



# AWARENESS CAMPAIGN ON SOCIAL PROTECTION MEASURES FOR PTC MEMBERS AND COMMUNITY

## REPORT - 2024





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## BACKGROUND

In Pakistan, particularly in Khyber Pakhtunkhwa (KP), the need for social protection measures is paramount due to various socio-economic challenges. The region faces issues such as poverty, unemployment, natural disasters, and displacement, which significantly impact vulnerable populations. Social protection measures are crucial to providing a safety net for these individuals, ensuring they have access to basic services, healthcare, education, and livelihood opportunities. Additionally, in the wake of the COVID-19 pandemic, the need for social protection has become even more urgent to support those affected by the economic downturn and health crisis. Implementing effective social protection measures in KP is essential to alleviate poverty, reduce inequality, and promote inclusive development. There is a significant gap between the people and the awareness regarding already implemented social protection measures by the government in Pakistan, especially in KP. Many individuals, particularly those in rural and marginalized communities, are unaware of the various social protection programs available to them. This lack of awareness results in underutilization of these programs and leaves vulnerable populations without the support they desperately need. Additionally, there is often a lack of transparency and accessibility in the information provided about these programs, further exacerbating the gap. Bridging this gap requires targeted awareness campaigns, improved communication channels, and enhanced community engagement to ensure that all eligible individuals are able to access the social protection measures they are entitled to. The Implementation Support Unit of the Directorate of Elementary and Secondary Education, KP (ISU-DoE&SE), with the technical and financial assistance of UNICEF, conducted a comprehensive awareness campaign on key social welfare programs including the Ehsaas Program, Benazir Income Support, Sehat Card, Bait-ul-Maal and Emergency Service Department. The campaign, held in District Peshawar, Mansehra and Kohat, targeted teachers, Parent Teacher Council (PTC) members, students, and community stakeholders. Its objective was to educate them about these critical programs and their associated benefits, promoting greater access and participation within the community.



# AWARENESS CAMPAIGN

The awareness campaign encompassed targeted sessions with PTC members of various schools across Peshawar, Mansehra and Kohat, to educate them about the government's social protection measures which are as follows:

## EHSAAS PROGRAM

The Ehsaas Program focuses on poverty alleviation, social protection, and financial inclusion. It provides various services and benefits to eligible individuals and families to improve their livelihoods.

## BENAZIR INCOME SUPPORT PROGRAM (BISP)

BISP aims to support low-income families by providing financial assistance and other benefits. It targets vulnerable populations and offers enrollment based on specific eligibility criteria.

## SEHAT CARD PROGRAM

The Sehat Card scheme offers health insurance coverage to disadvantaged communities, ensuring access to essential medical treatments and procedures. Eligible individuals receive a Sehat Card to avail themselves of healthcare services.

## EMERGENCY SERVICE DEPARTMENT

The Emergency Service Department provides emergency medical assistance, ambulance services, and disaster response to ensure timely support during critical situations.

## BAIT-UL-MAAL

Bait-ul-Maal is a governmental organization in Pakistan dedicated to providing financial assistance and social welfare services to the underprivileged. It aims to uplift marginalized communities through various initiatives, including financial aid, healthcare support, and vocational training, ultimately striving for a more equitable society.







## آگاہی مهم برائے سماجی فلاح و بہبود



### مینڈیکر اہم سپورٹ پروگرام

مینڈیکر اہم سپورٹ پروگرام غربت میں کیلئے وقتی غیر مشروط مالی تعاون کا پروگرام ہے۔  
مینڈیکر اہم سپورٹ پروگرام پنجاب، سندھ، بلوچستان اور خیبر پختونخوا کے صوبوں میں نافذ کیا گیا ہے۔  
مینڈیکر اہم سپورٹ پروگرام کے تحت نقد ادائیگیوں کے اہل ہونے کے لیے خاندانوں کی ماہانہ آمدنی 6000 روپے سے کم ہونی چاہیے۔

### اہلیت اور رجسٹریشن

خاندانوں کے پاس ایک خاتون ہر خواست دہندہ کا ہونا ضروری ہے جس کے پاس ایک دست شناختی کارڈ ہو۔  
ایک انفرادی ہر خواست دہندہ کا خاندان ان کے مرد افراد کے بغیر یہاں ملائی یافتہ خاتون ہونا ضروری ہے۔  
اہل خاندانوں میں جسمانی یا ذہنی طور پر معذور افراد شامل ہوں۔  
پاکستانی پاسپورٹ رکھنے والے اہلین۔ بیرون ملک مقیم شہریوں کے لیے قومی شناختی کارڈ والے اہلین۔



### صحت کارڈ

صحت کارڈ میں خیبر پختونخوا کے تمام شہریوں کے لیے ایک ایگزیکٹو میڈیکل انشورنس پروگرام ہے۔  
خیبر پختونخوا کے شناختی کارڈ رکھنے والے تمام خاندانوں کے لیے اس کارڈ کے ذریعے تک علاج و معارفہ مفت فراہم کیا جا رہا ہے۔

صحت کارڈ کی اہلیت چیک کرنے کے لئے براہ کرم ملاحظہ کریں۔  
<https://www.pmhealthprogram.gov.pk/check-your-eligibility/>  
ہسپتالوں کی فہرست <https://sehatshahulat.com.pk/empaneled-hospitals/> پر لائن مل سکتی ہے۔



### احساس پروگرام

احساس پروگرام ایک ملتی جلتی تحفظ اور غربت کے خاتمے کا پروگرام ہے۔ ان کا مقصد عوام کی ملتی جلتی تحفظ اور غربت میں کیلئے لانا ہے۔  
اس میں مختلف سماجی تحفظ کے پروگرام شامل ہیں۔

احساس پناہ گاہ احساس تعلیمی وظائف احساس اسکالرشپس

### اہلیت اور رجسٹریشن

احساس پروگرام میں شامل ہونے کے لیے اپنے شہریں احساس پروگرام آفس تحریف لے کر جائیں۔  
پروگرام ایک کرنے اور رجسٹریشن کے لیے درخواست دینے کا سب سے آسان طریقہ کن لائن ویب پورٹل [8171.bisp.gov.pk](http://8171.bisp.gov.pk)  
یا موبائل پر رجسٹریشن کی صورت میں اپنا شناختی کارڈ نمبر ڈیش کے بغیر کھ کر 8171 پر بھیج دیں۔  
اگر آپ احساس پروگرام کے اہل ہیں تو آپ کو ایک تصدیقی پیغام ملے گا۔



### بیت المال

پاکستان بیت المال ایک خود مختار ادارہ ہے جو ۱۹۹۱ کے ایکٹ کے ذریعے قائم کیا گیا تھا۔  
پاکستان بیت المال اپنی مختلف خدمات کے ذریعے غربت کے خاتمے میں نمایاں کردار ادا کر رہا ہے اور بے سہارا، یتیم، یتیم، ناتواں، کمزور اور دیگر ضرورت مند افراد کو مدد فراہم کر رہا ہے۔

اگر آپ کی مالی تعاون کی ضرورت ہے تو ان نمبرز پر رابطہ کریں۔  
Ph: 091-9239190 Cell: 0300-9595597

### چیف منسٹر کمپینٹ سیل

سی ایم کے فریٹ میں ایک شکایت سیل قائم ہے جہاں آپ کسی بھی مسئلے کے خلاف چیے دیے بغیر پرفرزی کال کر کے اپنی شکایات رج کر سکتے ہیں۔  
Ph: 091-9222460, 9222461

## IMPLEMENTATION SUPPORT UNIT

DIRECTORATE OF ELEMENTARY & SECONDARY EDUCATION KHYBER PAKHTUNKHWA

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## RESULTS

The campaign encompassed conducting awareness sessions in 237 schools across District Peshawar and Kohat, educating a total of 1,425 (689 Female and 736 Male) PTC members about the programs. These sessions were organized in close collaboration with school administrations, PTC members, and community leaders. Various dissemination methods, including the distribution of banners and community meetings, were employed to effectively convey information about the social welfare programs.

DISTRICT	Total Schools Benefitted	Total PTC members Sensitized
PESHAWAR	48 Girls Schools	240
	52 Boys Schools	312
KOHAT	25 Girls Schools	140
	25 Boys Schools	160
MANSEHRA	42 Girls Schools	309
	45 Boys Schools	264

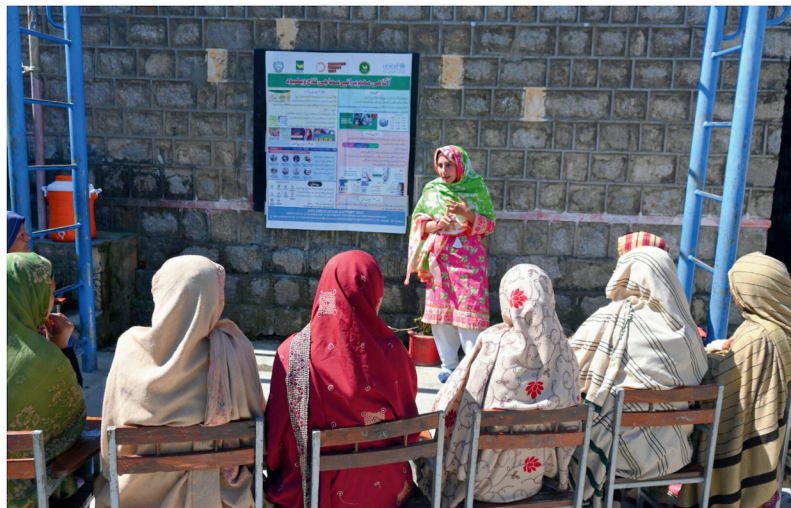
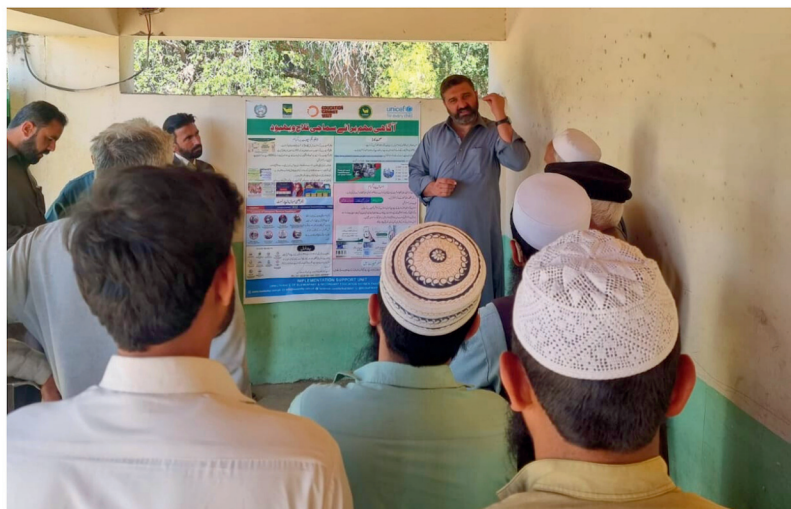
**1,425**  
PTC MEMBERS  
SENSITIZED

**736**   **689**  
Male Female

## AWARENESS CAMPAIGN IN ACTION









## IMPACT OF THE CAMPAIGN

The awareness campaign has been instrumental in educating PTC members and community members about important social welfare programs. The positive feedback received reflects the success of the campaign in raising awareness and empowering individuals to utilize these programs effectively for their benefit and the betterment of their communities. The feedback received from PTC members and community members has been overwhelmingly positive. They found the awareness drive to be highly beneficial and informative. Many participants expressed gratitude for gaining a better understanding of the social welfare programs and how they can benefit from them. The impact of the campaign extends beyond immediate awareness-raising efforts. By educating PTC members and community members, the campaign has laid a foundation for sustainable change. Increased knowledge about social welfare programs is likely to lead to greater utilization of these services in the future, benefiting individuals and communities in need. This heightened awareness can also foster a sense of empowerment among community members, enabling them to advocate for their rights and access resources that can improve their quality of life. Overall, the campaign's impact is expected to be enduring, with long-term benefits for the community.

## CONCLUSION

Under ECW's MYRP and with the technical and financial assistance of UNICEF, ISU-DoE&SE has been highly successful in educating PTC members and community members about vital social welfare programs. The campaign, which included awareness sessions in 237 schools across District Peshawar, Mansehra and Kohat, has had a profound impact on increasing understanding and utilization of these programs. ISU-DoE&SE efforts have empowered PTC members to advocate for the enrollment of eligible individuals in social welfare programs within their communities, fostering a culture of support and awareness. By serving as advocates, PTC members can ensure that deserving families receive the necessary assistance. Additionally, community members play a crucial role as support systems, guiding individuals through the enrollment process and helping them understand their entitlements. These collective efforts not only enhance the impact of social welfare programs but also strengthen community bonds and support networks, ultimately leading to a more inclusive and supportive society. Moving forward, the campaign's legacy will continue to benefit communities by fostering a culture of support, awareness, and empowerment, ensuring that all eligible individuals can access the assistance they need.



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