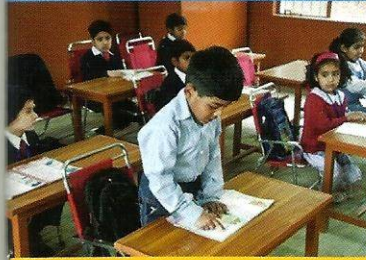


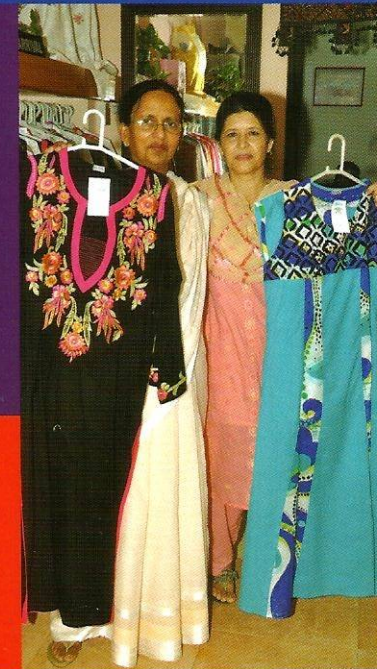


FOUNDED IN
RAWALPINDI 1967



Behbud Association of Pakistan

2012



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Introduction

This Brochure is being published coinciding with Behbud's Meena Bazaar, 2012. It is a special occasion, as this once annual feature was suspended for the last 7 years, all because of the security situation in the country. This was unfortunate as the Meena Bazaar was a popular and substantial fund-raiser of Behbud. We hope that we will be able to continue our efforts from now on.

The Meena Bazaar is an opportunity to buy the exquisite embroidered and other products of Behbud, enjoy special eatables prepared by the Members, as well as do shopping at the various stalls.

The Brochure provides information about what the cause of Behbud is all about. We hope that the readers will be motivated to help, contribute, volunteer, or be part of this cause in any capacity.

Message of the National President



Behbud is primarily a non-political organization and that is why it has survived gracefully in the NGO World. This is ensured at the time when new members are enlisted. The three main requirements are that they should be selfless, dedicated and have no political ambitions. Member of all the branches of Behbud are committed to the service of humanity. Without their support and commitment it would not have been possible to provide relief to the underprivileged members of our society.

I am grateful for their wholehearted support of the projects of Behbud, their -time, effort and patronage without which it would not have been possible to sustain the noble aims of this organization.

We face difficult years ahead. The Donor world has forsaken nearly 3/4th of the NGO world either due to some political policies or indifference to poor parts of South Asia. A few donors who have funds allocate these for Advocacy. We in Behbud with our noses to the ground attend to basic needs. If a woman is howling with pain or her children are hungry they will not listen to lectures on women's rights.

We do not waste a penny on frivolities and publicity. Social and political conditions do not allow for outdoor fund raising events. We fell short of 30 lac last year. I alone donated Rs. 08 lac, and I am sure the balance will be donated. We have faced challenges before and Insha Allah, with your efforts we will surmount all difficulties.

From nothing Behbud has grown into a National Institution serving 6 cities. It has also become international with a 'Behbud USA' being setup in the United States in 2008. We want to expand our service through mobile units in rural areas. Our Industrial Homes in 3 cities, and our new project namely Behbud Cafe needs more publicity and patronage. With your generosity and dedication there is no reason that it will fail. The rains have devastated us and there is moral drought from top to bottom. Let us seek Allah's Mercy for the whole country.

AKHTAR RIAZUDDIN

National President

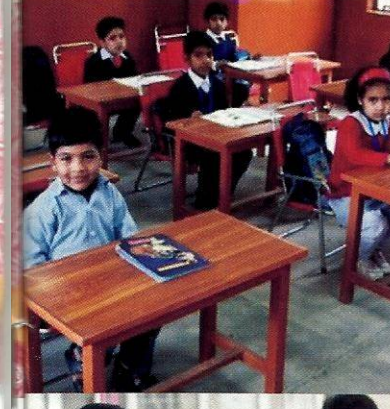
Sitara-e-Imtiaz, Nobel Peace Prize nominee
Recipient of Lifetime Achievement Awards

BEHBUD CENTER



What and Why is Behbud?

- Behbud Association of Pakistan is a non-Government, non- profit, non- political organization working for the support and strength for women in order to empower them through direct investment in the total socio-economic development of marginalized Communities living in densely populated urban slums and various rural areas via vocational training programs, regardless of color, caste or creed.
- Founded by Mrs. Akhar Riazuddin in 1967 on the principle that women are the most vulnerable and therefore need programs and initiatives to support them in building skills to generate income that helps them to alleviate poverty.
- The activities are supervised by an elected Executive Committee consisting of a group of ladies who work entirely on volunteer basis.
- Activities are run at Behbud's premises, the Rawalpindi Head Office; The Saidpur Complex in the picturesque Saidpur Village in Islamabad; The Behbud Boutique and Café Behbud in the Super Market, F-6, Islamabad; Behbud's High School in Satellite Town, Rawalpindi and 5 Home Schools in the urban slums of Rawalpindi.
- Behbud Association of Pakistan is registered with National Council of Social Welfare, Government of Pakistan as well as under the Voluntary Social Welfare Agencies (Registration and Control) Ordinance 1961 Act, Government of Punjab.
- It enjoys tax exemption under clause (36) of section 2 of the Income Tax Ordinance 2001.
- Behbud has a presence in every Province, founded over the years: Karachi in 1970, Lahore- 1971, Islamabad- 1972, Peshawar-1981, Quetta-1984, Multan-1986, and Gujranwala-1987. A Behbud Chapter was opened in New York, USA in July 2008.





Behbud's Industrial Home Rawalpindi



4



Abida Malik
Chairperson

The Industrial Vocational Center in Rawalpindi housed at Behbud Headquarters is the largest in Pakistan. It has trained more than a 100,000 Home Based Women Workers (HBWW) spanning four generations. It trains these women and then employs them giving them wages according to their load of work, which in turn generates income for them and uplifts them financially, resulting in greater self esteem, and a profession in hand which can sustain them for life.

Behbud products of household linens and women and children's dresses are by now well known all over urban Pakistan. They are produced in the Industrial Home which form the core concept of Behbud and provides opportunity to our women workers to earn a supplemental income for their families thus gaining Self Respect and Self Reliance. There has been a tremendous growth in the production unit, Rawalpindi year after year, all because of Mrs. Abida Malik, Vice-President, Behbud and Incharge of the Industrial Home, and her team.

Sales were up by 44% in 2009-2010, as compared to the earlier year. By the grace of God, not only did we achieve our target of seventy lakh rupees, (Rs.70,00,000), but actually went well beyond that.

Home Based Workers are paid wages or are paid per piece/item sown. These payments amounted to Rs. 26,02,637/- for the year, while the salaries for all-women Industrial Home Staff amounted to Rs. 11,19,306. This is an example of the objectives of Behbud, which is laying stress on women empowerment rather than on making profit.

Consequently, sales from Behbud Boutique went up tremendously. Credit goes to Boutique Administration and Staff who kept the work going even through the renovations and managed it so well that we did not have to close it down completely at any occasion. Boutique and its Cafe have now become a lively place and the talk of the town.

Five new skill centers have been opened up around Islamabad, at Sihala, Dhok Mahi, Marwat, Dhok Kaley Khan and Altaf Town, targeting about five hundred women at each center.

Many organizations have approached Behbud to become Trainers in the field of Skill Development. It is good news and an indicator of the reputation of Behbud.

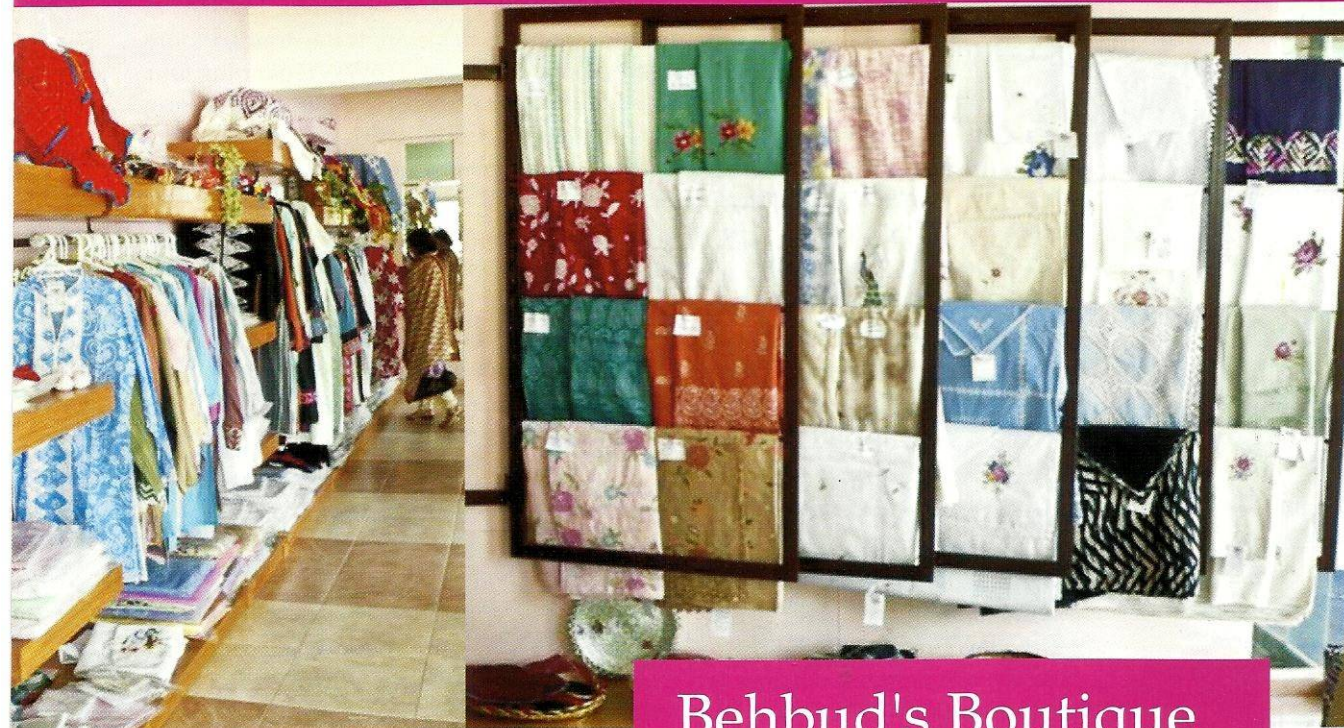
Summer Production brought new fashions. Most of the credit for this goes to Mrs. Surraiya Mateen and Mrs. Farrukh Ahmed who brought in the most beautiful designs from different parts of the world.

Exhibition of our products were held in Karachi and Lahore. Both were very successful, hence we have shops for Karachi and Lahore. We have also rented a shop in the Arts and Craft Village in Shakarparian. Initially the sales have been slow. We hope that sales will pick up soon.

Chairperson: **Mrs. Abida Malik**
Co-Chairperson: **Mrs. Farrukh Ahmad**



5



Behbud's Boutique



Saeeda Mehmood Ahmad
Chairperson

The Behbud Boutique, situated in Super Market, F-6, the busy commercial centre of Islamabad is the show-case of BEHBUD, the outlet for displaying and selling the beautiful embroidery and products crafted and created by the skilled women workers at our Centres. The proceeds from the sales benefit the Home-Based Women Workers, support existing programs and help in funding the opening of more such centers in other areas.

Last year an entire new look was given to the shop. Architect Shama Usman has renovated the premises on voluntary basis, while Saeeda Mehmood with the help of her Committee has done the interior decor.

Because of the new designs, the Kaftans, dresses and Trousers and the new look of the shop, sales have gone up to around Rs. 6 lac daily. The yearly sales were Rs. 62 lacs out of which Rs. 42 lac generated by Industrial Home and Rs. 3.75 by Saidpur.

A visit to the Behbud Boutique is an absolute MUST! Please visit and "Shop for a Cause"!

Thrift Shop

A thrift shop has been opened at the rear of the Boutique to sell second hand items donated by



Café Behbud

A long time dream of the Vice-President, Abida Malik and her team to set up a Coffee Shop on the upper portion of the Boutique has come true! It was a difficult task, starting from the vacation of the upper portion. The construction of the Cafe team consisted of members, Abida Malik, Tahira Piracha and Ishrat Abid, who worked relentlessly and made it to what it is today.

The Cafe provides delicious meals and snacks and also serves as an Exhibition Centre. To date, several exhibitions have been held and many business lunches arranged. We hope to improve on what we have and make it into a place which makes clients comfortable and at home.

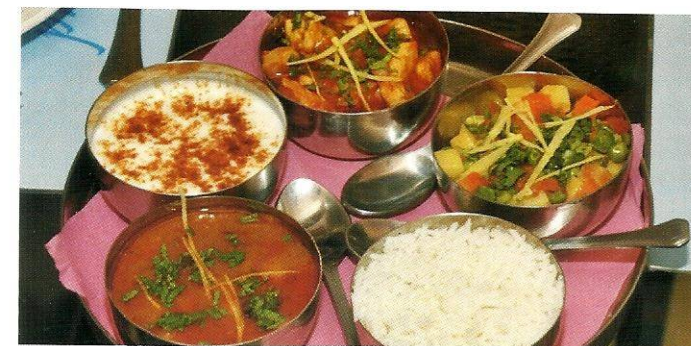
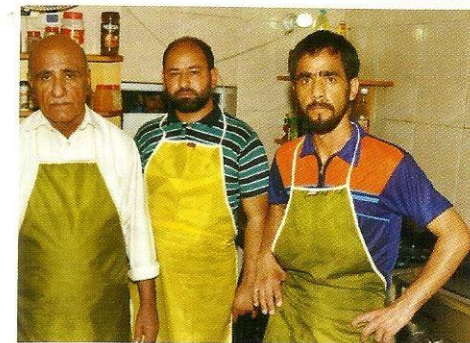
The ultimate objective of setting up this Cafe was to self-finance our Projects. We encourage our visitors to "Eat for a Cause" just as they "Buy for a Cause" at the Boutique!

Chairperson, Boutique and Café:

Mrs. Saeeda Mehmood Ahmad

Co-Chairperson:

Mrs. Shahnaz Hassan Zaheer. She is also incharge of the Thrift Shop.





Dr. Surriya Wajahat Latif
Chairperson

Basic health care services are provided at the Head office in Rawalpindi. The services offered are:

Free General Practice is conducted six days a week by qualified doctors. When required, diagnosis are carried out with the help of lab and radiological facilities within the premises. Total number of patients attending the clinic were 9,973 in 2010 as compared to 9,306 in 2009 and 5,392 in 2001.

- Special clinics in **diabetes and hypertension** are held every Tuesday. Dr. Shaukat Malik, the renowned physician of Islamabad gives his precious time to the clinic on an honorary basis. Total number attending these clinics was 3,030 as compared to 2,742 last year.

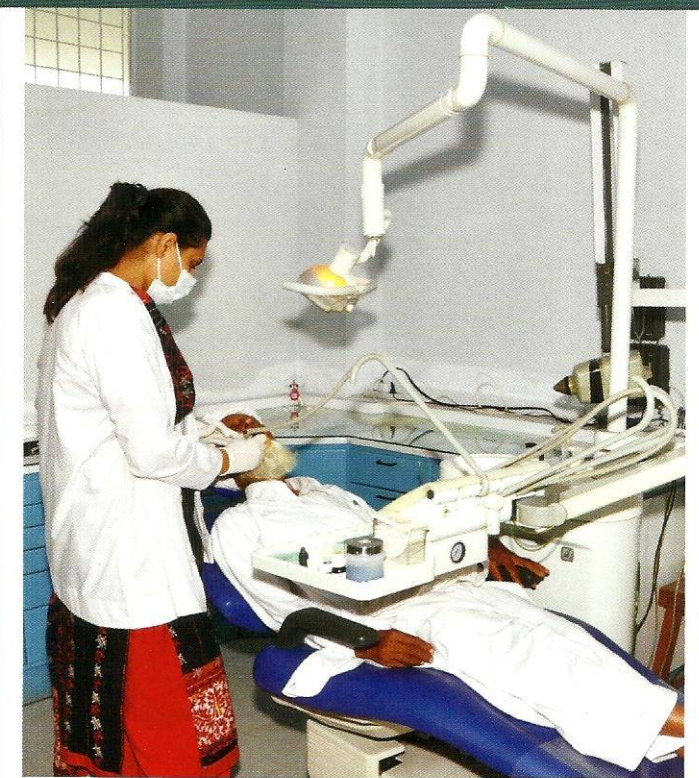
- A **Family Planning clinic** is working in collaboration with the Government of Pakistan which provides family

planning measures including tubal ligation and vasectomies. This has been possible through the successful efforts of Mrs. Zarmina Khan. A motivator has also been appointed recently to address men and women in the reproductive age group.

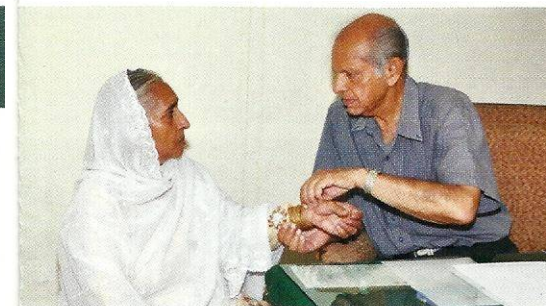
- Diagnostic facilities** include laboratory services and ultrasound. Lab tests are carried out on the state of the art equipments at very nominal charges. Quality assurance and other aspects of the laboratory are looked after by Dr. Surriya Latif, a senior Histopathologist from Islamabad.

- Ultrasound Patients** are now currently registered at about 2,000 annually, while Lab Patients are approximately 3,000 per annum.

- Mental Health Clinic:** According to estimates 13% of the total population of Pakistan suffers from mild to moderate psychiatric morbidity. Behbud workers found persons with emotional problems in the communities, which they serve. Realizing the need to address these issues Mrs. Akhtar Riazuddin agreed to set up a mental health clinic in February 2007 which is providing treatment to more than 2,090 patients and approximately 4,218 patients benefited by counseling. 1,547 (74%)



Behbud and Health



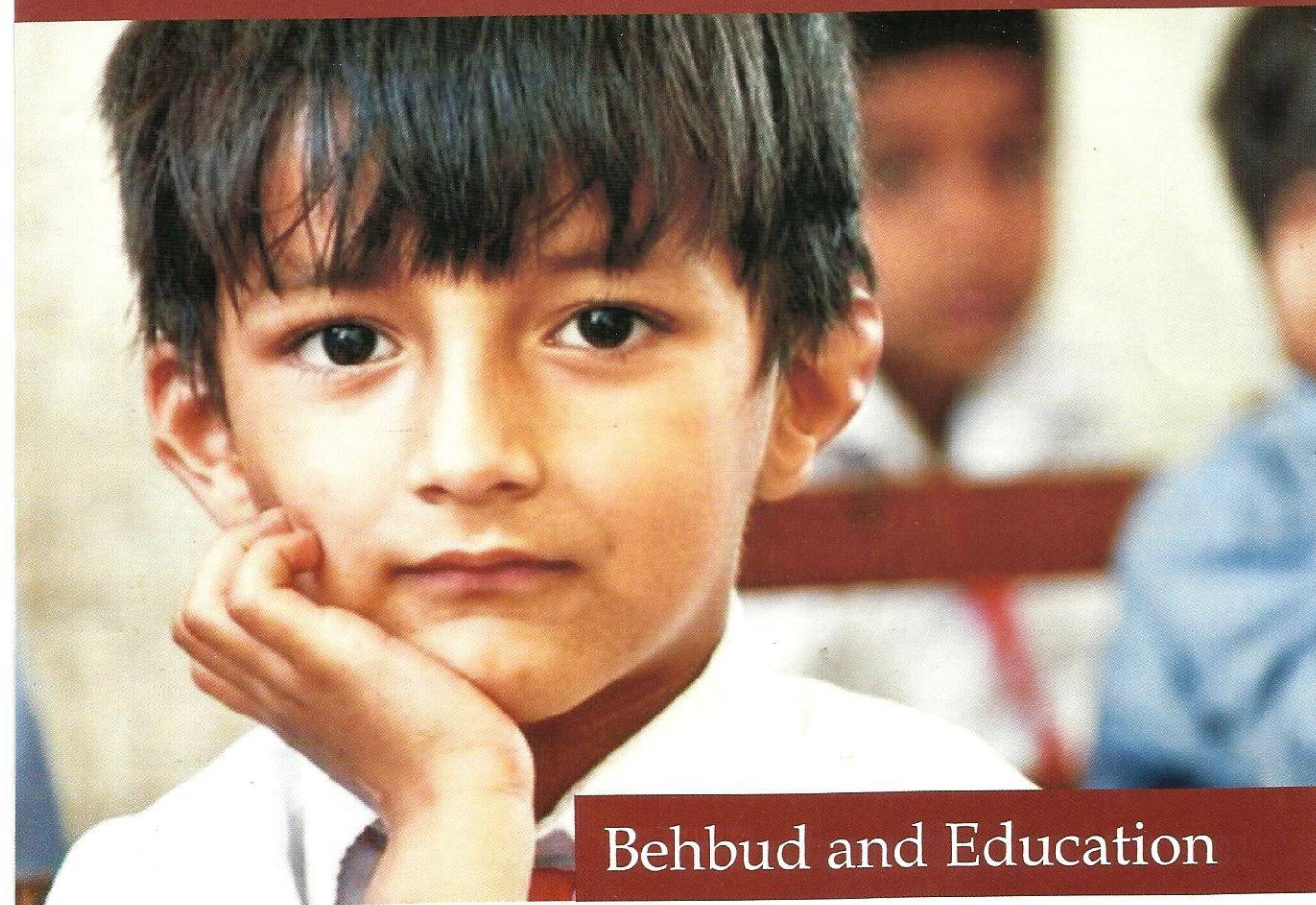
- The Dental Clinic** provides dental care at a nominal rate. This clinic is also run by a qualified dentist.

- Rural Health care programme is conducted on **Mobile Units**. The visiting doctor also provides awareness about the value of clean water and healthy living. Besides giving free medicine, Behbud plans to provide them with water purifying tablets in order to control diseases like diarrhea and hepatitis. Scabies a very common skin condition has been treated aggressively by medicines and awareness of improving personal hygiene has helped to reduce the incidence of scabies by 50%.

- At Saidpur village a clinic run by qualified doctors provides basic health care to the local population at their door step.

Chairperson, Health,
Co-Chairperson:

Dr. Surriya Wajahat Latif
Mrs. Zarmina A.H. Khan



Behbud and Education



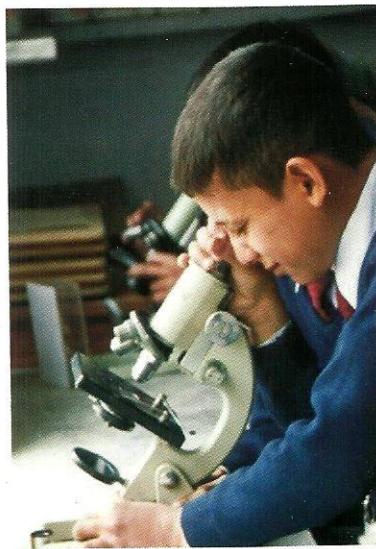
Tahira Piracha
Chairperson

BAP, runs 6 schools in the Rawalpindi area, which are the Behbud Model School in Satellite Town Rawalpindi, and five Home Schools located in the urban slums of Rawalpindi.

The Behbud Model School

Located in urban Rawalpindi, Satellite Town has catered to the lower middle class of the surrounding area since 1972. Currently there are 170 students. It is co-ed up to 5th class (Primary level), and the girl students attend classes up to Matriculation. The staff is monitored by the Behbud Education Committee, which consists of a team of dedicated volunteers from within the Behbud membership, who are or have been professional educators.

- Improvements and additions have been a Computer Lab, Science Lab, Library, Art and Crafts room. Salaries of the teachers, and



administrative staff were increased. Bonuses for retention and incentive purposes were given to the teachers at the end of the year.

- The school has recently been painted, the furniture refurbished and polished, the outdoor play areas renovated, toilets repaired and a general cleaning of the stores was conducted. The boundry wall, as per the government instructions, was raised to the required level of security.
- Computer classes were started in April 2010 with 9 computers. Later a donation of 10 more computers was received from the 'Umeed' organization.
- A library has been set up for the students, and more books are being obtained. Some books and other needed library equipment could be provided through contributions from well-wishers of Behbud.
- Teacher training is emphasized. Sajida Wasti, Tahira Sheikh and Saadia Mufti have conducted teacher training sessions to better equip our teachers with the knowledge of how to help students achieve their utmost potential. Behbud Model School is supervised by them and are doing an exceptional service.
- The annual budget for 2011-2012 for the schools is as follows:

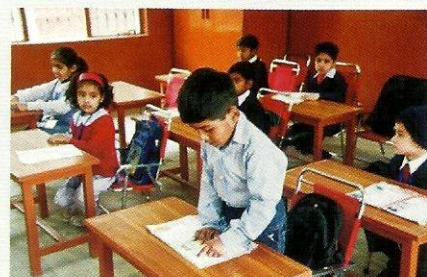
Behbud Model School: Rs. 21 lakhs

5 Home Schools: Rs. 15 lakhs (expected to increase)

- Behbud USA funds the 5 home schools entirely.
- The Behbud Model School is funded by Behbud Rawalpindi, local donations and supplemented by Behbud USA to a large extent.

Chairperson: **Tahira Piracha**

Co-Chairperson: **Ishrat Abid**





Behbud Home Schools

Behbud runs 5 Home Schools in urban slums of Rawalpindi providing education to children up to class 5. They are situated in

- o Rehmatabad
- o Dhok Mai Sarwar
- o Gangal
- o Alipur Faraash
- o Chaklala

Until three years ago, the school was at the point of closing down because of lack of funds. However thanks to the Education Working Committee and Mrs. Tahira Piracha's help by way of getting donations from abroad (Behbud USA), a new life has been given to this school. Fees are nominal, charged only for the reason that parents take the school seriously. The school follows the Punjab Text Board curriculum, which helps the students in going to a public government school beyond 5th class.

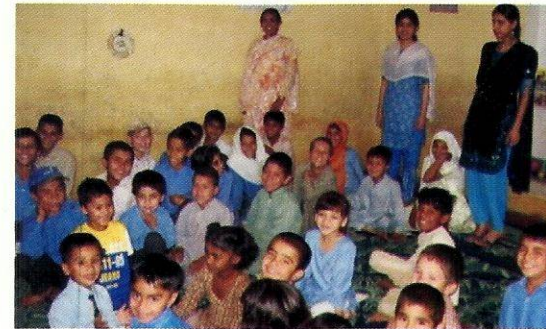
The children come from the poorest of the poor, most vulnerable communities. Many of these children have no prospect for any education and are found collecting recyclables from the trash. Behbud is committed to better the lives of the underprivileged, and thus has brought the right to education at the doorsteps of these children, both girls and boys, helping to take them off the streets and into a learning atmosphere. The Punjab Text Board curriculum is followed in all the Home Schools.

Behbud encourages hiring of teachers of the Home Schools from within the local communities, who have cleared Matriculation, or F.A. exams as the minimum requirement. Salaries of the

teachers were increased by a small percentage at first in 2009 and now in 2012 they are at par with similar schools. Teacher training and refresher courses are conducted throughout the year for the staff to raise the level of their teaching abilities.

With funds from Behbud, USA, all the 5 Home Schools were painted, toilets fixed and clean drinking water provided. Textbooks, notebooks, dictionaries, stationary, art material, and other relevant material was given to each student and replenished as needed. Blackboards, floor matting, and uniforms, were provided; salaries of the teachers were increased and end of the year bonuses were given to all the teachers.

The children were made aware of all the happenings in the world. Rehmatabad School observed the "World Water Day", "Earth day", "World Population Day", "clean hands save lives" all with the assistance of NGO "Paidar". A training session was conducted concerning recycling and the efficient use of paper.

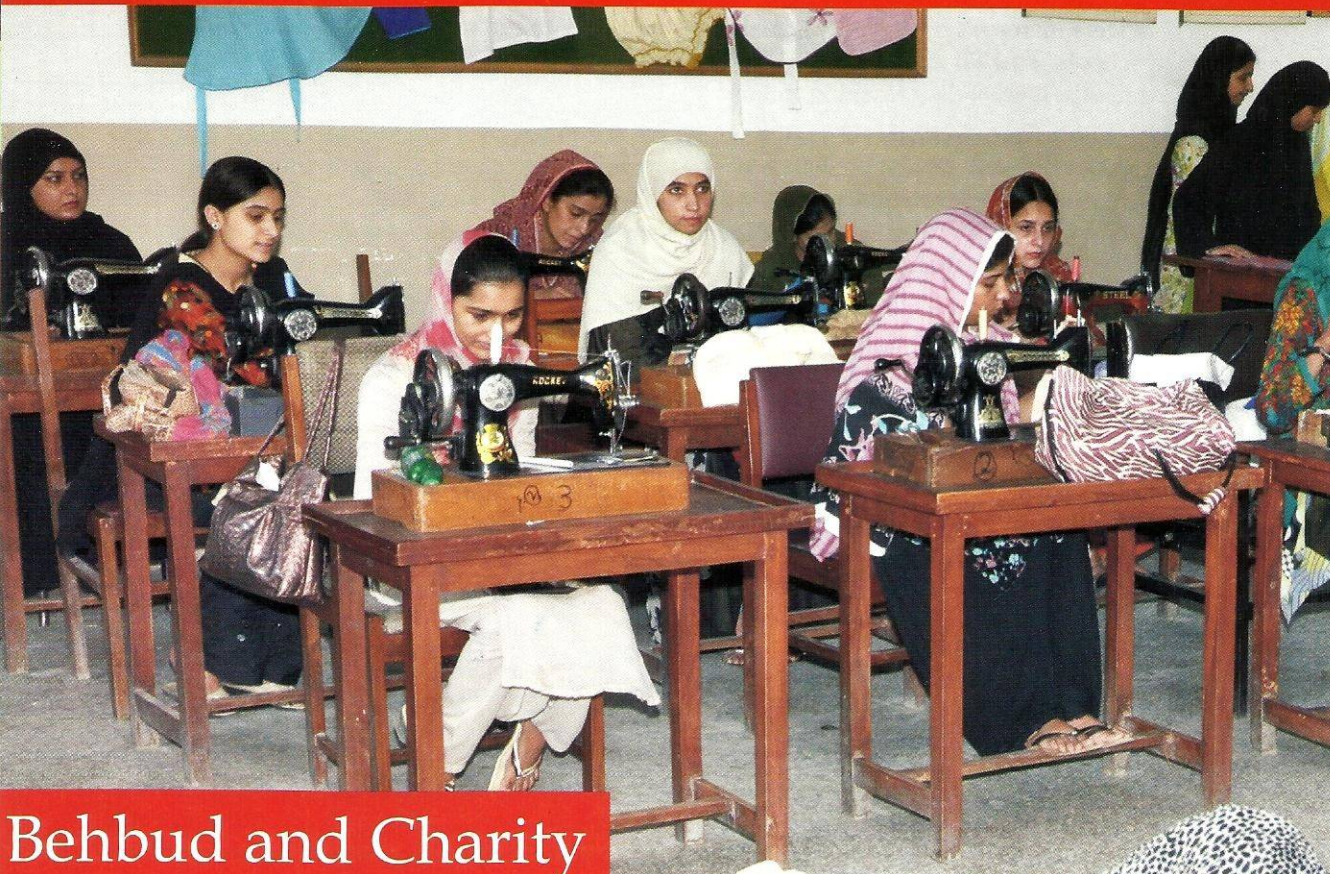


Behbud, USA funds the Home Schools. Hence they require regular progress reports and updates as they are accountable to their donors. The need is therefore felt for a hired Administrator or a committed volunteer to oversee the 5 schools, to promote the academic levels, as volunteers are not readily available all the time.

Acknowledgements:

- Help and support of Ms. Sadia Mufti, a professional educator, who has done an exceptional job in overseeing and guiding the academics of the schools.
- Our community worker, Rukhsana.
- The Behbud Office Staff for their support and the drivers who have been there for us whenever needed.
- Mrs. Nighat Shah and some Islamabad Behbud members for their personal donations of uniforms, school benches, and fans.
- Mrs. Mahajabeen Mirza and Mrs. Ismet Murshed provided the fans.
- The Rawalpindi chapter of the Rotary Club sponsored some students of the Rehmatabad School.

Chairperson: **Tahira Piracha** Co-Chairperson: **Ishrat Abid**



Behbud and Charity



Akhtar Riazuddin
Chairperson

In keeping with the traditions of Behbud, we have been able to donate generously to our Projects, the charity, health, community development, social uplift schemes, small loans, running various workshops, home schools, jahez for the girl workers and spectacles for the working mothers.

Behbud is always there to make its contributions in every national disasters of the country. It helped displaced persons from Swat and Bajaur, spending more than Rs. 31 lac. Again, when the Balochistan tragedy occurred, Behbud sent in its modest contribution of Rs.3 lac. In the floods of 2010 we have again given cash and constructed houses. Behbud USA contributed \$25000 for construction of houses.

Chairperson: **Mrs. Akhtar Riazuddin**



Behbud and Advocacy



Aneela Haider
Project Director

The "Behbud-KAS" (Konrad Adenauer Stiftung) Advocacy Project has been working for the last two years create awareness among underprivileged women. Our main focus has been on health and legal issues. Dr. Fawzia Zaman and Advocate Shaheena Akbar have been engaged by the Project to go to the community and talk to women and answer their queries about common diseases and legal problems they confront in their everyday lives. This year over 5,000 women have benefited from such lectures. Their response has been very encouraging and lectures are often arranged on particular subjects requested by them. To improve knowledge about preventive health measures, the Behbud-KAS Project also organized a Hepatitis Vaccination drive for a community in Bara Kahu, on the outskirts of Islamabad.

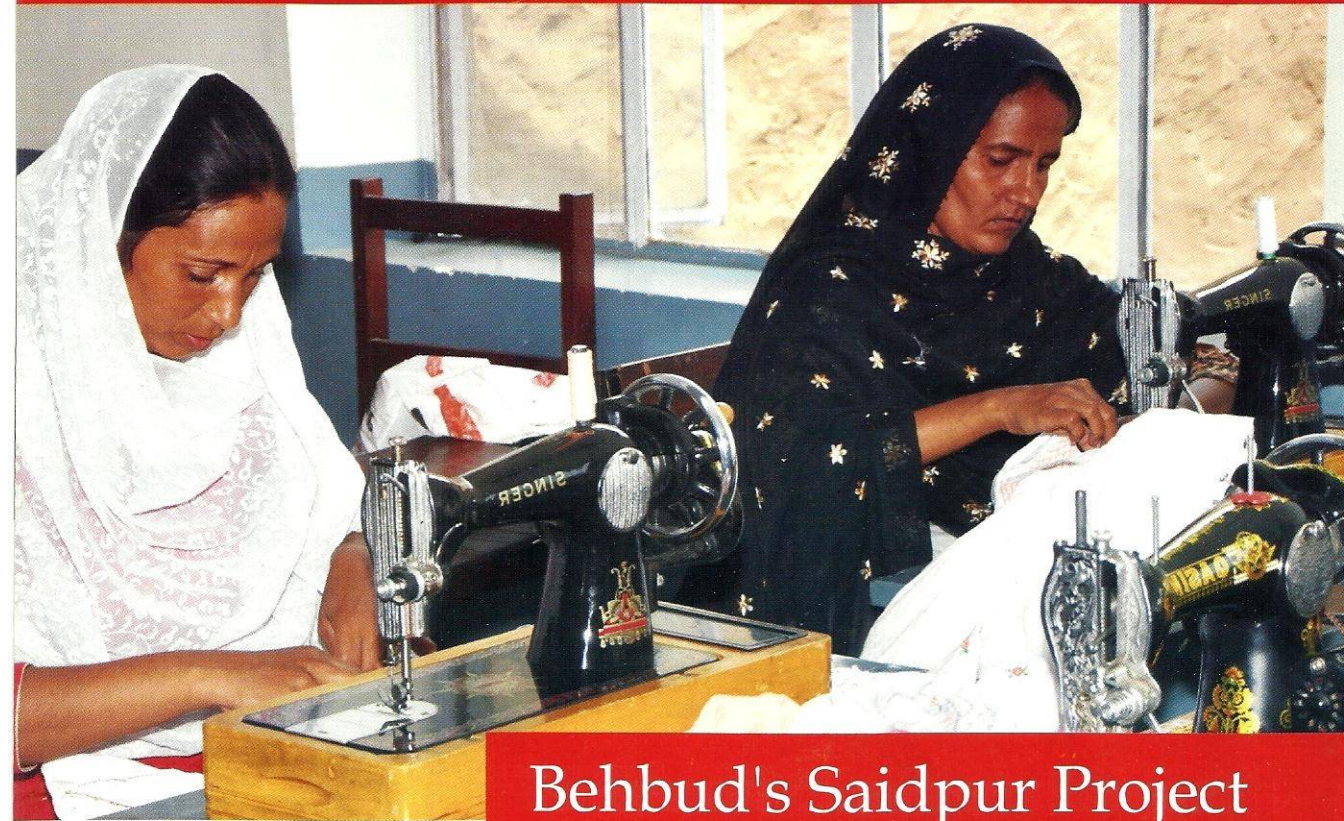
Three workshops were also organized for Councilors, social workers, teachers, lady health visitors and politically active women from the community to help them to develop their skills and become agents of change in their own spheres of influence. We hope that workshops of this kind will enable them to play a more constructive and positive role in the political and development process

In addition to lectures over 29 workshops were also conducted during 2010 to train women in a variety of skills that would help them to supplement their incomes. 784 women from different communities in Rawalpindi and Islamabad participated in these short training courses and a large percentage among them have already begun working.

On the 16th of November, 2009 a conference on "The issues of Development and Civil Society" was organized in Islamabad. The papers read during the Conference and the recommendations that emerged on the issues have been published in Book form.

Project Director: **Mrs. Aneela Haider**





Behbud's Saidpur Project



Shaukat Farooqui
Chairperson

The Saidpur Complex situated in the picturesque Saidpur village of Islamabad continues with its Projects successfully, which are:-

The Behbud Primary School:- headed by Miss. Jamila. It is so popular in the village that we cannot accommodate all the applications due to acute shortage of space. Currently we have an enrollment of 350 children. It is run on sponsorships and donations. However we have been able to raise the salaries of the teachers and staff. With the help of CDA we have been able to develop a playground for the children.

Computer Classes:- We have recently started these classes, and is successfully run by Miss. Humaira. Recently the Embassy of Norway gave a donation of computers. A Computer Lab has been set up with their help, and classes have started.

Industrial Home:- A very popular project which produces both linen and classic items. Mrs. Raana Saeed and her group supervise the work very efficiently. All items are sold at the Behbud Boutique.



The embroidery and crochet section of Saidpur is supervised by a group of dedicated volunteers, who meet once every two weeks in the Behbud Saidpur Centre to meet a group of community-based women workers. The fabrics, threads and colour schemes are chosen by the volunteers who hand them out to the women workers. After two weeks the work is brought back, checked and wages given immediately. The items are time-tested and have become classic Behbud designs. And so this famous Behbud handicraft goes on.

Smocked frocks have been in great demand, and we are constantly trying to increase production. They are being made by Mrs. Nayyer who is now being helped by Mrs. Nadia Mir. For Eid we make children's wear, which are sold out as soon as they hit the racks of the Boutique. Knitted children wear is also sold throughout the year.

Dispensary:- This is a facility for the poor, and voluntary doctors come to check the patients and provide free medicines.

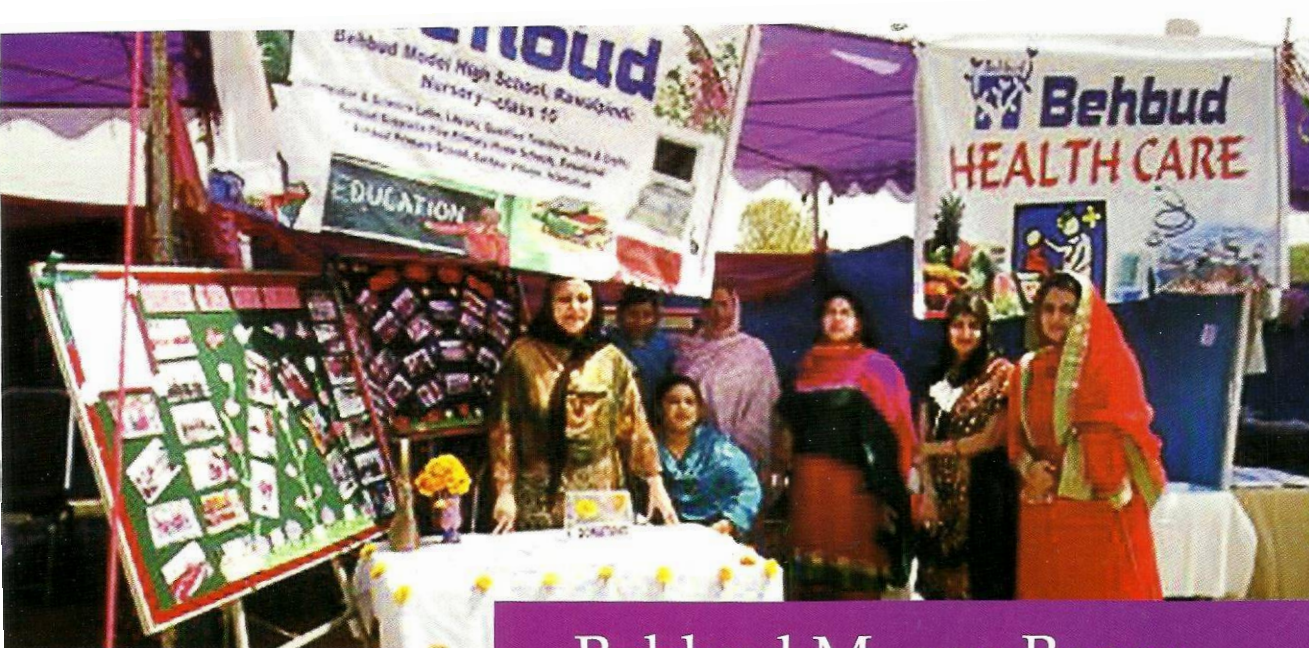
A new introduction in the volunteer doctors is Dr. Shahzadi Jomezai, who comes with her team of Lady Health Visitors and providess family planning advice as well as follow-up. The whole village comes alive on these visits.

Masala Project:- This is a modest scheme for grinding, packing and marketing of spices in hygienic conditions. It provides employment for the women of Saidpur Village.

Chairperson: **Mrs. Shaukat Farooqui**

Co-Chairperson: **Mrs. Tasneem Ijaz Khan**





Behbud Meena Bazar

After a lapse of almost seven years, the ever popular Behbud Meena Bazar, and a major fundraiser, was held on Sunday April 1, 2012 in the Fatimah Jinnah Park, Islamabad. Our sincere thanks to CDA for lending us the venue. The event was sponsored with the participation of ZONG, LMKR, TELENOR, and NRSP. Behbud Association of Pakistan, Rawalpindi, deeply appreciates their support, and expresses grateful thanks to all its sponsors. It was with the financial backing of the sponsors that made the event possible. IESCO supported the Behbud Meena Bazar by providing complimentary electricity and stand by generators for the event. Behbud expresses its gratitude and sincere thanks to them. Behbud members, their friends and family also contributed funds for the Bazar. Thank you to all.

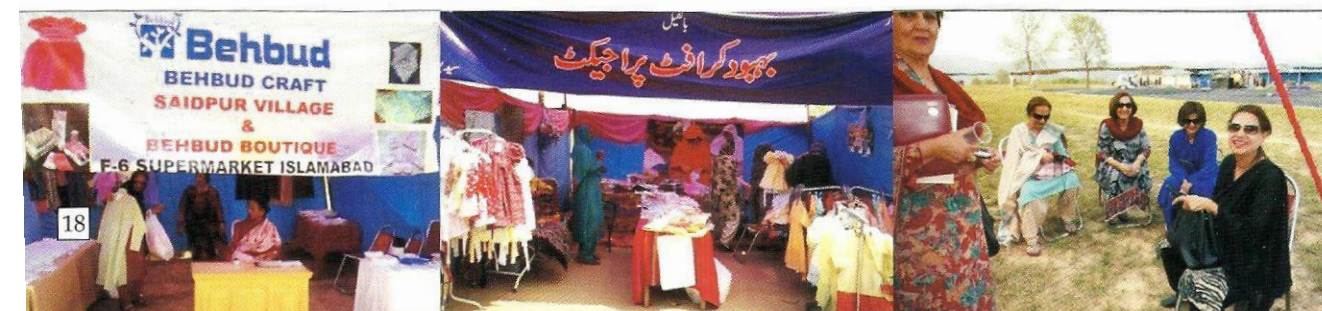
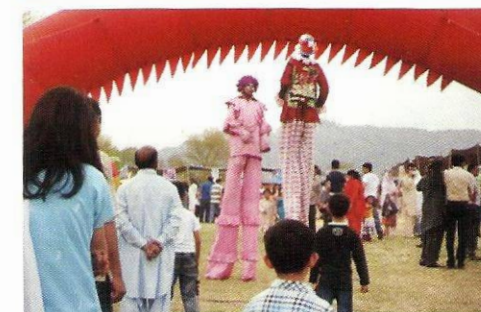
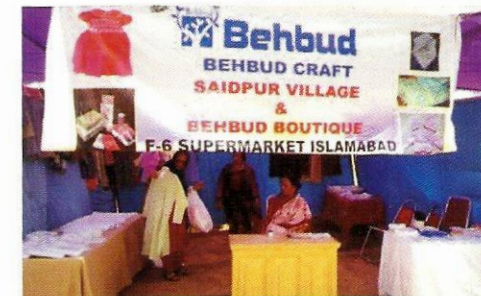
The event featured a variety of over one hundred stalls, which included clothing, arts and crafts, palmistry, food stalls and much more. Behbud's stalls highlighted the projects it supports. Behbud Industrial Hall, Rawalpindi, the largest in Pakistan, displayed the beautiful crafts made by the women to whom they give vocational training, thereby empowering them economically. The Behbud Saidpur Village crafts stall had children's clothing for sale. The Behbud Boutique, located in F-6 Supermarket, serves as the outlet for sale of all craft items made by the women trained by Behbud. Other Behbud stalls were those of Education and Health, which presented information on

the schools and health care that the organization funds and supports. KAS (Konrad-Adenauer-Stiftung) stall, which partners with Behbud, displayed items that the women had learnt in their vocational classes for income generation. The Jumbo Sale stall was popular as ever and did brisk business. Café Behbud was one of the most visited stall by the huge crowds and was constantly busy. It was jointly manned by the Café Behbud and the Saidpur Village members and staff. The Entrance gate tickets sale was superbly and valiantly managed by members.

After taking into account the sale of Raffle Tickets, Auction of a gold jewelry set donated by Patiala Jewelers of Rawalpindi, Stall Rentals, Sale of items from all Behbud stalls including Café Behbud, and Sponsorships, Behbud's net income was 17 lacs plus after expenses. The income generated will support Behbud's welfare projects.

Finally, heartfelt thanks go to all the staff at the Head Office, who worked tirelessly, to all the members who spent endless hours in organizing the event, and to those who worked behind the scenes in making the Meena Bazar a great success---THANK YOU!

Sajida Afzal, Chairperson Meena Bazar
and The Meena Bazar Committee



Behbud's Finances



Fatima Asif
Financial Consultant

The consolidated income of Behbud Association, Head Office, Rawalpindi for the year 2009-2010, was Rs.21.9i9,500/- generated from the following sources:

- Membership subscription, Rs. 25,500.
- Donations from members and the general public, Rs. 2,191,820/-
- Profit on investments and miscellaneous income, Rs. 9,832,822/-
- Income from health clinics and camps, including ultra sound and dental clinic, Rs.550,176.
- Savings from the Projects, including the Industrial hall, Boutique, Saidpur and the Education project, Rs. 9,319,181/-. (Contribution of the Industrial Hall amounts to 98%).

The above amount was spent on health care, medicines, jahez, relief for the IDPs of Swat, charities and donations. This amounted to Rs. 2,070,982/-

Administration costs to run the projects was Rs. 2,616,829/-

The final result was a savings of Rs. 17,231,688/-It shows that with the commitment of its volunteer Members humanitarian and welfare ventures can be pursued without compromising the sustainability of the Organization. It is a long-term commitment to this cause. The Members hardly use any facility of the Behbud office, catering for their own teas during the meetings, and even doing without the air-conditioning and heating to save on Behbud's electricity bills!

- Fund Raising: The main fund-raising event of Behbud was its annual Meena Bazaar, However, for the last seven years this could not be held because of the law and order situation in the country. Hence under the leadership of Tahira Piracha we resorted to single fund-raising efforts, organizing small functions in people's houses. This has also helped to remind people of our active presence. A notable event by way of fund raising was the dance performance by Sheema Kirmani and her team in the Islamabad Club Auditorium. We raised more than Rs. 11 lakhs in this one event only.

Financial Consultant: **Mrs. Fatima Asif**

Auditors: **Amir Alam Khan and Co.**

Behbud's Administration



Sajida Afzal
Chairperson

The administration of the Headquarters in Rawalpindi is a pain-staking task, requiring constant monitoring and supervision. Mrs. Sajida Afzal is an excellent administrator, working with a skeleton staff and always trying to make improvements so that the general level of efficiency goes up. She requests other Members to help by visiting the premises at least once a month, by turns, in order to make any improvements.

Our members felt the need to carry out maintenance of the Behbud building. It has now been completed in the next few weeks. We are grateful to the staff working in the Head Office because without their co-operation and support we would not be able to function.

Chairperson: Mrs. Sajida Afzal

The Office

Mr. Asim Zameer, Office Superintendent

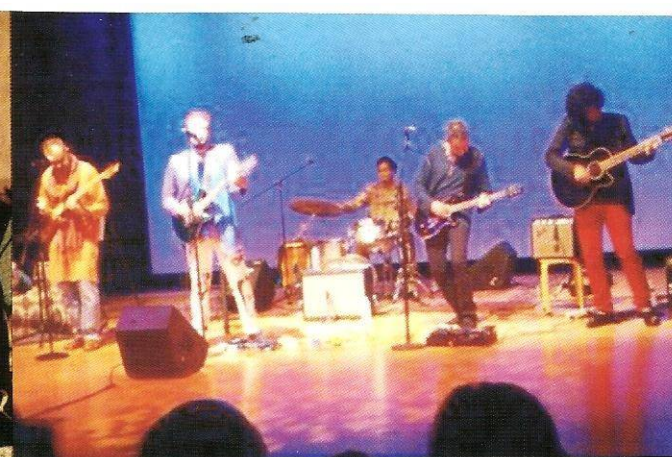
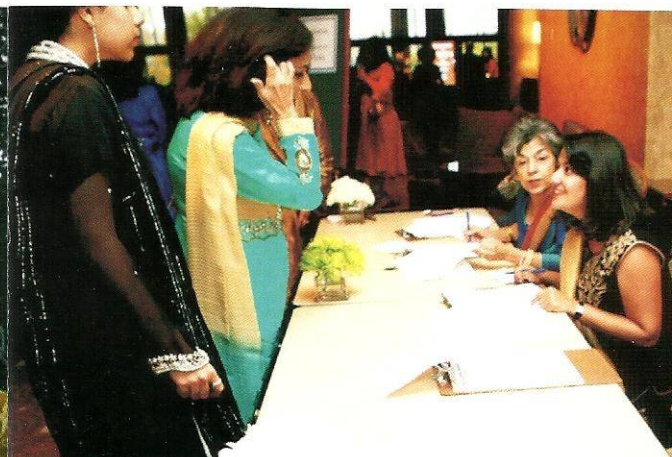
Mr. Muhammad Usman, Computer Typist/Receptionist

Mr. M. Zahoor Khan, Manager Finance

Mr. Muhammad Ayub, Accountant

Mr. Darshan Gil, Technical Supervisor





Behbud and USA

A big achievement of Behbud is that it has entered into the global world. With the sole efforts of our Member, Mrs. Tahira Piracha, a US Chapter was opened in July 2008. It is "Behbud Association USA, Inc." (Behbud USA) established as a 501(c) (3) non-profit, tax exempt organization, and incorporated in the state of Connecticut, with branches in New York, New Jersey and California.

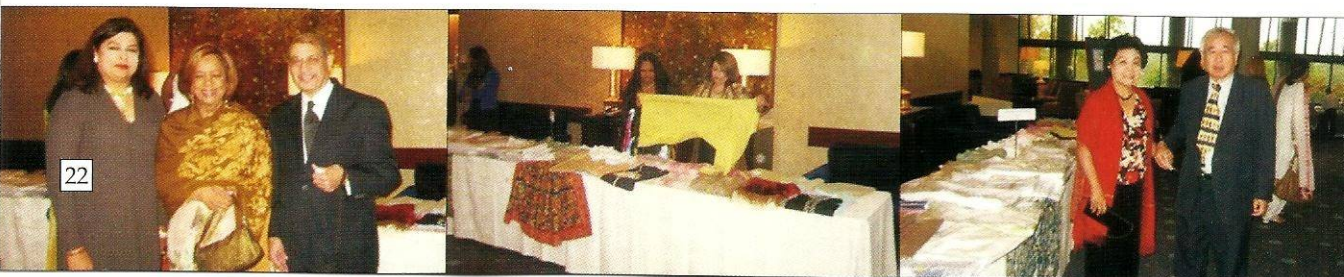
The Mission is to raise funds for Behbud's projects in the Rawalpindi-Islamabad area for Education, Health, and Vocational Training for women and generally for Women Economic Empowerment. Members of the Behbud Committee are all volunteers who work tirelessly.

In addition to financing 5 Home Schools and supplementing the Behbud Model School, Rawalpindi, Behbud, USA supports one women vocational training centre which helps around 200 women, Café Behbud, and Health care projects.

Fundraising by Behbud USA

- The first Fundraiser was held in Scarsdale, New York in September 2009 featuring Behbud's handcrafted items which were greatly appreciated and successfully sold. The Mayor of Scarsdale attended the event, which was covered by local newspapers.
- The second one was held in September 2010 as a Gala Fashion Show followed by Dinner sponsored by many Donors and was a true success. The event was graced with Dr. Nafis Sadik as the keynote speaker.
- In September 2011, the Fundraiser was held at Asia Society in New York, featuring the internationally famous Salman Ahmad of "JUNOON" and his Band, plus a Silent Auction. Again the event was a financial success.

Here in Pakistan, all our members who have relatives and friends in USA, are urged to request them to contribute. For more information on how to donate, please visit our website at



www.bebbud.org. PayPal has been set up on the website, making it easier for supporters to pay on line with their credit cards. Donations can be made by check also. Behbud Association USA being a Section 501(c) (3) Tax Exempt Organization, all contributions in the USA are tax deductible to the extent allowed by US laws.

The Executive Committee:

Members are Tahira Piracha, Fozia Qureshi, Tabassum Ilahi, Najma Mian, Kausar Alvi, Nooshi Ahmed, Noni Elley, and Neelofur Ahmed.

Board Members & State Representatives:

Tahira Piracha

President, Board Member CT State Representative,
tahira@bebbud.org

Fozia Qureshi

Vice President, Board Member, NY State Representative
fozia@bebbud.org

Yasmine Isfahani

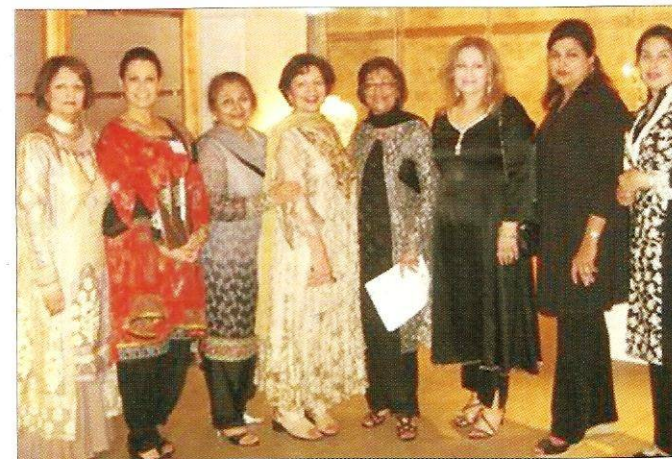
Board Member
yisfahani@greenwichfineproperties.com

Tabassum Ilahi

Secretary
tabassum@bebbud.org

Nazy Sheikh

NJ State Representative
nazash@gmail.com



Left to Right: Najma Mian, Nooshi Ahmad, Noni Elly, Fozia Qureshi, Tahira Piracha, Tabassum Ilahi, Kausar Alvi, Neelofur Ahmad

Behbud and its 'National Executive Committee'

The National Executive Committee of Behbud consists of the office bearers of the Rawalpindi Head Office and the Presidents of the various Branches of Behbud. It is scheduled to meet once in two years, at the National Executive Meeting (NEM). The most recent Meeting was held on 30th April, 2011 at the Head Office in Rawalpindi. It was attended by President of Behbud, Lahore Mrs. Farida Anwar Zahid, Vice-President, Mrs. Humayun Faiz Rasul, President, Karachi Mrs. Khadija Manzur, and representatives from Multan, Peshawar and Quetta. Each Branch presented its Report wherein the work done for the Flood 2010 was shared. Ideas for fund-raising and expansion of work were also discussed.

The next day the local Members entertained the out-station guests for Lunch at the newly set up Café Behbud in Islamabad.

Branches of Behbud were set up in Karachi (1970), Lahore (1971), Islamabad (1972), Peshawar (1981), Quetta (1984), Multan (1986), and Gujranwala (1987). They all work towards the attainment of the Mission of Behbud, which is:

"To empower women by providing health, education, income generation and vocational training regardless of color, caste or creed."

The ultimate aim of all Members of Behbud who work on voluntary, selfless basis is to achieve the Vision of Behbud, which is:

"To give a better quality of life in the basic fields of education, health and economic empowerment to the less fortunate."

OFFICE-BEARERS of the Behbud Association of Pakistan



Mrs. Akhtar Riazuddin
National President



Mrs. Abida Malik
Sr. Vice President



Mrs. Sajida Afzal
Vice President



Mrs. Parveen Qadir Agha
Vice-President



Mrs. Ghazala Shaukat
Secretary



Mrs. Aneela Haider
Joint Secretary



Mrs. Ishrat Abid
Treasurer



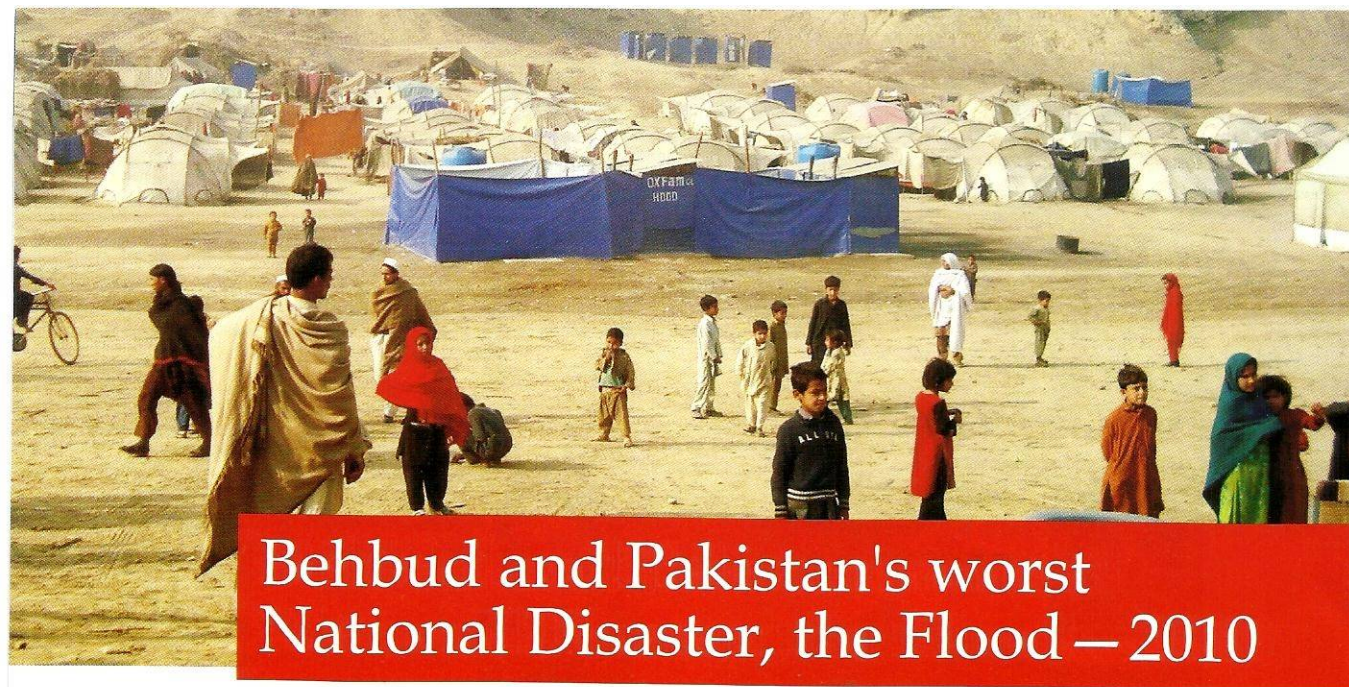
Mrs. Fatimah Asif
Financial Consultant

Executive Committee Members

Mrs. Farrukh Ahmad
Mrs. Shaukat Faruqui
Mrs. Yasmin Akbar Aziz
Mrs. Wajeeha Hashmi
Mrs. Nighat Haseebullah
Mrs. Zarmina A. H. Khan
Mrs. Raana Saeed Khan
Mrs. Tasnim Ijaz Khan

Mrs. Amina Asghar Khan
Mrs. Saeeda Mehmood Ahmad
Mrs. Surraya Mateen
Mrs. Tahira Piracha
Mrs. Tahira Akram Sheikh
Dr. Surrayya Wajahat Latif
Mrs. Shahnaz Hassan Zaheer
Mrs. Shahnaz Ijaz





Behbud and Pakistan's worst National Disaster, the Flood – 2010

In fulfillment of one of its main objectives, that of assistance in rehabilitation of victims of a calamity, Behbud rose to the occasion in the case of the worst floods in Pakistani history in 2010, which affected the lives of an estimated 18 million people, i.e. one in every 8 Pakistanis. About 1.3 million people were rescued, but around 1.8 million homes were damaged or destroyed. Behbud Rawalpindi Head office and its branches played their roles in the enormous task of restoring damaged homes and infrastructure, and provided shelter, food, water and healthcare to as many affectees as possible.

The Rawalpindi centre dispatched relief goods worth Rs. 4,999,738, consisting of dry rations, hand fans, coolers, crockery, shoes, medicines, beddings, stitched clothes, sweaters, socks and cash for their rents, etc.

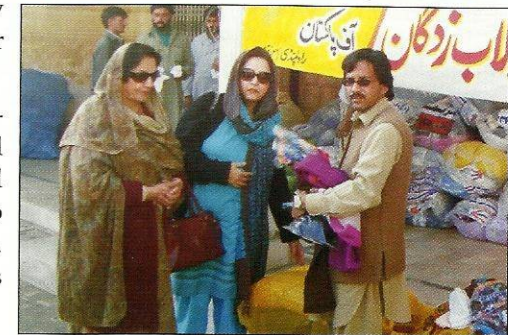
Houses worth Rs. 3,740,000 were built in collaboration with the National Rural Support Programme, (34 houses @ Rs. 110,000/- each) 22 houses were constructed from donations of Behbud USA. All this was possible because of the generous donations and work done by the members of the Executive.



In Multan, the Centre adopted 200 families in the Layyah area and 277 families in D. I.Khan and Muzaffargarh. Their houses were rebuilt and they were provided with all the essential items. Clothes, shoes and gifts were given to 3,360 persons, men, women and children in the same two areas, in addition to setting up medical camps.

The Lahore Centre distributed food and medicines worth Rs. 3,260,880 in their first phase of flood relief activities. They joined a network of 14 NGOs working together in Kot Addu. Their target is 5,660 families. Now they are in their second phase of settling them in their homes which are almost complete.

Karachi Centre raised an amount of Rs. 2,208,610/- which was spent on sending rations, clothes and medicines. In collaboration with "Off Road Pakistan" and "70th GDP Group", the Centre has reached out to vaccination of livestock, provision of fodder and of tents. Later they installed water pumps in one of the villages near Kotri.



Karachi Chapter Focus on Skill Development

Working for female empowerment for the last 40 years, this centre reaches out to 208,548 beneficiaries directly, and 1,149,885 indirectly.

The Behbud Education System provides quality education to the children of katchi abadis in 3 secondary and 5 primary schools. There are 4 community schools and 3 literacy centres working in 6 shifts. There is also a computer Lab working on 5 shifts daily and a Learning Resource Centre, which conducts teacher training courses.

Behbud Health Services covers all aspects of health care for the family. 36 clinics are run every week in the Mehmoodabad and Shirin Jinnah centres.

Vocational Training for income generation is provided to both men and women. Classes are held for leather craft, block printing, computers, electrician work, motor rewinding, sewing/cutting and embroidery in all the three centres in Mehmoodabad, Shirin Jinnah and Korangi.

Address: Street 9, Block I, Scheme 5, Kehkashan, Clifton, Karachi www.xlber.Com

Lahore — Expansion of the Behbud Complex

As the Lahore Centre enters its 30th year of existence, it has much to show. During the last year, it has expanded its structure by adding an upper story to be used for the Industrial Home with donations from supporters. With added infrastructure, an ambitious medical centre has been set up. Facilities include a 40-bed convalescent home for women and children, affiliated with Mayo, Services, Fatima Memorial and Ganga Ram Hospitals. There is an Arthritis/Rheumatology clinic, (Diagnostic and Treatment Clinic), Digital X-ray unit, Ultrasonography, Physiotherapy and Rehabilitation Centre, Clinical Laboratory, Outreach Health Centres at Shams Qari, Ghousia Colony and Islampura and the Nasirabad Health Centre.

The Centre runs its own schools, a High School for Girls and a Primary school at Shahdara. This is in addition to stipends to 34 students studying in professional colleges to cover their entire period of study, 4/5 years. Then there are adult literacy classes and cooking classes for women, a typing school and computer classes at Naseerabad, while Holy Quran and 'Daras' classes are held at the main centre.

As in the other centres, the main feature is the Industrial Home, set up for income-generation projects. It consists of a linen section, sewing, frock, knitting and kurta-dupatta sections. A 'Thrift Shop' is running successfully. Second handclothes and crockery, etc. are sold here. Training courses in Beauty Parlor activities is imparted. Welfare Projects include a 'Jehaz' Bank and charity to families in distress.

Address: Shams Qari, Chamba House, Lane GOR, Estate No. 1, Lahore Cantt.

Phone No. 042-36304906, **Fax No.** 042-36367104, **Email:** behbudlahore@hotmail.com

Multan — Focus on Healthcare

In addition to the vocational training in all Behbud centres, this Centre has over the years specialized in Healthcare and Family Planning services. They provide Lady Health Visitors (LHV) and Midwife care, and then there are mobile health units in rural areas.

After successful vocational training, the girls are given sewing machines to set up a livelihood.

Address: C-III, Lodhi Colony, Multan, Tel. 6521213

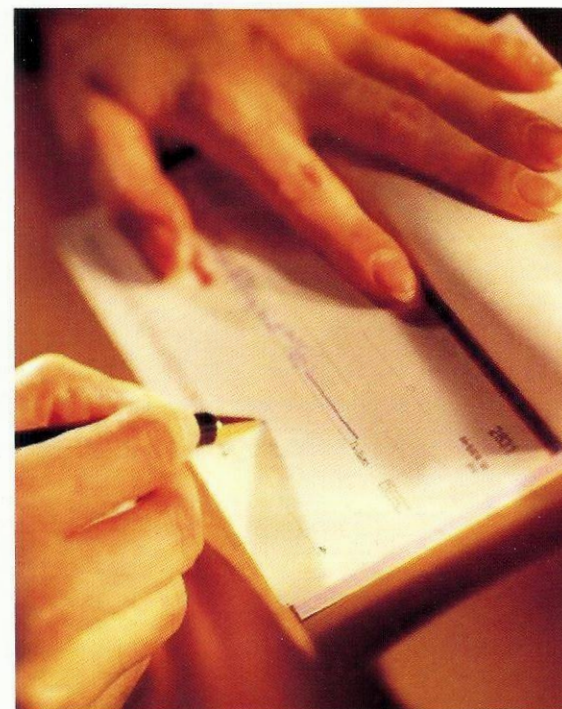
Quetta and Peshawar Centres

Unfortunately, because of security concerns and the uncertain conditions in the two cities of our Provinces, the Centres here have not been very active. We wish and pray for our country and for peaceful times.

Appeal

“Who will loan me a beautiful loan?
And I will return it ten times”.

Al-Quran



All donations are **exempt from Income Tax**. Approval as a charitable organization granted under section 2(36) (c) of the Income Tax Ordinance 2001, vide Commissioner of Income Tax, Rawalpindi's letter No. 50 (109)/2004-2005/1244/HQ, dated 11-11-2005.

GIVE IN THE NAME OF ALLAH. Give in cash or kind by way of:

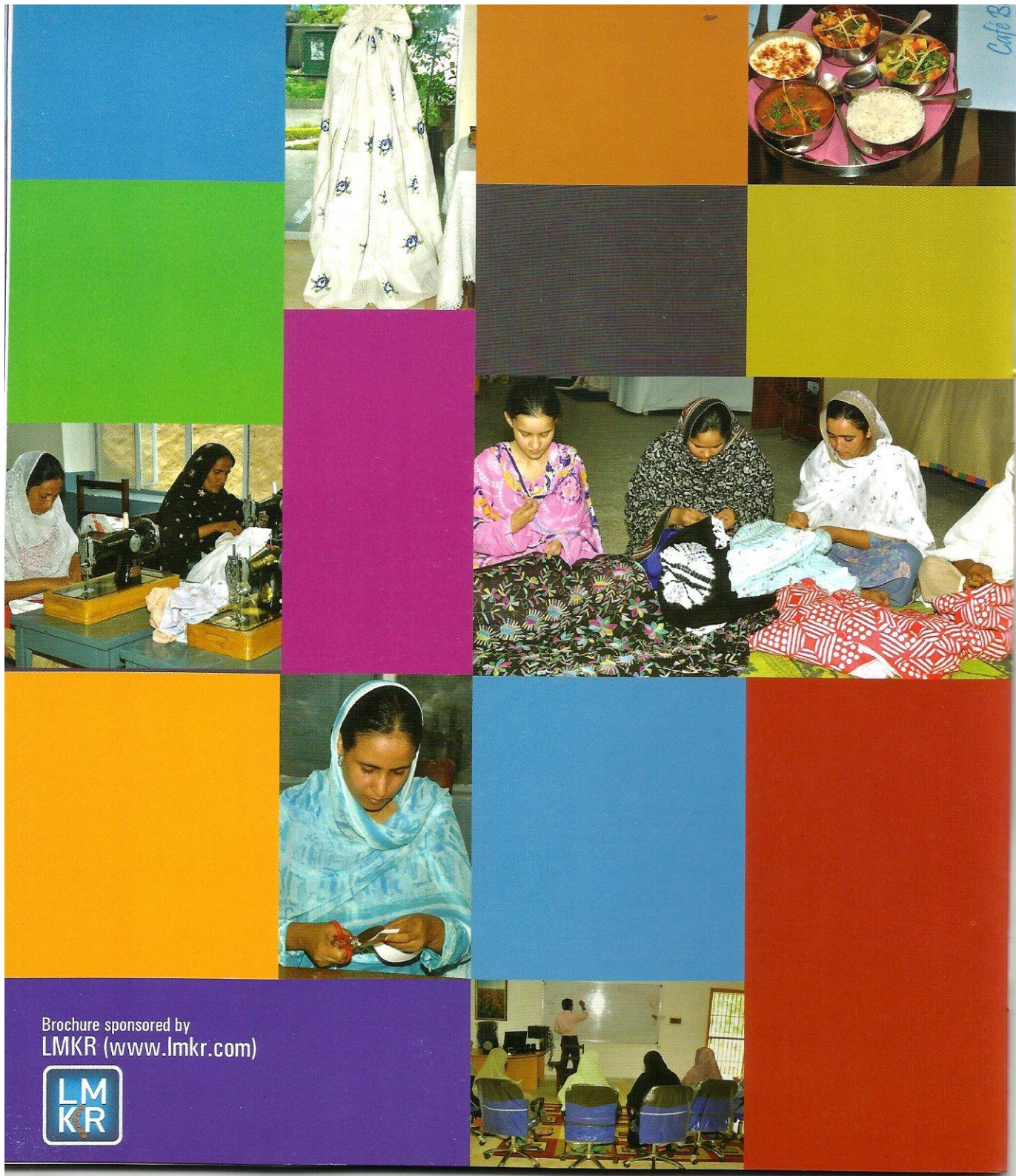
- Cross Cheques in the name of Behbud Association of Pakistan; :
- Land, immoveable property; :
- Vehicles, motor-cycles; Libraries, books; Medicines; Computers; Machines: sewing, embroidery and knitting. :
- Sponsor a new training centre in Saidpur village, or in Rawalpindi. Cost Rs.25,00,000 (twenty five lakh rupees). :
- Three mobile health centres are planned for the rural areas. Cost is Rs. 35,000 per month. Chose the city you want to give. We need doctors, clinical assistants, lab technicians, teachers, community leaders, mohalla workers.
- A health Centre in a slum costs Rs. 2,00,000, (two lakh rupees) per annum.
- Rs. 10,000 per year to educate a high school student.
- Rs. 8,000 to cure a t.b. patient, a bread-winner.
- Rs. 4,000 to prevent a human being from getting hepatitis B.
- The cost of Insulin Injections per person per year comes to Rs.12,500/-.
- The cost of medicine for diabetes + hypertension per year per person is Rs.14,500/-.
- Total number of patients attending the clinic is around 40 plus per month.
- We appeal to the members to adopt as many patients as possible to relieve Behbud of this recurring expenditure.

**Bank Account No. PLS 1774-9,
National Bank of Pakistan,
Medical College Branch, Tipu Road, Rawalpindi.**

News

In keeping with its objectives to work in the urban and peri-urban areas, Behbud has opened the following projects in 2011:

- An adult literacy Centre in Golra
- A skill centre along with an informal home school, also in Golra
- Behbud has been allotted a shop in the newly set up “Potohar Art and Craft Village” in Islamabad. We hope to see it flourishing once the place becomes a popular resort.



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