



  
**PEHLA QADAM**  
Human Development in Pakistan  
**Going to Scale**



  
**PEHLA QADAM**

14th & 15th Floor, Shaheed-e-Millat Secretariat,  
Islamabad, Pakistan, [www.nchd.org.pk](http://www.nchd.org.pk)

National Commission for Human Development | Pakistan Human Development Fund

## NCHD's MISSION

To support the government by filling the implementation gaps and improve public sector delivery mechanisms to achieve the Millennium Development Goals (MDGs) and "Education for All" with focus on:

Goal2: Achieve Universal Primary Education

Goal3: Promote Gender Equality and empower Women

Goal4: Reduce Child Mortality

Goal5: Improve Maternal Health



**Honorable President of Pakistan  
Asif Ali Zardari**

"I urge the educational planners adopt multi-pronged strategy for the eradication of illiteracy and provision of education to all: children, youth, and adults. To ensure that, I propose the formation of a high level National Literacy Council convened by the Prime Minister and include Chief Ministers, Federal and Provincial Ministers for Education, Finance and Planning as its members."



**Honorable Prime Minister of Pakistan  
Syed Yousaf Raza Gillani**

"NCHD is the lead agency for literacy in Pakistan, which has been recognized by UNESCO. This national forum needs our combined efforts. I ensure full support of my government to this national body and urge the provincial governments work out a coordinated mechanism for ensuring universal literacy in minimum possible time."



**Chairperson NCHD  
Miss Nafisa Shah**

"NCHD is a unique fast track initiative to support the provincial and district governments to make a positive difference. It has been engaged in fostering community participation, developing management efficiencies while generating public private partnerships. Due to its nationwide coverage and trained human resources available in almost all the districts of Pakistan, NCHD has the potential to be a lead support agency for social sector development in Pakistan. I thank the President and Prime Minister of Pakistan for assuring his full support towards NCHD's programs."

## About NCHD

National Commission for Human Development (NCHD) was established by the Government of Pakistan in 2002 as a statutory autonomous federal body, mandated with the role to support and augment human development efforts in Pakistan. Simultaneously, a private sector institution called Pakistan Human Development Fund (PHDF) was established to forge public private partnership to support social development at the grassroots. Thus, a two-pronged governance structure was set up to create check and balance system through the establishment of two interlinked institutions with separate identities: NCHD and PHDF. NCHD is responsible for implementation of the Commission's core programs, while the role of custodian of funds for human development endeavors of NCHD is performed by PHDF.

NCHD seeks a literate and healthy nation, where government is empowered to provide basic education and health facilities to all. Its vision is to learn from the experiences of both public and private sectors at national and international level, identify best practices and use them for effecting improvements in the social sectors in Pakistan.

As the leading organization for Literacy in Pakistan, National Commission for Human Development is striving to empower the people at the grassroots to become the agents of social change. Its contribution towards achieving the MDG targets was recognized by UNESCO, which awarded NCHD with "International Reading Association Literacy Prize 2006".

### NCHD Board Members

President Asif Ali Zardari, Patron-in-Chief  
Ms. Nafisa Shah, Chairperson NCHD  
Ms. Shahnaz Wazir Ali  
Ms. Roshan Khurshid Barucha  
Dr. Mushtaq A. Khan  
Representative of Ministry of Finance

## Pakistan Human Development Fund

The public private partnership model was made to ensure support and collaboration of Private sector philanthropists and Government of Pakistan for human development efforts in Pakistan by establishing Pakistan Human Development Fund (PHDF).

PHDF is registered as a non-profit company under the Companies Ordinance 1984. It has an independent Board of Directors which comprises of philanthropists from Pakistan and abroad who have contributed US \$ 100,000 each. A representative of UNDP and three federal secretaries of Government of Pakistan i.e. Finance, Education, and Health are ex-officio members. A representative of UNDP and three federal secretaries of Government of Pakistan i.e. Finance, Education, and Health are ex-officio members.

### PHDF Board of Directors

Mr. Farrokh K. Captain, Chairman  
Dr. Nasim Ashraf  
H. H. Sheikh Nahayan Mabarak  
Al-Nahayan  
Dr. Omar T Atiq  
Mr. Muhammad Munir Chaudhry  
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Mr. Malcolm Scott  
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Brigadier (Rtd) Mukhtar Ahmed  
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Mr. Salim Adaya  
Mr. Raza Bokhari  
Dr. Sattar Abbasi  
Mr. Fikret Akcura, Representative of UNDP (Ex-Officio)  
Mr. Zaiviji Ismail bin Abdullah, Representative of Shell  
Pakistan  
Mr. Salman Burney, Representative of  
GlaxoSmithKline  
Mr. Rizwan Ullah Khan, Representative of CocaCola  
Export Corporation  
Mr. Asif Saad, Representative of LOTTE PPTA Ltd.  
Federal Secretary Education, Ex-Officio  
Federal Secretary Finance, Ex-Officio  
Federal Secretary Health, Ex-Officio  
Mr. Zulfiqar Ahmad, Chief Executive Officer NCHD

## NCHD Programs

- Education
- Health
- Volunteers for Community Development
- Capacity Development
- Community Technology Learning Centers
- Global Resource Mobilization
- Special Projects

## NCHD Works with a Difference

### **Public Private Partnership Model**

Public Private Partnership is the distinguishing characteristic of NCHD which combines the efforts of both the government and individuals achieving the best results. This unique model provides basis for a governance structure with more transparent, multi-level participatory management and approval system enabling effective overseeing of implementation/financial affairs of this Public Private Partnership to improve social sector delivery mechanism of public sector organizations.

### **Lead Agency for Literacy in Pakistan**

NCHD was awarded with "The International Reading Association Literacy Prize 2006" by UNESCO in recognition of its contributions in achieving MDGs while Government of Pakistan has declared NCHD the Lead Agency for Literacy in Pakistan.

### **Provision of easy access to education**

We have established feeder schools in the most remote areas of Pakistan where no educational infrastructure is available, providing masses an access to education. Through adult literacy centers, people in the age group of 11-45 who either never enrolled or dropped out of school, are provided with basic literacy skills.

### **National presence**

We are present in 134 districts of Pakistan including FATA, Gilgit Baltistan, and Azad Jammu Kashmir providing people with an easy access to education and health facilities.

### **Vision to empower the government leading to national development**

Our vision is to help government of Pakistan achieve the Millennium Development Goals in minimum possible time. We empower the government and communities by building their capacities and creating a sense of ownership along with public private partnership.

### **High level of check and balance system**

Through the establishment of NCHD and PHDF, the Government of Pakistan has set up a two-pronged governance structure to create check and balances systems. NCHD is responsible for implementation of the programs, while PHDF is the custodian of funds for human development endeavors of NCHD.

## Education

The prime mandate of NCHD is to help Pakistan achieve the Millennium Development Goals by 2015. To achieve this goal, the Commission has prioritized "Education for All" and taken a two-pronged approach towards it:

- a) Curbing the annual increase in the illiterate pool-by ensuring that all children enroll in school and don't drop out before the completion of primary schooling;
- b) Dealing with the "back-log" of adult illiterates-by implementing literacy country wide literacy program

### Components of Education Program are:

- **Universal Primary Education**
- **Adult Literacy**

## Universal Primary Education

In Pakistan, the situation of primary education is very grave as there are 19 million primary school age children. Out of which almost half are still out of school. According to an estimate, gross enrollment rate in schools is 70% but almost 50% children get dropout of schools before reaching the fifth class. Only one third of the 50% survivors pass the primary education. In these circumstances, NCHD Universal Primary Education (UPE) program is strengthening Ministry of Education/Departments of Education through teachers training, provision of additional teachers, and feeder schools. UPE program facilitates education system by building strong and meaningful community linkages to attain sustainability and continuous improvement making the government able to achieve the challenge of providing quality primary education to every child of the country.

### Objective of NCHD UPE Program

- Data Collection
- 100% enrollment (age 5-7 years)
- Reducing dropout rate from 50% to less than 10%
- Ensuring quality education through teachers' training

### UPE Program Strategy

- House to house census survey of children aged 0-9 years and preparation of baseline data for out of school children aged 5-7 years
- Community mobilization to promote enrollment of children in schools and reduce dropout
- Setting up 'Feeder Schools' for by providing teachers in areas with no government schools.
- Training of primary school teachers in UPE and quality education
- Provision of Feeder teachers to government schools to cater for increased enrollment and help in re-opening non-functional schools.

NCHD helps parents, teachers and government work together to get children to school.



# Adult Literacy

Recognizing the fact that Adult Literacy is plays key role in achieving "Education For All" goals, NCHD has been implementing the program with the mission to increase literacy rate to 86% till the year 2015. Its program for adult literacy was developed keeping in mind the lessons learnt from past.

NCHD set up Adult Literacy Centers all over Pakistan providing basic literacy skills to the individuals (especially women) in the age group of 11-45, who were either never enrolled or dropped out of school before acquiring literacy skills.

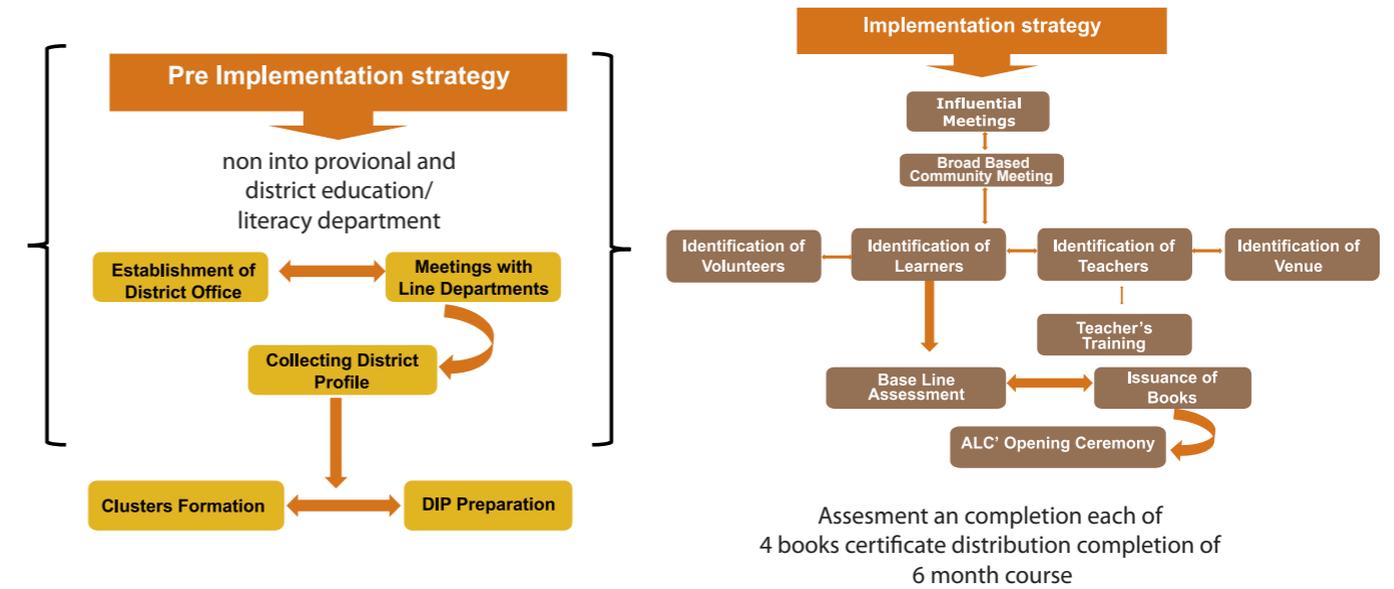
The syllabus and textbooks are designed for easy learning and functionality, thereby enhancing retention. Communities are mobilized to provide space as well as the teachers whom NCHD pays honoraria. Women are encouraged particularly to join these centers.

## After completion of six month course, the learner is able to:

- Achieve the basic literacy equivalent to grade three
- Read simple text of Urdu
- Write a simple letter
- Manage figures up to three digits i.e. is addition, subtraction, multiplication and division

# Adult Literacy

## Flow Chart of Implementation Strategy



Adult Literacy Centers established in jails and workplaces are a huge success of NCHD's philosophy.



## Health

About 80% of deaths and 90% of illnesses in Pakistan result from diseases which are considered preventable. In every ten minutes, a child dies in Pakistan from a disease that is preventable.

National Commission for Human Development's healthcare model is designed to enhance the quality of life through the provision of preventive healthcare services right at the doorsteps, while its interventions aim at creating vital linkages between the government departments and the communities at the grassroots level.

### Components of Health Program are:

- **School Health Program**
- **Punjab Integrated Primary Health Care Model Program**
- **National ORS Campaign**

## School Health Program

This program helps improve health of school going children. It has targeted the children of primary classes with the aim to identify common learning impediments among primary school students such as visual and hearing impairment as well as dental and skin diseases. The program indirectly addresses the fundamental factors for low School enrolment, absenteeism, poor classroom performance, and early school dropout. Till 2008.

- Up to 1.8 million primary school children of 17 districts screened for visual ability, hearing ability, dental health and skin problems in 17 districts twice annually
- More than 60,000 primary teachers have been trained on screening process
- More than 40,000 children with weak eyesight have been provided eye glasses
- All children in primary schools are de-wormed twice a year
- The School Health Programme, as a part of Punjab integrated Health Care Model Program, has been launched in 12 districts of Punjab and almost 70,000 primary school teachers have been trained.



## Punjab Integrated Primary Health Care Model Program

NCHD has initiated this program in collaboration with Government of Punjab. The Program ensures the access to health services for the ignored communities by strengthening and restructuring of health care delivery system. Basic Health Unit's (BHU) catchment area is the implementation unit of program.

NCHD first aligns the real health needs of the population, builds up the capacity of health personnel in "Health management", and then empowers communities to become active participants in the process of health delivery. The main focus of this program is to restructure and strengthen BHU's by integrating preventive and by ensuring community participation.

### Main Objectives

- Integration of all the health programs/activities at Union Council level
- Improving health behaviors
- Provision of need-based:
  - Preventive services (outreach & facility based)
  - Basic curative services
  - Emergency services
- Provision of maternal care (outreach & facility based)
- Establishment of effective referral system

### PIPHCM Program Districts

1-Attock

2-Jhelum

3-Gujrat

4-Bahawalpur

5-Sargodha

6-Sialkot

7-Khanewal

8-Muzzafargarh

9-Mandi Bahauddin

10-Sheikhupura

11-Jhang

12-Gujranwala

## National ORS Campaign

In Pakistan, one child is dying every minute and every fifth death is due to diarrhea or diarrhea related causes. Diarrhea accounts for 30% of infant deaths each year. The major cause of death in diarrhea is loss of salt and water from body, which could be easily prevented by timely replenishing the salt and water by ORS administration. Which is recognized by WHO as single most effective life saving drug of 21st Century.

NCHD launched ORS Campaign with the objective to train at least one woman in every household in preparation and administration of Oral Rehydration Solution (ORS).

**Through this campaign, NCHD trained almost 13.77 million women in 80 districts of Pakistan.**



## Capacity Development

## Capacity Development

This program builds the capacity of district line department officials and elected representatives, and helps bridge the gap between strategy and implementation of service delivery by bringing competencies of line departments officials and elected representatives. These efforts make them successful partners in implementation of social sector programmes.

Capacity Development Program has achieved the following 48 districts.

- 11,261 EDOs/Govt. Officials and elected representatives trained in planning & budgeting
- 4,384 elected representatives on their role in District and Tehsil Monitoring Committees
- 2,437 EDOs, DOs and TMA officers on their role in operationalization of CCBs
- These trainings have resulted in the following outcomes:
- The budget was prepared according to the new Budget Rules (2003) in there districts
- District Monitoring Committees were notified and activated in 44 districts and 166 Tehsils
- Accelerated the pace of approval of Citizen Community Boards projects in 13 districts.



## Volunteerism

## Volunteerism for Community Development (VCD)

This Program functions as a support program for the implementation of Health and Education initiatives. Volunteers are identified through meetings at Union Council and District levels with the stakeholders and are given training in the implementation of program activities. Each district has registered volunteers providing support in implementation of NCHD programs resource mobilization and emergening services.

NCHD has always relied on its volunteers' support over the years. These volunteers developed National Volunteer Corps, Forum of philanthropists, and generated Resources worth Rs. 43 million (13 million in cash and 30 million in kind). NCHD has refistived udunter force of in 122 districts of Pakistan.

The Commission has organized several successful conferences and events. Some of them are listed below:

- First ever International Conference on the 'Role of Volunteers in Achieving MDGs' in December 2005
- 1,876 medical camps, in which 333,066 patients were treated and free medicines worth Rs32.97 million were donated by philanthropists
- Volunteer Medical Station (VMS) at each District Headquarters' Hospital in 2006. Financial support worth Rs. 4.8 million was generated for the deserving patients and 11,753 bottles of blood were arranged by the volunteers

NCHD has registered volunTERS all over Pakistan.



## CTLCs

# Community Technology Learning Centers (CTLCs)

In collaboration with Microsoft Corporation and district governments NCHD to implement this program in 8 districts. The CTLC Program aims at creating opportunities for the educated yet unprivileged women of the most remote areas of Pakistan allowing learners to be acquainted with computer skills in a hands-on-training course. Microsoft Corporation has approved NCHD as the certifying agency for this course.

NCHD involved the CTLC graduates in the data entry activity which facilitated them in acquiring jobs in the data transcription industry.

CTLCs were established in the following districts:

- Attock
- Badin
- Gujrat
- Mansehra
- Pishin
- Mardan
- Noshehro Feroz
- Thatta



## Global Resource Mobilization

## Global Resource Mobilization

Global Resource Mobilization is the basis of NCHD's strategy to secure long term human development support. The Commission remained successful in mobilizing resources to fund its various projects by coordinating fundraising efforts at global, regional, national and local levels. These resources include:

- **Government of Pakistan**
- **International Donor Agencies**
- **Individual Philanthropists both in Pakistan and abroad.**
- **Corporate Organizations etc.**

Till now, donations worth US \$ 27 million have been generated by NCHD/PHDF through its Global Resource Mobilization initiatives. Over the years various fund raising events were held in Pakistan, USA, and UK. such as,

- **Telethons**
- **Anakali Galas/US Committee**
- **Sojourn Pakistan**
- **Whirling Dervishes**



## Special Projects

## Relief Operation for the IDP's

The military operation in Swat, Buner, Dir and FATA led to the largest humanitarian and displacement crises in recent times. The people of these areas were forced to face hazardous conditions along with the uncertainty regarding the duration of their displacement. National Commission for Human Development worked actively for the welfare of IDPs by initiating various relief activities on war-footing in the fields of Health, Education and other relief services. It formed an alliance with District Government Mardan for the provision of basic healthcare services to Internally Displaced Persons (IDPs) living in sub-camps and off camps, scattered across 70 UCs of District Mardan.

### Achievements

- 818 medical camps were organized
- 63,031 patients were treated for diseases of all kind
- Medicines worth Rs.37 millions were distributed
- 15 transitional schools have been established
- 25 teachers were provided to the transitional schools
- 1,323 children got enrolled including 928 boys and 395 girls
- 157 teachers were given training in trauma counseling

### Earthquake and Rehabilitation

The National Commission for Human Development actively worked for the victims of October 8, 2005 Earthquake. During the relief phase, the Commission constructed about 450 shelters, provided 1700 tents, and established a tent village at Mansehra providing shelter to 600 people. 10 Essential Health Care Centres provided medical support round the clock and treated about 100,000 affectees. The support provided by the volunteers cannot be ignored as they have distributed life saving drugs, food, emergency beddings and other items provided by the NCHD. Under rehabilitation phase, NCHD focused on restarting education & health facilities, shelter-construction and income-generation activities in major earthquake affected districts. The Project led to:

Re-open over 500 Government primary schools as 'transitional schools' with enrollment of over 50,000 children  
Resources worth Rs. 28,380,567 were raised by NCHD for this emergency operations.



## NCHD's Achievements 2002-2008-At a Glance

From August 2002 to 2008 in a period of about six years, the Commission has made commendable success in all its established programs. Till December 2008, the outreach of NCHD's programs was in 122 districts of Pakistan. NCHD has:

- Supported enrollments of 8.2 million out of school children (5-7 years) under its UPE Program
- Provided 17,500 feeder teachers in community feeder schools and government primary schools to cater for the increased enrollment
- Trained 296,276 teachers in enrollment and dropout prevention along with quality education
- Established over 120,263 Adult Literacy Centers
- Made 2.76 million Adults literate with 90% females
- Trained more than 150,000 teachers on Adult literacy teaching techniques, and assessment of learning achievements
- Trained about 100 civil society organizations including 2000 professional in Implementation of Literacy Program

## NCHD's Achievements 2002-2008-At a Glance

- Trained 12,000 Literacy Supervisors in Management of literacy centers
- Provided door to door preventive health care to 1.1 million households
- Trained 13.77 million women in preparation and usage of RS in 80 districts
- Vaccinated over 669,000 women and children all over Pakistan
- Screened 2.67 million children for eye sight and hearing problems under School Health Program
- Identified and registered 330,286 volunteers across Pakistan to help NCHD implement its education and health programs.
- 11,261 EDOs/Govt. Officials and elected representatives trained in planning & budgeting
- 4,384 elected representatives on their role in Zilla Management Committees / Citizen Community Boards
- 2,437 EDOs, DOs and TMA officers on their role in operationalization of CCBs. An amount of US\$ 27 million has been mobilized through global and local resources.



The honorable Prime Minister of Pakistan Syed Yousaf Raza Gillani launched NCHD's Literacy Program for 2009-12 on September 8, 2009 in Peshawar.



Chairperson Special Committee on NCHD Mrs. Faryal Talpur MNA inaugurated "National Literacy Movement 2010" at President House Naudero, Sindh.