



CARE International in Pakistan

CARE International in Pakistan (CIP) established its operation in June 2005 in response to the Pakistan earthquake. Since its initial intervention, CIP's scope of work has been extended to incorporate programs in Health, Education, Women Economic Empowerment and Emergency Preparedness and Response (EPR). Globally, CARE recognizes that women and girls suffer disproportionately from poverty; therefore CIP focuses on realizing gender equality. This focus on gender equality means that CIP places special emphasis on working with women and girls for permanent social change. Empowered and equipped with the proper resources, women are instrumental to overcoming poverty. This approach is perhaps even more needed in Pakistan, where women are politically and socially excluded from decision making; have limited mobility; restricted access to basic services; lack economic opportunities; and suffer a high incidence of gender-based violence. In Pakistan, CARE focuses its work on nearly two-thirds of all poor and marginalized women.

Vision

We seek a Pakistan of hope, tolerance & social justice, where poverty has been overcome and people live in dignity and security. CARE will be force and partner of choice in a movement dedicated to end poverty. We will be known for our unshakable commitment to the dignity of people of Pakistan.

To ensure that CARE Pakistan's work has a lasting impact, we are building **alliance and **partnership** with **government, private sector** and **civil society organizations**, who take similar or **complementary approaches**.**

Our Mission in Pakistan

In 2002, CARE International conducted a study that identified the central underlying cause of poverty in Pakistan as *imbalance of power*. This imbalance is manifested through systematic marginalization along gender, religious, class, caste and other socio-cultural lines throughout society. CARE opened its Pakistan office in June 2005 to address poverty at its roots, primarily through partners, by:

- Bolstering civil society;
- Strengthening the links between poor communities and local government;
- Giving greater voice to Pakistan's poor through advocacy; and
- Enhancing the quality of poverty reduction efforts.

Poverty has a woman's face: Globally, CARE places a special emphasis on working with poor women because, equipped with the proper resources, women have the power to help whole families and entire communities escape poverty. This approach is perhaps even more needed in Pakistan where women:

- are politically and socially excluded from decision making;
- have limited mobility, restricting access to basic services such as health and education;
- lack economic opportunities due to limited access to markets and natural resources, restricted mobility, limited livelihood choices, and higher vulnerability in natural disasters; and
- Suffer a high incidence of gender-based violence, which perpetuates gender-based social hierarchies.

From disaster to development: CARE arrived in Pakistan at a time when the country was grappling with a series of large-scale disasters. Through our emergency program, we have provided relief, as well as recovery and rehabilitation support to millions of Pakistanis affected by disastrous floods, cyclones, earthquakes, and displacement. Recognizing the long-term needs for support to full recovery, and their nexus with poverty, in 2009, CARE shifted its focus to implementing developmental projects linked to emergency response, working closely with partners and local communities.

We measure our impact through changes in the lives of the most marginalized people.

Mission

To empower marginalized women in Pakistan by addressing power imbalances at household, community and institutional levels. We will do this by engaging partners and civil society to promote self help and influencing public opinion and practice by bringing together wisdom based on sound analysis and field practice.

Goal

28 million marginalized women in Pakistan are making choices to reduce vulnerability and impact their lives positively. These women will have control over productive assets and exercise their rights in formal and informal decision-making processes at all levels.

Programming Principles



Promote Empowerment

Support people’s own efforts. CARE program initiatives have deliberate strategies to empower marginalized and excluded groups. We ensure that people affected by poverty and marginalization are involved in design, implementation, monitoring and evaluation of our work



Address Discrimination and Promote Peaceful Conflict Resolution

Stop discrimination and oppose violence. In our programs, we support equality and promote just and non-violent means for preventing and resolving conflicts, noting that such conflicts contribute to poverty and denial of rights.



Promote Accountability and Responsibility

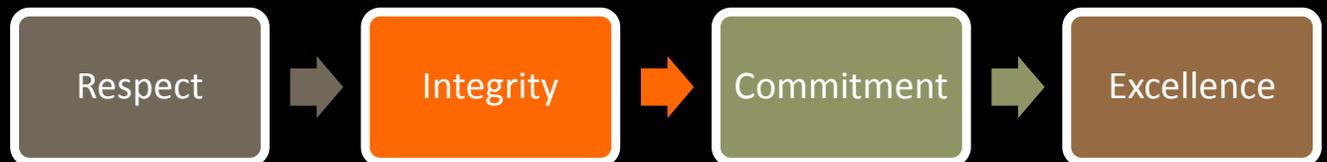
All duty bearers to fulfill their responsibilities; We develop programs and initiatives with a deliberate strategy for compelling those with responsibilities towards poor and marginalized people to fulfill their obligations.



Work with partners and promote sustainability

Collaborate for long lasting impact. We work with local non-governmental organizations (NGOs) to maximize the impact of our work. We build alliances and partnerships with those who take similar or complementary approaches to ensure our work results in lasting improvements

CARE Values



What we do



Health

In Pakistan, the barriers to health care access for women and girls remain significant, especially in rural areas, where geographical distance, unawareness and certain cultural practices worsen underlying inequalities. The dual burden of communicable and non-communicable diseases, high fertility, high maternal and child mortality and wide prevalence of malnutrition, has resulted in few significant positive outcomes for women and children in Pakistan over the last two decades. CARE believes that access to quality sexual, reproductive (SRH) and mental health is both a fundamental human right and a critical development issue. The realization of the “right to health” cannot be achieved through direct service alone, sustainable change requires that we address underlying systemic factors, including gender inequality, global poverty, policy barriers and power imbalances that have an impact on health.

In Pakistan, CARE is committed to achieving its development aim through a multi-pronged approach focusing on building the capacities of local partners and civil society networks for provision of primary and reproductive healthcare services, expanding health promotion in rural communities, enhancing the skills of the healthcare advocacy for realization of healthcare rights. Primary health care and SRH are also key components of CARE’s emergency programs. In last 5 years CARE implemented 9 health projects with an emphasis to improve maternal and child health, ensuring that reproductive health needs of poor people living in far flung and underserved areas are met, through both our emergency and developments programs. One of the most successful interventions of the Care International Pakistan is the SAFPAC (Supporting Access to Family Planning & Post Abortion I, II) which is now entered into the third phase in last 6 years. It mainly focuses on the modified community mobilization and ensuring the transparency of health Governance at all levels. SAFPAC team work very closely with district government of south Punjab for safeguarding the maternal health.



Emergency Preparedness and Response

CARE first intervened in Pakistan after the disastrous earthquake of 2005 that took hundreds of lives and destroyed entire villages. We believe a little emergency preparedness can save a lot of lives. That is why Disaster Risk Reduction is considered an integral part of our development work, as is addressing humanitarian rights, and strengthening humanitarian governance and accountability of relevant institutions. Since 2005, CARE has provided \$55 million for emergency relief and recovery support to over 1.5 million people in four provinces KPK, Baluchistan, Punjab and Sindh. The main strategic thematic areas of interventions are Disaster Risk Reduction & Management, Emergency, Health, and Livelihood through cash based programming, WASH, NFI and shelter etc.

CARE’s strategic impact group is vulnerable and marginalized women. CARE’s emergency preparedness is spread over 11 districts of KPK, Punjab and Sindh provinces with strategic partners are in place. The focus of Emergencies preparedness and response is also on women and girls who are severely impacted in disasters and often more vulnerable. While the focus will be on women and girls, men and boys will not be excluded from humanitarian aid. In emergency preparedness CARE is working very close with NDMA, PDMA, DDMU and other government line departments for the institutionalization of Disaster Risk Management. Recently CARE launches a very unique report on Urban DRM for Peshawar city with the collaboration of PDMA.



Education

An extraordinarily large number of the populations living in both rural and urban areas in Pakistan are illiterate, with women constituting more than half of that population. Hence, we believe in promoting gender-sensitive education policies by working proactively with the government, to improve girl's enrolment in primary school and improved transition to secondary education. Advocating girl's education is an international CARE priority. In Pakistan, our programming in education targets to overcome the discriminatory attitudes and practice towards girls and women education with in a focus to improve the quality education service delivery to the poor. CARE works with myriad approaches while understanding the context and tailoring the methods as per local needs .The major approaches used by CARE International in Pakistan includes, working closely with the government, institutionalizing systems and mechanism for improved delivery and advocacy for quality education with formal and informal institutions. Currently CARE International in Pakistan is implementing an education initiative entitled INSPIRE II which aims to improve the quality of primary and secondary education for girls in KPK, district Swat.



Women Economic Empowerment

Promoting access to financial resources and developing financial and business skill is CARE strength developed globally over the past 50 years. Our 15 years objectives for the economic empowerment of Pakistan women are to enhance life-skills and vocational training opportunities for women, improve legal and regulatory protection of productive resources (through inheritance rights) workplace wage equity, and domestic workers rights and to promote gender sensitive reform and land rights.

CARE defines women's economic empowerment as the process by which women increase their ability to succeed economically and strengthen their power to make and act on economic decisions that influence their lives and societal priorities. CARE International in Pakistan has implemented a number of projects that includes Community Infrastructure Improvement Project (CIIP) and Enhancing Socioeconomic Development through Investing in Human Capital (TVET), among others which address challenges around equal access to, and control over economic resources, assets opportunities as well as support and promotion at a structural level. Private Sector engagement is central to WEE in Pakistan which looks at marginalized women as a business opportunity through investment in sustainable, scalable business models. WEE programming looks at areas of financial inclusion, value chain development and entrepreneurship to achieve lasting change. Both the projects mentioned have collectively managed to directly touch more than ten thousand lives with tangible improvement in their earning capacity and alternative livelihood opportunities.

Where we work

With the tremendous support of our donors, and along with our local partners, CARE is conducting emergency and development programs and projects in all provinces of Pakistan, with a special focus on rural communities in some of the most remote areas. CARE's work directly or indirectly benefits 4,941,732 people in the country.



CARE Partners

Civil society Organization

Association for Human Development (AHD)
 AWAZ Foundation Pakistan, Centre for Development Services (AWAZ)
 Basic Integrated Rural Development Society (BIRDS)
 CARITAS Pakistan
 Community Development and Research Development Organization (CRDO)
 Development Consultants (DEVCON)
 Family Planning Association of Pakistan (FPAP)
 Health and Nutrition Development Society (HANDS) Help In Need (HIN)
 Human Resource Development (HRDN)
 Human Resource Development Society (HRDS)
 Initiative for Development and Empowerment Axis (IDEA)
 JOHI Organization for Rural Development (JORDAN)
 Participatory Development Initiative (PDI)
 Rural Development Foundation (RDF)
 Semiotics Consultants
 Social Association for Welfare, Education and Rural Awareness (SAWERA)
 Social Awareness Building and Advancement Associates (SABAA)
 Society for Empowering Human Resources (SEHER)
 Society for Skills, Trainings and Development (SSTD)
 Strengthening Participatory Organization (SPO)
 SUNGI Development Foundation
 Takhleeq Foundation (TF)
 UKs
 Village Development Organization (VDO)
 European Commission-HUMANITARIAN AID AND CIVIL PROTECTION (ECHO)
 Reach out to Asia (ROTA)
 Pakistan Humanitarian Forum (PHF)
 National Humanitarian Forum (NHN)

Private Sector

Tameer bank
 Engro
 Asia Care
 Telenor
 TPL

Government

Government of KPK
 Government of Punjab
 Governemnt of Sindh



<http://www.careinternational.org.pk>

EOBI Building, 5th Floor Mauve Area, G-10/4, Islamabad

Defending dignity, Fighting poverty