



# ORGANIZATIONAL PROFILE

---





**June 2023**

**Content and Design:**

Izza Faheem Tahir  
Communication Coordinator

**Editorial Review:**

Shahid Khan  
Senior Director Program and Operations

Sustainable Social Development Organization (SSDO) would welcome reproduction and dissemination of the contents of the report with due acknowledgments.

**Sustainable Social Development Organization (SSDO)**

Tel: +92 (51) 228 7298  
Fax: +92 (51) 844 3633  
Email: [info@ssdo.org.pk](mailto:info@ssdo.org.pk)  
URL: [www.ssdo.org.pk](http://www.ssdo.org.pk)

**Disclaimer**

Every effort has been made to ensure the accuracy of the contents of this publication. Unless SSDO provides or express prior written consent, no part of this report should be reproduced, distributed or communicated to any third party. We do not accept any liability if this report is used for an alternative purpose from which it is intended, nor to any third party in respect of this report.

## About Us

**Sustainable Social Development Organisation (SSDO)** is a non-governmental organization founded in 2015 and registered under the Societies Registration Act 1860. SSDO is a research-based advocacy organization working on issues of peace and sustainable development in Pakistan by engaging all stakeholders and citizens. To initiate a public and policy dialogue on democratic and just governance, rule of law, strengthening of democratic institutions, civic and human rights, promoting social cohesion, and social development policies, SSDO in partnership with government institutions, parliamentarians, government departments, print and electronic media, academia and youth and religious fraternity works across country. In order to achieve mission and vision of organization, SSDO engages with stakeholders through research, advocacy, campaigns, capacity development, and technical support, and community engagement.



## Vision

**A just and equitable society where everyone enjoys their social, political, and legal rights.**

## Mission

**To ensure human rights by fostering rights-based and responsive policy reforms leading to rule of law, transparency, citizen empowerment and inclusive service delivery.**



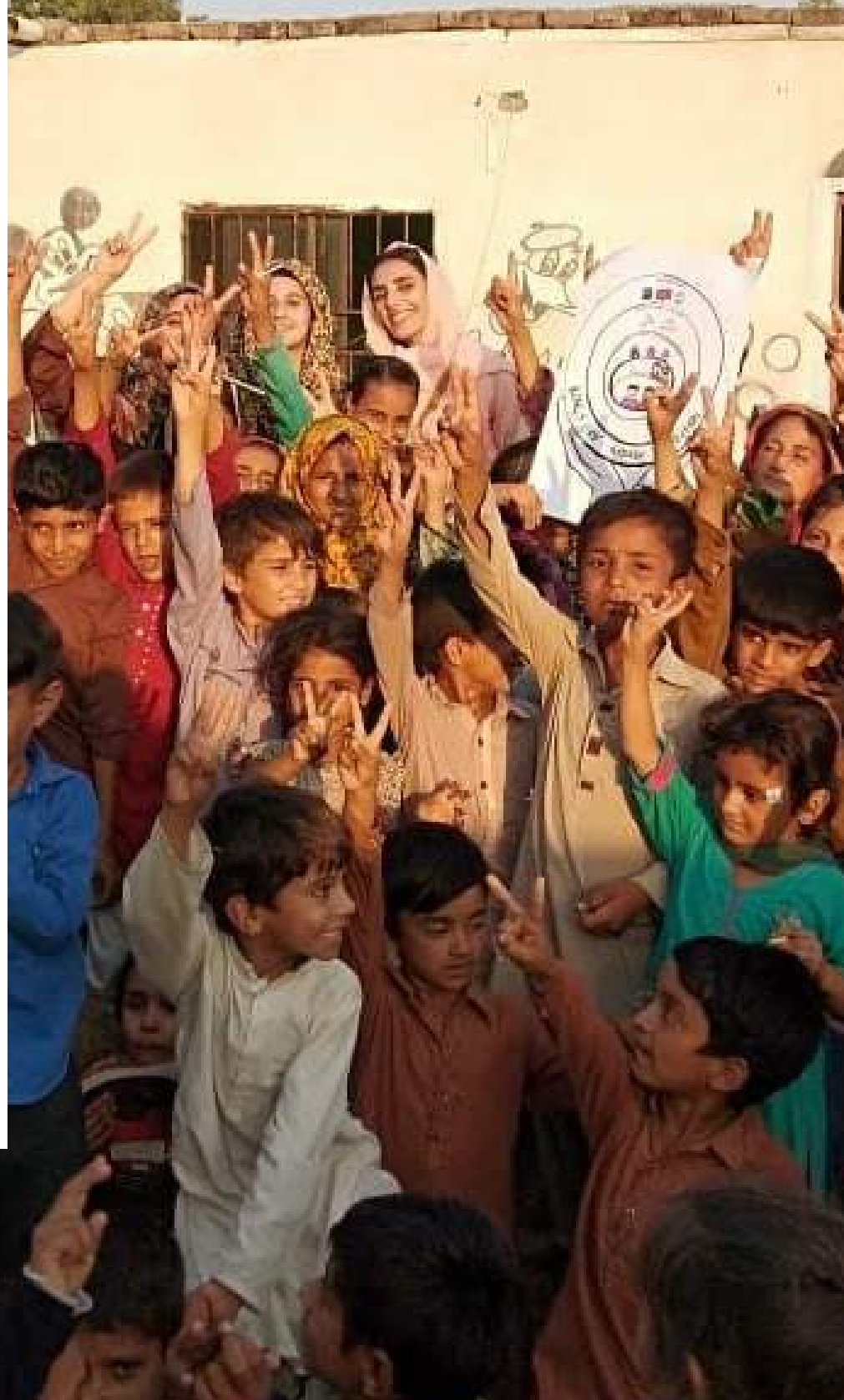
*SSDO's rights-based approach is based on the conviction that each and every individual, by virtue of being human, is a holder of rights. A right entails an obligation on the part of the government to respect, promote, protect and fulfil it.*



Our work centers on achieving social, economic, political and sustainable development in light of the 17 SDGs.

# Our Approach

- 1. Issues Based Action Research**
- 2. Rights Based Advocacy**
- 3. Collaboration and Building Partnership with National and International Actors**
- 4. Localizing the Global Efforts and Oversight of the Progress**
- 5. Empowering Communities and Citizens**



## Our Principles



**INCLUSIVE**



**GENDER-SENSITIVE**



**COMMUNITY-LED**



**BOTTOM-UP APPROACH**



**COLLECTIVE ACTION**



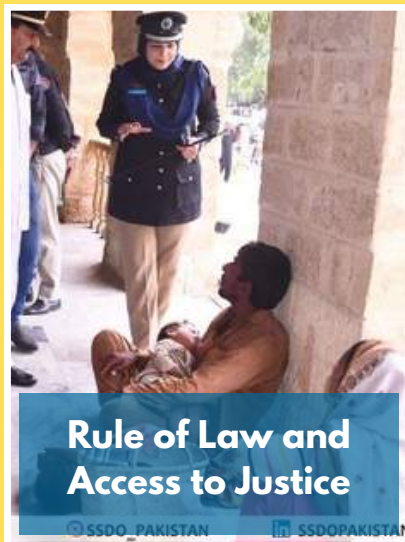
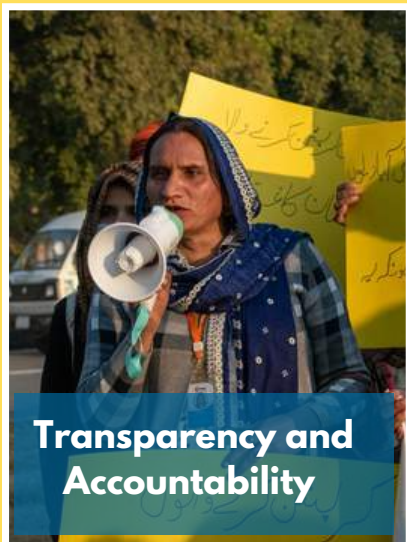
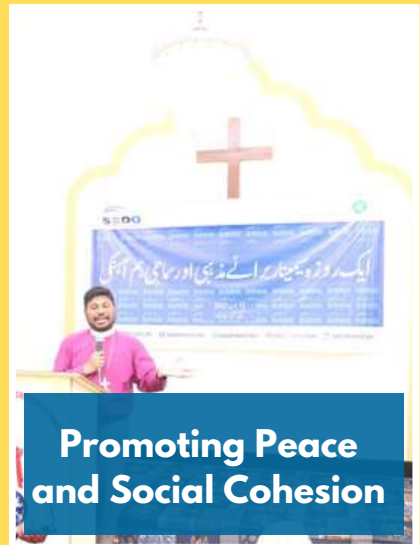
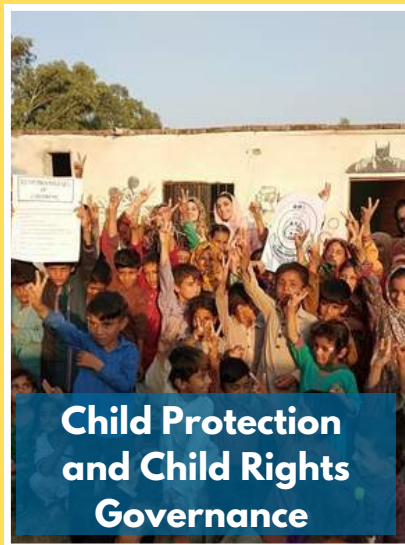
**POLICY ADVOCACY**

## Our Stakeholders



- 1. Policymakers and State Institutions**
- 2. Civil Society**
- 3. Media**
- 4. Academia**
- 5. Youth**
- 6. Women**
- 7. Persons with Disabilities**
- 8. Donor Community and Diplomatic Missions**

# Our Thematic Areas





# Our Work

## Gender Equity and Social Inclusion

- Advocated for conducive working environments for women to increase their participation in the labor force through capacity-building and advocacy with stakeholders
- Helped to form anti-harassment committees in light of the *Protection Against Harassment of Women at the Workplace Act, 2010* in several public and private institutions
- Strengthened democratic participation of women through community mobilization to help women register for CNICs and participate in electoral processes.
- Built capacities of grassroots-level women political workers and facilitated them to deploy their self-designed advocacy plans for gender-sensitive democratic processes
- Research on state of gender-based violence across Pakistan to provide reference to policymakers and stakeholders to take initiatives through policymaking and implementation of relevant laws
- Strengthened women's role in peacebuilding through network formation and capacitating women on critical thinking and conflict resolution in universities of Pakistan



- Advocacy and awareness on women centric rehabilitation and referrals with respect to victim of human trafficking, sex work and bounded labor
- Creating network of youth trained on citizen journalism for increased reporting on the effects of climate change in Pakistan with specific focus on climate change and gender
- Advocacy to increase women participation in the police force which succeeded in advocating IG office KP to issue notification to ensure 10% of women police recruits
- Launched the country's first-ever Women's Peace Councils in the provinces of Sindh and Punjab to increase the role of women from all fields of life, especially parliamentarians, academia, legal fraternity, medical professionals, civil society organizations, media, and other professions, for working towards peace, development, and resilience against violence and extremism in society



## Promoting Peace and Social Cohesion



- Launched Parliamentary Working Groups to *Counter Violent Extremism and Strengthen Legislative Oversight for Peacebuilding* in Sindh, Punjab, and Khyber Pakhtunkhwa
- Developed training manual on CVE Laws
- Organized constituency-level awareness campaigns with MPAs on Peacebuilding and CVE called *Awami Aman Baithak* in Sindh and Punjab
- Built the capacities of parliamentarians, senior government officials, youth, and media on CVE, National Action Plan, peacebuilding, and legislative oversight in Sindh, Punjab, and Khyber Pakhtunkhwa.
- Formed networks of youth peacebuilders and religious leaders in South Punjab to promote peace and social cohesion through community interventions, peer activities, and social media campaigns

## Democratic and Just Governance

- Conducted election observation in the Rawalpindi Division in 2018 by mobilizing and capacitating youth observers
- Improved public access to election-related information using information technology during the General Elections 2018
- Stakeholders' engagement for tracking district budget-making process in Punjab to follow the process and ensure timely approval of the budget at the district level.
- Training of grassroots-level women political workers to increase political participation of women
- Awareness raising campaign for promoting transparency and reduce corruption
- Developed an online Information Management System for Local Government to bring transparency for citizens regarding local government activities, get day-to-day information on the district government affairs, and have a Citizens Feedback Mechanism
- Formed a network of CSOs of Rawalpindi Division called *All Pothohar Regional Alliance (APRA)* to work collaboratively on improving the electoral, political and governance process



## Transparency and Accountability

- Digitized the Pakistan's Information Commission through developing online platform *Appeal Management Information System (AMIS)* and website, allowing any citizen to file an RTI electronically
- Developed an online Information Management System for Local Government in Khyber Pakhtunkhwa to bring transparency and ensure a mechanism to collect feedback from citizens
- Celebrating annual the *Right to Information Week* and *Anti-Corruption Day* across Pakistan through walks and seminars





## Child Protection and Child Rights Governance

- A multi-party convention held to discuss and analyse the five-year education plan to probe reasonable solutions to ensure quality education across the government-run schools
- Monitoring of enrolment of children in schools through school visits, validation of data and spot checks in Jhang, Chiniot, Faisalabad, and Jhelum with the help of the District Education Department
- Facilitated parliamentary oversight in the Punjab Assembly to combat the practice of child marriage
- Awareness raising seminars to sensitize communities, particularly marriage registrars and parents, about the negative effects of child marriage.
- Held the National Secretariat of the Child Rights Movement, a network of 450 NGOs, INGOs, and concerned individuals working on child rights in Pakistan
- Trained and mobilized youth volunteers to further conduct awareness about identifying child sexual abuse in communities
- Research on state of violence against children across Pakistan by identifying hotspot districts of crime.



## Rule of Law and Access to Justice

- Parliamentary Working Groups on CVE, and Trafficking in Persons (TIP) formed for implementation of Prevention of Trafficking in Persons Act 2018
- Stakeholders Working Group comprising various government departments formed and capacitated for implementation of Prevention of Trafficking in Persons Act 2018
- Launched a TIP helpline for legal aid of TIP victims
- Launched Coalition on Combatting Trafficking in Persons, a network of civil society organizations working all over Pakistan on TIP and modern-day slavery to collectively work on eradicating this issue through awareness, policy advocacy, collective bargaining power, and victim service delivery
- Organized the National Dialogue on Child Trafficking and Bonded Labor where law enforcement officials, legal experts and policymakers gathered to produce evidence-based policy recommendations and suggest best practices for eradicating the trafficking of children
- Organized the Internal Conference on Combatting Trafficking in Persons in Pakistan which gathered international experts, along with officials from the police, Federal Investigation Agency (FIA) and other legal-sector stakeholders, to deliberate on the way forward to prosecute and investigate cases of TIP
- Worked extensively with law enforcement agencies, including police and FIA, through capacity enhancement sessions, policy dialogues, consultative workshops, conferences, interactive dialogues and advocacy sessions to deliberate on joint strategies to curb TIP through civil-society partnerships and community policing, as well as raise awareness among the general public at the grassroots level



## Youth Development and Employability

- Recruit and train youth on volunteerism, critical thinking, and in-depth understanding of our thematic areas to provide them with employable skills through internships.
- Capacitated youth on critical thinking, civic education, life skills, peacebuilding, resilience, interfaith harmony, and social cohesion to counter radicalization and transform them into agents of change in their community to promote social diversity and acceptance
- Mobilized and capacitated youth to be observer 2018 General Elections, for a fair electoral process, and empowering youth to promote transparency and accountability in the democratic system
- Trained youth on Citizen Journalism techniques to increase reporting on climate change in Pakistan, leading to more accurate data collection and increased media attention for advocacy and awareness



## Climate Change and Environment Protection

Created networks of youth across Punjab to share stories from the field regarding the effects of climate change in Pakistan, particularly the climate-gender nexus, to raise awareness and collect data for youth-led policy advocacy by capacitating them on techniques of Citizen Journalism



## Health and Wellbeing

- Conducted State of Health Facilities Survey in 14 dispensaries of Rawalpindi
- Sensitized men on women's health issues and made efforts to promote women's participation in health and hygiene-related discussions in urban slums and underprivileged communities
- Conducted awareness session in flood-affected areas and IDP camps on managing menstrual health and hygiene, as well as pregnancy and childbirth, during emergency situations and displacement
- Conducted community awareness sessions on maternal and child health in rural areas and urban slums so that they can make informed healthcare decisions by briefing them on prenatal care, nutrition during pregnancy, safe delivery practices, breastfeeding, child immunizations and child nutrition
- Conducted sessions through visual aids and role-playing activities to sensitize underprivileged communities on health and Water, Sanitation, and Hygiene (WASH) by teaching them proper techniques for handwashing, preparing safe drinking water, personal hygiene, sanitation and water-borne diseases
- Empowered young women in urban slums and squatter settlements on menstrual hygiene and Sexual and Reproductive Health and Rights (SRHR) by dispelling prevailing cultural taboos and myths through science-based education, while also building their knowledge on reproductive anatomy, menstrual cycle, puberty, menstrual hygiene management and hygiene practices (menstrual product options and disposal methods), contraceptives, sexually transmitted infections (STIs), consent, and family planning. This included detailed sessions and open forums entitled "Meri Tumhari Baat, Apa Kay Saath" [Discussions with Older Sister] on domestic violence and abuse, particularly identifying non-verbal and non-physical signs of abuse, as well as how to report it
- Supported youth volunteers to engage in media advocacy through social media with international donors, humanitarian organizations and the government, to raise voice for the inclusion of menstrual hygiene and neonatal kits in emergency supplies for victims of the 2022 Floods



© Sustainable Social Development Organization - 2022  
Suit # 14, 3rd Floor, Al-Baber Centre, F-8 Markaz Islamabad  
info@ssdo.org.pk | +92-051-2287298



SSDOPakistan



SSDO\_Pakistan