Case Studies
Volume I
August 2014

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The case studies have been compiled by Ms Hasna Cheema - Deputy Program Manager, GEP, Ms Shahida Sajid Ali - Program Officer for Capacity Building, GEP, Ms Nadia Tariq - Objective Manager for Gender-Based Violence, The Asia Foundation, Ms Muneezeh Saeed Khan - Senior Program Officer for Monitoring and Evaluation, GEP.

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Case Studies: Volume I

August 2014
Preface

Case Studies: Volume 1
As GEP has completed Year Three, there are many case studies that can now be shared. The case studies that are covered in this first volume include the following:

Young Women Lawyers Blazing the Trail of Justice
Grant title: Supporting Women to Join Law Enforcement and Judicial Systems (Grant Cycle Two)

Economic Empowerment through Access to Opportunities
Grant title: Women’s Economic Empowerment through Capacity Building and Skill Development (Grant Cycle Two)

Animation for Behavioral Change: Alerting Children to Gender Discrimination
Grant title: Cartoon Serial to Raise Awareness on Gender Based Violence Issues (Grant Cycle Two)

Advocating for Women’s Rights: Focusing on Men
Grant title: Supporting Four-Month Campaign on Gender Based Violence (Grant Cycle Four)

Each of these case studies outlines the challenges related to the area of work, initiatives taken and interventions made, and then discusses the results. In each case study you will find stories of the women (and men) whose lives have changed or improved as a result of these interventions, and a lot of what they have to say in their own words and their own voices. These case studies have been researched and written by GEP staff members, who worked with the sub-grantees that have undertaken the initiatives under competitive and non-competitive grants.

You will see that each of these cases is very different in nature. The case study on GEP’s legal sub-grants was written by Hasna Cheema (Deputy Program Manager), and covers the training of 192 women lawyers across Pakistan through a set of 4 sub-grants. Some of the lawyers have established chambers of their own, and a network of these lawyers is underway as part of the Pakistan Gender Coalition (PGC) of the Gender Equity Program (GEP). This grant was about developing a cadre of women lawyers who can provide legal aid to women, especially those who suffer from gender based violence.

The one on the skills training by First Women Bank Limited, written by Shahida Sajid Ali (Senior Program Officer, Capacity Building), is about how women enter economic life through appropriate training that provides them with marketable skills and improves their chances in competition for jobs and credit. This grant was focused on skill training and economic empowerment.

The case study on the animated cartoon serial for children showcases the first ever 3 dimensional cartoon series on gender discrimination for children and the manner in which it was received. Researched and written by Nadia Tariq Ali (Objective Manager for Gender Based Violence - TAF), this study covers the making and airing of this unique and exciting media product of GEP. This grant was about the power of media and choosing the right tools for the right target group to convey crucial public service messages.

And the last case study is of what a focused and dedicated campaign can achieve in a short time. Here we see the outcomes of a four-month campaign across Pakistan on gender based violence when GEP penetrated districts and tehsil across Pakistan via 23 sub-grantees, while airing a GEP national campaign on television and radio. This case study was prepared and written by Muneezeh Saeed Khan (Senior Program Officer-Monitoring and Evaluation).

GEP intends to bring out at least two more volumes of case studies, the next one is expected in the beginning of Year Five.

Simi Kamal
Chief of Party
Gender Equity Program (GEP)
Acknowledgments

For the Case Study entitled, “Young Women Lawyers Blazing the Trail of Justice” Ms Hasna Cheema – Deputy Program Manager, GEP (Punjab), wishes to thank her mother; her inspiration and motivation. She is also thankful to Ms Sumera Saleem – Senior Program Officer Capacity Building, GEP (Lahore), for her technical support in finalizing the outline for the case study, Mr Nasir Ali – Program Officer for Monitoring and Evaluation, GEP (Lahore), for his help in the collection of data and designing of the study, Mr Ali Jilani – Program Officer Capacity Building, GEP (Lahore), for his substantial feedback and Ms Nasreen Zehra – Regional Director, GEP (Punjab), for her support. The author would also like to thank Women Social Organization, Change thru Empowerment, Legal Rights Forum and Youth Resource Center for their cooperation in the data verification process.

For the Case Study entitled, “Economic Empowerment through Access to Opportunities” Ms Shahida Sajid Ali – Program Officer Capacity Building is thankful to Ms Shaheen Zamir – Head of Marketing, Public Relations and Entrepreneur Development at First Women’s Bank Limited and Ms Shagufta Alizai – Senior Technical Advisor Development at First Women’s Bank Limited. The support and cooperation received from the team of Business Development and Training Centers is also much appreciated. The author would also like to thank Ms Shafaq Yaqub, former Program Officer for Communications and Media, GEP (Karachi), Ms Muneezeh Saeed Khan – Senior Program Officer for Monitoring and Evaluation, GEP (Karachi), and Mr Abbas Ali Hunzai – Senior Program Officer for Capacity Building, GEP (Islamabad).

For the Case Study entitled, “Animation for Behavioral Change: Alerting Children to Gender Discrimination” Ms Nadia Tariq – Objective Manager for Gender-Based Violence, TAF wishes to thank Ms Samina Naz – Media and Communication Specialist, GEP (Islamabad), for providing useful material pertaining to the study. Ms Naz was also the focal person for this sub-grant. This case study would not have been possible without her invaluable insight. Special thanks are also due to the team of Creative Village for the cooperation that was extended towards the development of this case study and their hard work and dedication that is reflected in the animation series. The author also acknowledges the young artists who provided their voice to the characters of Mein Aur Meray Dost (Me and My Friends).

For the Case Study entitled, “Advocating for Women’s Rights: Focusing on Men” Ms Muneezeh Saeed Khan – Senior Program Officer for Monitoring & Evaluation would like to extend her thanks to Mr Hassan Akbar – former Director Monitoring, Evaluation and Research, GEP (Islamabad), Mr Nasir Kazmi – former Program Officer for Monitoring and Evaluation, GEP (Islamabad), and Ms Memoonah Zaib – former Assistant Manager for Monitoring and Evaluation, GEP (Islamabad), for providing consolidated data. Special thanks are also due to Ms Ibtesam Qaisrani – Coordinator, GEP (Islamabad), for providing information on Pakistan Gender Coalition. The author also wishes to thank Ms Shafaq Yaqub – former Program Officer for Media and Communication, GEP (Karachi), Ms Rizwana Waseem – Program Officer for Media and Communication, GEP (Lahore), Mr Asif Elahi – Program Officer for Media and Communication, GEP (Peshawar), Mr Allauddin Khilji – Program Officer for Monitoring and Evaluation, GEP (Quetta), and Mr Ishfaq Mengal – Program Officer for Media and Communication, GEP (Quetta), for sharing success stories from this sub-grant. The author would also like to extend her thanks to all the GEP sub-grantees who successfully implemented this four-month campaign on gender based violence not to mention all the women and men who attended and actively participated in the campaign making it a success!

Lastly, these case studies would not have been possible without the support and cooperation of GEP sub-grantees and beneficiaries who shared their experiences and the benefits derived from the interventions. The authors acknowledge and appreciate their cooperation.
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## Acronyms and Abbreviations

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<th>Acronym</th>
<th>Description</th>
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<tbody>
<tr>
<td>3D</td>
<td>3 Dimensional</td>
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<tr>
<td>AF</td>
<td>Aurat Foundation</td>
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<tr>
<td>AJK</td>
<td>Azad Jammu and Kashmir</td>
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<tr>
<td>BD&amp;TC</td>
<td>Business Development and Training Centers</td>
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<td>CBOs</td>
<td>Community Based Organizations</td>
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<tr>
<td>CB&amp;SD</td>
<td>Capacity Building &amp; Skill Development</td>
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<tr>
<td>COTHM</td>
<td>College of Tourism and Hotel Management</td>
</tr>
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<td>CDs</td>
<td>Compact Discs</td>
</tr>
<tr>
<td>CEDAW</td>
<td>Convention on the Elimination of all forms of Discrimination against Women</td>
</tr>
<tr>
<td>COO</td>
<td>Chief Operating Officer</td>
</tr>
<tr>
<td>COP</td>
<td>Chief of Party</td>
</tr>
<tr>
<td>CTE</td>
<td>Change Thru Empowerment</td>
</tr>
<tr>
<td>DTCE</td>
<td>Devolution Trust for Community Empowerment</td>
</tr>
<tr>
<td>DVDs</td>
<td>Digital Versatile Discs</td>
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<tr>
<td>FM</td>
<td>Frequency Modulation</td>
</tr>
<tr>
<td>FP</td>
<td>Food Production</td>
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<tr>
<td>FWBL</td>
<td>First Women's Bank Limited</td>
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<tr>
<td>GB</td>
<td>Gilgit-Baltistan</td>
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<tr>
<td>GBV</td>
<td>Gender Based Violence</td>
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<tr>
<td>GEP</td>
<td>Gender Equity Program</td>
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<tr>
<td>IEC</td>
<td>Information, Education and Communication</td>
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<tr>
<td>IWD</td>
<td>International Women's Day</td>
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<tr>
<td>KAP</td>
<td>Knowledge, Attitudes and Practices</td>
</tr>
<tr>
<td>KP</td>
<td>Khyber Pakhtunkhwa</td>
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<tr>
<td>LLB</td>
<td>Latin Legum Baccalaureus</td>
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<tr>
<td>LLC</td>
<td>Legal Literacy Curriculum</td>
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<td>LRF</td>
<td>Legal Rights Forum</td>
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<tr>
<td>LSG</td>
<td>Legal Support Group</td>
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<tr>
<td>MOU</td>
<td>Memorandum of Understanding</td>
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<tr>
<td>NAVTTC</td>
<td>National Vocational &amp; Technical Training Commission</td>
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<tr>
<td>NLF</td>
<td>National Lawyers Forum</td>
</tr>
<tr>
<td>NGOs</td>
<td>Non-Government Organizations</td>
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<tr>
<td>NIDA</td>
<td>National Institute of Design and Analysis</td>
</tr>
<tr>
<td>NWID</td>
<td>National Women's Day</td>
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<tr>
<td>PEACE</td>
<td>Participatory Educational Awareness and Community Empowerment</td>
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<tr>
<td>PGC</td>
<td>Pakistan Gender Coalition</td>
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<tr>
<td>PKR</td>
<td>Pakistani Rupees</td>
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<tr>
<td>PITHM</td>
<td>Pakistan Institute of Tourism &amp; Management</td>
</tr>
<tr>
<td>PMYBL</td>
<td>Prime Minister’s Youth Business Loans</td>
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<td>PSM</td>
<td>Public Service Message</td>
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<tr>
<td>PTV</td>
<td>Pakistan Television</td>
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<tr>
<td>RFP</td>
<td>Request for Proposal</td>
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<tr>
<td>SMEDA</td>
<td>Small and Medium Enterprise Development Authority</td>
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<td>TAF</td>
<td>The Asia Foundation</td>
</tr>
<tr>
<td>TDAP</td>
<td>Trade Development Authority of Pakistan</td>
</tr>
<tr>
<td>TNM</td>
<td>Trainee Networking Meeting</td>
</tr>
<tr>
<td>TUSDEC</td>
<td>Technology Up-gradation &amp; Skill Development Company</td>
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<tr>
<td>TV</td>
<td>Television</td>
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<tr>
<td>USAID</td>
<td>United States Agency for International Development</td>
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<tr>
<td>WSO</td>
<td>Women Social Organization</td>
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<tr>
<td>YRC</td>
<td>Youth Resource Center</td>
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<tr>
<td><strong>Term</strong></td>
<td><strong>Definition</strong></td>
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<tr>
<td><strong>Dar-ul-Aman</strong></td>
<td>Literal translation is “House of Peace.” Dar-ul-Amans are government run shelters in Pakistan for homeless and/or endangered women</td>
</tr>
<tr>
<td><strong>Diyat</strong></td>
<td>Financial compensation paid to the heirs of a victim</td>
</tr>
<tr>
<td><strong>Hudood</strong></td>
<td>A class of punishments under Shariah that are fixed for certain crimes considered to be “claims of God” including theft, fornication and adultery</td>
</tr>
<tr>
<td><strong>Imam</strong></td>
<td>An Islamic leadership position through which Imams may lead prayer services, serve as community leaders, and provide religious guidance</td>
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<tr>
<td><strong>Jirga</strong></td>
<td>A tribal assembly of elders who take decisions by consensus</td>
</tr>
<tr>
<td><strong>Juma Khutbat</strong></td>
<td>Friday sermon</td>
</tr>
<tr>
<td><strong>Kari</strong></td>
<td>Literal translation is “Black female.” The title is given to woman who has allegedly dishonored family through promiscuity</td>
</tr>
<tr>
<td><strong>Khula</strong></td>
<td>The right of a woman to seek divorce from her husband in Islam</td>
</tr>
<tr>
<td><strong>Mela</strong></td>
<td>Funfair</td>
</tr>
<tr>
<td><strong>Nikah Nama</strong></td>
<td>Marriage certificate</td>
</tr>
<tr>
<td><strong>Pro-Bono</strong></td>
<td>Professional work undertaken voluntarily, without payment or at a reduced fee for public service</td>
</tr>
<tr>
<td><strong>Qisas</strong></td>
<td>Retaliation or settlement of accounts</td>
</tr>
<tr>
<td><strong>Sharia</strong></td>
<td>Moral or religious legal framework in Islam</td>
</tr>
<tr>
<td><strong>Taluka/Tehsil</strong></td>
<td>Administrative unit</td>
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</table>
Case Studies: Volume 1

Introduction

In its first three years the Gender Equity Program (GEP) has initiated six grant-cycles and undertaken multi-tier engagements with civil society, government entities and the public through mass campaigns. It has put out 152 grants and successfully closed cycles 1 and 4. Many noteworthy experiences and impacts have emerged that need to be recorded and shared. This volume is the first of several that present case studies of GEP that could be initiatives, the experience of a single grant or a group of grants, a campaign, a group of people, voluntary action or service delivery.

This first volume contains four case studies:

1. Young Women Lawyers Blazing the Trail of Justice
2. Economic Empowerment through Access to Opportunities
3. Animation for Behavioral Change: Alerting Children to Gender Discrimination
4. Advocating for Women’s Rights: Focusing on Men

Aurat Foundation’s vision calls for behavioral change right from the grassroots to the national, and therefore, GEP works on complementing initiatives that support women’s right to exercise freedom in social, economic, political and legal spheres.

The engagements and initiatives of GEP have encompassed attempts to strengthen women’s ‘agency’ geared towards choice and action as well as provision of an enabling environment for the exercise of equal rights.

Over the course of four years and multiple grant-cycles, GEP has treded unchartered territories and undertaken some unconventional initiatives.

However, the success of a project does not lie only in successful delivery of outputs, but also sharing of the models, frameworks and learning, such that they can be internalized and scaled up. With that spirit, GEP is working on this series of publications to capture GEP interventions in the context of challenges, share adaptations made in implementing strategies, present outputs and how these fit into the larger GEP framework.

While the case studies are very diverse in nature, yet all attempt to illustrate the conceptual framework within which GEP is operating and use reference points that ultimately lead towards a common objective - facilitation of an enabling environment for women’s emancipation.

The case studies also explore several cross-cutting issues with transformative potential, including the importance of engaging men, the potential of working with the youth, overcoming the many overlapping and compounding disadvantages women experience (such as poverty, minority status, mobility, traditional practices, marginalization), the importance of progressive laws and institutions, and changing social and cultural norms. The publication focuses on four of the many ‘expressions’ of agency where major challenges and gaps prevent gender equity.

The first case study in this volume is entitled “Young Women Lawyers Blazing the Trail of Justice.” Gender discrimination is pervasive in the justice systems in the country, where laws and legal practice condone and allow (and sometimes encourage) discrimination to fester. For most Pakistani women, the road to court is hard, and being inside a courtroom even harder. Young women law graduates have limited apprenticeship opportunities in male dominated
chamber practice. This GEP initiative was aimed at making judicial systems more accessible to women litigants - 'Supporting Women to Join Law Enforcement and Judicial Systems' was part of a set of four interconnected sub-grants, awarded at provincial level, to produce a cadre of women lawyers that could take up (GBV) related cases and represent, assist and support women litigants throughout the legal process. A total of 192 female law graduates and final year students were attached with 128 law firms, for a period of nine months, across Pakistan.

The case study examines the steps of this process of capacity building of women lawyers in tackling GBV cases, how the lawyers within those chambers were transformed and finally how a process was initiated where sensitization of other entities and institutions also occurred, where multi-tier linkages emerged in the form of a trained resource base of women’s rights advocates, and where these lawyers are actively providing services across Pakistan.

The second case study entitled “Economic Empowerment through Access to Opportunities” addresses the critical ability of women to earn - this ability dispenses greater influence in decision-making at home and provides impetus for greater self-reliance and less tolerance for violations of dignity and rights. To encourage women entering the domain of business and enhance their chances of getting employment, GEP initiated a series of in-depth certified training courses on business development and employable skills in collaboration with First Women Bank Limited (FWBL), a uniquely positioned public institution providing financial services to women in Pakistan. The project facilitated 640 women from low-income groups in acquiring entrepreneurial trainings and ability to set up small to medium businesses, which will economically benefit them and raise their status within the household.

This case study tracks the quantitative as well as qualitative results, analyses and immediate outputs and how they link up with the overall planned outcomes of the project.

The third case study, “Animation for Behavioral Change: Alerting Children to Gender Discrimination” targets children in early education on gender discrimination. Children are agents of change and can redefine social norms and practices as adults. Investing in them at an early stage is one of the most effective ways of achieving larger behavioral change in society. Cartoon animations provide an ideal medium to relay messages among children in their formative phase. Furthermore, since children usually watch cartoons with their parents, the messages contained in an animated series are invariably picked up by adult minds as well. The animation series entitles “Mein Aur Meray Dost” [Me and My Friends] challenges stereotypes about women and girls. It also challenges patriarchal norms, violence against women and other negative social practices that are culturally ingrained in Pakistan, transferred from one generation to another and reinforced by the media. This groundbreaking 3D animated series tackles the issue of gender-based violence through evocative 10-minute-long animated content through spirited characters, vibrant animation and compelling story line.

The fourth case study “Advocating for Women’s Rights: Focusing on Men” begins with the recognition that countering human rights abuses against women is the first step towards addressing their equal rights. To this end, GEP supported a focused and coordinated campaign across the country to initiate a dialogue and raise awareness on gender violations in Pakistan. This campaign ranged from national, provincial to district, town, right down to taluka/tehsil levels providing a forum for dialogue and strategy-sharing, pressurizing the government to implement commitments made in national and international legal instruments, expressing solidarity with survivors and victims of violence and celebrating economic, political and social achievements of women of Pakistan. Under this initiative, GEP directly reached out to 94,243 people across Pakistan in all four provinces, Jammu Kashmir (AJK) and Gilgit-Baltistan (GB). Subsequently, GEP’s implementing partners continued the momentum built in 2011 by mobilizing resources on their own while GEP assisted them by providing IEC material for distribution during the events. In 2013, Representatives from more than 130 member organizations attended the meetings and were invited to submit their plans for their 16 Days activism campaign.

The case study tracks events held across 19 district clusters, provides detailed accounts of participation,
outreach, and gender-segregated data to analyze the outreach of the campaign and the momentum that it was able to achieve through multiple events held simultaneously across the country. This campaign was supported by a national initiative that included a GEP documentary entitled, “Main Safar Main Hon” (I Am on a Journey) and a media campaign, “Empower Women” held from 25 November 2011 – 8 March 2012.

All the case studies present a detailed analysis of GEP’s motivation for undertaking the specific initiative and how those were materialized by the respective implementing partners. This is done through descriptive, exploratory and/or explanatory analysis using qualitative or quantitative approach and objective examination of the implementation method. Various stages of the project implementation are tracked and presented with a real-life perspective. In some cases effort is made to explore causation in order to find underlying factors.

This publication offers operational guidance to partners on the ground interested in advancing gender equity in Pakistan.
Gender discrimination is pervasive in justice systems across the Asia-Pacific region. Laws and legal practices allow and even encourage discrimination to fester. Laws can be overtly biased or silent on the social, economic and political standing of men and women or inconsistent. The laws may offer protection of rights of one hand, often in the constitution, while stripping away these guarantees on the other hand, through inconsistent or discriminatory laws and legal practices. Consequently, large numbers of women in Asia-Pacific are among the four billion who are globally excluded from access to justice.

Like the region itself, the situation in Pakistan is a matter of concern. Women face various forms of legal inequalities. The barriers are of two kinds: discriminatory laws such as repressive provisions of the Hudood Ordinance and Qisas and Diyat Ordinances and limited access to the justice system. The gender gaps are exacerbated by the existence of informal justice systems or jirgas and arbitrary application of sharia. For most Pakistani women, the road to court is hard and receiving justice, whilst inside courtrooms, is even harder. The role of law enforcement agencies in administering justice and providing legal relief to women litigants is limited.

In general, young law graduates lack understanding of pro-women laws, their social and legal implications. In the initial phase of their legal careers, they have limited apprenticeship opportunities (with no monetary support) in a male dominated practice. Hence, there is a pressing need to make the judicial systems more accessible to women litigants. One of the ways to achieve this goal is through increasing the percentage of women lawyers in the country.

Gender biases are intensified further by the dearth of women lawyers trained on GBV & women’s legal issues.

There are several factors responsible for the scarce number of trained young women lawyers in the country. These, intra-alia, include: existing cultural taboos and family resistance to women’s participation in legal practice, male dominated chambers and courtrooms, financial constraints and lack of opportunities to learn and excel in the legal profession.

2.1 The Initiative

'Supporting Women to Join Law Enforcement and Judicial Systems' was a national grant awarded, under grant cycle 2 of the Gender Equity Program (GEP) of Aurat Foundation (AF) which is supported by the United States Agency for International Development (USAID). This sub-grant was part of a set of four interconnected sub-grants, awarded at the provincial level, to produce a cadre of women lawyers that can take up gender based violence (GBV) related cases and represent, assist and support women litigants through the legal process.

The grants were implemented through four GEP sub-grantees. These included Women Social

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The sub-grants aimed to:

- Provide apprenticeship opportunities to young women lawyers with local law chambers, for a period of nine months
- Facilitate final year law students or fresh law graduates from public universities/colleges to acquire knowledge and expertise to handle women's rights cases
- Enhance capacities of selected women lawyers to develop understanding of and tackle GBV issues
- Gender sensitization of selected members of legal fraternity and local organizations
- Create a resource pool of women lawyers that can play a critical role as advocates of women's rights
- Increase pro-bono support to female litigants through trained female lawyers

Some of the main initiatives undertaken include:

### 2.1.1 Apprenticeship Opportunities with Law Chambers

A total of 192 female law graduates and final year students were attached with 121 law firms, for a period of nine months, across Pakistan.

GEP sub-grantees followed a transparent and consultative process by holding orientation meetings with law firms and local law colleges, in order to identify and short-list candidates for apprenticeship.

Selection Criteria for Apprentices:
- Female
- Law student in final year or fresh law graduate
- Equal geographical representation
- Nine months commitment

Pre and post assessment surveys were conducted in order to gauge the level of skills of law interns before and after apprenticeship. Some of the main findings of these surveys are highlighted on the next page.
2.1.2 Capacity Building

Legal Literacy Curriculum Development

The development of a Legal Literacy Curriculum (LLC) was one of the significant and innovative parts of the legal sub-grants.

LLC serves the following objectives:
- Facilitate gender sensitization of trainees and senior counsels on GBV issues and women’s legal rights
- Enhance legal skills (lawyering and case management, legal drafting, pleadings, court procedures and legal research)
- Serve as a useful reference tool for young lawyers and legal fraternity

The curriculum focuses on themes of gender, gender roles, approaches to equality, GBV and responses to it, case management and lawyering skills.

National Consultative Workshop on LLC

The LLC was developed through a comprehensive consultative process at the national level, involving all key stakeholders and beneficiaries.

In this context, a two-day National Consultative Workshop was held in Quetta in late February 2012. The workshop aimed to review the LLC draft outline and discuss ways to further refine the contents of the curriculum.

The participants of the workshop included sub-grantees of GEP, a representative from GEP, local lawyers and selected law interns from Balochistan.

Findings of Pre-Assessment Survey
- Limited knowledge on gender, key concepts and women’s rights & pro-women laws
- Inadequate lawyering skills (i.e. case management, pleading and communication skills)
- Lack of exposure to law enforcement agencies (i.e. Jails, Dar-ul-Amans, Crisis Centers & High Courts)
- Male dominated legal fraternity
- Lack of women led law chambers
- Family pressures and resistance to legal profession
- Lack of apprenticeship opportunities

Findings of Post-Assessment Survey
- Understanding of gender, concepts and women’s rights enhanced
- Clarity on pro-women laws and enforcement mechanisms
- Financial support promoted regular attendance of chamber practice

Once the LLC was finalized, a series of training workshops were held across Pakistan. A total of 25 workshops were held, in which 607 people participated.

Table I: Pre and Post Assessment Survey Findings

<table>
<thead>
<tr>
<th>Findings of Pre-Assessment Survey</th>
<th>Findings of Post-Assessment Survey</th>
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<tr>
<td>Limited knowledge on gender, key</td>
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<td>concepts and women’s rights &amp;</td>
<td>and women’s rights enhanced</td>
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<td>Inadequate lawyering skills</td>
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<td>(i.e. case management, pleading</td>
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<td>and communication skills)</td>
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<td>Lack of exposure to law</td>
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<td>enforcement agencies (i.e. Jails,</td>
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<td>Dar-ul-Amans, Crisis Centers &amp;</td>
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<td>High Courts)</td>
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<td>Male dominated legal fraternity</td>
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<td>Lack of women led law chambers</td>
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<td>Family pressures and resistance</td>
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<td>to legal profession</td>
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<td>Lack of apprenticeship</td>
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<td>opportunities</td>
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<td>Financial Crisis</td>
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</table>

Once launched the curriculum will be a useful reference tool for legal fraternity across the country.
The participants included women apprentices, senior lawyers, members of Bar Associations and representatives from chambers attached with the apprenticeship program. The expert trainers included, retired judges, faculty of local law colleges, gender experts, members of provincial government and members of judicial academies.

The workshops provided an opportunity for the gender sensitization of lawyers, enhancing their understanding of GBV issues and also serving as a pre-testing of LLC.

Mock Trials

Part of the project interventions included staging mock trials. A total of nine mock trials were organized with the collaboration of District and Session Courts Sukkur, Hyderabad and Karachi. The aim of this activity was to train young women lawyers on the dynamics of conducting family cases, effective ways of pleadings and arguments before judges.

Two-day Mock Court Sessions in District Court, Sukkur

The law interns for the mock courts were selected from across the province. A two-day pre-mock-court training was also organized for the capacity building of the participants by Legal Rights Forum, a GEP sub-grantee. During the proceedings, interns learnt about professional and legal ethics from various legal experts.

Two groups were constituted for conducting the mock trial. One group represented a plaintiff wife who had supposedly filed a family suit for maintenance allowance against her defendant husband who was represented by the second group. Both sides presented arguments following which the presiding judge pointed out the technical mistakes in their arguments.
**Awareness Raising Initiatives**

A series of seminars, focused groups discussions and district level dialogues were organized across Pakistan.

These initiatives aimed to:

- Highlight challenges that affect women's participation in the judicial system
- Brainstorm on the nature of GBV cases and existing protection mechanisms for GBV survivors
- Hold discussions on the nature of gender biases especially in the legal system
- Suggest recommendations and solutions to the challenges faced

The awareness raising events were attended by young lawyers, members of legal fraternity, civil society representatives, members of law enforcement agencies, members of Dar-ul-Aman and provincial government departments (social welfare and health).

**Capacity Building of Shaheed Benazir Bhutto Crisis Center Staff**

Realizing the limited availability and capacities of existing women protection mechanisms, two capacity building workshops were conducted for the staff of Shaheed Benazir Bhutto Crisis Center based in Quetta. The workshops aimed to enhance staff capacity and knowledge on GBV issues, teach effective techniques for handling GBV survivors and develop participants' clarity on the nature of GBV cases.

The workshops provided an opportunity for the first time to relevant institutions to share their experiences, challenges and make recommendations for improvement in the existing protection mechanisms.

**Production of IEC material**

Information, Education and Communication (IEC) material played a vital role in awareness raising and advocacy throughout the project period. It was the most cost effective tool used to cover a diverse audience for information dissemination.

The list of IEC material developed, printed and disseminated included brochures, quarterly newsletters, standees, desk calendars, posters and flyers.

**2.1.3 Experience Sharing**

**National Level Lawyers Forum**

Young and bright women lawyers assembled in Lahore for a two-day National Lawyers' Forum on May 6-7, 2012. The key note address was given by Barrister Shahida Jameel.

A total of 100 selected lawyers from four provinces along with senior and renowned law practitioners attended the forum.

One of the main objectives of the forum was knowledge sharing of apprentices affiliated with law firms across Pakistan.

According to the GEP team present at the occasion, the grant has been instrumental in making a substantial difference in the lives of young lawyers.
Apprentices from four provinces highlighted the challenges faced by them as young women lawyers. From stiff family resistance, mobility issues, economic constraints to sexual harassment at the workplace, the list of their concerns was long and worrisome. However, the apprentices expressed their desire to continue their struggle to advance women’s legal rights in Pakistan. Majority of them demanded that such a progressive initiative be extended beyond the duration of the grant cycle.

Provincial Level Forums

Provincial level lawyers’ forums were also convened. The participants included apprentices, senior lawyers, members of Bars, and representatives from civil society.

The forums provided a platform to legal fraternity, including young women lawyers, for experience sharing and forging linkages.

During these provincial level discussions, barriers that stand in the way of effective participation of women in the legal systems were highlighted. They include a hostile court environment, a male dominated profession, lack of protection mechanisms for women litigant GBV survivors, limited professional capacities of women lawyers and scarce learning opportunities.

The statements of a few apprentices testified to the tangible impact of the grant:

Simi Magsi, a young lawyer from Sindh highlighted how this program has helped her “gain more confidence” and enhanced her “knowledge on women’s related legal issues.” The various gender awareness seminars and information on new gender-friendly laws, organized under the program helped to boost her confidence. Simi affirms, “The program has given me the courage to defend women’s rights.”

Qamar-un-nisa from Balochistan narrated how local women are cut into pieces and served to dogs, under the disguise of Kari (honor killings). Drawing strength from this program, she mentioned that her resolve to fight against such anti-women customs has increased. Qamar believes local women are not meant to serve as “food for dogs” rather they are humans endowed with the gift of procreation.

Sumera Khan, an apprentice from Khyber Pakhtunkhwa, mentioned that the stipend given under the program was really helpful for young women lawyers.

Sabra Islam, a female lawyer from Balochistan mentioned that this program has enabled her to “serve as an ambassador for poor women” within the justice system.
Exposure Visits
A series of exposure visits of apprentices were organized across Pakistan. The places visited by young women lawyers included women’s jails, police stations, offices of human/women’s rights activists, office of Home Department, Law Department, Department of Women Development, crisis centers and Dar-ul-Amans.

Table 2: A Few Recommendations from the Provincial Forums
- Men lawyers must be sensitized on gender and women’s rights;
- Financial allowance should be provided to young women lawyers by the government
- There is a need to create awareness amongst legal fraternity on pro-women laws
- Government should make sincere efforts for the fulfillment of GBV survivor needs
- Legal awareness campaign at the grassroot level should be launched
- Customary practices that infringe women’s rights should be eliminated

Exposure Visits: High Court of Sindh, Karachi and meeting with Honorable Chief Justice Mr. Justice Musheer Alam
The apprentices visited Sindh High Court and met with Honorable Chief Justice of Sindh, Mr. Justice Musheer Alam. The Chief Justice shared his experience with legal practice and advised young women lawyers to focus their attention on legal research work and develop a proper understanding of the procedural laws. He felt that these skills would help young lawyers become champions of women’s rights.

Table 3A: Glimpses of Exposure Visits arranged by Legal Rights Forum I

Building on Dreams
Brought up in a lower middle class family of Multan, Shehnaz Saeed, always wanted to fight against anti-women practices such as Karo-Kari. After graduating, she informed her parents of her intentions of becoming a lawyer. Her decision was met with immediate opposition.

“I practiced law is a man’s domain,” her family members remarked. However, she still went ahead and enrolled in a law college. Fortunately, one of her brother’s sided with her and convinced everyone to respect her decision of becoming a lawyer. When Shehnaz finished college and the time to practice law arrived, her family opposed the idea. Her financial dependence on her parents only worsened an already volatile situation.

A phone call from the Women Social Organization (WSO) lit up her face and changed everything in a split second. Shehnaz explains, “The caller told me about the United States Agency for International Development’s (USAID) Gender Equity Program (GEP) that was implementing an internship program on Supporting Women to Join Law Enforcement and Judicial Systems in Punjab. I was really excited on the first day of my internship,” Shehnaz says. “I learned a great deal from my seniors.”

Today, she is an independent lawyer with her own chamber. She mainly takes family cases.

“Recently, I won a case involving a woman who had been brutally beaten by her husband. For me it was a great feeling: a sense of achievement so immense and overpowering that my struggle to reach this point finally seemed worth it.”
Saima Anwar
Swat, Khyber Pakhtunkhwa
Youth Resource Center

Women in Malakand division face several social and cultural barriers including limited access to education in Law. Saima completed her Latin Legum Baccalaureus (LLB) from the Muslim Law College Swat; one of the three women students to graduate from the program in the last fifteen years.

Youth Resource Center’s (YRC) internship gave her the opportunity to connect with fresh law graduates, advocates, civil society organizations and human rights activists; an enriching experience that boosted her confidence. The monthly stipend received from YRC allowed her to continue her law practice without placing a financial burden on her family.

Today Saima is the only woman lawyer in Malakand division. She strives for access to justice and provision of rights for the women of her area. Saima believes that women can excel in any field if the put their mind to it. She is the pride of her elders and a source of inspiration for youngsters.

Sumaira Joins the Districts Courts of Abbotabad

Sumaira is the resident of Mansehra district in Abbotabad. She completed her Latin Legum Baccalaureus (LLB) in 2008 and received her degree the following year from Abboyy Law College. However, her parents did not approve of her plans to practice law as the environment in courts is often quite unfriendly to women. Sumaira is the first lawyer in her family. After her marriage in 2010, her husband and in-laws were also not keen on her joining the profession of law as they thought it would cause her to neglect her household responsibilities. Once she became a mother her plans were further postponed.

In late 2011, when the Youth Resource Center (YRC) contacted her in context to a paid internship program, she realized this was an opportunity she could not afford to miss out on. She joined the internship program which is part of a project for, “Supporting Women to Join Law Enforcement and Judicial Systems” under the Gender Equity Program (GEP) of Aurat Foundation (AF) funded by the United States Agency for International Development (USAID). This intervention by YRC helped her meet some traveling expenses and provided her flexible timings. Now she is not only managing her household responsibilities but is also a promising lawyer at Abbotabad’s district courts.

Sumaira states, “I am very confident and happy now. My message to all women lawyers is not to get discouraged by any hurdles and continue to establish themselves as legal practitioners. I am thankful to YRC for providing me the opportunity to start working towards achieving my goal of becoming a successful lawyer.”
2.2 Results

The grant has been instrumental in making a substantial difference in the lives of young lawyers. Some of the results of the sub-grants include:

- Development of Legal Literacy Curriculum and dissemination amongst sub-grantees to ensure commonality in legal trainings on women’s issues
- Convening of the National Lawyers Forum has provided young aspiring women lawyers to pursue professional growth through mutual learning and knowledge sharing
- Women law graduates have gained invaluable experience through exposure visits to High Courts, lawyers and civil society organizations
- Through various capacity building measures that include focus groups discussions, district level dialogues and seminars young women lawyers (including members of the legal fraternity) have been sensitized and trained on gender and GBV related issues
- This pool of trained women lawyers are providing pro-bono services to GBV survivors
- Young lawyers are sharing experiences on best practices that help improve women’s access to justice. Some are now providing regular legal services through chamber practice
- Women lawyers’ network has been launched as part of Pakistan Gender Coalition
- A group of 192 young women lawyers have been sensitized on GBV issues and legal rights of women

2.3 Sustainability & Way Forward

To ensure the sustainability of the interventions, GEP devised multi-thronged strategies. These included linking grant cycle 2 trained women lawyers with grant cycle 6A seamless services interventions (legal support to GBV survivors of private shelters and helplines), formation of provincial lawyers’ networks and establishing linkages with upcoming grant cycle 8 on Access to Justice.

During the project cycle, volunteer provincial lawyers’ networks were formed across Pakistan. The network membership was open to apprentices and other interested men and women lawyers.

**Table 4: Legal Support Groups in Action**

In late December 2011, a team from Legal Support Group (LSG) in Quetta decided to pay a visit to Dar-ul-Aman, the only government owned shelter home in the province, to assess the arrangements for women’s protection.

The group observed that women were not dealt in a proper and dignified manner. Around 14 women & girls were kept in one room including pregnant and lactating women. The women were under high stress and were facing lots of more problems. LSG also noted that the new building for women was ready but the management was not shifting the GBV survivors to the new building.

The group compiled and submitted the report to the Session Judge, Custodian of Dar-ul-Aman. The Session Judge took notice and women were shifted to new rooms immediately.

committed to promoting women’s legal rights. The mandate of the network included:

- Provide pro-bono support to needy women litigants
- Support local institutions that provide support to GBV survivors (i.e. shelter homes, women crisis centers and Dar-ul-Amans)
- Forge alliances with local Bar Associations and support legal initiatives that promote women’s legal rights

The network held regular meetings and is still actively involved in many districts of the country and is making valuable contributions.

*This case study was written by Ms Hasna Cheema, Deputy Program Manager GEP*
3.1 Introduction

3.1.1 The Challenge

Economic empowerment is critical for women’s emancipation. The ability to earn leads to self-reliance, progress and empowerment. Economic independence of women may help in bridging the gender gap and achieving gender equality.

In Pakistan, restrictive social norms are not supportive of women’s participation in economic activities. Women have very little opportunities for financial growth and for developing entrepreneurial skills through relevant trainings. They also have very limited access to market insight & information. Given these realities, their chances of receiving financial support from any credit providing institution are minuscule.

Rising inflation coupled with economic constraints have forced women from the lower middle class to involve themselves in income generation activities to contribute to their family income. Lack of relevant skill, knowledge and financial resources serve as obstacles to attaining better jobs or establishing their own businesses. The expense of acquiring skill trainings from any authentic institute is also a challenge for them.

Considering that economic empowerment is one of the major steps to shrinking the gender gap and achieving a more equitable status for women in the society, GEP has planned a number of interventions for the economic empowerment of women. Building on key linkages between livelihood generation and empowerment, the program aims at enhancing skills and offering programs that will economically uplift women. To facilitate women with the employment process, GEP has initiated a series of certified training courses on business development and life skills in collaboration with First Women Bank Limited (FWBL); a uniquely positioned public institution providing financial services to women in Pakistan. For this purpose, GEP has awarded a non-competitive sub-grant to FWBL.

3.1.2 Introduction of First Women Bank Limited (FWBL)

Established in 1989, the FWBL is a unique financial institution, a commercial bank and development financial institution, it is dedicated to the socio-economic empowerment of women. The Bank operates on two levels - one is its commercial aspect and the other is its development commitments. In line with its development focus, FWBL has set up a ‘Women Entrepreneurship Development Section (WED)’, headed by a senior staff member of the Bank and a WED Committee also nominated to look after the Capacity Building & Skill Development (CB&SD) programs.

The capacity building and skill development (CB&SD) trainings with AF/GEP support were aimed to re-vitalize FWBL’s Business Development & Training Centers (BD&TC) for entrepreneurial capacity building and skill development trainings for women. In this way women will be mainstreamed in all economic sectors and become a visible and productive part of the economy. Additionally, the trained women can benefit from the bank’s
commercial services such as bank credit to establish or run their own business. FWBL views CB&SD trainings coupled with access to credit as a means of facilitating future women entrepreneurs and facilitating their employability across various sectors.

3.2 GEP Initiative

3.2.1 Project Description & Objectives

Aurat Foundation awarded a non-competitive sub-grant of PKR 13.8 million to FWBL under its USAID funded GEP program, for re-vitalization of two of its Business Development & Training Centers (BD&TCs) in Lahore and Karachi. It was a two year pilot project entitled, “Women’s Economic Empowerment through Capacity Building & Skill Development.”

The project facilitated approximately 640 women from low-income backgrounds through entrepreneurial trainings and the ability to set up small to medium businesses. This economically benefitted them and raised their status within the household. A criterion of suitable candidates was developed keeping in view the income, age, level of interest and potential of utilization of the training. The educational level of the candidates was from Metric to Post Graduate from the age of 18 onwards. By equipping women with skills in their chosen field, it was expected that almost half of the trained women would be able to set up and manage their own small to medium enterprise or be employed on the basis of their skills. The trainings were also expected to create a body of skilled women who would be eligible to access finance providing services.

The trainings aimed to focus on innovative skills which were in line with market demand. To access the best resource persons and implement specialized training courses, FWBL collaborated with a number of private and public sector organizations training institutes. The project also aimed to facilitate women’s access to FWBL loans for initiating their entrepreneurial activities. Another objective was to build linkages with relevant institutions supporting women’s economic empowerment and platforms for networking such as Chambers of Commerce, Small and Medium Enterprise Development Authority (SMEDA) and Trade Development Authority of Pakistan – TDAP.

3.2.2 Establishment of BD&TCs in Karachi and Lahore

The BD&TCs situated in Lahore and Karachi were selected considering that both cities are the hub of market activities and the demand for women’s entrepreneurship and employment enhancement courses are relatively higher. The BD&TCs are located in the middle of the cities and public transport is available from every corner with the result that the trainees could access the centers with ease.
Before launching the training program, both centers were provided with necessary furniture, computers and staff to carry out their operations smoothly.

With the establishment of BD&TCs centers, each center was assigned to carry out 8 training sessions in a year. Both BD&TCs intended to maintain a database of all trainees with their details and status of their economic activity. This database was to be used to link trainees with future credit lines within the bank, as well as with potential employers.

3.3 Results

3.3.1 Project Outcomes

This pilot project was expected to have two types of effects on the lives of trainees; quantitative or tangible and qualitative or non-tangible. As an immediate quantitative outcome of the project, approximately 640 women acquired entrepreneurial or employable skills enabling them to be involved in income generating activities such as setting up or enhancing their own business or getting employment. These outcomes are shown in the tables in the following pages.

Trainees of Business Entrepreneurship of FWBL at the Annual Event of Gender Equity Program (GEP), Aurat Foundation held from September 18-21, 2013.
Table 1 shows that a total number of 309 women were trained in 7 categories through 16 training sessions in two years in Karachi.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of Courses</th>
<th>Collaborative Partner</th>
<th>Venue</th>
<th>No. of Women Trained</th>
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**Total** | **155** | **154** | **309**
Table 2 - Women Trained in Lahore under GEP
Table 2 shows that a total number of 316 women have been trained in 9 categories through 16 training sessions in two years period at Lahore.

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<thead>
<tr>
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<td><strong>Total</strong></td>
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</table>
3.3.2 Course Content

Nine types of training courses were offered during the project. The different types of courses conducted through FWBL BD&TCs included:

**Beauty:** The topics covered were Personal Hygiene and Self-grooming, Threading and Waxing, Manicure and Pedicure skills and related techniques, knowledge of products and tools and ethical codes of the salon business.

**Business Entrepreneurship:** The topics discussed were Introduction to Entrepreneurship, Concepts for a Small Business, Common Start Up Mistakes, Legal Issues of Starting a Business, Business Plan Development, Product Services Summary Analysis, Industry Analysis and Demand-Competition, Pricing & Sales, Market Analysis and Marketing Techniques, Customer Service & Business Management and Financial Analysis. Field visits and presentations from a role model were also part of the course covered.

**Computer Skills:** The topics covered were Basic MicroSoft Office, Windows Operating System, Hardware/Software, Formatting, Email and Worksheets.

**Fashion Designing/Boutique Business:** This training featured Fashion Drawing, Design Development, Drafting/Pattern Making and Dress Making. A separate course on boutique design and management featured how to start a clothing business.

**Food Production (including Catering, Cooking and Baking):** COTHM conducted courses on Introduction to Hospitality Business, Personal Grooming, Outside Catering Concept, Costing and Yielding, Essentials of Cooking, Pakistani, Continental, Chinese and Thai Cuisine, Cold Kitchen, Baking, Business Planning and a Skill Showcasing activity. PITHM courses for Karachi focused on food preparation techniques for continental and bakery items.

**House Keeping (only in Lahore):** Topics covered Personal Grooming and Hygiene, Technical and Soft skills, Use of Cleaning Supplies, Cleaning Techniques, Supplies and Amenities, Handling Store Requisitions, Purchasing, Receiving, Storing and Issuing Supplies.

**Product Packaging:** Trainings were conducted on Handmade Paper Making, Colored and Fancy Paper, Mesh work, Different kinds of Mesh Crafts, Handmade Boxes, Industrial Packaging, Designing Bags and Pouches and Wrapping Techniques.

**Tailoring:** Introduction to Pattern Making, Standard Body Measures, Draft & Basic Block, Pattern Instructions, Machine and Hand Stitching.

**Basic Concepts of Marketing** (Supplementary Trainings): Market Assessment and Potential, Marketing Tool Box and Tips for Entrepreneurial Success.

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**On the occasion of the certificate distribution ceremony of BD&TC in Lahore, Ms Shahee Atiq-ur-Rehman, a renowned social worker, said that FWBL has been rendering invaluable services by promoting education, self-reliance, economic prosperity and empowerment to women.**

3.3.3 Women Trainees

Table 3 shows that a total number of 625 women were trained in 9 categories in two years in Karachi and Lahore. Three additional supplementary trainings were organized in Karachi on 'Better Management Skills.' Out of 254 trainees, 48 new women received that training and were included in the total number of women trained.

Thus, the total number of women who received trainings under GEP is 673.
Table 3 - Total Number of Women Trained in Lahore and Karachi under GEP

Table 3 shows that a total number of 673 women have been trained in Karachi and Lahore.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of Courses</th>
<th>Total Number of Women Trained in Karachi</th>
<th>Total Number of Women Trained in Lahore</th>
<th>Total Number of Women Trained</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Beauty Related Batch -1</td>
<td>19</td>
<td>18</td>
<td>37</td>
</tr>
<tr>
<td>2</td>
<td>Beauty Related Batch -2</td>
<td>19</td>
<td>20</td>
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<td>3</td>
<td>Business Entrepreneurship Batch -1</td>
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<td>39</td>
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<td>4</td>
<td>Business Entrepreneurship Batch -2</td>
<td>19</td>
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<td>39</td>
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<tr>
<td>5</td>
<td>Baking</td>
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<tr>
<td>6</td>
<td>Computer Skills Batch -1</td>
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<td>7</td>
<td>Computer Skills Batch -2</td>
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<td>39</td>
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<tr>
<td>8</td>
<td>Fashion Designing Batch -1</td>
<td>18</td>
<td>20</td>
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<tr>
<td>9</td>
<td>Fashion Designing Batch -2</td>
<td>20</td>
<td>20</td>
<td>40</td>
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<tr>
<td>10</td>
<td>Fashion Designing Batch -3</td>
<td>18</td>
<td>20</td>
<td>38</td>
</tr>
<tr>
<td>11</td>
<td>Food Production Batch -1</td>
<td>18</td>
<td>20</td>
<td>38</td>
</tr>
<tr>
<td>12</td>
<td>Food Production Batch 2</td>
<td>19</td>
<td>20</td>
<td>39</td>
</tr>
<tr>
<td>13</td>
<td>Food Production Batch -3</td>
<td>19</td>
<td>20</td>
<td>39</td>
</tr>
<tr>
<td>14</td>
<td>House Keeping</td>
<td>21</td>
<td>20</td>
<td>41</td>
</tr>
<tr>
<td>15</td>
<td>Product Packaging</td>
<td>23</td>
<td>20</td>
<td>43</td>
</tr>
<tr>
<td>16</td>
<td>Tailoring</td>
<td>18</td>
<td>20</td>
<td>38</td>
</tr>
<tr>
<td>17</td>
<td>Better Management Skills</td>
<td>48</td>
<td>-</td>
<td>48</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>357</strong></td>
<td><strong>316</strong></td>
<td><strong>673</strong></td>
</tr>
</tbody>
</table>

Related outcomes include:

- **Development of a Database of GEP supported Trainees:**
  
  Both BD&TCs developed a database of all GEP-supported trainees and their records are being maintained through it. This database will help in tracking their status and how they utilized their acquired skills i.e. whether they set up businesses and/or pursued employment, opened an account with FWBL or availed the loan facility through FWBL.

- **Women acquire self-confidence:**
  
  As a result of their ability to now earn, women acquired self-confidence and feelings of self-reliance which led to hope and motivation for stepping forward. A great majority of trainees reported a boost in their confidence levels.

- **Information on bank procedures and commercial services of FWBL:**
  
  All the 640 trainees received information on bank procedures and commercial services of FWBL for supporting women entrepreneurs' such as opening bank accounts and credit/loan for entrepreneurial development. Six trainees opened their accounts with FWBL and some of them showed an interest in applying for loans. The ratio of the trainees applying for bank services will be assessed after a period of time as they needed time to plan and expand their business. The trainees were also expected to

  
  
  “I feel more confident and happy. Even my kids have noticed the change in me and they are proud of me too. I feel that the difference I used to feel between myself and working women has decreased and I am now one of them. This course has given me insight on accounting and business. I have devised a completely new format for maintaining finances and I am really happy to say that my profit has sufficiently increased.”

  Hina Zahid, a participant of Business Entrepreneurship Training, Lahore.
relay information regarding trainings at BD&TC and commercial services of FWBL to other interested women of their acquaintance through word of mouth.

- **Availability of Prime Minister's Youth Business Loans through FWBL:**

  The government of Pakistan has announced the launch of six schemes under the Prime Minister's Youth Business Loans (PMYBL) to empower youth and create job opportunities. PMYBL is one such program which provides a platform for young men and women of Pakistan, aged between 21-45 years, with entrepreneurial potential. FWBL branches in all 24 cities are authorized to provide these loans. Special counters were set up to facilitate women applicants. Loan requirements of trained women under GEP were ascertained and linkages with PMYBL made. For this purpose, a special desk at BD&TC Karachi was set up in collaboration with SMEDA. Twenty two GEP trainees visited the Karachi BD&TC and sought information.

- **Enhancement of trainees' value:**

  The advantages of collaborating with reputable technical institutions from the stand point of providing quality training at a well-equipped facility resulted in the trainees acquiring skills through completion of a certified course and their market value increasing due to certification from a reputable institute.

- **Exposure and building contacts of trainees:**

  The project helped to enhance the exposure and building contacts of trainees with FWBL, BD&TC and technical institutes from where they received training e.g. COTHM, NIDA, TUSDEC, SMEDA, PITHM and Depilex. These contacts may help them in seeking jobs or other advanced trainings in the future.

  “I became sounder technically through trainings from a reputable beautician training institute and it also added value to my skills in the eyes of my clients. I have put my certificate on the wall of my beauty salon and when my clients came to know that I am trained through that reputable training institute, they showed more confidence in me and my services. It has not only improved my skills & confidence but has also helped me in raising the number of clients and fee charges.”

  Aisha Tabassum, a participant of Beautician course, Karachi.
• **Collaboration of FWBL with training providing technical institutions:**

The project helped the FWBL to enhance its development initiatives through providing support for the revitalization of its BD&TCs which also resulted in the collaboration of FWBL with training institutions. FWBL signed Memorandums of Understanding (MOU) with these institutions for providing trainings.

• **Opportunities for availing commercial services of FWBL:**

It is also expected that a reasonable number of trainees will, at some stage, utilize their training by undertaking in a generating activity. They will seek out FWBL for the financial resources required for their businesses. However, it is too early to assess the ratio of such trainees who will utilize the commercial services of FWBL.

3.3.4 **Training Impact**

After receiving training, 50 women started their businesses, while 31 enhanced existing businesses. Employability of trained women was also enhanced. A few of them were employed as chefs at the Governor House Punjab, Park Plaza Hotel - Lahore, Royal Palm and Pearl Continental Hotel - Lahore. Reportedly many others were planning to start their own business.

After receiving training, 50 women started their businesses, while 31 enhanced existing businesses. Employability of trained women was also enhanced. A few of them were employed as chefs at the Governor House Punjab, Park Plaza Hotel - Lahore, Royal Palm and Pearl Continental Hotel - Lahore. Reportedly many others were planning to start their own business.

A Trainee stands at her stall at Beach Luxury Hotel in Karachi

<table>
<thead>
<tr>
<th>S. No</th>
<th>Trainee Name</th>
<th>Business Name/Nature</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Perveen Akhtar</td>
<td>Whole Sale Dealer (Crocia Buttons)</td>
<td>Business Entrepreneurship Batch 1</td>
</tr>
<tr>
<td>2</td>
<td>Lubna Azam</td>
<td>Smart Collection</td>
<td>Fashion Designing Batch 1</td>
</tr>
<tr>
<td>3</td>
<td>Raheela Yasmeen</td>
<td>Techno Promotion Centre</td>
<td>Business Entrepreneurship Batch 2</td>
</tr>
<tr>
<td>4</td>
<td>Shazia Akbar</td>
<td>Training Centre</td>
<td>Business Entrepreneurship Batch 2</td>
</tr>
<tr>
<td>5</td>
<td>Kadoom Bibi</td>
<td>Hand Smokin Work</td>
<td>Business Entrepreneurship Batch 2</td>
</tr>
<tr>
<td>6</td>
<td>Mehwish Meraj</td>
<td>Training Centre</td>
<td>Business Entrepreneurship Batch 2</td>
</tr>
<tr>
<td>7</td>
<td>Shumaila Ahmed</td>
<td>Dawn Beauty Saloon</td>
<td>Beauty Related Skills Batch 2</td>
</tr>
<tr>
<td>8</td>
<td>Saboohi Ahmed</td>
<td>Dawn Beauty Saloon</td>
<td>Beauty Related Skills Batch 2</td>
</tr>
<tr>
<td>9</td>
<td>Amna Javaid</td>
<td>Amna’s Beauty Parlor</td>
<td>Beauty Related Course Batch 1 (Year 1)</td>
</tr>
<tr>
<td>10</td>
<td>Ayesha Tabassum</td>
<td>Swiss Beauty Parlor</td>
<td>Beauty Related Course Batch 1 (Year 1)</td>
</tr>
<tr>
<td>11</td>
<td>Theresa Dsouza</td>
<td>Running Coaching Center</td>
<td>Business Entrepreneurship Batch 1 (Year 1)</td>
</tr>
<tr>
<td>12</td>
<td>Hina Saeed</td>
<td>Hina Revolution</td>
<td>Business Entrepreneurship Batch 2 (Year 1)</td>
</tr>
<tr>
<td>13</td>
<td>Farida Hidayatullah</td>
<td>Export of Garments</td>
<td>Business Entrepreneurship Batch 2 (Year 1)</td>
</tr>
<tr>
<td>14</td>
<td>Parveen Akhter</td>
<td>Allamduillah Clinic &amp; Maternity Home</td>
<td>Business Entrepreneurship Batch 4 (Year 2)</td>
</tr>
<tr>
<td>15</td>
<td>Razia Mutahir</td>
<td>Dress Designing by Maedha</td>
<td>Fashion Designing Batch 2 (Year 2)</td>
</tr>
<tr>
<td>16</td>
<td>Khairunnisa</td>
<td>Supply Fast Food Item to School</td>
<td>Food Production Batch 2 (Year 2)</td>
</tr>
</tbody>
</table>
Table 5-FWBL GEP trainees who started their own Business

Table 5 shows information regarding some of the women who set up their own businesses after the trainings. It also shows the type of business and training course they attended.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Trainee Name</th>
<th>Business Name/Nature</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Riffat Parveen</td>
<td>Star School System</td>
<td>Business Entrepreneurship Batch 1</td>
</tr>
<tr>
<td>2</td>
<td>Shakeela</td>
<td>Burger Point</td>
<td>Food Production Batch 1</td>
</tr>
<tr>
<td>3</td>
<td>Maleeha</td>
<td>Canteen in Govt. Girls High School</td>
<td>Food Production Batch 1</td>
</tr>
<tr>
<td>4</td>
<td>Rabia Hina</td>
<td>Hina’s Collection</td>
<td>Fashion Designing Batch 1</td>
</tr>
<tr>
<td>5</td>
<td>Fizza Irum</td>
<td>Rabikaz Collection</td>
<td>Fashion Designing Batch 1</td>
</tr>
<tr>
<td>6</td>
<td>Saima Naeem</td>
<td>Momal Acupuncture Clinic</td>
<td>Business Entrepreneurship Batch 2</td>
</tr>
<tr>
<td>7</td>
<td>Syeda Shazia</td>
<td>Shazo Mazo Collection</td>
<td>Business Entrepreneurship Batch 2</td>
</tr>
<tr>
<td>8</td>
<td>Fatima Hanif</td>
<td>Fatima Hanif</td>
<td>Fashion Designing Batch 2</td>
</tr>
<tr>
<td>9</td>
<td>Shazia Zahid</td>
<td>Leah Botique</td>
<td>Fashion Designing Batch 2</td>
</tr>
<tr>
<td>10</td>
<td>Asiya Qayoom</td>
<td>Emaan Embroided Collection</td>
<td>Fashion Designing Batch 3</td>
</tr>
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<td>11</td>
<td>Mashal Khalid</td>
<td>Soul Kitchen</td>
<td>Food Production Batch 2</td>
</tr>
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<td>12</td>
<td>Saima Arshad</td>
<td>Beauty Gallery Parlor</td>
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<td>Surraiya Nazneen</td>
<td>Laiba Beauty Parlour</td>
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<td>14</td>
<td>Nusrat Anjum Khan</td>
<td>Parlour</td>
<td>Beauty Related Course Batch 1 (Year 1)</td>
</tr>
<tr>
<td>15</td>
<td>Ambreen Amir</td>
<td>Forzen Food</td>
<td>Business Entrepreneurship Batch 2 (Year 1)</td>
</tr>
<tr>
<td>16</td>
<td>Bushra Aamir</td>
<td>Blossom Home Textile</td>
<td>Business Entrepreneurship Batch 2 (Year 1)</td>
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<tr>
<td>17</td>
<td>Erum</td>
<td>Erum’s Collection</td>
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<td>Farzana Sangi</td>
<td>Soormi</td>
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<td>Mubahila Tajdar</td>
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<td>Sajida Ali</td>
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<td>Shafq Khan</td>
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<td>Rukhhsana Moamber</td>
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<td>24</td>
<td>Farhina Iftikhar</td>
<td>Golden Robe</td>
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<tr>
<td>25</td>
<td>Hina Kanwal</td>
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<tr>
<td>26</td>
<td>Aisha Batoool</td>
<td>Sugar &amp; Spice</td>
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<tr>
<td>27</td>
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<td>H &amp; H Food Service</td>
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<td>Hafzias Kitchen</td>
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<td>F.B Home Made Food</td>
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<td>Shireen Naz</td>
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<td>Aasma M Umair</td>
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<td>32</td>
<td>Safa Maqbool</td>
<td>Charlie Beauty Parlor</td>
<td>Beauty Related Course Batch 2 (Year 2)</td>
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<tr>
<td>33</td>
<td>Grace Ronald</td>
<td>Beauty Service</td>
<td>Beauty Related Course Batch 3 (Year 2)</td>
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<td>34</td>
<td>Hira Nawaz Khan</td>
<td>Parlyar</td>
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<td>Um-Ul-Rubab</td>
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<td>36</td>
<td>Yasmin John</td>
<td>Jasmin Beauty Saloon</td>
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</tr>
<tr>
<td>37</td>
<td>Ambrina Tabish</td>
<td>Stitching &amp; Dress Designing</td>
<td>Boutique Design &amp; Management Batch 1 (Year 2)</td>
</tr>
<tr>
<td>38</td>
<td>Aliya Javed</td>
<td>Stitching &amp; Dress Designing</td>
<td>Boutique Design &amp; Management Batch 1 (Year 2)</td>
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<td>39</td>
<td>Rabia Naeem</td>
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<td>Boutique Design &amp; Management Batch 1 (Year 2)</td>
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<td>40</td>
<td>Nuzhat Ahtesham</td>
<td>Stitching &amp; Dress Designing</td>
<td>Boutique Design &amp; Management Batch 1 (Year 2)</td>
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<tr>
<td>41</td>
<td>Seema Shahnavaz</td>
<td>Stitching &amp; Dress Designing</td>
<td>Boutique Design &amp; Management Batch 1 (Year 2)</td>
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<td>42</td>
<td>Tallat Jabeen</td>
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<td>Shabana Naz</td>
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<td>Nazia Mateen</td>
<td>Chouchan’s Art &amp; Craft</td>
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<td>46</td>
<td>Samina Ahmed</td>
<td>Frozen Deli</td>
<td>Food Production Batch 2 (Year 2)</td>
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</tbody>
</table>
Wajeeha Tahir is a resident of Mozang, Lahore. Born into a middle income family, she completed her Intermediate of Commerce and then applied for Food Production course being conducted by First Women Bank Limited (FWBL) at the College of Tourism and Hotel Management (COTHM) under the Gender Equity Program (GEP). Wajeeha enrolled in this course to enhance her family income.

After completing this course with a distinction in June 2012, she once again contacted the FWBL’s Business Development & Training Center (BD&TC) for further support to excel in this field. Due to her keenness, FWBL recommended her to COTHM for further training where she was provided another opportunity by COTHM to join a six month course organized by the National and Vocational Technical Training Commission (NAVTTC).

After completing this course, she was selected by a famous restaurant in Lahore named Salt 'n' Pepper as an internee. There she received an excellent opening to work in their kitchen and learn all the dishes offered on the Salt 'n' Pepper menu under direct supervision of their senior chefs. Due to her excellent performance, the management told her that she had a great chance to be selected as a chef for the upcoming Salt 'n' Pepper London restaurant.

Recently, she has joined Pearl Continental (PC) Lahore as an on-job trainee with a good salary and perks. She is in-charge of the Hi-Tea section at Nadia Coffee and Tea Hall, PC Lahore. Wajeeha is also learning culinary skills specially focused on food carvings and effective display.

She is thankful to FWBL and BD&TC for the continuous support provided to her to date.
**3.4 Lessons Learnt**

Following are some learning points which have been acquired from the experience of the pilot project:

- Training through reputable institutes enhances the confidence level and skills of trainees and further add to the value of services in the eyes of their clients. The collaboration of FWBL with other training institutes will also open new avenues for connecting trainees with them for acquiring jobs or opportunities of further trainings at those institutions.

- The short duration of trainings were limiting in some ways as trainees from similar groups had few opportunities to exchange their ideas in their groups and share their future plans or network with other trainee groups. There is a need to provide trainees with an opportunity to discuss their ideas/plans and develop linkages with each other. The TNMs are suggested for this purpose.

- Access to some of the training institutions was difficult through public transport and the trainees needed support reaching there. Therefore, FWBL arranged transport for them. This arrangement was highly appreciated by the trainees and they felt comfortable.

- A few women from low income groups exhibited little interest in opening bank accounts and even lesser for taking loans. Women from that socio-economic group normally do not have much money in hand. Access to loans is the second step following account opening. It was also observed that women avoid situations requiring formal paperwork and are often unable to fulfill the bank’s requirements. They prefer to take loans from family members or other sources. While all the banks have to meet the State Bank of Pakistan’s requirements for account opening and approval for loans.

**3.5 Sustainability & Way Forward**

This sub-grant was designed as a high visibility GEP initiative which ensured future sustainability. Support to the BD&TC has served to revitalize an important function of FWBL, which will enhance provision of critical skills to a growing number of women in the coming years. Following are some of the ways through which the sustainability of the BD&TCs will be ensured after the project period:

- FWBL will continue to offer capacity building and skill development trainings and other services as a means of facilitating future women entrepreneurs and providing opportunities for increasing women’s employability in various sectors.

- The centers will facilitate exhibitions by women entrepreneurs at the BD&TCs. These exhibitions will serve to introduce and market women’s wear. A policy of allocating special concessional rates to trainees for future usage of BD&TCs for exhibition purposes has been adopted and an exhibition area has been identified for this purpose. The centers will support trainees and contribute towards the sustainability of the BD&TCs.

- The Training Network Meetings (TNMs) will provide an opportunity for trained women to exchange ideas in their groups and network to build linkages with the bank’s financial services. Two TNMs were conducted in the last quarter of the project. Those meetings gave trainees a platform to network and address their business development and financial service inquiries.

- A fee will be charged to applicants in accordance with the income category of the household they belong to. This will not only ensure that the centers become self-sufficient but will also help in subsidizing fees for girls from low-income households. This will also filter future applicants according to their economic status.
The space/facilities available at BD&TCs will be available for letting at a pre-determined cost. This mechanism will again ensure self-sufficiency and also help to generate money supporting low-income women.

Collaboration with SMEDA is a big step towards the sustainability of the centers. FWBL has signed an MOU with SMEDA. Two floors of BD&TC Karachi have been handed over to SMEDA where they are setting up a 'Women Business Development Centre (WBDC).' This collaboration will provide extensive openings for FWBL - GEP trainees and other trainees as the facilities can be availed by them as well. This also poses well for the business development and financial services that will be jointly provided at this full-fledged training centre.

The database of all trainees undergoing trainings through the GEP supported initiative (developed and managed during the project period) will be used to link trainees with future credit lines within FWBL, as well as with potential employers such as Pakistan Institute for Tourism and Hotel Management, Textile Institute Pakistan and SMEDA.

Negotiations with the Women Development Department (WWD) for a revolving fund (up to PKR 100 million) to provide loans to women entrepreneurs on soft conditions is in process.

Once it finalizes, GEP supported trainees can benefit from this program.

Efforts will be made to set up a dedicated fund within FWBL to assist low-income/underprivileged women accessing CB&SD trainings in the future.

The points mentioned above are only some of the ways in which sustainability of this initiative will be ensured. An indirect sustainable activity will also result in women seeking loans from FWBL. All the mentioned measures will generate some financial gains to FWBL helping ensure financial sustainability of the initiative.

“I am thankful to FWBL for providing us the opportunity to avail a good chance to become business women. This is the first step toward prosperity. Now, I am planning to expand my business by adding bakery items which I have learnt to make during the training.”

Rukhsana Ahmed, a participant of food production (bakery) training, Karachi.
4.1 Background

Grant cycle 2 was entitled “Strengthening Critical Partners” and aimed to build capacities as well as run media campaigns for laying the ground work for future GEP interventions. The sub-grants awarded under grant cycle 2 involved gender sensitization under which GEP supported Creative Village for the production of “Mein Aur Meray Dost” (Me and My Friends).

This case study tracks the various stages of production and analyses that various considerations and challenges with respect to content, treatment and production. It discusses the link between age appropriate content designed on the principles of child psychology with character development how various coded and semi-coded messages are interpreted by children.

4.2 The Initiative

Mein Aur Meray Dost [Me and My Friends] is the story of four children who live in a small town and go to the same school. They are excited about learning new things in life and helping those around them. During the course of the cartoon series, these four friends are faced with numerous situations where they come across forces seeking to preserve the social status quo since it suits their interests. They encounter characters wielding their influence, trying to reduce the prospects of upward social mobility for the marginalized, especially women.

Spirited characters, vibrant animation and a compelling story line come together to put Mein Aur Meray Dost [Me and My Friends] in a rare category of children’s programming in Pakistan. The series offers slick animation, intense emotions and flashes of humor that are gripping and visually appealing. The characters and situations resonate with children in Pakistan and offer them icons that are akin to Nancy Drew or Hardy Boys, albeit contextualized in local settings.

The groundbreaking 3-Dimensional (3D) animated series tackles the issue of gender-based violence through evocative 10-minute-long cartoons for preteens but with obvious relevance to the parents as well. The cartoon aims to create social awareness and sensitivity through an exciting story about four adventurous friends and their teacher, who set out to help their community combat gender discrimination.

The Gender Equity Program (GEP) supported Creative Village Studios in this venture who employed state-of-the-art 3D and motion capture technology to achieve lifelike movements and sophisticated visuals. In the first stage of its airing, the seven-episode animation was broadcast by leading private television channels, Geo Entertainment and Aag TV.

4.2.1 The Motivation

Children are agents of change and define social norms and practices as adults. Investing in them at an early stage is one of the most effective ways of achieving larger behavioral change in society.

Cartoon animations provide an ideal medium to relay messages among children in their formative years. During these years of cognitive development,
children are impressionable and hence quick to accept new role models and emulate them. In other words, children have immense capacity to internalize what they see and idealize, and many of them unwittingly act and react like their chosen icons at a later stage in life.

Furthermore, since children usually watch cartoons with their parents, the messages contained in an animated series are invariably picked up by adult as well.

*Mein Aur Meray Dost* artfully communicates with parents, encouraging them to self-reflect and compelling them to take positive action where required.

The animation series challenges stereotypes about the status of women. It also opposes patriarchal norms, violence against women and other inhuman social practices that are culturally ingrained in Pakistan; transferred from one generation to another and reinforced by the media.

*Mein Aur Meray Dost* attempts to achieve widespread behavioral change by targeting both boys and girls by focusing on positive character building.

This series attempts to create new role models for them so they can be inspired to adopt a more tolerant approach towards each other. The aim of the cartoon series is to bring about a positive social change that cuts across ethnicities and social classes.

### 4.2.2 Content Considerations

A lot of work has been done in the West on the impact of media content on a child’s development process, especially cognitive skills. Researchers and critics have raised recurrent concerns over the impact of cartoons and children programming on their viewers. The last few years have witnessed these concerns being extended to other social media and video games as well. Factors such as frequency, duration and the genre of children programming have been explored in various studies and the findings are clear: “Most (if not all) media effects must be considered in light of media content. With respect to development, what children watch is at least as important as and probably more important than, how much they watch it.”

According to researchers early exposure to age appropriate programs that are carefully designed and based on the principles of child psychology, is associated with cognitive skills enhancement and character development. “In a child’s subconscious mind, he or she is exposed to auditory subliminal messages that they may never discover, but which will eventually become a part of their lives.”

One of the key considerations during the content development process of *Mein Aur Meray Dost* was the impact of the series on children’s mind, how various coded and semi-coded messages will be interpreted by children, how the nuances used in the series will affect their view of their immediate environment, how will it shape their world view and, most importantly, how reaction to the content will manifest itself via their interaction with their friends and family.

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1. Media and Young Children's Learning: Heather L. Kirkorian, Ellen A. Wartella, and Daniel R. Anderson
2. Ibid
3. Effects of Cartoons on Children: Dr. Louisa Ha, 2004
Conscious effort was made not to tarnish the impression of parents in a child’s mind. In the opening episode of the series, the protagonist, Alia, is bogged down with the burden of domestic chores, primarily because of her father’s lack of interest in her education. This takes a toll on Alia as she increasingly becomes depressed, unable to utilize her true potential. However, when Alia’s debate competition comes up, the father, who had himself won several declamation contests as a student, plays a pivotal role in her successful performance. The content was carefully designed so that a father’s image is not permanently defiled in a child’s mind and both parents are shown in a positive light. The children are, therefore, able to look up to their parents, and their impression of them is not tarnished. The content of Mein Aur Meray Dost is full of such subtle messages for parents about how children perceive and interpret their actions.

According to the Technical Editor, Shakil Adnan, it was not easy to tackle the issue of gender-based violence without actually showing such incidents in the series. This was one of the biggest content development challenges. The team highlighted positive social elements but also addressed a number of cultural and religious taboos quite tactfully to increase the acceptance level of the series among its intended audience. As a result, it managed to identify issues and practices that lead to gender-related violence without unnecessarily offending people.

The language of delivery was yet another consideration since the series aimed to cut across ethnic and class divisions within Pakistan.

In addition to specific gender issues, Mein Aur Meray Dost also tackles various societal challenges pertaining to class differences, lack of education, ethics, civic sense, tolerance and hard work. It also encourages greater sharing and caring among children since these are some of the prerequisites that are vital to social harmony and cohesion.

From the standpoint of media consumption, certain key elements are consistent in the content produced for children between 8 to 12 years of age. These include action/thrill; suspense and an element of mystery; similarly aged or slightly older protagonists; a powerful, usually adult, antagonist and an element of comradeship. These basic ingredients form the premise for nearly all content aimed at children of this age and remain cross-cutting throughout the series.
4.2.3 The Plot

The cartoon series revolves around Faiq, Hadia and Sheraz who, with the help of their teacher, Miss Naila, set out to help their class fellow, Alia, who displays tendencies associated with survivors of abuse.

The series begins with Alia, a shy girl who does not participate in any school activity. She is an enigma for the energetic Hadia who wishes to find out why Alia is so reserved and unable to stand up to the bullying of her belligerent class fellows. Against this backdrop, the four friends and Miss Naila unearth various societal problems and gender-based discrimination. They motivate fellow students to stop harassing the girl and encourage her parents to self-reflect.

Meanwhile, other issues crop up as well. The exponential increase in the school's enrolment rate alarms a local landlord who fears that education will empower children, demolish social hierarchies and jeopardize his own position in the society. In one of the episodes, children are interacting with their teacher when the door opens and the landlord walks into the classroom with his sidekicks. He warns the teacher not to encourage young girls to attend school since, in his opinion, they should stay home and attend to household chores.

The cartoon series tackles a number of social issues and contains multiple strands of thought. It also manages to effectively communicate with children on a subliminal level.

As our conversations with them revealed, children who watched the series showed tremendous empathy towards the central characters of the story, displayed a strong sense of justice and largely soaked up the underlying themes and messages built into the series.

4.2.4 The Team

Mein Aur Meray Dost was indeed a team effort. Produced and developed by Creative Village Studios, the project involved many people during its creation.

The selection and award process of this sub-grant to Creative Village Studios was extremely competitive. As a first step, a request for proposals (RFP) was advertised in early 2011 as part of GEP’s second grant cycle. There were a number of applicants who underwent a thorough and critical review process and were assessed against the pre-defined evaluation criteria. This was followed by due diligence or pre-award assessment of Creative Village. Given the very narrow margin for error, the selection process was exceptionally competitive.

Children who lent their voices for the characters of Mein Aur Meray Dost pose for a photography
technical nature of the sub-grant, a technical team of experts from the sector was constituted to work with GEP staff to assess the technical facilities, infrastructure and capacity of key team members at Creative Village to undertake the project.

Creative Village Studios is a pioneering initiative setup by the University of Lahore to improve the quality of media content through cutting edge infrastructure and professionally trained human resource. It houses international quality studios for film production, dubbing and audio production. The studio has recently invested in a motion capture facility for its animation work, a feature that sets it apart from all other animation facilities in Pakistan.

The studio’s Executive Director, Mr Mustafa Husnain, led a team of nearly fifty people who worked day and night to conceptualize, design and produce the animation series. The project was directed by Mr Yahya Ehsan and produced by Mr Imran Iqbal.

Ms Fahmida Riaz, a renowned poet and women’s rights activist, was the content editor and reviewed the script for appropriateness of the messages and ensuing nuances for young audience. Mr Shakil Adnan was the technical editor and provided oversight during the production phase.

At GEP’s end, Ms Samina Naz, Media and Communication Specialist, was the focal person for the grant. Involved in every stage of the design and production work, she worked tirelessly with the team of Creative Village to continuously refine the look and feel of the animation series. The Chief of Party (COP) - GEP, Ms Simi Kamal, and Chief Operating Officer (COO) Aurat Foundation, Mr Naeem Mirza, were directly involved in finalizing the script and approving the screenplay and artwork. Mr Hassan Akbar, former Director Monitoring, Evaluation and Research, was a key member of the technical team at GEP, providing guidance and feedback during the post-production phase. The author of this case study herself was also extensively involved at the early stages of conceptualization and design of Mein Aur Meray Dost.

According to Ms Maria Khan and Ms Qurat-ul-Ain Waseem who were part of the Design and Animation team, “Working on the project was a wonderful opportunity that exposed us to a high quality environment and provided hands-on learning that is hardly found in the local media industry.” They felt that, “Although animation work in Pakistan is perceived to be a male-dominated profession, it is heartening that we got the chance to set a trend and change the norm. We hope that other women will also come forward and explore their potential, besides building firm roots in the profession.”

Talking about the thematic focus of the animation series, Ms Qurat-ul-Ain said, “We knew that gender-based violence was a reality but we were never able...
to feel its enormity and impact the way we realized it while working on this animation series.”

The production of Mein Aur Meray Dost began in September 2011 and was completed in three stages all spread across a period of nearly two years. The GEP team was closely and extensively involved during the entire process.

4.3 Stages of Production

4.3.1 Stage I: Pre-production

Before any work on scripts or characters could begin, it was vital to collect fundamental information on gender-based violence in Pakistan. A survey on knowledge attitudes and practices (KAP) was designed to understand various forms of gender-based violence before the airing of the animation series.

We wanted to establish what constituted GBV. Issues such as the existing social status of women in Pakistan, patriarchal norms, inhuman social practices and gender discrimination were covered in the survey. This was important for two reasons: first, to provide the team with key thematic areas requiring urgent attention in the animation series; and, second, to benchmark indicators for the post-survey stage and help identify the change in KAP levels brought about by Mein Aur Meray Dost.

Once the baseline was established, Creative Village began to focus on the plot, script writing and screenplay. This was arguably the most critical phase in the development of Mein Aur Meray Dost. This is because if the story, characters and content were not compelling enough, no amount of expertise and technology could have made the series a success. Therefore, a designated GEP team worked very closely with Creative Village and Ms Fahmida Riaz to accomplish the tasks at hand.

Creative Village began the artwork simultaneously to

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create visuals of characters and locations. The art director created detailed layouts and color keys of each scene in the series to visually define the flow of the story and create visual keys to show the lighting and mood of the respective scenes. This was one of the most time-consuming processes as each and every visual on the screen was first sketched in full detail by the art director, then painted and finally drawn on the computer by the graphic artist. Each visual was literally created three times by different hands to achieve the final look for the finished version.

Upon the completion of the script, voice actors were identified for various characters in the series. The Creative Village team went to many schools and drama clubs in Lahore to hunt for appropriate talent. Special consideration was made to voice suitability and similarity with the virtual counterparts. Once the selection was made, hours of rehearsals followed to achieve the desired expression and emotion in the dialogue before the final voice over was recorded.

4.3.2 Stage II: Production

In the second stage, the Creative Village team utilized 3D technology. Given the technical nature of the work, GEP relied on the expertise of Mr. Adnan Shakil, Consultant Technical Editor. The final script, models and artwork created in the pre-production phase were transformed into animation and comic pages using modeling, lightening and rendering techniques. Modeling is the process of creation of characters and locations in 3D based on the painted artwork while rendering is the final step in the production where all still animated images are transformed into image data with movements.

4.3.3 Stage III: Post Production

In the final stage of the production workflow, rendered videos were treated and composed to achieve the desired look. Finally, the film was edited, voice-overs were treated and relevant sound effects and music were added to shape the final form of the film which was ready to be aired.
Pre-Production | Location Explorations
4.4 The Launch

The animation series was launched on December 3, 2012. The event was attended by media representatives, civil society members, government functionaries and United States Agency of International Development (USAID) officials. The real heroes of the show, however, were young and energetic students of public, private and charity schools.

The first episode of the animation series was screened during the event and the viewers were requested to give their feedback on this pioneering effort. Mr Mustafa Husnain, Executive Director of the Creative Village, gave a snapshot of the process and explained the concept behind the project. The main cast and technical team also shared their views on the experience.

US Deputy Chief of Mission, Richard Hoagland, while sharing his views said that gender-based violence was not restricted to any specific region, “It is a global issue and one that presents enormous challenges to nations around the world. Not only women but society as a whole should work together to eliminate gender-based violence.” He also added that investing in women “is one of the surest ways to achieve economic progress, political stability and greater prosperity for Pakistani women and men.” He also noted that “through the work created by this program, a number of animators, including four women, had a unique opportunity to work with new and exciting technology introduced in Pakistan for the first time.”

The Chief Operating Officer of Aurat Foundation, Mr Naeem Mirza, said that South Asian women have been facing “deprivation, denial and discrimination” for centuries. In order to “curtail the impact and transition of violence through generations, it is very important that targeted and focused effort be made to change behaviors.” He went on to add that since children were “more impressionable as compared to adults, it becomes increasingly important to focus on them in order to achieve any significant and long-lasting change in attitudes and behaviors.”

Zainab from Pehli Kiran School ‘really liked the cartoon’. According to her, it actually shows how all of us can ‘work together’ for positive change in our country and improve the environment for girls.

“It was fun but real hard work. My school will be proud of me. I have learned a lot from this experience,” said Ali Asim Opal who was the voice of Sheraz in the animated series.

Children were excited to receive colorful give-aways of “Mein aur Mere Dost”.

Children from Mashal School, Bari Imam, enjoying the first episode of “Mein aur Mere Dost” screened at the launching ceremony.
4.5 Results

4.5.1 Airing on Television

*Mein Aur Meray Dost* went on air on Pakistan’s leading television channels, Geo TV and Aag TV on 27 January 2013. Subsequently Geo TV allotted the animation series a 30 minute slot on Sunday, 26 February 2013 at 5:30 pm in which two episodes were aired. A repeat telecast was also provided by Geo TV the next day at 1 p.m.

Similarly Aag TV also showed two back to back episodes on Sunday, 26 February 2013 at 7:30 p.m. and a repeat telecast was aired the next day at 5:00 p.m. Six episodes and a special episode comprising of the title song and story recap were aired on the same there on.

The show succeeded in drawing a massive audience and recorded unprecedented ratings in its genre in comparison to content on other Pakistani and Indian channels in the same time slot. The following table shows the ratings for one of the episodes.

**Graph 1: Prime Time Ratings Comparison on 27 January, 2013**

On 27 January 2013, the show received a viewership of 1.00 million on GEO TV in comparison to Life Ok, Sony, ZEE TV and Colors. The rating stands amongst the highest in the 1730 hours to 1800 time slot.

On February 3 2013, the ratings of *Mein Aur Meray Dost* increased from 1 million (1st episode) to 1.47 million viewers. Compared to other Pakistan channels like ARY digital, ATV, GEO TV, Express Entertainment, HUM TV, Indus Vision, PTV Home, TV One, A Plus, A Lite, AKS and Urdu One this rating
stands amongst the highest in the 1730 hours to 1800 hours time slot.

### 4.5.2 Social Media and Website

Creative Village developed an exclusive website for this series (www.meredost.pk). In addition, a separate Facebook page (www.facebook.com/meredost.pk) was also used as an interactive tool in this project. Theme song, teasers, trailers and behind the scene stories were shared with the viewers to create interest and grab attention. Links to all the episodes are also available on the website as well as the Facebook page. During the airing of the series the total impressions and outreach of the show increased to 79,237 viewers. *Mein Aur Meray Dost* is still active and is engaging with children to create awareness about gender-based violence through their website and Facebook account.

### 4.5.3 Comic Book and Additional Material

A separate comic book was also developed for each episode which was adapted into book form to make it more appealing for its readers. Other promotional material was also prepared including flyers, Compact Discs (CD) and Digital Versatile Discs (DVD). All this material was extensively disseminated and is available for purchase at designated places.

### 4.5.4 Integration with other GEP Initiatives

A total of 1000 copies of *Mein Aur Meray Dost* were developed and disseminated amongst former GEP sub-grantees at the first meeting of Pakistan Gender Coalition (PGC). PGC members used the animation series at various events during 16 Days of Activism, National and International Women's Day as part of their sensitization efforts.

In addition, the Punjab University's Gender Studies Department has integrated *Mein Aur Meray Dost* into their curriculum for a three credit-hour course on gender-based violence. The series was also used as a study tool for discussion purposes. Subsequently, a mid-term assignment was also built around the case study on the importance of engaging with youth and unconventional approaches for sensitization on gender-based violence. According to Assistant Professor, Dr Ra’ana Malik, who heads the Gender Studies Department at the University of Punjab, “It was a very innovative activity and an unconventional approach to teaching. Our students were extremely involved and enthusiastic about their assignments which received 100 percent participation. Such
activities carry a lot of impact since students also discuss them with their family members which initiates a ripple effect. Mein Aur Meray Dost has tackled the issue of gender-based violence in a very simple and publicly acceptable manner—an approach we all need to focus on while designing advocacy initiatives to achieve the desired behavioral change.

4.6 Sustainability & Way Forward

GEP developed DVDs of “Mein Aur Meray Dost” for dissemination to partners especially those in academia; DVDs were shared with 154 sub-grantees. The screening of the animated series is also organized at various institutions and universities on National and International Women’s day. The Facebook page through which the animated series can be accessed remains active with people still posting comments.

Punjab University offers an 18 week course on Gender Based Violence. “Mein Aur Meray Dost” is a part of Punjab University’s course now. It has aided in clarifying basic concepts about gender discrimination and gender based violence. Several students have also written papers on this series.

Mein Aur Meray Dost is widely distributed amongst civil society partners from other programs of Aurat Foundation like AAWAZ. Working in 13 district with several partners, AAWAZ has used the series during their social mobilization and awareness raising activities at the district and tehsil level. Additionally, a UKAID funded program of Aurat Foundation also disseminated the animated series amongst its partners at the district level. Furthermore, PTV has agreed to telecast the content free of cost in 5 minute slots.

In future, 1000 more sets of DVDs will be distributed amongst private and public schools to raise awareness about gender discrimination and gender based violence.

This case study was written by Ms Nadia Tariq Ali, Objective Manager for Gender Based Violence TAF
5.1 Introduction

Aurat Publication and Information Services Foundation (AF) is implementing a five year, USAID supported Gender Equity Program (GEP) in collaboration with The Asia Foundation (TAF). GEP aims at closing the gender gap in Pakistan by proactively supporting and facilitating behavioral change in society, enabling women to access information, resources and institutions, and improve societal attitudes towards women’s rights issues. GEP advances women’s human rights and empowerment through its four objectives and one of them aims at combating Gender Based Violence (GBV).

5.1.1 The GBV Context

Incidences of GBV are on the increase in Pakistan. Statistics from different research and secondary sources show that cases of GBV have escalated over recent years. Furthermore, awareness levels regarding incidence, trends, laws and support services on violence against women are very low in Pakistan. Media coverage given to GBV is also very limited and often stereotyped, which further limits women’s rights, decision-making power, and recourse to protection from violence. It is imperative that a social dialogue with mass appeal and outreach be initiated to highlight inhumane social practices and violence against women that are fostered and reinforced through culture.

5.1.2 The Campaign

To this end, GEP initiated focused campaigns to raise awareness and end violence against women. These focused campaigns revolved around the following themes:

16 Days of Activism: Held each year from 25 November to 10 December, this is an international United Nations campaign to raise awareness and end violence against women.

National Women’s Day: Celebrated on February 12 it marks the day Pakistani women protested and successfully challenged the promulgation of the Law of Evidence by the military dictator Zia-ul-Haq.

In order to develop an enabling environment at the local level, Non-Government Organizations (NGO) and Community Based Organizations (CBO), women’s groups, local groups and advocacy institutions have to be brought on board to act as catalysts for raising awareness and achieving the desired sensitization at the community level. The program strategy under GEP, encompasses combatting all types of GBV including honor killings, trafficking (both internal and external), rape, sexual abuse and harassment, domestic violence, exchange of women in settling disputes, dishonoring women in public, jirga punishments, acid throwing and dowry deaths. Sexual violence against boys will also be covered.

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2 Project Documents “Attachment III- Scope of Work” (December 2011 – May 2012), Letter of Grant (grant cycle 1V)
International Women’s Day: Held on 8 March it is a global event celebrating the economic, political and social achievements of women past, present and future.

5.2 Initiative

5.2.1 Project Objective

In line with GEP’s third objective of combating GBV, a focused campaign to combat GBV was envisioned as an opportunity to commemorate 16 Days of Activism, National Women’s Day and International Women’s Day. By symbolically linking these days of national and international significance, GEP aimed to generate widespread recognition of human rights abuses against women and initiate a coordinated effort towards women’s emancipation and empowerment.¹

5.2.2 Project Description

GEP grant cycle IV supported a four-month campaign to combat GBV. This focused campaign ranged from federal, provincial to district and town or taluka/tehsil levels. It focused on raising awareness on GBV, providing a forum for dialogue and strategy-sharing, pressurizing the government to implement commitments made in national and international legal instruments, expressing solidarity with survivors and victims of violence and celebrating the economic, political and social achievements of Pakistani women. Under this initiative, 19 sub-grants implemented simultaneous campaigns in clusters of districts across Punjab, Khyber Pakhtunkhwa (KP), Sindh, Balochistan, Azad Jammu Kashmir (AJK) and Gilgit-Baltistan (GB). A total of 832 events we carried out under this four month campaign under grant cycle 4. The campaign sought to build awareness on the need for and importance of combating GBV, especially among men. A national campaign down to the tehsil/taluka level across Pakistan, 94,243 people participated (65% men and 35% women). In addition, 3 provincial and 1 national sub-grant was also awarded to better coordinate and facilitate the district campaigns. The geographical break-up of these sub grants are given in the table on the next page.

¹Project Documents “Attachment III- Scope of Work” (December 2011 – May 2012), Letter of Grant (grant cycle IV)
Table 1: Geographical Break-Up of Sub-Grants

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<th><strong>Geographical Break-up of Sub-grants</strong></th>
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<td><strong>FEDERAL</strong></td>
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<td>1. Devolution Trust for Community Empowerment (DTCE) – National Sub grant</td>
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<td><strong>PUNJAB</strong></td>
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<td>2. Community Support Concern (CSC) – Provincial Sub grant</td>
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<td>3. Grass Root Organization for Human Development (GODH)</td>
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<td>4. Society for Advancement of Community Health, Education and Training (SACHET)</td>
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<td>5. South Punjab NGOs Forum (SPNF)</td>
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<td>6. Society for Uplifting Community (SUC)</td>
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<td><strong>Khyber Pakhtunkhwa (KP)</strong></td>
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<td>7. Association for Behavior and Knowledge Transformation (ABKT)</td>
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<td>8. Aware Girls (AWARE Girls)</td>
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<td>9. Dehiljatmai Taraqiati Social Workers Council (DITSWC)</td>
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<td>10. Foundation for Integrated Development Action (FIDA)</td>
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<td><strong>SINDH</strong></td>
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<td>11. Health and Nutrition Development Society (HANDS) – Provincial Sub grant</td>
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<td>12. Hwa foundation (HWA)</td>
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<td>13. Kinaat Development Association (KDA)</td>
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<td>14. Participatory Education and Community Empowerment (PEACE)</td>
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<td>15. Sindh Development Society (SDS)</td>
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<td><strong>BALOCHISTAN</strong></td>
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<td>16. Society for Empowering Human Resource (SEHER) – Provincial Sub grant</td>
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<td>17. Anjuman Falah O Bahbood Aids Council (AFAC)</td>
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<td>18. Awareness on Human Rights, Social Development and Action Society (AHSAS)</td>
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<td>19. Azat Foundation (AZAT)</td>
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<td>20. Society for Awareness, Advocacy and Development (SAAD)</td>
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<td><strong>Azad Jammu Kashmir (AJK)</strong></td>
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<td>21. Aurat Association (AA)</td>
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<td>22. Women Welfare Organization Poonch (WWOP)</td>
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<td><strong>Gilgit-Baltistan (GB)</strong></td>
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<td>23. Association of Global Humanists and Ethics (AGHE)</td>
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5.3 Project Methodology

The project methodology was broadly divided under three themes:

- 16 Days of Activism
- National Women’s Day
- International Women’s Day

The specific implementation activities included the following:

5.3.1 Grants Opening Meeting

The national sub-grantee Devolution Trust for Community Empowerment (DTCE) launched the opening meeting in Islamabad for coordination of activities at the national level, including focus of awareness material and for the development of ‘plans of action.’ The plans of action essentially defined and finalized detailed and well-coordinated activities that each sub-grantee carried out over the four month campaign focusing primarily on advocacy to address GBV.

5.3.2 Commemoration of Events (theme wise)

Organizing events and undertaking activities at the district and taluka/tehsil levels along with key events at a central location in the major cities (Karachi, Lahore, Peshawar, and Quetta). These ranged from debate competitions, quiz competitions, banner signing, and street theater to seminars, town-hall meetings and dialogues with elected representatives. One main event was also organized in major cities. Sensitization of and engagement with the local media was also pursued, this included one-week FM radio campaigns. All events were finalized in terms of themes, content, participants, venues and material by the GEP team.

5.3.3 Independent Monitoring

The provincial sub-grantees set up a team of short term locally identified Independent Monitors, who were located in each of the regional clusters in provinces. Over the campaign period, the Independent Monitors visited and assessed at least 50 percent of the activities undertaken by the sub-grantees.

5.3.4 Reporting

The provincial sub-grantee provided information to the GEP team on a monthly basis during the performance period (Dec 2011 - May 2012):

- Action plans and schedules (Prior to the events)
- Events Report
- Video graphic and photographic documentation
- Copies of newspaper clipping
- Recording of the broadcast or televised clips
- Date and time slots of news aired by the electronics media

5.3.5 Media and Publicity

The provincial sub-grantees also shared their IEC, media and publicity material for all events including press coverage (prints and electronics).

5.3.6 Grants Closing Meeting

The provincial sub-grantees provided technical assistance and support to DTCE for planning the two day ‘grant closing meeting.’ They shared key multi-media presentations on the activities and events undertaken in the provinces including, but not limited to, key lessons learnt and broader results of the campaign.

5.4 Results

5.4.1 Project Outcomes

The data presented in this section measures intervention and outreach of GEP in terms of direct beneficiaries.¹

5.4.2 Record of Events and Participation

Record of Events and participation this sub section presents coverage of overall events and outreach under grant cycle 4.

Table 2: Record of Events and Participants across all regions in Grant Cycle Four

The table shows the total number of events along with the number of women and men participants across Pakistan.

<table>
<thead>
<tr>
<th>Sub Grantee</th>
<th>16 days</th>
<th></th>
<th>NWD</th>
<th></th>
<th></th>
<th>IWD</th>
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<th>%age of Participants</th>
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<tbody>
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<td>Event s</td>
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<td>8283</td>
<td>832</td>
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</tr>
</tbody>
</table>
Type of events included:

- Debate and quiz competitions
- Banner signing
- Walks
- Street theater
- Seminars
- Panel discussions
- Town-hall meetings
- Dialogues with stakeholders
- Media workshops
- Poster competition
- Puppet shows

The graph above shows number of events held in different provinces of Pakistan during four-month advocacy campaign.

The graph above shows number of events held in different provinces of Pakistan during four-month advocacy campaign.

Community male members signing a joint resolution condemning all forms of violence against women. Taken at a banner signing activity on, “Elimination of Violence against Women”, in village Lakhodair, Wahga Town, Lahore, Punjab (9th January, 2012)
5.5 Gender Participation

This sub section presents the outreach in terms of gender participation.

The table below shows that the proportion of male participation was 65 percent while female participation was 35 percent. This clearly reflects that men were affectively mobilized and sensitized in this campaign not only through active participation in public events but also through dialogue and stakeholder consultations.

The Society for Awareness and Advocacy Development (SAAD) with the help of Aurat Foundation (AF) and the United States Agency for International Development (USAID) launched a campaign on “16 days of Activism” to enlighten and sensitize the masses concerning gender-based violence (GBV) and basic rights of women. Activities were organised by SAAD in 7 districts of Balochistan. While implementing this campaign, SAAD faced various challenges due to backlash from tribal and religious leaders.

One such event was held in district Kachi/Bolan, tehsil Dahdar, where SAAD wanted to have a dialogue with religious leaders who oppose women’s rights and thereby help sustain GBV. SAAD’s dedicated and committed team pursued religious leaders and invited them to have an open dialogue on women’s rights. The session included local religious leaders and influential community members. Due to anti-American sentiment stemming from the war on Afghanistan post 9/11, the religious leaders did not appreciate being a part of an event organized under the banner USAID. However, after a successful dialogue SAAD’s team succeeded in making them realize that women’s rights and this campaign are for the betterment of their community. Mulana Wazir-Ul-Qadri agreed to discuss women’s rights and GBV in his Friday sermon and the Imam of Jama Masjid in Dahdar promised to educate people about women’s rights as Islam also advocates for them.

This meeting was a huge success for SAAD as it was not an easy task to convince religious leaders to discuss women’s issues.
The geographical break up of men and women shows that in more traditional places (i.e. Balochistan, Khyber Pakhtunkhwa and Sindh) men outnumbered women participants (the difference being the highest in Balochistan and least in Sindh). On the other hand, women outnumbered men in Punjab, Azad Jammu & Kashmir and Gilgit-Baltistan. The results clearly show that cultural traditions and norms kept women from stepping out and actively participating due to the tribal and feudal set up.

5.5.1 Theme-wise Coverage

This sub section presents theme-wise coverage of events and outreach.

5.5.2 16 Days of Activism

A total of 529 events were held under the theme of 16 Days of Activism. The geographical break-up of the events is given in the table below.

The events carried out under 16 days of Activism focused on GBV specific issues including honor killings, child marriage, anti-women practices and their orientation, harassment of women at workplace, marriage rights (nikahnama/khula), inheritance rights, educational rights, domestic violence, women’s political participation, labor laws and discrimination against women etc.

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5Monthly Reports and Project Completion Reports submitted by Grant Cycle IV Sub Grantees
“I will not harass any girl on the streets from today!
GEP helped me to understand women’s rights....”

Tufail Shah at a Debate competition on “Role of Men in Ending Violence against Women”,
in Charsada, KPK  
(12th January, 2012)

'I promise not to accept dowry.'

Hulah Hafeez making a pledge at a seminar held in connection with “16 Days of Activism” in Rawalpindi  
(13th January, 2012)

Apart from the above mentioned interventions, each sub-grantee also disseminated Information, Education and Communication (IEC) material and conducted a week long FM radio campaign under this theme.

IEC material included Main Safar Hoon, brochures, public service messages in Urdu and regional languages and posters.

Kainaat Development Association (KDA), under the Gender Equity Program (GEP)’s sub-grant “Preventive Measures on GBV Initiatives” targeted six districts of upper Sindh. Namely, Jacobabad, Kashmore, Shikarpur, Kamber-Shahdadkot, Larkana and Dado for a period of six months from January 11, 2012 to July 10, 2012. This grant was made possible through the generous support of The United States Agency for International Development (USAID).

Under this project, a workshop was conducted in Shikarpur on March 6, 2012. A number of stakeholders including media representatives were present at the venue. During the workshop, an unknown person approached Ms Farzana Chachar, Campaign Monitoring Officer of KDA, and informed her that two women, namely, Ms Khursheed Begum and Ms Ajeeban were to be murdered as Karis that night in Chak Taluka Lakhi, Shikarpur. After hearing this, Ms Farzana discussed the issue with her colleagues. She then called the KDA office and shared the situation with Mr Ahmed Bux Channa, President of KDA. Mr Channa advised the KDA team to highlight and condemn the case through a press conference at the same venue as media representatives were already present there. Additionally, the KDA head office also contacted the police and other concerned personnel to take immediate action to save the lives of the two innocent women.

The case was highlighted on all Sindhi television channels as breaking news and it was also brought to the notice of higher authorities who immediately ordered the rescue of both women. The Station House Officer (SHO) of Chak Taluka Lakhri took immediate action and safely recovered both women. The initiative taken by the KDA team saved two lives largely because they showed presence of mind and used the right means and connections. While discussing the incident and KDA’s efforts, Ms Farzana Chachar said, “It is a great feeling that we managed to save the lives of the two victims. We have set an example that we not only preach but also act on what we say. GEP gave us an opportunity to come to these remote areas of Sindh and touch the lives of people in any way we can.”
Events carried out under this theme focused on commemorating the history of the women's struggle in Pakistan, expressing solidarity with survivors of violence, celebrating economic, political and social achievements of women in Pakistan and their empowerment.7

5.5.3 National Women's Day

A total of 148 events were held under the theme of National Women's Day (NWD). The geographical break up of events is given in the graph below.

Graph 5: 16 Days of Activism Participation

Graph 6: National Women's Day Events

1ibid
“I will never marry at an early age and ask you all to help me stop this practice,” said Shah Noor, a student of class 6, at a seminar on Women’s Empowerment in Ghulamullah, district Thatta, Sindh on February 6, 2012. The seminar was held by Participatory Educational Awareness and Community Empowerment (PEACE) under the Gender Equity Program (GEP) of Aurat Foundation (AF) sponsored by the United States Agency for International Development (USAID).

Noor, who is just 12 years old, confidently delivered a speech on early marriages and the problems associated with it. She shared that two of her sisters had been married early and their lives were affected due to this; they had lost out on their education, their childhood had vanished and their health had deteriorated due to early pregnancies. Having witnessed the detrimental effect of early marriages on her siblings, it is no wonder that Noor has become a champion of women’s rights at such a young age. She thanked USAID, AF and PEACE for organizing such awareness raising activities to empower women.

Apart from the above mentioned interventions, each sub-grantee also disseminated IEC material and conducted a week long FM radio campaign under this theme.

Graph 7: National Women’s Day Participation

National Women’s Day participation reveals a total of 14,968 direct beneficiaries; 8364 men and 6604 women participants.
5.5.4 International Women’s Day

A total of 155 events were held under the theme of International Women’s Day. The geographical break up of events is given in the table below.

### Graph 8: International Women's Day Events

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<tr>
<th>AJK</th>
<th>Balochistan</th>
<th>KPK</th>
<th>Punjab</th>
<th>Sindh</th>
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<td>32</td>
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</table>

Events carried out under this theme focused on celebrating women’s achievements, encouraging aspiring young girls and advocating economic, political and social empowerment of women.8

Apart from the above mentioned interventions, each sub-grantee also disseminated IEC material and conducted a week long FM radio campaign under this theme.

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Sabiha Khanum is an ex-counselor, a social worker form district Mandi Bahauddin. She is well known among the rural communities of her district and has strong links with influential people there. An active member of various mobilization campaigns conducted by civil society organizations (CSO) or any public organization, Sabiha took special interest in settling conflict cases pertaining to women and girls.

Sabiha has witnessed numerous cases of violence against women while working for CSOs. Women and girls often visit her for help in settling conflicts. Since Sabiha is not educated she was unaware of the 7 Pro-Women laws passed by the Pakistan People’s Party (PPP). As a result, when women and girls approached her for conflict resolution, she never considered the law as a safeguard of their rights.

However, all this changed when Sabiha attended the meetings on 7 Pro-Women laws held under the “Advocacy and Information Dissemination” campaign of the Gender Equity Program (GEP). She realized that women have the option of turning to the law for protection from violence. This comprehension of pro-women legislation has increased her confidence to tackle cases of gender-based violence (GBV). Sabiha believes awareness on these 7 laws can significantly reduce cases of GBV as they empower women to raise their voice. She now propagates these laws in every community meeting and encourages women to disseminate the information.

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8 ibid
5.5.5 GEP Documentary “Main Safar Main Hon”

Under grant cycle 4, GEP awarded a sub-grant to Black Box Sounds to produce a video documentary “Main Safar Main Hon” on the occasion of 100th anniversary of International Women’s Day. The documentary focuses on 100 years of women’s struggle all over the world, particularly highlighting the achievements and sacrifices of Pakistani women, starting from 1911 to 2011. The objective of the documentary is to portray a positive image of Pakistani women and highlight their achievements in different spheres of life. The documentary strives to demonstrate that women can excel in every field provided they are determined, committed and courageous.

**Graph 9: International Women’s Day Participation**

International Women’s Day participation reveals a total 14,725 direct beneficiaries; 6442 men and 8283 women participation.

5.5.6 Empower Women’s Campaign

The ‘Empower Women’ campaign, launched during Grant Cycle 4, was a nationwide media campaign. The campaign was designed to ensure maximum visibility and presence on various TV and radio channels. The campaign was also broadcast on regional television channels also including Rohi, KTN, AVT Khyber and PTV Bolan. The above mentioned regional channels enjoy a significant viewership in their respective regions.

As per a rough estimate, the campaign reached out to more than 5 million people through newspapers. Readership statistics of selected newspapers are as follows:

- The News: 7 million
- Daily Jang: 2 million
- Dawn: 2 million
- Express: 5 million
- Mashriq: 0.5 million
- Azadi Swat: 70,000

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1 Brief Impact Analysis: Empower Women, by Black Box Sounds, 2012
Azra Anwar, a Housewife, said that she watched the Public Service Messages (PSM) about a girl who worked as a Radio Jockey (RJ). She stated, 'Women are continuously working hard and I salute them. A woman who is not dependent on others for making decisions, can focus, prioritize and even end up working harder than men. Women are good at managing work and family issues.' She said that society is male dominated and it is unfortunate that women have to face countless hurdles everyday. 'I wish we could solve these issues. I feel there is no difference between a working woman and housewife because both have numerous issues.' In her opinion, confident women are more productive and the ones who are not confident, need to be encouraged.

Faisal Shehzad, a Media person, said that the PSMs made him realize that women in our part of the world want to work but men have created certain barriers for them which have been detrimental to the country. He stated, 'I think everyone should contribute and find solutions for women. Women and men are equal. The country can only progress if both men and women work together.'

Mohammad Anwar, an administrator at an international organization, said that after watching the PSMs, he realized that women should have a say in our society. He stated, 'They have been struggling for quite some time and it's time we paid attention and resolve these gender issues.'

It is important to mention that apart from the events and the outreach mentioned, each sub-grantee also conducted week long FM radio campaigns in their respective regions. Radio is the most effective and popular medium to disseminate messages among communities, particularly in rural areas. The radio messages under Grant Cycle 4 reached out to communities in 60 cities of Pakistan through FM and medium wave transmitters including Radio Pakistan's network. The messages broadcast through 19 FM networks reached out to more than 20 million people as per a rough estimate, calculated on the basis of coverage area and population of the cities.
5.5.7 Developing Linkages

The Pakistan Gender Coalition (PGC) is envisaged as a network of Pakistani civil society organizations, academic institutions, research institutions and media organizations that have a commitment to working towards gender equality and equity; that are former and current sub-grantees of GEP Future sub-grantees will become PGC members when they come on board. Coalitions are effective mechanisms for collective action. The PGC is a way to sustain linkages built by GEP and for strengthening the interface between its members to give more prominence to the gender agenda and women’s rights. To this end, a directory of PGC members was printed by GEP and distributed among members and other stakeholders. The directory has province-wise lists of all the members with their contact details. New editions of the directory will be printed each year as new sub-grantees come on board.

5.6 Sustainability & Way Forward

After the implementation and wide spread success of grant cycle 4, GEP launched Pakistan Gender Coalition (PGC) in 2012 to support similar initiatives and encourage sustainability and to promote volunteerism.

In the light of GEP’s objectives, the PGC members replicated the activities like group meetings and consultations, awareness raising sessions, walks and rallies, media events, meetings with youth including debates and competitions, art shows, showings of GEP documentary, public service messages, local radio messages and street theatre.

5.6.1 Initiatives during 2012 - 16 Days of Activism

PGC, which orginally comprised of 95 GEP sub-grantees, was invited to participate voluntarily in the 2012 “16 Days of Activism to End Violence against Women” global campaign to raise awareness not only on Violence Against Women (VAW) issues but also on the significance of “16 Days Activism” and what it commemorates. The 2012 global theme was “From Peace in the Home to Peace in the World.” The campaign in Pakistan focused on “Safety at Home, Public and Work Spaces.”

In order to conduct activities on their own in their respective regions, GEP provided each PGC member with IEC material which included 100 copies of a poster and leaflet highlighting 16 Days of Activism and its message. This process was facilitated by GEP regional teams with their respective regional sub-grantees to ensure successful implementation and reporting the outputs on this first ever initiative of voluntary interventions.

The type of initiatives undertaken by PGC members in 2012, were:

- Awareness programs on women’s rights with 500 gypsy women, men and students
- Showing of GEP documentaries and sharing public service messages
- Dialogue with youth on GBV
- Theatre performance on women's rights: a community event
- Group meetings with youth and debate competitions on women's rights and VAW
- Seminar and poster competition on GBV and peace
- Creative art competition
- Walks
- Group meetings with community women and men on their basic rights like education and health
- Men engagement seminar
- Awareness sessions on Committee on the Elimination of Discrimination Against Women (CEDAW)
- Awareness session on Prevention of Sexual Harassment at Workplace Act 2010

5.6.2 Initiatives during 2013 - 16 Days of Activism

The campaign on 16 Days of Activism Against Gender-Based Violence continued the theme of “From Peace in the Home to Peace in the World” in 2013. The PGC follow up one-day meetings with

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* GEP Quarterly Progress Report (QPR-9), Inputs from Ibtesam Qaisrani, Coordination Unit –Islamabad
members were held in Karachi, Islamabad, Lahore and Quetta in November 2013. Representatives from 115 member organizations attended the meetings and were invited to submit their plans for their 16 Days of Activism campaign. GEP assisted them by providing IEC material for dissemination during the events.

The focus of 2013 initiatives continued to focus on the need to inculcate a spirit of volunteerism in civil society particularly with regard to their commitment to the women’s empowerment cause. The 2013 initiatives undertaken by PGC members with communities, elected representatives and students were:

- Awareness sessions on women’s rights
- Rallies
- Walks
- Press conferences
- Advocacy campaigns
- Talks at educational institutions for boys and girls schools
- Screening of GEP documentaries
- Theatre performances
- Radio programs
- Awareness sessions with police
- Legal awareness sessions at shelters for GBV survivors
- Sports mela (sports day) for gypsy children and women
- Display of posters
- Skill enhancement
- Para-legal training of male and female youth
- Meetings with women’s groups on domestic violence
- Sessions on forming strategies to combat GBV
- Awareness sessions on pro-women legislation and GBV related laws
- Round table discussions on empowerment and governance of women
- Mobilization of organizations to work against GBV
- SMS and signature campaigns

This case study was written by Ms Muneezah Saeed Khan, Senior Program Officer for Monitoring and Evaluation

5.6.3 Way Forward

Through this exercise, the attention of PGC members is brought to Aurat Foundation’s values of caring and sharing developed over 25 years of activism and institutional development at all levels (from grassroots to policy and legislation). Coalition members are encouraged to share best practices, novel actions, lessons learnt, difficulties and solutions and strengthen the synergy that is a hallmark of GEP.

"Main Safar Mein Hoon“ DVD was distributed amongst the sub-grantee during four-month campaign to raise awareness about women’s movement

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11 GEP Quarterly Progress Report (QPR-11), Inputs from Ibtesam Qaisrani, Coordination Unit –Islamabad
"Try it once. We can do it."

"You have more power than you think."

"We can make the world a better place."

"I believe in the power of education."

Case Studies: Volume 1
Young Women Lawyers Blazing the Trail of Justice

Economic Empowerment through Access to Opportunities

Animation for Behavioral Change: Alerting Children to Gender Discrimination

Advocating for Women’s Rights: Focusing on Men
Conclusion

GEP aims to reduce the gender gap in Pakistan through pro-women interventions in a 'jigsaw puzzle approach' where each grant (or set of grants) is designed to fit in with others, such that the results can have a synergistic impact. While each grant cycle primarily addresses one of the four objectives of GEP, in effect each grant cycle, each grant and each set of grants, address multiple objectives. The four cases included in this booklet cover all four objectives of GEP (empowerment, access to justice, combatting gender based violence and capacity building) and all included elements of advocacy to different degrees.

Aurat Foundation is first and foremost an advocacy organization and all that it does has the social, economic and political rights and empowerment of women as its base for reaching the ultimate goal of a society where men and women are equal. Through GEP grants Aurat Foundation has been able to move into the sphere of service delivery in tandem with its advocacy. The four initiatives covered here are also part of laying the ground for service delivery, which has followed in subsequent cycles.

It can be seen that all four initiatives covered here addressed building capacities: training young law graduates to take up GBV cases through the set of law grants, skill trainings to enhance women’s entrepreneurial development and employability in the FWBL grant, training young media professionals on how to do animated cartoons with social messages through the cartoon serial grant, and helping a range of Non-Government Organizations (NGOs) to learn how to produce and use advocacy materials through grant cycle 4. Together they reflect the importance of overall vision to guide the development of grant cycles and grants such that they are not stand alone with limited impact but linked together in a phased manner to deliver the intended outcomes of GEP.

6.1 Outcomes and Impact on Further GEP Interventions

A group of 192 young women lawyers have been sensitized on GBV issues and legal rights of women. The program enhanced their comprehension of gender concepts and women’s rights and specifically focused on clarity on pro-women laws and enforcement mechanisms. Additionally, the stipend ensured regular attendance of chamber practice, helping these young women to learn how to operate in a professional environment. What is important here is not only what they were able to do in the grant period, but crucially what they are doing after the grant period – providing legal aid to women through individual, group and chamber practice. These trained women lawyers are now being linked to the service delivery aspects of GEP, especially the grants that are designed to serve the victims and survivors of GBV.

Approximately 640 women acquired entrepreneurial or employable skills to develop and/or enhance their capacities for generating income. This included setting up or enhancing their own businesses or seeking employment. Sectors or professions for which they received training included computers/IT, business entrepreneurship, food production, tailoring, fashion designing, beautician, housekeeping, baking
and product packaging. It is worth mentioning that women trainees not only gained self-confidence, they also received information on bank procedures and commercial services of FWBL, as well as exposure and building contacts. We have seen how some of the trainees have embarked on the first steps of the ladder to build careers, businesses and home-based income generation. The work they take on and their increased income will showcase the impact of economic empowerment, while the training centers established and strengthened by FWBL will continue to provide training to other young women after the end of the grant period. FWBL intends to do this in a sustainable manner – using the equipment and premises supported by GEP to organize further trainings and charge fee for attendance. FWBL is currently in negotiations with Women Development Department for a credit line to help young women entrepreneurs.

The cartoon animated series, Mein Aur Meray Dost [Me and My Friends] on gender discrimination went on air on Pakistan’s leading television channels Geo TV and Aag TV. The show succeeded in drawing a massive audience and recorded unprecedented ratings in this genre in comparison to content on other Pakistani as well as Indian channels in the same time slot. On 27th January 2013, the show received a viewership of 1 million on GEO TV and on February 3rd 2013, the ratings of Mein Aur Meray Dost increased from 1 million (1st episode) to 1.47 million viewers. The rating figures show that the program targeted men, women, children, parents and youth.

A total of 832 events were carried out in Cycle 4 - the four-month campaign aimed at building awareness on the need for and importance of combating GBV, especially among men. This was a truly national campaign down to tehsil/taluka level across Pakistan carried out simultaneously with the direct participation of 94,243 people across Pakistan (65 percent men and 35 percent women). The sensitization activities included debates and quiz competitions, banner signing, walks, street theater, seminars, panel discussions, town-hall meetings, stakeholder dialogue and consultation, media workshops and print and FM radio campaigns, with coordinated messages. At the same time as these activities, GEP also carried out a national campaign on gender empowerment on TV channels. This cycle was aimed at building, together with the media campaigns and cartoon serial, a critical mass for launching services under GEP’s strategy for combating GBV in cycle 6.

6.2 Additions to Resource Pool

The pool of resources developed under the four initiatives described in this volume, are many and varied. The legal literacy curriculum for legal trainings will continue to be used through the Lawyers’ Network. FWBL’s Business Development & Training Centers will continue to be operated. Under the four-month campaign a series of posters, booklets, radio program etc. were developed and have been added to the resource pool – the best have been reproduced by GEP and used in its events and in further campaigns. An exclusive website was developed for the animated cartoon series, Mein Aur Meray Dost and a Facebook page developed and used as an interactive tool. A comic book was also developed for each episode and compiled into a book to make it more appealing for readers. Other promotional material including flyers, CDs and DVDs, are part of this rich resource pool which has been widely distributed and has become part of teaching material at public sector universities being supported by GEP through a separate initiative – another part of the jigsaw puzzle.

6.3 Sensitization to GBV and Building Public Opinion for Combatting GBV

All the case studies presented in this volume address the combatting and the eventual end to GBV in Pakistan. Children, young adults and both men and women first need to understand the roots of gender discrimination. This sensitive topic had to be rendered in a way that would attract viewers of all ages, hold them riveted for a short period and deliver key messages in an entertaining way, even though the subject is somber. The groundbreaking animated series, Mein Aur Meray Dost tackled the challenge through evocative animated content, aimed at preteen children but with obvious relevance for young adults and to parents as well. It created social awareness and sensitivity through an exciting story.
about four adventurous friends and their teacher, who together face and fight gender discrimination. Mein Aur Meray Dost challenged stereotypes about the status of women, raised awareness on gender discrimination and violence against women. This cartoon series targeted both boys and girls, focusing on creating new role models for children, projecting a constructive image of women and positive character building — in line with GEP’s approach of reinforcing positive images of women and proactively promoting Pakistani women who can achieve anything they want.

The four month campaign on activism focused on GBV specific issues including honor killings, child marriage, anti-women laws, harassment of women at workplace, marriage rights (nikahnama/khula), inheritance rights, educational rights, domestic violence, women political participation, labor laws and discrimination against women. Related themes focused on commemorating the history of the women’s struggle in Pakistan, expressing solidarity with survivors of violence, celebrating the economic, political and social achievements of women and encouraging aspiring young women girls to take their rightful place in society.

Both these initiatives were designed as a step in building public opinion against GBV and helping children of today to become sensitized adults of tomorrow who will not stand for GBV in their homes, communities, work places, society and polity.

While we help build public opinion and prepare the sensitized adults of tomorrow, we must also tackle GBV today. As part of this effort, young women lawyers were sensitized and trained on gender and GBV related issues, recent pro-women laws and litigation, with a view of developing a pool of trained women lawyers who are now representing and providing pro-bono services to GBV survivors.

6.4 Exposure and Networking

The strong elements of exposure and networking of both the beneficiaries and sub-grantees, is a clear GEP focus. The National Lawyers Forum (NLF) had developed out of the training of women lawyers, to provide young aspiring women lawyers to pursue professional growth through mutual learning and knowledge sharing. Women law graduates have gained invaluable experience through exposure visits to High Courts, leading lawyers in their respective provincial Bars Association and civil society organizations. Through four provincial level networks, young lawyers and advocates share experiences on good practices that help improve women’s access to justice. Furthermore, Trainee Networking Meetings (TNM) by First Women Bank Limited (FWBL) provided an opportunity for exchanging ideas within groups, building networks-linkages with other groups as well as with the bank’s financial services. Opening and closing meetings gathered all the partners through a single forum to share their ideas and carry out a successful four month campaign to combat GBV. The launch of Mein Aur Meray Dost was attended by media representatives, civil society members, government functionaries and USAID officials. The real heroes of the show were young and energetic students of public and private schools, including schools run by civil society organizations. These networks are being further fostered and managed under the Pakistan Gender Coalition (PGC).

6.5 Lessons Learnt & Way Forward

GEP is designed to be instrumental in building social capital, laying the basis of strengthening institutional initiatives and making a difference in the lives of women of Pakistan. The training of women lawyers, as part of Grant Cycle 2, has provided pro-bono support to women litigants, forged alliances with local Bar Associations and supported legal initiatives that promote women’s legal rights. It was clear that grassroots advocacy is necessary but not sufficient — it has to be built upon by action. And the action of women lawyers speaks for itself.

Grant cycle 2 enhanced the confidence level and quality skill of FWBL trainees by adding value of services in the eyes of clients via training through reputable institutes. Furthermore, FWBL’s collaboration with training institutes has opened up new avenues of connections for trainees in terms of acquiring jobs or availing more training opportunities.
One of the lessons learnt during the duration of this sub-grant was that providing transportation to women is crucial for enhancing the access of women to training institutions and business development centers. Another learning is that women are still reluctant to work in situations which require extensive paperwork. As banks have to meet the State Bank requirements for account opening and approval for loans, which requires extensive formal paper work, women tended to avoid such instances and preferred to take loans from family members or friends. GEP now needs to look at how banks and other institutions can be helped to simplify the documentation process so that more women can access formal funds more easily.

We have learnt more about the need to foster and promote volunteerism as a necessary means of elongating the impact of grants and sets of grants, which are of short duration. The launch of Pakistan Gender Coalition (PGC) in 2012 supported bold initiatives, encouraging sustainability and promoting volunteerism. PGC members replicated activities in subsequent years of Grant Cycle 4 - group meetings and consultations, awareness raising sessions, walks and rallies, media events, meetings with youth including debates and competitions, art shows, showings of GEP documentary and public service messages, local radio messages and street theatre.

Recognizing the significance of investing in children at an early stage for achieving larger behavioral change in society, the animation series aimed at preteen children – but the lesson learnt is that well produced media products attract people of all ages, as was the case of the cartoon serial. Another learning was that putting the responsibility of finding and paying for the right airing slots within the deliverables of the grant is a much better option and more effective.

Looking at the response and interest in training programs and internships (across professions), the need is to focus on the 'quality' of training, thereby, generating enhanced employment and economic opportunities for women.

The impact of print and electronic media in two of the case studies featured in this volume has shown clearly that advocacy and awareness raising interventions need to continue at school, college, university levels as well as in community settings and policy level, and that the media products can be used widely in educational settings.

In summary it can be said that GEP has learnt that it is really important to think about what happens beyond the time-bound grants and strengthen the post-grant mechanisms of networks, connections among sub-grantees, anchoring GEP products in regular teaching programs and institutions for wider impact, and build voluntary spirit – that is, realize the potential of longevity and sustainability far beyond GEP, and achieve Aurat Foundation’s long-term goals of social, economic and political empowerment of women of Pakistan.