



25

1996-2021



25 YEARS OF EMPOWERING COMMUNITIES

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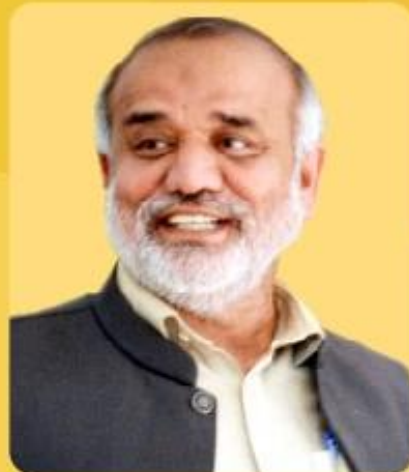
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MESSAGE FROM CEO

It's a tough time for global philanthropy, during the ongoing pandemic to lead the way.

The year 2020 marks the 25th year of striving change among the community by Al-Asar Development Organization (A.D.O). This year left only instances of devastation and chaos, as the world facing an unprecedented global health challenges in shape of Covid-19 pandemic. While it's not a time for jubilant celebration; however, it is still important for us to reflect on the past, and more importantly, to way forward.

We, formally founded 25 years ago, but our linkages within society can be traced back to more than three decades as community based initiative. Reflecting on the rich past of our community services, we started our journey as self-help community clinic, and subsequently over the period of more than two decades, emerged as a capacity building entity, enriched with service orientation, advocacy programming and awareness-raising components. We are proud that we have established a distinguished name as a service delivery third sector organization in Southern Punjab of Pakistan.



On the auspicious occasion of our Silver Jubilee anniversary, we share the honor with our valued members, supporters, stakeholders and rights-holders for completing decade of success, service and sustainability. Our years of successful services, building collaborations, enhancing skills and substantially contributing to bringing change are something to celebrate.

Al-Asar's user-friendly web portal, re-counts few glimpses of our initiatives and their impacts in program districts. These interventions have had considerable socio-economic and political developments among the vulnerable communities. The challenges before us are clear and abundant and moving forward on these fronts is more vital than ever before. We with firm foothold are confident to move forward to achieve our objectives.

Al-Asar believes in putting together integrated efforts to create opportunities for balancing the changes and dealing with challenges. Our staff articulates community issues into words and projects. After that new era of engagements, dialogues and commitment based on mutual interests and respect is made possible. We have contributed remarkably in the lives of vulnerable communities and individuals to overcome their challenges.

Nonetheless, we are grateful to our generous members for their outpouring charitable endeavor, and indeed, without their charitable instinct, we were not able to implement our right-based projects in far-flung area. Al-Asar also conveys its gratitude to all its volunteers without whom implementation of projects would not have been possible. Our success and achievements are closely linked to its well-wishers and volunteers.

Our journey started in 1996 with health care efforts of children in Punjab followed by replicating to other parts of the country. After nearly two decades, in 2014, we reached our first milestone of establishing community health facility in three different locations, along with setting up community schools in different union councils and advocacy initiatives across D G Khan Division, giving women, men and children from low-income background the gift of education and health services. But clearly much work remains!

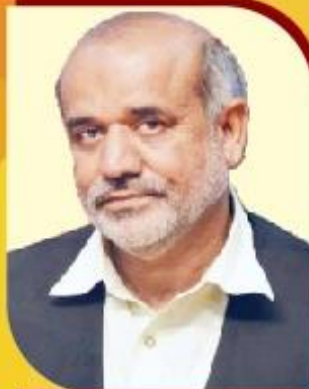
This year, we have recommitted ourselves with full zeal and confidence to advancing our mission to educate at a much faster pace with our strategy 2030. We've pledged to accelerate our programs to reach out to 2 million beneficiaries in the course of next ten years.

Syed Sajjad Hussain Naqvi
Chief Executive Officer

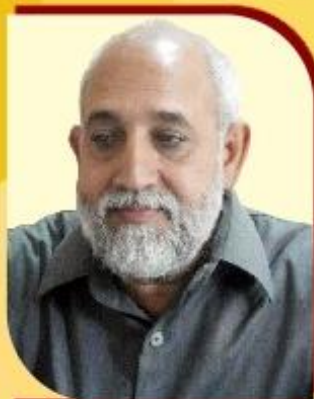
ADVISORY COUNCIL



Hanif Khan Pitafi
Chairperson



Syed Sajjad Naqvi
CEO / Member



Prof. Amin-ud-Din
Member



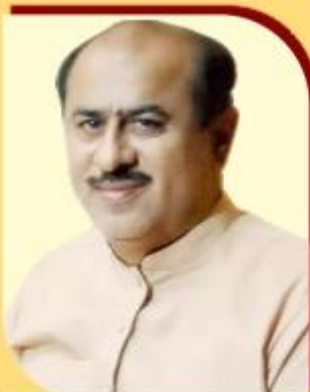
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Member



Ms. Rubina Bibi
Member



Ashiq Hussain Naqvi
Member



Ghulam Hussain Khan
Member



Dr. Zameer Ahmadani
Member



Malik Irfan Raza
Member

INTRODUCTION

OUR VISION:

A society which have socially justice, democracy, and tolerance, gender balance and economical and political potency.

OUR MISSION:

To improve the socio-economic standard of people in Pakistan by mobilizing and strengthening marginalized communities and community based organizations through participatory approaches and service delivery.

OUR OBJECTIVES:

- Improved education and health status in target areas.
- Improved human rights situations in the area and promote good governance.
- Improved socio-economic status of communities through poverty reduction.
- Performed a leading resource organization in South Punjab.

OUR APPROACH:

Al-Asar defines sustainable development as improvement of peace, welfare and social justice for present and future societies and stakeholders. Al-Asar creates knowledge platforms that can enhance the capacity of public and private institutions to formulate development friendly policies and procedures. In order to create a civic environment for communities Al-Asar adopted following integrated approach:



RESEARCH:

Research is essential to find out which programs and/or services work better for marginalized communities. It clearly plays an important role in discovering new techniques to work for community development, and making sure that organization use existing programs in the best possible ways. Research can find answers to things that are unknown, filling gaps in knowledge and changing the way that team Al-Asar work. Therefore, Research is the centerpiece of Al-Asar's organizational approach.

Al-Asar conducts both qualitative and quantitative researches to identify the problems and the solutions from community, for community and through community.



During last 25 years, Al-Asar conducted several baseline surveys for different agencies, situation analysis for SPARC, PPAF, Concern Worldwide and Aurat Foundation, rapid assessments during the flooding of 2010 and 2011. Social experiments were conducted through screening of "Movies That Matter" films project. Thousands of Individuals were interviewed under youth engagement program and electoral reforms program. Al-Asar frequently develops case studies, success stories, human interest stories and stories of change in ongoing and completed projects. Presently, Al-Asar Resource Center has all the updated information (surveys, assessments, beneficiary data, etc.) of every sector of district dera ghazi khan.

POLICY:

Al-Asar's organizational internal and external policies provide framework and structure for overall operations. Their consistent enforcement is contributing to the development of our culture. Our Policies provide guidance, consistency, accountability, efficiency, and clarity on how Al-Asar operates within the organization and outside in field areas. Currently Al-Asar has beneficiary-focused financial policy, program development policy, HR& admin policy, child protection policy, anti-harassment policy and project safeguarding policy.

TRAINING:

Capacity building is an important component of human resource development in Al-Asar. By developing the capacities of human resources, Al-Asar as well as the employees makes progress.

However capacity building is not as simple as it appears at first instance. It demands a systematic planning much ahead of the actual training starts. Especially in the backdrop of the kind of work we are involved with and the resources we have, it becomes all the more important to adopt a systematic approach towards capacity building or training so that the desired results could be achieved.



In service delivery section of Al-Asar, the staff is fully trained on health and education day-to-day jobs and responsibilities. Moreover, Al-Asar's training unit organizes trainings for service delivery staff of different issues and topics.

Under advocacy and awareness-raising Al-Asar organizes trainings for volunteers and stakeholders on range of topics such as; human rights, electoral reforms, disaster response, civic engagements and women and children protection.

COMPLETED PROJECTS



Women Enterprise Technical Training Center Project 1999.
Establishment of Operation Theatre in Al-Asar Medical Complex 2005.

20-Years of Trusted Partnership: **A:** Voters Education Campaign in 2001-02.
B: Citizen Campaign for Women Representation (CCWR) in 2005-06.
C: Increase Income of Skilled Women in 2008.
D: Voice and Accountability Program in 2013-2016.



Provision of low-cost Medical Laboratory Facility Project 2003.
Provision of Missing Facilities in 45 Government Girls Schools 2006.
Capacity Building of Members of EMC & SMC 2007.

PWTD is a long-time partner of Al-Asar on Establishment of Centre for Rehabilitation of Physically Disabled, Provision of Pick & Drop Facility to disabled patients and Provision of artificial limbs and accessories to needy patents during the year 2009-10.



Awareness, Mobilization, and Advocacy Campaign to Strengthening the Health Status of Mothers & Newborns. Vaccination at doorstep Project. 2006-08.
Provision of Medical Services along with Awareness-raising Campaign for Flood

Up-Gradation of Rural Health Centre, Tibbi Qaisrani Tehsil Taunsa, Provision of Facilities in Boys and Girls School and Mobilization of Community on for Mothers, Childs & Newborns Health Issues Project. 2008.



Up-Gradation of Al-Asar Medical Centre and Provision of Ultrasound, ECG, Phototherapy, Incubator, X-Ray equipment Project. 2007-08

Support to National Election (SNEP) Project. Voters Education Campaign was held in 3-Districts of DG Khan Division in 2008 National Elections.



Capacity Building of Pakistani NGOs on GBV-RH Issues at Grass-root Level Project to Ensure sustainability of working on Gender Based Violence and Reproductive Health issues by its integration in strategy of selected partners NGOs. 2009

Awareness Raising Campaign on Environment Protection and Promotion Program 2009. The Project was completed in D.G.Khan





Women CNICs and Voter Registration Campaign, under Advocacy for Electoral Reforms Project in 2015-16 and 2017-18

Skill Development Trainings for Livelihood Enhancement and Protection. 2012-13
Empowering Community Members with Disabilities through Skills Development in District DG Khan Project. 2017-18



Provision of Technical Education and Training for Skills Development Tribal Area Youth. 2017

Embassy of Japan in Pakistan provided financial support to "Construction of Health Center and Girl's School in UC Mamoori" Project. The project played a great role in education and health of the area.



One Window Operation Project in flooded Affected UCs of DG Khan for Provision of Missing Facilities through CCB Empowerment. 2012

Provision of Healthcare Services to Flood Affected Women and Children in 2 Union Councils of Tehsil D.G. Khan. November 2010 to January 2012.



Supervision of 80 Non-Formal Basic Schools, Teachers training Project with Government Literacy Department. 2002-2008

Social Mobilization for WASH and Distribution of Hygiene Kits in Girls/Boys Schools in Flood-hit UCs. 2010-11



UNHCR funded a Project of "Provision of 800 Tents for Shelters Flood Affected Families in 13 UCs". The Project was implemented under Al-Asar Emergency Management Program, during 2010 Flood Disaster.

Al-Asar and NATPOW jointly conducted survey on Health and Family Planning Matters mobilized Communities on health issues and established Model Health Clinic in 2012-14.





"Provision of Training and Awareness on Women Rights", Project was implemented during the period of 2012-14, with support of Home Net Pakistan.

Since 2002 to 2012, Al-Asar served as Coordinator of District Child Rights Committee (CRC), established by SPARC Islamabad. CRC was mandated to act as watch-dog on child rights protection and promotion issues in DG Khan.



Awareness-Raising, on Gender Based Violence & Reproductive Health, through Organizing Movies That Matter Film Festivals" during 2009 to 2011.

Provision of Healthcare Services to Flood Affected Women and Children in 2 Union Councils of Tehsil D.G. Khan. November 2010 to January 2012.



Al-Asar has donation receiving and distributing partnership with Qarshi Foundation, Pakistan, since 2015. Every year in the holy month of Ramazan, Al-Asar receives generous donation of Jam-e-Shirin from Qarshi Foundation and distributes them among needy and poor communities. In 2020, during the Corona Virus Pandemic Qarshi Foundation sent cold & flu kits for mass distribution which helped a lot to save people's health.



PROGRAM AREAS

HEALTH:

The right to health is the economic, social and cultural right to a universal minimum standard of health to which all individuals are entitled.

Pakistan, particularly rural villages and urban slums, are attributed to the lack of access to basic health care services, poverty, lack of health infrastructure and personnel, illiteracy, women's low status, inadequate water supplies and sanitation. One of the main causes of illness in the semi urban settlements and rural areas like D G Khan is poor water and sanitation systems. Many research studies indicate that a significant portion of the rural poor incomes is spent on preventable common diseases linked to contaminated water and unsanitary living conditions. Thus the severity of health-related poverty is closely reflected in the country, province and districts' poor health indicators.

Keeping the above background in view, Al-Asar's Health Program was providing services to needy communities since 1996. Under Al-Asar's Health Program following services were providing to communities:



Al-Asar Medical Complex:

Our fully equipped, medical center is located in the mid-of-city area and covering the urban slums and adjacent rural areas. The Center's OPD charged minimum fee and provide health examination from qualified doctor and prescribed medicines. The center has range of services such as; Ultrasound, X-Ray, Low-cost Operation Theater, Lab and community health improvement information desk. Al-Asar Medical Center provided health facilities to 70 to 75 thousand patients annually. Moreover, two extended outlets were:

Al-Asar Dispensary, UC Jakhar Imam Shah

The Dispensary is located in the main village of union council Jakhar Imam Shah, with coverage of 15 nearby villages, and working since 2010. A qualified LHV along with trained paramedical staff provide basic health facilities to patients.

Al-Asar Dispensary, UC Mamoori

The Dispensary is located in the main village of union council Mamoori, with coverage of 11 nearby villages, and working since 2012. A qualified LHV along with trained paramedical staff provide basic health facilities to patients.



Al-Asar Physiotherapy Center:

Physiotherapy Center was established in 2002 with the technical assistance of Rehabilitation Center for Physically Disabled (RCPD), Peshawar. From its establishment to date the center has provided quality health services to 8450 people with disabilities, with the facilitation of Punjab Welfare Trust for Disabled (PWTD). Al-Asar Center provided physiotherapy to disabled persons and organized medical camps for people with disabilities.





Al-Asar EPI Center:

Al-Asar, with the technical assistance of district health department, has established an EPI (Expanded Program on Immunization) Center. The health department provides resources such as; vaccines, syringes, safety boxes and other logistics needed by the center to vaccinate target populations. The EPI Center provides following need-based vaccination to population of the area: Childhood TB, Poliomyelitis, Rota Diarrhea, Pneumonia and meningitis due to S. pneumonia, Diphtheria, Tetanus, Pertussis, Hepatitis B, Hib pneumonia and meningitis, Measles etc.

EDUCATION:

In 2010, Article 25-A of the Pakistani Constitution was created, stating that "The State shall provide free and compulsory education to all children of the age of five to sixteen years in such manner as may be determined by law." Despite its constitutional assurances, Pakistan was one of the lowest performing countries of the South East Asian region in terms of access to primary education, its quality and the learning outcomes.

Education sector need a radical strategic shift on multiple fronts - from improving outreach to the quality of learning outcomes. Community, institutions and departments have to focus on ensuring full enrollment of out-of-school primary children with a retention policy of all enrolled children. It is important to introduce an overarching national action plan that outlines enhanced responsibility of provinces to implement pre-primary education in the spirit of the national education policy.

Working towards a common goal of improving the situation of primary education among the populace, Al-Asar used a variety of strategies such as establishment of schools through public-private partnership; teachers' training; family literacy programming; community participation; community supported schools; Adopt-a-School; running non formal/ community based schools with effective community participation; and developing human resources for the education sector.

During last 25 years of education service provision, Al-Asar was very clear about the fact that their role is not to replace the government but to ensure that the government effectively covers educational needs, with respect to quality, accessibility, affordability and equity in mind. Al-Asar assumed several important roles during the last 2 decades such as advocacy, service delivery, capacity building, community mobilization, innovation, social experimentation and research. In recent past, Al-Asar was providing following education services:

Al-Asar Public School, UC Jakhar Imam Shah:

Since its establishment in 2011 to date, the Model School was providing basic education to over 250 girls and boys right from playgroup to 8th standard/class per year. In year 2020, 265 girls/boys passed the primary exam. Al-Asar Public Model School was running on self-help bases with minimum fee.







Al-Asar Public School, UC Mamoori:





Since its establishment in 2012 to date, the Model School was providing basic education to over 250 girls right from playgroup to 8th standard/class per year. In year 2020, 248 girls passed the primary exam. Al-Asar Public Model School was running on self-help bases with minimum fee.

DISASTER RESPONSE:


During its transformation phase from welfare society to a development organization, Al-Asar adopted Emergency Management as its core Program area but due to the non-occurrence of any natural and/or man-made catastrophe the Emergency Management Program (EMP) was a dormant segment in first few years. In 2005, right after the worst earthquake of the history of Pakistan, Al-Asar invoked its EMP and created an Information, Education and Communication (IEC) desk at Head Office to disseminate earthquake response related information. Al-Asar mobilized resources for helping affected families and sent supplies to Balakot and coordinated with departments concerned. After the completion of earthquake indirect response, Al-Asar formulated and adopted EMP. EMP specified procedures for handling sudden or unexpected situations. The objective was to be prepared to:


-  Prevent fatalities and injuries.
-  Reduce damage to buildings, stock, and equipment.
-  Protect the environment and the community.
-  Accelerate the resumption of normal operations.

However, the 2010 and 2012 devastating floods in south Punjab was the real test of Al-Asar's EMP. The river flooding badly affected human lives and properties in 33 Union Councils of DG Khan resulting incomplete destruction of several villages, settlements, standing crops and basic infrastructure such as; small bridges, link roads, school and health buildings, electricity installations, and displacement of around hundreds of thousands people. Soon after the flooding Al-Asar started held rapid assessment in flood-hit areas, prepared recommendations for all fellow-CSOs and Govt. Departments and designed immediate response strategy. Following activities were carried out during 2010 flooding:

-  Cooked food packets were provided to 20,000 persons (3,500-households) for one month.
-  200,000 safe drinking water bottles were distributed among affectees.
-  Around 64,629 OPD patients were provided health facilities through 40 mobile camps.
-  120 Health & Hygiene Sessions were organized within affected communities in 40 villages.



-  20,000 OPDs, 2500 pregnant women, 1000 women in need of family planning and 2100 women who have aborted or delivered in 15 relief camps received health facilities from Al-Asar mobile health units.

-  15 Child Friendly Spaces (CFS) and Child Protection Centers were established in 15 relief camps in DG Khan district with the technical facilitation of SPARC, Islamabad In which 3000 children were accommodated during first 3 months.





SKILL DEVELOPMENT:

Al-Asar formally started its Skill Development Program (SDP) in 2010, but enterprise technical trainings were the core activity of Al-Asar since 1998 when Al-Asar established its first technical training center for women with the assistance of TVO Multan Office.

During the decade-long service in SDP, the overall learning of Al-Asar was "it is evident that education and skills are central to improve employability and livelihood opportunities, reduce poverty, enhance productivity, and promote environmentally sustainable development in rural areas of Pakistan."

Based on such findings, Al-Asar urged all stakeholders that it was urgently needed to integrate skills development into rural development policies and strategies such as agricultural policies and private sector development and entrepreneurship policies. It is required that in education system skill based training should be linked with placement facility to link trainee with industries/ employees. Under SDP, Al-Asar provided following services to trainees:

- Disabled Enterprise Development Activities
- Beautician Trainings
- Vocational Trainings
- Kitchen Gardening
- Computer Literacy/ Trainings

The need of the hour is to build a skilling system which would enable the workforce to adapt and match the new requirements, a system that responds well to business needs and also provides new opportunities for rural youth which results in rural development. Thus, Rural Development holds the key to sustainable economic growth and human development. The reduction in poverty is fastest when rural economies are resurgent, providing opportunities for diversification of livelihoods in farm and non-farm sectors.

ADVOCACY:

Al-Asar's was working to advocate for the protection and promotion of human rights as cross-cutting theme in its decade long development programming. Al-Asar used advocacy as a systematic and strategic approach to influencing governmental and institutional policy and practice change. The main aim of advocacy was to shift policy, by transforming and influencing ideas within the public realm. For Al-Asar the role of advocacy gained substantial momentum from the 2000s when Al-Asar formed Citizen Action Committee for Women Rights, with the assistance of Aurat Foundation Lahore. The CAC was the first platform to highlight the issues of women and children in DG Khan.



After the successful implementation of CAC's regular activities Al-Asar qualified for partnership in Citizen Campaign for Women Representation (CCWR) in local government elections held in 2001. That campaign played a great role in DG Khan's local politics and enabled women from all walks of life to participate in local government system. The CCWR also boosted Al-Asar's portfolio as divisional level advocacy organization and based on that work Al-Asar was key member of following networks at local, provincial and national level:

- ☀ Pakistan CSOs Coalition for Health and Immunization (PCCHI)
- ☀ Pakistan Gender Based Violence and Reproductive Health Network (PGRN)
- ☀ Collation Against Child Labor (CACL)
- ☀ Pakistan NGOs Forum (PNF)
- ☀ Pakistan Collation for Education (PCE)
- ☀ Liberal Forum Pakistan (LFP)
- ☀ National Disability Network (NDN)
- ☀ National Humanitarian Network (NHN)
- ☀ Punjab NGOs Coordination Council (PNCC)
- ☀ Network of 300 NGOs for Drug Demand Reduction
- ☀ South Punjab NGOs Forum (SPNF)
- ☀ Ghazi Civil Society Network (GCSN)
- ☀ Citizen Action Committee for Women Rights (CAC)
- ☀ Child Rights Committee (CRC)
- ☀ District NGOs Coordination Council (DCC)
- ☀ Citizens for Good Governance & Democracy (CDG)



OUR BENEFICIARIES:

Advocacy Program

05

656,000 rights-holders and stakeholders were sensitized and trained on almost all basic human rights issues particularly women and child rights protection and promotion.

Health Service

01

680,000 people in need were provided services under basic health service programs this includes on-clinic facilities and medical camping in communities

Enterprise Training

Life skill improvement is essential to end poverty with this goal, Al-Asar trained 52,000 women and youth from poor groups under skill development program.

04

Disaster Response

300,000 affectees were facilitated through food distribution, WASH, education and health services during emergencies in 2010-12 flooding.

03

Education Service

02

312,000 children and youth were getting education through primary schools and child friendly spaces during emergencies

WOMEN
341,680

MEN
158,320



CHILDREN
171,550

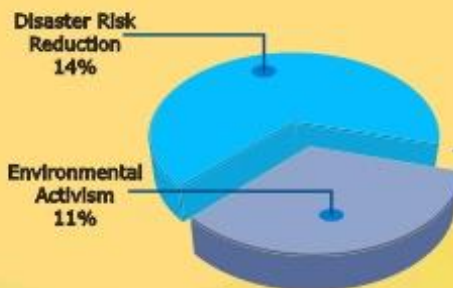
OTHER
180,000

DISABLED
8450



Disaster Risk
Reduction
14%

Environmental
Activism
11%



FINANCIAL OVERVIEW

As a nonprofit and nonpartisan charity organization, Al-Asar depends on funds and grants to run its social welfare/development activities. We ensure transparency and beneficiary centered utilization and operates through a clear/strict financial policy.

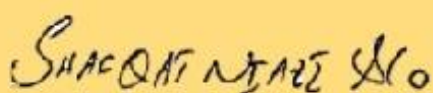
We are committed to ensuring that all information about how we raise, spend and protect our funds is clear and accurate.

Al-Asar's accounts are independently audited in accordance with standards given by the registration authority on Auditing, which require Al-Asar to comply with ethical requirements and ensure accuracy in organizational financial statements.

Al-Asar is accountable to the people and organizations that generously support. We take the risk of fraud, bribery and corruption very seriously. Our goal is to ensure that the maximum possible proportion of our funds reach the needy communities whose futures we are working to transform. Our detailed audit statement(s) are uploaded on website however, a five year's general financial overview is given below:

5-Years Financial Review (2016 – 2020)

Details	2016	2017	2018	2019	2020
Income	1,13,17,555	80,91,933	65,35,763	90,75,939	44,11,123
Expenses	1,25,92,366	89,45,438	1,41,28,368	1,01,13,262	55,67,253
Surplus/Deficit	13,35,358	8,76,456	7,62,0153	10,80,702	11,79,369
Assets	57,36,802	38,07,975	18,79,148	3,600,104	29,86,955



Shafqat Niazi & Co
Chartered Accountants



Chief Executive Officer
Al-Asar Development Organization

OUR VISION 2030

Al-Asar marked 2030 as "Decade of Development" both for organization and our beneficiaries and we anticipate reaching out 2 Million people in our program areas. Al-Asar is committed to provide quality health and education services to our poor and needy communities. Moreover, we shall be expanding our advocacy program, civic engagement program and disaster risk reduction program with following Projects and programs:

- ☀ Construction of 20-bed Hospital with advance facilities.
- ☀ Establishment of Pandemic Response Center with vaccination facility.
- ☀ Up-gradation of dispensaries to medical centers with MNCH facility.
- ☀ Up-gradation of primary schools to high and construction of new classrooms with WASH facilities.
- ☀ Establishment of integrated Life Skill Development Institute .
- ☀ Provision of ambulance services to critical patients.
- ☀ Provision of pick & drop facility to school kids.
- ☀ Establishment of disaster response unit to deal with catastrophes.
- ☀ Expansion of human rights advocacy program to tehsil/union councils level with focus on youth and women.
- ☀ Building capacities of youth under civic engagement/electoral reform program.
- ☀ Strengthening coordination/networking with national and international networks.

In order to achieve the above mentioned targets Al-Asar shall be developing and integrated resource mobilization strategy and contact government institutions, national and international non-profit organizations, corporate and trade-sector funders, individual donors and our members and volunteers.

Once again, Al-Asar is grateful to its kind and generous Members who have donated generously and helped organization in implementing projects in Human Rights, Education, Health, Disaster Response, Life Skills Development and other areas.

AL-ASAR DEVELOPMENT ORGANIZATION

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