

## WHAT'S INSIDE?

- A Flight Towards Socio-Economic Sustainability (URAAN)
- Empowering Excluded Women & Girls with Sustainable Livelihood
- Disaster Risk Management
- Women's Leadership Program
- Holistic Development Initiative
- Learn & Earn








## About AWARD

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

AWARD is registered with the government under the Societies Registration Act 1860 and also with the Punjab Charity Commission. AWARD has also signed an MoU with the Economic Affairs Division (EAD). Its board consists of 7 members, including 5 females and 2 males.



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# A flight toward socio-economic sustainability

## Activities Carried-out:

### Engaging Local Stakeholders to Strengthen Project Implementation

Under URAAN 2 project orientation sessions were held at AWARD Women Resource Centre, engaging 36 key stakeholders including church and community leaders, educators, and institutional heads. Facilitated by Mrs. Christina Peter (Executive Director, AWARD) and Mr. Akmal Javed Gill (Project Officer, URAAN), the sessions reviewed the achievements of the 20/23/2024 phase and introduced upcoming 2025 interventions. The meetings fostered strong networking and boosted local support in key areas such as event organization, beneficiary selection, student recruitment, and business mentoring for grant recipients.



### Seminars on the Importance of Vocational & Technical Skills Equipping Youth with Skills for a Brighter Future

To promote technical & vocational skill among underserved youth, 8 awareness seminars were conducted in Faisalabad and Toba Tek Singh, engaging 563 participants (231 males, 332 females). Targeting school and college dropouts, the sessions highlighted the importance of vocational training in the job market. In collaboration with SanatZar, TEVTA, and ITHM College, The seminars covered career pathways in IT, culinary arts, healthcare, and automotive repair, providing information on courses, scholarships, and enrolment procedures. They also initiated a youth-led awareness network, with follow-up interviews identifying potential enrolments, particularly among young women, showcasing the project's success in breaking cultural barriers.

### Digital Marketing Training

In line with its mission to equip youth with market-driven skills, AWARD Pakistan has initiated a Digital Marketing Training under its flagship URAAN Program at the AWARD Women Resource Centre, Faisalabad. The training has enrolled 16 aspiring digital entrepreneurs, focusing on practical strategies to generate online sales through platforms like Facebook, Instagram, and WhatsApp. Participants are gaining hands-on knowledge in digital branding, customer engagement, and social media commerce, empowering them to transform their business ideas into sustainable income-generating ventures.



### 45 Youth Enrolled in Vocational Training Through URAAN Project

As part of the URAAN Project, AWARD-Pakistan facilitated the enrolment of 45 students in vocational and Technical Institutions in Faisalabad & Toba Tek Singh. Students pursued courses such as Beautician, Stitching, Computer, HVACR, Electrician, Welding, Auto Mechanic, and Stenography to enhance employment prospects. Institutions collaborated Learn & Earn, Sanatzar, Government Technical & Training Centres, Beauty Parlor & Training Centre, The Institute of Smart Education, and the Government Vocational Training Institute.



### 2 Business Development Trainings for Grant Beneficiaries



AWARD Pakistan organized a two-day Business Development Training for 54 grant beneficiaries from District Faisalabad and Toba Tek Singh. The training focused on enhancing participants' understanding of basic business concepts, including definitions and types of businesses, characteristics of small enterprises, business cycles, record keeping, and motivational case studies. Facilitated by Mr. Akmal Javed Gill (Project Officer, URAAN), Mrs. Christina Peter (Executive Director, AWARD), and Mr. Irfan John (MEAL Officer). The sessions aimed to build confidence and entrepreneurial skills.

At the end of the training, the cheque distribution ceremony was held where the beneficiaries received startup grants (70,000/- to each beneficiary) to support their business ventures. The event was graced by senior guests, including Mr. Peter Shahzad, Madam Shahida Aftab, and Madam Memona Imran, Fr. John Murad, Pastor Imran and Mr. Ateeq-ul-Rehman, who applauded the initiative and congratulated both AWARD and the participants on this meaningful achievement.



**Program: Empowering Excluded Women & Girls through Sustainable Livelihood (EEWG)**

**Project Areas**

- ❑ Chak # 5 Marzi Pura
- ❑ Chak # 4 Arfah Kareem Colony
- ❑ Chak#108 Talwandi Jhumra
- ❑ Chak#116 Rara Tali

**Fostering Interfaith Harmony for Collective Development**



As part of AWARD-Pakistan's commitment to peacebuilding, the EEWG team organized 3 seminars in District Faisalabad to promote interfaith harmony and social cohesion. The seminars brought together local influencers, youth, and religious leaders to discuss the importance of unity in fostering a peaceful, inclusive society.

Under the theme "Unity and Development," participants focused on mutual understanding and collective action for sustainable development. The sessions emphasized that harmony starts within families and communities, strengthened by empathy, cooperation, and respect across faiths. Participants committed to working together for a just and inclusive society.

**Annual Christian Business Women Conference**  
*Exploring Challenges and Opportunities*



AWARD-Pakistan organized the 4th Annual Conference of Christian Women in Business on February 27, 2025, at Chiniot Palace, gathering entrepreneurs, financial experts, and community leaders to discuss challenges, opportunities, and growth pathways for women led enterprises.

The event celebrated AWARD-supported businesswomen, recognizing their achievements with medals to inspire others. Speakers, including Mrs. Christina Peter (Executive Director, AWARD), Dr. Saira Akhtar (University of Agriculture, Faisalabad), and Mrs. Qurat-ul-ain Bilal (State Bank of Pakistan), shared valuable insights and highlighted SBP's loan schemes for women entrepreneurs.

Distinguished guests included Sr. Perveen Lal OP, Mrs. Shahida Aftab (President FWCCI), Mrs. Memoona Imran (Vice President FWCCI), Sr. Sabita OP, Mr. Haroon Rasheed (Treasurer, AWARD), and Ms. Liaba (SBP). The event provided a platform to recognize achievements, promote empowerment, and strengthen the role of Christian women in business.

# Program: Holistic Development Initiative

## Selection of Project areas

Project areas were selected through a transparent, participatory process. Ms. Sheeza Sarfraz (Project Officer) and Mr. Pervez Paul (Admin Manager) visited four areas in Faisalabad and Toba Tek Singh. Based on evaluation, three underprivileged rural areas were chosen for intervention:

Chak # 3 JB Ramdiwali Faisalabad, (Social Mobilizer: Ms. Nazia Shahbaz)

Chak # 118 JB Bathan Faisalabad, (Social Mobilizer: Ms. Sana Samreen)

Chak # 246 GB Partap Pura Toba Tek Singh, (Social Mobilizer: Ms. Naseem Waris)

## Project orientation meeting

Program Manager Mr. Azeem Christopher conducted a comprehensive project orientation meeting for the Project Officer and three Social Mobilizers involved in the project's implementation. The purpose of this meeting was to provide a clear understanding of the project goals, objectives, structure, and operational procedures to all team members. The Administrative & Financial guidelines were also given to project staff by Admin and Finance Manager.



## Project orientation meetings with community members

AWARD Pakistan conducted 3 orientation meetings with 247 community members, including brick kiln workers, agricultural laborers, domestic workers, and local leaders, to raise awareness and encourage women's participation. Led by Mr. Peter Shahzad (Program Advisor), Ms. Sheeza Sarfraz (Project Officer), and Mr. Irfan John (MEAL Coordinator), the meetings covered AWARD's mission, the HDI project's goals, and the importance of early childhood education. Parents were encouraged to enrol children in AWARD Preschool Centers, and 15 LDC members (5 from each project area) were selected to assist with project implementation.



## Hiring of Staff for VTC and IT Centre

To promote skills development in marginalized communities, AWARD Pakistan implemented a systematic interview process to hire qualified teachers for its IT and Vocational Training Centre. The goal of this recruitment was to select capable trainers and support staff who could provide high-quality education and vocational skills to youth and women in three designated project areas. This process was conducted transparently and based on merit, evaluating candidates on their technical skills, teaching abilities, and commitment to community empowerment.



## 3 Days Teachers Training to AWARD Pre-school Teachers



AWARD Pakistan organized a 3-day Teachers' Training at AWARD Women Resource Centre, facilitated by Ms. Nayab Asim (Manager Learn & Earn) and Ms. Sheeza Sarfraz (Project Officer HDI). The training enhanced teachers' skills in English, Urdu, and Math, covering phonics, counting, and board-making. It also addressed the roles of social mobilizers and pre-school teachers, reviewed the AWARD Pre-school centre syllabus and included discussions on child psychology, health and safety, and child protection. Social mobilizers participated on the final day to support early childhood education.

## Provision of School Materiel for AWARD Pre-school Centre

AWARD Pakistan provided essential school materials to its Preschool Centres to enhance early childhood education. The materials included books, stationery, art supplies, learning charts, and bags, alongside child-sized furniture, such as 6 coloured tables, 35 chairs, and syllabus boards. These resources support a child-centred, play-based learning environment for holistic development.



## Inauguration of pre-school Centre

In March 2025, AWARD Pakistan celebrated the opening of 3 Preschool Centres at three villages of District of Faisalabad. Mrs. Christina Peter, Executive Director of AWARD, inaugurated two centres, where the ceremonies were attended by 142 community members, including children, youth, pre-school teachers, community members, and local leaders. Ms. Sheeza Sarfraz (Project Officer HDI), presented an overview of the project, while Mrs. Christina Peter highlighted the importance of education and urged parents to support their children's learning.

Mr. Irfan John, MEAL Coordinator, joined the ceremony at Chak #118 JB, where he shared insights about AWARD's mission and the significance of education.



*Tree Plantation Drive at AWARD Centre*

A tree plantation activity was held at the AWARD Women Resource Centre, where young girls participated with great enthusiasm and dedication. The initiative aimed to cultivate environmental responsibility and promote sustainable living among youth. Participants actively planted a diverse range of trees and plants within the centre's premises, contributing meaningfully to a cleaner and greener environment. Addressing the participants, Mrs. Christina Peter, Executive Director of AWARD-Pakistan, shared the vital role of tree plantation in combating climate change, reducing pollution, and enhancing air quality. She also highlighted the positive impact of green spaces on mental health and overall wellness.

## Formation of women's groups in target areas

AWARD Pakistan formed women's groups of 30 to 40 members in three project areas to raise awareness on key issues and empower them to address challenges. Led by the Social Mobilizer and LDC President, these groups hold monthly meetings focused on education, health, safety, and self-help initiatives, aiming to promote empowerment and positive change in the community.

## One-Day Leadership Training for Local Development Committees (LDCs)

AWARD Pakistan conducted a one-day leadership training for 15 Local Development Committee (LDC) members at the AWARD Women Resource Centre, Faisalabad. The training aimed to introduce members across all project areas and clarify their roles and responsibilities in project implementation.

Mr. Peter Shahzad (Program Advisor), and Ms. Sheeza Sarfraz (Project Officer, HDI) were the resource persons: They covered the following topics:

1. Introduction to AWARD.
2. Project orientation (Holistic Development Initiative).
3. Importance of development for society.
4. LDC roles and responsibilities.
5. Significance of women's group formation.

At the end of the session, training manuals were provided to all participants. The LDC members will be instrumental in supporting project activities, including beneficiary identification, women's group formation, event coordination, monitoring and ensuring attendance at AWARD pre-schools, and Vocational Training Centres.



## Parents' Teacher Meeting

Parent-teacher meetings were held in Chak No. 246 GB, Chak No. 3 JB, and Chak No. 118 JB, where preschool teachers and social mobilizers engaged with parents to discuss each child's progress. Teachers shared individual feedback on academic performance, behaviour, class participation, and areas of improvement, while also displaying children's classwork and creative activities. Important topics like attendance, punctuality, and discipline were highlighted, and parents were briefed on upcoming events and academic goals to ensure better coordination between home and school.



## Sessions on "Health & Hygiene"

AWARD-Pakistan organized three one-day awareness sessions on "Health, Hygiene, and Safety" in 3 project areas under the Holistic Development Initiative (HDI). The objective of these sessions was to raise awareness among community members especially women and children on the importance of personal hygiene, children's safety, and healthy living for overall well-being. Project Officer; Ms. Sheeza Sarfraz opened each session with an overview of HDI, followed by an introduction to AWARD-Pakistan by Mr. Irfan John. Program Manager; Mr. Azeem Christopher covered critical topics such as child abuse, child safety at home and school, psychology, and the concept of good and bad touch.

Resource Persons, Dr. Aftab Sarfraz Masih and Dr. Meesaq Ahmad conducted insightful sessions on nutrition, physical and mental well-being, and demonstrated hand-washing techniques. A total of 200 participants attended and actively engaged in the discussions.



## Mid-term Exams in Pre-school Centre

The Project Officer, in coordination with the Learn & Earn Manager, prepared midterm assessment papers and successfully conducted midterm tests at AWARD Preschool Centres located in Chak #. 3 JB, Chak #. 246 GB, and Chak # 118 JB. The purpose of the assessments was to evaluate the academic progress of preschool children, identify areas for improvement, and ensure quality early childhood education.



## Enrollment of Students for IT and VTC Centre

AWARD Pakistan successfully completed the enrollment process for 135 students at three project areas for the IT & Vocational Training (VTC) Centre, under Holistic Development Initiative. The initiative aims to provide high-quality technical and vocational education to empower young women with practical skills, improve employability, and support community development.



## Women Leadership Program

Empowering Women through Leadership Trainings

AWARD Pakistan held two Women Leadership Trainings in Gujranwala, Bahawalpur and in Rawalpindi. These events brought together 200 emerging women leaders. The trainings enhanced the knowledge of the on “servant leadership”, “Empowerment”, “transformational leadership”, diversity and inclusion, and the challenges faced by minorities. Key speakers were Fr. Shakeel Michael Catholic Priest at St. Dominic Church), who spoke about servant leadership, and Ms. Promila Jacob (Educationist) who discussed women empowerment, Ms. Farah Sebastian on servant leadership, Ms. Christina Peter on socio-economic analysis, Ms. Anna Haroon on the importance of digital communication in leadership, and Ms. Romana Bashir on the role of women in leadership and peacebuilding. The events ended with certificate ceremonies to honor the participants for their commitment to making positive changes in their communities.



*Raising Legal Awareness: Seminars on Women Protection Laws across Pakistan*



*Empowering Women Entrepreneurs: Business Development Training & Grant Support*

As part of its Women Leadership Program, AWARD Pakistan organized a series of seminars on Women Protection Laws in six cities Islamabad, Multan, Gujranwala, Faisalabad, and Lahore engaging over 445 participants. Conducted in collaboration with local partners, the seminars aimed to equip women with legal awareness and tools to address social challenges.

Legal experts, including Ms. Asma Riaz, Advocate Zakariya Moon, Advocate Noreen Amjad, and Advocate Nadia Hameed, led sessions on women's rights, protection from violence, and available support systems. Motivational talks by Ms. Sofia Garst, Ms. Rubina Basharat, and Sir Peter Shahzad inspired women to become informed change-makers. The sessions strengthened participants' understanding of protection laws, promoting safety, dignity, and justice in their communities.



Under its Women Leadership Program, AWARD-Pakistan organized 2 Business Development Trainings for 40 aspiring women entrepreneurs from Lahore, Faisalabad, Gujranwala and Islamabad. The training enhanced participants' business skills, confidence, and market readiness.

Each participant received a PKR 60,000 grant to expand her venture aimed at increasing income, operational capacity, and long-term sustainability. To ensure proper utilization, AWARD's team provided hands-on support during procurement visits to local markets, ensuring transparency and accountability. His initiative not only strengthened women-led businesses but also advanced economic inclusion and gender-responsive development.



## PPI Capacity Building Program highlights

From February 12-14, 2025, PPI successfully hosted a three-day workshop on **"Sustaining Momentum in Organizations"** at Regalia Hotel, Islamabad. Facilitated by Mr. Muhammad Tayyab, the workshop provided an interactive learning experience, covering essential topics such as understanding NGO structures, the rationale and dynamics of change, identifying and addressing challenges, redesigning structures and processes, overcoming resistance, fostering collaboration, and building leadership and team ownership. Participants gained valuable insights and practical strategies to strengthen their organizations and drive sustainable impact.

#HumanitarianAid #localization #Workshop2025 #ProfessionalDevelopment #learninganddevelopment #projectcycle #StakeholderEngagement #CareerGrowth #capacitybuilding



## Capacity Building on Gender Mainstreaming

From February 19-21, 2025, three AWARD staff members participated in a training on **"Gender Mainstreaming in Programs"** organized by the Pakistan Partnership Initiative at the Christian Study Centre, Rawalpindi.

Facilitated by Ms. Tasneem Fatima and Mr. Muhammad Tayyab, the training covered essential concepts such as equality vs. equity, gender disparities and tools like gender analysis, disaggregated data, and gender responsive planning, equipping participants to better integrate gender perspectives into their work.



## Seminar on Career Guidance

On May 12, 2025, the Women Leadership Program organized a one-day seminar on Career Guidance for students of St. Catherine Girls' High School. Mr. Peter Shahzad highlighted the importance of Education and career guidance, Ms. Nayab Asim discussed the significance of personality development, and Mr. Amir Shahzad explored various fields, subjects, job opportunities, and diplomas available after matriculation.

The program was hosted by Ms. Nadia Farhad, providing students with valuable guidance and insights to inform their future career decisions. AWARD Pakistan in collaboration with PUSH Ministries Pakistan, successfully organized a 2-day leadership training under its Women Leadership Program. The event brought together 70 inspiring Christian leaders from various walks of life.



## Three days training on Governance & Management

The Executive Director of AWARD-Pakistan took part in the Governance and Management Training under the PPI Capacity Building Program, held from June 11–13, 2025, at O'spring Estate, Murree. Facilitated by Mr. Ayaz Morris, the sessions focused on Leading Change & Managing Teams and Strategic Decision-Making Frameworks. Key discussions included managing resistance to change, team building, faith-based leadership, and the use of strategic tools like SWOT analysis, scenario planning, and stakeholder analysis.

The workshop concluded with reflections on key lessons, challenges, and action plans. Participants were awarded certificates, marking the successful completion of a practical and insightful training experience.



## AWARD participation in international Gathering in Azerbaijan

The Executive Director and Program Manager of AWARD Pakistan participated in the International Gathering: **"Leading & Transforming Together III"**, organized by the **Pakistan Partnership Initiative in Baku, Azerbaijan** from **May 6-10, 2025**. This global event brought together diverse leaders to develop **collaboration**, promote **interfaith harmony**, encourage **shared learning** and strengthen **strategic partnership**. During the visit, the AWARD team also held meaningful meetings with its **donors and partners**, exploring ways to deepen cooperation and program impact.

