



# Newsletter

**Dec, 2021 - March, 2022**

## MASTERCARD IGNITE FINANCIAL INCLUSION PROJECT

### Mastercard Annual Summit

Care International in Pakistan's (CIP) work on the Mastercard funded Ignite Financial Inclusion Project was featured at the virtual Mastercard Annual Summit.

### Exclusion of “Male Guarantor” for loan eligibility and processing

CIP worked with the financial service provider UBank to ease “Male Guarantor” requirements for women borrowers for all its loan products. Women entrepreneurs are now able to provide any guarantor (male or female) as opposed to the previous requirement of a male family guarantor. This is a significant achievement for the project as it facilitated financial access to women.



CIP's partner AGAHE launched the “CARE Ignite Financial Inclusion Project” with the support of CIP in 4 districts of Punjab province (Lahore, Faisalabad, Gujranwala & Multan).



### Ignite Strivers Business Exposure Visit to Multan

A 3-day business exposure visit to Multan was held for entrepreneurs of the Ignite Financial Inclusion project. A total of 25 women entrepreneurs from project districts of (Karachi, Hyderabad, Lahore, Faisalabad, Gujranwala and Rawalpindi) were selected for the exposure visit. CIP team led by the Country Director, Adil Sheraz actively participated in the activity and visited the local entrepreneurs' shops and set ups.

Visits for the entrepreneurs were arranged to power looms, textile units and local embroidery/stitching units. The aim was to help the entrepreneurs develop linkages with key market players in Multan to expand their network. The entrepreneurs connected with wholesale sellers to buy raw material for their businesses.





CIP organized two sessions with large scale embroidery and textile dealers and sellers for the entrepreneurs. The entrepreneurs purchased goods worth PKR 250,000 (approx. USD 1,500) for their businesses.



CIP organized a formal closing ceremony for the exposure visit during which entrepreneurs were awarded certificates by CIP Country Director Adil Sheraz.



## Ignite Project Media Coverage

Click Below to view articles

[Techjuice.pk](#)  
[Brecorder](#)

[Click on view Ignite digital Case study](#)

[Click to view Jabeen's Story](#)





## CANADIAN FUND FOR LOCAL INITIATIVES (CFLI) PROJECT

CIP with the support of Canadian Fund for Local Initiatives (CFLI) implemented a program on “Climate Conscious Entrepreneurship” for university graduates. The program was designed to support young girls from all over Pakistan to develop an entrepreneurial spirit. The online trainings were conducted with students from Lahore, Peshawar, Quetta, Karachi and Islamabad.



22 future entrepreneurs brought viable business ideas for sustainable green entrepreneurship that were geared towards circular economy.

# 123

**Female Students from 25 Universities learned about Green Entrepreneurship**

**Green jobs/Entrepreneurship Road map was developed as a guiding document for policy makers to generate decent employment and income opportunities with a reduced environmental impact.**





## 16 DAYS OF ACTIVISM

The 16 Days of Activism on Ending Violence Against Women campaign was organized by National Commission on the Status of Women (NCSW) with the support of CIP in collaboration with the Punjab Commission on the Status of Women (PCSW) and the Punjab Women Development Department. A diverse group of 350 participants attended the event.



## NATIONAL WORKING WOMEN'S DAY, 2021



## INTERNATIONAL WOMEN'S DAY 2022



CIP celebrated the International Women's Day 2022 following the theme "Gender Equality Today for a Sustainable Tomorrow". The ceremony was held at the CIP Country Office in Islamabad where young women speakers from universities, youth climate change activist groups and CIP's Ignite Project women entrepreneurs were invited. The female speakers highlighted gender equality challenges and how communities and individuals can play their role in uplifting women in vulnerable segments of the country.

CIP, National Commission on the Status of Women and Election Commission of Pakistan jointly celebrated the National Working Women's Day by organizing a National Stakeholders Consultation on Creating Safer Workplaces for Citizens of Pakistan. 152 Key dignitaries and stakeholders from government, parliament, workers' federations, national, international organizations and donors attended the consultation. CIP has been facilitating and supporting the Government of Pakistan to play its role in promoting and implementing the International Labor Organization (ILO) Convention C-190.

## HUMANITARIAN RESPONSE: HARNAI, BALOCHISTAN EARTHQUAKE RESPONSE

CIP conducted emergency response activities for the Harnai earthquake affected population in Baluchistan which included:

**50**

**Temporary Shelters**

**100**

**Food baskets focused on nutritional needs of pregnant lactating women and children**

**250**

**Hygiene Kits**

**150**

**Non Food Item Kits (NFIs)**

**50**

**Emergency Latrine Pits installed in target households**





# ECHO: “STRENGTHENING GOVERNMENT SECTOR HEALTH SYSTEM AND PROVIDING IMMEDIATE EMERGENCY RESPONSE TO CURTAIL OUTBREAK OF COVID-19 ACROSS PAKISTAN IN PUNJAB SINDH, BALOCHISTAN AND KHYBER PAKHTUNKHWA PROVINCES” PROJECT

CIP lead the ECHO funded consortium of INGOs and implementation partners on the Covid-19 response in Pakistan.. The key activities for the months of December to February, 2022 in multiple districts across Pakistan included:

## Peshawar

- 40 participants trained on making dry/liquid soap and hand sanitizer
- 52 hygiene promotion sessions with 533 female and 347 male beneficiaries
- 7,397 soap bars distributed to 739 families with 10 soap bars per family
- 55 trainings conducted for frontline health workers including sanitary workers on Infection Prevention and Control (IPC) management
- 5,500 testing kits distributed to 3 health facilities
- 6 medical equipment kits provided to 3 health Facilities – District Headquarter Hospital (DHQ) and Tehsil Headquarter Hospitals (THQs)
- 6 (IPC) kits distributed to 3 health facilities and 7 Personal Protective Equipment (PPEs) kits provided to 3 health facilities and DC office
- LED screens distributed to 3 health facilities



# Swat

- 8 medical equipment kits distributed to 5 health facilities
- 16 WASH IPC kits distributed to 13 health facilities
- 8 PPE kits provided to 5 Health Facilities
- 5,500 testing kits distributed to 3 health facilities
- 13,000 soap bars distributed to 1,300 families with 10 soap bars per family



# Lahore

- 9 Medical equipment kits distributed in 6 health facilities
- 12,000 soap bars distributed to 1,200 beneficiaries
- 6 IPC Kits distributed in 4 health facilities
- 5,500 Covid-19 testing kits distributed
- 10 PPE kits distributed in 7 health facilities





# Abbottabad and Manshera



- 2,000 soap bars distributed in target areas
- 90 Covid-19 awareness sessions conducted, targeting 2,700 individuals
- 9 Medical equipment kits provided to 9 health facilities, 11 PPE Kits in 11 health facilities and 32 WASH IPC kits distributed to 26 health facilities
- 11,000 PCR amplification kits and 11,000 extraction kits distributed



# Quetta & Pishin



- 3 Medical Equipment, 3 PPE and 23 IPC kits distributed in 9 health facilities in Quetta and 10 health facilities in Pishin.





# CARE INTERNATIONAL FUNDED COVID-19 EMERGENCY RESPONSE TO STRENGTHEN GOVERNMENT HEALTH SYSTEMS

CIP conducted Covid-19 emergency response activities in 3 districts of Pakistan from December to February, 2022.

## Swat

- 4 IPC trainings conducted
- 2 district level Covid-19 Advocacy group meetings conducted
- 2 water supply schemes rehabilitated



## Quetta

- IPC and PPE kits distributed to 4 health facilities
- Medical equipment distributed to 3 health facilities
- IPC training conducted in 3 hospitals with 150 participants



## Abbottabad

- 50 medical staff and sanitary workers trained in 4 health facilities
- 39 vaccinators hired in collaboration with District Health Office (DHO) Abbottabad for 2 months
- 1 water supply scheme installed at basic health unit
- Vaccination centers rehabilitated in 3 Health facilities





## BUILDING CAPACITY TO BETTER ENGAGE WOMEN WITHIN COTTON PRODUCTION IN PAKISTAN

As part of the Covid-19 response, CIP in collaboration with Better Cotton Initiative (BCI) distributed a total of 500 Covid-19 kits in district Matyari in Sindh and district Rajanpur in the Punjab province.



COVID-19 awareness sessions were conducted in both districts where the cotton communities were instructed on Covid-19 prevention practices. The sessions were conducted in the local languages to facilitate the communities.





## FACEBOOK SOCIAL BEHAVIORAL CHANGE COMMUNICATIONS (SBCC)

CIP participated in Facebook's 2021 Scaled Workshop SBCC Program. As part of this program, CARE Pakistan received Facebook Ad Credits and support to run a public health campaign on Facebook.

CIP implemented the second Facebook Social Behavior Change Communication (SBCC) campaign on Covid-19 from December, 2021 to January, 2022. The objective of the national level digital campaign was to decrease vaccine hesitancy in Pakistan, promote vaccine registration and spread awareness regarding virus prevention practices. The target male and female age demographic was 15 to 65 in rural, semi urban and urban areas of Pakistan.

### Campaign Highlights

- Campaign had a Click Through Rate (CTR): 0.29% which was above the goal of 0.20% and in line with expected behavior of youth populations that typically have lower engagement rates
- Major engagement was seen in the province of Punjab followed by Sindh
- The Brand Lift Study (BLS) results showed a lift of 2.4+ points which highlighted that female population in the 18-24 age demographic responded positively to messages which encouraged wearing masks

# 16.1 Mill

Campaign Outreach all over Pakistan

# 29.4 Mill

Campaign Impressions

**Winning Creative Post “Vaccine Lagwaein” which translates to “Get Vaccinated” with 43k post reactions and 374 shares**







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