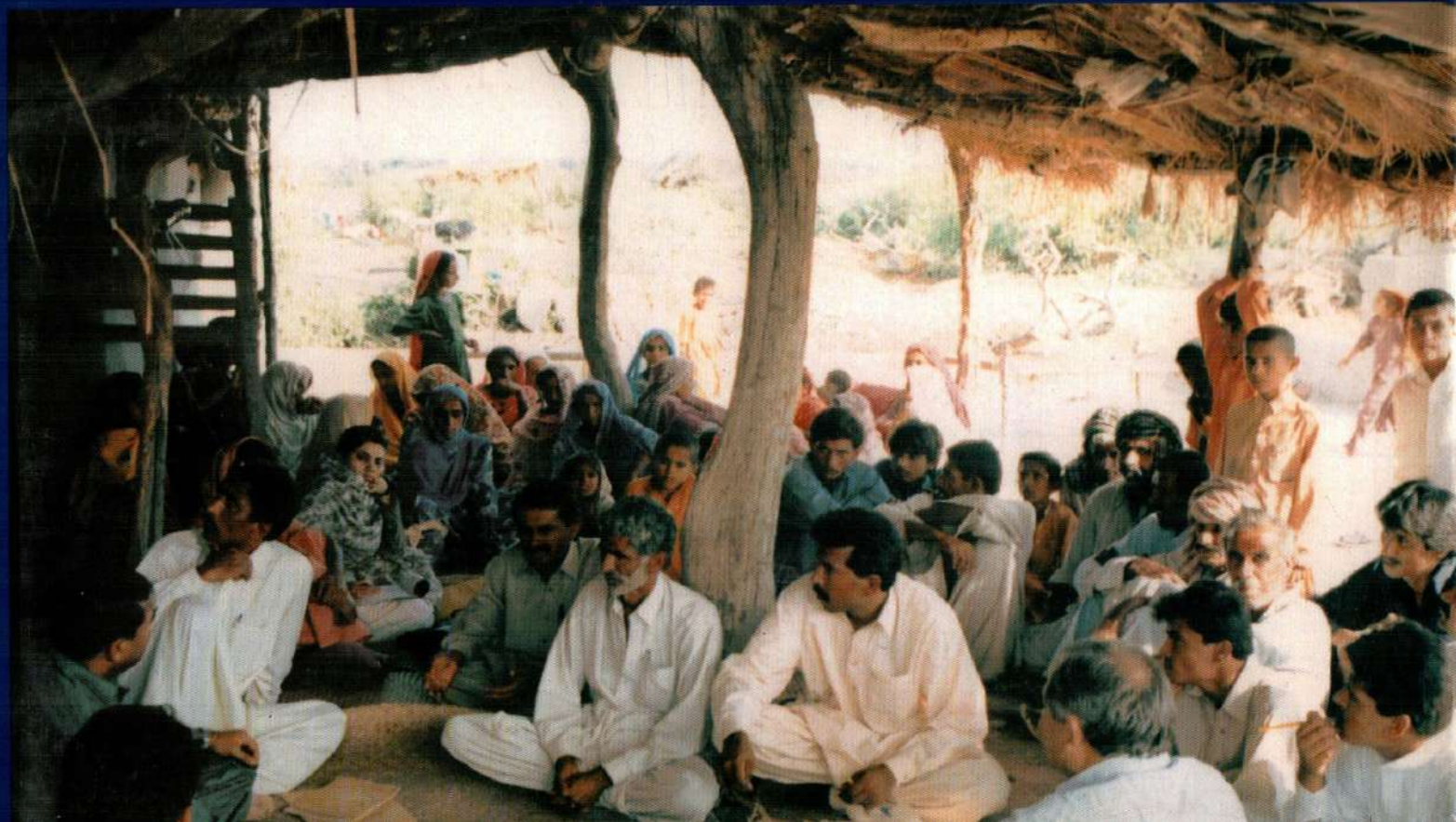


A Pictorial Journey

through the Rural Social Development Programme



This book is a collection of almost 100 photographs depicting various aspects of the Rural Social Development Programme and capturing the essence of the Programme contribution to social sector development in Pakistan.

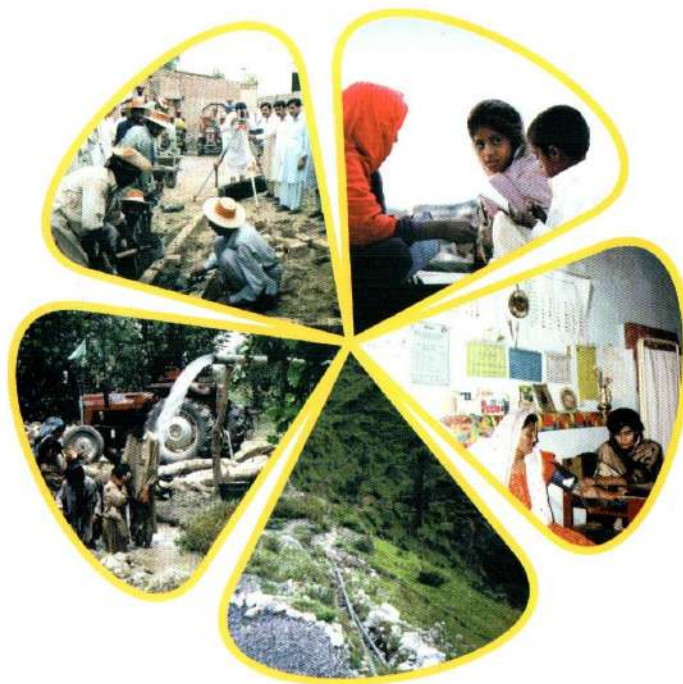
We hope that this Pictorial Journey will contribute, not only to a better understanding of the achievements of grassroots organisations but also urge for increased cooperation in the areas of poverty reduction and human development.



Rural Social Development Programme

A Pictorial Journey

through the Rural Social Development Programme



Rural Social Development Programme



EUROPEAN UNION

A Pictorial Journey

September 2004

Rural Social Development Programme, Pakistan



*“ This publication was prepared with financial assistance from the European Union.
The views expressed herein are those of the consultant, and do not necessarily
represent any official view of the commission.”*

September 2004

*This book has been designed by the
RSDP Programme Coordination Office Team
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Islamabad*

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The Rural Social Development Programme, Programme Coordination Office team would like to thank the Delegation of the European Commission to Pakistan for the financial support to social sector development in Pakistan. We gratefully acknowledge and especially thank Mr. Arshad Rashid, the Delegation Advisor to RSDP for his insight and guidance.

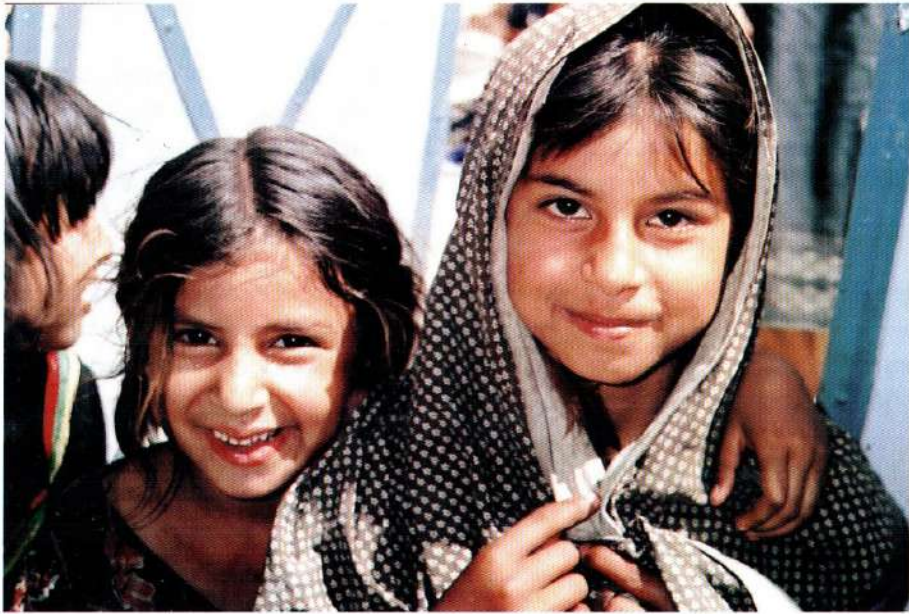
The RSDP Team would like to take this opportunity to express their deep acknowledgment to Ms. Madeline Wright the Programme Coordinator for her leadership, vision, dedication and her staunch support to the cause of social development in Pakistan. Capturing the essence of participatory development through this pictorial journey on paper was her idea which we felt an illusive challenge in the beginning.

Special thanks are due to Mr. Dilshad Sheikh from Foto Face Studio, School of Photography for arresting some of the memorable moments and all colleagues and partners who also captured many photographic insights into the Programme. Appreciations are also due to Mr. Tahir Khurshid Bilal from Creative Printers who patiently produced many layout drafts.

Last, but certainly not least, we thank all the CBOs/NGOs representatives and community members who gave generously of their time and warm hospitality during the taking of these photographs. This pictorial journey could not have been completed without their untiring support and enthusiasm. Finally, many thanks to Mr. Muhammad Saleem the Information Coordinator RSDP and the PCO team who tirelessly developed designs and layouts and spent countless hours in proof-reading and finalising the final draft and all those too numerous to mention individually, who have contributed their time and efforts to make it a reality.

Hafeez Buzdar
On behalf of the RSDP, PCO Team

September 2004



Introduction

The Rural Social Development Programme was launched in October 1998 to reach out to remote rural and marginalised communities across Pakistan.

Recognising the importance of civil society in affecting social sector development the European Commission took the bold initiative of working in partnership with indigenous NGOs to address social sector reform in Pakistan to complement the Government's efforts for poverty reduction and improvement of social indicators

The main Programme purpose was to support the capacity of partner organisations to contribute substantially to social development.

The overall objective was to increase access to basic social services for rural and semi-urban populations, more specifically women, by enlarging the capacity of NGO's and CBO's to provide such services.

Focusing on primary health, reproductive health and basic education, particularly access to such services for women the Programme has supported innovative approaches to service delivery and social sector development.

The Programme aimed at developing the institutional, sectoral and financial capacity of selected local CBOs and citizen's organisations working at grass-roots level in every province of Pakistan.

The Programme has fostered:

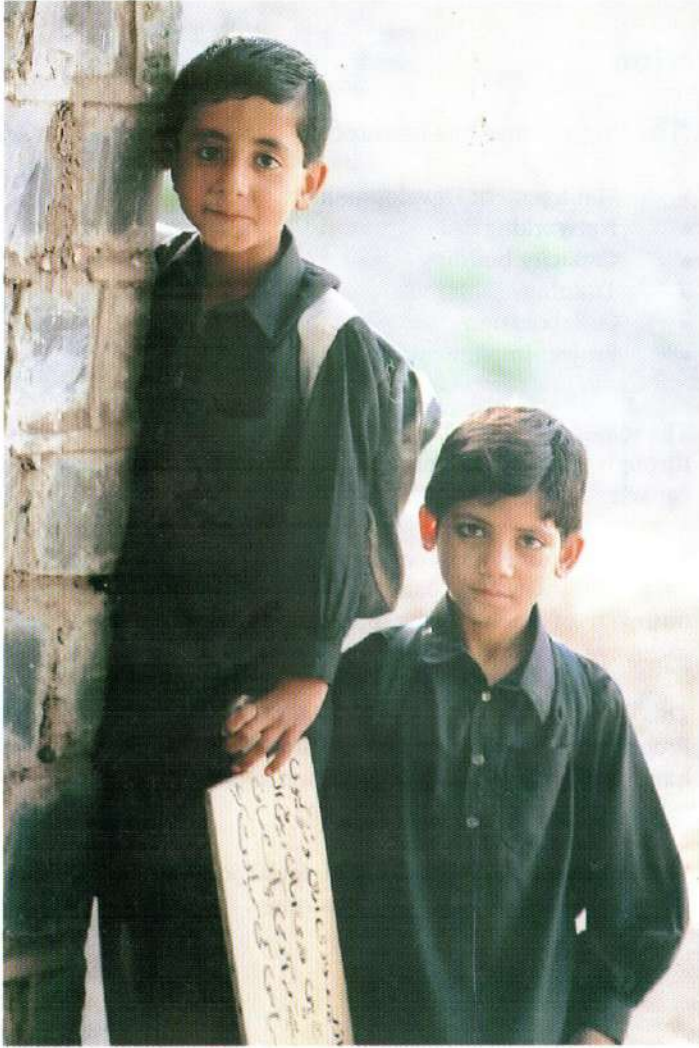
- Management Development
- Networking
- Capacity building
- Training
- Collaboration
- Project implementation

The major focus of investment has been on service provision through the implementation of social sector projects and capacity building of NGOs and CBOs.

The Programme has reached across all four provinces of Pakistan, including Jammu and Kashmir through the outreach of each of the partner organisations and their extensive networks of NGOs and CBOs.

This book is intended to provide a visual insight into the Programme activities and achievements; to bring to life the hard facts and figures normally used to portray the success or otherwise of any such intervention.

We hope you will enjoy this pictorial journey through the Rural Social Development Programme.



Eager to learn



Sharing experiences with the Ulema, Aima and Khateeb of mosques in coordination with the National Research and Development Foundation - March 2002.





Khyber Eye Hospital - improving vision

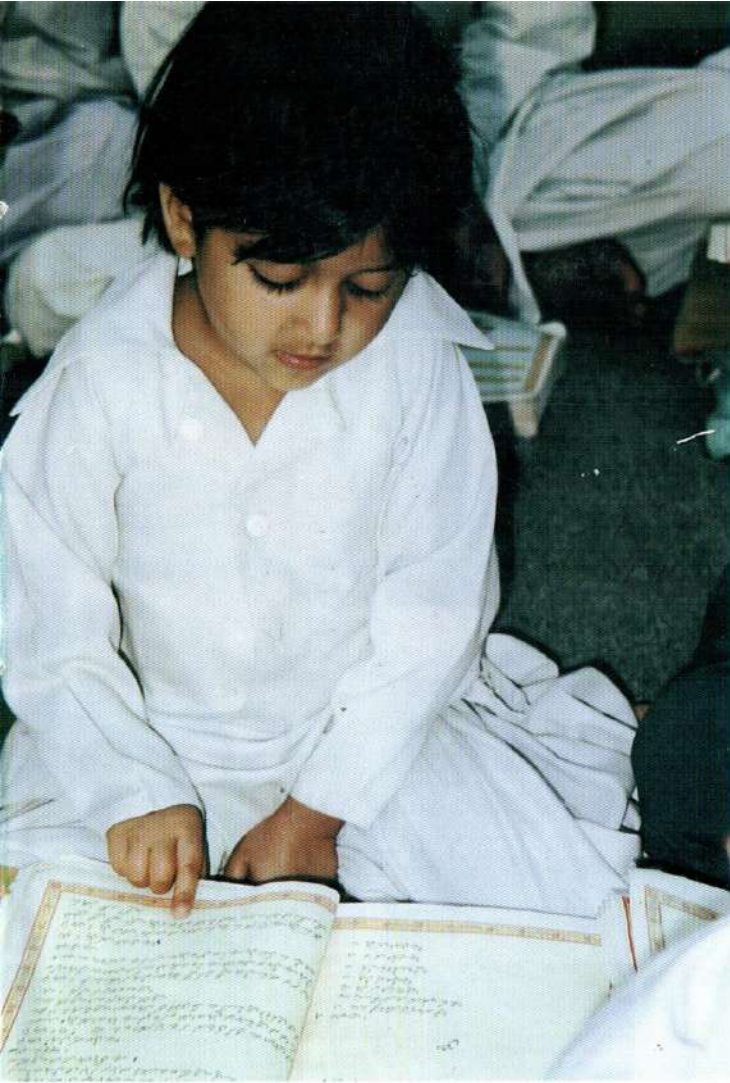


Promoting Reproductive Health in Swabi





Greeting a visitor Ms. Maria Lopez from Brussels - Pak Land Education and Welfare Society - October 2002



Primary Education Programme - Behbood-e-Niswan Network



Primary Health Care Services - Frontier Primary Health Care



Hand pump construction - Participatory Integrated Development Society



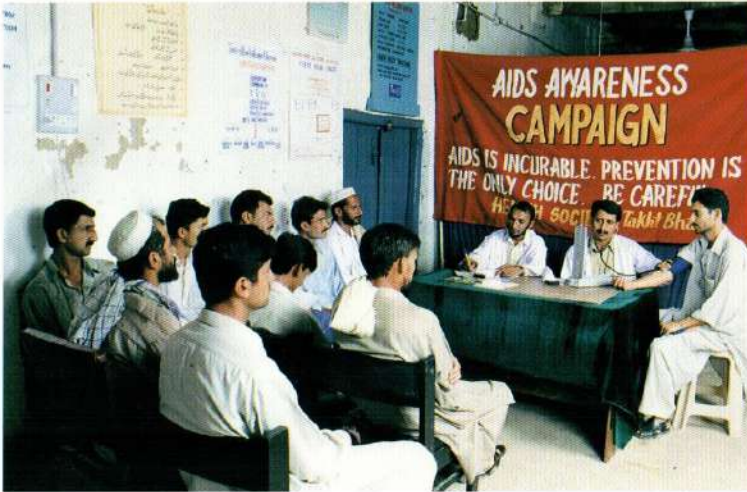
Sharing and learning!



Swath Samaji Tarraqiati Tanzeem - promoting health awareness for women



Anjuman Rafah-e-Aama - taking care of the next generation



*Takht Bai Welfare
Hospital Health
Society - raising
awareness*



*Supporting
community
participation -
Village Friends
Organisation*



"Now all my children are attending school and I also have an opportunity to meet other mothers and learn."

"The support has helped our organisation develop its capacity and now we are able to implement a water supply project in our community."



"Before we had a clean water supply in our village many children got sick and the women had to walk more than two kilometers to fetch water from a dirty pond. Now the children are healthy and the women face less burden."



"During my last pregnancies I faced many problems and the nearest hospital was very far. Now I attend the local MCH centre in our village for regular checks and my troubles are over."





Supporting potential - Better Tomorrow Welfare Organisation



Community involvement



Latrine slab construction - Participatory Integrated Development Society



Traditional Birth Attendant training



Developing the capacity of Traditional Birth Attendants



Smiling faces - Tanzeem Itihad Naujawanon



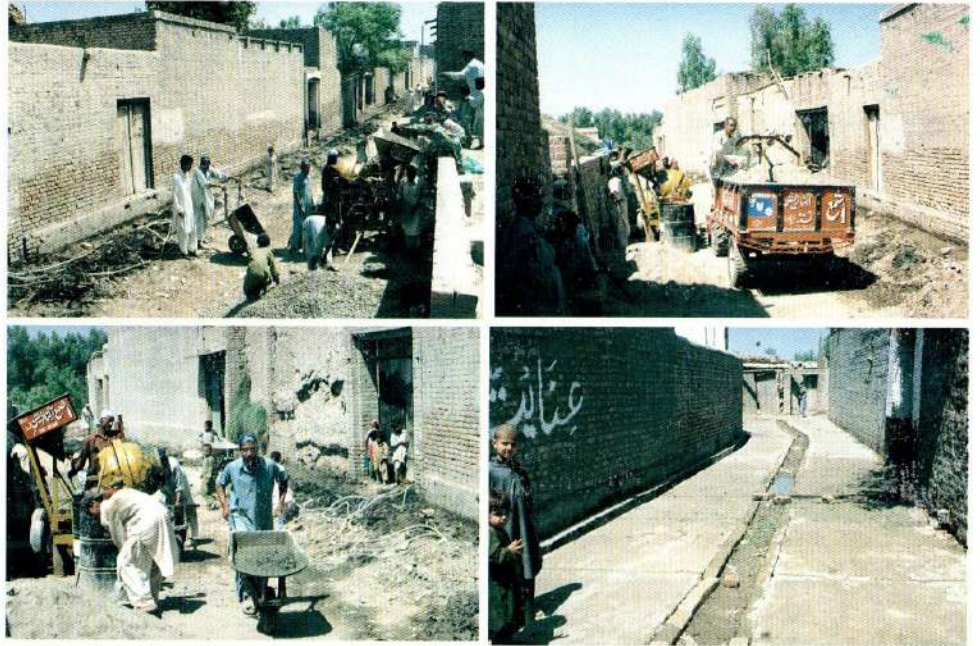
Reproductive Health workshop - a conducive learning environment

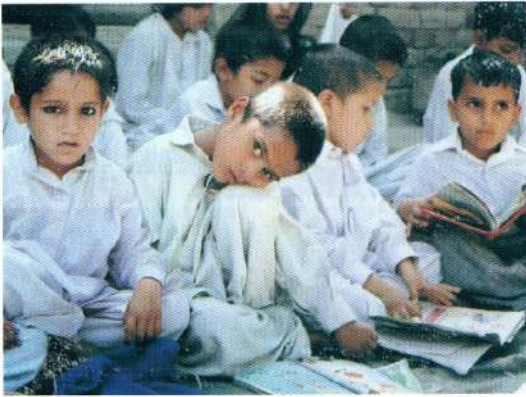


Women's development through education and training - Rural Community Development Society



*Drain construction
and street pavement,
improvement of basic
health through
sanitation - Shama
Social
Village Development
Organisation*





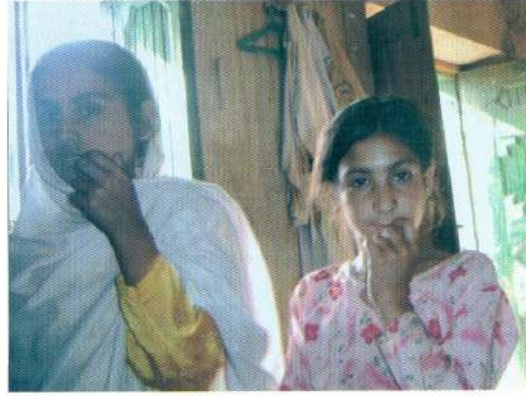
Primary Education Programme



Education for the future



Representatives of SPARDOW D.G. Khan visiting the Programme Coordination Office, RSDP



Supporting female participation

Basic Education - fair play for all





Water, Water!



Hands up for Education !



Valuing women's contribution



Community interaction



Capacity Building Programme for Partners



Congratulations ! Mr. Michael Dale Head of Development Operations at the EC Delegation Office at a certificate distribution ceremony - June 2003



Water Supply Scheme, Galiat





Cutting the Ribben! Mr. Pedro Martinez-Vargas representative of European Commission opening the Photographic Exhibition - June 2002



Sharing experience, developing skills



Upgradation of Special Education Centres in rural areas - Tanzeem Al-Lissan

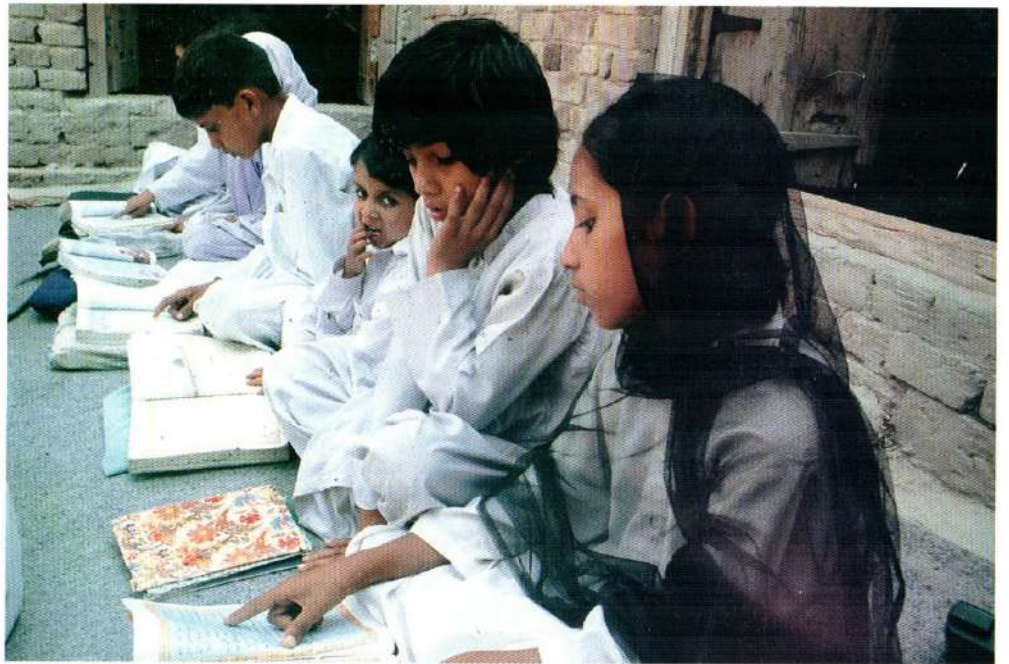


H. E. Ambassador of the European Commission Mr. Ilka Uusitalo hands over the key to Mr. Iqbal Jafar CEO of TVO - February 2003



*Selecting the best ! - Photographic Exhibition
June 2002*

*Primary
Education
for all*



Working in partnership



Photographic display - Photographic Exhibition June 2002



Sharing experiences with Ulema, group of Members of the Provincial Assembly (MPAs) from NWFP - July 2003



Seeking solutions through discussion



Briefing the guests - Pak Land Education Welfare Society - October 2002



Interaction to action !

Vehicles Handing Over Ceremony, February 25, 2003
9 Units of Nissan Terrano-II Station Wagons
Financed by: European Commission
Project: ALA/93/04

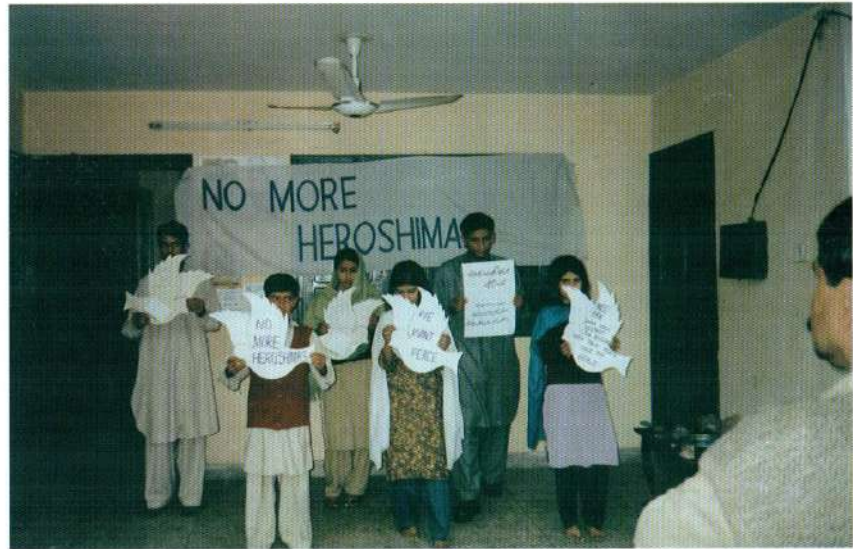




Khpal Kor School Sports Day - Mr. Emmanuel Mersh representative of EC presenting trophies



An attentive class !



Actions speak louder than words



Ms. Madeline Wright Programme Coordinator PCO, RSDP handing over the RSDP Calendar for 2003 to H. E. Ambassador of the European Commission Mr. Ilka Uusitalo - November 2002



Mr. Dino Vardakis representative of the EC presiding over the Annual Forum - October 1999



Promoting female education



Providing Mother and Child Health Care - Behbood Association of Pakistan





hands we can do wonders" Drainage Scheme in Goth Sahib Khan Nijamrani



Making the impossible possible



PCO hosts a meeting to discuss technical assistance



An opportunity to meet local women Ms. Maria Lopez-Marques from EC, Brussels - October 2002



Programme Coordination Office RSDP staff development





*H. E. Mr. Ilka Uusitalo Ambassador of the European Commission
and Mr. Iqbal Jafer CEO, TVO enjoying a relaxing moment*



Preserving traditional skills - Rondo Conservation and Development Foundation



*H.E. Ambassador of the European Commission
Mr. Kort Juul on a visit to Multan - March 2002*





National Convention
On
"Sustainability - Reality or Myth"
16 April 2003



The European Union (EU) currently comprises 25 member States and has recently celebrated 50 years since the first declaration of May 1950, which served as the catalyst for the construction of an integrated Europe. The common policies of the EU are developed and implemented through five institutions established to create the architecture for European integration - the EUROPEAN PARLIAMENT, directly elected to represent the opinions of European citizens, the COUNCIL OF MINISTERS, ministers of member states policy making body, the EUROPEAN COMMISSION, the executive arm of the UNION, the EUROPEAN COURT OF JUSTICE, which interprets and applies Community law and the EUROPEAN COURT OF AUDITORS which checks the regularity of financial transactions.

The European Commission, the executive body of the Union, is represented in Pakistan by the Delegation Office in Islamabad, one of 128 such Delegations around the world.

The Delegation is formally accredited to the Islamic Republic of Pakistan.

The many organisations and individuals who have contributed so much to the success of the Rural Social Development Programme are the inspiration for this unique collection of photographs in the "Pictorial Journey."



PARTNER ORGANISATIONS

Trust for Voluntary Organisations
Web site: www.tvo.org.pk

Strengthening Participatory Organisation
Web site: www.spopk.org

NGO Resource Centre
Web site: www.ngorc.org.pk

South Asia Partnership Pakistan
Web site: www.sappk.org

Shirkat Gah
Web site: Under construction



EUROPEAN COMMISSION