



PAKISTAN YOUTH
CHANGE
ADVOCATES

14

ANNUAL REPORT

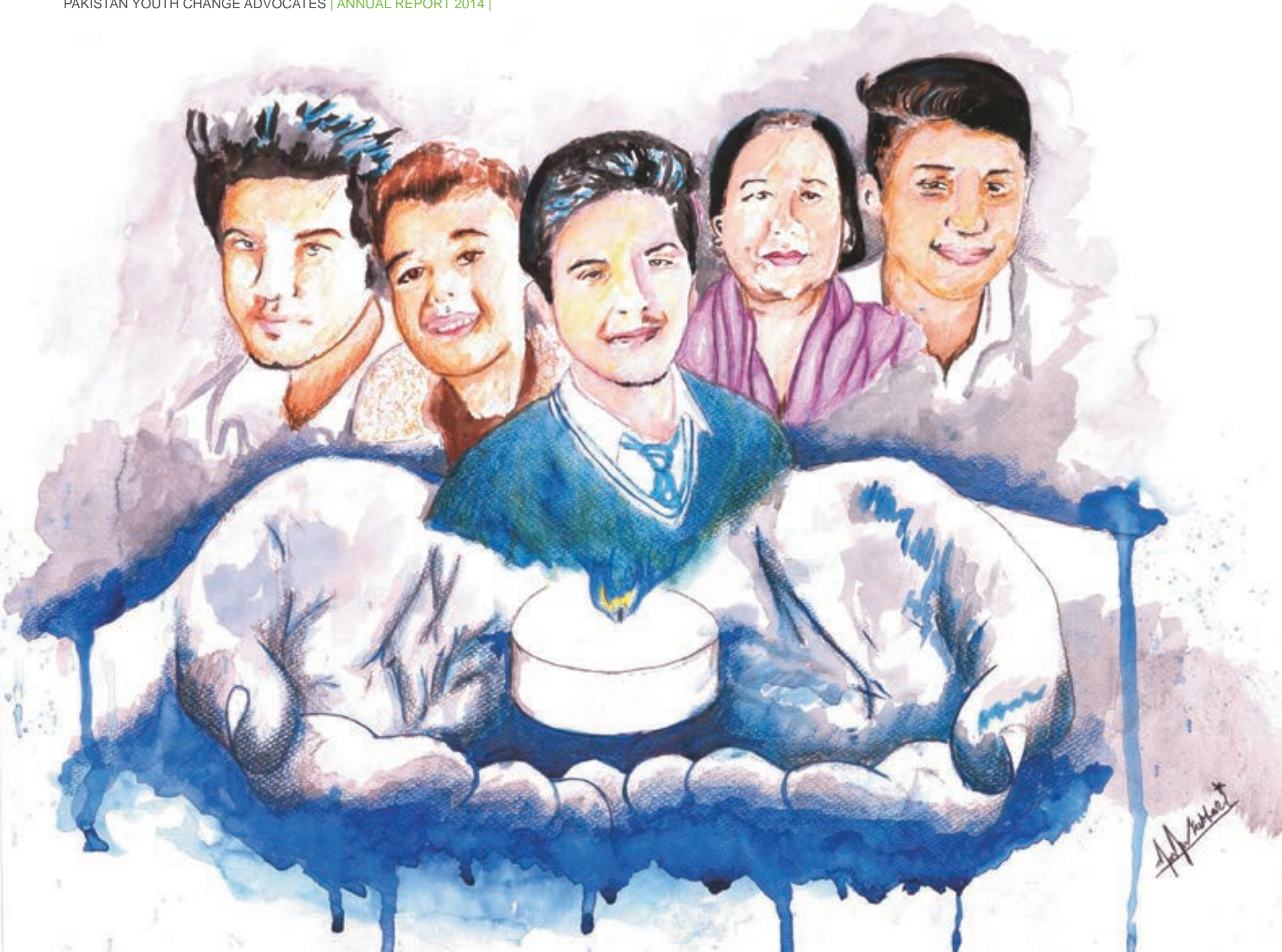
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**PAKISTAN YOUTH
CHANGE
ADVOCATES**

ANNUAL REPORT 2014



DEDICATION

In the history of Pakistan, year 2014 will forever be remembered as the year of young martyrs.

On December 16, 2014 terrorists attacked the Army Public School on Peshawar's Warsak Road to specifically target the children of Pakistani military officials. The worst terror attack in the country's history claimed 150 lives – 134 of whom were children between the ages of 5 and 17 years.

Pakistan Youth Change Advocates dedicates this publication to the martyrs of Peshawar Attack and all those Pakistanis – Muslim, Hindu, Sikh or Christian; Shia, Sunni, Wahabi, Deobandi or Barailvi – who were taken away from us by Al-Qaeda, Pakistani Taliban and their heartless affiliates .

We resolve to continue our struggle against extremists and their sympathizers until no household in Pakistan ever has to mourn the sight of a loved one lost at the hands of terrorists.

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2014 AT A GLANCE



I am very pleased to present the first Annual Report generated by Pakistan Youth Change Advocates (PYCA), covering our work during the year 2014.

Pakistan Youth Change Advocates was formed with the resolve to inform and inspire young people across the country to actively play their role in making Pakistan a center of peace and development. While we stand firm in our resolve; we at PYCA understand that realizing our vision will prove to be an uphill climb. However, horrific incidents of terrorism such as the attack on Karachi and Peshawar airports, targeted attacks on religious minorities and the slaughter of our children at Army Public School, Peshawar have only gone to ossify our commitment to reclaim the Pakistani identity and way of life that has been held hostage by extremists and their sympathizers for too long now.

As a first step in this direction, during 2014, PYCA's "Peace, Advocacy and Social Entrepreneurship" curriculum was taken to 1,500 university-going young people across 22 higher education institutes in all the four provinces of Pakistan. The primary purpose for devising this curriculum was to deconstruct hate narratives that have made headway into the mainstream over the last decade owing to rigorous propaganda by terrorist and extremist outfits. The curriculum facilitates young people to appreciate how hard-line elements have worked to create division, spread distrust and hatred in the Pakistani society and how the youth can play a part to counter and undo the damage.

The success of our preliminary work can be gauged from the fact that during 2014 over 40 groups of students (each group having 4 to 5 members) submitted innovative project ideas aimed at peacefully countering extremism in the society. The "Peace, Advocacy and Social Entrepreneurship" curriculum was thus, successful in effectively engaging Pakistani youth to actively think on the lines of countering violent extremism (rather than passively absorbing extremist propaganda) and played a pivotal role in formulating the world view of the youngsters across the country.

In the same realm, the active participation of young people was also a manifestation of the fact that Pakistani youth is not only ready to embrace pluralistic ideas but is also geared up to counter extremist agenda head-on.

2014 AT A GLANCE

We credit all our achievements to our generous partners. Their support has been instrumental in allowing PYCA to help young people channelize their energies towards materializing the dream of a peaceful and developed Pakistan.

Our journey would not have been easy were it not for the commitment and support of our partner universities spread across all four provinces of Pakistan. I would like to use this opportunity to extend my heartfelt gratitude to all our partner institutes for acknowledging the importance of our work and welcoming our trainers in their campuses.

Similarly, PYCA in line with its theory of change has also been actively reaching out to civil society organizations, both at the national and the grass root levels. Accordingly, during the year 2014 PYCA formalized partnerships with Institute of Policy Studies (IPS), which happens to be one of the oldest and largest think tanks in Pakistan; Association for Academic Quality (AFAQ), a national non-profit organization dedicated to improving education in Pakistan as well as Decent Welfare Society (Gujrat) which is a grass root organization working to improve the quality of life through education, better healthcare services; creating livelihood opportunities and empowering youth. These successful partnerships have immensely supported PYCA in rapidly expanding its outreach in a short period of time.

With the arrival of 2015, Pakistan Youth Change Advocates will be expanding its operations to Azad Jammu & Kashmir (AJK) – the only geographical region of the country where PYCA had not previously intervened directly. Moreover, we will also be reaching out to younger demographics, (high-school and college youth between the ages of 15 – 18 years) with the intention to help our youth develop a more holistic and pluralistic world view in their most formative years.

We look forward to the New Year with great expectations for a more inclusive, developed and safer Pakistan!



Ammar Zafarullah
Country Manager

ABOUT US

We are a non-profit civil society organization working to promote peace and development through youth participation.

Pakistan Youth Change Advocates was established with the long term vision for Pakistan “where the value of education, good governance and ultimately human life and well-being reigns supreme.”

Our Mission

To inform and inspire the youth to improve their quality of life by promoting the principles of peace, good governance and respect for human rights.

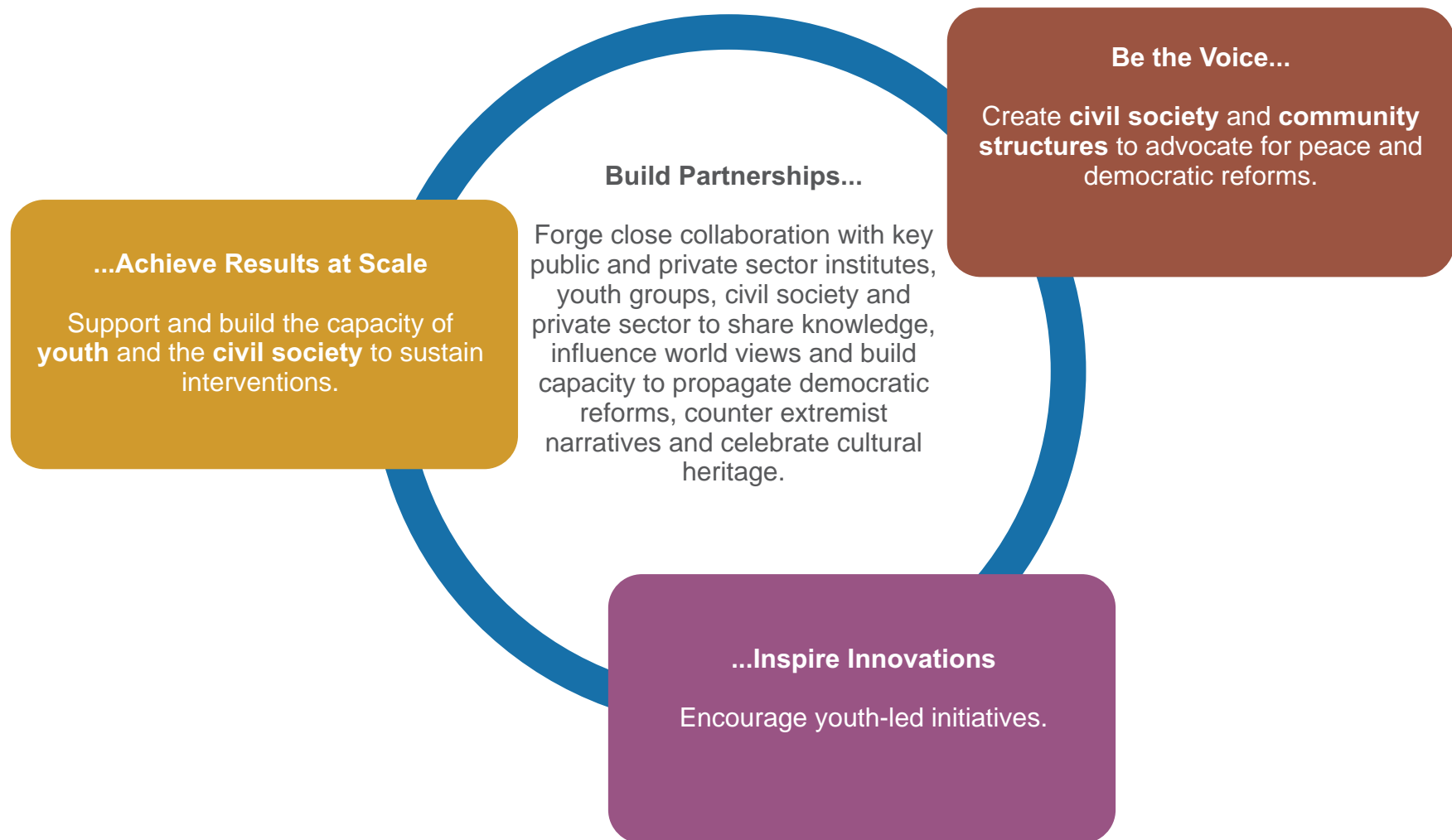
Goals

- To help the general masses to appreciate, respect and come closer to the rich cultural heritage of Pakistan including arts & craft and literature.
- To educate the masses on the importance of violence-free education, democracy and human rights.
- To advocate for reforms that ensure good governance and strengthen democracy and democratic institutions in Pakistan.

Intervention Strategies

PYCA makes use of Research, Advocacy, Capacity Building, Popular Mobilization and Resource Mobilization as its core intervention strategies.

PYCA's Theory of Change



GEOGRAPHICAL OUTREACH

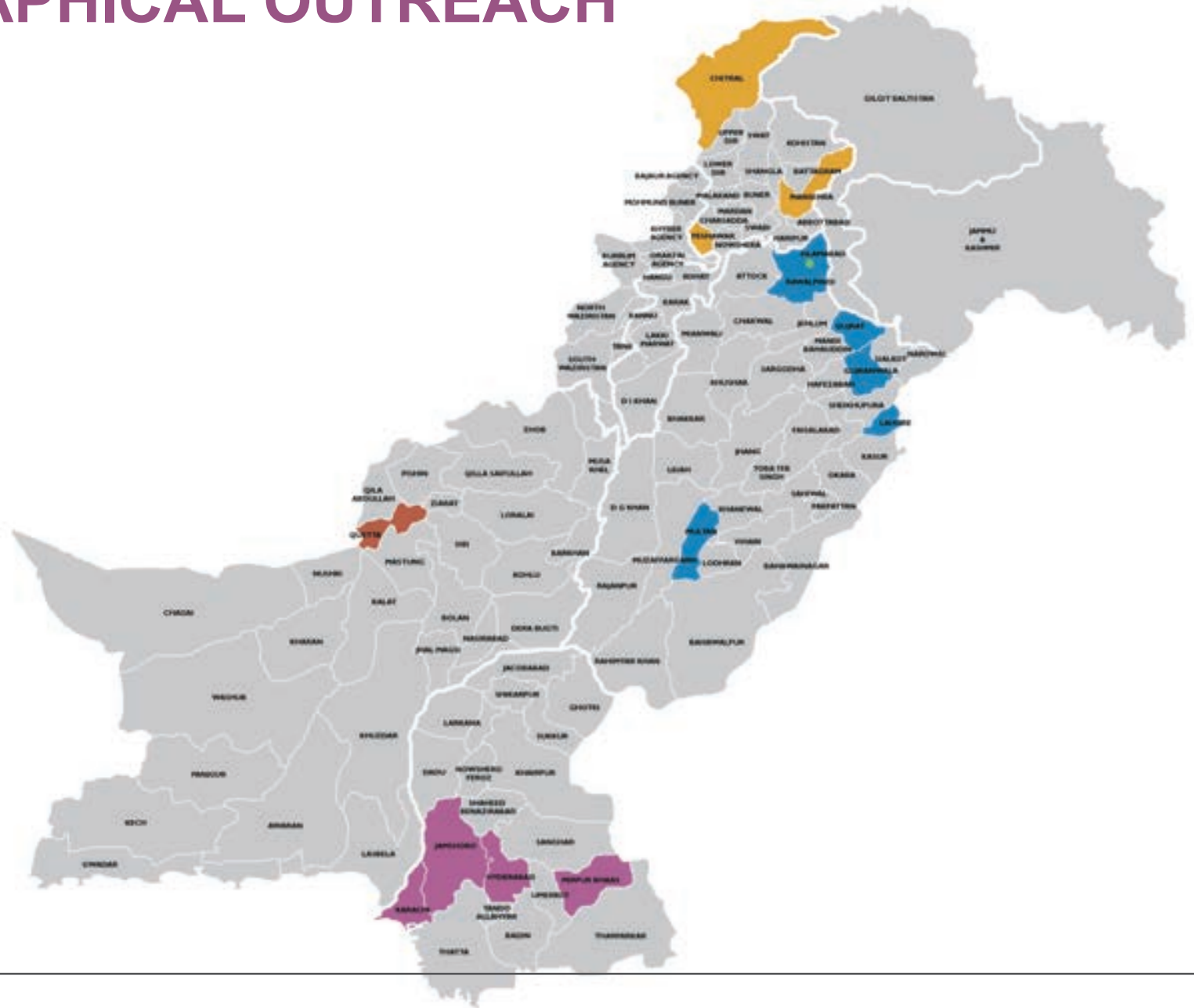
ISLAMABAD
(FEDERAL CAPITAL)

PUNJAB
Rawalpindi
Gujrat
Gujranwala
Lahore
Multan

Khyber Pukhtoonkha
Peshawar
Mansehra
Chitral

BALUCHISTAN
Quetta

SINDH
Karachi
Hyderabad
Mirpur Khas
Jamshoro



PROGRAM

PROGRAM

During 2014, PYCA programs remained focused on capacity building and implementation of seed grants specifically designed to empower young people to lead the process of peace building in Pakistan.

CAPACITY BUILDING

For any communication or behavior change effort to be effective it is important to ground messages within existing, accepted narratives of the concerned region. Unfortunately, in the last two decades more than the government and the civil society organizations, it has been the violent extremist organizations in Pakistan that have been effective in drawing on powerful existing narratives in presenting and promoting their particular worldview. Resultantly, narratives promoted by extremists have made strong headway among the Pakistani youth during the last twenty years or so.

Accordingly, more than ever before, it is now important for Pakistan to ensure that its youth is equipped with (a) critical thinking skills to effectively get their own points of view through to the audiences and (b) social entrepreneurial skills to practically implement their ideas into development initiatives.

Accordingly, with the belief that there is a need to develop a new integrated approach to combating extremism in the country, PYCA in collaboration with Peace and Education Foundation (PEF) launched a training initiative for university-going young people. The project did not only aim at disseminating information to raise awareness but also introduced strategies to actively groom the university youth so that they are able to identify and peacefully counter hate narratives within their communities and social spheres.

At the heart of this intervention lay the “**Peace, Advocacy and Social Entrepreneurship Curriculum**” – the primary document around which all future trainings were to be designed. The services of Mr. Haroon Moghul, an academic and a commentator on Islam and public affairs were sought to develop the curriculum. Before the draft curriculum was finalized, it was presented to representatives of the civil society and academia during a consultative workshop in Islamabad on the 23rd of December, 2013 for their valuable input.

During the course of 2014, nearly 1,500 university-going young people belonging to 22 universities across the country benefitted from the “*Peace, Advocacy and Social Entrepreneurship Curriculum*”. Each module was carefully designed to impart skills focusing on critical thinking, identifying hate based narratives, devising narratives to counter extremism, advocacy for social causes and social entrepreneurship.

CASE STUDY: Sohail Siddiqui

Sohail Siddiqui, 21 years, belongs to Lower Dir, a picturesque valley in the province of Khyber Pukhtoonkhawa. The region once occupied an important position as a centre of Buddhism and Gandhara Art. However, in 2009 Taliban had gained control of certain areas of Lower Dir and while security forces were successfully able to reclaim the valley, the district has ever since been marred with extremism and militancy.

Sohail, who is currently completing his Bachelor's degree in Business Administration from Institute of Management Sciences Peshawar shares, *"Extremism was not a problem in Lower Dir when I was growing up but in the last 10 years things have drastically changed. Lack of education and awareness was always a huge issue in my area, which is why extremist organizations have found it easier to establish roots there."*

According to Sohail, there is no active militant activity since December 2009, when Pakistan army re-gained control of the district as a result of Operation Rah-e-Rast. Still, the legacy of extremism left behind by the militants looms thick. *"The worst affected are the women, who are increasingly considered as inferior to men and their education and professional growth is written off as unnecessary,"* he adds.



Sohail also shares that while the growing surge of extremism has crippled the ability of his community to reason and resolve simple matters amicably; incidents of terrorism in the province have left many alienated with little faith in the system.

"Seeing my people dissatisfied with the government on one hand and on the other hand watching them find solace in extremist ideologies that are responsible for the loss of so many innocent lives is one of my biggest frustrations!"

Sohail had been silently struggling with these frustrations but felt that being a mere student himself, there was not much that he could do to change the situation. He shares, *"I always knew that extremism, militancy, patriarchy and lack of education were all important issues that required immediate attention but never thought I could be a catalyst of change in my community."* This however, began to change after Sohail attended

a 2-day workshop on **"Peace, Advocacy and Social Entrepreneurship"**, organized by Pakistan Youth Change Advocates at Institute of Management Sciences, Peshawar in April 2014.

According to Sohail after attending the workshop he realized that every individual, irrespective of age and social standing, could bring positive change in the society if s/he were able to channelize

CASE STUDY: Sohail Siddiqui

their energies effectively. *"I always had so many ideas but no understanding of how they could be put into action. However, following my participation in the workshop, I now know how my ideas ought to be articulated; what arguments would be helpful in changing the mindsets of people in my community and most importantly I learnt about the various avenues that could be adopted to ensure that my ideas could be implemented."*

Encouraged by his participation in PYCA's first level "Peace, Advocacy and Social Entrepreneurship" workshop, Sohail now has a Community Based Organization of his own. *"My organization, Youth Spirit Welfare Organization, has just taken off. As a first step we are focusing on raising awareness about human rights and the importance of women's education in Lower Dir. In my view, to address the larger issue of extremism, it is first important to ensure that people have an understanding about and consequently respect for basic human rights. Once that happens, extremist ideologies will automatically begin to lose favour."* In the future, Sohail, from the platform of Youth Spirit Welfare Organization also plans to raise funds to ensure sustained education for children and women belonging to marginalized segments of the society as he feels that provision of education is the single most important tool to combat extremism.

Summing up his experience as PYCA alumni, Sohail shares, *"In one simple sentence, I can safely say that PYCA has changed my outlook; I no longer feel helpless and frustrated. I never knew how much I was capable of until I attended the training and learnt about*



concepts such as peace advocacy and social entrepreneurship. Today, I feel no hesitation in taking a leap of faith and improving the plight of my people."

TESTIMONIALS



Tonia Weik, Representative of the US Embassy in Pakistan, on her participation in the Advance Training on Peace and Social Entrepreneurship workshop

It was my honor, my privilege to be here today and have an opportunity to talk with the students who are participating in this program. I find it incredibly inspiring to see the energy and the creativity that is coming from these young people. Truly the chance to see the future leaders of Pakistan engaged in these issues recognizing that they have the power to start working on something that makes a difference; they can start working on these projects today and really effect positive change in their communities. I find it inspiring and I truly enjoyed hearing the ideas for their projects. I couldn't be more proud of the things that they are working on and working toward for

the betterment of their communities, their families and Pakistan.



Rai Ijaz Ahmad, District Police Officer, Gujrat

The concept of social entrepreneurship was discussed during the workshop. This is very important as taking up the role of social entrepreneurs will allow the youngsters to be more responsible. Hopefully, they will be able to come up with new ideas and become better citizens and ultimately will be able to serve the country better.



Haroon Rashid, singer and entrepreneur who was a guest speaker during the Advance Training in Islamabad.

It was a great experience. It was wonderful to interact with these young people. There was a lot of positive energy and these young people are doing some wonderful, exciting projects and I am sure many of these projects will have a real positive impact in the future for our society. Keep up the great work!



Nawabzada Haider Mehdi, Member Provincial Assembly, Punjab

Events like PYCA's "Peace, Advocacy and Social Entrepreneurship Workshop" should be organized more often. With terrorist attacks and family feuds claiming innocent lives every day in Pakistan, it is important to engage and groom young people so that we are able to somehow convert the prevalent negativity in the society into something positive and constructive. PYCA's workshop is an important step in this direction and even I have learnt a lot from it.



Humayun Khan, Riphah International University, Rawalpindi

During the workshop we were told how different tools could be used to promote peace in the society. The training helped us to identify the divisions in our ranks on the basis of religion, ethnicity and nationality and equipped us with various techniques and skills to collectively dispel prevalent misconceptions that lead to conflict and violence.



Jawad Mughal, Bahria University, Islamabad

I found the workshop very interesting. The best part was that the sessions were extremely interactive and we all got a chance to voice our opinions on some of the most controversial issues plaguing the society. I believe that if we are able to see ourselves as global citizens, the world would automatically become a safer and a more peaceful place.



Muntazir Hussain, student at Institute of Management Sciences, Peshawar

I found the training program to be very relevant for Pakistani youth. We now have a better understanding of how to analyze things on social media and this allows us to separate misperceptions from reality before forming our opinion about a given issue.



Qari Usama Chitrali, Participant at the PYCA workshop held at IPS, Islamabad

There is a need to introduce this curriculum in more remote parts of the country where young people do not have enough exposure to understand the importance of peace and peaceful co-existence.



YOUTH EMPOWERMENT

Pakistan Youth Change Advocates strongly believes that young people should not merely be informed and to consider them truly empowered it is imperative that they be given the necessary confidence and space to spearhead and lead the path to change.

In line with this belief, PYCA announced a nation-wide contest in which training alumni were invited to submit proposals around small, community based initiatives that would focus on countering extremism and building peace at the community level. Resultantly, PYCA received more than 50 proposals from various groups of students belonging to Sindh, Balochistan, Punjab, Khyber Pukhtoonkha (KP), the Federally Administrated Tribal Areas (FATA) and Islamabad. Each proposal was thoroughly reviewed on the basis of innovation, relevance and efficient use of time and resources. Initially, 25 project ideas were long listed and finally 17¹ groups were selected whose ideas were most relevant to creating an enabling environment for countering violent extremism.

A total of 37 participants belonging to 17 groups whose project ideas had been selected for seed funding were then invited to Islamabad for a 3-day advanced training workshop from 21 – 23 November 2014. During the course of this workshop, the winning teams were imparted training on project management cycle, effective and efficient project implementation and monitoring and evaluation.

Additionally, students were also divided into groups and engaged in peer review of each other's project designs. This exercise had a two-fold purpose, (a) to help the students step into the shoes of evaluators and acquire hands-on skills to critically evaluate project designs and (b) help each group to learn from the unique experiences of their peers to modify and improve their designs for smoother implementation and better results.

Peace building and countering violent extremism remained a cross-cutting theme throughout the Advance Training Workshop. Accordingly, at the beginning of the workshop, a detailed exercise on was held in plenary. During the exercise participants were asked to share the various stereotypes that they hold regarding various cultures, religions, sects and ethnicities, both within and outside of Pakistan. A debate was generated on how stereotypes are created and passed on and how they encourage distrust and false representation of communities. Where required, the facilitators stepped in to clarify misconceptions; however for most part the participants were given lead in both sharing and dispelling stereotypes about each other's ethnicities as well as socio-cultural and religious beliefs. This exercise played an important role, both in terms of trust building among the participants and also vis-a-vis appreciating and respecting various cultures, religions/sects and ethnicities.

Moreover, Mr. Rashid Mafzool Zaka, Director Research at Pakistan Institute of Parliamentary Studies (PIPS) and Mr. Haroon Rashid, famous pop singer and entrepreneur were also invited to deliver guest lectures on, **“Peace-building and the Role of Youth”** and **“Importance of Dedication for Peace Activists”** respectively.

¹ A brief outline of the final 17 seed grants is available as Annexure II.

CASE STUDY: Aamnah Kareem

Aamnah Kareem is a student of the Public Administration Department at Karachi University. Having spent a portion of her life in Pakistan and then in the multi-ethnic society of Oman, Aamnah grew up amid conflicting narratives on specific nationalities and cultures.

During her early years, Aamnah grew up in an environment that taught her to see “Indians” and “Americans” as her enemy. In her own words, Aamnah shares, *“We all had this radical point of view about Americans (angrez) and Indians. We used to blame them for every mishap in Pakistan. I also remember some of the elders in my family discussing Marathas and Indian leaders with great disrespect.”*

However, at the age of six Aamnah moved to Oman with her family and got a chance to interact with people belonging to diverse nationalities and ethnicities, including Indians and Americans. *“After meeting them (Indians and Americans), things started changing, not just for me but also for my mother. The experience made her more accepting of other religions and nationalities and she no longer seemed scared or shy to question the stereotypes that up until then she had internalized as a result of the environment that she had grown up in. With her we all started changing as well.”*

However, not much had changed back home when Aamnah returned to Karachi almost nine years later. Recalling September 11, 2001 Aamnah shares, *“When 9/11 happened we found many*

families celebrating the tragedy. Seeing them celebrate also made me feel that perhaps something good had happened but then my mother – whose outlook on things had by then changed drastically – told us how grossly wrong it was to celebrate thousands of innocent deaths.” Aamnah further adds, *“My mother quoted the Quranic verse that equates the killing of one innocent human being with the murder of all humanity.”* It was at this point in her life that

Aamnah began to understand the importance of questioning existing stereotypes based on hate and learnt the importance of applying logic and reasoning to reach a conclusion.

Still very young at the time, an inner conflict began to disturb Aamnah. *“Seeing people indulge in stereotyping, tagging and using conspiracy theories to support an argument were all very frustrating! We persisted to live in a bubble of illusions, which when popped would hurt our egos.”* Aamnah felt trapped in an environment where rather than focusing on finding solutions to societal issues the people around her found comfort in conspiracy theories. *“If you do not focus on understanding the real cause then how can you participate in solving*

that problem?” questions Aamnah. *“Due to my social environment I was stuck! I just wanted to be rational but was unable to find a way to it!”*

It was during this time of on-going inner turmoil that Aamnah heard about PYCA's training program on “Peace, Advocacy and Social Entrepreneurship” being held at Karachi University and decided to participate. *“When I attended PYCA's program I realized that it was*



CASE STUDY: Aamnah Kareem

something tailor made for me! The workshop helped me to understand how I could get my thoughts and messages across without hurting someone's ego." She further adds, "The training taught me to venture beyond my echo chamber to get a grasp of the bigger picture. It has made me more responsible in my opinions and has taught me to break stereotypes via social inclusion." For Aamnah the most important learning of all came from the exercise regarding "message dissection." "Because of the workshop I now have a handy tool to analyze any given situation or message from different perspectives before accepting or rejecting it. This has greatly helped me in being rational rather than emotional in my opinions. I still revise the slides from the preliminary workshop if I find myself stuck in confusion."

Following her participation in the preliminary workshop, Aamnah took part in PYCA's nation-wide contest for seed grants on youth-led peace initiatives. Her proposal was among the final 17 projects that were selected for funding.

Speaking about her project, Aamnah shares, *"With the support of PYCA, I have started my own peace initiative named Peace Archives. It's a social media campaign urging people to accept and respect diversity. Peace Archives aims to create tolerance, awareness and respect for different religious beliefs, sects, castes, cultures, races, ethnicities, genders, sexual orientations, socio-economic statuses, age, physical abilities, political beliefs alongside other ideologies and even opinions."* As a first step Aamnah and her team have launched a video-making competition for youth on the subject of inter- and intra-faith harmony – an issue that has claimed many lives in the recent years in Pakistan.

Aamnah believes that the training initiative should continue



engaging more young people. *"PYCA is one of the few organizations that has managed to create a strong impact on the trainees. I believe it should continue engaging young people through its workshops."* On a personal level, Aamnah feels that her association with PYCA has opened new avenues for her, *"I now plan to professionally work for social activism and civil rights rather than as a mere volunteer. Through the workshops I have learnt about policy advocacy which is a significant tool to inspire positive change. I am now very clear about how I want to contribute towards the betterment of the society and I can never be more grateful to Allah for making me go through this journey. Thank you PYCA!"*

THE ROAD AHEAD



In 2015, PYCA with the help of its development partners will initiate a new intervention, **“Creating Peace-building Networks and Alternative Advocacy Strategies for Pakistani Youth”**. The initiative is supported by Peace and Education Foundation and the US Department of State.

The envisioned program aims to address head-on the growing influence of extremist outfits in terms of recruitment of college and university students and aims to challenge the indifference or even tacit support that some young adults are displaying toward violent extremist activity in Pakistan.

With the inception of **“Creating Peace-building Networks and Alternative Advocacy Strategies for Pakistani Youth”**, PYCA will now also be working in

Azad Jammu & Kashmir – one of the only geographical areas where PYCA previously had not directly intervened. Moreover, the project will also enable PYCA to work with a younger demographic, i.e. high school and college-going young people between the ages of 15 – 18 years.

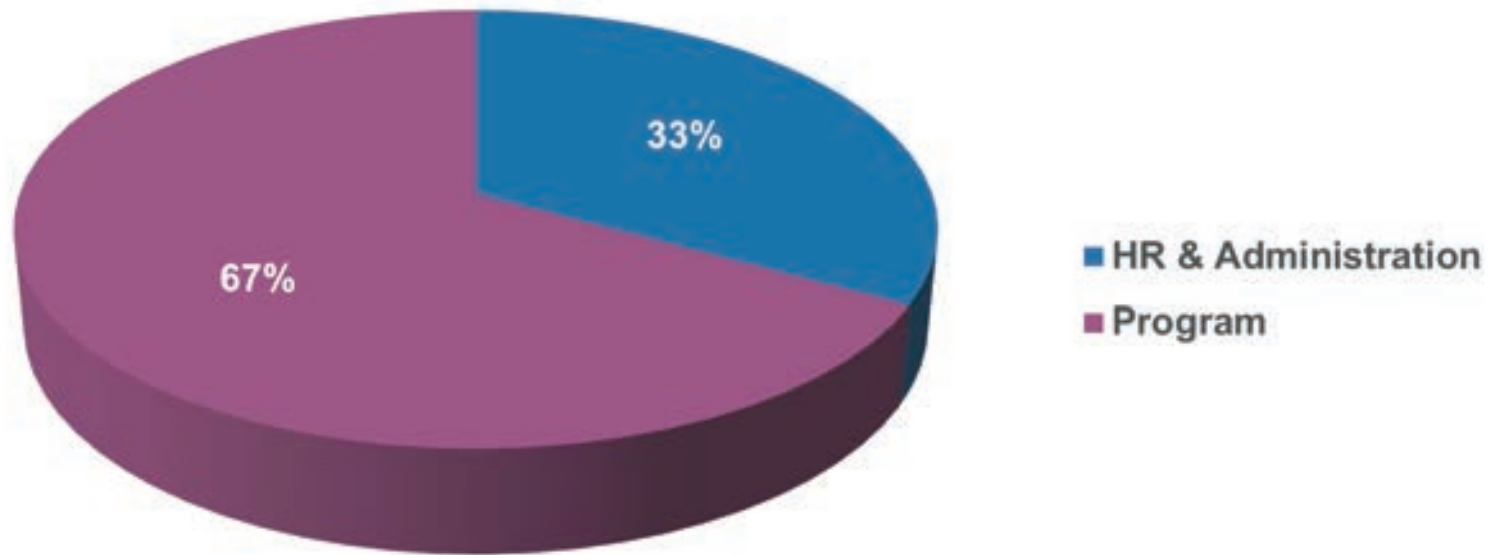


Various images from Alumini Peace Projects: Pakistan Youth Change Advocates financially and technically supported 17 youth groups from all across Pakistan to implement community based initiatives geared towards countering extremist world view and building peace. These projects are being implemented in all the four provinces of the country as well as the Federally Administrated Tribal Areas (FATA).





FINANCIAL OVERVIEW



Pakistan Youth Change Advocates strongly believes in using donations efficiently and effectively. From individual donors to the largest philanthropic organizations, we feel equally responsible to all our supporters.

In the next 5 years, PYCA plans to divert at least 85% of the total received donations towards youth-focused programs.

ANNEXURE I

ANNEXURE I: University Campuses with PYCA Presence

S.No	University	Location	Sector
01	Abasyn University Islamabad Campus	Islamabad	Private
02	National Defence University	Islamabad	Public
03	International Islamic University	Islamabad	Public
04	Riphah International University	Rawalpindi	Private
05	Karachi University	Karachi	Public
06	Sindh Agriculture University	Tandojam	Public
07	University of Sindh	Mirpur Khas	Public
08	University of Sindh	Jamshoro	Public
09	University of South Asia	Lahore	Private
10	Superior University	Lahore	Private
11	Bahauddin Zakariya University	Multan	Public
12	Air University Multan Campus	Multan	Public
13	Royal Group of Colleges	Gujranwala	Private
14	Sargodha University (Gujranwala Campus)	Gujranwala	Public
15	Gift University	Gujranwala	Private
16	University of Gujrat	Gujrat	Public
17	Institute of Management Sciences	Peshawar	Public
18	University of Peshawar	Peshawar	Public
19	Abasyn University Peshawar Campus	Peshawar	Private
20	Islamia College and University	Peshawar	Public
21	Hazara University	Mansehra	Public
22	Government Degree College	Chitral	Public

ANNEXURE II: Brief Description of Final Seed Grants

i. Anger Management Program for Teenagers (Karachi University): This intervention aims at helping 50 school-going teenagers between the ages of 15 – 17 years in understanding essential life skills such as assertiveness (rather than violence), basic conflict resolution and mediation. **(Geographical Coverage: Karachi, Sindh)**

ii. Youth Jirga (University of Peshawar): Under this proposed project, students hailing from the conflict prone tribal areas of Pakistan have proposed to use the age-old collective decision-making tool, i.e. jirga to reach out to the tribal youth with the message of peace building and countering hate based narratives. The Youth Peace Jirga will be held at Khyber Agency. **(Geographical Coverage: Federally Administrated Tribal Area)**

iii. Youth Community Theatre (University of Sindh, Mirpurkhas Campus): Under this proposed project, students of social-sciences and fine arts will develop a theatrical play around the theme of radicalization and social violence. A total of 5 performances will be held at various locations across district Mirpurkhas for the general public. **(Geographical Coverage: Mirpurkhas, Sindh)**

iv. Clean up Campaign (University of Sindh, Mirpurkhas Campus): Through this project, students will carry out clean-up campaigns in selected locations such as public parks, marketplaces and institutional campuses. During the clean-up campaign participants will install waste bins displaying peace messages at central locations. Since, interior Sindh has a sizable population of people belonging to the Hindu faith, this activity will allow young people to work as a team irrespective of their religious beliefs. On the other hand, the waste bins with peace messages will continue to reinforce the importance of peace and harmony in the community much after the activity has concluded. **(Geographical Coverage: Jamshoro, Sindh)**

v. Peace Week (National Defence University, Islamabad): Under this initiative, 7 days of activism to promote peace in the Pakistani society will be observed. During the week-long campaign, essay competitions, video blogging and seminars will be organized and hosted by the students of National Defence University. The campaign will conclude with a peace walk inviting citizens belonging to all walks of life. **(Geographical Coverage: Islamabad)**

vi. Youm-e-Aman – Day of Peace (Karachi University): Under this initiative, a video-making social media competition will be announced for university students. Each video submitted under the competition will be uploaded on the social media pages of the campaign and the top three videos will be selected based on the votes given by the viewers. The project aims to create

awareness about the importance of tolerance in the society and to engage young people in developing content with strong social messages. **(Geographical Coverage: Nationwide)**

vii. Essay Writing and Speech Competition (Afaq Welfare Society): Students from all across Balochistan will be invited to send in their contributions to take part in an essay writing and speech competition focusing on peace-building and sectarian harmony. The District Coordinating Officer for Quetta (i.e. Head of District Administration) and senior faculty members from local universities will take part in the prize distribution ceremony as a sign of their endorsement for the greater cause of peace. The presence of important community gate keepers will also go a long way in ensuring that the activity is not limited to a mere competition but the key messages of peace and harmony are widely shared and accepted by local youth. **(Geographical Coverage: Quetta, Balochistan)**

viii. Branding of Local Transport (Institute of Policy Studies): At least 1000 vehicles, including public transport (e.g. vans, buses) in the vicinity of Islamabad and Rawalpindi will be branded with peace messages. Through this activity not only will scores of local residents receive messages of peace and harmony but continued interaction with branded vehicles will ensure daily reinforcement for thousands each day. **(Geographical Coverage: Islamabad Capital Territory and Rawalpindi)**

ix. Posters for Peace (Superior University, Lahore): A poster making competition on the theme of inter-faith harmony will be held at two primary level schools in Sargodha and Lahore. The top 3 posters will later be adopted by PYCA and widely disseminated in at least 50 educational institutions (schools, colleges and universities) across Pakistan. **(Geographical Coverage: Sargodha and Lahore, Punjab)**

x. Graffiti (Superior University, Lahore): A wall outside Superior University, Lahore will be painted with peace messages and graffiti promoting harmony. The graffiti will focus on sectarian and inter-faith harmony as well as the importance of a more progressive society. The painted wall will serve to reinforce key messages of peace for the students, visitors and passers by alike for at least 5 – 10 years. **(Geographical Coverage: Lahore)**

xi. Peace Exhibition (Superior University): Students will develop and put on display models exhibiting the history of peace building and various initiatives (such as the United Nations) that have served as milestones for global peace. The 2-day peace exhibition will be hosted at the campus of Superior University and will be open for students from other institutes across the city. **(Geographical Coverage: Lahore)**

xii. Peace Bags (Superior University, Lahore): Students will develop and distribute over 1000 shopping bags with peace messages on them in 4 – 5 major shopping centres of Lahore. **(Geographical Coverage: Lahore)**

xiii. Blogging Weekend (IM Sciences, Peshawar): A group of about 30 young people belonging to marginalized social communities will spend a weekend learning story-telling and blogging skills to propagate peace through the World Wide Web. **(Geographical Coverage: Peshawar, Khyber Pukhtoonkhaw)**

xiv. Empowering Girls for Peace-building (Institute of Management Sciences, Peshawar): In the remote Pushtun village of Maine in Malakand district, a week-long campaign (including community meetings and door-to-door awareness raising) will be conducted to encourage the local people to send their home-bound girl-children to schools. A special session will also be conducted with adolescent girls and their parents to pass-on information about opportunities for higher education available exclusively for girls in the province. At the end of the campaign, the local people supporting the initiative will sign a pledge as a sign of their commitment to the education of the girl-child. The project aims to promote a progressive, less extremist society through women empowerment and education. **(Geographical Coverage: Malakand, Khyber Pukhtoonkhawa)**

xv. Fashion Show (University of South Asia, Lahore): A fashion show showcasing the various cultures of Pakistan will be held at the campus of University of South Asia. Fashion will be used as a means to celebrate the cultural diversity of Pakistan, thus emphasizing on the beauty of differences rather than making differences a point of conflict. A selection of Sufi music and poetry will remain a cross cutting aspect to reiterate messages of peace, harmony, respect for all and tolerance. **(Geographical Coverage: Lahore)**

xvi. Peace Messages Across the Campus (University of Hazara): The entire campus of the University of Hazara will be adorned with plaques displaying messages emphasizing the need for inter-faith and communal harmony. These plaques will be conspicuously placed across all campus buildings ensuring maximum visibility and constant reinforcement. **(Geographical Location: Mansehra)**


xvii. Revival of Historical Artefacts (University of Hazara): The historical remnants from the era of King Ashoka will be cleaned and preserved (using the support of the Faculty of Archaeology). This exercise will serve to revive the cultural heritage of Pakistan, help develop a sense of ownership in the community and will allow students belonging to various castes, religions and ethnicities to carry out this activity collectively. **(Geographical Location: Mansehra)**



PYCA Peace Project Finalists

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