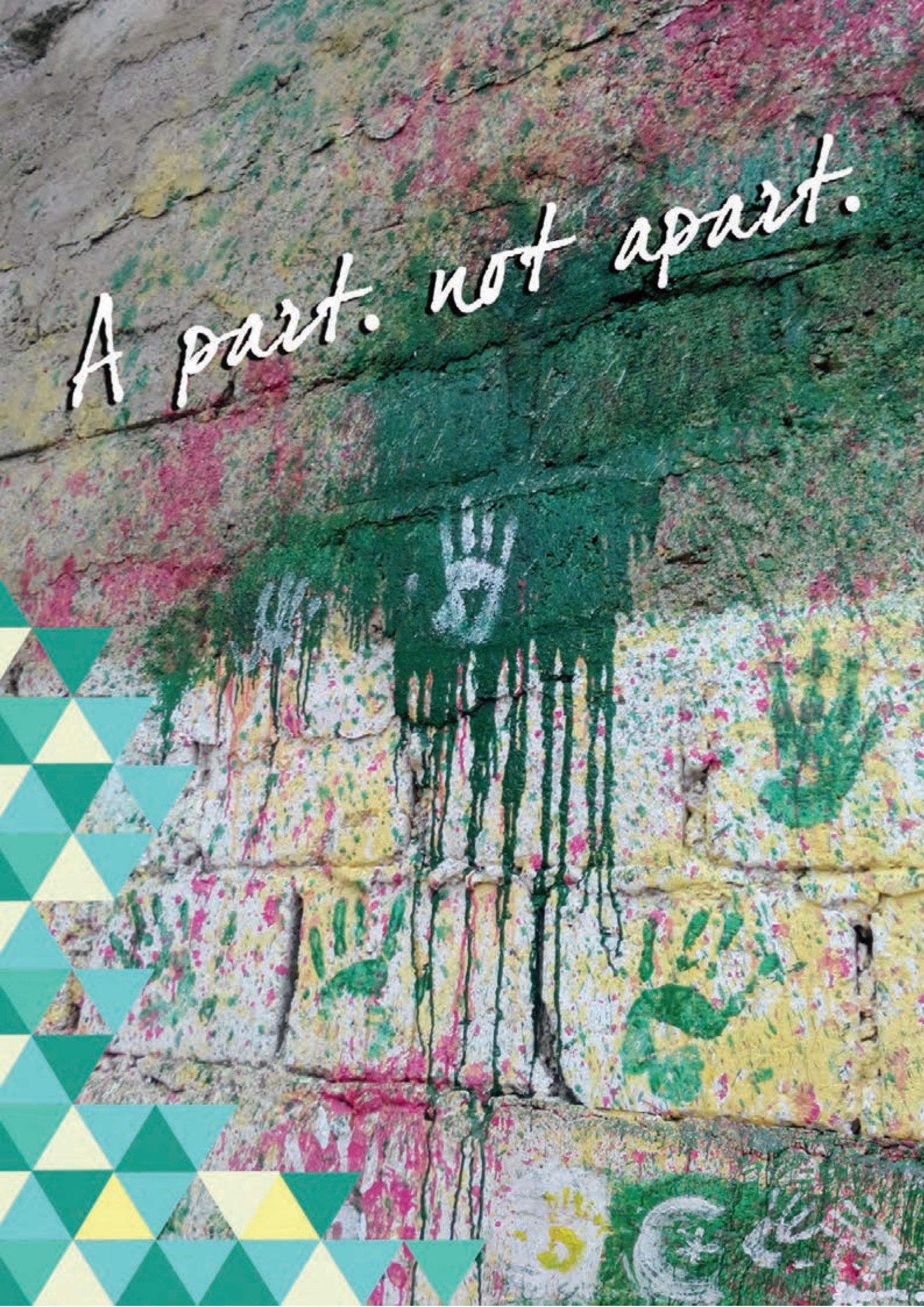




A PART. NOT APART.

**ANNUAL REPORT 2014**



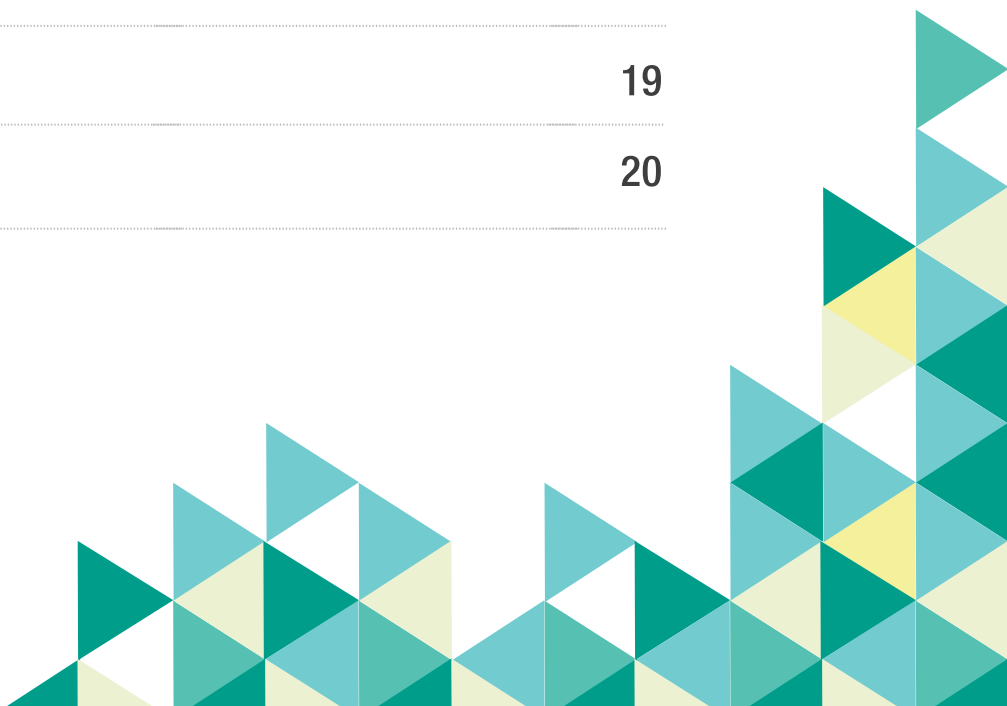


*A part. not apart.*



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# Our Vision

**People with Disabilities have equal access to opportunities and are an integral part of society.**

# Mission Statement

**To promote the creation of an inclusive society which values and upholds the rights of people with disabilities through sustainable endeavours and a holistic approach driven by clear social objectives.**

# Our Objectives

- ▲ **Generate a greater level of awareness about the needs and rights of persons with disabilities.**
- ▲ **Create economic empowerment for persons with disabilities by fostering greater commitment.**
- ▲ **Advocate the rights and needs of persons with disabilities to the State.**
- ▲ **Build capacity of disability organizations to meet their objectives.**

## President's Note

As Pakistan continues to strive to pen its narrative as a resilient and inclusive country – one that not only tolerates diversity but thrives on it; one that does not only come together for caricatures but paints its story of defiance; and one that looks naysayers in the eye and establishes its existential identity – our actions and words need to go as hand and glove.



Inclusiveness is a theme that is not limited to religious, ethnic, linguistic, sectarian fault lines but permeates into the realms of disability. When it comes to being ostracized, people with disabilities are no strangers, having borne the brunt of perceptual bias as one of the largest statistical minorities in the world.

In Pakistan, more than 18 million are people with disabilities, a figure that is nearly the population of Karachi – one of the biggest cities in the world.

Perceptions need to be revised and success stories established – so sympathy evolves to empathy and apathy becomes social action.

**Amin Hashwani**  
**President NOWPDP**

## Director's Note

Since its establishment NOWPDP has worked to promote the rights of people with disabilities and contribute towards establishing an inclusive society where PWDs are not marginalized based on societal misconceptions and lack of opportunities and knowledge, through its network of organizations across Pakistan.



While there are organizations that work in pockets to address issues related to people with disabilities, NOWPDP aims to provide that networking framework, which connects these erstwhile well-intentioned but dispersed institutions.

NOWPDP is a unique model because it has anchored itself on a vision of mainstreaming people with disabilities through the pursuit of holistic endeavors with clear social objectives. Our activities and projects aim to be sustainable, impactful and empathetic so that there are long lasting changes, quantitative and qualitative results and perception based on understanding, not charity. As we welcome 2015 and reflect on 2014, we hope that the whispers of inclusiveness that echo in Pakistan can resonate as one voice on the national dais.

**Omair Ahmed**  
**Director NOWPDP**

# Our Projects



## heARTwork

The heARTwork mission is to empower people with disabilities through promoting their craftsmanship so that they can benefit from the skills they have learned and earn a livelihood for themselves.



## The Rickshaw Project

The Rickshaw Project advocates for mobility for all by creating a highly visible moving platform for people with disabilities, driven by our advocates of change.



## yaqeen

Yaqeen aims to develop institutions into equal opportunity employers, inclusive of persons with disabilities. Inclusion for yaqeen is about **embedding** persons with disabilities with holistic and sustainable **empowerment** of abilities such that they are and they feel **equal**.



The entrance at NOWPDP House,  
located in Saddar, Karachi



# WELCOME *to the* NOWPDP House

Located in the heart of Saddar: NOWPDP has adopted, renovated and developed an abandoned dispensary to emphasize that we believe in universal inclusiveness



# Year in Review

## ▲ FROM 'FOR' TO 'WITH'

NOWPDP was initiated in 2008 with a clear mission: Promoting a barrier free, inclusive society. As we have grown and learnt from the past we've come to realize how essential the value of inclusion is to how we approach our work – and how our language must reflect and reinforce that. We recently revised one little word in our acronym: We don't want to work FOR people with disabilities; they don't need our sympathy. We strive to work WITH them; because that's genuine inclusion.

## ▲ MATCO RICE AND NOWPDP



NOWPDP and MATCO Rice commenced a new initiative in October 2014, the objective of which was to create awareness about people with disabilities along with NOWPDP and its projects.

## ▲ I AM KARACHI



I am Karachi is a campaign that inculcates hope, pride and ownership in the citizens of Karachi to collectively strive for a peaceful city. NOWPDP is participating in this campaign with a message of inclusion; our aim to showcase people with disabilities as an integral part of society, rather than as a separate, group of people living on the fringes of society.

## ▲ ACCESS TO JUSTICE



NOWPDP became a support organization for the Access to Justice (A2J) project that the Asia Foundation is conducting across 10 districts in Pakistan. Karachi is one of the districts, with its own Legal Aid Center that NOWPDP aims to support by recommending best practices for improving service delivery to people with disabilities, raising awareness of their service & referring potential cases to them.

## ▲ LEARNING BASIC PAKISTAN SIGN LANGUAGE (PSL) with Deaf Reach

NOWPDP Team has enrolled in the inaugural PSL classes.





## How we do this



### **SKILLS DEVELOPMENT TRAINING:**

Our Team of Ambassadors spearhead the trainings conducted at our partner schools.

- **Papermaking**

Students learn the art of recycling paper to make handmade greeting cards.

- **Textiles**

Students learn textile design development, patchwork techniques and screen-printing.



**PROMOTION OF CRAFTSMANSHIP:** HeARTwork products are marketed through social media, partner retail outlets and corporate orders.

## HeARTwork's Year in Review



Introduced Textile Design & Screen printing at Bahria Special School.



HeARTwork Ambassador Team learned skills: screen-printing, weaving, embroidery.



HeARTwork Ambassador Team added new merchandise: home textiles (cushion sets, bed sheets, duvet covers, runners, table mats and lamps), fashion items (handbags) and customized services (roman blinds and upholstered sofas).



175 students trained in areas: papermaking, patchwork techniques, textile design and screen-printing.



1500 handmade cards distributed to corporate partners.



Generous contributions from Bank Alfalah and Ronak Lakhani to further the project and build a Vocational Training Center.





heARTwork Textile Design and  
Screen Printing.

[www.heartwork.org.pk](http://www.heartwork.org.pk)










*“moving people, changing minds”*

## How we do this

 **ADVOCACY:** By creating a moving, functioning example of mainstreaming, people with disabilities will be integrated into society and will be leaders in the process of challenge and change.


 **SENSITIZATION:** Our drivers are our trainers. The objective is to shift society’s perspective from one of sympathy to empathy; from charity to social justice; from apathy to action.

 **THE RICKSHAW PROJECT SERVICE:**  
Your utilization of our service helps put people with disabilities in the driver’s seat to steer us forward on our mission to create a more inclusive and equitable society:


**The rickshaws are run by trained project drivers**

**The rickshaws are retrofitted accordingly to the driver’s impairment**

## The Rickshaw Project’s Year in Review

 Around 1,500 individuals who have attended Sensitization Sessions including the students of IBA, SZABIST, Greenwich, Lyceum School and Pizza Hut employees.

 Advocated to around 5,000 people through events that The Rickshaw Project has been a part of.

 The Rickshaw Project team participated in various events such as: The South Asian Cities conference, AIESEC Global Village, An Activation at Park Towers and The Young Leaders conference.





Retrofitted Rickshaws according  
to driver impairments.





*Embedded - Empowered - Equal*



## How we do this

To Develop institutions into equal opportunity providers, inclusive of persons with disabilities.



### **OBJECTIVES:**

#### **Building Infrastructure:**

Through accessible infrastructure

#### **Raising Awareness:**

Through disability sensitization

#### **Empower Ability:**

Through equal opportunity employment

#### **Institutionalize Diversity:**

Through a revision of institutional policy framework

## Yaqeen's Year in Review



NOWPDP and the Institute of Architects, Pakistan (IAP) conducted reviews for 7 subsidiaries at 9 locations of Engro to determine changes needed for infrastructural accessibility.



A total of 29 focus group discussions and 38 interviews were carried out across 7 subsidiaries with approximately 12% of the employee base from February- May 2014 to determine the existing perception about people with disabilities amongst Engro's employees.



Over 800 of Engro's employees have been sensitized so far through 22 disability sensitization sessions at 6 locations between September and December 2014.



The sessions held at Engro, Harbour Front, proved to be impactful as an analysis showed a 22% drop in the perception that persons with disabilities would negatively impact the workplace. A decrease in the use of negative words post-sensitization was also witnessed.

In order to ensure inclusive policies at all stages in the employment process and to ensure sustainability through an inclusive policy framework, NOWPDP carried out the following:

- ✔ Reviewed and revised current job roles for degree of inclusion
- ✔ Identified reasonable accommodation that employees with disabilities may require
- ✔ Assessed and edited job descriptions, job advertisements and the application process. Engro added an equal opportunity note on its job portal on 7th November 2014
- ✔ The recruitment process and employee handbook were reviewed for disability inclusion. NOWPDP also shared a consolidated database of 650+ people with disabilities. Some PWD's have been hired at Engro since the inception of the project





# Stories

Sakhawat joined heARTwork shortly after it was initiated. In the past two years, he has learned multiple skills such as papermaking, quilling, screen printing and weaving. He has also been promoted twice in this duration and is currently the Production Supervisor and Ambassador Team Leader.

**“With the progression of the project, through its ups and downs, we have learned what it means to be empowered. I feel that I am better at relationship management and networking. I have worked with the corporate sector while not being in it. While I am still learning to be more efficient in my work, I have managed to sustain my life and manage my expenses.”**

**- Sakhawat Sajawal**

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**"Auto-rickshaws provide affordable transportation for millions of persons and efforts to enhance universal access to this mode should be given top priority. The Rickshaw Project is a needed approach to the technical issues of making auto-rickshaws accessible both to drivers and to passengers with disabilities. The project also provides a valuable opportunity to test this approach as a service model which would include a focus on disabled passengers as well as drivers with limited mobility. I wish you every success as you move forward with this project"**

**- Tom Rickert**

Executive Director, Access Exchange International

Board Member, GAATES (Canada)

Board Member, International Centre for Accessible Transportation (ICAT, Canada)


---

**“I have seen how these drivers understand and advocate the idea of being self-sustainable to people who asks for money on road. THIS is what we need to bring change and become self-sufficient as a nation. I feel safe and secure more than ever by using this service to the extent that I can even trust them with my 10 year old sister”**

**- Zoya Altaf**

Manager Client Services

Asiatic Public Relations Network

A portrait of a man with dark hair, a mustache, and glasses, smiling. He is wearing a purple button-down shirt. A circular badge with the 'heartwork' logo is pinned to his shirt. The background is a blurred green foliage. In the bottom right corner, there is a decorative graphic of overlapping triangles in various shades of teal and yellow.

“..with the progression of  
the project, through its ups  
and downs, we have  
learned what it means to  
be empowered.”

*Sakawat Sajawal*



"Congratulations to you and your team on holding an excellent session on disability this morning. Unfortunately, it's an area of lowest awareness in our society and even the so called parha likha section of the community doesn't give required respect and opportunities to people with disabilities. I personally learnt quite a few new concepts and got motivated to do better in this area of extreme importance, good work".

**- Khalid Subhani**

CEO Engro Polymer & Chemicals Limited

---

"...the session was by all standards, very interactive and interesting. The session was not too lengthy, the presentation conducted in Urdu encouraged active participation, and the PWD guest speaker's discussion with the participants was very motivating".

**Yasmine Rashid**

Diversity Lead, Engro Fertilizers Ltd



from sympathy to  
**EMPATHY**

Disability Sensitization



# How can you contribute?



NOWPDP welcomes financial contributions to help run our projects. Contribution details are mentioned below.

**Account Title:** NOWPDP

**Bank:** Habib Bank Ltd

**Account no (PKR).** : 0047-79002206-03

**Swift Code:** HABBPCCA

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## Our Legal Standing

Network of Organizations Working with People with Disabilities, Pakistan is registered under the following entities:

- Registered under Societies Registration Act, XXI of 1860 vide Registration KAR NO. 0373 OF 2008-09
- Registered as Non for Profit Organization under clause (c) of sub Section (36) of Section 2 of the Income Tax Ordinance, 2001

NOWPDP NTN number 3357971-7

# KITES DON'T WALK, THEY FLY.

DISABILITY SENSITIZATION



MOVING PEOPLE. CHANGING MINDS.



A PART. NOT APART.



# Financials *(Fiscal Year 2013-2014)*

	2014	2013
<b>Income</b>		
Grants	(421,360)	7,328,322
Donations	1,105,409	2,381,008
Program Sponsorship	304,131	2,522,912
others	64,898	55,595
Interest income	148,005	141,638
<b>Total</b>	<b>1,201,083</b>	<b>12,429,475</b>
<b>Expenses</b>		
Salaries and benefits	2,902,324	1,880,783
Depreciation	312,166	216,469
Utilities	397,161	300,693
Travel	95,798	79,611
Bank Charges	21,232	5,845
Printing and Stationery	98,387	24,028
Meeting & Refreshments	5,453	46,499
Websites and Softwares	44,900	100,550
Project Expenses	6,919,346	10,687,286
<b>Total</b>	<b>10,796,767</b>	<b>13,341,764</b>
<b>Surplus/Deficit for the Year</b>	<b>(9,595,684)</b>	<b>(912,289)</b>
<b>Accumulated surplus brought forward</b>	<b>3,254,492</b>	<b>4,166,781</b>
<b>Accumulated deficit/surplus carried forward</b>	<b>(6,341,192)</b>	<b>3,254,492</b>



# The Way Forward

**Disability organizations need to get together on one common platform.  
Let's provide that platform!**



What do ALL organizations need? **Disability Information.**

- © A Resource Center as a way to identify needs and develop resources accordingly.

**Let's raise awareness! Look at the Capability, not the Disability!**



A PART. NOT APART.



Establish our Vocational Training Center and train 100 adults with disabilities in textiles.



Expand our network of partner schools and train 50 students with disabilities in paper-making and textiles.



Promote HeARTwork merchandise through new e-commerce partners, social media and website.



Major focus towards accessible transportation, which will be initiated with Model Accessible Bus Stops in Karachi.



Construction of Research & Development Workshop that aims to provide free consultancy to people with disabilities in making retrofitted vehicles.



Continuation of our Disability Sensitization efforts in educational, private & public institutions.



Ensuring sustainability as an equal opportunity employer for Engro.



Work with other institutions to make them inclusive.



Collaboration with HBL to ensure inclusion of persons with disabilities at 30 locations across Pakistan. *A contract between NOWPDP and HBL was signed on January 28, 2015.*

# Our Partners

**Organizations and Institutions that we worked with during the year and which supported us.**



ACELP



KVTC



BAHRIA SPECIAL SCHOOL



IDA RIEU



HAYAT-E-NAU



SRSC



engro corp



BANK ALFALAH



Matco  
since 1964



# Our Team



Pictured Above:

1st Row(L-R): Siraj Bilal, Khalid, Vishal, Asim Zia, Nizar Ali Shah, Faisal Khan, Imran Abdullah, Pervaiz Sahab, Tabinda Baig

2nd Row(L-R): Taj Bhai, Noman, Amin Amir Andani, Zulqurnain Asghar, Ali Fateh, Omair Ahmad, Zahra Anum, Reem Khurshid, Samar Naqvi, Abeer Ghori.

3rd Row(L-R): Nabil Shaukat, Karim Navroz Ali, Roydon D'Mello, Sakhawat Sajawal, Faheem Wahid and Nafees.

Not Pictured: Osman from heARTwork

\*Mr. Zulqurnain Asghar and Mr. Roydon D'Mello are no longer part of the NOWPDP Team.





# Get in Touch

 [www.nowpdp.org](http://www.nowpdp.org)  [info@nowpdp.org](mailto:info@nowpdp.org)

 NOWPDP  NOWPDP  NOWPDP

 NOWPDP House, Bungalow No.83/1 N I Line,  
Saghir Hussain Shaheed Road, Saddar, Karachi 74400

 +92 (21) 32294528

TEXT 'NOWPDP' + YOUR NAME TO

**T E X T**  
**8 3 9 8**

Approved under clause (c) of sub section (36) of section 2 of the Income Tax Ordinance, 2001.  
NOWPDP has been working towards the achievement of its vision since its launch on 9th May 2008.



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