

“People’s Voices for Rights”

To

Education and Health

**GCAP-Pakistan’s Campaign
(2009-2012)**

March 2009

Submitted to



Submitted by



GCAP-Pakistan

National Secretariat (interim)

2440 N/8A, D-Block, Shamasabad Colony, Multan-PAKISTAN

Phone: +92-321-732-3855; +92-300-630-1215; +92-61-4784606,; 4577409

Email: zia@awazcds.org.pk ; zia@gcappak.net

Website: www.gcappak.net



I Applicant Information

Name of the Organization AwazCDS-Pakistan
 Country Pakistan
 Address 2440 N/8A, D-Block Shamasabad Colony Multan-Pakistan
 Name of Person Responsible for Application: Mohammad Zia-ur-Rehman,
 Chief Executive, AwazCDS-Pakistan
 Contact Telephone 0092-61-4784606 and 4577409
 Fax 0092-61-4584909
 Email zia@awazcads.org.pk ; zia@gcappak.net

II Context

a) What are the challenges to eradicate poverty, reducing inequality and achieving the MDGs in your country? Which challenges you plan to address and with what expected outcomes?

Today, the world is in deep crisis. The countries whether rich or poor - industrialized or developing, all are facing the unprecedented challenges of energy, financial and food crisis. Pakistan is not exceptional - who is facing all these challenges along with other countries of the world. Over the last sixty-one years or so of its independence, the country has never been able to come out of the poverty, hunger and deprivation. In Pakistan, though a highly resource abundant country whether natural or human, the situation is more due to lack of political will rather than the resources. Other major reasons are; poor planning by the subsequent governments (political or military) to address issues of poverty, high illiteracy, poor but undemocratic governing structures and hegemony of inefficient and corrupt military and civil bureaucracy. The failure of civil society in engaging the affected communities actively is further augmenting the uncertainty. Despite the large claims of addressing poverty and inequality by the governments in the last six decades, the trickle down effects of so called macro-economic growth could not reach to the common people. Moreover, Pakistan being the frontline state in war against terror since 2001, facing a growing militarisation and critical law and order situation. These problems are aggressively challenging the writ of the state. Resultant, almost entire Federally Administered Tribal Area (FATA) and some settled parts of the northern Pakistan are under war like situation where from thousands of people have been displaced internally and now living in temporary shelter camps under miserable conditions without essential services and extreme poverty.

The current phenomenon of poverty has now stretched down to the very basics of Pakistani society and causing damages to social and political fabrics. Some of the key consequences of growing extreme poverty include; children selling or handing them over to charities for shelter homes, food deficiencies, slaughtering of loved ones because poverty and unemployment are spiraling all over the country. The renowned Social Activist *Abdul Sattar Edhi*, Head of Edhi Foundation – International confirms that:

“A year ago, we used to receive couple of kids across the country a day, but the number is rising mainly because people’s economic situation is weakening. Now parents lay up to 40 children a month in cradles – a heartbreaking indication of just how tough it has become to feed and clothe families in the country.”¹

Pakistan is now home to over 168 million people² wherein 65% population lives in rural areas. The population growth rate (2.3%) is the highest in the region.³ According to the latest government

¹ Economic Crises Taking Toll on Children: The News International, Islamabad edition February 14, 2009.

² Estimated

³ The World Bank Report 2009



statistics, nearly 45% population lives below the poverty line (US\$ 1/day) and another 29% live just above the poverty line (US\$ 2/day).⁴ Rising unemployment is further aggravating the effects of poverty. The essential basic facilities like education, health, water and sanitation remain largely insufficient. Presently, in Pakistan adult **Literacy Rate is 56% (female only 39%) dropout rate** is significantly very high even at the primary level which has reached now to about **76%**. Gender disparity in education is another issue of the country.

The country spends 80% of its health budget on tertiary care services (used by only 20% of the population) whereas 20% on primary health care services (used by 80% of the population). Access to Health Facility is 81% and MMR is **276/100,000** live births whereas MDG target is less than **140/100,000**. Only **61%** pregnant women receive prenatal care from a skilled health provider, **39% women** are assisted by a skilled provider at the time of delivery which is far less than 90% - the MDG target. Pakistan ranks 8th in the world in child deaths under 5-years. 1 out of 10 children born in Pakistan die before the age of five. Only 47% children are fully vaccinated. 46% of all children under five are malnourished. Based on estimation, 70% of the population does not have access to safe drinking water exacerbating health issues such as Hepatitis and Tuberculosis (TB) that claims the lives of approximately 200,000 annually. **Sanitation facilities** are available to only **35%** of the total population i.e. 55% urban and 25% rural.

The current global financial crisis has worsened the situation of poor in Pakistan further, because exports have decreased so the production - resultant unemployment has increased significantly.⁵ Therefore the per capita income has dropped over 31% i.e. from US\$ 960 to US\$ 661. The inflation has reached at an all time high (25%) which is directly affecting the poor people's livelihood.⁶

Government gets major share (53.3%) of the GDP from Public Services Sector⁷ but spends less than 3.2% on social development sector through Public Sector Development Program (PSDP)⁸ which also faces budget cuts, under-spending and corruption.⁹ For example, in 2007 the overall budgetary cuts in PSDP were 26% and 30% remained under-spent. The Fiscal Responsibility and Debt Limitation Act (FRLDA) 2005 stipulates that social sector and poverty related expenditures should not fall below 4.5% of the GDP in a year, which has yet to be materialized.¹⁰ The most recent 15% budgetary cut in PSDP 2008-09 was done on November 22, 2008 to meet IMF's conditions to get first installment of

⁴ Planning Commission of Pakistan admits that poverty has increased from 29% to 38% during the last one year-Variou TV Channels February 14, 2009

⁵ Pakistan government claims present unemployment rate at 7.6% which is even lesser than developed industrialized countries like the USA and Germany.

⁶ The Financial Advisor to the prime minister of Pakistan

⁷ Economic Survey of Pakistan 2006-07

⁸ Poverty Reduction Strategy Paper -1 (2002-06)

⁹ Pakistan is among first ten most corrupt countries - Transparency International Report 2007

¹⁰ Source: (<http://www.finance.gov.pk/poverty>)

¹¹ Pakistan's external debt has swirled to around US\$ 52 billion after the fresh IMF loan.

¹² Finance Division, Government of Pakistan September 2008

¹³ Pakistan Economic Survey 2007-08

¹⁴ Poverty Reduction Strategy Paper-II, November 7, 2008

¹⁵ Social Watch Report, 2007 (www.socialwatch.org)

¹⁶ According to the Social Watch Report, 2007 **2.1% of GDP in education and 0.4% GDP in health**

¹⁷ According to the government, there is a fiscal deficit of over US\$ 12.5 billion.

¹⁸ Reason for low retention and dropout rates are attached as Annex.

¹⁹ Please see causes as Annex

²⁰ 5 districts of Balochistan, 8 Districts of Sindh, 5 Districts of NWFP, 25 Districts of Punjab, and Islamabad federal capital area.

²¹ Please see Campaign Report.



the loan. Another reason to accelerate poverty is, the growing internal and external debt situation of Pakistan, which cause higher inflation.¹¹

Moreover, the *War on Terror* is an impetus to rising poverty in Pakistan, which has severely dented development processes, caused severe law and order concerns and brought political and economic instability. Pakistan's direct costs on this war have risen from Rs 67.13 billion in 2004-05 to Rs 114.03 billion in 2008-09. The indirect costs (on account of loss of exports, foreign investments, privatization, industrial out put, tax collection etc.) has risen from Rs 259.10 billion in 2004-05 to Rs 677.79 billion in 2008-09.¹² The ultimate effect of this heavy loss is being borne by the poor, illiterate, ailing, malnourished and unemployed segment of Pakistan particularly women and children who have become more vulnerable to this situation.

Millennium Development Goals (MDGs)

Pakistan has signed and endorsed the MDGs in September 2000 yet the progress has been dismal due to a lack of prioritization as identified by the Poverty Reduction Strategy Program-I (PRSP-I) midterm review 2005. The government's claim of attaining the MDGs targets can be determined from two of its reports. The evaluation report of PRSP-1 entails that the poverty has declined in urban areas from 22.7% to 13.1% and in rural areas from 39.3% to 27%.¹³ The literacy rate has increased from 45% to 55%. The current IMR is 68/1000 and MMR 56/1000, safe drinking water access to 36% population.¹⁴ However, the PRSP-II released on November 7, 2008 by the government accepts that *Pakistan is far behind in achieving MDGs*.

Social Watch Report 2007 however, presents altogether a different portrait of the country. It describes escalating trends of poverty and dismaying situation of essential social services and place Pakistan in the critical level with low progression in the Basic Capabilities Index (BCI) 60.4, Gender Equity Index: GEI 42 with -2 evolutions, IMR 70/1000, MMR 60/1000, Literacy rate 49.9% only. Thus, Pakistan is placed second in Ten Least Equitable Countries after Saudi Arabia and among others are Benin Republic, Togo, Yemen, Sierra Leone etc.¹⁵

State of Engagement of civil society in budget and social policy processes: Obtaining information and knowledge on budget and its spending by the government remained a key issue of the civil society because very little is allowed to become part of public discourse. Few organizations' individuals are engaged in personal capacity in the process of budget planning, monitoring and performance review. This causes a gap in demand side that has never been properly mobilized or converted into a collective voice. Needless to say that the communities, who are the direct victims of such lopsided planning and resource allocation, are totally unaware and disengaged from the process. Budget tracking, pro-poor budgeting and gender responsive budget planning processes are some of the initiatives that need to be further linked to civil society advocacy efforts.

Current Budget Architecture: According to PRSP-II, the government has been spending only 2.4% of the GDP on education and 0.6% on health sector.¹⁶ In addition, the government frequently cuts these important sectors' budget during the financial year. Under-spending of these allocated budgets is also reported each year. Whereas according to *Transparency International*, education and health related institutions are among the most corrupt institutions of Pakistan. This severe situation requires immediate attention of the masses and the government.

As a matter of fact, financial crisis is worldwide which may persist in years to come and the international financial institutions (IFIs) and funding agencies may also face difficulties in maintaining their funding level due to financial cuts. In present situation, the Pakistan government is already



under severe financial constraints with a souring fiscal deficit.¹⁷ Therefore, government would perhaps unable to enhance future budget allocation for education, health and agriculture sector significantly.

The above **analysis provides** host of challenges for combating issues of poverty, inequality and fulfillment of MDGs commitment. It also transpires that the government efforts towards essential social services particularly education, health and food security are inadequate and requires immediate attention, concerted political will and an enhancement and optimum utilization of available resources. The efficiency of government and development sector institutions is also a question to be considered.

GCAP-Pakistan believes that the issues of education and health with a special focus on women and children needs to be addressed strategically for reducing poverty and inequality significantly from Pakistan and achieving MDGs. However, the foremost **challenges are**:

- 1) **Inadequate public resource allocations in the annual budgets, and**
- 2) **Ineffective & inefficient utilization of the allocated resources in the public sector.**

Keeping in view the outlined situation and challenges, GCAP-Pakistan will emphasis on interventions in the following sectors by launching a Three-year Campaign "**People's Voices for Rights**" to Education and Health during 2009-2012:

- **Education: for ensuring education for all¹⁸**
 - Improvement in retention rate in primary education,
 - Reduction in dropout rates in primary education,
 - Improvement in physical infrastructure of primary schools by provision of Basic facilities,
 - Enhancement in primary schoolteachers' capacity and behavioral change, and
 - Quality of primary education.
- **Health: for ensuring primary health for all¹⁹**
 - Reduction in IMR and MMR, and
 - Improvement in Utilization Rate of First Level Care Facility (FLCF).

Aside this, the campaign would also focus on:

- **National Budget tracking and monitoring (proper utilization in accord to the objectives),**
- **Under-spending in budgets allocation for education and health, and**
- **Monitoring midway budgetary cuts in education and health sectors.**

This Campaign will be titled as "**People's Voices for Rights**" to Education and Health. The key focus of the campaign is to help efforts in achieving the MDGs targets of Pakistan by addressing retention rate and reduction in dropout rate in primary education, reduction in IMR and MMR (mother and child mortality) and, improving functioning of first level care facilities (FLCF). These targets can only be achieved either by increasing public resource allocations in budget or optimum utilization of available resources for education and health sectors, ensuring gender equality and women empowerment. Suffice to say this campaign will help in addressing almost entire issues required to meet MDGs'.

The **Expected Outcomes of the Campaign** are:

Education



- Improvement in Retention rate in primary education by 10% (2012),
- Reduction in dropout rate in Primary education by 10% (2012),
- Reduction in Gender Disparity in primary education by 10% (2012);
 - Change in Primary schoolteachers' behavior,
 - Optimum utilization of Budget allocated for primary education because of effective tracking and monitoring, and
 - Existing primary schools with adequate Basic facilities.

Health

- Reduction in MMR up to 250/100,000 by 2012,
- Reduction in IMR up to 70/1,000 live birth by 2012, and
- Improvement in FLCF Utilization Rate by 40% by 2012.

b) Did you organize events or actions as part of GCAP or MDG Campaigns last year? If so, please summarize them briefly. What impact on policies, budgets, implementation mechanisms, etc. was achieved through those actions?

Soon after its establishment in 2005, GCAP (international) initiated activities in Pakistan but no formal coalition was set-up. However, an interim set-up has been in place with a mission to amplify the voices of those living in abject poverty and facing inequality. Following are some of the major activities carried out by GCAP-Pakistan during the year 2007-08.

- **GCAP Pakistan in World Social Forum:** In January 2007, a group of about 150 people represented GCAP Pakistan in the World Social Forum where it promoted the cause of "Nuclear Free South Asia" through discussions. Coalition members developed liaison with many global movements on peace and reduction in military spending.
- **Kissan Conference:** In March 2007, GCAP Pakistan participated in the *Kissan* Conference (Farmers' Conference) in Pakistan and presented the case of GCAP and MDGs. It was an effort to familiarize GCAP-Pakistan with grassroots organizations and farmers groups. Most of the civil society organizations and networks showed their interests and later became part of GCAP-Pakistan's "**stand-up and speak out**" and "**banner signature campaign**".
- **May Day 2007:** In Lahore, GCAP members commemorated May Day in solidarity with labourers/workers by organizing a rally followed by a press conference to highlight the issues of piece rated wages and demanded implementation of the minimum wage policy as per Labor Law.
- **Call for Environment Protection:** In July 2007, GCAP called the states of the world, particularly Pakistan to address environment in pursuit of its commitment under MDGs, processions were taken out in all major cities; an estimated 100,000 people participated.
- In October 2007, **Banner Signature Campaign "Bus Bohat Ho Chuka (Enough is Enough)":** 1.3 million people signed 10 kms long banner for endorsing the call for MDGs. It was displayed on public places, towns and villages, and finally rolled up in the Capital City Islamabad, where political leadership was also present.
- **Stand-Up and Speak Out Campaign against Poverty:** Conducted in October 2007, the activity has been recognized as third in the world with 4.3 million people standing against poverty. Majority participants of the campaigns were from educational institutions, NGOs, organized groups of citizens and government institutions.
- **Stand Up and Take Action** October 17-19, 2008: The SUTA campaign was organized all over Pakistan with the involvement of 73 CSOs and networks in which 389,259 people stood up against poverty and food insecurity.²⁰ An impressive press and electronic media coverage gave recognition to GCAP-Pakistan in common masses and government institutions as well as wider civil society.²¹



- **GCAP-Pakistan's official web www.gcappak.net** has been launched.

As a matter of fact, the overall impact of these campaigns on GCAP is very positive. Some of them are:

- The networking of GCAP improved significantly and the close collaborative helped in broadening its base. **Currently, there are 73 organizations/networks affiliated with GCAP Pakistan, having ability to reach out to 5 to 10 million people in a campaign.**
- Several hundred thousands people who directly participated in the campaigns and activities learnt about GCAP and Pakistan's commitments such as MDGs which it has made internationally on their behalf.
- People are taking interest and participating in events, which are of their interests and have political outlook, understanding link between poverty and democracy, social justice and public accountability. In all these efforts and campaigns, the youth has been in forefront who later also demonstrated against General Musharraf upon unconstitutionally sacking the chief justice of Pakistan. The mobilized communities, CSOs and youth are now ready to initiate any campaign that would be in the interests of poor and marginalised segment of the society.

c) What needs to be improved this year to further increase impact? Please be specific and list all changes you plan to make in your strategy.

Presently, GCAP-Pakistan is at infancy stage. Even though the Coalition has number of experienced organizations having qualified staff with diversified expertise, but much has not so far been done to make it effective for better results and impact due to the financial constraints. However, in order to improve the impact of the Campaign, there is a lot need to be changed, which include:

1. Strengthening GCAP coalition's capacity to plan, implement, self-review and improve campaign strategies by broadening, engaging and developing new linkages with key social movements and networks. GCAP plans to involve peasants' movements, human rights and women groups, teachers' associations, doctors'-paramedics associations, labour unions/associations/movements, bar councils, transporters' associations, parliamentarians, media, and other stakeholders who have national visibility and interests.
2. *Mobilization of different shades of civil society on the key planned issues and policy asks of the campaign including primary school students, teachers, parents, patients, doctors, paramedics, farmers, land tenants, etc. for their rights.*
3. Formulation of a clear outreach strategy for the campaign and coalition.
4. Evolving policy and media strategies in consultation with key stakeholders.
5. Setting-up Coalition's Liaison Office in Islamabad for advocacy, lobbying and parliamentarians' follow-up for policy reforms on regular basis to ensure policy and practice changes.
6. Strengthening decentralized structures for campaign and coalition: GCAP-Pak intends to significantly enhance representation of districts and Teshils level stakeholders for better and effective campaign.
7. Improvement of Communication Mechanism: Credible and effective communication system is needed for rapid and accurate information dissemination for assisting the coalition members effectively and GCAP-Pak intends to develop one such system.
8. Partnership Building with Potential and Like-minded Funding Agencies: GCAP-Pakistan will find donors for its long-term strategic plans.
9. Improvement of Reporting and Documentation: GCAP's principle view is that reporting, both the financial and progress, should improve therefore for the purpose and broadly for coordination, an effective and transparent system be in place.



III Partner's Profile

- a) **Which organizations are members of your national coalition? (Please list them, indicate their constituencies and point out those organizations that represent or actively promote the rights of women and other excluded groups)**

Generally, GCAP-Pakistan's membership is open to entire civil society organizations, NGOs, CBOs, women groups, media groups, human rights groups, networks, research and advocacy organization and peasant / workers / labourers movements, etc. and individuals who are agreed with its aims and objectives.

Note: Lists of 73 CSOs showing names and addresses are annexed.

- b) **What are the thematic and geographical areas of work of the different coalition members?**

Mentioned above in detail.

- c) **Has this application been agreed by the whole coalition? If not, what were the reasons and the main points of differences?**

The entire proposal is an outcome of two workshops: the one held in Multan on January 10th 2009 and the second a two-day conceptualization/consultation workshop, which was specifically organized in Islamabad from 2-3, February 2009. The representatives of the international organizations like Oxfam-GB, OxfamNovib and Concern Worldwide also attended the workshop. During the workshops, the participants representing coalition partners from entire Pakistan discussed the proposal's themes, aims and objectives, strategies, activities and outcome in detailed. Therefore, the national steering committee (NSC) members and representatives of the provincial chapters of the coalition are completely on board and are fully agreed with the objectives and implementation strategy of the proposed Campaign submitted herewith.

- d) **How are decisions made by or within the national coalition?**

Decisions are made democratically, participatory and consensus based with majority in meetings of the NSC. The provincial chapters seek view of the district partners before coming to the meeting of the NSC.

- e) **What are your strengths in public campaigning?**

Different shades of civil society networks and movements are already engaged in GCAP Pakistan coalition, which provides it a unique opportunity to influence processes and policies.

GCAP-Pakistan has extensive experience of public campaigning and has strong linkages with national and local networks and grassroots peasants and workers movements, which are already part of it. The members of GCAP's PRRG, CMG and MMG are active and credible organizations, networks, HR groups and women forums, which have years of experience in campaigning on



public issues. Some of them are still struggling against Discriminatory Laws (like Hudood Ordinances) and customary practices (like honor killing, exchange marriages, *Vani*²²) promoting violence against women. The details of activities described in section II (b) of this proposal also gives a clear understanding about the strengths of GCAP-Pakistan in public opinion building and campaigning.

f) How are the financial management and internal control of the coalition (and the organization applying on behalf of the national coalition) organized?

The funds for GCAP-Pakistan are operated by finance department of AwazCDS-Pakistan as National Secretariat and are controlled by AwazCDS-Pakistan's Board and Management. AwazCDS-Pakistan is a partner organization of OxfamNovib since 2001. By virtue of this, OxfamNovib's finance section and management is well aware of the governance policies and financial management mechanisms of the organization. Furthermore, AwazCDS-Pakistan is certified from Pakistan Centre for Philanthropy (PCP) and Institutional Management & Certification Program (IMCP) on behalf of Aga Khan Foundation. AwazCDS-Pakistan also enjoys lifetime Tax Exemption Status given by the Federal Board of Revenue (FBR), Government of Pakistan. Although the accounts management of GCAP-Pakistan is carried out by the finance unit of AwazCDS-Pakistan, yet the decisions for utilization of GCAP-Pakistan's resources for specific line items will be taken by the NSC members in their meetings. The involvement of NSC members will ensure the accountability and transparency.

All other key partners with provincial and district roles also have similar financial and administrative strengths.

IV Objectives, Strategies and Activities Planned

a) What is the specific objective in terms of changing national and international policies and practices of governments for eradicating poverty, reducing inequalities and achieving/exceeding the MDGs? (please be specific in policy and timeline)

Campaign Objective

The overall objective of the Three-year (2009-12) Campaign "*People's Voices for Rights*" is 'to improve education and health situation in Pakistan' by influencing and monitoring national, provincial and district budgets, plans, policies and practices.

In order to help effort in achieving the MDGs, GCAP Pakistan has set following key and inter-linked **specific objectives** for the Campaign:

- **To improve the literacy rate while enhancing 10% retention and 10% reduction in the dropout and gender disparity in Primary Education by 2012, and**
- **To reduce MMR and IMR to 250/100,000 and 70/1,000 live birth respectively and enhancing First Level Care Facility (FLCF)²³ Utilization Rate 40% to improve mother and child health care by 2012.**

Under the set objectives, the Campaign will focus and address the following interdependent issues.

²² Woman/ girl child given in penance of crime committed by a male family member

²³ Primary Health Care Facility



Education: The campaign's emphasis will be on primary education and issues attributed to it which include:

- Following-up of new enrolment and addressing dropout issues,
- Addressing Gender Disparity in primary education,
- Bringing change in primary schoolteachers' behavior by exploring training opportunities for them,
- Provision of adequate basic facilities such as furniture, safe drinking water, latrines, boundary walls (in girls schools only), electricity, etc., in existing primary schools, particularly in girls' schools,
- Reduction in staff absentia particularly female staff of girls primary school with the help of government department and communities,
- Functionalisation of School Management Committees (SMCs),
- Provision of free but quality syllabus (books) to all students through government,
- Optimum utilization of Budget allocated for primary education by effective tracking and monitoring of under-spending of the allocated budget without midway budget cuts.

Health: Under the issue, the campaign's emphasis will be:

- Provision of better primary health facilities and medicines in Basic Health Units/Dispensaries (FLCF) and Mother and Child Healthcare Centers (MCHC) and that they are functional,
 - Ensuring accessibility of immunization and other vaccination facilities for children in PHC,
 - Ensuring trained and qualified medical and paramedical staff particularly lady doctors and LHVs at BHUs level, thereby;
 - Reduction in IMR and MMR, and
 - Improvement in FLCF Utilization Rate,
 - Enhancement of capacity and outreach of lady health workers (LHVs),
 - Monitoring of health related budget and corruption issues regularly by highlighting in press and ensuring authorities have better check and balance, and
 - Monitoring of under spending, budget cuts and optimum utilization of allocated budget during a fiscal year.
- To lobby for enhancement of the Budget allocation for both the sector.

Key Strategies

In order to achieve the set objectives, the Campaign will adopt following key strategies:

1. **Extensive Mass Mobilization:** This includes awareness creation, linkages development, alliance building and communication through media, e-campaigning and other channels to mobilize energies such as communities, civil society and government departments towards the objectives of the campaign. Different shades of the civil society will be mobilized extensively on the key planned issues and policy asks of the campaign including primary school students, teachers, parents, mothers, patients, doctors, paramedics, etc. for their

²⁴ For details please see Annex

²⁵ List of the International Days is attached



rights,

2. **Alliance Building:** Developing & Strengthening Linkages of communities, civil society movements, media, political parties, parliamentarians - policy makers and other stakeholders such as donors, with national, provincial and district levels government,
3. **Current Policies And Practices Reviews and Research, (Policy Monitoring)**
4. **Advocacy, Lobbying and Networking, by**
 - Involvement of media, inclusion of high professionals
 - by Alliance building with CSOs,
 - Celebration of Important Days etc.
5. **Information dissemination** with active involvement of print and electronic Media, e-campaigning, SMS, etc.
6. **Gender as crosscutting theme** in all the components of the Campaign.
7. Finally, this is by no mean an anti-government campaign. Rather, it supports all government efforts, which would help in achieving the Campaign's overall objective. Therefore, the Campaign generally would be carried out in close cooperation and coordination of the relevant government departments at all levels. However, it will maintain its independent views and policies while pointing out weaknesses and flaws in government policies and functioning with appropriate alternative suggestions and solutions.

Under the outlined key strategies, GCAP-Pakistan has formed three groups, which are given different roles at various levels of the Campaign to make it more efficient, effective and result oriented.

- (a) **Mobilization and Outreach Group (MOG):** It consists of grassroots level CBOs, NGOs, CSOs women groups' representatives, peasants/workers groups, media, laborer movements and networks active in respective provinces, districts, Tehsils and Union Councils. MOG members are responsible for grassroots level mass mobilization and connecting the campaign with civil society networks, social movements, NGOs, policy institutes, and other key stakeholders. The group will also carry out lobbying, building pressure in their respective domain outlined above for ensuring that the policies and practice level change messaging and connectivity.²⁴
 - (i) In addition, the **mobilization, linkage and advocacy** will also be done with political parties, elected representatives, etc. This will ensure the implementation of the campaign in total 60 districts of Pakistan during the period 2009-2012. The districts will be finalized later with the assistance and coordination of the provincial and district chapters of the Coalition.
 - (ii) **The outreach and linkages with key stakeholders** will be enhanced through MCG and MOG of GCAP-Pakistan. An outreach plan for the campaign will be prepared with the help of the core team and other key partners and constituents of the GCAP Pakistan alliance.
- (b) **Policy Reforms Group (PRRG):** It includes national, provincial and local level research, advocacy and rights-based organizations, women groups, networks, elected representatives, doctors, teachers/educationists, lawyers, Bar Councils' representatives, like minded individuals, etc. having:
 - Great relevant experience,
 - Strong linkages and lobbying capacities within power corridors (parliaments, government, etc.) to influence policy and practices,
 - Can do policy level research, and
 - Suggest appropriate pro-poor policy reforms required for the



campaign.

- (c) **Media & Communication Group (MCG):** It includes national, provincial and local level electronic and print media associations, Journalists' Unions and Interactive Theatre Organizations having ability to support GCAP-Pakistan's campaign at various levels. MCG members will provide technical support regularly for highlighting the campaign issues in electronic and print media for wider public support at local, national and international level.
- (d) Web and e-campaigning team will consolidate all the knowledge and information on the campaign and present it through GCAP Pakistan website. SMS messaging, web based messages, blogs and regular e-messages will be sent out to key stakeholders including parliamentarians, Media, government officials and CSOs.
- (e) Interaction and web team will coordinate with other campaign team to provide higher visibility on the key campaign messages and case studies.

Activities

- (i) Having approval of the campaign, a meeting of the NSC, provincial chapters and coalition partners will be convened for planning and conceptualization of the Campaign in Islamabad. It will help GCAP partners to comprehend the purpose and goals of the Campaign and planning the activities for the entire period.
- (ii) In the meeting National and Provincial Steering Committees will be (Re) formed. In addition, the NSC and PSC members will also form MOG, PRRG and CMG and they will take up their responsibilities. The participants will select 20 districts for the first year to enhance the outreach of the campaign and finalize the mobilization strategy of the major stakeholders for key components of the Campaign.

Mobilization Plan for 2009/11:

- (i) The MOG will design and refine its campaigning strategies in close coordination and cooperation with the NSC and provincial chapters of GCAP-Pak.
- (ii) Similarly, PRRG will formulate its strategy and plan review and research on the current key policies and practices required for the key components of the campaign.
- (iii) GCAP will establish its liaison office in Islamabad for effective advocacy, lobbying, networking and campaigning in the Parliament - with National Assembly and Senate members, the government and its respective departments. The office will be furnished with necessary office equipment and furniture. Necessary staff including a full time experienced coordinator will be recruited to liaison the campaign effectively.

Communication Plan:

- (i) The Campaign will be launched simultaneously at national, provincial and districts level by organizing:
- (ii) Public forums and mass gathering in selected districts and Tehsils,
- (iii) Press conferences and awareness raising walks,
- (iv) Different shades of the civil society outlined above will organize rallies, processions and stand-ups in support and demands of their rights asked by the GCAP Campaign.

Outreach and media Plan:

- (i) Different shades of the civil society including primary school students, teachers, parents, mothers, patients, doctors, paramedics, farmers, land tenants, etc. will give stand-up on various International days for their rights and show their concern about the components asked under the Campaign. This would be done to influence the government, policy



makers and International communities and to ask them to support to the campaign objectives and take action for their basic rights of education, and health. As such 8 selected International days will be observed in the entire Pakistan with a focus on the 20 selected districts of the year.²⁵ The respective provincial chapters will be responsible for these events.

- (ii) MCG will develop a clear media strategy with media partners and other key stakeholders.
- (iii) Having done the initial preparation, the campaign will be launched formally by organizing a press conference in which aims, objectives and components of the campaign will be public before the media, the government and public at large. However, an initial interaction with the media has already been done on 3rd of February 2009.
- (iv) **Material such as pamphlets, leaflets, posters, banners,** etc. containing thought-provoking messages highlighting Campaign's issues, people's rights, etc and solutions will be developed, published and disseminated regularly on all occasions and international days in all over Pakistan. The material will be based on the recommendations of the PRRG.

Policy and Campaign strategy Interfacing:

- (i) Soon after planning the strategy, PRRG will initiate policy monitoring by conducting **current policies and practices reviews** and **research** on the key components of the Campaign and would suggest policy and practice level reforms for lobbying, which will be incorporated in campaign strategies accordingly.
- (ii) PRRG will initiate **dialogues with government, parliamentarians and other decision-making structures** on regular basis and create political will among the key stakeholders at national and provincial levels.
- (iii) In order to ensure coordination among the stakeholders, GCAP-Pak will organize **Focused Campaigns and Lobby Movements** through PRRG, CMG and MMG. The focused campaigns will be launched each year for target policy and practice level reforms against each key component of the Campaign in compliance with the recommendations of Reviews & Reforms Studies.
 - Regular meetings and dialogues with key stakeholders at all levels such as with government officials of district, provincial to national levels,
 - By creating public awareness and demand through stand-up of the school going age children, students, patients, doctors, schoolteachers, paramedics, workers, labourers, CSO employees, peoples representative in national and provincial parliaments, district councils, Union councils, Tehsil councils etc.,
- (i) The PRRG will perform all these activities in close coordination and under the guidance of the NSC and provincial chapters.
- (ii) Capacity building of the coalition partners and selected civil society members including community activists will be done as and when required by organizing sessions or sending them to the training institutions with the assistance of the international partners. It is necessary to have the better impact of the Campaign as the partners, CSOs and the community activists will be at the forefront of the entire campaign.
- (iii) The first round of the campaign will be initiated before the preparation and announcement of the national, provincial and Local Government Budgets. This practice would be followed in other rounds of the Campaign. As such three budgets (2009-2012) will be monitored and influenced under the Campaign.
- (iv) Having completed the first round, review of the campaign will be done at each level and keeping in view every aspect of the successes (or failure). The GCAP coalition partners will judge the impact of the round in coordination with the partners of the respective areas and make



- recommendations for the improvements, if feel necessary.
- (v) The second and third round will be based on the lesson learned of the round and where necessary, new strategy will be developed and adopted.
- (vi) Strong monitoring will be done of each activity to be carried out under the Campaign. However, internally it would be done on quarterly basis. The donors, international GCAP secretariat and other partners would be asked to conduct the **monitoring and evaluation** on biannual and annual basis respectively.

The above stated activities will be organized in close coordination with global and regional GCAPs. Furthermore, the global calls of Global and Regional Offices will also be responded accordingly based on the availability of resources.

b) How will you create political will to meet this objective?

The political will of the government, political parties, their representatives in the parliaments – the Senate, and the National and Provincial Assemblies at the local district governments, etc. would be created by:

- Expanding outreach of GCAP Pakistan coalition to other social movements, networks and alliances.
- Regular consultations with stakeholders from district to national levels
- Analyzing existing policies and plans in the areas of primary education, health and agriculture sectors. The analysis will create sufficient space for engagement.
- Ensuring the involvement of political parties' local and national level think tanks/leaderships in the activities of the Campaign at national and local level.
- Regular interaction with political parties, elected representatives and concerned ministries through meetings, dialogues and relationship building events.
- Mass mobilizations on key dates and lobbying moments.
- Parliamentarians follow up through meeting, letters and press statements.
- Meetings with ministers, Prime Minister and President
- Media Advocacy and campaigns: Letters to Editors, writing articles, e-mail, e-campaign, web, SMS, etc. on the key components and Press Conferences.
- Media engagements on key dates and events
- Organizing lobbying events to press for policy demands
- Regular follow up of campaign's activities and publishing & disseminating of biannual reviews, posters and Pamphlets.
- Sharing critical analysis of the grassroots level situation with all related stakeholders to build public pressure, change in perception as well as to create political will on related demands for policy and practices change.

c) How will you link with:

GCAP Pakistan is comprised of national and local level CSOs, networks, media groups, women forums, trade unions; rights based organizations and committees, youth groups, peasant & farmers associations and research and advocacy organizations through membership. All these organizations have strong linkages with each other and with other various sectors of the society. The 2008 Campaign, **Stand Up and Take Action**, which was launched by GCAP-Pakistan has helped in developing and strengthening their linkages further. The best way to keep the interest intact is by involving them according to their capacity. Because of reason GCAP has categorized them in PRRG, CMG and MOG to execute the future campaigns under the guidance of the NSC and National Secretariat.



d) What will be your national moment(s) of action?

The GCAP coalition will continue building pressure through coordinated mobilization and advocacy actions during budget making processes at national, provincial and district levels. As these processes are done in a more structured way and on fixed months and dates i.e. March – February each year, which is the specified time for launching of GCAP-Pakistan's Campaign "**People's Voices for Rights**". However, following dates will be specially focused to raise demands and give focus on mobilization efforts.

- International Women Day (March 8)
- World Health Day (April 7)
- World Population Day (July 11)
- International Literacy Day (Sept 8)
- World Poverty Eradication Day (Oct 17-19). This will be a joint effort with GCAP global to mobilize local communities for joint key demands of the campaign
- International Children Day (Nov 20)
- World AIDS Day (Dec 1)
- International Human Rights Day (Dec 10)

e) What are your plans for 2009 Global White Band Day and or other mobilization days?

The GCAP national coalition will continue to mobilize on **Stand-up and Take Action (SUTA)** days in Pakistan and in joining hands with other global partners. GCAP-Pakistan has plans to take out rallies in all main cities and towns by mobilizing the various shades of the civil society and active participation of communities, women, children and youth.

f) How do you ensure that exclusion and gender is taken into account in your project proposal?

(Please think of integrating it into: problem analysis, objectives, outputs and outcomes. Examples: male and female beneficiaries, policy changes affecting excluded groups including women especially and different, campaigning strategy addressing needs of excluded groups including women in particular).

The Campaign planning and implementation essentially involves input of organizations which firmly believe in gender equality and social inclusion and advocate it through various programs and actions. Moreover, the slogans for the Campaign will be extracted from GCAP and MDGs, which entail gender perspective in terms of targets. Besides this, GCAP plan to reach out to public - educational institutions and departments, with minimum 50% women's involvement in all activities. However this is worth mentioning that the proposed Campaign focuses specifically on education, health, and food security issues for which the major beneficiaries will be women and children. It specifically spells out to reduce the gender disparity in education.



Major Outcomes and Positive Consequences for policy and practice changes:

Major Outcomes

Positive Consequences/ Impacts

“People’s Voices for Rights” campaign implemented with following outcomes and impacts by 2012

- **Political will of the government created** which resultant in:
 - Retention rate in **primary education improved by 10%**,
 - **Dropout rate** in primary education **reduced** by 10%,
 - **Gender Disparity** in Primary Education **decreased**,
 - Physical infrastructure in primary schools improved due to provision of basic facilities i.e. water, Toilets and boundary wall, etc.,
 - Primary **schoolteachers’ capacity enhanced and behavior changed**,
 - Primary **education Quality improved**,
 - **Literacy rate** in the country **improved**.
 - **MMR reduced** to 250/100,000,
 - **IMR reduced** to 70/1,000 live birth,
 - **FLCF Utilization Rate enhanced** to 40%,
 - **Mother and child health** improved,
 - **Budget allocation for the sectors enhanced**,
- *Therefore, Public sector education and health facilities of the country are functioning with in optimum capacity and access to these facilities are ensured for all.*
- Thus, **chances of achieving MDGs targets improved** significantly.

Other outcomes and Impacts

- **GCAP-Pakistan Coalition Strengthened.**
- Voices of marginalized and deprived segment of the society heard.
- Civil society culture evolved at grassroots level and small farmers, peasant groups, teachers unions, rights activists strengthened and linked with mainstream national and international CSOs and movements.
- People’s perception about NGOs in Pakistan changed.
- Mistrust among CSOs reduced at comfortable level.
- At least two Policy reviews and reforms studies are carried out and shared with policy makers and other related stakeholders.
- Policy makers debated at the national parliaments and made pro-poor policies.
- Pursued the government in allocating more funds for education and health, sectors in national budget under PSDP.
- Increased in resource allocation observed (as compare to preceding year allocations).
- Decrease in under-spending of allocated resources and Midway budget cuts practices observed (as compare to preceding year levels).
- Campaign material published in Urdu and English and shared with stakeholders at all levels.
- Public awareness significantly raised on the issues
- Masses engagement with GCAP-Pakistan objectives enhanced
- Debate initiated among masses, political fraternity, policy researchers and makers, government managers at all levels
- People’s perception developed about public resources and allocation strategies and pressure built upon policy makers
- Policy & Practice level issues and reforms highlighted on related themes of the Days.



Overview of Risks:

Potential Risks

Negative Consequences (major, moderate or minor)

Probability of Risk becoming a Problem (high, medium or low)

Keeping GCAP-Pakistan coalition intact

Weak campaign (minor)

Low

Continuous global financial crisis

- Allocation of funds for health, education and agriculture sectors may not be up to desired level in national budget (major)
- High inflation (major)

High

Continuity of War Against Terrorism as Pakistan being the front line state

- Severe law and order situation (Major)
- Political and economic instability (Major)
- Low GDP because of loss of exports, foreign investments, privatization, industrial out put, tax collection (Major)

High

Vested interests of non-democratic forces i.e. civil & military bureaucracy and political actors

- Non development expenditures increased (Moderate)
- Corruption (Moderate)

Medium

Milestone & Policy and Practice Changes:

Outcomes that will contribute to policy and practice changes

Milestones of progress towards the outcomes for the year 2009

GCAP-Pak coalition strengthened, outreach enhanced up to provincial and districts level

By the end of May 2009, National, Provincial and 20 District level structures of GCAP-Pak will be established and PRRG, CMG and MOG will be active for action.

- CMG developed and agreed on a clear media strategy and plan by the end of May 2009
- Media partners are fully involved in campaign on key dates and events
- GCAP-Pakistan's Liaison office at Islamabad established & National Coalition's Secretariat equipped for running long term campaign "**People's Voices for Rights**" by the end of May 2009,
- "**People's Voices for Rights**" Campaign-09 launched by June 2009 and Campaign Partners and members are fully involved and active
- **Policy briefs are ready and alternative policies are defined and shared by mid July 2009**
- *At least 4 meetings are held with the related ministries to ensure the engagement of GCAP-Pakistan coalition members in the pre-budget processes by end of July 2009*
- *First Policy Level Pre-Budget Dialogue/ Forum is organized at Islamabad motivating for enhancement of the budget allocation in education, health and agriculture sector by May 2009.*



- First Review & Reforms Study-09 (FRRS-09) carried out and published for launching of campaign by September 2009. This will be a baseline document to ascertain the current ratio of under-spending, budget cuts and allocations specifically in, Education and Health Sector during FY 07-08.
- Posters and pamphlets published in Urdu & English and disseminated in the related stakeholders based on the recommendations of FRRS-09 by September 2009,
- Post budget policy dialogue/forum will be organized to analyze the allocations for peoples' uplift particularly in relation with GCAP-Pakistan's Campaign and MDG's targets by October 2009,
- 20 District forums and press conferences at selected districts' level are organized to highlight the plight of education, health, and agriculture sector for building peoples' perception in favor of the Campaign by December 2009.
- All the planned International Days observed on the respective dates with active participation of the Civil Society.
- Monitoring of the Campaign done by NSC, donors and GCAP-International members.

Note: Similar kind of information will be shared after the completion of first year on the basis of learning.

V Budget

Currency of Budget: PKR and Euro

Total Budget:

#	Particular	YEAR 1 (2009 - 2010)		YEAR 2 (2010 - 2011)		Year 3 (2011 - 2012)		GRAND TOTAL	
		% age	Amount (Rs)	% age	Amount (Rs)	% age	Amount (Rs)	PKR	1 EURO = 100 PKR
1	SUB - TOTAL (A) Capital Cost	3%	500,000	0%	0	0%	0	500,000	5,000
2	SUB - TOTAL (B) Recurring & Admin. Cost	20%	1,200,000	25%	1,320,000	22%	1,452,000	3,972,000	39,720
3	SUB - TOTAL (C) Program Cost	77%	4,990,000	75%	5,006,000	78%	5,045,600	15,041,600	150,416
	GRAND TOTAL (A+B+C+D)	100%	PKR 6,690,000	100%	PKR 6,326,000	100%	PKR 3,416,400	PKR 19,513,600	EUR 195,136
		Year 1	EUR 64,327	Year 2	EUR 63,260	Year 3	EUR 64,976		

Note: Please see attached Excel Sheet for detailed Budget

Did you apply to other funders?

This campaign has been submitted to OxfamNovib and partially requested to UNMC only. However, GCAP-Pakistan's long term strategic plan and future expansion of campaigns at grassroots level will require more funding for which it will certainly be requesting to other funding agencies whose objectives will be aligned with our campaign's strategic objectives.



VI Reporting

- 1 Important: if the coalition has received GCAP funding from funders group in 2009-2012, and the activities implemented through that grant are still ongoing, the coalition should attach to the application form a short mid-term narrative and expenditure report (not exceeding 5 pages). This report will not be considered as replacing the narrative and expenditure reports referred to in Point 2 and 3, that the coalition is still required submitting at the end of the contract period.
- 2 A narrative report in line with the Section III above is required at the end of the contract period. This should contain a detailed description of the campaign activities that were performed during the contract period.
- 3 A detailed income and expenditure report in line with Section IV above is required at the end of contract period. Receipts for all expenditure incurred in carrying out the campaign activities should be retained and made available to funders if so required.
- 4 The financial report should be presented in the form of variance analysis (showing planned income and expenditure versus actual income and expenditure).
- 5 Reporting Schedule: Depending upon the contract duration, a campaign report may be required midway through the contract period and again at the end of the contract period in order for the final payment to be made. Exact details of the reporting schedule will be stipulated in the final contract.



Information Sheet For Bank Transfers		March 2009
Project NR (to be filled in by the donor)		
Name of the Organization AwazCDS- Pakistan	Mohammad Zia-ur-Rehman Chief Executive	
Address: 2440 N/8A, D-Block, Shamasabad Colony City: Multan Country: Pakistan		
Legal Representatives Mohammad Zia-ur-Rehman , Chief Executive Tel: 0092-61-478-4606, 457-7409; Mobile: 0092-321-732-3855, 0092-300-630-1215 Fax: 0092-61-458-4909		
Important		
Name of Bank: Dawood Islamic Bank Limited Branch (0014) Address: Ghalla Mandi, Vehari Road Branch City: Multan-Pakistan A/C Title: GCAP-Pakistan A/C: 001414586000082 Swift Code: FDIBPKKA	Name of Account Holder AwazCDS-Pakistan Address: 2440 N/8A, D-Block, Shamasabad Colony, Multan- Pakistan Contact: Tel: Ph: 92-61-4784606/ 4577409 Mobile: 0092-3217323855 Fax: 92-61-4584909 Email: zia@awazcds.org.pk ; zia@gcappak.net	



Annex

The MOG **prime responsibility** is:

- mobilizing communities,
- monitoring public sector education and health facilities are functional and delivering services at best of its potential within the available resources,
- tracking down available budgets/resources in the respective domain,
- ensuring new enrolment of school going age children, with emphasis on girl child for enhancing primary level education thereby literacy rate,
- monitoring attendance of primary school children and schoolteachers for reducing dropout
- Ensuring and monitoring Immunization of infants and mother for reducing IMR/MMR, and
- Ensuring and monitoring availability of FLCF services etc.

The group will perform all these responsibilities with the close cooperation and coordination of district education and health departments.

Causes of Dropout in primary school

Education in Pakistan is a provincial subject. However, the administration of public education in the country is partly centralized, with the Federal Ministry of Education responsible not only for the development of policy statements and national plans and budgets but also for the overall supervision of these policies and plans. However, following are the main causes of dropout from primary school in Pakistan.

- Non-availability of teachers
- Teacher's Behaviour
- Non-availability of school
- Non-availability of basic facilities in school such as water, toilet, electricity, etc.
- Girls' School without boundary walls
- School with insufficient or without furniture
- Non-provision of school books and related reading and writing material
- Non-provision of stationery to the teachers by the school or education department
- School distance from the village or town
- Education is not the priority of the family, particularly for girls
- Economic problems of the family
- Girls reached to puberty/Menstrual age
- Lack of monitoring by education department
- Poorly printed or Non-attractive books and curricula
- Distance of school from teachers' residence or hometown
- Low salaries of teacher thus not interested to provide quality education
- Ill-trained (or lack of) teachers
- Girls' would be in-laws don't like education
- Dangerous building
- One class room i.e. insufficient class rooms to cater needs of the area school going children
- Higher number of students in one-class rooms.

Factors Limiting Access to Health Facilities

- Physical distance & availability of transport. Most BHU's are located at the corner of union councils, which limit the access of most of the community specially women & children.



- Restricted decision making
- Permission from a male family member (Mother-in-law)
- Limited information.
- Cost (including consultation fee, medicine expenses, and fare spent to reach facilities)
- Unable to attend a medical facility unaccompanied
- 66% of BHU's have no female health care provider (LHV/FMT, mid-wife) so there are no facilities of antenatal, natal & postnatal care.
- Maternal education
- Husband's education
- Marital status
- Quality of care
- Household income
- Women's employment
- Media exposure
- History of obstetric complications
- Cultural beliefs (Magic, jinn & evil spirit, etc)

GCAP Pakistan Structure, Constitution & Guidelines²⁶

²⁶ Based on the note prepared as part of the Campaign introduction Process and adopted by the NSC, and other coalition members on January 10, 2009.



**Proposed by Coalition Members
In Meeting Held on dated 10 January, 2009 at Multan &
Endorsed by Participants in Consultative Workshop dated February 2-3, at Islamabad**

Value Proposition and Scope of the Campaign

- a. GCAP Pakistan will be the critical link between Global and Local campaigns against poverty and related issues. It will ensure that global campaigns consider the national and local concerns, and that the national and local campaigns are carried out in the context of larger global issues.
- b. GCAP Pakistan will be a campaign of all like-minded groups in Pakistan, based on a joint-charter to ensure that basic citizen rights are honoured and governments keep their promises.
- c. GCAP Pakistan will provide a platform for and facilitate the efforts of various people's movements in addressing the needs of the common citizens, especially the poor and the marginalized.
- d. GCAP Pakistan will be the banner signifying the united actions of member organizations and networks to hold the state to account.

Focus of the Campaign

1. To ensure that the state not only honours the rights of citizens, but deems it its responsibility to ensure these rights are fulfilled
2. To ensure that the state (Government of Pakistan, Provincial Governments, and Local Governments) adhere to their promises, especially those related to the:
 - National Development Goals,
 - Promises made in the Poverty Reduction Strategic Papers (PRSP)
 - 10th Five Year Plan
 - Agreements and Resolutions ratified by Pakistan in International Forums vis-à-vis the Poor and the Marginalized,
3. To ensure capacity building of communities to for awareness as well as concerted action.

Modus Operandi for the Campaign

Four broad approaches would be adopted as part of the Modus Operandi of GCAP Pakistan:

1. **Mass Mobilization:** This would include awareness creation and alliance building.
2. **Policy Engagement:** To include evidence-based advocacy based on a strong database and research as well as documentation.
3. **Media and Communication:** To ensure that the media and other communication channels are effectively utilized for furthering the objectives of the campaign to eliminate poverty and all forms of discrimination.
4. **Global Alliance for Local Action:** To ensure that the linkages between the local and global levels are strengthened and raising resources.

Anchor Points

The following two will be the Main Anchor Points:

1. **Education:** Especially primary education with specific focus on enrolment and retention of the girl child; quality of education in rural areas, and
2. **Health:** Principal focus on Maternal and Infant (clear focus on girl child) Mortality.

Structure of GCAP Pakistan

The GCAP Pakistan will have a formal three-tier structure with the additional possibility of need-based task forces:

1. **National Steering Committee of the Campaign (NSC)**



2. **National Campaign Steering Team (NCST)**
3. **Campaign Secretariat (CS)**

1. National Steering Committee of the Campaign (NSC)

- a. The NSC will be an inclusive collective of Civil Society Organisations, NGOs, Institutions and Peoples' Movements subscribing to the programme of GCAP Pakistan and which must be willing to contribute to the GCAP Pakistan process, goals, objectives, programme and events.
- b. The NSC will have members representing state, national and international networks, organisations, groupings of the marginalized etc. Membership to the NSC will be on the invitation of the Convenor, NSC. Members are invited based on their work and credibility in the areas listed under the objectives and focus of the campaign.
- c. The NSC will be responsible for developing the vision, direction and the broad policy guidelines to ensure that GCAP Pakistan process is an open, transparent and inclusive process.
- d. The NSC will be the forum to discuss, debate and develop consensus on broader policy issues related to the GCAP Pakistan process, detailed strategy of the campaign and will approve the plans and budgets.
- e. The NSC is the forum to facilitate broader consultation and bringing in more civil society organisations, NGOs, and movement groups to the GCAP Pakistan process.
- f. The NSC is a validating forum and will be responsible for constituting various Task Forces and other necessary teams/ bodies that it may deem fit for the success of GCAP Pakistan. The NSC will provide the mandate and legitimacy to the National Campaign Steering Team (NCST), Task Forces, and other committee appointed from time to time.
- g. The NSC will also mandate various civil society organizations, NGOs, social groups and movements to initiate and facilitate GCAP Pakistan process at the grassroots level in various regions and the provinces.
- h. The reports of the working of the NCST, Task Forces and the financial expenditures will be circulated in advance and discussed, if necessary, during the NSC meetings.
- i. The NSC will meet at least once a year to review the performance of the campaign. The expenses for participating in the NSC will be incurred by the GCAP Pakistan or respective organizations or persons.
- j. The NSC is responsible to explore resources (financial and good will) to strengthen/ expand campaign horizontally at the state level and vertically at the national and international level.

2. National Campaign Steering Team (NCST)

- a. The NCST will be the Executing Body of the GCAP Pakistan, as per the mandate derived from the NSC.
- b. The NCST will comprise of a minimum of 5 members, and not more than 15 members to be elected or decided through consensus in NSC. Members so elected/ selected through consensus shall commit to spend time and actively involve themselves in the various efforts to ensure the successful GCAP Pakistan process and organizing related events. The NSC is the appropriate body to find replacements for members of the NCST, if found necessary. The members of the NCST are responsible for electing a Convenor of the National Campaign Steering Team.
- c. The NCST will provide proactive leadership in organizing events, meeting, campaign, and activities of GCAP-Pakistan and work closely with the Campaign Secretariat.
- d. Based on broad guidelines mandated by NSC, the NCST will support and participate in strategic policy meetings for influencing the political leadership, bureaucracy, donors or other important stakeholder groups.



- e. The members of the NCST are expected to commit a minimum of four days a month to take up various responsibilities and fulfill the task assigned.
- f. The members of the NCST are expected to be actively involved in various activities and willing to travel to different regions to strengthen the GCAP Pakistan process and mobilize resources and people to ensure that GCAP Pakistan process and the event have impacts on the policy of the government.
- g. The NCST will meet at least once in quarter (3 months). The Convenor, NCST will also be authorized to call for meetings whenever s/he feels necessary, keeping the interest and requirements of the campaign.
- h. Local conveyance, train fare, modest board and lodge for the participating person in NCST will be provided from the GCAP Pakistan finances.
- i. In the event that an NCST member leaves the organization that they were associated with at the time of joining the Steering Team. During the period of the NCST's term of functioning, the concerned individual should be asked to continue their functions as part of the NCST. Unless, there is an objection from the organization that s/he was associated with, or in the case that the new organization that the member has joined has objectives that are contradictory to those of the campaign – in which case the concerned individual will be asked to discontinue her/ his role with the NCST.²⁷

3. Campaign Secretariat (CS)

- a. The Campaign Secretariat (CS) will be responsible for regularly communicating (electronically as well as printed) with participating organization in the NSC, NCST and Task Forces to the larger public through a monthly GCAP Pakistan Update.
- b. The CS will be responsible for developing and managing the website on behalf of the Campaign and information of all the programs and organizations involved.
- c. The CS will be responsible for developing detailed monthly operational plans by a fixed date each month and will report regularly the progress to NCST.
- d. The CS will abide by the decisions of the national campaign steering team on all issues related to operational issues.
- e. The CS will ensure timely reporting and fulfillment of financial obligations on quarterly basis.
- f. The CS will be responsible for supporting all committees, task forces and groups formed by the NSC from time to time.
- g. The Campaign Coordinator will be responsible for efficient functioning of the secretariat, maintaining self-discipline, administrative and financial order.

In addition to the above three-tier structures, the NSC can appoint, create specialized groups keeping in view the needs of the campaigns. These committees, task forces will be temporary and will cease to exist after their activities are over/reports are submitted and finalized. Suggestive roles and responsibilities of Task force are given below for reference.

Task Forces

- a. To draw up a clear terms of reference in specific focus areas for effective functioning of the group.
- b. To work in support with the secretariat for fulfillment of specific tasks assigned.
- c. To report to the steering group regarding the programmes as well as difficulties faced in the process.
- d. To ensure quality of services and bring element of specialization for effective advocacy on behalf of the campaign.

²⁷ Resolution made in the NSC meeting of 2nd February 2009



- e. To identify specialized agencies in selective areas for strengthening quality support to the campaign.