

Social Efforts for Education & Development (SEED)

Opportunities to rebuilding lives of the vulnerable



Introduction:

Social Efforts for Education and Development (SEED) is a not-for-profit organization registered, in April 2004, under the Companies and Society Act of 1860 with its head office in University Town, Peshawar, and Khyber Pakhtunkhwa. The organization is currently operating in DIK, Charsadda, Nowshehra and Mardan. There are seven thematic areas of SEED's focus which are holistically integrated by carefully developed strategies and approaches. The thematic areas include Rebuilding of Social Capital through *Education & Literacy, Health & Hygiene Promotion, Disaster Management, Skill Development, Employment Generation, Advocacy & Awareness Raising and Rights Protection*. SEED is a value driven organization. SEED believes in targeted and replicable models of development for the vulnerable. SEED's Key vision is *the poor, women and the physically challenged anywhere in the world should benefit is the key driving Vision of SEED*.

Our Mission

Building social capital by establishing & nurturing resilient and vibrant institutions including the poor, women and the vulnerable for providing opportunities to rebuilding their lives and reducing poverty.

Our Objectives

- i. Enhancement of literacy level
- ii. Health & Hygiene Promotion
- iii. Livelihood Development
- iv. Disaster Management
- v. Skill Development
- vi. Employment Generation
- vii. Advocacy and Awareness Raising and Rights Protection
- viii. Creation of Replicable Models for Development

Social Mobilization–Community Participation

People’s participation in their own development is the cornerstone of SEED’s Community Interaction Strategy. *“Allah does not change the providence of those who have not thought of changing it themselves (Al-Qur’an)”*.

Participation is a process of development, whereby people are given the opportunity to express their voice and choice in decisions that affect their future. The participation needs to be more action oriented than a token one for justification of other motives.

Ensuring people’s participation in interventions is always beneficial to identify actual needs and then in implementation, use the local strengths in achieving the desired goals. Once the community understands the benefits of collective decision making, its can open up new vistas for the locals. SEED’s includes the concept of Social mobilization in its programs/ Projects by involving the local communities in the decision making, implementation, and monitoring and O&M process of the infrastructure schemes. Usual nomenclature used for such groups are VOs, COs, CBOs, CCBs etc. SEED believes that the interest of the group is prime in maintaining the cohesion of the group therefore have promoted the concept of Activity-based Groups (ABGs) which are more focused.

So far a total of 72 men and 52 women ABGs were formed under various projects.



Objectives of Social Mobilization

The objectives of social mobilization are:

- Formation of a broad-based and decentralized Organization at the village level including all segments of society specially poor, very poor and disadvantaged (including women);
- Creation of an active receiving mechanism;
- Inculcation of self-help and self-sustaining mechanism for development;
- Building the capacities of the rural masses; and
- Instilling a sense of ownership among the rural masses for developmental activities.

Principle of Social Mobilization

For creation of effective and sustainable institutions at grassroots level, following serves as guiding principles:

- ① Focus needs and priorities of poorer households particularly poor women;
- ① Encourage locally supported sustainability by (a) identifying, training and supporting local activists; and (b) putting in place a self-managed saving pool at village level;
- ① Institutionalize early and effective linkages between village organizations and development agencies, and other projects;
- ① Promote decentralization in decision making process;
- ① Assist to build the human resources and facilitate the process of transfer of technological innovations by involving government line departments; and
- ① Enable the communities to establish local management systems.



Emergency Response & Disaster Preparedness (ERDM) – Responding Emergencies

The worst-ever floods in Pakistan's history, that started late July 2010, have left a long trail of death and devastation, damaging infrastructure, and destroying standing crops. In comparison to other provinces Pakhtunkhwa harbored most of the affected. The flood compelled a large number of people to bid adieu to their homes and find shelter elsewhere. Large number of people was forced to spend nights under open sky. Disaster Management is one of the seven thematic areas SEED is focusing on, which are holistically integrated by carefully developed strategies and approaches.

SEED was able to generate through philanthropy over **PKR 11 million** to support flood victims through various interventions. SEED initiated and immediate response to reach out to the affected by arranging for Not to Cook Food, Non-food Items, desilting of schools and BHUs, drains and channels, installing WASH facilities in various spontaneous camps and construction of two Model houses at UC Hisara Yasinzai and Kot Tarnab in District Charsadda.

Medical Camps were also arranged in various Union Councils of District Charsadda. A team of 16 doctors treated the flood-affected people for days. A total of 12,389 patients including men, women, children and elderly persons were treated and provided with donated medicines.



Relief Phase

500 Transitional Shelters in Nowshera

SEED constructed of **500 transitional shelters** for the flood victims of UCs Mohib Banda and Kurvi in district Nowshera. These shelters included one temporary room of 16' x 18', one pit latrine and a mud kitchen. Beneficiary's involvement in the construction was compensated through payment of PKR 1,000 for each shelter completed. Project was started on 1st November 2010 and was completed by 31st December 2010. UNHCR provided the financial assistance of **US\$ 494,419**.

SEED Early Recovery Efforts

175 One-room permanent Shelters in DI Khan

Flood-affected UC Parova in district DI Khan was one of the most neglected UC. SEED initial assessment of the area identified potential for construction of permanent shelter in the area as the communities were willing to share the reconstruction. Concern Pakistan was approached for financial assistance to construct one-room permanent shelter for **175** flood-affected poor, women-headed and destitute families in villages Jhok Machi Gharbi, Chah Kate Wala and Bhirki. Concern Pakistan obliged by approving the project under USAID/OFDA Rapid Funding Program. **US\$ 195,349** was provided for the project from 20th June 2011 to 19th September 2011.

70 One-room Permanent Shelters in DI Khan

Near the completion of the first phase, gap analysis exercise was conducted by SEED which identified a further need of **70 shelters**. The same was submitted to RAPID for funding. These 70 shelters were constructed from 12th October to 31st December 2011 with a total cost of **US\$ 90,233**.



Reconstruction of 86 Houses in District Charsadda

UCs Agra, Hisara Yasinzai and Mirza Dher in district Charsadda were among the worst affected. Initially SEED responded to the situation under its Emergency Response and later on conducted an in-depth damage assessment of the area.

SEED constructed two model houses through its own resources for two most vulnerable families in village Hisara and Kot Tarnab. After having visited these houses by its technical staff, Diakonie Katastrophenhilfe (German NGO) invited SEED for a meeting. During these meetings the assessment was shared and a project for reconstruction of 86 completely damaged houses was approved by DKH with a total worth of US\$ 1,052,207

The project started from 1st October 2011 and will conclude on 31st October 2012. In the first stage, two model houses were constructed and after successful completion, handed over to the beneficiaries. Work on remaining 69 two-room and 15 one-room houses is about to finish.

On the basis of quality of work at the field level and transparent and effective systems in placed, DKH encouraged SEED to apply for more projects. SEED was awarded a WASH-based project for IDPs from Khyber Agency living with the host families in districts of Nowshera & Peshawar followed by a WASH and Housing project for UC Mirza Dher in District Charsadda that has commenced since 15th of August 2012. SEED's proposal for houses reconstruction in District Peshawar was also approved and the Project has started since October 1st this year.

Another similar project is in principle agreed for Dera Ismail Khan district.



SEED Livelihood Initiatives

SEED places a sharp focus on improving quality of lives of the most vulnerable. Introduction of a livelihood improvement and capacity building program is the cornerstone of SEED's field intervention.

Marble Mosaic Training

Marble is also available in huge quantities in the local markets. SEED imparted Marble Mosaic Training to 50 poor women of village Sohbat Abad with the assistance of AHAN that provided US\$ 26,280 for the project.

Life Skills Training for Rural Women

Providing opportunities to the poor, women and vulnerable to rebuild their lives by reducing poverty is SEED's mission. To achieve this overarching objective SEED initiated a 6-month project for the rural women of district Charsadda under which 750 women were trained in Life Skills Program. This initiative was supported by USAID/RSPN and Distt: Govt by contributing US\$ 67,500.

Improvement of Agriculture & Livestock

Floods also affected the local agriculture and livestock and the situation demanded that at least the poorer segment of the community should be assisted in standing back on their feet.

SEED arranged for vaccination of all small and big animals of village Gulabad and Waino Garhi.

Local VRCs identified 16 families as the most vulnerable and food insecure. SEED established **16 kitchen garden plots** with these households. Improved variety of seed of the seasonal vegetable was sown and it is expected that the yield will be sufficient enough to make vegetables available for the household consumption.



SEED Literacy Program

Since establishment in April 2004, SEED has established 22 Non-formal Education Centers (NFEC) in Mardan and Charsadda Districts of Khyber Pakhtunkhwa Province through private philanthropy for *educating out-of-school children*.

For two years, the program was ran, monitored, refined in light of experience gained and finally converted into a replicable model. The initiative resulted into two important and immediate outcomes; firstly, SEED was more formally born in 2004 as a registered entity having objectively documented strategies and approaches to pursue such development to scale and, secondly all the NFECs were mainstreamed. Four of the NFEC's girl learners have passed secondary level and are now enrolled in various colleges. These privately noble efforts, resultant strategies and approaches developed and tested have been accepted by the government when these early learners were mainstreamed into the regular government education institutions.

Madrassas (Religious Schools) concentrate only on producing religious scholars. With the national need to inculcate modern education along with their religious studies has also been an important initiative of SEED. One key Religious *Madrassa* "Jamia Qasmia" situated in village Kot of District Charsadda was mainstreamed In June 2005. All these students have passed the Government of Khyber Pakhtunkhwa (GoKPK) Test Books Board's primary level successfully.

For women, 28 Literacy Centers were established in various villages in district Charsadda where crash literacy courses were introduced. A total of 987 women became literate after attending the course.



Literacy Program for Working Children

SEED strongly believes that making a person literate is more important than the means through which this objective is reached. The slogan of “Take the child to the School” does not necessarily work under all circumstances. Sending their children for work gets priority with poorer families when the comparison is drawn between literacy and livelihood. Even the meager Rs. 30 – 50 earned by these children as daily wage is a crucial contribution towards the overall household budget. SEED did not wish to derive the poor families from this income unless had something to offer in return, yet the importance of literacy could not be undermined either. To overcome this issue and that too, without disturbing the delicate balance between literacy and livelihood, SEED implemented a unique model.

To set an example for combating child labor, 2 Literacy Centers were established in Ayaz Market in Charsadda. The Market has 11 Auto Repair Workshops where child labor is in high concentration. 42 children were enrolled in these Literacy Centers who not only successfully passed the literacy course but also learnt the use of computers. Some of these “*Chotays*” have now become “*Ustads*” for sure better than their trainers as they are literate and can manage their businesses better.

Village Waino Garhi in Agra is unique in the sense that it does not have any girls’ school and has only two literate women who have shifted to this village after marriage with local men. With the initiation of Diakonie-funded housing project, SEED established Village Reconstruction Committee for men and women. On the demand of women VRC a literacy center has been established in the village with 40 enrolment.



SEED's Sector wise projects with Beneficiaries & Budget

S. No	Project	Sector	Funded by	US \$	Beneficiaries			
					Women	Men	Total	
1	Informal Education for out of school and working children (On-going)	Education/ Literacy	SEED own resources	51,786	722	888	1,610	
2	Training of Rural Women & Working Children (District Charsadda – 2005 – Completed)	Literacy/ Capacity Building	USAID/RSPN/ District Govt Charsadda	67,500	750	42	792	
3	Marble Mosaic Training (District Mardan – 2010-11 – Completed)	Capacity Building	AHAN	26,280	300	100	400	
4	Transition Shelters (District Nowshera – 2010 – Completed)	Habitat	UNHCR	494,419	2,052	1,748	3,800	
5	Permanent Shelters 1 (District DI Khan – 2011 – Completed)	Habitat	USAID/RAPID	195,349	654	615	1,269	
6	Permanent Shelters 2 (District DI Khan – 2011 – Completed)	Habitat	USAID/RAPID	90,233	235	199	434	
7	Houses Reconstruction (District Charsadda – 2011-12 – Completed)	Habitat	Diakonie Katastrophenhilfe	1,052,207	4,575	2,860	7,435	
8	Drinking Water Facilities for IDP's Kurram Agency (Lower Kurram Agency – 2012 – Completed)	WASH	USAID/RAPID	151,033	6,027	5,789	11,818	
9	Emergency Aid for IDPs from Khyber Agency (Districts Nowshera & Peshawar – 15 th Dec 2012)	WASH	Diakonie Katastrophenhilfe	319,149	1383	1123	2506	
10	Provision of Water, Sanitation and Hygiene Services to 10,000 conflict affected IDP families (District D I Khan – 31 st Dec 2012)	WASH	UNICEF	644,290	31,320	38,680	70,000	
11	Provision & Maintenance of WASH facilities at Sector 5 & 6 of Jalozai Camp (District Nowshera – 31 st Dec 2012)	WASH	UNICEF	114,900	6,120	7,380	13,500	
12	Houses Reconstruction & WASH Facilities (District Charsadda – Aug 2012 – Jul 2013)	Habitat & WASH	Diakonie Katastrophenhilfe	821,925	13,243	19,057	32,300	
13	Houses Reconstruction (District Peshawar – Oct 2012 – Aug 2013)	Habitat	Diakonie Katastrophenhilfe	899,607	852	1,277	2,129	
				TOTAL	4,928,678	68,233	79,758	147,991
<p>A. SEED has entered into permanent partnership with Concern Pakistan for implementation of projects in the wake of any disaster in KPK.</p> <p>B. A Contingency Plan for Emergencies to cater for 7,000 families has been approved by UNICEF and will be brought to effect in case of an emergency in KPK.</p>								

Other Assignments undertaken by SEED Team:

- **Allai Khwar Hydral Power Project** [1996]; Report from a socio-political point of view on the proposed project in Battagram, NWFP, 1996. Both the study and report was funded by **KFW**
- **Dir Area Support Project** [1999]: Conducted supervision of **DASP** for the International Fund for Agricultural Development (**IFAD**) and United Nations Office for Project Services (**UNOPS**).
- **IFAD-assisted Electronic Networking of Rural Projects in Asia/Pacific** [1999]; Supervised and Coordinated research work undertaken by the Mansehra Village Support Project and other **IFAD-assisted** project in Pakistan. The work done is available on the web site www.enrap.com
- **CONCERN World Wide Services** [2001]; “Profile of Pakistan”
- **Aga Khan Foundation – Pakistan** [2002]; Poverty Targeting Strategy for **Tarqae Foundation**, Quetta, Pakistan
- **Volunteers in Social Mobilization and Community Development** [2002]; technically reviewed the **Aga Khan Development Network**-funded project in rural Sindh implemented by the Health & Nutrition Development Society (**HANDS**)
- **IUCN-Sarhad Office** [2003]; **Socio-Economic Profile of NWFP**
- **Rehabilitation of Afghan Refugees Hosting Areas** [2003]; Designed and formulated the Project for **UNDP for Qilla Abdullah, Balochistan**
- **Participatory Approaches in the Federally Administrated Tribal Areas (FATA)** [2003]; Conducted study for the **Chief Secretary NWFP**
- **Socio-Economic Baseline Survey of Kaneeza Union Council** [2004] (lowest administrative tier of the government) in SRSP Program Area
- **Poverty Impact Assessment of SRSP Mansehra and Battagram Program Districts** [2004], NWFP, Pakistan
- **IUCN-Sarhad Office** [2004]; Evaluation of **IUCN Support to partner NGOs in NWFP** on Conservation
- **Save the Children UK** [2005]: Developed **Country Strategy** for Pakistan
- **JICA** [2005]; Baseline Survey of **Socio-Economic Political Condition** in Hafizabad District, Punjab
- **Quantitative Socio-Economic Baseline Survey** [2006 and 2007] in Districts of Sukkur, Larkana, Nosheroferoz, Daddu (Sindh Province), Shangla (N-WFP Province), Lahore & Sialkot (Punjab Province) of Pakistan
- **Evaluation of Impact Assessment of Barani (rain-fed) Area Development (BADP)** [2008] Project implemented by National Rural Support Program (**NRSP**)
- **Interim Assessment of Drip Irrigation Technology** [2008] in Tharparkar and Umer Kot Districts in Sindh Province of Pakistan
- **Brook Hospital** [2007]; Designed and Developed **Five-Year Country Strategy Framework**



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