



SAFE CHARITY

2016-2017

**Azm-e-Pakistan
Partner FINAL PROGRAM REPORT**

Partner: Centre For Peace and Secular Studies	Grant Number: PUNJD123
Grant Location: Lahore	Grant Title: safe charity
Partner Representative: Saeeda Diep	Start Date: May 2017
Partner Representative Title: Founding Director	End Date: October 2017

1) Please provide a short summary of your project's activities.

Please provide a short summary of activities of the project:

The issue of charity giving is on CPSS's work agenda to counter extremism and terrorism that has inflicted Pakistan for many years. Believing in a community with peace, progress and safety of citizens, Center for Peace and Secular Studies conceptualized the campaign for Safe Charity which was made possible through the donor agency DAI, and collaboration with the relevant government authorities, the business community and the public who participated and supported this initiative.

The need to address this issue was a crucial point for CPSS to relay because most of the money, due to lack of an effective monetary tracking system of charitable organizations, people generally are not well aware about where their money is going or is contribute, unintentionally, towards proscribed and banned charitable organizations in Pakistan.

The following objectives for the campaign were envisaged by CPSS:

1. Sensitization of the masses on the issue of safe charity giving, especially during the month of Ramzan and Eid festivity
2. To collaborate with Lahore City District Government for smooth implementation of National Action Plan.
3. To provide information to business community how to donate charity with responsibility to counter extremism.

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The targeted beneficiaries were mainly the residents of Lahore, who amount to more than 18.5 million people through flyers, brochures, posters, streamers, banners, rickshaws, billboards and radio messages.

CPSS devised its communication and outreach activities including IEC material, radio messages, newsletters, orientation sessions and news coverage. The campaign was mainly covered in two phases during the Islamic months of Ramzan and Hajj, when people spend the most in charity and donation of cattle hides. However, due to their lack of awareness, they end up sending their contributions to proscribed organizations.

The main activities of the campaign, both for phase 1 and phase 2 starting from middle of May through end of September, 2017.

CPSS undertook the following steps to ensure a successful implementation of the project.

1. Project start-up:

Activities involved:

- Description of JDs and deputation. The staff included Project Director, Project Manager, Project Admin and Finance officers and field staff.
- Hiring of staff
- Orientation of the staff (JDs Annexure 1)
- Work plan was submitted to the donor agency as required. (Workplan attached annexure 2)

2. Awareness campaign Phase 1:

Activities involved:

- Printing and approval of IEC material (IEC material details annexure 3)
- Orientation session with LCCI and CDGL.
- Signing of MoUs with LCCI and CDGL (Copy of MoU attached at annexure 4)
- Collaboration with Punjab Metro Bus Authority was made where CPSS was granted permission to display its IEC material.
- Permission letters were also granted by DCO, MCL and PHA.

Media Coverage of Orientation Session:

4 Urdu Newspapers and 5 English news papers covered the Orientation Session event. (clippings attached at annexure 5)

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3. Conclusion of phase 1 and mid-term review:

Activities involved:

- 1st focus group discussion was held by AEP team where 32 from the targeted audience were invited
- Review meeting with CDGL and LCCI

Media Coverage:

The campaign was reported in Tajir Log Newspaper.

President of LCCI 's message was published in LCCI magazines in both phases.

Documentary was shot and disseminated on Social Media (copies of clippings attached at annexure 6)

4. Awareness campaign for phase 2 held.

Activities involved:

- Hiring of field staff which included 2 field supervisors and 14 field staff.
- IEC designing and radio messages for phase
- Letters of permission were acquired by DC office for placing desks at different Bakar Mandis (cattle markets)

5. Project Conclusion:

Activities involved:

- FGD was held by AEP .
- Survey forms were filled and sent (survey form attached at annexure 5)
- Conclusion ceremony and press conference

(Month wise activity details included in the Activity Details section of this report)

Important aspects of the campaign:

The important aspects achieved from our activities are designing a coordinated effort of safe charity campaign with the government, through DCO, Municipal Officer, LCCI, and Punjab Metro Bus Authority. and the business community involved in Zakat and animal hides. With the completion of this project, more doors have been open for all those striving for a safe and secure Pakistan, which includes the government and the civil society. Though there were some

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challenges CPSS faced during its implementation, the overall reception of the campaign was positive and can be taken as an opportunity for mitigated efforts for peace with safe charity one of them.

2) Please provide a short description of how program activities were monitored.

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Internal monitoring on progress was taken on a daily basis with the implementation team. Under the supervision of the Program Director, the Program Manager carried out the responsibilities of managing the affairs of this project and tracked the outputs and outcomes of each activity with the help of Admin Officer, Finance Officers, social mobilizers and field assistants.

Moreover, to assess the performance and impact of this project, the Azm e Pakistan team had conducted the Focus Group Discussions in both phases. Relevant persons involved and targeted through the outreach of this project were invited. About 80 survey forms were filled by the targeted public out of which 15 were called for the Focus Group Discussion and the findings of these meetings are with AEP.

The donor organization also carried out the monitoring by requiring CPSS to submit a workplan with timelines, and also by turning in weekly reports of the activities designed by CPSS team. A total of 16 weekly reports had been sent by CPSS, detailing work activities and outcomes of these activities. The meetings with the concerned city authorities were held and their minutes were taken, which were also shared timely in weekly reports. The IEC content and the scripts for radio were shared with AEP to go through a non-partisan review process prior to their dissemination. The MoUs signed with the concerned government departments were also shared with AEP for their assessment of the collaboration of CPSS with LCCI/CDGL for their support.

CPSS facilitated the Independent Monitoring Unit assigned by AEP/DAI which carried out the monitoring of the project activities.

The following was ensured by CPSS for timely implementation of the project:

- Project start up and submission of workplan and JDs to AeP for their approval
- Authority letters/permission acquired from the relevant authorities: Mayor of Lahore, DCO, Lahore, President of Lahore Chamber of Commerce and Industry, Punjab Housing Authority.
- Signing of MoUs and development of a collaboration with LCCI and CDGL and submission of the copy to AeP
- Hiring and orientations of the staff in both phases.
- Development of the IEC material and approval by AeP. CPSS, as required by the donor, managed to get the following: 10,000 posters, 20,000 flyers, 10,000 brochures, 20 billboard placements and 5 safe charity desks in phase 1 and seven in phase

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- Content of the IEC material was shared with AeP for approval
- Development of radio messages and coordination with radio stations for run time from 19th August to 2nd September. 10 radio messages were recorded and the staff ensured it after every hour.
- Contact with 250 Rikshaw drivers, list of names has been attached in this report
- Orientation session with LCCI was organized by CPSS, which was attended by 200 participants
- Conduction of surveys by CPSS, and submission in both phases
- 16 Weekly reports were submitted by CPSS
- 5 milestone reports were also submitted by CPSS
- Press conference reports and media coverage were ensured by the implementing staff (copies of clippings attached)
- Documentaries for both phases were made and disseminated on social media
- Concluding activity organized by CPSS on 21st September, 2015.
- Attendance sheets were also maintained by the CPSS team and has been attached in annexures of this report.
- Press releases from both phases were ensured (clippings from media attached in this report

- Comments and notes were also recorded by CPSS team. Random people were interacted with during the implementation of campaign at Bakr Mandis for their feedback.

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3) Please provide a description of the project outputs and outcomes based upon the guidance provided below.

Partner Beneficiaries (Direct):

Total: _____ Male: _____ Female: _____

Please describe **who the direct beneficiaries** were for this grant. Also, give an explanation for any under achievement or over achievement.

Total Direct Beneficiaries: 32,959 (both phases)

People directly benefited from the distribution of flyers, brochures, target people at malls, target people at mandis (cattle markets), orientation session at Qasre Zauk, Semminar at LCCI and focus group discussions.

Total Indirect Beneficiaries: About 29,437,680

People indirectly benefitted from Billboards, Metro Bus, Rickshaw, Streamers, posters, radio messages and social media.

Given below is an estimated detail of the beneficiaries from the 8 billboards set up in Lahore as estimated by Hafiz Brothers who displayed the billboards

(Details of the beneficiaries at attached at annexures 7 and 8)

Please describe how the **direct beneficiaries** benefited from this grant. Please provide **several quotes** from beneficiaries and/or stories from the interviews/case studies conducted during the trainings, along with names. Kindly ensure that quotes are disaggregated by gender.

Comments by people

Dr. Sohail, Owner Hospital

He said I and my others 40 doctors friend on the occasion of Eid donate hide to one of mosque near to our hospital. But through the campaign of safe charity we have been apprised on the issue. He said from now on, we will go to enquire the mosques that earn the income from hide and if we are satisfied that they're using this money on positive work, we will donate them, otherwise we donate the charity to others welfare organizations.

Dr. Ifthikhar Bukhari, Businessman

He said first we had donated the charity with closed eyes, but we have been made aware through campaign "Charity with Responsibility" to donate the hides very carefully.

Ch. Waheed, Advocate

He said that despite having close deserving relatives, he used to donate to madrassahs located in his area. However, during his participation at FGDs, he is now convinced that he should give his charity only to deserving people instead of Madrassahs.

Idrees Tabbasam Garments Trader

He said that he used to donate sacrificial animal hides to any organization, but now he has learnt through this campaign that charity should be donated to only close relatives and neighbors.

Amjad Ali, Trader

He said that we should donate the charity to only those organizations who are working on social welfare and believe on human rights, instead of having it sent too extremist and hate-mongering organizations.

Samina Khan

She said donation and charity with responsibility is a good campaign through which people have been apprised that donation and charity should be given with responsibility, otherwise it is dangerous for peaceful society.

Ali Nawaz

Safe charity campaign is a good and timely initiative that has taught him to give away hides to

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only responsible organizations or deserving neighbors.

Colonel Shrafat Husain:

He said this campaign is impressive as it gave awareness to people to exercise caution while giving away charity. He further added that this campaign should not be limited to just Eid festivals, but should be made for the whole year.

Maskeen Khan, principal of religious school for girl orphans at Johar Town:

She stressed that there is an urgent need to market the campaign to women also. She also said that It would be more effective if they women are reached through cable TV ads, like other products are marketed for them, as many of them are housewives and deal with domestic expenses more than males.

Please also provide a detailed summary of each activity. Also list down any challenges faced or lessons learned while implementing the activities. Please also mention the strategies to overcome the challenges. Include several photographs, for each activity, with captions. You may also give details of any success story in this section.

1.Hiring , Deputation and defining Job Descriptions:

Project Director hired the project team which included Project Manager, Admin Officer, Finance Officers, social mobilizers and field assistants.

Phase 1: Field staff hired were 10 in total out of which, 5 members were male and 5 females. They were hired for two weeks for safe charity desks at shopping malls.

Phase 2: There 14 Field Staff were hired for two weeks at seven Bakar Mandis. All were male members because the nature of work was not suitable for females.

Two field supervisors were hired for both phases for two months.

2. Work Plan:

At the initiation of the project, the Project Team met and designed a detailed workplan with timelines for implementation of activities to be carried out. Work plan also included complete implementation table according to the milestones provided by DAI.

3. Staff Orientation Meeting:

It was held on 15th May at the office where the staff was oriented with project objectives. Work strategies to be adopted for both the phases were discussed in detail. Project Director conducted the meeting with project manager, admin officer, finance officer, social mobilizers and field staff at the office. Field staff was appraised about sensitivities of work and code of conduct at public places. Furthermore, strategies were discussed for the monitoring and supervision of the campaign.

Second orientation meeting was held on 19th August and follow-up meeting with field staff for Bakar Mandis on 22nd August. The field staff were handed over masks, gloves, IEC material and volunteer tags for Bakar Mandis.

4. Identification of Places:

The areas were defined during the orientation meeting with the staff. It was decided by the team where the billboards, banners, posters, streamers, and rickshaw flexes, stickers were to be placed in the city in collaboration with relevant authorities and housing societies. The identification of places was subject to feasibility of locations.

5. Development and approval of IEC material:

The project team contacted designers for developing logo and other designs for the campaign. CPSS further submitted the material for finalization and approval by AeP. One consultant was hired to design the campaign after deliberating with CPSS team.

Design included development of campaign logo, flyers, brochures, rickshaw flexes, stickers, posters, billboards and banners.

CPSS then submitted the material for approval by AeP.

6. Display of IEC Material:

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Phase 1 included the list of IEC material:

1. 250 Flexes
2. 5000 posters
3. 10,000 flyers
4. 5 charity desks for 15 days
5. 500 banners
6. 7 billboards
7. 500 stickers
8. 35 Streamers
9. 100 Metro Bus Flexes

(IEC material for phase 1 is attached at annexure 9)

Phase 2 included the following quantity:

1. 250 flexes
2. 5000 posters
3. 10,000 flyers
4. 5000 brochures
5. 5 charity info desks
6. 500 banners
7. 13 Billboards
8. 1000 Stickers
9. 550 Streamers
10. 200 Metro Bus Flexes

(IEC material for Phase 2 is attached at annexure 10)

7. Orientation Session:

Orientation session for LCCI and CDGL was held at Qasr e Zouq on 13th June, 2017. The members of the LCCI. The President of LCCI, Mr. Abdul Basit was invited as a chief guest.

The event started with recitation of Quran by one of the members of LCCI. It was followed by CPSS team introducing the project objectives to the participants attending the event.

A prominent religious scholar Mr. Khalid Zaheer was also invited to deliver a speech on religious obligations to help the neediest neighbors and relatives first. He laid the emphasis on the need for giving charity with responsibility to keep the society safe from extremist elements and misuse of funds in illegal activities. He further talked on how some extremists exploit the society by misinterpreting holy texts to serve their purposes.

Dr. Khlid Zaheer's talk was followed by a speech by LCCI President who thanked the CPSS

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team for taking the initiative of appraising the business community about this issue He apologized to the participants about coming late due to an urgent meeting called by the chief minister of Punjab. During his talk, he reminded the business community of how terrorism in Pakistan has affected the businesses. He also talked about how lack of awareness about charitable organizations has made the society vulnerable to dangers of terror attacks. He laid emphasis on the need for donors to ensure that the charitable organizations are credible and reputed for their transparent work. He further warned the business community that being major donors to philanthropists and charity organizations, irresponsible charity giving can hamper the security measures being undertaken by the authorities. He said that in Pakistan, about 650 Billion Rupees are given away in the name of charity and donations every year. With billions in financial transactions, some extremist groups try to exploit these practices to fulfill their negative aims. "Donations and Charities with Responsibility" campaign is aimed at creating awareness amongst the masses that charities and donations given without satisfactory scrutiny may play havoc with us. He said that every welfare organization is not patriotic and to donate charities prudently. He said it is important to ensure the following points while making charities and donations.

1. Is the charity organization working for the protection and promotion of human rights?
2. Have you visited charity organizations offices?
3. Do you observe before the track record of the organization before donating to them?
4. Does the charity organization publish its annual audit reports?
5. Has the recipient organization ever been blacklisted by the government?

He also stated that the list of banned organization is found on the NACTA website.

The meeting was concluded with Iftaar dinner and a note of thanks by CPSS. At the end of the meeting, IEC material was distributed to the businessmen so they can display them at their work places and business locations

Session was attended by 200. Media was also invited to attend the session for public coverage.

The major challenge CPSS faced during this activity was the delay caused by Chief Minister's urgent meeting with LCCI President.

8. Meetings with Secretary LCCI, CDGL and Lahore Mayor:

Project Team consisting of Project Direct, Manager and Admin Officer met with Mr. Shahid Khalil, Secretary LCCI, who connected the team with their Magazine Editor for publishing advertisements. The team also managed to get appointments and follow-up meetings with

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DCO Lahore and managed to get NOC for commencement of "Safe Charity Campaign" in Lahore District.

The project team also managed to get appointment with Lahore Mayor, Col (Retired) Mubashir Javed at his office.

Meetings were also held with Municipal Cooperation Lahore, President All Pakistan Anjuman Tajiraan and GM Punjab Metro Bus Authority.

9. Review Meeting with LCCI:

CPSS planned a review meeting with LCCI on 1st August, 2017 for appraisal on the achievements of phase 1 of the campaign and to further appraise about the planning of Safe Charity Phase 2. An invitation card was sent to executive community of LCCI, former presidents, Lahore Mayor and District Coordinator Officer.

The meeting was commenced by recitation of Holy Quran by student of Jamia Naeemia. After that, CPSS presented the video on phase 1 where the objectives achieved were mentioned. The meeting was then conducted by Secretary of LCCI Mr. Shahid Khalil who invited president Lahore Chamber of Commerce Mr. Abdul Basit to speak on importance of safe charity during Eid ul Azha and on the responsibility for giving away cattle hides to only known persons or charity organizations. He stressed on the importance for the business community to learn about the repute of the charity organizations and to donate them with caution for the safety of the society.

He asked whether you know where your donated sacrificial hides is being used. In Pakistan hides worth 8.5 Billion are collected on the occasion of Eid ul Azha. Some anti-state groups try to collect hides illegally to fulfill their negative aims. "Donations and Charity with Responsibility" campaign is aimed at creating awareness amongst the masses that the hides donated without satisfactory scrutiny will jeopardize safety of the society. He reminded that every welfare organization is not patriotic, therefore donate sacrificial hides prudently.

Afterwards, Head of Jamia Naeemia Dr. Raghil Naeemi spoke to the audience about the importance of this campaign. He referred to holy texts stressing on giving charity to the neediest first, that include immediate relatives and neighbors. While discussing the assassination of his father,

Maulana Sarfaraz Neemi during a terrorist attack, he stated that militant groups will cease to exist when we exercise great care and caution while giving away our charities. He also talked on how the extremist groups misinterpret religion to fulfil their unpatriotic objectives that harm our society. He requested the business community to be careful and prudent in their donations.

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Afterwards, Mr. Shahid Khalil introduced next speaker, Colonel Mubashar Javed, Lord Mayor of Lahore. He talked about the government's efforts in curbing extremism and terrorism. He said that 300 organizations applied for licenses for hide collection but the government approved only 12 out of these applicants after careful scrutiny. While the government works towards curbing of terrorism, the public and business community should support and collaborate with their efforts by responsible in giving charities.

After his message, CPSS thanked the audience for attending this meeting and distributed the IEC material among them so that they can display it at their businesses and office locations.

Media personnel were also invited to attend the meeting. About 150 participants attended this event. The event was covered in 4 English and 5 Urdu Newspapers.

The major challenge for CPSS for this activity was getting the confirmation of President LCCI and Mayor Lahore, due to their busy schedules.

10. Collaboration with Punjab Metro Bus Authority to display flexes:

Although it was not part of the project, but CPSS realized that Metro Bus, where 200,000 people commute on daily basis, should also be approached for wider public exposure. For this, CPSS team set up meetings with General Manager Mr. Uzair Shah who granted permission to display messages at 27 metro stations in Lahore during first phase. The messages were delivered through stickers and flexes.

For phase 2, permission for displaying campaign messages was allowed for 24 stations in Rawalpindi and 21 Metro Stations in Multan.

About 500 Stickers were posted at Lahore Stations, 300 stickers in Multan Metro and 200 in Rawalpindi Metro. Flexes were also displayed at the entrance and exit of the stations.

11. Attaining permission from PHA, Lahore Cantonment Board and Bahria Housing Society:

After successful meetings with Marketing Director of PHA, Mr Sohail Bhatti, permissions were granted to CPSS to display banners and streamers at different spots in Lahore which included market places, Ramzan Bazars, cattle bazaars and residential areas.

12. Signing of MOU with LCCI:

CPSS developed MOUs to be signed with LCCI. MoU was signed on 15th June, 2017 at LCCI office in the presence of LCCI President Mr. Abdul Basit and CPSS Director Ms. Saeeda Diep. Vice President LCCI and the members of executive committee were also present at the occasion. The media personnel were also invited to witness the event. The event was

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covered by local TV Station, City 42.

13. Contact with Rikshaw Drivers:

CPSS team successfully managed to get in touch with about 250 Rikshaw drivers in Lahore for displaying Flex material at the back of their vehicles. The drivers were sensitized about safe charity. An amount of Rs. 500 was also paid to each driver for keeping the flexes for 15 days. However, few rikshaw drivers ensured us that they will keep the flex until it is torn. Through the contacts provided by the drivers, the CPSS team kept on following up with them about the display of the messages.

14. Contact with shopping malls and Bakar (cattle) markets:

CPSS project team got in touch with different malls for setting up of campaign desks to deliver information to the consumers on the importance of safe charity giving. President LCCI sent request letters to 12 shopping malls to facilitate safe charity desks. Out of 12, five shopping malls entertained the request.

About 5 shopping malls allowed the project team to set up safe charity campaign desks. Stalls were set up at 7 bakar mandis in Lahore city.

31 Ramzan Bazars also allowed the display of safe charity banners at their entrances.

15. Contact with vendors for display of billboards:

Hafiz Brothers Company was contacted for display of billboards in the city. 8 billboards were displayed in the following areas of Lahore for phase 1:

- 1.Thokar Niaz Baig opp main lari adda
- 2.Shahdra Morr Main Metro Bus Stop
- 3.Bhatti Chowk
- 4.Defence Main Boulevard, Zainab Market, DHA
- 5.Anarkali Neela Gunbat (K.E.M.U.)
- 6.Shami Road, Hamdani Chowk, Lahore Cantonment
- 7.Dharampura Phatak
- 8.Johar Town, Pakway Plaza

The billboards were displayed for 15 days

For Phase 2, the following locations were selected for display of billboards:

- 1.Defence Rd. Bhatta Chowk T Sign
- 2.Azadi Flyover
- 3.Chaburji Chowk

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- 4.Co-op Store Chowk
- 5.Lal Pul
- 6.Main Blvd Rabi Center
- 7.Shadarra Morr
- 8.Shimla Tower
- 9.Thokar Niaz Baig
- 10.Township Madna Chowk
- 11.Saddar Cantt. Exit T Sign
- 12.Kahna Flyover

11. Placement of Campaign Desks:

CPSS was granted permission to place desks at the following malls and store during phase 1:

- 1.Metro Cash and Carry (Thokar)
- 2.Metro Cash and Carry (Link Road)'
- 3.Euro Store (Johar Town)'
- 4.Raheem Store (Iqbal Town)
- 5.Raheem Store (Wapda Town)

They were set up for 10 days

For phase 2, stalls were set-up at seven Bakar Mandis at the following locations:

- 1.Allama Iqbal Town, Shahpur Knjran, Multan Rd.
- 2.Wahgah Town, Ring Rd, Lakho Dair, Sabzi Mandi
- 3.Nishter Town. Punjab Govt. Employees Housing Society Phase 2, Wapda Town Extension, College Rd. Township
- 4.Nishter Town-Overseas Pakistani Fundtion Housing Society Phase 2, Arian Morr, Raiwind Rd.
- 5.Gulberg Town. DHA Phase 9. Opposite Nishat Mill Hadiyra Drain
- 6.Data Ganjbakhs Town-Hazrat Usman Ghani Road, Main Sagian Rd.
- 7.Ravi Town—Hazrat Usman Ghani Rd, Main Sagian Rd. Ravi Town.

These desks were setup for 10 days.

12. Display of posters:

The project field team was deputed to install over 5000 posters at different locations in Lahore for phase 1 and 2.

13. Video and Photography campaign:

CPSS hired a videographer and a photographer for documenting the whole campaign. 2 short films of both phases of the campaign were floated on social media (Facebook, Youtube and

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Twitter) for a wider range of audience

14. Radio Messages:

Radio spots were allotted in LCCI Radio Voice of Lahore Chamber FM 98.6, Radio Pakistan-FM 101, FM 99. Messages went on air every half an hour for two week in Lahore, Bahawalpur and Multan in first phase. Phase 1: 11th -25th June, 2017 and phase 2: from 19th August to 1st September, 2017

For phase 1, messages were recorded by President LCCI, Mr. Abdul Basit for their radio station, as well as from other different celebrities. The prominent names include Iftikhar Thakur(famous comedian), Irfan Khosat(known TV and Film artist), Jawad Ahmed (singer and politician) and Shokat Ali(amous Punjabi folk singer).

During phase 2, LCCI President Mr. Abdul Basit, Abid Kashmiri(film Actor), Aurangzaib Laghari(TV and film actor), Hamid Rana(very well-known comedian), Naghma(film actress) and Shujat Hashmi(famous TV and film Artist) talked about the importance of safe charity giving to keep the society safe from extremist elements. The messages ran in FM 101 and FM93. aired the messages from 19 August to 1st September. Besides Lahore, Bhawalpur and Multan, and Faislabad was added during this phase. Furthermore, two more private radio stations, FM 95 (Punjab Rang) and FM 103 also aired 12 messages per-day for one week.

Five Public Service Messages were recorded for a duration of 30 seconds for both phases (Script in Urdu Attached at Annexure: 11)

15. Focus Group Discussions:

During the first Focus group discussion was held and feedback was taken from about 15 invitees out of 80 persons surveyed by AeP. The donor agency has the findings of the discussion.

During the second phase, out of 72 survey forms filled by participants, 13 were invited at CPSS office. The meeting was conducted by AeP team. AeP team has the findings from the FGDs.

16. Staff Meetings:

Throughout the campaign, staff meetings were held on a daily basis to get reports and feedback for activities deputed to different staff members. The meetings also aimed at deliberating ways for implementing future activities.

17. Media Coverage:

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The messages and advertisements were issued at the following print media for the business and trader community.

Tajir Log Newspaper: circulation of about 12000 copies per week at national level.

Daily Times and Pakistan Today, English Daily Newspapers published advertisements on safe charity campaign

Safe Charity Message by President of LCCI was also published in LCCI Magazine. LCCI magazine prints 22,000 copies per month, with outreach to all Pakistani embassies in the world.

18. Concluding ceremony and press conference:

Centre for Peace and Secular Studies (CPSS) has organized a press conference on September 21, 2017, at the Amin Hall of the Lahore Chamber of Commerce & Industry (LCCI) at 3:30pm to share outcome of the successful Safe Charity Campaign. In the presence of prominent business persons and senior government officials, LCCI President Abdul Basit shared aims and objectives of the Safe Charity Campaign with leading journalists from print and electronic media.

Addressing a press conference, Abdul Basit said that the business community is very grateful to the people for their cooperation and support during the Safe Charity Campaign to check those individuals and organisations which were collecting charity funds and animals' hides during religious festival in the name of religion. He said that the chamber has launched the campaign in collaboration with the Metropolitan City Lahore and the Centre for Peace and Secular Studies. He said that the people must play a role of a responsible citizen and must contribute maximum share in nation-building.

Abdul Basit said that they requested the public to give charity to people-friendly organizations so that the financial contribution should not be used against Pakistan. He suggested that there was a need to start a campaign through social media, besides print and electronic media to guide the masses in keeping an eye on anti-state organizations. He appreciated the business community for their contribution in welfare work and said that he could expect more support in public welfare from them.

He said that the people should be sensitized about different organizations working around them and collecting donations and charity funds. He said that they requested the people to avoid such organizations and people who are proscribed by the government. To a question,

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the LCCI president said that it was the responsibility of the people to not support the banned organisations and the anti-state people through their charity contributions. He said that the masses have to play their active role in protection of the society. To another question, he shared references from the religious text and said that no one should provide support in bad activities.

On the occasion, the CPSS shared two short video films to show the successfully-conducted Safe Charity Campaign. CPSS Executive Director Saeeda Diep suggested more efforts to create peace and coexistence in Pakistan especially in reference with the International Day of Peace which is observed annually on September 21. "We have to commit to peace above all differences and to contribute to building a culture of peace," she said. Both Abdul Basit and Saeeda Diep especially thanked Lahore's Lord Mayor Mubashir Javed, the Punjab Masstransit Authority, housing societies and markets and commercial stores for their cooperation during the Safe Charity Campaign.

In the presentation, the CPSS team played audio messages by celebrities such as Naghma Begum, Aurangzaib Leghari, Shujaat Hashmi, Abid Kashmiri and Hamid Rana which were being aired on different radio stations in Lahore, Faisalabad, Bahawalpur and Multan about the Safe Charity Campaign.

Present on the occasion, the media persons also appreciated the awareness campaign after watching short video films. They suggested that the video films can be shared through the video sharing and social networking sites and mobile applications so that the message can be shared with maximum people. At the refreshment table, the journalists put several questions about the continuity of the campaign and its impact. One of the senior journalists also appreciated the field work despite hard weather during the Eidul Azha festival.

The event was covered in 6 english and 3 Urdu Newspapers.

Outcomes:

- President of All Pakistan Anjuman Tajran Lahore came in the loop of the campaign and an understanding of the campaign was made with this traders' union. With their collaboration, banners and posters were displayed in about 136 market places in Lahore. Also, public service advertisement was published in their weekly newspaper "Tajir Log" which has an outreach of a majority of local businessmen of the union and has a weekly circulation of 25000 copies per week. The advertisement was published on 5th June, 2017

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- Lahore Metro Bus Authority also showed positive response to the campaign during meetings and follow-up. Permission to display the campaign stickers in the buses were granted
- Radio spots were allotted in LCCI Radio, Radio Pakistan, FM 101 AND fm 99 and FM103. messages went on air every half an hour for two week in Lahore, Bahawalpur and Multan
- 250 Rikshaw drivers agreed to display flexes on their vehicles
- Housing societies like DHA and Bahria Town displayed steamers and posters for informing residents about safe charity giving.
- 500 banners, 2000 posters and 8 Bill Board advertisements were displayed at important city junctions with the approval of the district authorities
- 31 Ramzan Bazars displayed the banners
- Main mosques in the city also displayed safe charity banners
- 13 billboard advertisements were installed at major locations by the vendor, which have a total eyeball outreach of about 8,192,520 and a count for traffic of 4,046,260 for thirty days

Lessons learnt:

- The project proved to be significant because of its direct people's contact through IEC banners at important junctions of the city and through information desks set up at major shopping centers and Bakr Mandis (cattle markets)
- People and the authorities in general showed positive response to the campaign and the masses were appraised about importance of safe charity giving for maintaining a peaceful society.
- Frequent follow-up meetings held by the project team ensured that the approval process made us learn about delays in official meet-ups with relevant authorities.
- Risk assessment needs to be made more realistic, owing to weather conditions and delays acquiring of official permissions.
- Material prepared for the campaign should be made more targeted to make the campaign more effective

Challenges:

- The implementing team had to face the challenge of weather as the Monsoon rains. The frequent wear and tear of the material made the team to reinstall and print the banners and posters again.
- There was also some resistance shown by some people during the campaign . Our team members were harassed by some people who tore away the posters and IEC material and threatened. These incidents took place at Town Ship and Thokar Niaz Baig. The CPSS dealt with the situation by calling the magistrate who intervened for

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the safety of the team and smooth running of the campaign. The police also facilitated the campaign team.

- There was need for more human and financial resources as the areas identified in the campaign needed a lot of coverage.
- There was a need to hire a full-time media person to keep a track of activities covered both in print and social media and also to look after the production of material that needs more interactive strategies for a safe charity campaign

Impacts:

Below are some important impacts of the campaign

- The authorities and the relevant government departments were very impressed and facilitated and encouraged CPSS to run this campaign. Radio campaign and print coverage also positively influenced the intended targets.
- LCCI President's message was conveyed twice through their circulation of magazines which prints more than 20,000 copies for the local traders and are also distributed to all Pakistani Embassies abroad.
- The Mayor of Lahore himself made some visits to the campaign activities at cattle markets and encouraged CPSS field staff. A phone call from Chief Secretariat was also received at CPSS office commending the work done
- The DG-Metro Bus Authority expressed his interest and encouraged this campaign. He allowed the IEC material to be displayed at Metro Bus Stations and the buses, which are used by more than 200,000 commuters every day in Lahore. He even allowed the material and stickers displayed at bus stations and the buses in Rawalpindi and Multan with about 400,000 commuters reading the messages.
- The radio campaign went smoothly and had a radius of about 80 KM. Not only residents of Lahore heard the messages, but also Radio FM 99 reached out to residents of Faisalabad, Bhawalpur and Multan.
- Short films were made in both the phases which have been disseminated to the social media users, many of whom expressed positive responses.
- Anjuman e Tajiran published an ad in its weekly publication Tajir Log, which has an outreach of 35,000 members of the business community in Punjab
- The major newspapers also covered the events of the campaign in Nawai Waqt, Roznama Express, Roznama Ausaf, Nai Baat, Roznama 92, City 42, Roznama Pakistan Lahore, Pakistan Today, Daily Times Lahore, The News, Dawn Lahore.

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4) Please indicate your level of satisfaction with Azm-e-Pakistan's processes in implementing this grant:

Not Satisfied: _____ Somewhat Satisfied: _____ Satisfied: ___x___
Very Satisfied _____

Please explain what worked, **and** what could be improved:

Prospects:

The campaign was successful for CPSS as the objective for creating awareness was achieved as mentioned in impacts. CPSS feels there are prospects for the safe charity campaign to be more fruitful in future.

- CPSS felt very encouraged by the government officials, in particular the Mayor Lahore, DG Metro Bus Authority and President of Lahore Chamber of Commerce and Industry. Further such initiatives can be taken with the city district government and can be replicated in other areas as well
- The campaign can be extended to other districts of Punjab, , it should also reach out to other provinces, AJK, FATA and Gilgit Baltistan.
- There is a necessity to reach out to the people in rural areas where the charity is majorly given to seminaries, many of them have to get legal approval for the sake of maintaining peace.
- More radio programs should be made, with the number of spots for public service messages increased. Radio Pakistan should be mobilized to reach out to other parts of Pakistan, and those radio stations should also be contacted who have the coverage of inaccessible areas. Radio campaign, along with IEC material has been most effective in reaching out to a maximum number of people.
- Throughout the campaign and through the comments by targeted audience, CPSS feels the need to reach out to women mostly, as a majority of them are housewives and are more involved in dealing with daily domestic expenditures.
- TV ads should be used to reach out to a larger audience, in particular women, to raise

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awareness about safe charity

- The campaign would be more effective and impactful if it is made a yearlong activity, instead of just focusing on holy months.
- A right media strategy with targeted audience as per the audience demographics should be adopted.
- More religious seminaries and mosques should be approached as there is a general feel that extremists and terrorists should be kept out of the domain of faith in the mainstream.

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5) Please attach as separate documents or annexes to this report:

- Beneficiary quotes with names
- Pictures of activities
- List of volunteers
- Participants of awareness sessions
- Findings of the surveys
- List of government officials engaged

6) Any additional comments, questions, or concerns?

Additional and advance funds were needed to run this campaign due to various challenges as mentioned before.

Also, the IEC designing needed some independence in conceptualizing of the messages.

Thank you!

I certify that the equipment and items provided under this grant are and will continue being used in accordance with the grant purposes they were issued for. The information contained in this report is true and accurate to the best of my knowledge

Name: _____Saeeda Diep_____

Signature: _____

Date: ___14-10-2017_____

Partner: Centre For Peace and Secular Studies

Grant No: PUNJD123

Office: Lahore

Prepared by:

Name: __Saeeda Diep_____

Organization: __Centre for Peace and Secular Studies_____

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