

REED-Society Profile

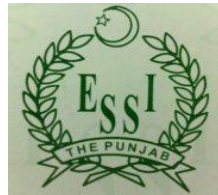
**National Office: Canal Park Street # 1 Near Govt. Girl's College
Rahim Yar Khan Punjab-Pakistan**
Ph: +92-068-5876693 E-mail: reedryk@gmail.com
Skype: shahid.reed website: www.reedreeds.pk

**We believe in a golden rule
"Go to the people, live with them
Love them, learn from them
Work with them, with what they have
Build on what they know
And in the end
When work is done
The people will rejoice
We have done it ourselves"**



Rural Education & Economic Development Society-RYK

REED-Pk Partners



Following Jesus where the need is greatest



Citizen Commission for Human Development



Caritas Austria



Introduction of REED-Pk: “Solidarity Building towards Sustainable Rural Development”

Rural Education and Economic Development Society (REED Society) is a non-profitable, non-government and humanitarian organization, registered under the Registration Act of 1860 with the government of Pakistan. REED Society is working for the integral development of the rural marginalized communities without any discrimination of race, creed, and religion in district Rahim Yar Khan since 2002 and become registered in May 2004.

REED-Society appear as a result of in-depth reflection and after having significant review by its likeminded group of men and women concerned for the integral development of the rural society, in response to unsatisfactory development and efforts made for socio-economic development of the marginalized and weaker section of the society

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REEDS Mandate:

REEDS works by motivating people for self-confidence keeping in view the principals and practices of community development, supporting to help themselves come out of poverty, hunger and inequalities. REEDS works to bring relief and aid to people whose lives has been distressed by natural disaster.

Vision: Integrated human development through change in attitude with promotion of honesty and harmony

Mission: Motivate people for self-confidence for their integral development so that they can move towards a prosperous, free, equal and civilized life.

Goal: Strengthen process that promotes education and economic development of poor rural communities and create an environment for collective change.

Objectives:

1. Food security and the improvement of living standard of the rural community.
2. To reduce loss of life and assets moreover make the disaster prone communities self-reliant and resilience.
3. Provision of education among school drop-outs/youth through functional literacy and skill development programs
4. To promote and protect human rights, especially rights of minorities, older people, person with disabilities, women and children.

5. To provide preventive, reproductive and curative health care services to the people, especially women and children of marginalized communities.
6. Promotion of peace and inter-faith harmony at grassroots level involving youth, religious leaders, women and religious minorities
7. To provide preventive, reproductive and curative health care services to the people, especially women and children of marginalized communities.

Essential Glance of REED-Pk Programs:

- Social Mobilization and Development
- Food Security & Livelihood Program
- Women Education & Child Development Program
- Preventive Health Education Program
- Humanitarian Assistance & Disaster Risk Reduction Program
- Human and Institutional Development Program

Organizational Methodology

Step-1 Introduction to and immersion in the community

Step-2 Baseline Survey/Social Analysis

Step-3 Nascent group formation

Step-4 Group formation

Step-5 Identification of problems, issues and needs

Step-6 Planning to overcome the problems

Step-7 Action

Step-8 Monitoring, Evaluation & Decisive suggestion

Step-9 Future planning & Implementation

Strategies:

- Awareness raising & Social Mobilization
- Group Formation, Advocacy & capacity building
- Research, debates and consultations
- Information generation, collection & dissemination

International Trainings Staff Participated:

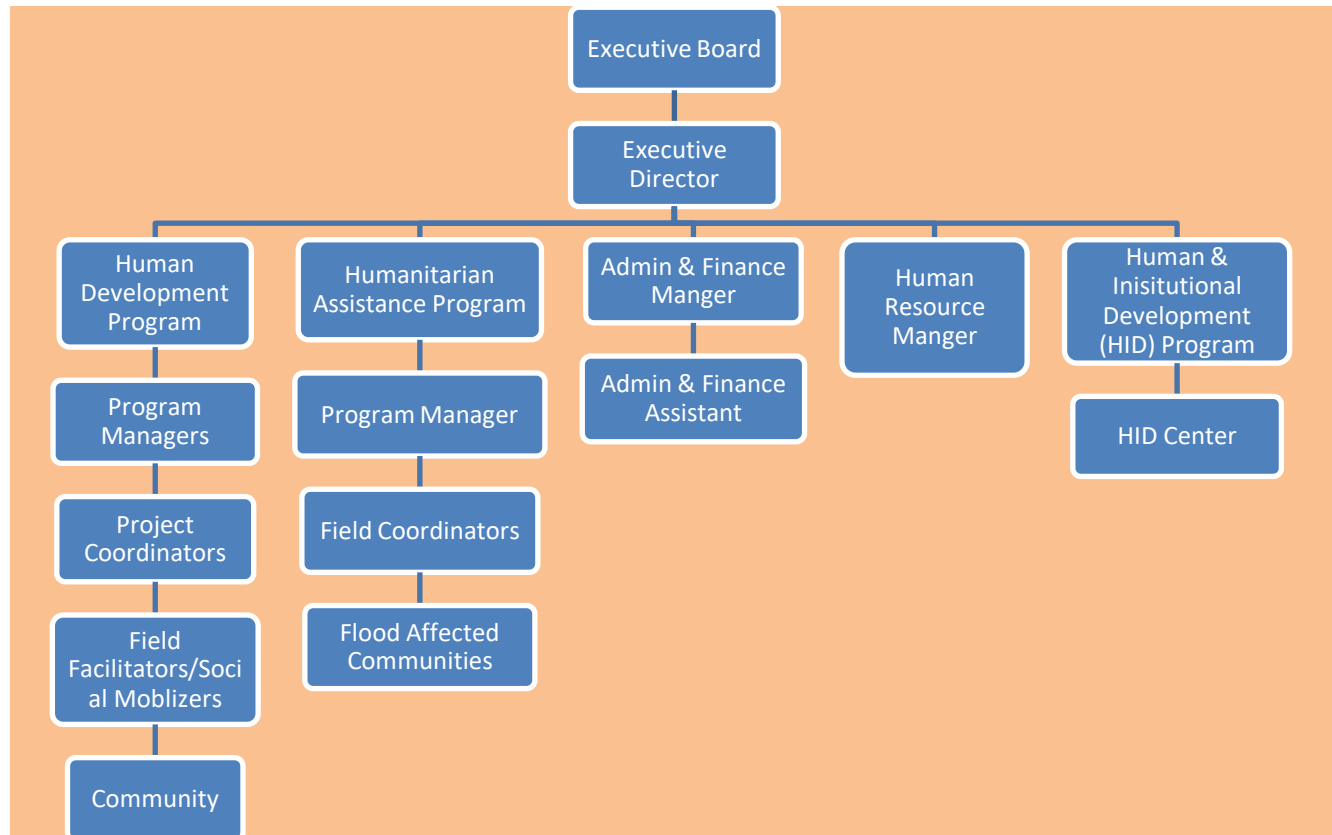
Community Development and Social Mobilization for the promotion of Composite Heritage, Source of Peace and Harmony, organized by Christian Study Center Rawalpindi-Pakistan with the collaboration of EED-Germany for one week in Nepal.

Stepping Stones TOT for community development organized by Action-aid International with the collaboration of CYDA-Punea in *Mumbai-India* for two weeks.

Governance of Post Disaster Recovery and Rehabilitation organized by FACES and NCIDE-Catholic Bishop's Conference with the collaboration Caritas Germany in Lahore-Pakistan Mr. Carl Amman was the Facilitator CARITAS-Germany E-mail: k.ammann@web.de

Community Based Disaster Risk Management (CBDRM) organized by FOCUS Humanitarian Assistance Pakistan as part of the project “Harnessing Capacities in Disaster Risk Reduction in the Hazardous Areas of Pakistan” held in Islamabad-Pakistan

Organizational Structure



Governance Structure:

- The governance structure of REED-Pk is very strong. It consists of 6 members.
- The meeting of the governing body occurred quarterly, in emergency they can meet any time.
- Mostly decisions take place with the collaboration/understanding of management.
- Executive Director presents quarterly financial and narrative activity report in each quarterly meeting.
- The recommendations given by the governing body implemented which is evaluated on the next quarterly meeting strictly.
- Governing body monitor all the implemented projects.
- Executive Director inform the governing body about all the implemented and under implementation projects, and where they have applied.
- Governing body review all the project quarterly or six-monthly reports before submitted to the partners.

Target Group/Audience:

- Male and female farmers
- Religious leaders of the religious minorities
- Women
- Youth
- Children
- School teachers
- Educational institutions
- Local CSOs/NGOs

Networking and Membership:

1. REEDS is the member of the Punjab Provincial Executive Council of National Humanitarian Network (NHN)
2. REEDS is member of the Drought Technical Working Group-WHH
3. REEDS is Pakistan Centre of Philanthropy (PCP) certified organization
4. Active member & Provisional Focal Organization for Pakistan CSOs Coalition on Health and Immunization (PCCHI)
5. Active member of the Punjab & Sindh Provincial WASH Working Group 2020
6. REEDS is the member of the Human Resource Development Network
7. REEDS is the Lead organization for Pakistan Partnership Initiative (PPI- network of Church based Organizations) for Punjab and responding COVID-19 Emergency relief and rehabilitation along with its partners.
8. REEDS is the member of the Dadu Disaster Management Consortium (DDMC- established by the District Administration) as well as paying his responsibilities as Coordinator of the DDMC.
9. Member of Scaling Up Nutrition -Civil Society Alliance (SUN-CSA)
10. During 2011-12 REEDS was the Co-Chair for Protection Working Group for District Rahim Yar Khan
11. During 2011-12 REEDS was the Co-Chair for WASH Working Group for District Rahim Yar Khan

Geographical Coverage:

Punjab:

- Rahim Yar Khan
- Rajanpur
- Bahawalpur
- Multan
- Vehari

Sindh:

- Ghotki
- Dadu
- Jamshoro

Research Studies and Publication:

- Status of Safe Drinking Water in district Rahim Yar Khan funded by Action-aid Pakistan
- Impact studies of ‘ Fuel Efficient Stoves ‘’ funded by WWF-Pakistan
- Research on Promotion of Safe Drinking Water focusing Arsenic in water in Rahim Yar Khan with the collaboration of HRDS funded by UNICEF.
- Rapid Protection Assessment regarding protection issues in District Rahim Yar Khan with the collaboration of CCHD-Lahore funded by UNHCR-Islamabad.
- Peace situation in District Rahim Yar Khan funded by Christian Study Center-Rawalpindi.
- Status of drinking water as per filtration plants installed by Punjab Government in South Punjab with the collaboration of AWAZ-CD funded by UNICEF.

Publication:

- Essay written on “*Mushroom Culture*” was published in the newspaper by Catholic Times Multan.
- A booklet published on “*Kitchen Gardening*” supported by WWF-P
- A booklet published on “*Wheat Production Technologies for flood affected areas*” funded by FACES-Pakistan and CARITAS-Austria.
- Article written on “*Pains of Hunger*” published in Caritas Calling Lahore.

Experience regarding Child Laour in Agriculture prevention and occupation safety and health in Pakistan:

List of projects implemented

Sr.#	Title of the project	Funded by	Implem enting year	Total Funding	Emplo yee	Present status
1.	Socio-Economic Development of Poor marginalized communities through better livestock management	British High Commission-Islamabad	2005-2006	2175870	07	Completed
2.	Awareness sessions regarding HIV Aids	Action aid-Pakistan	2005	210000	4	Completed
3.	Promotion of safe drinking water in flood affected areas (Water Quality Testing and chlorination) 2005	Action aid-Pakistan	2005	98000	2	Completed
4.	Distribution of food material in flood affected areas	Action-aid-Pakistan	2005	455000	2	Completed
5.	Raising awareness regarding safe and	Environment Protection	2008	200000	2	Completed

	green Pakistan among the Non-Formal Basic Education Centers	Agency-Punjab Government of Pakistan				
6.	Promotion of peace and Inter-Faith Harmony at Grass root level	Christian Study Center-Rawalpindi	2008-1011	260000	1	Completed
7.	Analysis of Water Purification Plants installed in Southern Punjab by the Government of Pakistan and Local Government	AWAZ-CD Foundation/U NICEF	2009	95600	2	Completed
8.	Socio-Economic Development of Rural Women through capacity building regarding proper livestock management	AIM-Faisalabad	2009	60000	3	Completed
9.	Socio-economic development of poor rural women through better management practices at household level	WWF-Pakistan	2008-09	648000	2	Completed
10	Mobile Medical and Veterinary Services for Flood Affectees of District Rahim Yar Khan	Caritas Germany/FAC ES-Pak	2010-11	2080000	5	Completed
11	Monitoring of Non-Formal Basic Education Community Schools	District Literacy Department-RYK	2010	178000	42	Completed
12	Integrated Relief for flood Affectees of Tehsil Sadiqabad District Rahim Yar Khan (WASH-Project)	Malteser – International	2011	23988176	24	Completed
13	Agriculture Development program for mixed religious communities Distt. Kashmore Sindh and Rahim Yar Khan-Punjab	FACES-Pakistan NCIDE /Caritas Austria	2010-11	18900000	13	Completed
14	Rapid Protection	CCHD/UNHC	2011	100000	2	Completed

	Assessment in Flood Areas of Distt. RYK	R				
15	Relief for rain affectees of District Badin (Agriculture and Health focused)	MISERIOR	2011	3480750	7	Completed
16	Composite Heritage; Source of Peace and harmony	Christian Study Center-Rawalpindi	2012-14	430000	2	Continue
17	Better Cotton Initiatives to preserve nature (Sustainable Agriculture Program)	WWF-Pakistan	2012-13	3144560	21	Completed
18	Installation of Sewerage drains for establishment of WETLANDS	NBS-Islamabad	2012-13	3233200	3	Completed
19	Health Education and Entrepreneur-ship Development Project for mixed religious communities	FACES/Caritas Germany	2011-13	3375455	8	Completed
20	Socio-Economic Development of Farmers through Better Cotton Initiative (Sustainable Agriculture Program)	WWF-Pakistan	2014-15	3638756	24	Completed
21	Community Mobilization "Every Child in School"	Aalif Elan	2014	348750	2	Completed
22	Voice and Accountability Project	Aurat Foundation	2013-1016	378560 up-to May 2015	2	Completed
23	Socio-Economic Development of Farmers through Better Cotton Initiative (BCFTF) (Sustainable Agriculture & Environment Program)	IDH-Ireland/BCI	2015-16	13051500	65	Complete
24	Food Security and Livelihood Project for Improving Socio-Economic Conditions of Marginalized Communities in District Rahim Yar	ICCO-Cooperation Netherlands	2015-16	5245000	11	Completed

	Khan					
25	Socio-Economic Development of Farmers through Better Cotton Initiative (BCFTF) (Sustainable Agriculture & Environment Program)	IDH-Ireland/BCI	2016-21	113235000	223	Continue
26	Promoting Income Opportunities for Marginalized Communities	ICCO-Cooperation Netherlands	2016-21	114,373,550	13	Continue
27	REEL Cotton Program White Bread Project	Cotton Connect UK	2017-19	7344650	7	Complete
28	SHIFTING the Power Project	TEAR Fund-UK	2016-17	2879050	1	Complete
29	Primark Sustainable Cotton Program	CottonConnect UK	2018-21			Continue
30	Farmer Business School Program-Rajanpur	CottonConnect UK	2029-20	6235400	15	Continue
31	Sustainable Lives Program (women empowerment)	CottonConnect UK	2018-21	16135678	30	Continue
32	Humanitarian Emergency Livelihood Project COVID 19 for Pakistan (HELP COVID 19 Pakistan)	Pakistan Partnership Initiative	2020-21	12234560	4	Continue
33	Emergency Appeal for the Rain/flood affectees of District Dadu-Sindh	Kerk in actie (KIA) Netherlands	2020	9878560	4	Continue
34	Locust Control and Management Project	Kerk in actie (KIA) Netherlands	2020	17000000	6	Continue

Organizations funded activities.

Sr.#	Title of the Activity	Category	Funded by
1	Role of women in family development	Awareness Seminars	JPC-Multan
2	Democratic Education	Awareness Seminar, Corner meetings	NCJP-Lahore
3	Promotion of peace and	Awareness Seminars	ASR-Lahore

	inter-religious harmony among the grass root communities		
4	Livestock development program by providing veterinary facilities	organize veterinary camps in Cholistani villages	Govt. Livestock Department

Capacity of NGO

Assets of the NGO:

S. #	Item	Quantity	Present Value in Rs.
1	Potohar Jeep (vehicle)	1	6,50,000
5	Multimedia	1	70,000
6	Furniture		20,000/-
7	Computer & printer	10	155,000/-
8	Ceiling Fan, Air cooler, etc.	6	20000/-
9	Motorcycle	2	84000/-
10	Saving of the organization		453000/-
Total Rs.			1452000/-

REED-PK Staff & Volunteers

Sr.#	Designation	Qualification	No. of Posts	Male	Female
1	Executive Director	M.Sc (Hons) Agri.	1	1	0
2	Program Manger	M.Sc (Hons)Agri./MA/DVM	4	3	1
3	Quality Assurance Manger/Officers	M.Sc (Hons)Agri./MA	4	3	1
5	FF/DWFF/SO	Diploma in agriculture/MA/BA/Accredited Training	332	275	57

6	Accounts Manger/Assistant	M.Com/B.Com	5	3	2
Total			346	285	61
Volunteers				425	338

REED-Pk information about the activities are also present on Malteser-International website: <http://www.malteser-international.org/home/jetzt-helfen/aktionsseiten/malteser-international-in-pakistan.html>



**OFFICE OF THE
DISTRICT OFFICER HEALTH
RAHIM YAR KHAN**

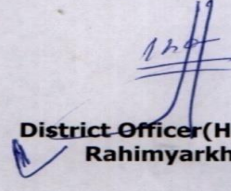
Phone # 068-9230112, Fax 068-9230344.

APPRECIATION CERTIFICATE

It is certificate that Rural Education & Economic Development Society (REEDS) has worked with health department in following Union Councils in the district for increasing immunization coverage:-

Sr.No	Tehsil	Name of UCs
1	Sadiq Abad	Bhong
2	Rahim Yar Khan	Aman Garh
3	Khan Pur	Chak No. 45/P, Bagh-o-Bhar, Latki.
4	Liaquatpur	Amina Abad, UC 178/7-R, Chak 68/A, Chak 46/A, Chak 10/A, Allahabad

REED has also supported regarding social mobilization activities by printing of awareness messages of Polio, Dengue, and Measles.


**District Officer (Health),
Rahim Yar Khan**



**OFFICE OF THE COMMUNITY DEVELOPMENT OFFICER,
PUBLIC HEALTH ENGINEERING DIVISION, RAHIM YAR KHAN.
phecoryk@yahoo.com PH: (068-9230121)**

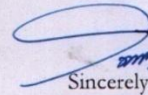
No. 396 /CDU date: 24/3/2015

Appreciation Certificate for performance

It is certified that MASHAL-E-RAH Theater Group of staff and volunteers of Rural Education and Economic Development Society has performed 25 theater performances in district Rahim Yar Khan for increasing awareness regarding water, sanitation and hygiene.

It's my honor and pleasure to inform you that the PHED-RYK has impressed with theater team performances and the motivational level among the community we achieved after it. Thus you had not only achieved your target but also met 100% accuracy criteria set by the PHED and its donor organization, now it's our responsibility to appreciate your hard work, sincerity and dedication through which you performed impressively.

I wish you all the best for future growth, Keep up the good work.


Sincerely, 24/3/15

**Aamir Naveed
Community Development Officer
Public Health Engg: Division
Rahim Yar Khan**



Pakistan Centre *for* Philanthropy

(The first NPO Certification Agency, authorised by The Government of Pakistan vide notification No.1116(1)/2003)

Pakistan Centre for Philanthropy hereby certifies that
according to the records of the organisation

Rural Education and Economic Development Society (REEDS)

has complied with the desired applicable requirements and meets certification standards
in the areas of Internal Governance, Financial Management and Programme Delivery and
has been awarded PCP Certification.


Executive Director



PCP-2017/525
Certification No.

18-10-2017
Issued on

18-10-2020
Valid up to

Islamabad
Place of issue