of small loans and business grants.
- ◆ Job placement.
- ◆ Tailoring and hand embroidery course.
- ◆ Beautification course.
- ◆ Technical and vocational courses for school/college dropouts Linking skilled women with local & national markets.

Significant Achievements

4 Business Development Training:



Conducted 4 business development training sessions, engaging a diverse group of 160 participants consisting of both men and women to enhance their skills and deepen their understanding of various business concepts, focusing particularly on strategies for growing and expanding a business successfully. Each participant was equipped with practical insights and actionable tools to empower their entrepreneurial journeys.



The topics covered

- ◆ Introduction of Business Development.
- ◆ Market analysis.
- ◆ Characteristics of successful entrepreneurs.
- ◆ Causes of failure of a business.
- ◆ Building and managing relationship with customers.
- ◆ Marketing techniques & negotiation skill.
- ◆ Importance of record keeping and saving.

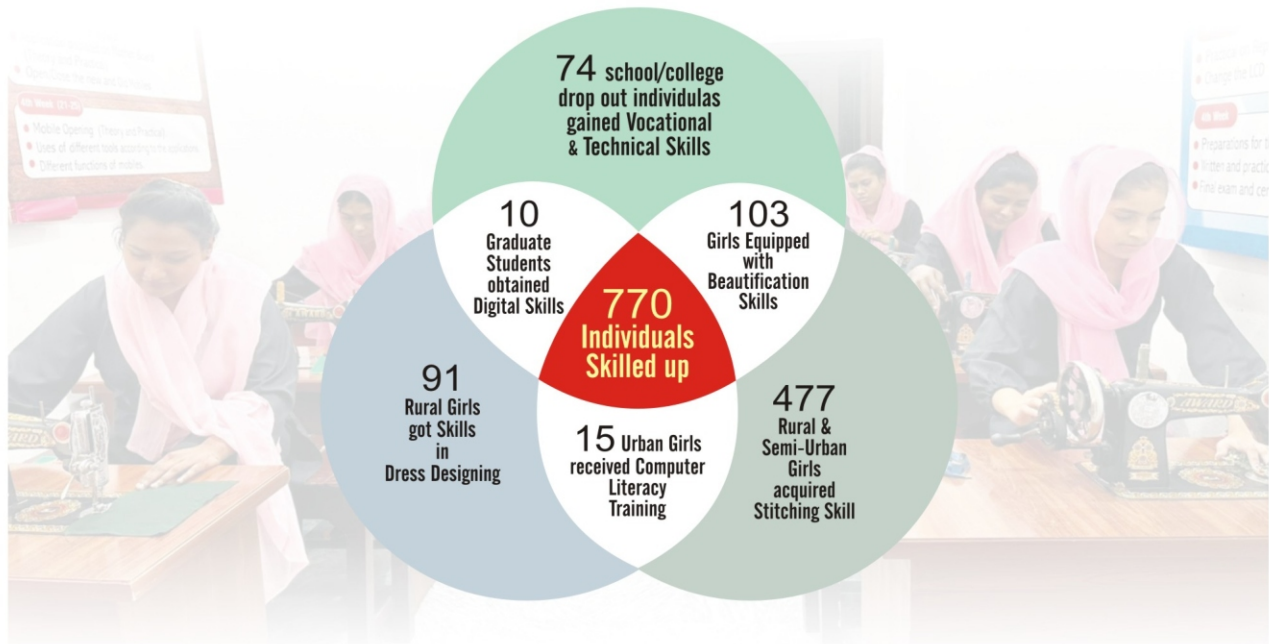




Provision of Business Grants:



A total of 160 individuals from diverse backgrounds rural, semi-urban, and urban were awarded business grants (ranging between 50,000 and 65,000 PKR). This initiative aimed to empower them to embark on and expand their entrepreneurial journeys. By providing these financial resources, the program aspires to foster not only financial independence but also to significantly improve their overall quality of life.



770 youth members acquired skills:



To address unemployment and empower youth with marketable skills, AWARD-Pakistan established 15 Vocational Training Centre across its project areas. Through these Centre, 580 rural and unskilled girls were trained in beautification, stitching, and dress designing. These vocational skills are vital not only for personal career growth but also for fostering economic development and contributing to broader social advancement. While 190 school & college dropout were enrolled in vocational & technical institutes aimed at providing them with employable skills & enhancing their income generating potential.





My Journey From Hobby to Registered Handicraft Business

My name is Aqsa Khalid, and I run a handicraft business specializing in crochet. I learned this beautiful skill from my grandmother during my childhood. What started as a hobby became a passion and, over time, a dream to build a business of my own.

For several years, I worked as a teacher at Sanatzar, training young girls in crochet and handicrafts. While I loved teaching, I always longed to establish my own brand. Despite my skills and commitment, I lacked the financial means and business exposure to take that leap.

My turning point came when I met the URAAN team at Sanatzar. I shared my business idea and showcased my work. They appreciated my talent and invited me for a formal interview. I was later selected for a grant under the URAAN program. With financial support and business development training, I launched my crochet brand and started expanding my work.

With URAAN's guidance, I registered my business with the Securities and Exchange Commission of Pakistan (SECP), gaining recognition and credibility. This gave me the confidence to scale up and operate professionally.

Today, I earn between PKR 40,000 to 60,000 per month and have supported my brother in launching his own clothing business. I am proud to be financially independent and contribute meaningfully to my family's well-being.

I'm grateful to AWARD-Pakistan and the URAAN team for believing in me. Their support turned my dream into a reality and gave me the strength to inspire others.

living out the purpose

My name is Nazia Haroon, and I live in Chak #4 Arfa Kareem Colony. I am a wife and a mother of four beautiful daughters. Before marriage, I was full of passion and purpose served as a Sunday school teacher and loved being active in my Church. But after marriage, everything changed.

I became a housewife. My husband works as a daily wage laborer in a factory, and his income was barely enough to cover our family's basic needs. On top of the financial struggles, I no longer had permission to participate in church activities, and honestly, I felt like I lost a part of myself. Life became all about survival, and my dreams slowly faded.

But God opened a new door through AWARD Pakistan. With their support and encouragement, I started something that most people in my community never expected from a woman to opened her own shop. I wanted to prove that women can also succeed, provide for their families, and follow their calling.

Today, I earn between 25,000 to 30,000 PKR every month. This income has not only helped ease our household burdens, but it has also allowed me to serve others again. Out of my earnings, I provide refreshments for the children at Sunday school, and with the motivation from AWARD's field staff, I became part of a prayer group, started leading Bible study, and even restarted Sunday school on a self-help basis.

I feel alive again. I feel seen. And most importantly, I feel like I'm living out the purpose God placed in my heart so many years ago.

For me, this is more than just a business, I call it ita freedom. It is dignity. And it is the chance to show my daughters that women can break barriers and shine.





Gender Justice

Quality in action; advancing gender justice,
empowering every voice.

KEY INTERVENTIONS



Awareness-Raising events: Women's rights workshops, sessions, and seminars in project areas.



Group Meetings: Weekly gatherings with rural women in both rural and semi-urban areas.



Education Sessions: Focused discussions with vocational training students on gender issues and solutions.



Theatre for Change: Interactive performances in rural communities to promote gender equality through storytelling.



Background

Gender justice remains central to AWARD-Pakistan’s mission of creating an inclusive and equitable society. Our efforts focus on addressing gender based inequalities, challenging harmful norms, and empowering women and girls through awareness, capacity building, and advocacy. By engaging communities and institutions, we work to ensure equal rights, protection, and meaningful participation for all.



Total Outreach **1,893** INDIVIDUALS engaged through various interventions.

Goal *“Gender justice begins in every home, every school, every village, when voices are heard, choices respected, and rights upheld.”*



To empower women and girls by enhancing their understanding of their rights, promoting gender justice, and raising awareness about legal protections and discrimination to foster a more equitable society.



13 Human Rights Workshops conducted in Punjab and Sindh, engaging 857 community members in learning about their rights and promoting social responsibility.



10 Seminars on Women’s Protection Laws reached 794 women and girls, building their awareness of legal protections and encouraging action against discrimination and violence.



16 Days of Activism Campaign engaged 242 women and girls across rural and semi-urban Punjab through workshops, outreach programs, and seminars. The campaign created safe spaces, amplified voices, and fostered collective action toward gender equality.





Goal



To improve the health and well-being of rural women and children by increasing awareness on reproductive health, providing essential health services, and educating communities on preventive measures for seasonal illnesses and overall family health.

THEMATIC INTERVENTIONS

Outreach: 1916 families



Conducting seminars and workshops to educate rural women on reproductive health and promote empowerment.



Organizing medical camps to provide marginalized rural women access to quality health care.



Facilitating awareness sessions to enhance understanding of women's health issues and prevention strategies.



Community Health & Inclusion Initiatives

Background

Access to basic healthcare remains a significant challenge in Pakistan's rural and disaster-affected communities. In 2024, AWARD-Pakistan continued to prioritize the health and well-being of vulnerable populations through targeted interventions aimed at both immediate medical support and long-term awareness.

Medical Services Outreach

To address the lack of accessible healthcare in remote areas, AWARD-Pakistan organized **4** free medical camps across its rural project sites. These camps provided essential health services to **1,032** community members, including both men and women.

Medical teams offered general check-ups, consultations, free medicine and guidance on common illnesses, ensuring that families in un-der-served areas received timely care.



Support for Persons with Disabilities (PWDs)

In observance of the International Day of Persons with Disabilities, AWARD-Pakistan extended its commitment to inclusion by distributing assistive devices to **45** individuals with disabilities. These devices helped improve mobility, independence, and dignity for PWDs, many of whom face systemic challenges in accessing support.

Health and Hygiene Awareness

Alongside direct medical services, AWARD Pakistan conducted **16** awareness seminars focused on health and hygiene education. These sessions aimed to sensitize communities to preventive health practices, such as proper sanitation, personal hygiene, and the importance of clean drinking water. Through these initiatives, **839** individuals, including residents of flood-affected regions were empowered with the knowledge to improve their health outcomes and reduce disease risks. These health & Hygiene were conducted in the **3** districts of Punjab & Sindh province.



Impact and Commitment

By combining direct medical assistance with awareness-raising and inclusive outreach, AWARD-Pakistan continues to build healthier, more resilient communities.

These efforts reflect the organization's dedication to holistic well being ensuring that every individual, regardless of their background or ability, has access to essential care and dignity.



Emergency Response

Flood Relief in District Khairpur, Sindh

1044 families received Direct Support through Relief & Recovery Assistance.

Background

In 2024, Pakistan experienced an unusually intense monsoon season, with rainfall far exceeding national averages. The combination of persistent rains and accelerated snowmelt triggered widespread flooding, causing immense disruption and hardship in vulnerable communities. District Khairpur, Sindh, was among the hardest hit facing not only infrastructure damage but also a growing public health crisis.

Crisis Impact

Flood-affected communities in Khairpur were confronted with a surge in waterborne and climate-induced diseases such as malaria, diarrhea, and gastroenteritis. The crisis disproportionately affected pregnant women and newborns, many of whom were left malnourished due to food shortages and the unavailability of health services.

AWARD-Pakistan launched immediate and targeted relief interventions to address both urgent needs & long-term recovery. **Key highlights of the 2024 response included:**



150 rain affected families were provided with emergency food packages to alleviate food insecurity.



Recovery and Shelter Construction



Building on interventions initiated in 2023, AWARD-Pakistan successfully completed the construction of **40** one-room shelters, each integrated with sanitation and clean drinking water facilities. These shelters were formally handed over to the affected families in 2024, helping restore dignity, safety, and a sense of home. In addition, **30** families whose houses had been partially damaged were provided with roofing material to help them repair and reinforce their existing structures an essential step toward restoring secure and habitable living conditions.



Impact and Commitment

AWARD-Pakistan's timely response in Khairpur not only met immediate humanitarian needs but also contributed to building resilience in the face of future climate shocks. Through its people-centered approach, the organization continues to ensure that no one is left behind during times of crisis.



Trainings Provided to the affected communities



1 Pickle-Making Training for Flood-Affected Women

60 women from flood-affected areas participated in pickle-making training, empowering them with skills to generate income and preserve food for emergencies.



6 Kitchen Gardening Training for Flood-Affected Women

180 women from flood-affected communities in District Khairpur were trained in sustainable gardening techniques, promoting food security and self-sufficiency.



10 Disaster Risk Reduction (DRR) Training for Flood-Affected Communities

584 individuals from flood-affected areas participated in capacity building sessions focused on disaster risk management, enhancing their resilience and preparedness for future emergencies.



Non formal Education

Outreach: 1845 Individuals

Thematic Interventions



Established pre-school centres and facilitated street children's enrolment in public schools, ensuring basic education and a path to a better life.



Celebrated international days with active community participation to foster awareness and shared responsibility.



Conducted seminars on CSS, PMS, and PPSC exams to guide and motivate graduates toward competitive opportunities.



Organized awareness sessions and workshops for rural women on reproductive health and personal well-being.



Delivered training on interpersonal and soft skills to empower youth to succeed in professional settings.



Arranged monthly educational sessions for uneducated women and school dropout girls to promote their rights and address gender-based issues.



Goal



To foster inclusive development by providing marginalized children, youth, and women with access to education, raising awareness on key health and rights issues, and building essential skills for personal and professional growth.

Leadership Training



AWARD-Pakistan conducted 5 leadership training sessions across five project areas, as Lahore, Faisalabad, Multan & Gujranwala, engaging a total of 237 emerging leaders, comprising both male and female participants. These sessions were designed to enhance and develop the leadership qualities of participants, empowering them to contribute effectively to local decision making processes.



5 Youth Leadership Seminars: 249 youth members engaged through seminars designed to foster leadership potential among young individuals. These seminars aimed to encourage participants to take an active role within their communities and contribute meaningfully to local decision-making processes.



Youth Leadership Conference in Murree: 47 emerging leaders participated in a conference designed to equip them with the skills, knowledge, and confidence necessary for effective leadership. The conference aimed to inspire participants to take on leadership roles and actively contribute to positive change in their communities.

Interfaith Harmony and Development Conference: 122 participants from various religious backgrounds attended a conference focused on promoting interfaith dialogue and collaboration for peaceful coexistence and sustainable development.



Equipping the community

2 Marketing Training for Artisans and Vocational Teachers

57 artisans and vocational educators participated in a training program aimed at enhancing their marketing competencies, enabling them to expand their market reach and improve economic opportunities.

6 Seminars on Vocational & Technical Skills for Youth

502 youth members received training on the importance of vocational education for career prospects, fostering economic independence and empowering them for future success.

3 Awareness Seminars on Competitive Exams

240 graduates and postgraduates participated in seminars to enhance their awareness of competitive exams and motivate them toward public service careers.

1 Life Skills Training for Enhanced Interpersonal Skills

30 participants engaged in training designed to improve their interpersonal skills and communication, fostering better relationships in both personal and professional settings.



Scholarships & Educational Support

Scholarships for Vocational & Technical Education: 168 students were supported through scholarships, enabling them to pursue and complete vocational and technical courses without financial barriers, equipping them with skills for a productive future.

Academic Scholarships for Deserving Students: 88 school and university students received scholarships, enabling them to continue their education without disruption, ensuring their academic growth and success.

SDG Awareness for Students and Youth: 105 students and youth members participated in awareness sessions focused on the Sustainable Development Goals (SDGs), inspiring them to advocate for global sustainability and contribute to positive change.

Impact

Through its comprehensive Non Formal Education initiatives, AWARD-Pakistan has empowered over 3,000 individuals, creating lasting change within marginalized communities.

By enhancing access to education, developing leadership skills, and promoting self-reliance, the program has not only improved educational outcomes but also fostered stronger, more resilient communities.

From youth learning to advocate for their rights to women gaining financial independence, these initiatives have sparked a ripple effect of empowerment and growth, building a foundation for sustainable development across the regions served.





International Women's Day

"Investing in women isn't charity—it's the surest path to progress for everyone."

GOAL



To celebrate and honor the achievements of women by raising awareness of their rights, encouraging progress through bold actions, and fostering community engagement on International Women's Day, particularly in rural and semi-urban areas.



Commemorating International Women's Day 2024: 22nd Annual Women's Conference

As part of this commitment, AWARD-Pakistan organized its 22nd Annual Women's Conference on March 8, 2024, at the Parveen Shakir Complex in Faisalabad, in observance of International Women's Day. Mr. Sebastian Justin, Ms. Yasmin (Chairperson AWARD), Ms. Rubina Amjad (President FWCCI), Mr. George Boota (Consultant AWARD), Mr. Zahid Iqba (Journalist), Ms. Christina Peter (Executive Director-AWARD), Sir Peter Shahzad and Board Members graced the occasion. The conference brought together 400 rural and semi-urban women from districts including Faisalabad and Toba Tek Singh-Punjab and Khairpur Sindh, creating an inclusive space to celebrate progress, raise awareness, and promote collective empowerment.



Key Activities & Highlights

Women's Rights Rally

The conference began with a lively rally of women's groups advocating for rights, inclusion, and gender equality. Participants from various backgrounds united in solidarity, demanding justice, equity, and an end to discrimination, fuelling a movement for societal change.

Theme Song and Theatrical Performance

In line with the 2024 global theme "Invest in Women: Accelerate Progress", a powerful thematic song and a captivating theatrical performance were presented. Both served as creative tools to inspire women to claim space in the financial and developmental sectors and highlighted the importance of strategic investments in women's empowerment.

Insightful Speaker Sessions

The conference featured two distinguished guest speakers who delivered impactful messages:

- **Ms. Samia Bukhari (CEO EdEx Premium School and College):** addressed Economic Empowerment, encouraging women to build sustainable livelihoods and leverage education for independence.
- **Mr. Naseem Anthony (President AWAM):** shared insights on Women's Rights and Inclusion, shedding light on structural barriers and the need for inclusive policymaking.



Celebrating Women Entrepreneurs

Female entrepreneurs supported by AWARD-Pakistan were honoured for scaling up small businesses with dedication and resilience. Medals were awarded to acknowledge their hard-earned achievements and to motivate other aspiring women entrepreneurs to step forward confidently.

Celebrating Women Entrepreneurs

Certificates and trophies were presented to 132 graduates of AWARD Pakistan's Vocational Training Centre. These women acquired life-changing skills that will contribute to economic stability in their households and communities. The awards were presented by notable businesswomen and guests, symbolizing the transition from training to transformation.

Conclusion

The 22nd Annual Women's Conference stood as a powerful testament to the strength, vision, and potential of women—particularly those at the grassroots level. AWARD-Pakistan reaffirmed its dedication to creating inclusive platforms that inform, inspire, and equip women to lead meaningful change in their personal and professional lives.





Our Resource Persons of 2024





Our Visitors





Challenges

- ❑ Political and economic instability impacted the pace and planning of project activities.
- ❑ Ensuring fairness and relevance in beneficiary selection remained a sensitive challenge.
- ❑ Rising unemployment and economic recession increased community dependence on project support.
- ❑ Internal compliance requirements occasionally delayed activity execution.
- ❑ The delayed project commencement affected the timely rollout of interventions.
- ❑ Collaborative projects required schedule adjustments based on partner availability.
- ❑ Irregular punctuality among participants disrupted the training session flow.
- ❑ Technical and connectivity issues affected the quality of online mentorship sessions.
- ❑ Many community members were unfamiliar with disaster preparedness concepts, requiring extra time to build trust.
- ❑ Access to remote, flood-affected areas was hindered by damaged infrastructure and poor transportation.
- ❑ Low literacy levels among some participants, especially women, required the use of visual and interactive learning tools.
- ❑ Discussions on women's rights and legal protections sometimes challenged traditional gender norms, especially among men.
- ❑ Misconceptions linking training and surveys to relief distribution led to initial confusion and reduced engagement.



Lesson Learnt

- ❑ **Adaptive Planning is Essential:** Flexibility in project design helps navigate political and economic instability without compromising impact.
- ❑ **Community-Based Selection Increases Ownership:** Transparent, inclusive beneficiary selection strengthens community trust and program relevance.
- ❑ **Integrated Livelihood Support is Crucial:** Addressing unemployment through skill-based and income-generating activities enhances community resilience.
- ❑ **Efficiency Requires Balance:** Streamlining internal compliance processes can improve speed while maintaining accountability.
- ❑ **Early Mobilization Prevents Delays:** Initiating groundwork and planning well before formal approvals saves valuable implementation time.
- ❑ **Coordination Strengthens Collaboration:** Aligning schedules and expectations early with partner organizations minimizes delays.
- ❑ **Engagement Boosts Punctuality:** Culturally appropriate engagement and incentives encourage better attendance and active participation.
- ❑ **Trust Takes Time:** DRR and preparedness concepts require culturally sensitive approaches to build trust and relevance.
- ❑ **Access Needs Local Solutions:** Pre-assessments and local partnerships help overcome logistical barriers in remote, disaster-affected areas.
- ❑ **Inclusive Learning Methods Work Best:** Using visuals and interactive tools ensures understanding among low-literacy participants, especially women.
- ❑ **Dialogue Needs Sensitivity:** Introducing rights-based topics must be handled with cultural sensitivity and community dialogue to foster acceptance.
- ❑ **Clarity Prevents Misunderstanding:** Clear communication about project objectives avoids false expectations of immediate relief or aid.

Note of Gratitude

We express our deepest gratitude to all our donors and partners for their invaluable support in providing both financial and technical assistance. Their unwavering commitment and generosity have played a vital role in our ability to carry out our mission effectively and make a meaningful impact on the lives of those we serve.

Their contributions have not only provided us with the necessary resources to implement our programs but have also empowered us to innovate, adapt, and overcome challenges along the way. Their belief in our vision has inspired us to strive for excellence in everything we do, and we are truly humbled by their continued support.

It is through partnerships, we are able to create positive change and transform communities for the betterment of the society. We are profoundly grateful for their ongoing support and look forward to continuing our partnership in the future.

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Rescue 1122 Sukkar

A C R O N Y M S

<i>AWARD</i>	<i>Association for Women's Awareness & Rural Development</i>
<i>DRR</i>	<i>Disaster Risk Reduction</i>
<i>DRM</i>	<i>Disaster Risk Management</i>
<i>SLP</i>	<i>Sustainable Livelihood Project for women</i>
<i>VTC</i>	<i>Vocational Training Centres</i>
<i>M&E</i>	<i>Monitoring & Evaluation</i>
<i>CNIC</i>	<i>Computerized National Identity Card</i>
<i>LDC</i>	<i>Local Development Committee</i>
<i>MC</i>	<i>Micro-Credit</i>
<i>PRP</i>	<i>Poverty Reduction Project</i>
<i>R.B</i>	<i>Rakh Branch</i>
<i>G.B</i>	<i>Gogera Branch</i>
<i>J.B</i>	<i>Jhang Branch</i>
<i>URAAN</i>	<i>A flight towards socio economic sustainability</i>
<i>WLP</i>	<i>Women Leadership Program</i>
<i>PFJR</i>	<i>Pakistan Flood Joint Response</i>
<i>MPCA</i>	<i>Multipurpose Cash Assistance</i>
<i>CRM</i>	<i>Complaint Response Machanism</i>
<i>EEWG</i>	<i>Empowering Excluded Women & Girls</i>
<i>HDI</i>	<i>Holistic Development Initiative</i>

Annual Report 2024



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