



ANNUAL REPORT

2023



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ABOUT SPARC

SPARC is registered under the Societies Registration Act 1860 since December 1992 as non-governmental organization. It is SPARC's belief that child rights are human rights. This means that child rights envisages a broad range of rights issues, which amongst others in the context of Pakistan, include child labor, violence against children, children on the move and education. SPARC has been creating awareness about the UNCRC and lobbying for implementation of its provisions. SPARC works at the national level, with offices in several major cities. On a global level, it has consultative status with the United Nations Economic and Social Council (ECOSOC) and the UN Department of Public Information (DPI).

SPARC strives to create awareness, promote and protect children. SPARC's primary activity in the early years was training and awareness generation. This was viewed as the need of the time as there was little or no public disclosure on the condition and needs of children in Pakistan. To this was added the felt need of related activity of training, orientations, capacity building, however it became clear that the bottom line was service delivery which remained a neglected area. SPARC hence planned and conducted strategic interventions for children who are in contact or conflict with the law, bonded child laborers, children living/ and or working on streets and children living in emergency/disaster hit areas. In the event of a natural or man-made disaster that displaces or affects children, basic humanitarian aid including food and non-food items and safe play areas are provided. Early recovery interventions consist of rehabilitation of damaged schools and aid for seriously affected families whereas children on streets are catered through street children center protected

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CHAIRPERSON'S MESSAGE

Children in Pakistan are confronting a multitude of challenges, especially in light of climate change effects such as floods, droughts, and heatwaves. More than 26 million children are currently unable to attend school, depriving them of critical opportunities for learning and growth. High levels of malnutrition and poverty further endanger their well-being, with children with disabilities facing heightened vulnerability. Last year's floods submerged a third of the country, affecting 33 million people, half of whom were children. This climate-induced catastrophe worsened existing inequalities, impacting education, nutrition, and access to essential services such as healthcare and clean water. Despite these urgent issues, child rights and protection have not received sufficient attention in national discourse, even amid broader economic and political challenges. **SPARC** continues to highlight these concerns to policymakers, emphasizing the need for action, particularly in an election year.

NARJIS ZAIDI

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Vision

A world in which children are valued and empowered and their rights promoted and protected.



Mission

To promote and protect the rights of children and to empower through advocacy supported by research, awareness-raising, service delivery, and human and institutional development.

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Breaking the Chains: Empowering Bonded Workers' Voices and Participation

To alleviate the hardships faced by brick kiln workers and their families, SPARC initiated a project in the last quarter of 2023. The main goal of the project is to alleviate the suffering of these individuals. The major initiatives of the project involve providing legal aid, education, and health services to brick kiln workers and their families. The project includes various awareness activities, such as social media campaigns, educational videos, dramas, workshops, and seminars. It also encompasses capacity building for all stakeholders, including brick kiln owners and government departments. Aligned with SPARC's thematic areas, such as child labor, trafficking, health, justice for all, and education, the project aims to make a meaningful impact on the lives of those affected.





Clean Green Campuses(CGC)

The 'Clean Green Campuses (CGC)' campaign, led by SPARC in collaboration with partners like K-Electric, addresses environmental challenges faced by children in Karachi. It aims to educate and engage children in government schools about the importance of a clean environment through sessions and cleaning drives. Media involvement, including press releases and news coverage, has played a crucial role in raising awareness about children's rights to a clean environment. SPARC's efforts have successfully promoted environmental activism among children and journalists, contributing to a cleaner and safer Karachi.

Saving Young Generations from Tobacco Hazards through Sustainable Measures in Pakistan

In 2023, SPARC made significant efforts for tobacco control in Pakistan. Despite obstacles, their advocacy ensured that tobacco control remained a top priority. Key achievements included successfully advocating for an increase in Federal Excise Duty on cigarettes in February, which was maintained despite strong opposition from the tobacco industry.

SPARC initiated the ground breaking Tiny Targets Survey, studying the sales and advertisements of novel tobacco products such as nicotine pouches and e-cigarettes, with the aim of protecting youth. They also developed a Simulation Model and provided vital data to anti-tobacco activists at the Federal Board of Revenue.

In response to industry opposition, SPARC garnered substantial media coverage and engaged key influencers, resulting in 1,200 news stories highlighting their resilience. They trained 50 influencers, 150 journalists, 500 youth, and 100 other stakeholders to amplify their message. In June 2023, SPARC's advocacy efforts peaked during a Parliament session, where Dr. Nisar Ahmed Cheema emphasized the risks of smoking and exposed industry tactics. Their global presence was further amplified by participation in an international conference in Thailand.

A pivotal moment occurred on World Children's Day at the Prime Minister's Office, where SPARC directly advocated for tobacco control with the Prime Minister, marking a historic breakthrough.

Their efforts were commended by high-level dignitaries, including the Prime Minister and the Human Rights Minister.

Dr. Maheen Malik, Director of Tobacco Control for the South Asia Region at CTFK, praised SPARC's innovative approaches during a visit. SPARC also organized a TV show featuring Dr. Malik to showcase their successful strategies. A meeting between CTFK, SPARC, and Pakistan's Ministry of Health emphasized the urgent need for the Health Levy Bill.

Additionally, SPARC collaborated with CTFK to host an event honoring tobacco control champions, supported by Minister Murtaza Solangi, who emphasized the urgency of tobacco control measures. This collaboration underscored SPARC's significant impact on both national and global tobacco control efforts. This revised version maintains the key achievements, events, and partnerships while focusing on SPARC's impactful efforts in tobacco control advocacy in Pakistan.



Khel Khod aur Khayal Empowerment through Safety

SPARC and K-Electric collaborated on the "Khel Khod aur Khayal" campaign in Karachi to raise awareness about electrical hazards, particularly among children. Through interactive sessions across 64 schools, the campaign engaged 21,675 children with activities like book readings and animated videos from the "Khel Khod aur Khayal" comic book. Games such as the "Ladder & Snake Game" and the "Pencil Dot Game" were used to illustrate safety practices effectively. This initiative not only heightened awareness but also promoted children's safety rights and inclusive education, ensuring all children, including those with disabilities and out-of-school, benefited from essential safety knowledge.



COL Empowering Women & Girls

The project aims to empower women and girls from disadvantaged communities through a comprehensive set of initiatives focused on human rights, gender equality, and socio-economic development. Activities include repurposing sensitization materials on these topics, conducting training sessions for women and girls, and raising community awareness on public health services. Efforts also extend to creating men and boys' clubs for gender equality education, training traditional leaders in advocacy, and establishing civil society platforms for governmental accountability. Educational goals encompass increasing access to lower secondary education, promoting STEM and leadership courses, and reintegrating out-of-school youth. Economic empowerment strategies involve livelihood skills training, financial literacy, and support for entrepreneurship, particularly in sustainable agriculture. Emphasis on inclusivity extends to ensuring accessibility for women and girls with disabilities throughout all aspects of training and engagement. Monitoring and evaluation, alongside regular reporting and stakeholder engagement, are integral to ensuring effective implementation and sustainability of project outcomes.





Empowering Women & Youth in Machar Colony

Muhammadi Colony (formerly Machar Colony) in Karachi is the city's largest slum with over 500,000 residents. Predominantly low socio-economic, residents face challenges in livelihoods and education.

Efforts focus on empowering women and youth through computer literacy and vocational training:

In 2023, 380 students (203 boys, 177 girls) were enrolled, with 30 assisted in school admissions.

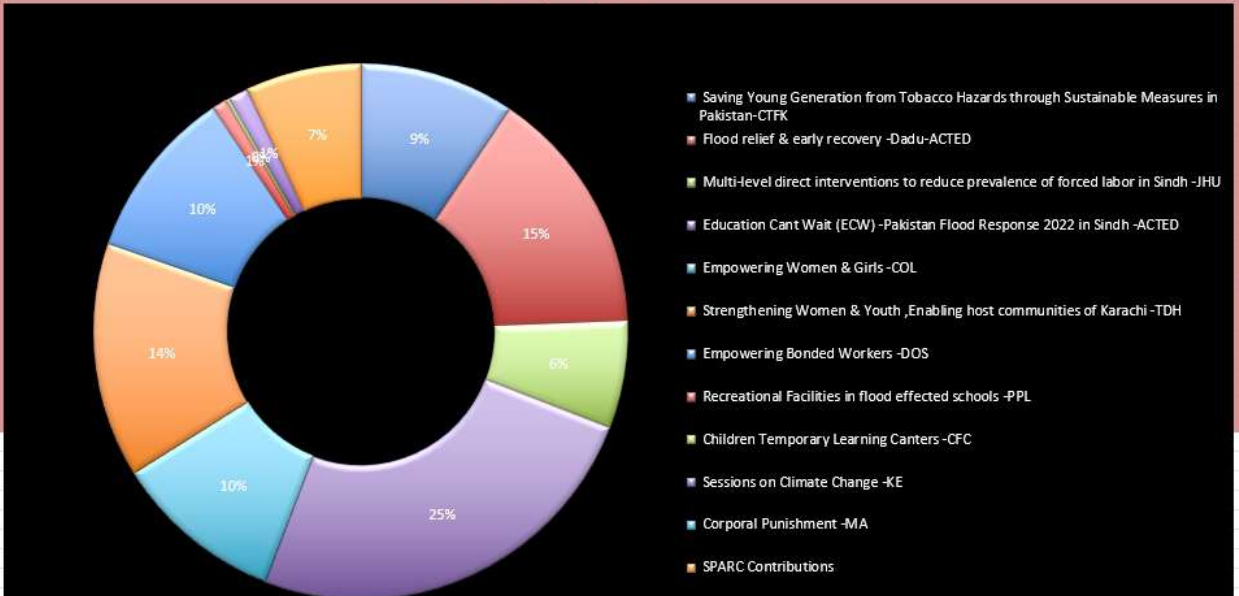
- 120 youth completed a computer literacy course.
- 783 women received vocational training in beauty, tailoring, cooking, and Mehndi artistry.
- 360 women received sewing machines and certificates.
- Two youth clubs with 400 members (215 girls, 185 boys) were established, promoting community peace and women's education and skills.

Government support includes:

- Dr. Saad Khalid Niaz distributed sewing machines and organized medical camps.
- Ms. Shehla Raza supported women's empowerment initiatives.
- SPARC facilitated collaboration with local NGOs and government programs.

These initiatives aim to improve socio-economic conditions in Muhammadi Colony.

Society for Protection of the Rights of the Child
 Projects and Expenditures 2023
 PKR 202,441,053



SUSTAINABLE DEVELOPMENT GOALS
 VS SPARC PHILANTHROPY 2023



Networking

SPARC provided technical support to various federal and provincial forums working on child rights. This included government departments and Ministry of Human Rights.

Islamabad:

SPARC became a member of Advisory Group to National Commission on Rights of the Child (NCRC) and Board member for Child Protection Institute (CPI) Islamabad, technical working group on child protection led by UNICEF and CPI.

SPARC Golra and Meherabadi centers were enlisted as a part of existing Child Protection Committees/ Community structures where mapping was done by ILO and Ministry of Human Rights.

SPARC participated in technical sessions over issues such as trafficking of women and children organized by UNODC, child labor/ domestic child labor issue by NCRC, Population Council and was consulted for technical feedback on child sexual abuse by International Society for the Prevention of Child Abuse and Neglect (ISPCAN).

Provincial:

SPARC Peshawar participated and expressed views over NCRC's provincial consultation on 'institutional framework for child protection in Khyber Pakhtunkhwa' on January 5. SPARC Karachi and Hyderabad participated in various stakeholder meetings over child and bonded labor

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