



# **Our presence at Social Media**

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https://www.youtube.com/channel/UCRZVuLY2Mu25fZa2y3QdWdg You Tube

https://www.instagram.com/awardnonprofit/?hl=en (0)

#### Head Office

# Acknowledgment

AWARD from the core of its heart acknowledges the guidance and the financial assistance provided by all its national and international partner organizations, Government Institutions & Government Departments to improve the capacities of the Rural Women/ Communities to enable them to get better social and economic recognition in the society.

AWARD also acknowledges the valuable services of its Executive Board Members, Head Office Staff and Field Staff of programs of District Faisalabad, Toba Tek Singh and Muzaffargarh for the effective implementation of the projects.

# 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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#### **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 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 is operational in 4 districts namely Faisalabad, Toba Tek Singh, Muzzafargarh (Punjab) and Mansehra (KPK). AWARD had its Strategic planning in year 2015, we had it in year 2019 as well, which further strengthened the organization's strategic direction till the year 2024. AWARD has its head office in Faisalabad.

### 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 and to become active part of their own development and to complement government initiatives of women development.

#### Objectives of the Organization:

- 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.
- To create inclusive, just and democratic society capable to engage women leaders for responsible and accountable governance.
- To improve the economic situation of low income women by advocating for women's economic rights and by improving their access towards decent and profitable livelihood options.
- To provide emergency response to the communities affected by natural or man made disaster.

Health

## Focus Areas

- ✓ Non-Formal Education
- Emergency Response
- ✓ Non-Formal Education

- ✓ Gender Justice
- ✓ Livelihood
- V

Cross cutting theme: Environment

We are striving our level best to put in place, better policies and practices to support people around us. It is more important than ever that collectively we continue to make a difference to thousands of people every year.



# MESSAGE FROM Mrs. Yasmin Cecil CHAIRPERSON

I am proud and enthusiastic about the opportunity to share the work of AWARD with all of you. I congratulate all the stakeholders of the organization for the support to vigorously strive for achieving the organization's mission. To keep continuing this great work, we will reinforce the current activities, complete the strategic initiatives, that were engineered during the recent past, and pave new ways to help the backward communities in Pakistan while keeping the SDG's in our Sight.

The organizational commitment and efforts by the Executive board is an important factor in achieving our objectives. We are striving our level best to put in place, better policies and practices to support people around us. It is more important than ever that collectively we continue to make a difference to thousands of people every year. AWARD's successful activities are the result of the dedication and effort of the talented staff, support of the board and community members. It is your generous support that makes this possible. For that I sincerely thank you.

We encourage like minded organizations and institutions to collaborate with AWARD to work for the better standard of life for marginalized people in Pakistan. We look forward to your participation and collaboration.



# MESSAGE FROM

### Mrs. Christina Peter

## **Executive Director**

# Dear Friends,

Year 2019 was full of AWARD's activities. During this year, we directly reached and supported almost 9010 families and indirectly 45050 marginalized people, particularly women in remote areas of District Faisalabad, Toba Tek Singh and Muzaffargarh. We provided financial support/livelihood to 821 women and youth to start or extend their small businesses, enrolled 2548 youth to Govt. Vocational Institutes to learn different skills like Industrial Stitching, Air Conditioner Repairing, Welding, Mobile Repairing, Beautification Skills, Computer hardware and software and hotel management etc to stand on their own feet. We also guided 442 Intermediate, Graduates and the Post graduate students to prepare to appear in competitive exams like, PMS, PPSC and CSS to come in the main streamline to work for the progress of the country. At the same time hundreds of women and girls got awareness on several women related issues like Health, Education, Environment, Early Age Marriages, Women Protection Bills & economic empowerment of women etc.

Above all year 2019 remained extremely significant for AWARD. We completed our 25 years journey of continuous struggle for women empowerment. AWARD which took its start in 1994 from a small sitting room with 2 persons (Ms. Christina Peter and Mr. Peter Shahzad) became like an institution with more than 40 staff members and 300 volunteers at present. No doubt our programs like Poverty Reduction Program, URAAN (A Flight Towards Socio-Economic Sustainability), Women Advancement Program (WAP), Women Vegetable Club and Learn & Earn etc. played a very vital role in contribution of achieving SGDs. Of course our journey of empowering women will continue till the challenges like Poverty, Unemployment, Poor Health, Lack of Education, Lack of Information, Women Harassment and Violence against women etc. exists there for women.

From the core of our heart, we are very grateful to our local and international donors, our honorable board members, our dedicated staff, Govt. Departments, Organizations and our determined community leaders who supported us wholeheartedly in this struggle and we are confident that they all will remain our trustworthy partners in this journey and in future as well.

AWARD has reached and assisted almost every weak segment of the societey by providing them resources to build their Sustainable Livelihoods.

# Meet our Board Members



Mr. Naveed Walter

TREASURER
Human Rights Activist
Director Human Rights Focus
Pakistan



Mrs. Yasmeen Cecil

CHAIRPERSON

An Educationist

Head Mistress Divisonal Public School
Faisalabad



Mrs. Saiqa Rehmat

GENERAL SECRETARY

Social Activist

Director Lok Vehar



Fr. Bonnie Mendes

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



LIASION SECRETARY
Human Rights Activist
Executive Director ASDP



Rev. Sr. Igenia

MEMBER

Medical Mission Sister
Pakistan



MEMBER Advocate High Court



# Head Office Staff



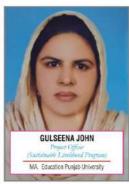




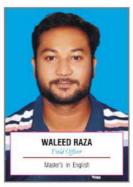








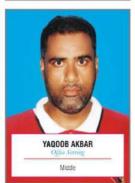














# Field Staff

# District Faisalabad Staff















# District Toba Tek Singh Staff













District Muzaffargarh Staff



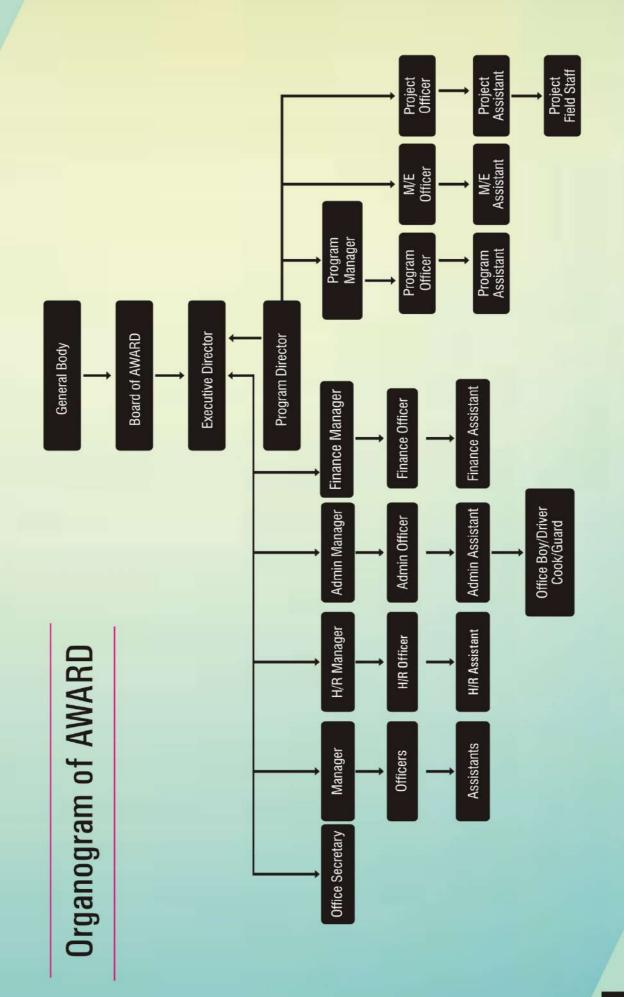












# Project Areas 2019

# Projects & Programs of 2019

Poverty Reduction Programs for Women in Central Punjab

Extension of Women Advancement Project for the marginalized women of District Muzzafargarh.

#### **URAAN Project**

(A Flight Towards Socio Economic Sustainability) in District Faisalabad.

Women Vegetable Club in District Faisalabad and District Toba Tek Singh

Women Conference 2019 in District Faisalabad.

CNIC Campaign for Registering Women Voters and Minorities in District Faisalabad, District Okara, District Toba Tek Singh and District Multan

# Project Areas 2019

#### District Faisalabad

- Chak # 241 R.B Chanchal Singhwala
- Jinnah Abadi
- Chak # 133 G.B
- Quaidabad-Jhumra
- A Rasoolpura-Jhumra
- Chak # 224 R.B Wazir Khanwali
- Essa Nagri
- Dayal Garh
- Yousaf abad Madina Town
- Madina Town.
- Babar Chowk
- Nawabanwala
- Chak # 123 Jaranwala
- Dawood Nagar, Warispura
- Barkatpura, Warispura
- Chak # 420 G.B Tandlianwala
- Shamaspura, Tandlianwala
- Ibn-E-Mariam Colony
- Chak # 659. G.B.
- Chak # 245 R.B

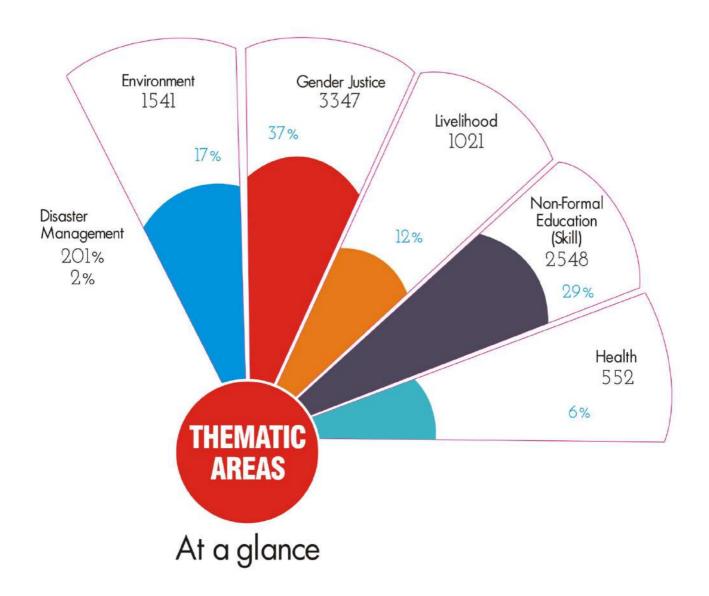
- Salik Town
- Christian Colony, Jaranwala
- Warispura, Faisalabad
- Bilal Town
- Nasrat Colony
- Nasir Town
- Muzaffar Colony
- Rubani Colony
- Chak # 225 R.B
- Chak # 192 R.B Jhumra
- Chak # 214 G.B Sammundari
- Chak # 263 G.B Dijkot
- Ghaffari Town
- Josephabad
- Chak # 159 R.B Jhumra
- Chak # 208 G.B Sammundari
- Khushal Town
- Chamanzar Colony
- Kachi abadi, Nishatabad

# District Toba Tek Singh

- ◆ Chak # 49 G.B Chawinda
   ◆ Chak # 352 Dhol Basti Gojra
   ◆ Chak # 535 G.B
  - ◆ Chak # 18 G.B ◆ Chak # 350 G.B ◆ Chak # 180 J.B ◆ Chak # 181 G.B

# District Muzzafargarh

◆ Basti Tullana ◆ Basti Halla ◆ Basti Kachi wala



# AWARD

Reached & Assisted

Direct Beneficiaries 9010 families Indirect Beneficiaries 45050 families

 ↑ Male: 1922 21%

 ↑ Female: 7058 79%

A Flight towards Socio-Economic Sustainability

for the marginalized Youth of Faisalabad District

Grant of **30,000/-** PKR has brought a

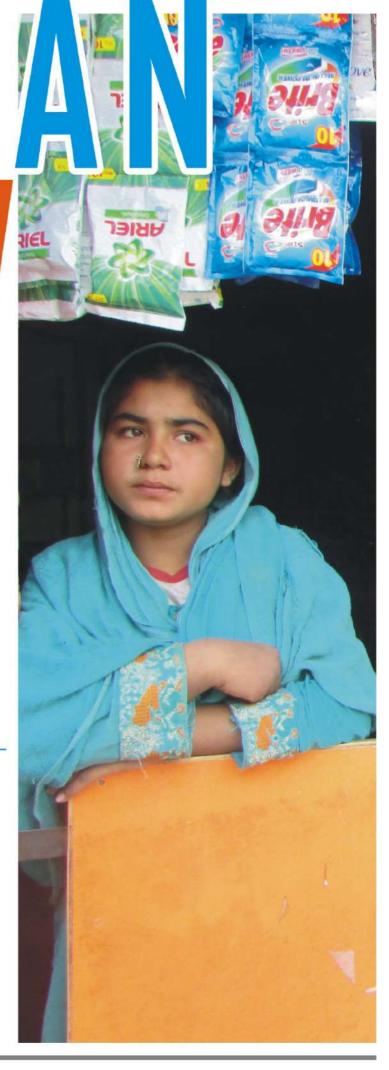
Positive Change

140 Energetic skilled youth moved towards Prosperity.

Youth plays a vital role in the progress of any nation. The nation capitalizes on the utilization of the skills, talents and abilities of its youth. The Youth in Pakistan needs serious attention, guidance/counseling and skills to rise to make the nation progressive.

AWARD PAKISTAN initiated a program entitled as "A Flight towards Socio- Economic Sustainability (URAAN) to engage youth in multiple positive interventions to participate positively in nation's building.

The strategy is to engage youth (Male/ Female) of District Faisalabad in different fields of life to overcome unemployment and desperation.





# Goal of the program:

To Contribute to enhance the livelihood & employability opportunities for the marginalized youth of District Faisalabad for their sustainable development and empowerment.

# Interventions of the program:

- Awareness and motivational seminars with 600 youth members in vocational skills, technical skills.
- Enrollment of 200 school/college dropout youth in government technical and vocational colleges.
- Business grants for 140 youth of District Faisalabad through provision of business development training.
- Awareness seminars with 360 youth of District Faisalabad for competitive exams of CSS (Civil Superior Services) etc.
- Promoting education among 150 Children in slum/marginalized areas.

Through URAAN, AWARD has contributed towards the SDGs (1,3 & 4).



# 12 Seminars with 874 Youth of 12 Rural & Urban areas on the Importance of Skill Development

12 Seminars with 874 youth of 12 rural and urban areas of District Faisalabad were organized in collaboration with Punjab Government Skill Development Institutes for school and college dropout youth (male and female).

The resource person Mr. Muhammad Asghar, District Placement Officer from TEVTA (Technical Education and Vocational Training Authority) shared about the offered courses, scholarships and eligibility criteria for admission in school/colleges running under TEVTA. His main topics were the following.

- Importance of technical skills.
- Awareness about technical courses offered in Technical Colleges.
- Future of the technical courses for the youth.
- Eligibility criteria for selection of students.
- Duration of each course.
- Fee structure.
- Stipend/Scholarships offered by Technical Colleges & its criteria.

Sr#	Area name	Male	Female	Total participants
1	Rasool Nager Jhumra	26	66	92
2	Ibn-e-Mariam Colony Faisalabad	36	42	78
3	Quidabad, Jumara Town	22	66	88
4	Dijkot Sumundri Town	56	35	91
5	Khushal Town, Faisalabad	17	32	59
6	Summundri Town	34	21	55
7	Warispura, Faisalabad	12	30	82
8	Josephabad, Faisalabad	42	46	88
9	Lyallpur II, Jaranwala	55	59	114
10	Nasarat Colony, Faisalabad	38	47	85
11	Madina Town, Faisalabad	25	18	43
12	Jaranwala Town	19	30	49
	Grand Total	382	492	874

# Skill is better than Strength





AWARD Helped 200 school/college dropout youth (Male/Female) from different areas of District Faisalabad and enrolled them to different Government vocational, technical and private hospitality Institutes of District Faisalabad.

Institution	Male	Female	Total
Institute of Tourism and Hotel Management (ITHM), College Faisalabad	25	30	55
Govt. Technical College, Summundri (For boys)	4	0	4
Govt. Technical College, Jhumra (For boys)	5	0	5
Govt. Vocational College, Jumara (for women)	0	43	43
Govt. College of Technology, People's Colony No. 2, Faisalabad (For women)	0	11	11
Govt. Staff Training College, Faisalabad (for Boys)	2	0	2
Jinnah Polytechnic Institute, Faisalabad	1	2	3
Learn & Earn Beauty Center, (For girls) Faisalabad	0	20	20
Aim vocational Training center, Faisalabad	0	1	1
Govt. Technical Training Institute, Jinnah Colony, Faisalabad	51	4	55
CPLC Driving school, Faisalabad	1	0	1
	89	111	200

Now
school
Drop-out
youth is able
to SUPPORT
their families
financially

Courses in which the students have been enrolled

in Vocational &

**Technical Institutes** 

Food & Beverages 15	Computer Courses 20	Hotel Management 40
Office Management 08	Beauty Parlour 38	Chinese Language 01
Electrician 16	Domestic Tailoring 21	Civil Surveyor 01
Lady Health Visitor 01	Autocad 02	Mechanical 06
Welding 04	Auto Mechanic 02	AC Refrigeration 25







# 2 Day Business Development Training

Under URAAN program, a 2 day Business Development raining was organized with 140 youth, between the age of 18 to 30 years. They were selected for small business grants after the interviews, from different areas of District Faisalabad. The group of 140 youth was segregated into 4 different groups. The training was held at 4 different Venues. The purpose of the training was to train the youth on business development, Communication, Marketing of the business, Record keeping, Saving, Reinvestment and crisis Management. The other purpose of the training was to develop the concept of development among the entrepreneurs.

The contents of the two days training were:

- Concept of development
- Concept of business Development
- Causes of business failure
- Important six steps in a business
- ➡ Important rules/Tips for a successful business
- Difference between job and business
- ➡ Techniques of good business marketing
- Importance and different methods of Saving
- Book Keeping
- ⇒ Budgeting
- Developing a business plan

140
young
entrepreneurs
initiated
their own
Startups
with the
support of
AWARD

# Supporting Youth Entrepreneurship through Financial & Technical Support

AWARD, under its program URAAN organized four grant cheques distribution ceremonies after the completion of two days business development training among 140 young entrepreneurs. The dignitaries from different government and Private institutes were invited to grace the occasion.









# Views of the beneficiaries on Business Development Training & Grant Cheques

Ms. Ruby Shafee: A Beautician from Ibn-e-Mariam Colony, Faisalabad said that, "it was my dream to have my own beauty Salon. But due to the poverty, I was unable to establish it. I used to give home services which were difficult sometimes. I thank AWARD for giving me an opportunity to establish my own business and earn for my family.

Mr. Yasir Bhatti (28): from
Jaranwala Town, runs the business
of electronics said that, "I had
never thought of saving the
money for my difficult times but
after attending the two days
business development training, I
am confident to say that without
saving, a business cannot
continue and develop".

Miss Rimshu Akbur Ali: from Manawala having the business of Women Salon said, that "I am sure that after receiving 2 days business development training, my business cannot fail because I have learnt, how to overcome problems. Now, I am the part of AWARD family and AWARD is always there to assist the needy and weak".



Numbers of quarterly meetings were conducted with the students of different colleges and beneficiaries of target areas:

- The purpose of the meetings was to have an interaction with all the students (Male/female) who were enrolled at different technical colleges by URAAN project.
- To have sessions with the students on career development.

Mrs. Christina Peter, Executive Director AWARD was the resource person of these meetings. The contents of the s

- Challenges, Realities and Situation of youth (Male/Female) in Pakistan.
- Role of Governmental Institutes for development of youth.
- Importance of Skill Enhancement and Personality Development







فیصل آباد، بوارڈ پاکستان، اُڑان پروگرام کے زیراہتمام ایک روز ہمعلوماتی سیمینار PMS.CSS اور PPSC امتحانات کے بارے میں ڈاکٹر محرعمران فیصل (اسپیشلسٹ CSS) سنز کرسٹینا پیٹر (ایگزیکٹوڈ ائز بکٹرایوارڈ)اظہرگلزار (انسپکٹرلینڈریونیو،مسٹرپیٹرشنمزاد (پروگرام ڈائز بکٹر) غفاراختر (پروجیکٹ آفیسراُڑان)پروفیسراٹیم جیمز پال اورعظیم کرسٹوفر خطاب کررہے ہیں۔

# Seminars on CSS, PMS & PPSC

Three One day information seminars on CSS, PMS, PPSC exams were conducted in three Towns of Faisalabad with graduate, Masters and M. Phil students (Male/female). Dr. Muhammad Imran Faisal, CSS consultant at KIPS College Faisalabad, having 9 years of experience was the resource person of the seminars. The purpose of the seminars was to provide information to the students on competitive exams, their preparation requirements, eligibility criteria & the institutions that are charging less or no fees for preparation. The participants were from all over the Faisalabad District and from different fields of life. The youth was very much interested in gaining knowledge regarding competitive exams and they asked a lot of questions from the resource person.

## Faisalabad

Male 68 Female 54

#### Sammundari

Male 76 Female 87

## Jhumra

Male 110 Female 47

Grand Total 442









# 153

Children enrolled

88 Girls

65 Boys



# **Opening & Closing Ceremonies of AWARD Summer Camps**

**Opening Ceremony** 

The opening ceremonies of 4 AWARD Summer Camps were organized for the children of Khushal Town Faisalabad, Chak 224/RB Wazir Khan Wali Faisalabad, Chak Rasool Nager Jumara Town and Quidabad Jhumra Town. These children of primary classes needed tuition assistance during the summer holidays. 4 Female beneficiaries of URAAN Project areas were given the responsibility to teach the classes. Educational as well as the Recreational activities were planned for them for the period of 3 months. Mrs. Christina Peter, Executive Director AWARD was the chief guest of these ceremonies.

#### **Closing Ceremony**

For AWARD Summer Camps appreciation ceremonies were arranged in 4 areas. The purpose of the ceremonies was to appreciate and motivate the children and parents so that they continue their further studies. Mrs. Christina Peter (Executive Director AWARD), Rev. Sr. Iginia MMS (Board Member of AWARD), Mr. Najum Rashid (Finance Manager AWARD) and Mr. Azeem Christopher (Program Coordinator AWARD) were the special guests of the program respectively. Small gifts to all 153 students were given, which made them very happy. In each area, the children collected the money, purchased trees and planted in all the areas.









# Networking meetings with Akhuwat Islamic Microfinance Bank

A networking meeting of 29 young entrepreneurs was arranged with Akhuat Bank who received business grants from AWARD about 6 months ago and have initiated their businesses already. The Purpose of the meeting with was to provide information to beneficiaries who are interested in extending their businesses and want to get interest free loans from AKHUWAT Bank. In this regard two representatives from AKHUWAT Bank shared the procedures and criteria of loans from AKhuwat Bank. The beneficiaries asked question and the resource persons explained their queries.





#### **Provision of Assistive Devices**

13 supportive devices were donated to persons with disabilities (PWDs) from different areas of District Faisalabad. The were very happy and excited to receive the devices. One of the beneficiaries expressed in his views that "Now I can move freely and alone". He also expressed that it was his desire to purchase the wheel chair but due to lack of financial resources and non cooperation of the family members, he could not do so. All PWDs were selected from different project areas of Poverty Reduction Program (PRP) and URAAN Program of AWARD. Mr. Sabestian Justin Pakistan Program ICCO Coordinator and Mr. George Clement (Ex. MNA) graced the ceremony.

# **Opening Ceremonies of New Businesses**

The Inauguration ceremonies of newly established businesses by AWARD in different target areas were conducted. Mrs. Christina Peter, Executive Director AWARD and the URAAN Project staff members participated in different ceremonies held in different areas.

The Executive Director and Ms. Amina Zaman inaugurated businesses in Khushal Town, Chak. 224/RB Wazir Khan and Babar Chowk, Faisalabad. The Beneficiaries were very happy to have their own businesses and thanked AWARD for the support.





# **POVERTY REDUCTION PROGRAM**

To contribute to
Reduce Poverty of the
Rural and Marginalized Women
of central Punjab
through Revolving Loans
for
Small Businesses,
Vocational Trainings
and
Awareness Raising.

Increased participation and livelihood options for women is crucial for eliminating poverty which results in improved socio-economic growth as it improves literacy, health environment and reduces the infant morality rate.

To ensure the participation of women in development, AWARD has initiated Poverty Reduction Program (PRP) for rural women of District Faisalabad and Toba Tek Singh.

The project focuses is mitigating poverty in the rural areas to improve women status through different business development trainings and provision of easy micro-finance to establish and support women entrepreneurship in rural set ups, as well empowerment of young school dropout poor young girls through vocational skills.









# Components of the program

- Baseline study and end line surveys of the project.
- ⇒ Vocational Training courses to young girls.
- Provision of Micro loans to women.
- Business Development Training to Loanee women.
- Seminars with community members on early age marriages.
- Educational seminar with young girls/students of vocational centers
- Formation of LDCs.
- Linkages with the different markets & other public and private institutions.

# Target areas of the Program

Chak # 659 GB
 Chak # 249 GB
 Chak # 180 GB
 Chak # 350 JB



# **Project Orientation & Human Rights Workshops**

Under (PRP) AWARD organized 5 project orientation meetings and Human Rights/Women Rights workshops with the communities of 5 project areas. The purpose of the activity was:

- To provide knowledge and detailed information of the program.
- To motivate the male heads of the families, to allow their women and daughters to participate actively in the project activities.

Mr. Pervez Paul, project officer was the facilitator of all the project orientation sessions while Mr. Mujahid Hussain Gillani (Advocate High Court, Lahore) was the resource person. The main topics which come under the discussion were:

- ✓ Right to education
- √ Right to skill
- ✓ Right to employment ✓ Right to expression
- ✓ Right to equal wages ✓ Right to vote
- ✓ Right to freedom
- ✓ Right to property
- ✓ Right to good health ✓ Right to decision making





Details of the participants in each area are as follows:-

Area name	Women participants	Men participants	Total
Chak 249/GB	56	32	78
Chak 659/GB	71	35	106
Chak 180/GB	72	29	101
Chak 350/JB	69	32	101
Chak 245 /RB	65	22	87
Total	333	150	483



# Inauguration Ceremonies of Vocational Training Centers

The inauguration ceremonies of Vocational Training Centers took place in May, 2019. The Executive Director Mrs. Christina Peter was the Chief Guest for all the 5 ceremonies. During the program, young girls / women of VTCs presented National Songs, folk songs and tableau etc. The animators and the dignitaries while expressing their thoughts appreciated AWARD for launching the project in their area. The Chief Guest congratulated the project officer and field staff, local communities, LDCs and especially the students of the VTCs. She emphasized on the power of skill and motivated the students to become the master of this profession. She also advocated the rights of women by telling a short story which was appreciated very much by the community.

Details of the participants in each area are as follows:-

Areas	Total Strength	Name of Teacher
Chak 249/GB	43	Ms. Safina Shahzadi
Chak 659/GB	40	Ms. Aqsa Adrees
Chak 180/GB	47	Ms. Iqra Tabassum
Chak 350/JB	41	Ms. Aamna Mubarik
Chak 245 /RB	40	Ms. Sobia
Total	211	









# **Business Development Training**

Under AWARDs program Poverty Reduction Program, a 2 days business development training was conducted with 209 business women of 5 rural areas of District Faisalabad and Toba Tek Singh. The group of 209 women was segregated into 4 different groups. The training was held at 4 different venues.

#### The main contents of the business development training are as under:

- Definition of a business. 🖒 Basic difference between employment & business. 🖒 Characteristics of a small business.
  - Principles and techniques of a successful business. Reasons of failure of small business.

Record keeping and its advantages.

# Supporting Rural Women in establishing Small Businesses









209 loan cross cheques worth Rs. 25000/-each were distributed among the women beneficiaries of 5 different rural areas after completing 2 days business development and Livestock Management Training.

During the cheque provision ceremony members from the Executive Board were present. The women were very happy and thanked AWARD for the support. The detail of the participants are as follows.

Sr #	Area	No. of Women
1	Chak # 350/R.B	41
2	Chak # 180/R.B	45
3	Chak # 249/R.B	36
4	Chak # 659/R.B	47
5	Chak # 245/R.B	40
		209

Small Business Loans helped the Marginalized Women to change their financial condition >>

# **Training of Local Development Committees (LDCs)**

A one-day Capacity Building Training with 25 Local Development Committees (LDCs) members was conducted at the Ladies' Club, Jinnah Garden, Faisalabad. The objective of the training was to introduce the members of all target areas with each other, explaining the project interventions and their roles and responsibilities in the implementation of the project. The training manuals were distributed at the end of the training to all the members and animators. Mr. Peter Shahzad was the resource person of this training and facilitation was done by Mr. Pervaiz Paul (Project Officer PRP).

#### The contents of the training were

- Introduction of AWARD.
- Orientation of the PRP project.
- Development and its importance.
- Role and responsibilities of the Local Development Committees (LDCs) in project implementation.
- Formation of women groups & its importance.





# AWARD WOMEN ADVANCEMENT PROGRAM Local Development Committees (LDCs) Training Filtrace 24. 2019 Arouss Into Harde Not Adults. Mozcadarguits Departmently: Assessment to Wayner's Assessment & Ford Britishamor (MARKE) Patricin

# **One-day LDC Training**

The One-day LDC training was organized at Aroma Inn Hotel on Feb 20, 2019. The training helped the community representatives to understand the project components, duration, objectives etc. Mr. Peter Shahzad was the resource person of the training The LDC's of all the areas warmly welcomed.

The participants were very excited for the project and ensured their cooperation throughout and after the project.









# **Certificate Presentation Ceremony**

On the completion of 6 months vocational training course, AWARD under its Project Poverty Reduction Program organized the certificate awarding ceremony at Pinto Community Hall, Warispura, Faisalabad on October. 14, 2019. 198 young girls from poor and backward 5 project areas received the certificates. His Excellency, Bishop Indrias Rehmat (Bishop of Faisalabad Diocese) was the Chief Guest while the special guestes included Mr. Lukas Steinwendtner (Caritas St. Polten Austria), Mr. Andreas Zinggel (Caritas St. Polten Austria), Mrs. Yasmeen Cecill (Chairperson AWARD), Fr. Bonnie Mendes (Board Member) and Fr. Pascal Paulus (Parish Priest, Warispura).







# Seminars on Early Age Marriages and

# Women Protection Laws

Early age marriage has certain socio-economic, demographic and health outcomes and consequences in Pakistan. According to UNICEF, Pakistan has the sixth highest number of absolute child brides in the world. The median age of marriage is lowest in rural areas and in Gilgit Baltistan.

To make the communities aware of the harmful effects, five Seminars were organized by AWARD in all the five project areas of PRP on Early age Marriages and women protection laws. Ms. Robina Shahab (Advocate High Court) was the resource person. The main purpose of the seminars was:



- To make the community especially the women aware of the causes & effects of early age marriages.
- To make the communities aware about its bad effects on the health of the girls and on their families and in the society.
- To make the women aware of all the laws that have been passed by the parliament and implemented by the government to protect the women against violance, early age marriage, divorce, women harrassment and acid throwing on the women as revange.







# Feasibility Report of the Businesses

AWARD with the assistance of business consultancy firm has prepared 15 fesibility plans of the small businesses with the low capital and which can earn good profit for the beneficiarie. The businesses were selected according to the demographics and geographic characteristics of the areas. The list of the businesses selected for the beneficiaries is as follows:

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	100		nev
			4
NATA.	1000		







Hotel

TOTAL













# Self Help Activities

In all the target districts

⇒ Free Dengue Spray in 175 houses:

Was organized in all the project areas with the help of local govt. health Department.

Tree Plantation:

Industrial Stitching

Livestock Management

In greas (Total 2024 trees are planted).

⇒ 82 Job Placements:

At Chenab Mills Faisalabad MTM and in Hotels for the skilled young airls of project areas.

- Admission of 899 children:
  - in government schools.

in making their new Computerized National Identity Cards (CNIC).

Got Order Work:

from the project areas and the market for the skilled young girls/women of project areas.

- Cooking Competition:
  - Among VTCs students.
- □ Tie and Dye Training:

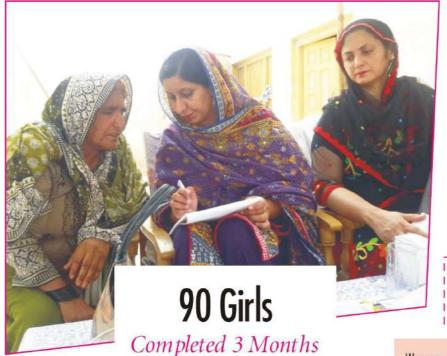
For students.

Seminar on Environment:

In all project areas. Participation in International Women's Day (350 women participated from across Pakistan).







Beautification Course

from AWARD

**Vocational** 

Training Centres.

# WAP Women Advancement Program

(Kot Addu-Muzzafargarh)

83 women got Business Develpment Training

& started Small business

Women Advancement Program is an initiative to improve the Women's Socio Economic situation, leadership and to develop vocational skills among uneducated, unskilled & school dropout young girls of District Muzzafargarh. This project is implemented in 6 remotest villages of Tehsil Kot Addu, District Muzzafargarh. Early age marriages, Illiteracy and unemployability among women/girls are very common. In this way majority of women/girls are remaining poor.

# The objective of the program

- To improve the responsiveness of 180 male members towards women empowerment through sensitization on human rights by the end of the project.
- To improve the Livelihood and Business Skills of 230 Women beneficiaries of 6 areas of Kot Addu, District Muzaffargarh by providing skill trainings, building linkages, business trainings and Micro-credit to improve income by the end of the project.
- To improve the awareness level of 300 women beneficiaries on Women Protection Laws (Passed by the Parliament) And Women Political participation by the end of the project.
- To improve the health of the 300 women through awareness sessions And medical camps by the end of the project.

# **Different Interventions of the Project**



Interventions	Total No.	
Small Loans given to women	83	
Livestock Businesses	75	
Grocery Store	05	
Other Businesses	03	
Girls completed their beautification training	90	
Volunteer support	15	
Educational Sessions Conducted	06	
Assisted women to make I.D Cards.	60	
Street Children who got admission in the schools	85	
Assistance in getting Sehat/ Health Card	50	
Seminar Conducted on Health Issues	06	
Areas: Kachi Wala, Basti Tolana, Basti Hala (Union Council, Manna)		





# **Enterprise Development and Livestock Management Training**







This training was organized on February 19, 2019 at Hotel Aroma Inn, Kot Addu for the loanee beneficiaries of WAP Project. Project Officer WAP and Project Officer URAAN also participated in the training. Mr. Peter Shahzad and Dr. Fehmida (Livestock Department Kot Addu) was the resource person of the training. During the survey (by AWARD Staff) it was found that 90% of the beneficiaries were interested in starting up a livestock business. About 83 women from all 3 areas participated in the training. At the end, the beneficiaries asked several questions to the resource person which were answered in a very simple way. In the 2<sup>nd</sup> session Mr. Ghafar Akhtar explained the beneficiaries on how to initiate a successful business. He also explained the types/traits of a successful business and the ways to maintain book keeping. The session was very much appreciated by the participants.

# Supporting Rural Women in establishing Small Businesses

AWARD, under its program, WAP organized 4 grant cheques provision ceremonies after completion of one day business development training among 83 Rural Women. The dignitaries from different Government and Private institutions were invited to grace the occasion.









# Seminars on Reproductive Health

# Monthly Education Seminar on Flood Risk Reduction







# "It is the need of the time that every girl must be skillfull"



# **Certificate Distribution Ceremonies**

90 girls received certificates on completion of the 3 month beautification course. The ceremonies were organized in their respective centers. Mrs. Christina Peter (Executive Director) and Mr. Peter Shahzad participated in the ceremonies. Special trophies were given to the students with high marks and also showed extra ordinary performance throughout the session. The beneficiaries and the communities were extremely happy on the successful completion of the courses. At the end, The Executive Director, thanked the community, beneficiaries and the LDC for the cooperation and support throughout the training sessions. The beneficiaries urged AWARD to continue the project in the areas.





28 Years Old **Noeem Latif** was born as a transgender in house of poor vegetable hawker. The attitude of peers and society put Naeem in a gravity of isolation. His studies were disturbed which resulted in his drop out from school. He was approached by a group of transgender and he joined their group as Saira Khan. The group moved to Islamabad, 293 km away from his home town. This was his new birth in a very different world, when his very good earning was from services of dance in parties. His parents were from a religious background and wanted him to come back and live a pious life. After spending some years in Islamabad, he visited the family and the family took him to the AWARD office for his rehabilitation.

From

# EXCLUSION to EMPOWERMENT

He was introduced with the URAAN project and soon inducted as grocery hawker in the beneficiaries of AWARD. He does not want to recall his past as focusing on the future which is very prosperous as he is very proud of his daily earning of 700 to 900 rupees. Now he believes and remembers his training i.e. only to look forward and keep on moving.



# Ayesha Muhammad Ilyas

Fortune was not supporting 26 years old **Ayeshu** who was pursuing her M. Phil in local university as the death of her mother followed the serious ailment of his father. She was forced to leave education to support her father who was no more in good health to work. She got admission in beautician in local technical school when the AWARD team introduced the URAAN project which became a ray of hope in her life as her application for grant accepted. She was a university graduate and technically skilled person but two days business training was a landmark in her career. She opened her beauty parlour business in her locality where she is earning a minimum of 15000 to 20000 rupees per month, which is sufficient for her family and to support the education of her two siblings. Her future planning is to scale up the business by shifting the parlour in a busy shopping centre. She and her family are much obliged to the AWARD team for their, very in time support.

# Right guidance helps...

I am **Foruh**. I completed a 6 months course (Hotel Management) from International Tourism and Hotel Management College (ITHM College-Faisalabad) with the assistance and support of AWARD Pakistan.

At present I am working at a highly respected Pizza Palace as a front desk officer and supporting my family. Thank you AWARD for guiding and leading me towards success.





I am **Shabana Bibi** from Basti Tulana, District Muzaffargarh. My parents were very old and were not in a condition to earn much to meet our basic needs. I always wanted to be their support, and by Allah's mercy I got this chance by availing a loan from AWARD's Women Advancement Program. I started a small grocery shop at my home and by hardwork, maintaining record as taught by AWARD and saving I was able to extend my shop. I also bought a loader rickshaw for my jobless brother on installments and helped him in setting up his business as well and by my savings I bought items for my dowry time to time.

Now our financial conditions is much better and our diet and health have improved a lot and we are leading a happy and prosperous life. I have learned that if a person decides to change his status and holds fast to it, then it's always possible. I'll suggest other girls and women like me to participate in family earnings and be a part of your family's income for the progress of your families. Thanks AWARD!





# Life Changing through Scrap dealing....

My name is **Mussarat Begum** from chak # 133 GB District Faisalabad. My husband is a daily wager. His income was not enough for our daily needs. We always used to quarrel with each other on our daily needs. Then I got a chance to attend a program arranged by Poverty Reduction Program and came to know about loan scheme to start our own businesses. I received Rs. 25000/- to start the business of scrap.

Thanks to my husband also who allowed me to start his business. My husband and children helped me to grow the business and our first scrap consignment was sold for 60000/= rupees by which I extended my business. I am very happy and satisfied with the return I get from my business.

Now we have lot of respect in our society and the whole family and all the family members' takes advices from me for their issues and this have become possible only because of the AWARD's training and help. I feel proud to assist my husband financially. I am heartily thankful to Miss Lucia and AWARD due to them my family is leading a happy and healthy life.



## Opportunity to Business Efficiency

My name is **Ritu W/O Yousuf Musih** and my husband is a laborer and earns about PKR 10000/= a month. We have five children i.e. four daughters and a son. My one daughter is married and one has studied till elementary and two daughters and the son are still going to school. Due to my bad health I could not go out for labor and our financial condition was becoming worse day by day. Then I came to know about the loans given to women to start their personal business through a Priest of our area and the Animator of AWARD. I am very fond of raising hens and already had few hens with me.

Then I received a loan of PKR 25000/= Rupees from AWARD's Poverty Reduction Program and bought more chickens with that. Now I have 104 hens which lay eggs on daily basis which are sold for Rs. 15/= rupees each. By the income of these eggs we are meeting our domestic expenses and even the educational expenses of our kids. I am very happy and thankful to AWARD for giving me loan to start my own business and wish that it may continue to help other women like me to start their own businesses to earn in a respectable way.



# JUNAID PATRAS Unaware of Parental & Childhood Love

Homeless four years old **Junaid Patras** and two years old his younger brother were brought to Sister of Charity, a mother Teresa Convent, Rawalpindi. Convent shifted them to Faisalabad Convent where they stayed for 12 years with Sisters of Charity who provided them care and love of mother. Convent supported them with education and professional skills including carpenter, welding and mobile repair so they can live a peaceful life with dignity. Although skill does not ensure their income from business but amount for start up.

Their lives were moving on and income was only from dish washing and other petty jobs. The AWARD team approached them and convinced them to start their own business according to their skills. Now they have mobile repairing shops in the local market and earn a minimum monthly income of 18000 to 25000 rupees. Junaid has praised the efforts of the AWARD team by saying "Thank you AWARD for supporting me and making me a successful business man".





The achievement of the ambitious
Sustainable Development Goals (SDGs)
requires transformative shifts,
integrated approaches and new solutions,
particularly when it comes to advancing
Gender Equality and the Empowerment
Of all women and girls.

8th March 2019, is the 108th UN International Women's day with the theme; Better the balance...Better the World. The theme of Women Conference 2019 focused on innovative ways in which we can advance gender equality and the empowerment of women, particularly in the areas of social and economic empowerment. The achievement of the ambitious Sustainable Development Goals (SDGs) requires transformative shifts, ntegrated approaches and new solutions, particularly when it comes to advancing gender equality and the empowerment of all women and girls. Based on current trajectory, existing interventions will not be sufficient to achieve a Planet 50-50 by 2030.

Innovative approaches that disrupt "business as usual" are Central to removing structural barriers and ensuring that no woman and girl is left behind. Worldwide, International Women's Day 2019 will look to industry leaders, game-changing start-ups, social entrepreneurs, gender equality activists and women innovators to examine the ways in which innovation can remove barriers and accelerate progress for gender quality, encourage investment in gender responsive social systems and build services and infrastructure that meets the needs of women and girls.

On 8 March 2019, hundreds of women of Pakistan celebrated a future in which gender equality can create unprecedented opportunities for women and girls to play an active role in building more inclusive systems to accelerate the achievement of the SDGs and gender equality.

## Speaker of the conference



Begum Parveen Sarwar (Chief Guest)

Executive Director SARWAR FOUNDATION and Wife of the Governor of Punjab

While talking with the women, she put emphasize on the fact that Women must maintain the trust of their families in order to excel in their lives. She advised the women to "don't let anything weakens you, be strong and fight for your rights.



Mr. Sebastian Justin
Coordinator ICCO-COOPERATION

On behalf of ICCO-Cooperation, I would like to convey my heartiest congratulations to AWARD for its excellent growth and services towards Women Empowerment and Development. Over the years, it has earned a dynamic entity, which have had a transnational influence on the lives of thousands of women.



Ms. Rubina Amjad Special Guest of the Conference

Founder President-Faisalabad Women Chamber of Commerce

She threw light on the importance of the women's economic contribution and believed that the empowerment dream will become a reality when men and women work together. Confidence building among women is another milestone we need to attain the women empowerment goals.



Dr. Mehmood Ahmed Randhawa
Director IBMS-University of Agriculture Faisalabad

He shared about the continuing Education Program in Agricultural University and declared that there is unique opportunity of skill enhancement for the people of Faisalabad. He introduced 150 short courses offered by the University in this regard. He said that, our university is providing equal opportunity for both males & females.



Dr. Najma Afzal (Ex-MPA) Speaker of the Conference

We must balance the resources between both genders . She shared that in the present scenario where on one hand women are progressing and on the other hand women are facing number of social pressures. She stressed that It is a worthy deed to raise voice collectively for the women's rights.



Mr. George Clement Speaker of the Conference

Chairman Advisory Council for Human Rights & Minority Affairs Punjab

it is the need of the hour that women must be considered as a personality rather a possession. He was of the view that quality education to both males and females will stabilize the balance. We, as society must provide equal opportunities in all aspects to boys and girls. If balance is not maintained, the world will continue to scramble.



Nearly 800 women united for their rights in the vast courtyard of Nusrat Fateh Ali Khan, Auditorium, Faisalabad. It was a phenomenal and heart touching moments that rural women showed their strength and raised the voices against violations of women rights. Social, economic and political women leaders were leading the women and the meaningful slogans were raised at each corner of the Auditorium. The rights which were highlighted are as follows:

Right of Education Right of Employment Right of Expression and Participation

Right of Economic Empowerment Right of Safety from Abuses

⇒ Stop Early Age Marriages ⇒ Stop Violence Against Women











## 800

Rural Women participated in the conference Celebration of International Women's Day boosts new spirit among women & in the overall community.

## 15 Inspiring Women

from Central Punjab, Southern Punjab & Khyber Pakhtoonkhaw (KPK) were awarded Medals of appreciation.













Distribution of Assistive Devices among the Persons with Disability (PWD) by Mr. Sabastian Justin (ICCO Cooperation)

Shields presented to the

## **Outstanding Community Leaders**

for supporting Women Empowerment in Rural Areas

Local Development Committees (LDCs) have been the local organ of AWARD in implementation of all projects. AWARD felt that it is high time to pay tribute to the prominent LDC members who worked tirelessly to make the dream of Women Empowerment possible in the rural areas. Altogether 15 LDC members were awarded . They felt honored by receiving the shields of appreciation and assured AWARD for their continuous support.





## AWARD WOMEN RESOURCE CENTRE

AWARD Pakistan is blessed to have its new office at To contribute to improve the socio-economic situation of the marginalized women of province Punjab by the construction of women resource center for providing trainings, information and employment opportunities.

The construction of the women resource center in Warispura will multiply the success rate and become the source of cost effectiveness for the implementation our present and future projects.













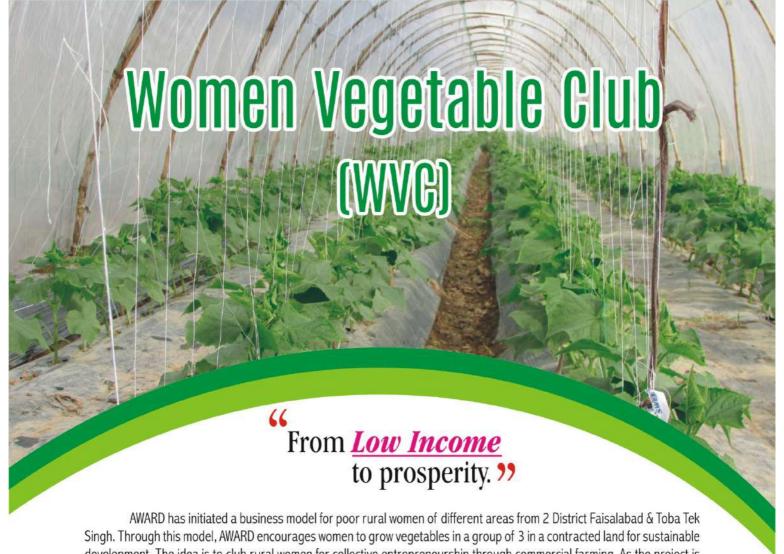




# LEARN & EARN

Learn & Earn is a joint venture of Club 0.7% Austria and AWARD Pakistan to empower uneducated and unskilled school dropout and domestic workers women/girls of marginalized families by providing them different skills under one roof. The purpose is to mitigate poverty, exploitation of young domestic women and give skills to earn decent wages and decent work. In this Learn & Earn centre 65 girls learnt the skill of Industrial Tailoring, Stitching & Beautification skills.





development. The idea is to club rural women for collective entrepreneurship through commercial farming. As the project is highly sustainable, therefore AWARD is interested to spread this business model in different marginalized areas of Pakistan.















































## Staff Picnic

To mark the Silver Jubilee (Successful 25 years Journey of women empowerment) of AWARD Pakistan, a picnic trip for its dedicated and hard working staff members was organized on March 21st 2019. The destination selected for picnic trip was **Soon Valley** situated in the north west of Khushab District, Punjab, Pakistan. Soon Valley is known for its scenic beauty, with lakes, waterfalls, jungle, natural pools and ponds. The valley has been there since ancient times, consisting of swan tribe and few others whose descendants still live in this beautiful valley.



# KEY LEARNINGS

Since its inception, AWARD in all its projects and programs tries to develop comfortable and effective relations with all of the stakeholders on every level. During the year 2019 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 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 one of the most important tools to focus for addressing 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 2019, AWARD experienced a great relationship with the relevant Government departments to provide benefits to more and more rural women. Their collaboration will result in providing more benefits to the beneficiaries.

#### Capacity Building of Staff:

AWARD believes that investment in staff is a key to success. Without sufficient training and orientation AWARD never send their staff in the field.

## Challenges

- Availability of Trained Human Resource in Social Sector in Faisalabad.
- New policies of Government regarding NGO's.
- Reduced funding for Social Sector in Pakistan
- Community Resistance during Implementation.
- Filling up gaps for the skilled labour in different markets.



AWARD Association for Women's Awareness & Rural Development

WAP Women Advancement Program

VTC Vocational Training Centers

M& E Monitoring & Evaluation

CNIC Computerized National Identity Card

LDC Local Development Committee

MC Micro-Credit

PRP Poverty Reduction Project

FWCCI Faisalabad Women Chamber of Commerce & Industry

WVC Women Vegetable Club

MGH Muzzafargarh

R.B Rakh Branch

G.B Gogera Branch

J.B Jhang Branch

# Acronyms