

CARE International in Pakistan Quarterly Newsletter



April - June, 2022

1,349

People reached
through
Heat wave
Response

4,766

Women reached
through
Economic
Empowerment
Initiatives

2,000

Community
members reached
through Gender
Equality Trainings

44.9 Million

People reached
through Facebook
Social Behavioral
Change Communication
Campaigns

Humanitarian Action

Heat wave Response in Pishin, Balochistan

CIP implemented the heatwave response in District Pishin, Balochistan in the month of June. The response activities included:

1,349

Heatwave kits distributed to most vulnerable daily wage workers

5

Temporary cooling facilities (TCF) established at prime locations with cold drinking water arrangements for passengers and daily wagers at bus stops

5

Temporary shelters established for Police/levies staff at various locations



National, Provincial and District Management Authority approved awareness raising messages on heatwave impact mitigation were disseminated through radio and digital media to vulnerable populations. Additionally, CIP conducted trainings on Emergency First Aid Management procedures for heat stroke management in communities.



“The heat has been devastating this year, these kits have provided us great relief in these hard times”

Heat Wave Kit Beneficiary

District Swat, Khyber Pakhtunkhwa

In collaboration with the Health Department, CIP completed work on the rehabilitation of a water supply scheme in District Swat based on needs identified in the Civil Government Hospital. A dug well of 156 feet was constructed complete with a solar system and distribution line to help ease the water issues in the area.

District Quetta, Balochistan

In collaboration with the Balochistan Provincial Disaster Management Authority (PDMA), Education Department and District Administration Quetta, CIP installed hand washing stations to combat COVID-19 and promote hygiene in 5 educational Institutes in District Quetta.

Hygiene promotion and COVID-19 vaccination awareness sessions were conducted through advocacy groups in educational institutes and communities in District Quetta where information was disseminated on how to mitigate impacts of COVID-19 within their communities.

District Swat, Khyber Pakhtunkhwa

To strengthen the COVID-19 response in District Swat, CIP provided supplies for renovation of vaccination centers to 4 health facilities in the region.

District Abbottabad, Khyber Pakhtunkhwa

CIP distributed renovation supplies to 2 vaccination centers in District Abbottabad. The supplies comprised of furniture, electronics and electric work to strengthen the capacity of the health facilities.





“Gender Equality for a Sustainable Tomorrow”

CARE International in Pakistan (CIP) in collaboration with the High Commission of Canada organized the conference on “Gender Equality Today for a Sustainable Tomorrow” on April 1st, 2022. The Director General for Environment and Climate Change spoke at the conference on behalf of the Federal Minister for Climate Change, Pakistan on the importance and role of the youth and women in the efforts to mitigate the adverse impact of climate change in the country. The conference hosted a Youth Panel on Climate Change and gender with talented young climate change activists who engaged in discussion with stakeholders and policy makers at the forum.

“Breaking the Silence”

The “Breaking the Silence” event was held by CIP on June 23rd, 2022. The event provided a platform to CIP’s beneficiaries to share their experiences and voice. The event was attended by CIP’s partners, notable dignitaries and stakeholders. CIP Country Director, Mr. Adil Sheraz launched the CIP Annual Report 2021 and highlighted CIP’s achievements for the year of 2021. CIP Assistant Country Director Mr. Muhammad Asim Saleem presented CIP’s key strategic priorities and future plans for the next 5 years (2022-2027).



Women Economic Empowerment

The “Financial Inclusion for All” event was held in collaboration between CIP, Mastercard and Mobilink Microfinance Bank Limited (MMBL) on June 14th, 2022

To bolster the mission of promoting financial inclusion across the nation through innovative digital financial solutions, CIP is collaborating with MMBL as part of CARE’s Ignite project, funded by the Mastercard Center for Inclusive Growth, enabling financial and technological access for entrepreneurs, especially women. On the occasion, Ms. Romina Khurshid Alam, Special Advisor to the Prime Minister of Pakistan praised the collective efforts of CIP, Mastercard and MMBL towards fostering a synergistic approach to enhance the financial inclusion of women entrepreneurs in Pakistan.



The “Breaking the Silence” event showcased a grand exhibition of art work and creative installations by students from National College of Arts, Rawalpindi, Fatima Jinnah Women University, Foundation University Islamabad and The Millennium University College Islamabad on the themes of “Impact of Climate Change on Women, Social Norms and Green Entrepreneurial Solutions”.





Training Workshops with Mobilink Microfinance Bank (MMBL)

CIP held a training workshop on CARE Ignite project's approach and objectives with MMBL staff on April 27th in Islamabad with 40 MMBL branch staff and customer relations officers.

Connecting Entrepreneurs with Showcase Outlets

CIP mobilized 10 strivers to setup their outlets in the renowned Giga Mall in Islamabad in order to increase their access to buyers and new untapped markets.

Wrap Around Services Sessions with Entrepreneurs

CIP conducted capacity building sessions for women and men entrepreneurs focused around business planning and management, financial literacy, entrepreneurial excellence and digitization.

“Striver Talks” series launched under the CARE Ignite Project

The first session was held in Islamabad wherein Naima Ansari President Islamabad Women Chamber of Commerce & Industry (IWCCI) held an interactive session with around 40 women entrepreneurs. The session fostered discussion on challenges and ways to overcome them. Moreover, IWCCI announced a special offer for Ignite entrepreneurs interested to become members for the IWCCI with the registration fee waiver. The sessions also focused on building the entrepreneurs' understanding on formalization, digitization, innovation and tax registration of these businesses. The second session of the “Striver Talk” series was held in Lahore where entrepreneurs were engaged in an interactive discussion with on tackling entrepreneurship challenges, fostering business growth, social norms, budgeting and financial hardships.

META FACEBOOK SOCIAL BEHAVIORAL CHANGE CAMPAIGNS

CIP implemented the third META Facebook Social Behavior Change Communication (SBCC) campaign on Covid-19 from June 13, 2022 to July 15, 2022. The objective of the national level digital campaign was to decrease vaccine hesitancy in Pakistan, promote the vaccine booster dose and spread awareness regarding virus prevention practices. The mass digital campaign used Facebook and Instagram platforms to target male and female age demographics of 15 to 65 in rural, semi urban and urban areas of Pakistan.



44.9 Mill

Campaign Outreach all over Pakistan

20%

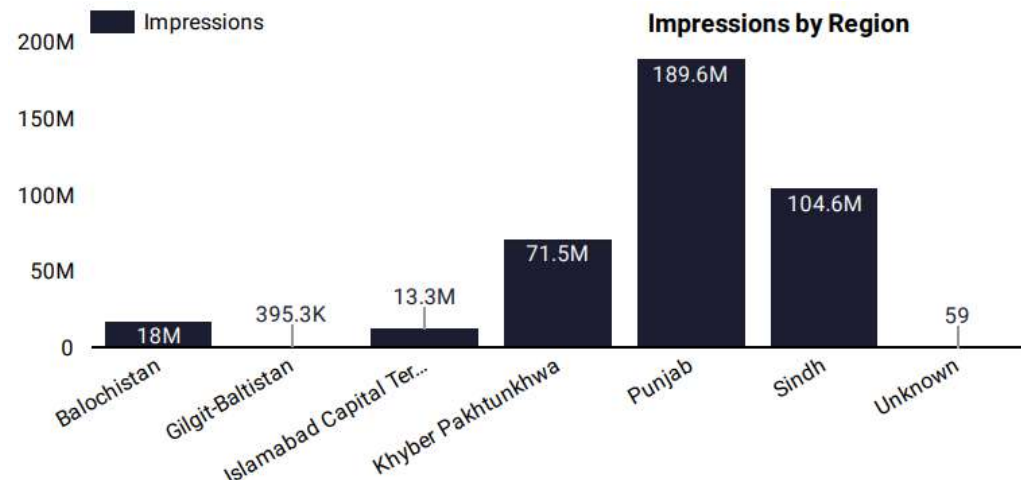
of the reached population were Women

1.8 Mill

Campaign Engage

397.3 Mill

Campaign Impressions



Gender Equality

Training on Gender Norms

An awareness raising training module was developed with visual aids of illustrations depicting gender norms and gender equality. The awareness based training sessions were conducted with 2,000 community members in Punjab and Sindh. The approach was to create a peer support network of champion Producer Unit Managers and Field Facilitators to drive gender work.



“ It is the mindset that restricts girls from going to school or pursuing work outside their homes ”

Gender Training Beneficiary



care

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