



**AWARD**

Association for Women's Awareness  
& Rural Development



“  
Transforming the Lives of the  
Marginalized Communities  
of Pakistan...”  
”

Annual Report  
2017





## ■ 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 sufferers as a helpless creatures. Therefore, no social or legal action can be raised against AWARD or its allies.

Compiled by: Ms. Kehkshan Newton  
(Program Coordinator AWARD)

Edited by: Mr. Peter Shahzad  
(Program Director AWARD)

Contributors: Ms. Ribqa Shahzad  
Mr. Pervez Paul  
Mr. Ghafar Akhtar  
Mr. Najum Rasheed

Designed by: Mr. Anthony Rufin Gill  
*AMAN Publications, Faisalabad*

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## ■ Acknowledgement ■

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AWARD also acknowledges the valuable services of the AWARD staff at head office and in the field and staff of Regional Office in Multan for their professional contributions and bringing a change in the life of marginalized communities.





## Board Members

**Mrs. Yasmeen Cecil**

Chairperson  
An Educationist

**Mr. Naveed Walter**

General Secretary  
Human Rights Activist

**Mrs. Azra Roohi**

Finance Secretary  
A Social & Political activist.

**Mrs. Amina Zaman**

Liasion Secretary  
Human Rights Activist

**Dr. Fr. Bonnie Mendes**

Member (Religious Leader)  
Ph.D in Planning & Development

**Rev. Sr. Igenia**

Medical Mission Sister  
Member

**Ms. Nosheen Najeeb**

Advocate High Court  
Member





*“Mission of Empowering  
the Rural Women from  
North to South  
of Pakistan....”*

## Chairperson's **MESSAGE**

Continuing our tradition, AWARD is proudly presenting Annual Report 2017 which covers all the projects; initiated and implemented in Province Punjab, for the empowerment of the marginalized communities of Pakistan. The interventions completed during the year have brought commendable changes in the lives of the beneficiaries we served in the project districts.

Being the chair of the organization, it's an utmost delight to acknowledge and appreciate that leadership, management and administration of AWARD are moving hand in hand with a purposeful and progressive vision of building a just and equitable society.

Rural Women and disadvantaged rural population, remains the focus of our work as they both witnessed various discriminations on the basis of their social stratification and patriarchal mindset. AWARD is working on the advocacy and development fronts together as both the components combine to make a holistic and integral approach of empowerment and sustainability.

In year 2017, our interventions have raised the awareness among the communities, enlarged economic opportunities, united women in organized groups, trained them to advocate their rights, built their networking with the government line departments, encouraged them to explore their potentials and provided them opportunities of togetherness and advancement.

It gives me a great joy to see the impact of our long term projects. We will continue striving for the Respect and dignity of marginalized communities and wish for continuous support from all our well-wishers. On the behalf of all worthy Board Members. I congratulate AWARD leadership and Management for attaining the desired results of year 2017 and contributing in the Sustainable Development Goals (SDGs).

**Yasmeen Cecil**  
Chairperson  
AWARD





## MESSAGE FROM EXECUTIVE DIRECTOR



Our **interventions**  
have enlarged  
**Social & Economic**  
**Opportunities**  
for the  
**Rural women**  
of Pakistan...

We are proudly presenting the Annual Report of AWARD covering rundown of activities completed with great commitment and passion in year 2017. We hope you will not miss in it AWARD'S progressive vision and level of commitment towards the marginalized communities especially the women. AWARD is rooted in compassion for those we serve. Our initiatives grow out of the challenges, our beneficiaries faces in term of livelihood, non-formal education, gender justice, health and disaster management.

This report highlights AWARD's activities of 2017 which it carried out in the light of its Vision, Mission and Goals. Year 2017 marked a number of successes on our way as AWARD has implemented 7 projects with great success. Social and economic empowerment of women remains in the focus light of AWARD. Our interventions have enlarged social and economic opportunities for the rural strata of Province, Punjab-Pakistan.



*Below is the summary of AWARD's achievement in 2017:*

**250**

*Rural Women of Central & Southern Punjab have attained Business Skills, Business Loan & are running their entrepreneurial activities.*

**45**

*Skilled young girls got employed in the Textile Mills/Factories In district Faisalabad.*

*Human Rights Education imparted to*

**237**

*community members of District Faisalabad, District Toba Tek Singh & District Muzaffargarh.*

**200**

*young girls/women of Southern Punjab have attained 9 months Vocational Training course.*

**80**

*Poorest of the Poor families got the opportunities to get business grants.*

**565**

*Rural Women of Central and Southern Punjab participated in the 16 days activism campaign on Violence Against Women.*

**35**

*Young Domestic Workers/girls attained "Beauty Parlor Skill" as an alternate mean of earning.*

**02**

*Women Groups of District Toba Tek Singh are running their "Women Vegetable Clubs" of farming.*

**318**

*Young girls/women of central & Southern Punjab are aware of the "Women Protection Laws".*

**500**

*Rural Women participated in Women Conference held in District Faisalabad to mark "International Women's Day".*

**4809**

*Community members sensitized about the importance of Census 2017.*

This all has been possible only through the generosity, appreciation and encouragement by our worthy donors like Caritas Austria, Caritas St. Polten, Austria, ICCO Co-operation Netherlands, O.7 Club Austria, Pak Mission Society, Islamabad, MIVA, Austria, District Social Welfare and Bait-ul-mall departments and Global Giving. Our staff has an amazing synergy and synchronized ability to perform. AWARD organization is proud of their matchless services.

Our heartfelt gratitude to our faithful donors and highly professional workers. It is they who have made this Annual Report your property to hold it, place it in your book-shelf and make use of it as your reference source.

**Christina Peter**  
Executive Director  
AWARD Pakistan



## About AWARD

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

Presently, AWARD works in the following 3 districts of Punjab namely Faisalabad, Toba Tek Singh and Muzzafargarh (Southern Punjab).AWARD had its Strategic planning in year 2015 which further strengthened the organization's strategic direction till year 2018. AWARD has its head office in Faisalabad and 1 Regional office in Multan.

AWARD has 9 permanent staff members at head office and 24 project staff members (on contract basis) in the fields, mostly the female.

- ❑ **Creation of AWARD:** AWARD was established on March 21, 1994
- ❑ **Legal Status:** AWARD is registered with the government under Societies Registration Act. 1860. Its Registration is renewed every year.

## Strategic Direction

### ❑ Vision:

A Society where human dignity is respected and values of love, justice, peace, equality and solidarity prevails.

### ❑ Mission:

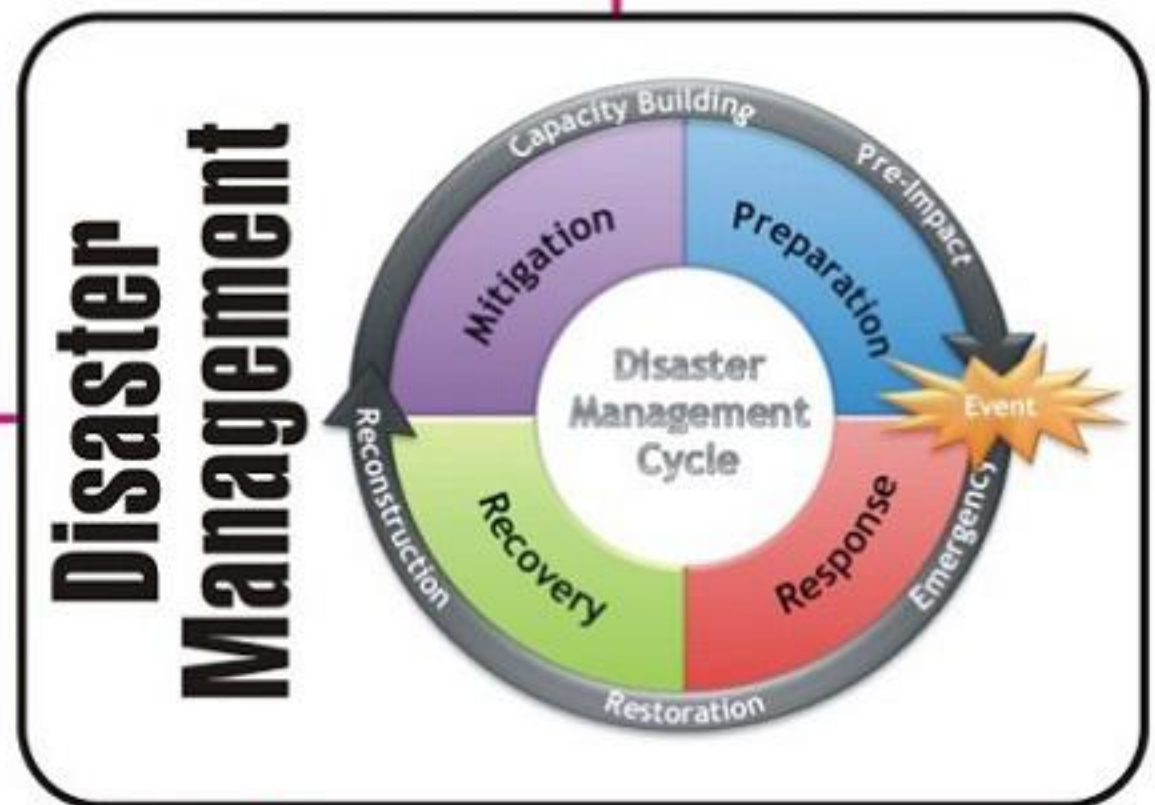
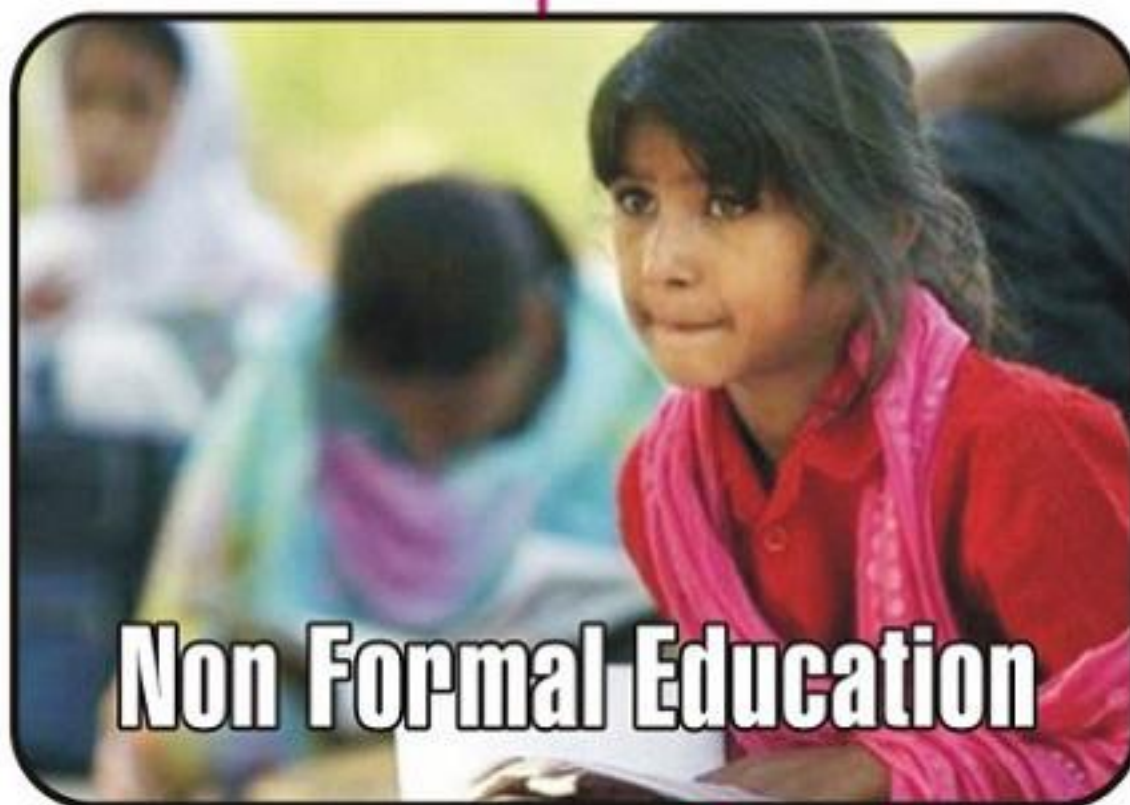
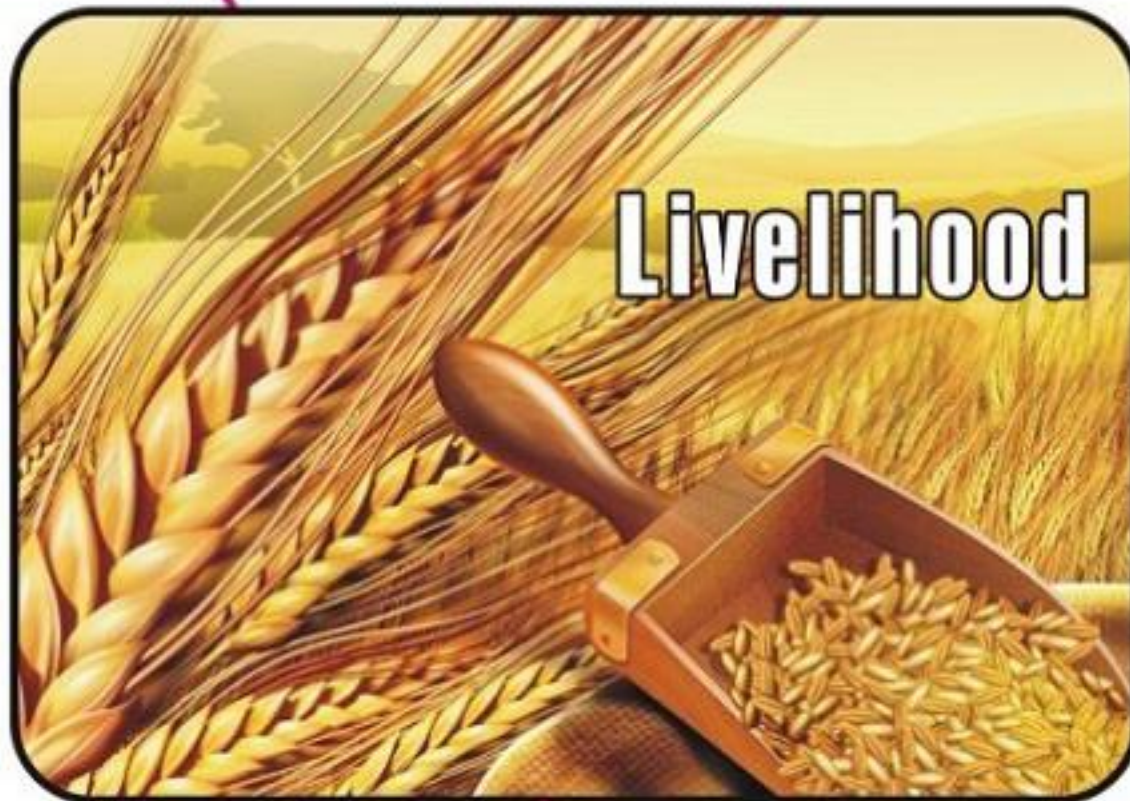
To empower the marginalized communities especially the rural women; socially, economically and politically to become active part of their own development and to complement Government initiatives of development. We provide unconditional support with no intention to influence anyone's religious and ethnic affiliation.

### ❑ Objectives of the Organization:

1. To improve the social status of marginalized women living with inequality, oppression and insecure environment by enhancing their access towards non-formal education, knowledge and skills to become active part of their own development and to claim their rights.
2. To improve the economic situation of low income women by advocating for women economic rights and by improving their access towards decent and profitable livelihood options.
3. To create inclusive, just and democratic society capable to engage women leaders for responsible and Accountable governance.
4. To provide Emergency Response to the communities affected by natural or manmade disasters.



# Thematic Areas of AWARD



Cross Cutting:  
**Environment**





## AWARD Staff

### Head Office, Faisalabad

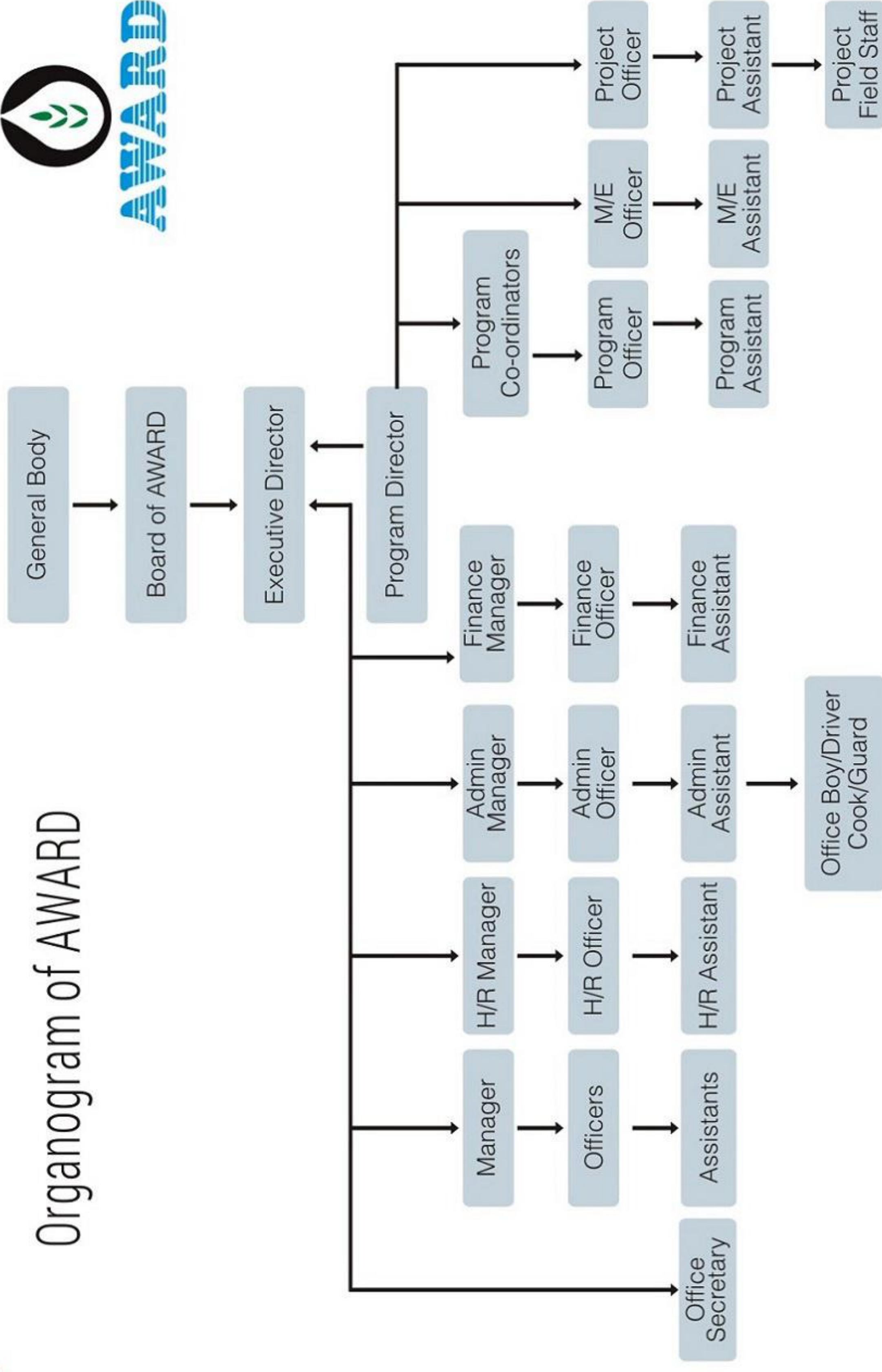
- Executive Director (1)
- Program Director (1)
- Program Co-ordinators (2)
- Finance Manager (1)
- Admin Manager (1)
- Office Boy (1)
- Driver (1)
- Project Officer (2)
- Animators (7)
- Trainers (2)

### Regional Office, Multan

- |                       |     |           |     |
|-----------------------|-----|-----------|-----|
| ■ Project Officer     | (1) | ■ Driver  | (1) |
| ■ Office Assistant    | (1) | ■ Janitor | (1) |
| ■ Animators           | (3) |           |     |
| ■ Vocational Teachers | (6) |           |     |



# Organogram of AWARD







## Projects of 2017

Poverty Reduction Program for the women of Central Punjab

URAAN (A Flight towards socio-economic sustainability) project in District Faisalabad, Punjab

Women Advancement Program in Tehsil Kot Addu, District Muzzafargarh, Punjab

Learn and Earn Project for the young girls of District Faisalabad, Punjab

Women Conference 2017 in District Faisalabad, Punjab

Women Vegetable Clubs in District Toba Tek Singh, Punjab

Carbon Free Water Project in District Mansehra, KPK

Census Awareness Project in District Faisalabad & Muzzafargarh





## District Faisalabad

Faisalabad District: is one of the districts of Punjab province, Pakistan. According to the 2017 census of Pakistan, the population is 7,873,910 of which almost 42% is in Faisalabad City. It is the third largest city of Pakistan after Karachi and Lahore. Towns of Faisalabad are:

- Faisalabad   □ Madina Town   □ Jinnah Town
- Iqbal Town   □ Chak Jhumra Town   □ Jaranwala Town
- Samundri Town   □ Tandlianwala Town

In 2017, AWARD worked in the following areas of District Faisalabad:

- 149/RB Chawinda
- Dhol Basti
- 181/RB Arayan Wala
- Chak.141/RB Chanchal Singh Wala
- Chak. 133/GB Panwa
- Chak # 143 RB Matynai
- Abas Colony
- Chak # 125 RB Ladher
- Chak # 71 Rehmat Town
- Chak # 42 Choti Ghartal
- Chak # 159 RB Bilal Nagar
- Chak # 109 Lyallpur II

## Interventions of 2017

- ◆ Skill Building
- ◆ Exhibitions/Marketing of Handmade products
- ◆ Rural Women Entrepreneurship
- ◆ Business grants
- ◆ Women's Health Education
- ◆ Human Rights Workshops
- ◆ Networking with Government Departments





# From **POVERTY** to **PROSPERITY**

## Entrepreneurship for Rural Women

In recent years, women entrepreneurship are seen as a beacon of hope to eradicate poverty. From last 15 years, AWARD has been supporting the Entrepreneurship of rural women through business trainings and business loans. The mechanism is revolving to reach more and more women to break the vicious circle of poverty. The poorest of the poor women were selected to start their business initiatives as mean to come out of poverty.

### 10 Steps followed by AWARD:

- Survey of the project areas to select the deserving women according to set criteria.
- Interviews of the loaning women by the project team.
- Business Feasibility Report.
- Form filling and business planning.
- Participation of selected women in 2 days business development training.
- Opening of their bank accounts.
- Distribution of business loan cheques (Rs. 20,000/- each).
- Purchase of business equipments, material or livestock in the presence of the project team & Local Development Committees (LDCs)
- Start up of businesses.
- Loan recovery by the field staff in 12 monthly installments (12% mark up on total loan).
- Regular business monitoring by the project team.

**125**  
RURAL WOMEN  
Of  
District  
Faisalabad  
started  
**Entrepreneurial  
Activities**  
in 2017

#### Loaning Phase Phase 3

Loans given to  
**74 Women**

Year: 2017  
Recovery:  
**100%**

#### Loaning Phase Phase 2

Loans given to  
**51 Women**

Year: 2017  
Recovery:  
**100%**

#### Loaning Phase Phase 1

Loans given to  
**141 Women**

Year: 2016  
Recovery:  
**100%**





## Rural Women Acquired Business Management Skills

AWARD organized one-day trainings on Business Development for all loanee women of 5 selected areas of Poverty Reduction Program (PRP). Mr. Pervez Paul (Project Officer PRP) welcomed to all the participants & introduced the resource persons while Mrs. Christina Peter, Executive Director AWARD gave a detailed introduction of the organization. The training was divided into 4 halves:

- Session on Livestock Management
- Session on Small Business Management
- Terms and Conditions of Loans
- Session on successful business tips.

Each Session followed by questions and answers made the training very informative and fruitful for the beneficiary women.





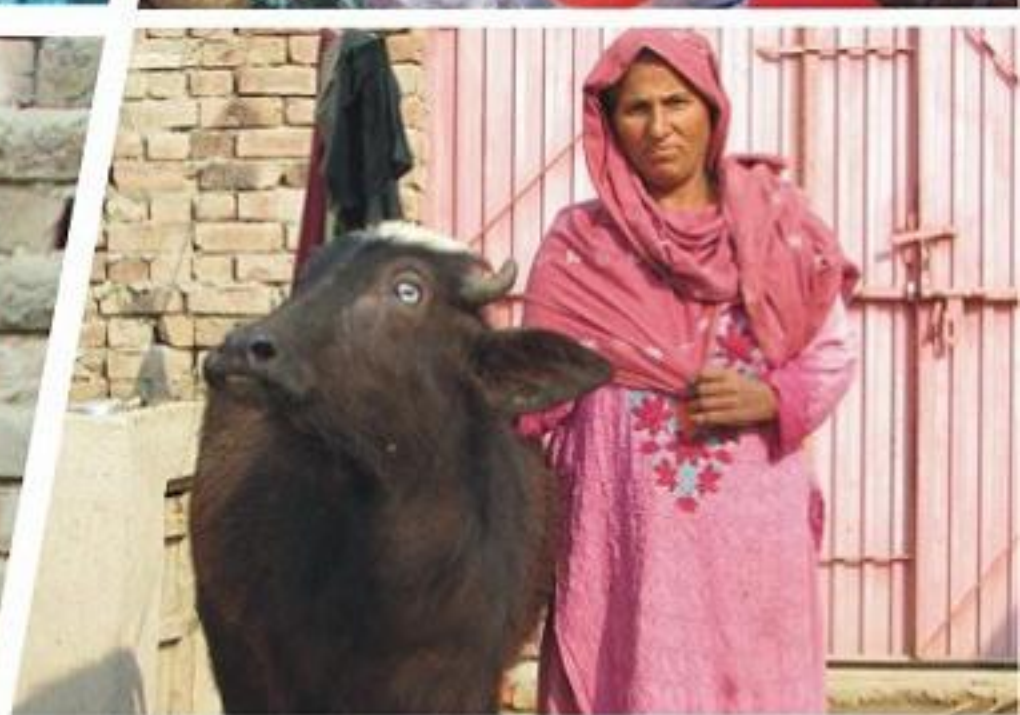
## Business Loan Cheque Distribution among Rural Women







**Businesses started by  
Women under  
POVERTY REDUCTION PROGRAM**





## 328 Women sensitized on Early Age Marriages & Women Protection Bills

If you need violence to enforce your ideas, it means that your ideas are worthless

5 Seminars were conducted in all the 5 project areas of PRP on Early age Marriages and women protection bills. The purpose of organizing these seminars was to make the community especially women aware of the consequences of early age marriages and to raise their awareness on laws meant for the protection for women.

The resource person of the seminars was the Advocate High Court, Mrs. Rubina Shahab. She travelled to all the project areas and it was her observation that the knowledge of the participants about the women protection laws was very weak. She divided the session in 2 halves. The topic was further divided into three Steps:

- Causes of early age marriage
- Advantages of early age marriage
- Disadvantages/Consequences of early age marriage

The second part of the seminar was focused on the Women Protection Bills passed by the Government of Pakistan. She shared penalties/punishments against the violations of each bill. The discussed bills were as follows:

- The Protection against harassment of women at working places act.
- Domestic violence (prevention and protection) Bill 2012.
- Protection of women against violence 2016.
- Protection against early age marriages.







**URAAN** is not just the project, rather an approach for empowering the poorest class of society by giving them Opportunities of awareness and business. This project was started in August 2016 for the period of 2 years with the support of ICCO Cooperation, Netherlands.

The project is divided into 2 phases; each phase of 1 year. The overall objective of the project was to build sustainable livelihood for the poor & the disadvantaged communities living in rural areas.

### Specific Objectives of the project

- To improve livelihood and business management skills of the 160 poor and marginalized community members of 8 rural areas of District Faisalabad to increase their monthly/annual income for the better living standards by the end of the project.

- To improve the responsiveness of the community to handle their social problems and to play their better role in the community development by the end of the project.

# U R A A N

(A Flight towards Socio-Economic Sustainability)

(A Project for the Poorest of the Poor)



# 73

## marginalized families received Business Development Training & Grants

73 beneficiaries completed the three day business development training successfully and then they got the business grant of 30,000 PKR each. During the business development training, Mrs. Yasmeen Cecil Chairperson AWARD, Mr. Nadeem Allah Wala, Senior Vice President Faisalabad Chamber of Commerce and Industry and Chaudhary Waheed Khaliq Ramay,( Member Faisalabad Chamber of Commerce and Industry) graced the occasion as special guests of the ceremony.



Business Development Training infused new energy among the participants. It was the very first time in the lives of the beneficiaries that they became the part of any organized initiative of learning. The interactive method used by the trainer made the training content more simpler and understandable for the illiterate or partially literate beneficiaries. The participants of the training workshop were of the view that:

*"The knowledge attained during the training session will be the milestone in establishing and sustaining successful businesses".*

After this training, another 2 days follow up training session was organized after the successful establishment of their businesses. Apart from the training participants, the community members as well as the Local Development Committee (LDC) appreciated AWARD interventions of merging business training, and business mentoring before the final disbursement of the grant amount.



# Grants Cheques

## Distribution among the beneficiaries



فیصل آباد میں ایوارڈ تنظیم کے زیر اہتمام غریب مرد و خواتین کو کاروبار کے لئے اڑان پروگرام کے تحت مہمانان خصوصی سہیلین جیشن، منور مدثر، کرشنینا پیٹر، رانا واجد علی خان، پیٹر شہزاد، طاہر اقبال، نجم رشید، غفار اختر و دیگر چیک تقسیم کر رہے ہیں۔ (An extract of a Newspaper)



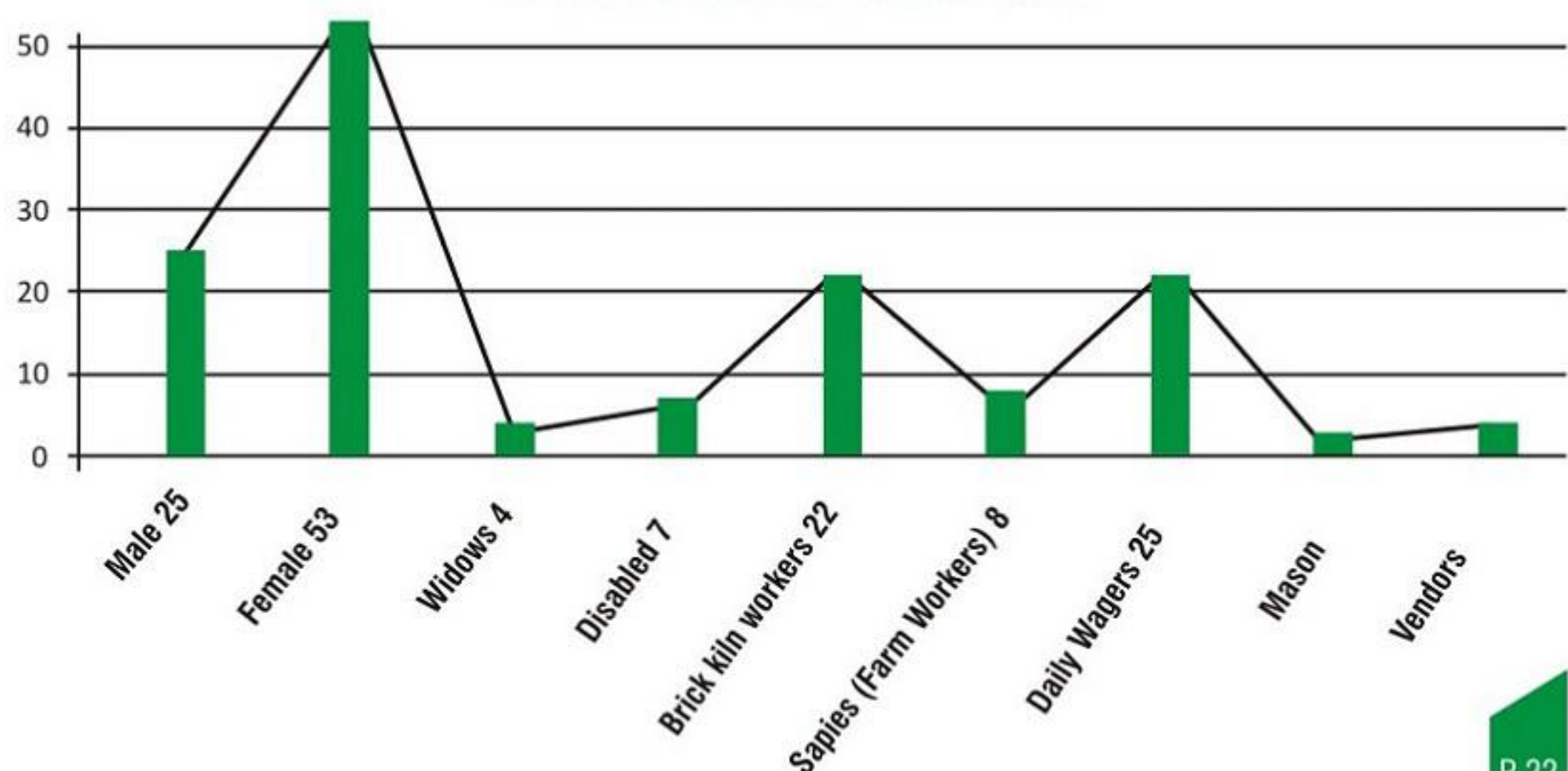




## Business Start Up Ceremonies

The business startup ceremonies were organized by AWARD in all 4 project areas of URAAN, Phase1. The Executive Director AWARD and several other dignitaries from the area were specially invited to grace the occasion in each area. The local communities participated in the ceremonies in large number and the guests appreciated the efforts of AWARD very much in this regard. The display of various businesses started by the poor beneficiaries particularly caught attention of the participants of these ceremonies.

### Social stratification of the beneficiaries who started small business:





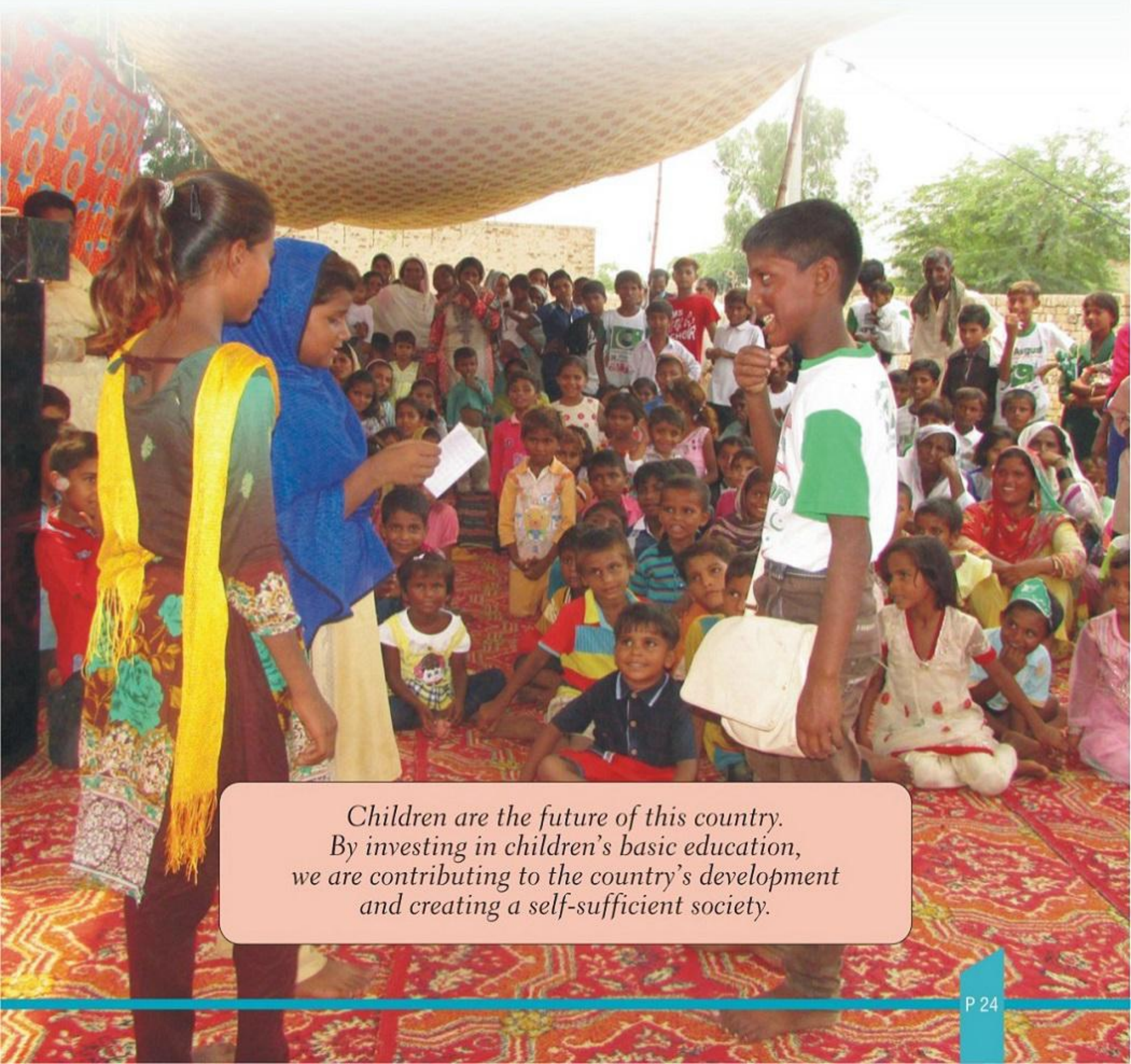


Variety of businesses in the same village  
gives people a  
**HOPE**  
that small businesses can break the  
vicious cycle of poverty for the  
marginalized communities.  
The business grants by AWARD has  
opened new doors of  
**Opportunities**  
for the poorest of poor people of  
district Faisalabad.





“ 145  
marginalized children  
benefitted from  
AWARD Summer Camp ”



*Children are the future of this country.  
By investing in children's basic education,  
we are contributing to the country's development  
and creating a self-sufficient society.*



The project team with the assistance of Local Development Committee (LDC) of Chak 143/RB Matyani (Jhumra Town) initiated a summer camp for the school-going children to promote education in that area. The children gathered every day at 7:30 a.m and study till 12:00 noon.

They participated in several learning activities and also completed their summer vacations homework. Mrs. Christina Peter (Executive Director AWARD) inaugurated the Summer Camp and appreciated the efforts of the project team & LDC of 143/RB in this regard.

The summer camps was a self-help based Initiative of AWARD Pakistan and have been initiated with the support of the local community. The other 3 summer camps have been started in the other 3 project areas of URAAN.

The duration of these camps was 3 months from June-August 2017. The community has provided place, electricity and a teacher free of cost to teach the students. Altogether, 145 students benefitted from 4 summer camps.







## Distribution of 08 **SEWING MACHINES** among Poor & Needy families

Under URAAN Project, AWARD distributed 8 sewing machines among 8 poor widows on September 22, 2017 to start working in a stitching unit initiated by Mr. Yaqoob Masih (one of the beneficiaries of URAAN project Phase I) from Chak. 71/GB Rehmat Town (Jaranwala Town). Mr. Peter Shahzad, Program Director AWARD, Mr. Ghafar Akhter, Project Officer URAAN, Mr. Muhammad Imtiaz, (Chairman of the Village Council) and the Local Development Committee were present during this distribution ceremony.

The activity was a self-help base activity planned and implemented by the local community with the assistance of URAAN project team. The purpose of the intervention was to make the local women skilled and also to make the stitching unit progressive. Currently, there are 16 women working in the stitching unit. The women are earning 125/-to150/-PKR daily. Mr. Yaqoob Masih gets order work of quilts and mattresses from a local factory and provides it to the women. The machines given to these women are for the period of 8 months. During this period, these women will work and earn and will save some amount every month to purchase their own sewing machines at the end. After 8 months, the same machines will be given to the other needy and deserving women of other project areas.



Women are collectively working to complete the **MARKET ORDERS**; which are giving them profit on monthly basis





## Theater Workshops on Human Rights

4 theater workshops (one in each Project area of Phase 1) were conducted to raise awareness among the community members (both Male and Female) on Human Rights, particularly the human rights of women and girls. The theater also focused on the rights which have great value to live a dignified life to come out of poverty cycle.

In this regard, the services of a well-known group "AGAH! Theater" was taken to deliver the message through theater performance. The participants of the workshops belonged to different fields of life such as laborers, sapies, farm workers and house wives from Muslim and Christian Community etc. Altogether 223 women and 110 men from 4 project areas participated in these workshops.

**Community Response:** The community of each project area was very happy and excited to see the theater performance and appreciated the AGAH! theatre team for their strong and powerful message. Some women and men also participated in the interactive part of the workshops. They expressed their problems and also discussed the solutions collectively. The community liked the activity very much and considered it an effective tool for bringing positive change among the people and areas.



333  
community  
members  
sensitized  
about  
**Women Rights  
& Right to  
dignified  
livelihood...**

We can  
not  
succeed,  
when  
**HALF**  
of us are  
held back



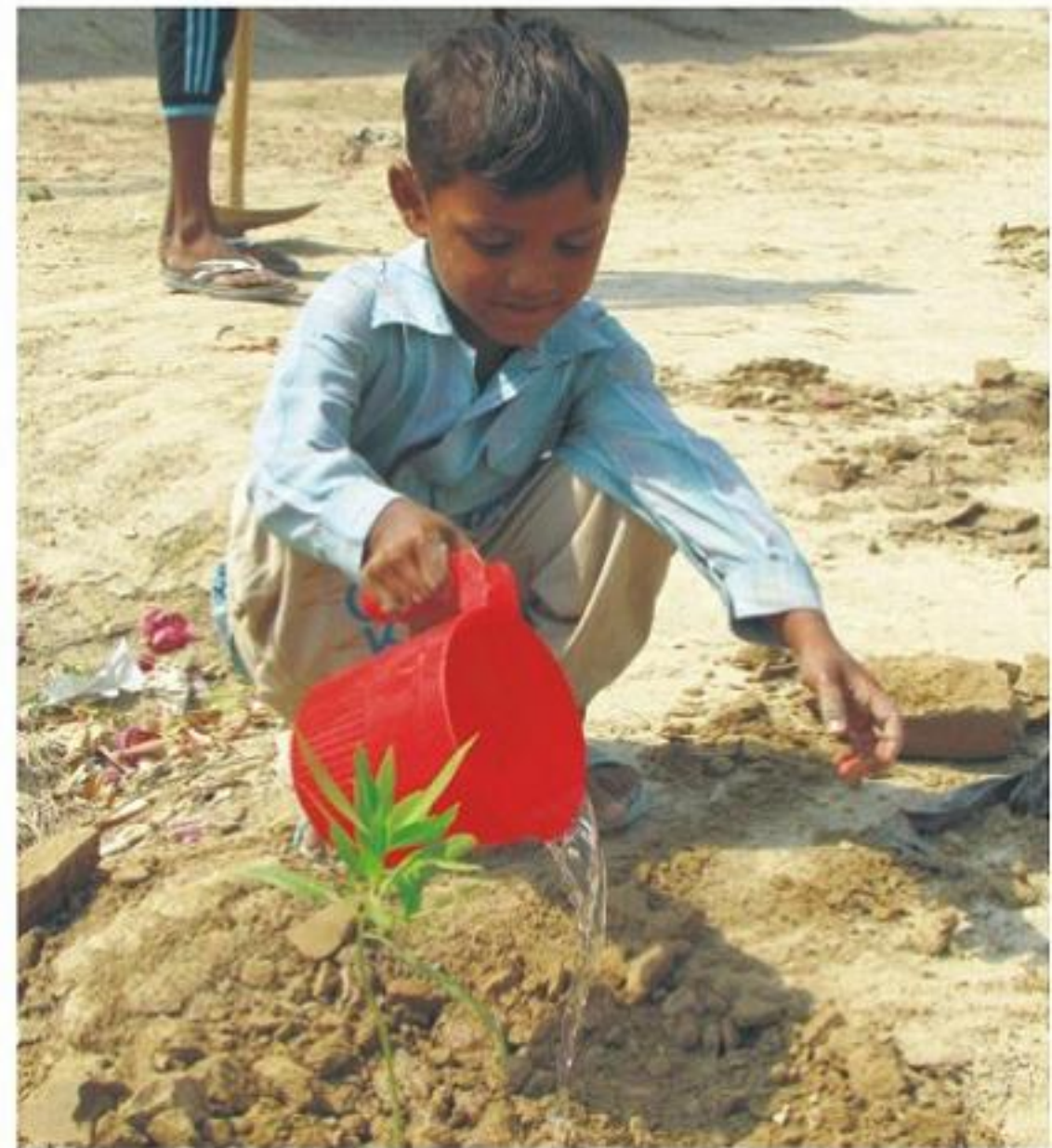
## 500 Trees were Planted to make Environment Clean, Green & Serene

500 trees were planted to cover the boundaries of a Christian graveyard on September 22, 2017 at Chak 71/GB Rehmat Town and Abass Colony, Jaranwala Town, Faisalabad under URAAN Project. Mr. Peter Shahzad, Program Director AWARD-Pakistan, Mr. Muhammad Imtiaz, (Chairman of the Village Council), Local Development Committees of the above 2 target areas and the communities of both areas participated in the tree plantation activity.

The 2nd-phase of the tree plantation activity the community planted trees in their homes and streets to make the environment more clean and neat. This activity was implemented on self-help basis by the communities with the support of the project team of AWARD Pakistan.

Likewise, the beneficiaries and communities of Chak 143/RB Matyani and Chak. 125/RB Ladher (Jhumra Town) also collected some amount and purchased 200 trees for each area and planted them in their surroundings and at their homes.

*If you really think,  
the Economy  
is more important  
than  
**ENVIRONMENT**,  
try holding your  
**BREATH**  
whilst you count  
your money.*





# WOMEN VEGETABLE CLUBS



Through this project, AWARD initiated a business model for poor rural women based on organic and commercial kitchen gardening to transform the low income women lives from poverty to prosperity. Women Vegetable Clubs (WVC) is an idea to club rural women for collective entrepreneurship through organic commercial kitchen gardening. As the project is replicable, therefore this idea will move from one village to another.



The project has successfully achieved the results and the loan of Pak Rupees 75000/- has been given to a new group of 3 women in a new target area of Tehsil Samundri, District Faisalabad. The women with the loan started growing the capsicums (Green Peppers) . The Capsicum is a popular vegetable and is frequently consumed all over the country during the Spring-Summer Season.

The group has successfully sold the peppers in the nearest vegetable market and has already earned a very handsome profit. The beneficiaries managed to earn 15000 PKR (145 USD) each after selling out the Capsicums. After the Capsicums, the new group of women is planning to grow Peas and Coriander and spinach for the coming season. The Group is quite happy and excited for the initiative and is expecting a good profit at the end of the year.

After achieving the desired results, AWARD Pakistan will distribute another loan of PKR 75,000 among the other new women group as it has received several applications from other groups in its target areas.





## LEARN & EARN Project

In the dominant cultural pressures, women get little opportunities to participate in the economic activities in the rural/semi urban areas of Pakistan. A semi urban area, Warispura is also among the areas where unskilled and illiterate young girls get little opportunities of earning a decent livelihood. The area is well known in the city as the area of domestic workers. Young girls and women are associated with the domestic labour at the most. They work 6-8 hours a day but get very low wages. In the houses of the elite class, they are treated badly and sometimes leave the jobs with an offence of theft. Sexual harassment and violence cases are also seen in the area but not reported anywhere. Eventually, these women have no livelihood option to earn a living and to pull their selves out of poverty and hunger.

Learn & Earn Project was initiated with the vision to provide decent livelihood option to such young girls. In the month of October 2017, AWARD has formally inaugurated Learn and Earn Centre. AWARD has designed the 6 months "Beauty Parlor" training course and has enrolled 33 young girls. Out of 33 young girls, 18 young girls attend the class in the morning from 10:00 am to 12: 30 pm. These girls are school dropouts and also those who are doing market orders at exploitative wages. The remaining 15 girls attend the class from 2:00 pm to 04:30 pm.

*“The **EMPOWERED WOMEN** is Powerful beyond Measure and beautiful beyond Description ”*



## Opening of the Learn and Earn Training Centre



AWARD is highly thankful to her Excellency Dr. Brigitta Blaha &

CLUB  0.7% FÜR ENTWICKLUNGSZUSAMMENARBEIT  
IM AUSSENMINISTERIUM

for their support to make this project a reality.





## WOMEN CONFERENCE 2017

“Be Bold for Change”

A Marvelous and Splendid event was jointly organized on March 4, 2017 by AWARD Pakistan and Social Welfare and Bait-ul-Mall, Faisalabad Pakistan to mark the International Women's Day. The objective of the conference was to enhance the sensitization, motivation and responsiveness of 500 rural and semi-urban women on basic human/women rights and also to increase the networking of rural women with social and political women leaders to strengthen women rights movement in Punjab. More than 500 women from the rural and semi urban areas of District Faisalabad and District Muzaffargarh participated in the event.

Mrs. Khalida Mansoor (Member National Assembly) was the Chief Guest of the ceremony and Mr. Liaquat Ansari (MPA) presided over the event. Mr. Adeel Anjum (Lecturer Government College University, Faisalabad), Mr. George Clement (Ex-Parliamentarian), Ms. Najma Afzal (Member Provincial Assembly) and Ms. Madiha Rana (Member Provincial Assembly) were among the panelists of the conference.

Other dignitaries included, Mr. Muhammad Ashraf (Divisional Director-Social Welfare and Bait-ul Mall), Ms. Amina Zaman (AWARD Board Member) and Mr. Naveed Walter (AWARD Board Member) graced the event. The women entered the Hall with the slogans and songs on women rights and participated actively in the whole conference. The input from the speakers on women rights, theatre performance on women rights, band performance, cultural items and medal distribution among progressive and successful rural women were the main items of the women conference. AWARD is highly thankful to Caritas St. Polten, Austria and Social Welfare and Bait-ul-Mall Pakistan for all their co-operation and support to make this event possible.

May all women be free to Dream, Express, Create & live their deepest heart desire.







# CENSUS 2017



The sixth census of Pakistan occurred almost after two decades. AWARD has significantly played its role in enhancing the mobilization and sensitization of the rural communities regarding the importance of data entry in this regard. 15 sessions were conducted with different communities following

- ✓ They must collect/gather the data of their families well before time and present it to the census team on visit.
- ✓ They must share the knowledge with other community members who were not present in the session.
- ✓ The church / community leaders must share the key learnings and publication in the nearby settlements to ensure their participation.

Session	Location/Venue e.g. name of church etc.	Total	Men	Women
1	Catholic Church Barkatpura, Faisalabad	28	17	11
2	Chak # 224 R.B Crown of life Church-Faisalabad	55	14	41
3	Philadelphia Pentecostal Church Wazir Khan Wala-Faisalabad	33	10	23
4	Chak # 241 R.B Catholic Church Faisalabad	45	05	40
5	Catholic Church Ibn-e-Mariam colony, Faisalabad	36	03	33
6	Chak # 143 R.B Jhumra Town, Faisalabad	50	08	42
7	Chak # 125 R.B, F-G-A Church Jaranwala town, Faisalabad	55	14	41
8	Chak # 71 Abbas Colony, Faisalabad	63	29	34
9	Rahmat Colony Jaranwala Town, Faisalabad	70	45	25
10	St. Dominic High School, Warispura, Faisalabad	28	02	26
11	Chak # 181 G.B, Catholic Church District Toba Tek Singh	73	27	46
12	Chak # 133. G.B, Catholic Church Dijkot, Faisalabad	33	08	25
13	Chak # 88 R.B, Catholic Church Dijkot, Faisalabad	62	24	38
14	Philadelphia Pentecostal Church Daud Nagar, Faisalabad	22	07	15
15	Esa Nagri, District Toba Tek Singh	52	12	40
<b>Total</b>		<b>705</b>	<b>225</b>	<b>4809</b>









## Interventions in District Muzaffargarh

Muzaffargarh District is one of the 36 districts of the Punjab province of Pakistan. It lies on the bank of the Chenab River. The district is Administratively divided into the following four Tehsils (subdivisions), which contain a total of 93 Union Councils. The Tehsils named as:

■ Alipur ■ Jatoi ■ Kot Addu ■ Muzaffargarh

**In 2017, AWARD worked in the following areas of District Muzaffargarh**

■ Tali Wala ■ Nabi wala ■ Basti Latin ■ Basti Malay ■ Basti Darman ■ Nawan wala ■ Basti Pattal  
 ■ Saiwary Wala ■ Tarkhan Wala ■ Murad Wala ■ Aziz Wala ■ Cha Lail Wala

### Interventions

- Skill Building ■ Exhibitions/Marking of Handmade products ■ Rural Women and small businesses
- Women's Health Education/Medical Camps ■ Workshops on Early Age Marriages.
- Networking with Government Departments.





## Situation of Women in District Muzzafargarh

The dominant feudal system and the landlords have confined women in domestic globe, which has badly affected women's contribution socially, politically and economically in district Muzzafargarh, Southern Punjab, Pakistan. Women are facing different challenges including lack of livelihood options, human rights violations, right to participation in political processes, voting, freedom of speech and association, lack of leadership, lack of health facilities and lack of education etc.

The majority of the women are illiterate and unskilled. Women lack culturally appropriate livelihood options to improve their economic situation. Health of the women of District Muzzafargarh is very poor.

Every 3rd women is the victim of reproductive health issues. There are number of myths associated with the health checkups of women which force the women to follow home prescriptions. Male feudal and elite class continues to treat women as creature of low status. Domestic violence is widespread in the area and sexual exploitation is commonly seen in different forms.





## Inauguration of AWARD Vocational Centers:

The 3 vocational Training centers (VTCs) were inaugurated by the Executive Director on 21st November, 2017. The Project Officer and the Finance Manager also participated in the inauguration ceremony. The inauguration ceremonies started with the cutting of ribbon by the chief guest. During the program, young women of VTCs presented poems, National songs, folk songs & made short speeches. The animators and the dignitaries expressed their thoughts & appreciated AWARD for launching the project in their areas.

The Executive Director also shared her views. She appreciated and congratulated the Project officer, field Staff, local communities, LDCs and especially the students of the VTCs for having the VTC in their areas. She emphasized on the power of skill and motivated the students to become the master of this profession.







## 184 young girls were certified under Women Advancement Program in phase 2.

378 young girls were certified under Women Advancement Program in both the phases. In Phase 1, total 194 whereas in Phase II total 184 VTC beneficiaries successfully completed their vocational course. Shields were given to the position holders of all project areas (1<sup>st</sup> to 3<sup>rd</sup> Position), moreover, certificates were distributed among all the 184 young girls in 2017. Executive Director, Program Director along with guest from government sector and NGOs distributed the certificates and trophies among beneficiaries.

VTC beneficiaries of all areas were present during the ceremony. They presented different role plays, national songs, poetry, jokes and cultural dance. The project has contributed a lot in the confidence building of VTC beneficiaries which was highly appreciated by project staff and guests. All invited guests appreciated AWARD's efforts in Kot Addu and ensured their cooperation and assistance whenever and wherever needed. LDC members of all areas emphasized and requested that still there are many marginalized union councils in Kot Addu where AWARD should reach in order to uplift their socio and economic condition also.







## Micro Credit Businesses

*A Ray of Hope for Rural Women*

Micro credit is a ray of hope and prosperity for the rural women who have no access to other financial resources. Under Women Advancement Program, 90 out of 105 interviewed women from 6 project areas got selected to start small entrepreneurial activities. 75 beneficiaries were given loan of PKR. 20,000/- each and 15 beneficiaries were given PKR 15,000/- each for small businesses. Business development Training is the mandatory part before the isbursement of loan. 2 Day Business Development Training was held at office of Assistant Director Agriculture, Kot Addu on 16th- 17th September, 2017.

The resource person for livestock businesses training was veterinary Dr. Fahmeeda from Kot Addu and Project Officer Mr. Ghaffar Akhter from AWARD head office. The Executive Director, AWARD also participated in the training.

The Executive Director emphasized that the loan amount to be used only for business purpose and all beneficiaries should establish their businesses so that they can earn handsome profit while working within their homes/villages. 90 selected beneficiaries of six project areas participated in the training. The contents of the training were:

- ✓ Types of suitable livestock
- ✓ Diet Plan of Livestock
- ✓ Diseases/medication of small & large animals.
- ✓ Vaccination Cycle
- ✓ Precautions to prevent livestock from diseases
- ✓ Importance of water for livestock
- ✓ Accurate method of milking & disadvantages of unsafe milking method (shared practically).

## Business Development Training & Checques Distribution



- ✓ Importance of time.
- ✓ Importance of money.
- ✓ Qualities of good business women.
- ✓ why businesses fail.

At the end of the training, loan cheques were distributed among 90 Micro-Credit beneficiaries. The Executive Director, the Project Officer Mr. Ghaffar Akhtar and the Finance Manager (AWARD) Mr. Najum Rasheed and some community leaders were also present.





# Businesses supported under **Women Advancement Program**







## *“Imparted Human Rights Education among marginalized communities”*

Human rights workshops were organized in 6 project areas to enhance the sensitization and responsiveness of the community on this issue. The participants were students of Vocational Training Centers, loanee women, women groups and LDC members. The Following rights and topics were shared and discussed in these sessions.

- ✓ What are human rights?
- ✓ Difference between right and responsibility.
- ✓ Creation of men and women.
- ✓ Importance of women education.
- ✓ Importance of skill for women.
- ✓ Importance of balanced diet for women.

Sr #	VTC areas	Women	Men	Total Strength
1	Darman Wala	45	10	55
2	Basti Malhay	46	08	54
3	Nabi Wala	49	06	55
4	Murad Wala	18	05	23
5	Tali wala	14	08	22
6	Basti Latin	18	10	28
	Total	190	47	237





# Awareness sessions on Women Protection Bills

Awareness sessions on Women Protection Bills were conducted in six project areas on 6th, 8th and 14th December, 2017. A female resource person Mrs. Fouzia Anjum from civil court Kot Addu was the resource person. She used the local language (Saraiki) since it was more effective for beneficiaries in Understanding.

The VTC beneficiaries, women groups, women leaders & Micro-credit beneficiaries participated in the seminar.

At start, beneficiaries did not shared their problems, but when the resource person explained the women rights and the bills Passed by the parliament, the feedback was very interesting. Women shared their issues and were very thankful to AWARD for the valuable information.

The resource person gave her contact number to the staff and beneficiaries also & ensured her cooperation whenever needed. She also announced low fee for the poor beneficiaries, if they contact her on any legal issue.

Given below is the strength of each area:

Sr #	Areas name	Total Strength
1	Darman Wala	56
2	Basti Malhay	58
3	Nabi Wala	55
4	Murad Wala	51
5	Tali wala	45
6	Basti Latin	53
	Total	318

The following Issues were shared & discussed with the beneficiaries:

- ✓ Forced Marriages
- ✓ Early Age Marriages.
- ✓ Right to Speak:
- ✓ Second Marriage:
- ✓ Honor killing and Haq Mehar

Whatever is written in a column of Haq Meher belongs to the women (who gets divorce) and must be given to her. In case a woman is not given her haq maher then she may go to family court to get justice.

Further, types of harassment & its preventions, Right of Education and verbal divorce were also discussed in detail.





# 16 Days of ACTIVISM End Violence Against Women

*Violence is not  
only an ACT,  
it is a Reflection  
of our  
Patriarchal behavior*



The 16 days of Activism is a worldwide campaign to end violence against women. These days were meant to “symbolically” link violence against women with human rights and to emphasize that such violence is the worst form of violation of women’s human rights. The 16 Days of Activism are also meant to raise global awareness of the violence endured by women and girls around the world.

In this regard, Awareness sessions on “Stop Violence against women” were organized in six project areas of Women Advancement Program, Kot Addu. Ms. Ribqa Shahzad (Project Officer) facilitated the sessions and made them aware of the remedies to reduce violence against women from society. The women of the project areas actively participated in the sessions. Given below is the strength of the beneficiaries in each area.



Sr #	VTC Areas	Total Strength
1	Darman Wala	56
2	Basti Malhay	58
3	Nabi Wala	55
4	Murad Wala	51
5	Tali wala	45
6	Basti Latin	53
	Total	318

**“STOP** Violence  
against women...**”**







# Success Stories



*Where  
thought  
meets  
action*

## Rehana Falak Sher



My name is **Rehana Falak Sher**. I belong to Chak. 159/RB Subay Chak. Jhumra Town, Faisalabad. I am a widow and have four children. My husband died eleven year ago. From that time, for daily bread of my children, I am working in the houses of the people as housemaid. I worked in fields also but the labor I used to get was insufficient. I never had holiday even on feast days also. Rather there was more work requirements on such events. No other source of income was there to support my children. I started planning something different to earn more. I visited one factory which is close to my village. Many employees who have come from others cities are staying in the factory hostel. I contacted them to give me their clothes to wash. They agreed and started sending me their clothes.

For more than eight months, I washed their clothes with hands which was a difficult job. I used to get tired and even got sick. I had no money to purchase a washing machine & a dryer. I was planning to change my work because day after day it was becoming more difficult. Then it was my luck that AWARD came to our village and provided me grant of 30,000/- & I purchased 2 washing machines, material of washing and started a laundry. This business has become a blessing for me and my Children.

Now many people from village have also started giving me the clothes while employees of the factory are already giving me clothes to wash. Now I feel my days have changed, my worries are vanishing. I feel lucky also that now I fulfill essential needs of my children. I am proud to call myself as successful business woman. Thank you AWARD.



My name is **KHALIDA PARVEEN**. I am residing in Basti Malhay, a village of Tehsil Kot Addu, District Muzzafargarh. I have broken the cycle of poverty through my wisdom and tireless struggle. I am a house wife having 4 children. My husband is a laborer and the only earning hand of home.

My economic situation always urged me to support my husband in any possible way, but I found all economic doors closed for starting any venture. My children were of school going age, but I could not afford the education of even the Government school which charges very less fees as compared to the other private institutions. The team of AWARD heard my story and selected me as beneficiary under Women Advancement Program in Kot Addu. The loan of 15,000 PKR with only 12% interest rate per year made it possible for me to start a small grocery shop to manage day to day home expenses. Luckily, there was no grocery shop nearby. I started with 20 small grocery items and now within a year time, these items have increased from 30-35 items. My profit is growing day by day and now I am supporting my family economically and children are going to school without any difficulty.



## BREAKING THE CYCLE OF POVERTY

*"My profit is growing day by day and now I am supporting my family economically & my children are going to school without any difficulty"*

## My determination

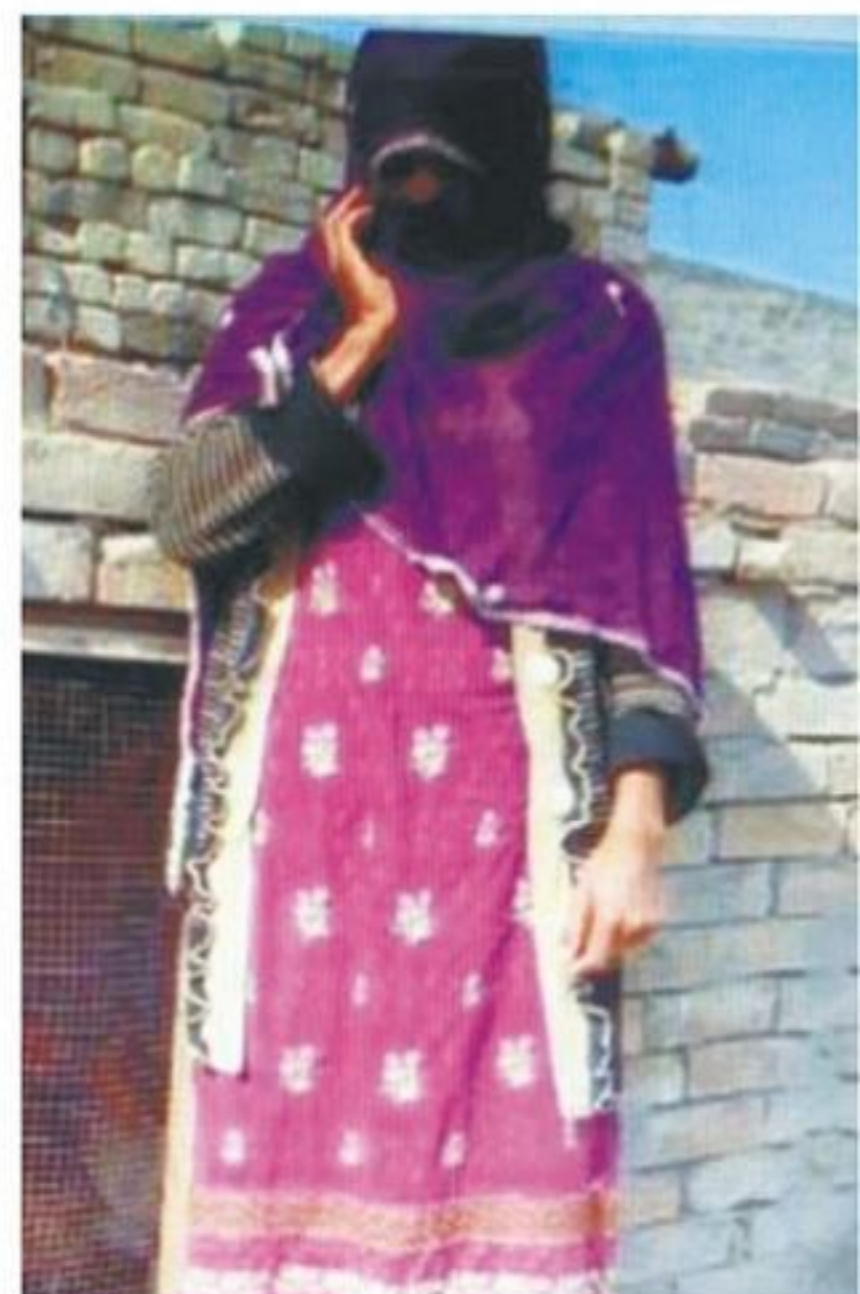
### led me towards Success

*"My monthly income & saving added colors in my family life"*

**Khadija Riaz** is the mother of four children and is living in project area named Nabi wala, Tehsil Kot Addu, District Muzzafargarh. She said that, my husband had been working as daily wage laborer and his monthly income was Rs. 7,000 and expenses of our home for each month were unaffordable. Due to poverty, we had not enrolled our daughter in school. One day, I came to know that AWARD Pakistan is going to implement "Women Advancement Program" in our area.

I showed my interest to become a member of women group and also requested the AWARD animator for business loan. After initial assessment, I received the loan amount and started to run a small shop at my home. Initially, my income and saving was not good but my determination towards success never let my spirit down. I used to spend my maximum time in the shop and my husband supported me at all steps. I added kitchen items in my shop and also observed that cold drinks are very popular selling item in summer.

I started selling cold drinks and earned good profit. Now my monthly profit is 14,000 to 16,000 PKR per month and I have purchased a calf of Rs. 12,000 PKR from my saving amount and I have enrolled my 3 daughters in the village school. I am fulfilling their every need, so that they can easily get education.



**"I am very grateful to AWARD and Caritas St. Polten Austria for changing my conditions."**



My name is Zia Ullah.  
I am from Chak. 125/RB Ladher (Jhumra Town).  
My father worked as a SAIPI, a type of bonded labor. From my childhood I saw my father, mother even we three children also used to go to the landowners' field to work. We used to cut fodder for animals of the landowner and cultivate different vegetables and crops for him.

I observed after working there that at the end of the month, hardly we could earn Rs. 8000 to 10000 Pak. Rupees which was very insufficient for my family to survive. I was the eldest son of my parents. I wanted to get rid of this type of labor and wanted to have a job or my personal business. First the landowner was not giving us permission to start any other work because we had to pay a loan amount.

However, one day I got permission from him to work somewhere else to give his loan back. He allowed me to work. For three years constantly I worked in a textile mill as a packer and every month the salaries received I gave back to the landowner. Thanks God within three years we paid back his loan and got rid of him. Now I and my family are free to work anywhere of our own choice.

During that period AWARD team paid a visit to our village and had meeting with the community. I also participated and listened their orientation carefully. Inspite of lot of doubts and fears, I submitted my application.

They accepted it and gave me Rs. 30,000/- as grant whereas I contributed 5000/- and purchased a passenger rickshaw. I was so happy and excited that I have my own business now. I worked hard; I did not take rest but continued my work. The business I started happened to be luck for me. Within two years it has changed our life style. From my childhood I never saw and touch more than Rs. 10000/- but today thank God that every month, I earn more than Rs. 15000/- to 18000/- Thank you AWARD for giving me a flight towards socio economic sustainability.

“My business became the source to change OUR life style.”  
*Zia Ullah*





**I have won  
the fight  
against  
the social  
customs**



My name is **Samina Bibi**. I am a Single Mother (Separated). I am a resident of Chak 125/RB Ladher (Jhumra Town) Faisalabad, I have a six year old son and I am also looking after my old parents. Seven years back, I got divorced from my husband. I have one brother and a sister, who live separately and manage their own families. I do not have my own property or house and living with my parents. I completed my F. A (Intermediate) from Government College Sangla Hill but unfortunately could not find any suitable job to earn my livelihood. To meet the daily needs of the family I started working as a maid in other people homes. I managed myself for 7 years in the same amount and as it was very low therefore it was really difficult to manage the expenditures which included food, medicine of parents and education of my son. Within the resources I somehow managed to learn the skill of beautician but I had no equipment to start my own beauty parlor. In 2016, AWARD started its project URAAN in my village and I also gave my application for this grant. I received the grant of PKR 30,000 through cheque from AWARD.

*“My dream of  
achieving my personal goals is fulfilled.”*

I didn't had any proper vacant space to start my business. I approached different people for charity or assistance but found no positive response from anyone. One day, I along with AWARD animator Miss Tahira Daniel visited Ms. Khalida Mansoor (Member National Assembly). She donated me Rs. 10000/- Pak. Rupees to build a single room. After starting the parlor, I followed the instructions received from the three days training on Business Development by AWARD. I advertized my parlor in the village. Some of rich families requested me to provide the facility at their home because they were not allowed to go to the beauty parlor. Now I regularly visit their homes and charges some extra money for the home service. Now most of the well-off families are among my regular customers. I am very happy with my business.

My dream of achieving my personal goals is fulfilled. Every month I earn Rs. 15000-20000/- Pak. Rupees and with every passing day the demand of my work is increasing. I am thankful to AWARD-PAKISTAN and especially ICCO COOPERATION for providing me the grant which made me an independent and successful woman.



## The business of **SCRAP** has changed my life.

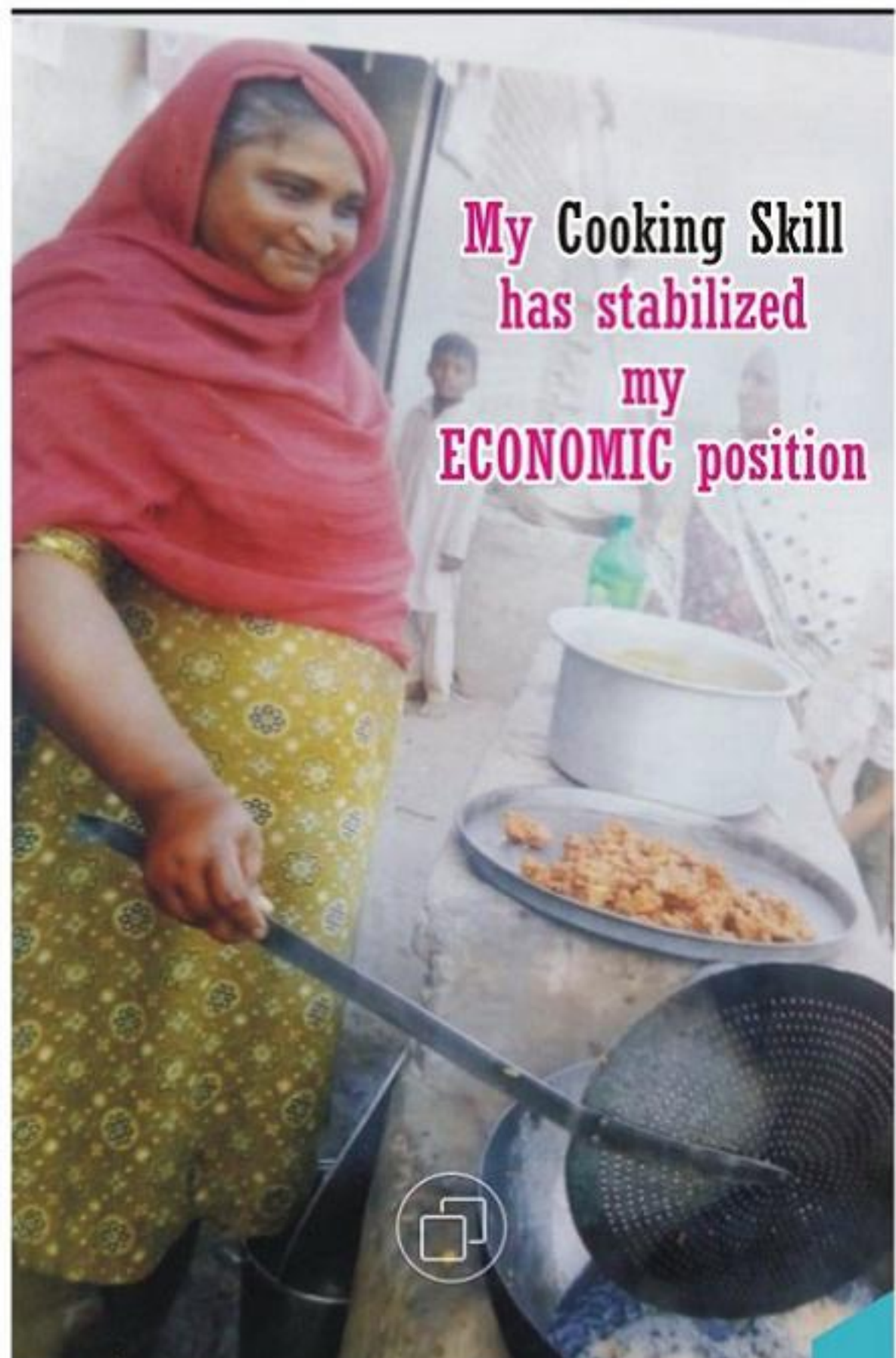


**Suriya Bibi** is the resident of Chak 241 RB Chanchal Singh wala, Faisalabad and is proud to be a success story of AWARD's "Poverty Reduction Program". She was running a very small scale scrapyard business at home level. Her dedication and hard work was so moving that the team of AWARD selected her for the business loan of 20,000/- PKR. Her business started shining and she managed to earn 8000/- to 10000/- PKR per month. This economic boost provided her the opportunity to meet her family needs in a better way. After the completion of her first loaning cycle, she applied for the 2nd time loan of 20000/- PKR and extended her business of scrap.

The investment has further improved her income up to 5000/- PKR more per month. Then she made a bold decision and admitted her children to the school. Due to extension in business, her husband also started bringing scrap waste from different areas. Now both husband and wife are involved in scrap business and sell out the scrap items in market at fairly good prices. She turned a role model in the village due to her hard work, wisdom and courage. She is thankful to AWARD for providing the loan opportunity twice and for making her a successful business women.

**Mumtaz Bibi**, a resident of a marginalized area, dhol basti, district Toba Tek Singh has been marked as a successful story of 2017. The husband of Mumtaz Bibi was running a small grocery shop within the home Premises. The shop was once started with a very small investment and hence the profit ratio was also very small. The family was in great despair. She came to know that AWARD has initiated a micro-credit project for women. She discussed her need with the AWARD animator & her loan of Rs. 20000/- was approved.

The AWARD team suggested her to start fried items business within her husband shop. Her cooking skills were excellent and she started the business of making pakoras, samosa & fried naan. The taste of her products has attracted many village customers towards her shop. The fried business as well as the grocery business are running at good pace. She is thankful to AWARD for pulling her out of the crisis situation.



**My Cooking Skill  
has stabilized  
my  
ECONOMIC position**



## Growth is the indicator of my success



My name is **Shameem Sarwar** and I proudly say that continuous growth is the indicator of my success. I have moved from extremely miserable economic position to a much stable one during the course of few years. I have 5 children and my husband is a laborer. The growth of my family started when I admitted the fact that girls' education and skill is necessary for the prosperity of the whole family and that the small business is the key to change the economic situation of my family.

AWARD had started its micro-credit business program for women in our project area. Some 2-3 years back. I purchased a heifer from the AWARD loan which now has turned into a buffalo. I earn monthly profit through its milk. I am investing all my income in purchasing livestock. Through the mobilization of AWARD team, I admitted my 2 daughters in AWARD's Adult cum Vocational Training center. The girls now started contributing economically and my family income has improved. In the second loan cycle, I purchased a male heifer and my livestock is increasing. The expansion and growth of my small business has become the reason of my success. I am thankful to AWARD for sowing this seed of prosperity in my life.





## Visits & Participations





## Visit of Caritas St. Polten Austria team to AWARD Head Office

On October 30th, 2017 the team of Caritas St. Polten Austria visited AWARD Head Office, Faisalabad. The team consisted of Mr. Hannes Zisselburg, Mr. Andreas Zingg, Ms. Simone and Ms. Helene. The team met the Head Office Staff and also the beneficiaries of the Poverty Reduction Program of AWARD being implemented in District Faisalabad and District Toba Tek Singh. The team met the beneficiaries and asked various questions regarding the selection procedure, methodology of AWARD's working, Challenges faced and the project successes. The team also met AWARD Board Members.

On March 23, 2017 AWARD Head Office team consisting of the Executive Director Mrs. Christina Peter, Program Coordinator (Ms. Kehkshan Jibran), Finance Manager (Mr. Najum Rasheed) and Project Officer (Mr. Pervez Paul) visited Lahore to meet Mr. Andreas Zingg.

The purpose of the meeting was to share the detailed activities of the project being supported by Caritas St. Polten Austria. The report of women conference 2017 was also shared with him. The publications with regards to women conference and other successes of AWARD were presented to him.



Participation in 4 day training on "Project Planning Tools for Project Implementation" organized by "Community World Service Asia" at O'Spring Estate Murree.



Meeting with Mr. Mark (Pakistan Program Manager) at the Mercy Corps, European headquarters, Edinburgh, Scotland.



Meeting with Ms. Lauren (Emergency Program Manager Middle East and Asia) at the CAFOD headquarters, London, UK.



## Exposure visit of **NOAD** Team to AWARD Head Office & field.



On December 5, 2017, NOAD Team from Chak. 33 Khanewal paid exposure visit to AWARD Head office to meet the URAAN project team. The purpose of the team was to have exposure about the URAAN project. In this regard Project officer URAAN welcomed the team in Office and Mr. Peter Shahzad Program Director gave briefing about overall work of AWARD and introduced the team with all staff members.

Project officer gave briefing about the project and activities they have done so far. After the introductory session the team was led to chak Abass Colony and Chak 71/GB Jaranwala Town. The LDC of 71/GB welcomed the team warmly and gave briefing about the area. The team paid door to door visit of 12 beneficiaries and showed their businesses.

## Monitoring visit of Mr. Sebastian Justin

Mr. Sebastian Justin Paid monitoring visit to AWARD head office for the monitoring of URAAN project. The purpose of his monitoring visit was to have meeting with management, project staff of URAAN and to visit the URAAN project areas. He met the management and visited the project areas of Chak Jhumra Town and Jaranwala town. He checked the business diaries of the beneficiaries and visited some businesses also. In his feedback, he appreciated the efforts of project staff and suggested to make improvement in the following fields.

- ✓ To approach SSP Traffic for the issuance of the licenses of the rickshaw drivers.
- ✓ To facilitate beneficiaries in improving their business diaries for next three months.
- ✓ Exposure visit to other partner organizations for learning







## Visit of ADRA Pakistan

Mr. Oscar (Country Director ADRA Pakistan) and Mr. Eric Dayal (Country Manager ADRA) visited AWARD Head Office Faisalabad on July 25th, 2017. They met the Management of AWARD Pakistan along with the project staff of URAAN. After the meeting, they visited one of the project areas of URAAN Phase-I, Chak 71/GB Rehmat Town, Faisalabad. The purpose of their visit was to meet the communities of the two areas Abbass Colony and Rehmat Town together.

The communities of the two areas warmly welcomed the honourable guests in Rehmat Town. The guests shared their experiences with the community regarding their work and asked several questions about the water, sanitation and hygienic conditions of the areas.

The guests also visited some of the businesses of the URAAN project, AWARD stitching unit and AWARD Summer camp. They appreciated the efforts of AWARD for working with marginalized communities.

They suggested AWARD to conduct a survey in the target areas about the water, sanitation and hygiene situation to identify the actual problems and shared the results with ADRA Office in Lahore. The surveys is completed now.





## Participation in 10th the Rural Women International Conference

The Executive Director Ms. Christina Peter along with the field staff participated in the 10th Rural Women International Conference organized by PODA organization, Islamabad on October 17, 2017, at LOK WIRSA, Islamabad. The conference was sponsored by UN Women Pakistan. Different organizations from all over Pakistan namely (UN Women Pakistan, Hasho Foundation, Bedari Foundation Sialkot, RSPN, SAP Pakistan, AKRSP, Care International, SACH, SPO, participated in the conference. Ms. Khawar Mumtaz Chairperson Commission for Women Rights and Ms. Sangita Thapa, Deputy. Country Director UN Women Pakistan presided over the conference. The theme of the conference was:

قومی ترقی کی رفتار کو دیہی خواتین کی معاشی خود مختاری کے ذریعے تیز کرنے کا عمل

To explain the theme different renowned speakers were invited. Among them were:

Sr #	Topic	Speaker
1	HBW's کی معاشرے میں کردار اور اہمیت	Mr. Arshad Mirza Executive Director Bedari Sialkot
2	دیہی خواتین کی معاشی خود مختاری کے متبادل طریقے	Mr. Amer Hussain Director Programs, HASHO Foundation
3	کسان خواتین کی غذائی تحفظ کو حاصل کرنے کی صلاحیت میں مزید نکھار پیدا کرنے پر غور و فکر	Mr. Irfan Mufti Dy. Director SAP-Pakistan
4	قومی ترقی کی رفتار کو دیہی خواتین کی معاشی خود مختاری کے ذریعے تیز کرنے کا عمل	Ms. Yasmin Karim AKRSP

Whereas on the first day the main theme of the day was Climate change and Food Protection which was totally hosted by Ministry of Climate change Pakistan. The main emphasize of the theme was that Women are more effected by climate change than the Men. Why and how?





## ■ Key Learnings

AWARD has been working with the rural/marginalized women since its inception. AWARD is working in 4 districts namely Faisalabad, Toba Tek Singh, Muzafargarh and Mansehra. AWARD in all its projects and programs always tries to develop a comfortable and effective relation with different levels of stakeholders of community. Through the years of experience in general and the completed projects in 2017 in particular, the key leanings are as follows:

### **Respect of Culture:**

AWARD believes that the respect of local culture is a key value in addressing any of the core issue of the community. This particular value laid a good foundation to work in the project areas smoothly and effectively.

### **Community Engagement:**

Community engagement and inclusion of marginalized groups in implementation and monitoring is the vital step. It enhances ownership and likelihood of achieving the project objectives and ensuring the project sustainability.

### **Effective Participation:**

It's also a key learning that representation of different groups must be translated into effective participation. To optimize this, AWARD continues to build the capacity of women and other groups under all its projects to ensure their meaningful participation at different levels.

### **Need Based Approach:**

Need Based approach is important because it focuses on community needs to address development challenges. However, strong leadership and community incentives are essential for driving and helping communities to reach their full participation.

### **Government and Local Authorities:**

In year 2017, AWARD experienced a great relationship with the relevant Government departments to provide benefits to more and more rural women. Their collaboration will results in providing more benefits to the beneficiaries.





## Acronyms

<b>AWARD</b>	Association for Women's Awareness & Rural Development
<b>WAP</b>	Women Advancement Program
<b>VTC</b>	Vocational Training Centres
<b>M &amp; E</b>	Monitoring & Evaluation
<b>CNIC</b>	Computerized National Identity Card
<b>LDC</b>	Local Development Committee
<b>MC</b>	Micro-credit beneficiaries
<b>PRP</b>	Poverty Reduction Program
<b>MGH</b>	Muzzafargarh
<b>R.B</b>	Rakh Branch
<b>G.B</b>	Gogera Branch
<b>J.B</b>	Jhang Branch



# Annual Report 2017



## Head Office:

Azeem House, Street No. 10, Barkatpura (Warispura) Faisalabad-Pakistan.

Ph: +92-41-8565542, Fax: +92-41-8565621

E-mail: [award21m@brain.net.pk](mailto:award21m@brain.net.pk) Website: [www.awardpakistan.org](http://www.awardpakistan.org)

## Regional Office Mansehra:

Dhangri Chowk, Mansehra,  
Khyber Pakhtoonkhaw-Pakistan

## Regional Office Multan:

Ahsan Colony, Suraj Miani Road,  
Chungi No.1 Multan