

**PEOPLES' VOICE FOR RIGHTS (2009-12)**  
**Consolidated Report**  
**of**  
**Stand Up and Take Action Campaign**  
**16<sup>th</sup> Oct to 18<sup>th</sup> Oct, 2009**



**Organized by**



**GCAP Coalition in Pakistan**

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## 1. Note by Mr. Mohammad Zia-ur-Rehman (GCAP-Pakistan National Secretariat):

For the second year in a row, the GCAP-Pakistan National Secretariat sent the loudest voice worldwide in calling for an end to extreme poverty, with **594376** Pakistanis participating in various **211** events during the three-day Global Stand Up and Take Action against Poverty Campaign with the support of United Nations Millennium Campaign (UNMC) this 16<sup>th</sup> to 18<sup>th</sup> Oct 2009 in coordination with **74** Networks, Organizations and **30** Local, Regional and National Media Communication Groups (MCGs). **9** members of provincial assemblies and **3** members of national assembly and **9** members of district assemblies have attended the events in districts and promised to raise voice at floor of the house. Students of **8** universities, **4** colleges and **23** schools were also mobilized despite heavy odds with the cooperation of education departments and universities administration. More than **708094** people are mobilized through print and electronic media i.e. through Newspapers, Radio and TV Talk Shows. **125000** have signed the printed and more than **200000** have signed the electronic version of '**PEOPLES' PETITION**' addressed to Prime Minister of Pakistan.

I would also like to take this opportunity to share with you the following link which has been showing Best of SUTA 2009 and my friends it shows five best flickers out of nine from Pakistan.

<http://www.flickr.com/photos/standagainstoperty/sets/72157622595729812/>

We the national Secretariat team must appreciate the efforts of all our coalition members for this achievement, who have participated and contributed in making this event, happen.

Thanking You

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**Mohammad Zia-ur-Rehman**  
**GCAP-Pakistan National Coordinator**

## 2. Practical Information:

Title:	Consolidate Report of Stand Up and Take Action 2009
Time Period:	16 <sup>th</sup> October to 18 <sup>th</sup> October 2009
Area Covered:	4 Provinces in Pakistan ( <a href="#">See Annexure 1</a> )
Total Activities:	211
Total # of Participants:	594376
No. of Distributed Posters:	5000
No. of Distributed Petitions:	5000 (5000*25=125000)
Coordinated By:	Mr. Muhammad Zia-ur-Rehman (National Coordinator of G-CAP Pakistan)
Reported by:	Fatima Zafar (Project Officer PRAP)

### 3. Acknowledgements:

GCAP-Pakistan National Secretariat acknowledges the support of its partner organizations and networks:

Awaz CDS – Pakistan Staff

Development Advocates & Lobbyists Islamabad

Volunteer Overseas Services Islamabad

Peace & Development Organization NWFP

Youth Resource Centre Peshawar

Sarhad Coordinating Council NWFP

SEHER Quetta

Shah Sachal Sami Welfare Society Sind

HANDS Karachi

SED Nankana

Taraqi Theatre Group Lahore

Sahara Welfare Society Okara

Agency for Sustainable Development Faisalabad

Peasant Welfare Society Khanewal

Women Social Organization Muzaffargarh

Ittehad Foundation Kasur

Anjuman Smaji Behbood Khushab

All Awaz CDS Field Offices i.e. FO Taunsa, FO Vehari, FO Jampur, FO Alipur

Sojhla for Social Change Multan

Jagoo Pakistan Youth Group

Anwar Jannat Memorial Foundation

Chaman Welfare Society Chinniot

The entire **52** Peoples' Awareness and Rights Committees Network and all other Sisters NGOs, CSOs and Students of Schools, Colleges & Universities who supported GCAP-Pakistan National Secretariat for this Campaign.

**4. Details of Activities Planned for the Period (5<sup>th</sup> Oct to 31<sup>st</sup> Dec 2009):**

<b>Sr. No.</b>	<b>Activity &amp; Details</b>	<b>Status</b>
1.	Provincial Level Planning Meetings & 1 National Level Meeting	Done
2.	Kick Off Activity National Secretariat	Done
3.	Press/Media Briefings to share the objectives of the SUTA Campaign	Done
4.	Preparing, Publishing & Distribution of material concerning campaign objectives	Done
5.	Grand Provincial Level Rallies	Done
6.	1 Radio Programme & 1 TV Programme to get opinion of the community at grassroots level about poverty and food insecurity	Done
7.	Activities i.e. Rallies, Seminars, Walks, Theatre Performances, Forums & Dialogues	Done
8.	Petition Signing Activity (Manual + Online)	Done
9.	Upload Website & Updated Information Statistics of Stand Up in Pakistan	Done
10.	Closing Ceremony & Press Conference	Done

#### 4.1. National & Provincial Planning Meetings:

GCAP-Pakistan organized the National Consultative Meeting in **Lahore** for sharing the plan of activities with its members on 26<sup>th</sup> September, 2009. Provincial Headquarters had also organized the Provincial Level planning meetings in **Peshawar, Quetta** and **Nawabshah**



for sharing the plan. The objectives of all the meetings were as follows:

- To share plan of action with the GCAP Members
- To get members views about the plan
- To get suggestion and ideas about its implementations

#### 4.2. Kick off Activity GCAP-Pakistan National Secretariat Multan:

GCAP-Pakistan National Secretariat Multan had taken the chance to kick off the SUTA weekend (16<sup>th</sup> Oct to 18<sup>th</sup> Oct) on the eve of the 15<sup>th</sup> Oct, 2009 at National Secretariat Office. All the staff members stood up to show to the world that we are united and fully motivated to Stand Up and Take Action against poverty this year.



#### 4.3. Press Briefings:

**62** Press Briefings (including 1 National Level Press Briefing by National Secretariat Multan and 3 Provincial Level Press Briefings) were being organized on 16-10-09. The agenda of the briefings was to share the objective, strategy and infrastructure of GCAP Program with representatives of Print and Electronic Media. In all the Press Briefings Media



Representatives are mobilized to build the pressure upon policy makers and elected representatives to address poverty related issues. It was an appeal to all the Media representatives to highlight the GCAP activities in their news papers as much as they can. (See Annexure)

#### 4.4. Printed Material Distributed

10000 Posters & Petitions were published & distributed among the general public with the help of the CSOs, NGOs, PARC Networks, GCAP Members and Awaz CDS Field Offices. The purpose was to inform people about the SUTA Campaign and to make people conscious



to participate excitedly in the GCAP upcoming events. One of the major objectives was also to create awareness and sensitization of the general public through the messages given in the posters about poverty related issues.

#### 4.5. Grand Provincial Level Rallies:

4 Grand Rallies were being organized all over the country including (1 National level grand Rally and 3 Provincial Level Grand Rallies) on 17-10-09 to engage the maximum people. The focus was to pressurize government institutes to meet the set targets to achieve the MDGs by 2015.



National Grand Rally National Secretariat Multan (Punjab)

Provincial Grand Rally by Peace & Development Organization Peshawar (NWFP)

Provincial grand Rally by SEHER Quetta (Balochistan) &

Provincial Grand Rally by Shah Sachal Sami Welfare Society Nawabshah (Sindh)

#### 4.6. Radio Programmes & TV Programmes:

GCAP-Pakistan National Secretariat had also produced a Radio Programme “Awami Awaz” which was broadcasted directly from FM 93 Multan on 16th of October, 2009 at 11:30am and from Radio Pakistan on 17th of October, 2009 at 01:40pm. Another important achievement was the LIVE TV Programme on ROHI TV Channel at 08:30am to 09:30am. It was an effort to let the people know about the Stand Up & Take Action Campaign 2009. GCAP-Pakistan National Coordinator Mohammad Zia-ur-Rehman also appealed to the general public to Stand Up and be counted for 2009 Stand Up Events.

#### 4.7. Other Activities i.e. Small Rallies, Seminars, Walks, Theatre Performances, Forums, Awareness Raising Events, Candle Light Demonstrations & Dialogues:

##### Small Rallies:

**85** Small Rallies were organized by different GCAP Members Organizations & Peoples' Awareness & Rights Committees Networks. Common Masses were mobilized to build pressure upon Policy Makers and elected Representatives to address poverty related issues. All the local and national news channels and newspapers gave coverage to the rallies and spread the message of poverty alleviation to every nook and corner of the country. Major number of people participated in the rallies and recorded their voices against poverty related issues.



##### Awareness Raising Events:

**30** Awareness raising events were being organized. Students of **8** Universities, **4** Colleges and **23** Schools were mobilized



despite heavy odds with the cooperation of education departments and universities administration.

#### Theatre Performances:

**4** Theatre Performances were organized, 1 by Sojhla Theatre Group Multan & 3 by Taraqi Theatre Group Lahore on the issue of Poverty, High Inflation Rates & food insecurity.

The theme of these performances was all about the poverty and to give ideas about the measures that can be adopted by a common man to get rid of the problems individually .These plays also



help to make the people aware about the steps which can be adopted to break the silence & to pressurize the Government to achieve the set targets.

#### Candle light Demonstration:

One Candle Light Cultural demonstration was arranged at Shamsabad Park Multan on 17<sup>th</sup> Oct, 2009 by GCAP-Pakistan National Secretariat Multan. The appeal of End Poverty was highlighted with the help of the candles. All the Local & National Media Representatives were participated to support and publicized the message.



#### Others:

**2** Poverty Sessions, **1** Banner Signing Campaign, Various Seminars, Conferences & Small Events were also the part of this SUTA Campaign 2009. An outstanding example was the SMS Campaign which grasped the people's attention. Individual's messages act as first-hand information and a strong source for putting pressure on Government and also raising awareness which mobilized citizens in large numbers.

(For Details See Annexure 2)

#### 4.8. Petition Signing Activity:

Online Petition Signing opportunity was also given to the general public to pressurize Government for the fulfillment of their promises. **125000** have signed the printed and more than **200000** have signed the electronic version of 'PEOPLES' PETITION" addressed to Prime Minister of Pakistan. (See Annexure 3)

#### 4.9. GCAP Website:

G-CAP-Pakistan uploaded & maintained its website with updated information & statistics of STAND UP in Pakistan at every Province, District and Tehsil level, Press coverage, snapshots, our coalition partner's participation, details of activities done under the campaign at every level in Pakistan to inform the donors, international, national, regional and common man about the GCAP campaign and its objectives. (For details visit <http://www.gcappakistan.net> )

#### 4.10. Closing Ceremony:

GCAP-Pakistan National Secretariat also organized the Closing Ceremony to disclose the final figures of Stand Up & Take Action Events of the 2009. Mohammad Zia-ur-Rehman GCAP-Pakistan National Coordinator also took the following pledge with the general public:



“We are standing now with millions of people around the world on this historic day, to show our commitment to the fight against extreme poverty and inequality. Today, we Stand Up together to say to our leaders: we have six years to 2015. Six years to realize the Millennium Development Goals. We know the Goals can be met and exceeded if you have the political will. We will not accept any excuses. We will not allow the poor to unjustly suffer the consequences of the economic, food and climate crisis, for which they bear no responsibility.

We stand today in solidarity with millions of people all over the world. People who believe in a world where poverty and hunger CAN and MUST end; where mothers no longer die in childbirth and women's rights are ensured; where children no longer die of preventable diseases; where every child has the right to quality education; where the environment is protected; and where our leaders make decisions not in their own interests, but in the interests of those who have been marginalized by poverty and exclusion.

Today and every day we will stand up, speak out and take action for the Millennium Development Goals. The call to our leaders is simple: End Poverty and Inequality Now! ”

## 6. Overall Outputs & Impacts:

173,045,325 citizens gathered at over 3,000 events in more than 120 countries, demanding that their governments eradicate extreme poverty and achieve the Millennium Development Goals (MDGs). "Stand Up, Take Action, End Poverty Now!", now in its fourth year, has been certified by Guinness World Records as the largest mobilization of human beings in recorded history, an increase of about 57 million people over last year. In Asia more than 100 million people participated (101,106,845) In Pakistan, over 594,376 people demonstrated a series of activities and events with high energy and enthusiasm. In all the 211 activities done under the GCAP Campaign women and marginalized groups excitedly participated to record their messages about their issues. This is an encouraging sign of awareness in the country like Pakistan where culture of silence exists. Along with all other active participants the government's officials also showed their interest in the campaign and helped in managing the law & order situations during the activities.

In short during this Campaign **GCAP-Pakistan** brought to light the issue of extreme poverty by the dissemination of Published Material (Posters, Banners, Leaflets, Broachers and Stickers), Organizing Press Briefings, Stand Up Rallies, Seminars, Theatre Performances, Street Dialogue, Poverty Sessions, Candle light Demonstrations, Radio & TV Talk Shows and last but not the least Manual & Online Petition Signing Activity

## 7. Suggestions:

- Mobilization for short term campaigns does not bring fruitful results immediately rather it requires regular interaction with masses for better outcomes and impacts. Mobilization requires loads of months to enjoy the confidence of the public at large only if GCAP continues this mobilization through out the year so that clear and powerful messages may send to Governments and Stand Up may characterise by even stronger messages as the 2015 deadline for the fulfilment of the MDGs looms and the devastating combined affects of the climate, financial and food crises have begun to manifest all over the World.
- UNMC should call a meeting of CSOs leaders and related stakeholders involved in the SUTA and MGDs follow up campaigns for a joint review of the progress on the MDGs as well as to set the strategies for future course of actions. So that we can be able to take this commitment to those decision makers with renewed energy to convert the strength of these numbers into concrete policy and practice changes in our own local and national contexts.
- GCAP-Pakistan should involve schools, colleges and universities in greater number to ensure more mobilization in future.
- Mass Mobilization Group and Communication & Media Group of GCAP-Pakistan should remain active through out the year on related themes for ensuring public awareness.
- If Government is not serious in establishing Commission on MDGs Status in Pakistan then GCAP-Pakistan should establish such Commission by involving members in its Policy Research and Reforms Group

## 8. Details of Print & Electronic Media:

National, regional and local newspapers (English & Urdu) highlighted GCAP-Pakistan activities in their newspapers, details are as follows:

**Print Media:** (See Annexure 4)

Almost **50** different National, Regional & Local Newspapers (English & Urdu) of **74** places highlighted GCAP-Pakistan **211** activities in their newspapers for approximately **250** times, details are as follows:

Daily Jung	Daily Ausaf
Daily Express	Daily Hurf-e- Lazim
Daily Khabrian	Daily Express
Daily Pakistan	Daily Nawa-e-Waqt
The Nation	Daily Jinnah
Daily Postmortem	Daily Mamula
Daily Aftab	Daily Crime
Daily Punjab	Daily Naya Dor
Daily Karnama	Daliy Awaz-e-Watan
Daily Kaynat	Sang-e-Meel
Daily Perwaz	Daily Khabrian Lahore,
Daily Nawa-e-Waqt Lahore	Daily Lyallpur News
Daily Jang Lahore	Daily Report
Daily Aman	Daily Faisalabad Report
Daily Express Faisalabad	Daily Aham News
Daily Ghareeb	Daily Din
Naya Ujala	Zarab Ahan
Daily Irfan	Nawa-e-Sharar
News Mart	Bhakkar Times
Faisalabad Report	Naya Ujala

Daily Ibrat	Daily Sehar
Daily Islam	Daily Insaf
Daily Jurat	Daily Inkar
Daily Leader	Daily Rah-e-Talash
Bhakkar Nama	Awaz e Watan

### Electronic Media:

Electronic media also gave power live coverage to the Stand Up & Take Action Campaign 2009, details are as follows:

GEO News	ATV
Channel 5	ARY
AAJ TV	Express News TV
Sama TV Channel	
And the local /regional channels like	
Punjab TV	Rohi TV
Dunia TV	Shaheen TV
Waseb TV	

(For more details visit

<http://www.gcappakistan.net/html/Uploaded%20Activities.html>)

## 9. Photographs & Press Cuttings:

Visit this link to see the Picture Gallery:

<http://www.gcappakistan.net/UntitledAlbum/index.html>

Visit this link to see the Media Coverage of the GCAP-Pakistan Events:

<http://www.gcappakistan.net/GCAPPpressCoverage/index.html>

## 10. Annexures

**Annexure 1:** Details of Area Covered

S #	Provinces	# of Activities	# of People Participated	Area Covered
1	Punjab	168	573413	22 Districts
2	Sindh	14	10009	11 Districts of Sindh
3	NWFP	11	4138	5 Districts of NWFP
4	Balochistan	11	6101	9 Districts of Balochistan
5	Islamabad	7	715	Capital of Pakistan

**Annexure 2:** Details of All Activities

No	Title	City	Event Date	Host Organization	Number of Participants	Actual Participants	Event Type	Constituency
1	SUTA Conference Swabi PADO	Swabi	16-10-09	Peace and Development Organization	450	716	Conference	CSO
2	Small Rally	Swabi	16-10-09	Peace and Development Organization	500	869	Rally	General Public
3	SUTA Conference Bunir	Bunir	17-10-09	Peace and Development Organization	450	690	Conference	CSO
4	Rally	Bunir	17-10-09	Peace and Development Organization	500	876	Rally	General Public
5	Press Briefing	Peshwar	18-10-09	Peace and Development Organization	40	54	Press Briefing	Media
6	Press Briefing	Quetta	16-10-09	Seher Quetta	30	45	Press Briefing	General Public
7	Grand Rally	Quetta	18-10-09	Seher Quetta	1500	1956	Grand Rally	General Public
8	Small Rally	Dalbandin	16-10-09	Seher Quetta	300	554	Small Rally	General Public
9	Small Rally	Noshki	17-10-09	Seher Quetta	300	662	Small Rally	General Public
10	Small Rally	Sibi	17-10-09	Seher Quetta	300	410	Small Rally	General Public
11	Small Rally	Jafarabad	17-10-09	Seher Quetta	250	245	Small Rally	General Public
12	Small Rally	Pashin	17-10-09	Seher Quetta	300	269	Small Rally	General Public
13	Small Rally	Loralai	17-10-09	Seher Quetta	300	498	Small Rally	General

								Public
14	Small Rally	Hub	17-10-10	Seher Quetta	300	547	Small Rally	General Public
15	Small Rally	Lus Bela	17-10-11	Seher Quetta	300	510	Small Rally	General Public
16	Small Rally	Naseerabad	18-10-12	Seher Quetta	250	405	Small Rally	General Public
17	Press Briefing	Nawabshah	16-10-09	SSSWA Sindh	60	89	Press Briefing	Media
18	Small Rally	Mirbpurhas	17-10-09	SSSWA Sindh	500	693	Rally	General Public
19	Small Rally	Sangharr	17-10-09	SSSWA Sindh	500	796	Small Rally	General Public
20	Small Rally	Hyderabad	17-10-09	SSSWA Sindh	500	736	Small Rally	General Public
21	Small Rally	Matyari City	17-10-09	SSSWA Sindh	500	825	Small Rally	General Public
22	Small Rally	Dadu	17-10-09	SSSWA Sindh	500	763	Small Rally	General Public
23	Small Rally	Noshehroferoz	17-10-09	SSSWA Sindh	500	645	Small Rally	General Public
24	Small Rally	Shaikarpur	17-10-09	SSSWA Sindh	500	689	Small Rally	General Public
25	Small Rally	Ghotki	17-10-09	SSSWA Sindh	500	812	Small Rally	General Public
26	Small Rally	Sukkar	17-10-09	SSSWA Sindh	500	698	Small Rally	General Public
27	Small Rally	Kandhkot	17-10-09	SSSWA Sindh	500	612	Small Rally	General Public
28	Grand Rally	Nawabshah	17-10-09	SSSWA Sindh	2000	3045	Grand Rally	General Public

29	Awareness Event	Lahore	16-10-09	Jagoo Pakistan	100	256	Event	Students
30	Awareness Event	Skans, Lahore	16-10-09	Jagoo Pakistan	250	368	Event	Students
31	Awareness Event	GC Universit y Lahore	16-10-09	Jagoo Pakistan	150	260	Event	Students
32	Awareness Event	King Edward Medical university Lahore	17-10-09	Jagoo Pakistan	50	175	Event	Students
33	Awareness Event	PAK AIMS Lahore	17-10-09	Jagoo Pakistan	100	265	Event	Students
34	Awareness Event	LMDC Lahore	18-10-09	Jagoo Pakistan	150	160	Event	Students
35	Awareness Event	LUMS, Lahore	18-10-09	Jagoo Pakistan	100	178	Event	Students
36	Awareness Event	Lahore Universit y, Lahore	18-10-09	Jagoo Pakistan	100	208	Event	Students
37	Awareness Event	FAST Universit y, Lahore	18-10-09	Jagoo Pakistan	50	95	Event	Students
38	Awareness Event	The Punjab School Lahore	16-10-09	Jagoo Pakistan	50	80	Event	Students
39	Standup and Take Action	New Multan	16-10-09	Jagoo Pakistan	1500	2015	Other	Students

40	Poverty is Death	Multan	16-10-09	Jagoo Pakistan	450	865	Other	Students
41	Awareness Event	Multan	16-10-09	Jagoo Pakistan	100	100	Other	Students
42	We need end of poverty not poor peoples	Multan	16-10-09	Jagoo Pakistan	800	1696	Other	Students
43	Press Briefing	Khushab	16-10-09	Anjuman e Smaji Behbood Jorkalan Khushab	150	214	Press Briefing	Media
44	Small Rally	GC Jauharabad	17-10-09	Anjuman e Smaji Behbood Jorkalan Khushab	600	869	Small Rally	General Public
45	Small Rally	Nankana	17-10-09	SED-Nankana	500	869	Small Rally	General Public
46	Press Briefing	Nankana	18-10-09	SED-Nankana	35	74	Press Briefing	Media
47	Press Briefing	Muzaffargarh	16-10-09	Women Social Organization	65	115	Press Briefing	Media
48	Seminar & Rally	Muzaffargarh	17-10-09	Women Social Organization	500	815	Small Rally	General Public
49	Theatre Performance (Message of Ending Poverty)	Lahore	16-10-09	Taraqi Theatre	300	875	Theatre Performance	General Public
50	Theatre Performance (Message of Ending	Lahore	17-10-09	Taraqi Theatre	400	863	Theatre Performance	General Public

	Poverty)							
51	Theatre Performance (Message of Ending Poverty)	Lahore	18-10-09	Taraqi Theatre	275	850	Theatre Performance	general Public
52	Press Briefing	Faisalabad	16-10-09	Agency for Sustainable Development Pakistan	60	86	Press Briefing	Media
53	Small Rally	Faisalabad	17-10-09	Agency for Sustainable Development Pakistan	500	879	Rally	Media
54	Press Briefing	Kasur	16-10-09	Ittehad Foundation Kasur	60	95	Press Briefing	Media
55	Small Rally	Kasur	17-10-09	Ittehad Foundation Kasur	300	586	Press Briefing	Media
56	Small Rally	Risalpur	16-10-09	YRC Peshwar	450	865	Small Rally	General Public
57	Press Briefing	Naushera	17-10-09	YRC Peshwar	40	68	Press Briefing	Media
58	Small Rally Females	Alipur	16-10-09	Field Office Awaz	300	689	small Rally	General Public
59	Small Rally Males	Alipur	16-10-09	Field Office Awaz	400	586	Rally	General Public
60	Press Briefing	Alipur	16-10-09	Field Office Awaz	50	80	Press Briefing	Media

61	petition Signing	Alipur	16-10-09	Field Office Awaz	500	482	Petition Signing	Petition signing
62	Small Rally	Taunsa	16-10-09	Field Office Awaz	100	365	Small Rally	General Public
63	Press Briefing	Taunsa	18-10-09	Field Office Awaz	20	65	Press Briefing	General Public
64	Press Briefing	Multan	16-10-09	Awaz Foundation Pakistan	50	89	Press Briefing	Media
65	Grand Rally	Multan	16-10-09	Awaz Foundation Pakistan	2000	10019	Rally	General Public
66	Cultural Candle Function GCAP National secretariat Multan	Multan	17-10-09	Awaz Foundation Pakistan	1500	1700	Other	General Public
67	Peaceful demonstration to show general public how many activities have been conducted by GCAP NS all over in Pakistan	Multan	18-10-09	Awaz Foundation Pakistan	2000	2250	Other	General Public
68	Radio Programme	Multan	17-10-08	Radio Pakistan multan	200000	276	Radio Programme	General Public

	AM Pakistan							
69	Radio Programme FM 93 Multan	Multan	16 - 10-09	Awaz Foundation Pakistan	200000	651	Awareness about SUTA	
70	TV Talk show	Multan	16-10-09	Awaz Foundation Pakistan	300000	125	T.V show	
71	Petition signing	Multan	16-10-09	Awaz Foundation Pakistan	125000	125000	Petition Signing	
72	Online petition Signing	Multan	16 to 18 - 10-09	Awaz Foundation Pakistan	200000	200000		
73	Distribution of Posters	Multan	16 to 18 - 10-09	Awaz Foundation Pakistan	20000	32000	Metrial Distribution	
74	Press briefing	Khanewal	16-10-09	PWS	60	99	Media Briefing	Media
75	Seminar	Khanewal	18-10-09	PWS	400	768	Speaking Event	CSO
76	Press briefing	Jatoi	16-10-09	PARC Jatoi	60	116	Media Briefing	Media
77	Rally	Jatoi	18-10-09	PARC Jatoi	500	912	Rally	General Public
78	Press briefing	Jampur	16-10-09	PARC Jampur	50	215	Media Briefing	Media
79	Rally	Jampur	17-10-09	PARC Jampur	500	1012	Rally	General Public
80	Press briefing	Shujabad	16-10-09	PARC Shujabad	50	89	Media Briefing	Media
81	Rally	Shujabad	17-10-09	PARC	250	316	Rally	General

				Shujabad				Public
82	Press briefing	Rajanpur	16-10-09	PARC Rajanpur	60	65	Media Briefing	Media
83	Rally	Rajanpur	17-10-09	PARC Rajanpur	350	468	Rally	General Public
84	Press briefing	Pakpattan	16-10-09	Parc Pakpattan	30	85	Media Briefing	Media
85	Rally	Pakpattan	17-10-09	Parc Pakpattan	250	541	Rally	General Public
86	Press briefing	D G Khan	18-10-09	PARC DG Khan	30	98	Media Briefing	Media
87	Rally	D G Khan	17-10-09	PARC DG Khan	500	981	Rally	Students
88	Press briefing	Vehari	16-10-09	PARC Vehari	40	84	Media Briefing	Media
89	Rally	Vehari	16-10-09	PARC Vehari	250	473	Rally	CSOs
90	Press briefing	Alipur	16-10-09	PARC Alipur	50	84	Media Briefing	Media
91	Rally	Alipur	17-10-09	PARC Alipur	250	841	Rally	General Public
92	Press briefing	Jalapur Pirwala	16-10-09	PARC Jalapur	40	61	Media Briefing	Media
93	Rally	Jalapur Pirwala	17-10-09	PARC Jalapur	300	472	Rally	CSOs
94	Press briefing	Duniyapu r	16-10-09	PARC Duniyapur	60	112	Media Briefing	Media
95	Rally	Duniyapu r	17-10-09	PARC Duniyapur	200	482	Rally	General Public
96	Press briefing	Sahiwal	16-10-09	PARC Sahiwal	150	384	Media Briefing	Media

97	Rally	Sahiwal	16-10-09	PARC Sahiwal	150	323	Rally	General Public
98	Press briefing	Kallurkot	16-10-09	PARC Kallurkot	50	94	Media Briefing	Media
99	Rally	Kallurkot	17-10-09	PARC Kallurkot	300	569	Rally	General Public
100	Press briefing	Piran Gaib	16-10-09	PARC Piran Gaib	50	62	Media Briefing	Media
101	Rally	Piran Gaib	17-10-09	PARC Piran Gaib	150	352	Rally	General Public
102	Press briefing	Lodhran	16-10-09	PARC Lodhran	61	112	Media Briefing	Media
103	Rally	Lodhran	16-10-09	PARC Lodhran	500	865	Rally	General Public
104	Press briefing	Rahim Yar Khan	16-10-09	PARC RYKhan	60	116	Media Briefing	Media
105	Rally	Rahim Yar Khan	16-10-09	PARC RYKhan	300	714	Rally	General Public
106	Press briefing	Kotaddu	16-10-09	PARC Kotaddu	50	85	Media Briefing	Media
107	Rally	Kotaddu	17-10-09	PARC Kotaddu	150	367	Rally	General Public
108	Press briefing	Jehania	16-10-09	PARC Jehania	50	94	Media Briefing	Media
109	Rally	Jehania	17-10-09	PARC Jehania	500	716	Rally	General Public
110	Press briefing	Mailsi	17-10-09	PARC Mailsi	100	175	Media Briefing	Media
111	Rally	Mailsi	18-10-09	PARC Mailsi	200	346	Rally	General Public
112	Press briefing	Cheechea Watni	16-10-09	PARC Cheechawatni	50	83	Media Briefing	Media

113	Rally	Cheecha Watni	17-10-09	PARC Cheechawatni	250	392	Rally	General Public
114	Theatre Performance	Nawabpu r	17-10-09	PARC Nawabpur	250	586	Theatre Performance	General Public
115	Banner Signing Campaign	Nawabpu r	17-10-09	PARC Nawabpur	250	312	Banner Signing	General Public
116	Press briefing	Khanpur	16-10-09	PARC Khanpur	20	51	Media Briefing	Media
117	Rally	Khanpur	17-10-09	PARC khanpur	200	368	Rally	Students
118	Press briefing	Chinniot	16-10-09	Chman Welfare Organization	70	118	Media Briefing	Media
119	Rally	Chinniot	16-10-09	Chman Welfare Organization	100	869	Rally	General Public
120	Press briefing	Mian Channu	18-10-09	<a href="#">PARC Mian Channu</a>	50	116	Media Briefing	Media
121	Rally	Mian Channu	18-10-09	<a href="#">PARC Mian Channu</a>	250	300	Rally	Students
122	Press briefing	Bahawalp ur	16-10-09	PARC Bahawalpur	50	114	Media Briefing	Media
123	Rally	Bahawalp ur	17-10-09	PARC Bahawalpur	500	836	Rally	Students
124	Press briefing	Burewala	16-10-09	PARC Burewala	50	73	Media Briefing	Media

125	5 Rally	Burewala	17-10-09	PARC Burewala	700	1106	Rally	Students
126	Press briefing	Layyah	16-10-09	PARC Layyah	40	63	Media Briefing	Media
127	Rally	Layyah	17-10-09	PARC Layyah	150	348	Rally	CSOs
128	Press briefing	Kahrora Pacca	16-10-09	PARC Kahrora Pacca	30	96	Media Briefing	Media
129	Rally	Kahrora Pacca	17-10-09	PARC Kahrora Pacca	250	562	Rally	General Public
130	Press briefing	Liaquat Pur	16-10-09	PARC Liaquat pur	50	118	Media Briefing	Media
131	Rally	Liaquat Pur	17-10-09	PARC Liaquatpur	300	795	Rally	General Public
132	Press briefing	Chaubara	16-10-09	PARC Chaubara	50	75	Media Briefing	Media
133	Rally	Chaubara	17-10-09	PARC Chaubara	250	398	Rally	General Public
134	Press briefing	Hasal pur	16-10-09	PARC Hasalpur	70	85	Media Briefing	Media
135	Rally	Hasal pur	17-10-09	PARC Hasalpur	550	423	Rally	General Public
136	Press briefing	Ahmad Pur East	16-10-09	PARC Ahmad Pur East	15	35	Media Briefing	Media
137	Rally	Ahmad Pur East	17-10-09	PARC Ahmad Pur East	100	217	Rally	General Public
138	Press briefing	Minchina bad	16-10-09	PARC Minchinabad	50	63	Media Briefing	Media

139	Rally	Minchina bad	17-10-09	PARC Minchinabad	200	581	Rally	General Public
140	Press briefing	Fort Abaas	16-10-09	PARC FortAbaas	30	98	Media Briefing	Media
141	Rally	Fort Abaas	17-10-09	PARC FortAbaas	250	542	Rally	General Public
142	Press briefing	Haronab ad	16-10-09	PARC Haronabad	50	65	Media Briefing	Media
143	Rally	Haron abad	17-10-09	PARC HARoonabad	200	350	Rally	General Public
144	Press briefing	Chistian	16-10-09	PARC Chistian	30	116	Media Briefing	Media
145	Rally	Chistian	17-10-09	PARC Chistian	150	447	Rally	General Public
146	Press briefing	Karor Lal Eisa	16-10-09	PARC Karor Lal Eisa	40	55	Media Briefing	Media
147	Rally	Karor Lal Eisa	17-10-09	PARC Karor Lal Eisa	250	462	Rally	General Public
148	Press briefing	Sadiqabad	16-10-09	PARC Sadiqabad	50	54	Media Briefing	Media
149	Rally	Sadiqabad	17-10-09	PARC Sadiqabad	300	471	Rally	General Public
150	Press briefing	Bahawaln agr	16-10-09	PARC Bahawalnagr	35	214	Media Briefing	Media
151	Rally	Bahawaln agr	17-10-09	PARC Bahawalnagr	100	567	Rally	General Public
152	Press briefing	Kabirwala	16-10-09	PARC Kabirwala	50	198	Media Briefing	Media
153	Rally	Kabirwala	17-10-09	PARC Kabirwala	160	569	Rally	General Public

154	Press briefing	Khanewal	16-10-09	PARC Khanewal	50	256	Media Briefing	Media
155	Rally	Khanewal	17-10-09	PARC khanewal	200	582	Rally	General Public
156	Press briefing	Yazman	16-10-09	PARC Yazman	50	45	Media Briefing	Media
157	Rally	Yazman	17-10-09	PARC Yazman	250	280	Rally	General Public
158	Press briefing	Khairpur	16-10-09	PARC Khairpur	40	62	Media Briefing	Media
159	Rally	khairpur	17-10-09	PARC Khairpur	300	428	Rally	General Public
160	Press briefing	Darya Khan	16-10-09	PARC Darya Khan	30	65	Media Briefing	Media
161	Rally	Darya Khan	17-10-09	PARC Darya Khan	250	381	Rally	General Public
162	Press briefing	Bhakkar	16-10-09	PARC Bhakkar	60	87	Media Briefing	Media
163	Rally	Bhakkar	17-10-09	PARC Bhakkar	650	817	Rally	General Public
164	Press briefing	Mianwali	16-10-09	PARC Mainwali	50	95	Media Briefing	Media
165	Rally	Mianwali	17-10-09	PARC Mainwali	500	768	Rally	General Public
166	Press briefing	Isakhel	16-10-09	PARC Isakhel	50	92	Media Briefing	Media
167	Rally	Isakhel	17-10-09	PARC Isakhel	450	841	Rally	General Public
168	Press briefing	Mankera	16-10-09	PARC Mankera	60	98	Media Briefing	Media
169	Rally	Mankera	17-10-09	PARC	350	540	Rally	General

				Mankera				Public
170	Press briefing	Tribal Area	16-10-09	PARC Tribal Area	20	69	Media Briefing	Media
171	Rally	Tribal Area	17-10-09	PARC Tribal Area	200	397	Rally	General Public
172	Press briefing	Piplan	16-10-09	PARC Piplan	50	67	Media Briefing	Media
173	Rally	Piplan	17-10-09	PARC Piplan	250	369	Rally	General Public
174	Press briefing	Rojhan	16-10-09	PARC Rojhan	40	56	Media Briefing	Media
175	Rally	Rojhan	17-10-09	PARC Rojhan	200	278	Rally	General Public
176	Press briefing	Arifwala	16-10-09	PARC Arifwala	30	58	Media Briefing	Media
177	Rally	Arifwala	17-10-09	PARC Arifwala	300	487	Rally	General Public
178	Press briefing	Muzaffargarh	16-10-09	PARC Muzaffargarh	50	63	Media Briefing	Media
179	Rally	Muzaffargarh	17-10-09	PARC Muzaffargarh	500	641	Rally	General Public
180	Press briefing	Taunsa	16-10-09	PARC Taunsa	50	58	Media Briefing	Media
181	Rally	Taunsa	17-10-09	PARC Taunsa	500	604	Rally	General Public
182								
183	Awareness Raising Event	Multan	16-10-09	Gender studies Department Bzu, Multan	50	83	Speaking Event	University
184	Radio Programme FM 93 Multan	Multan	16-10-09	FM 93	100000	250	Other	General Public

185	Awareness raising against poverty	Vehari	16-10-09	Field office Awaz Vehari	500	500	School event	Youth group
186	Awareness raising against poverty	Vehari	16-10-09	Field office Awaz Vehari	500	510	School event	Youth group
187	Awareness raising against poverty	Vehari	17-10-09	Field office Awaz Vehari	1000	1825	School event	Youth group
188	Awareness raising against poverty	Vehari	17-10-09	Field office Awaz Vehari	600	736	School event	Youth group
189	Press briefing	Vehari	18-10-09	Field office Awaz Vehari	50	56	Press briefing	Media
190	Awareness raising event	Multan	16-10-09	Awaz Foundation Pakistan	2200	2356	Speaking Event	Students
191	Awareness raising event	Multan	16-10-09	Awaz Foundation Pakistan	987	1200	Speaking Event	Students
192	Awareness raising event	Multan	17-10-09	Awaz Foundation Pakistan	1600	1785	Speaking Event	Students
193	Awareness raising event	Multan	17-10-09	Awaz Foundation Pakistan	940	953	Speaking Event	Students
194	Standup end Poverty	Okara	16-10-09	Sahara Welfare Society	100	132	Press briefing	Media
195	Rally	Okara	17-10-09	Sahara Welfare Society	5000	1223	Rally	Media

196	Kick Off activity GCAP National secretariat Multan	Multan	16-10-09	Awaz Foundation Pakistan	21	21	Office Staff	Awaz Staff
197	SMS Campaign	Multan	16 to 18 - 10-09	Awaz Foundation Pakistan	100000	135,000	SMS Campaign	General Public
198	GCAP Awareness	Islamabad	16-10-09	VSO	25	122	Speaking Event	Students
199	GCAP Awareness	Islamabad	16-10-09	VSO	25	79	Speaking Event	Students
200	GCAP Awareness	Rawalpindi	16-10-09	VSO	25	12	Speaking Event	Students
201	GCAP Awareness	Rawalpindi	16-10-09	VSO	25	125	Speaking Event	Students
202	GCAP Awareness	Mirpur	16-10-09	VSO	25	34	Speaking Event	Students
203	GCAP Awareness	Mirpur	16-10-09	VSO	25	64	Speaking Event	Students
204	press Briefing	Hyderabad	16-10-09	HANDS	65	89	Media Briefing	Media
205	Rally	Matyari City	17-10-09	HANDS	100	217	Rally	General Public
206	Stand up session	Sawabi	17-10-09	Sarhad Coordinating Council NWFP	400	867	Awareness about SUTA	Students
207	Rally	Sawabi	18-10-09	Sarhad Coordinating Council NWFP	500	554	Rally	General Public

208	Rally	Peshwar Saddar	18-10-09	Sarhad Coordinating Council NWFP	500	434	Rally	General Public
209	Awareness Raising Event	Islamabad	17-10-09	Development Advocates & Lobbyists	250	279	Other	Students
210	Poverty Session	Mardan	18-10-09	Sarhad Coordinating Council NWFP	100	148	Other	General Public
211	Small Event	Multan	16-10-09	SMP Team Awaz CDS	25	69	Awareness Raising Event	CSOs
		<b>Total</b>			<b>1308094</b>	<b>594376</b>		

### **Annexure 3:** Peoples' Petition

His Excellency Mr. Makhdoom Syed Yousaf Raza Gilani

**Prime Minister of Islamic Republic of Pakistan**

Pakistan has signed the Millennium Development Goals (**MDGs**) in UN millennium summit **year 2000**. After more than 9 years the progress in Pakistan has been dismal, unimpressive and without any hope for improvement in near future.

Honorable Sir, you will agree with us that all the key subjects of social development, especially primary education and basic health are still not in the priority list of the government of Pakistan thus this low progress. With this dismal progress we fear that Pakistan will be a non-achiever of these basic and minimal MDGs targets by the year 2015.

The basic statistics and human development indicators in Pakistan are still dismally low. According to the reliable sources and governments' own statistics, nearly **45%** population of this country is still living in abject poverty. The literacy rate is only **55%** while the early dropout rate is increasing as according to the dropout ratio at primary level is **31.1%**, **15.9%** at middle level while **15.6%** at High level while **42 Million<sup>1</sup>** Children of school age have no access to education. The Government is spending only **2.4%** of the GDP on education and **0.6%** on health sector<sup>2</sup>. However, Government has promised to allocate 4% of GDP for education till 2010 but it seems another promise like MDGs. Ironically the amounts are reduced during the financial year owing to different reasons. Similarly the current IMR is **68/1000** and MMR **56/1000**, safe drinking water access to **36%** population only.

Honorable Sir, you will agree with us that investment on these development goals is not just a requirement or compulsion under international agreements but a basic and strategic investment on the future of this country. The country and its citizens

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<sup>1</sup> Source from National Institute of Population Studies, In Pakistan 2008

<sup>2</sup> Source PRSP-II document

deserve attention from its leaders and we hope that you and your government will go a step forward and give these essential social development aspects priority. We also humbly request you to increase the development outlay on primary education and basic health up to **10%** as this will set the foundation for better achievements in these areas. We are sure that these Goals can be achieved if the Government increases public resource allocations in budget or optimum utilization of available resources for addressing the issues of poverty. We also request you to establish MDGs Commission so that the monitoring of the MDGs should be done by the Government and Civil Society Organizations together.

**Global Call to Action against Poverty:** GCAP-Global Call to Action against Poverty (GCAP) is a coalition of civil society organizations, social movements, social groups and networks, human rights organizations, peasants, workers, teachers, youth movements among many others. GCAP is also part of a broader 132 countries campaign that is being run in these countries with local strengths.

**Annexure 4:** Details of Print Media

Sr. #	Activities	News Paper	Circulation	Date of Activities	No of Printing	Place
1	GCAP program briefing	Express	40,000	13-10-09	1	Multan
2	Information note of media briefing of GCAP	Jang Osaf	60,000 40,000	14-10-09	2	Multan
3	GCAP end poverty Campaign	Express	40,000	15-10-09	1	Multan
4	GCAP end poverty Campaign press conference			16-10-09	1	Multan
5	GCAP end poverty Campaign information note	Jang Osaf	60,000 40,000	16-10-09	3	Multan
6	GCAP end poverty Campaign	Hurf-e- Lazim Osaf Khabrian Express Jang Pakistan Nawa-e-Waqt The Nation Daily Jinnah Daily Postmortem	4000 40000 35000 40000 60000 35000 70,000	16-10-09	11	Multan Ali Pur R. Y. Khan Lahore
7	GCAP end poverty Campaign	The Nation Nawa-e-Waqt Jang Khabrian Osaf Express Pakistan Daily Aftab Daily Crime	Punjab 70,000 60,000 35000 40,000 40,000 35000	17-10-09	65	Multan Dunia Pur Malisi Muzaffer Ghar Khan Pur Bahawal Pur Vehari Jam Pur Lahore

		Daily Punjab Naya Dor Daily Karnama Awaz-e-Watan Daily Kaynat Sang-e-Meel Daily Islam News Mart				Khanewal Kabir wala Bhakkar Lodhran Islamabad
8	GCAP end poverty Campaign	Daily Nawa-e-Waqt Multan, Jang Multan Daily Khabrian Multan, Daily Khabrian Lahore, Daily Nawa-e-Waqt Lahore, Daily Osaf Daily Express Daily Pakistan Daily Lyallpur News Daily Jang Lahore Daily Jinnah Daily Perwaz Daily Report Daily Aman Daily Faisalabad Report Daily Express Faisalabad Daily Aham News	70,000 60,000 35000 40,000 40,000 35000	18-10-09	80	Multan Ali Pur Lodhran Dunia Pur Vehari Malisi Islamabad Kot Addu Muzaffer Ghar Vehari Bahawal Pur Jam Pur Lahore Faisalabad Isa Khal Islamabad

		Daily Ghareeb Daily Din Naya Ujala Zarab Ahan Perwaz Irfan Nawa-e-Sharar Daily Kaynat Daily Jinnah News Mart				
9	GCAP end poverty Campaign	Nawa-e-Waqt Jang Khabrian Osaf Express Pakistan Awaz-e-Watan Bhakkar Times Sang-e-Meel Daily Gareeb Faisalabad Report Naya Ujala Daily Ibrat Daily Sehar Daily Islam Daily Insaf Daily Jinnah Daily Jurat Daily Inkar Naya Daur The Nation Insaf	70,000 60,000 35000 40,000 40,000 35000	19-10-09	35	Multan Lodhran Dunia Pur Malisi Kabir wala Muzaffer Ghar Vehari Bahawal Pur Sadiqabad Thatta Jahania Burewala Liquit Pur Rojhan Ali Pur Bhakkar Jam Pur Faisalabad Sindh Pakpattan Okara Depal Pur

	Daily Leader Daily Rah-e-Talash Bhakkar Nama Awaz-e-Watan Daily Mamula					
	Jang Nawa-e-Waqt Khabroon Daily Sobh Tameer-e-Sindh	60000 70000	20-10-09	5	Ali Pur Sindh	
	Pakistan Osaf Jang Sama Payam Mashriq	35000 40000 60000	21-10-09	6	Rojhan Mian Wali Lahore	
	Nawa-e-Waqt Nawa-e-Sharar Daily Din Khabrian Aman Daily Irfan	70000	22-10-09	7	Mian Wali Faisalabad	
	Nawa-e-Waqt Zarb-e-Ahan Daily Perwaz	70000	23-10-09	3	Mian Wali Faisalabad	

Concluded