



MESSAGE

Pakistan, the campaign will train another 6.75 Million mothers in the same.

NCHD would always look forward to your volunteer support in providing the home-made ORS preparation training to make this initiative a successful effort for betterment of this country.

It should be noted here that with a ranking of 144 out of a total of 178 countries on the UNDP's Human Development Index, Pakistan faces enormous challenges. Poverty, illiteracy and lack of healthcare facilities have for long hampered the scope of generating improved social sector outcomes for the millions of Pakistanis living at the grassroots.

Attempts made in the past to address these issues have often been marred by the lack of political will, economic & political instability and inadequate capacity of the implementing agencies which further exasperated the already dismal state of human develop-

Genesis:
In September 2000, under the leadership of the President General Pervez Musharraf, Pakistan signed the Millennium Declaration at the United Nations Millennium Summit in New York. This in turn, set the commitment of Pakistan to achieve the Millennium Development Goals (MDGs) by the year 2015. This pledge also set the course for initiatives in the country to bring about human development.

In March 2001, a concept note was sent to the President of Pakistan by Dr. Nasim Ashraf from Washington DC which was followed by a presentation in June 2001. Envisioned by the President, a Task Force on Human Development was established in June 2001 and was given official patronage and full support in the Chief Executive's Secretariat. A Young team was assembled from the USA and Pakistan and funds to the amount of \$ 250, 000 were raised from expatriate Pakistanis to cover costs of the Task Force. The President himself attended the launching ceremony of this Task Force.

In January 2002, after thorough analysis of the social sector service delivery all over Pakistan, the Task Force submitted its final report to the President and the National Commission for Human Development (NCHD) was established as an

National Commission for Human Development

000 donors was made the founding director and honored by the President of Pakistan at a gala function. This fund was stamped with the international legitimacy through the commitment of \$ 2 million by UNDP US Committee for UNDP allowed funds to be raised in the US and they maintained a tax-exempt status. PHDF and NCHD were further recognized by the President of Pakistan through a special mention in his address to the UN General Assembly in 2003.

International network and experience of Chairman and the Board of Directors was instrumental in mobilizing corporate donors as well as individual donors at a global level. International Private Sector best practice adoption approach was successfully followed at NCHD, which created a new paradigm in social development in terms of governance as well as implementation.

The chairman leads this initiative and serves in volunteer capacity. As per policy of the Board of Directors volunteer their time and money and do not receive any reimbursements for their expenses.

Innovative Community outreach and fundraising strategies have been utilized since inception such as the first intentional Telethon held in 2003 and 2004. High-level visits

A US\$ 12 million endowed fund has been set up from the Government of Pakistan grant for sustainability of this initiative. Furthermore, in recognition of the current performance of NCHD, the Government has approved \$ 35 million per year for 6 years. UNDP's coverage of the Headquarters' expenses for the first three years has played a very significant role in attracting donors that want their contributions to go directly to the projects and people in the field.

Patrons of PHD

1. President Gen. Pervez Musharraf, Patron-in-Chief
2. Princess Sarvath El Hasan
3. Mr. Abdul Sattar Edhi
4. Mr. Moen Qureshi
5. Ms Jemima Khan

Board Member List

- Directors of PHDF
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1. Brig (Rtd) Mukhtar Ahmed
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played a key role in the success of this initiative. Indeed, strong political will and patronage of the President of Pakistan General Pervez Musharraf who deeply believes in the importance of Human Development for the prosperity of the country has been most significant in the current achievements. Therefore, it is only fair to state this to be the single biggest factor for the success of this new initiative.

In addition to this, strong, committed leadership of this initiative with certain specific traits has definitely been the next most vital factor behind this success. An expatriate Pakistani who brought private sector background and experience in grassroots development and fund raising for the project leads this initiative. His past experience of 25 years in fund raising and actual development work at grassroots in Pakistan gave significant credibility and legitimacy to the concept right from the beginning. This was the key source that helped align the \$ 2.5 million of the seed capital from Pakistani philanthropists, mostly overseas but also from within Pakistan. The encouraged the Government of Pakistan to commit \$ 32 million towards this initiative. This was complimented by judicious and innovative use of media and fundraising techniques to create

Dr. Nasim Ashraf
Minister of State and Chairman
National Commission for Human
Development (NCHD)

In Pakistan a child dies every 5 minutes due to diarrhoea. This is very unfortunate knowing the fact that the illness is highly preventable. This is what National Commission for Human Development (NCHD) focuses on. NCHD aims at creating awareness amongst masses as to how they can prevent such deaths by taking some simple



Development

the Chairman of NCHD, which galvanizes the entire team.

NCHD Programs:

Education:

Inadequate provision of education at the grassroots is one of the most significant obstacles in the path of social change acting as a major handicap, and undermining the true potential of the society. To truly address the issues of social change in Pakistan NCHD, right from its very inception, took task of realizing the goals of "Education for All" set by the Government of Pakistan.

Universal Primary Education (UPE): NCHD's Universal Primary Education program (UPE) has been involved in supporting the EFA goals set by the Ministry of Education, with the support of the community and the local District Education Department. It aims to achieve 100% enrollment of children (between the ages of 5-7 years) in schools together with achieving a reduction in the dropout rate from the current level of 50% to below 20%. To guarantee quality education teacher's training programs have been initiated to ensure that the imparted education meets the required quality standards.

Feeder Schools: Feeder Schools

sufficiency in reading and writing skills. Non-Formal Basic Education Through this intervention, based on accelerated method of teaching, the program encourages children between the ages 8-14 years to join the mainstream education system.

EDUCATION

Literacy Intervention

In 53 districts of the Literacy intervention, 3874 Literacy centers have been completed since the initiation of the Literacy program, two and a half year ago. With the completion of these centers, 83, 549 individuals have been made.

Functionally literate

- Presently, 1517 Literacy centers are operational all over Pakistan with 39, 061 learners enrolled in the Literacy skills imparting exercises

- UPE Intervention: In 17 districts of UPE intervention, 1, 281, 218 (5 years old) out of school children were identified by an extensive data collection exercise (an inbuilt mechanism of the intervention) Out of these out of school children, 1, 008, 909 children have been enrolled in schools, thanks due to NCHD

- NCHD has provided 9121 Feeder teachers to the districts for primary schools. Out of these, over 3000 are teaching in NCHD's Feeder schools (community schools), while the rest are teaching in government primary schools

Rehydration Solution (ORS - Nimkol).

NCHD's National Campaign on ORS (Nimkol) is a step towards taking preventive measures to save more innocent lives. This campaign is based on a successful pilot project of training 678,603 mothers in the preparation of home-made ORS in 8 districts.

Being launched on 30th March, 2005 by Begum Sehba Musharraf, the first lady of

Now, its about time that we as a nation stand together and put forward a struggle for our own rights and pledge for a more healthier and prosperous Pakistan.

Simple, affordable preventive measures like the use of home-made ORS can make a tremendous difference by saving thousands of lives each year in Pakistan and make us a more happier and prouder nation!

Chairman of NCHD with the status of the Minister of State (Federal). Furthermore, twenty five (25) Pakistani expatriates and from within the country were mobilized to each donate US\$ 100,000 to raise a total seed capital of US\$ 2.5 million. This tremendous achievement motivated the President for this initiative. Stringent rules of governance were ensured by setting up a fund in the private sector, the Pakistan Human Development Fund (PIHDF), to be managed by independent Board of Directors.

In July 2003 each of the US\$ 100,

ness all over the world, through events like Sojourn - Pakistan 2003. Communication in the major cities like Los Angeles, New York City and London were targeted through social events like Galas - 2004 building softer image of Pakistan.

Moving forward, it is planned to tap into the 3.5 million overseas Pakistanis by making at least 1% of them as donor members at \$ 1000 per year. If successful, this generates \$ 35 million per year for poverty alleviation and social development. The Government of Pakistan will match this.

15. Mr. Muzzamil H. Malik
16. Mr. Arif Massod Naqvi
17. Mrs. Nadira Panjwani
18. Mr. Saeedullah Khan Paracha
19. Dr. Rafique U Rehman
20. Mr. Farooque Rehamatullah
21. Begum Zari Sarfarz
22. Mr. Abudlazeem M.A. Al-Shamail
23. Dr. Omar Atiq
24. HE Shaikh Nahyan Bin Muabrik AL Nahyan
25. Mr. Machael Lagan
26. Mr. Malcolm Scott
27. Mr. Shiekh Abu Ghurair

CRITICAL SUCCESS FACTORS:
A number of various factors

from within Pakistan. The encouraged the Government of Pakistan to commit \$ 32 million towards this initiative. This was complimented by judicious and innovative use of media and fundraising techniques to create awareness of this special initiative and raise funds through strategic events like the International Telethons 2003 & 2004, Sojourn Pakistan 2004 and Gala Events 2004. Enormous amount of volunteer work and support went into the Galas held in Los Angeles, New York City and London by overseas Pakistani in arranging for its arrangements and marketing. Other key factors behind this include operational flexibility, autonomy, active learning, community participation, social mobilization and volunteering both at grassroots and global level. Last but not the least, is the passion and commitment to this cause from President of Pakistan and

imparted education meets the required quality standards.

Feeder Schools: Feeder Schools have been established for children of 5 to 7 years. They are a prime example of the determination and commitment of the local communities in actively participating in the process of social transformation. Here, they not only encourage the establishment of these schools in their locality but also voluntarily support the effort by providing space for these schools.

Adult Literacy: NCHD has established centers for adults in the age group 15-39 years with 3 month adult literacy course and providing them with another chance to achieve self-sufficiency in reading and writing skills. **Non Formal Basic Education:** Through this intervention, based on accelerated method of teaching adult literacy course and providing them with another chance to achieve self-

teaching in NCHD's Feeder schools (community schools), while the rest are teaching in government primary schools

- 33 % (332, 869 children) of the total enrolled children are receiving education by the Feeder teachers provided by NCHD.

- In the 17 UPE intervention districts, 33, 279 community volunteers are actively involved in UPE activities, assisting in enrollment and dropout prevention activities.

- **Health:** NCHD's Health programs are designed to improve communities 'behavior towards' health. This process involves establishing local health needs, restructuring services of local health facilities and then meeting these needs by building and utilizing local resources. This ensures communities role at each step of the way, encouraging them to participate actively in reaching better health solution.