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## Message from Chairperson



**Dr. Mahmood Alam**

*Dear Donors, Assalamu-Alykum:  
Greetings from HDF and blessed Ramadan.*

*Human Development Foundation (HDF), although a non-religious and non-political organization, works diligently to spend your hard earned money and donations at the grassroots level to uplift the poor and less fortunate communities, mostly in Pakistan.*

*Most of our programs fall well within the prescribed charity giving in Islam. Your kindness reaches to those who need the most. HDF takes your donations to the doorsteps of neediest in an organized way to help promote Health, Education, Sustainable Environment and Economic Development. HDF is proud to be the pioneer in sustainable development in Pakistan with track record of 2 decades.*

*This Ramadan, lets show our love and compassion for those in need by being kind and generous. We want everyone to strive to make good deeds into good habits starting in Ramadan and continue its impact throughout the year. Our Prophet Muhammad (PBUH) said, the best charity is that given in Ramadan (Tirmidhi). May the spirit of Ramadan illuminate the world and show us the way to peace and harmony. The time is of essence. Act now before precious days of Ramadan run out.*

*Mahmood Alam  
Chairperson, Board of Directors*

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## **Editor's Note**

Assalam Alaikum and Ramadan Kareem

Welcome to the first issue of HOPE, a monthly e-newsletter published by Human Development Foundation of North America. Many of you told us that you would like to hear from us on a regular basis so you could stay abreast of what we do and how we do it. We thought what better way to keep you up to date than to bring you a monthly newsletter to show you what your donations help us achieve. HOPE will also feature news from human development domain, project updates, success stories, profiles of our volunteers and how they are helping people help themselves.

Every Three months we will bring you a printed version of HOPE with a section dedicated to the students and faculty of HDF schools in Pakistan. Of course, we will also welcome articles contributed by you or your family members. So, go ahead and put your creative writing skills to test.

We thank you for your support and patronage.

## **HDF Team Profile**

Zulfigar Ali is one of those rare gets for an organization. After 19 years in community development, humanitarian response, project management, and internal and external stakeholder/partner collaborations you could say he was born for this work.

He started his professional career after completing an MSc in Agri Economics from Faisalabad University in 1997 where he was awarded a 95% CGPA; the highest CGPA in the department. While working with the International Water Management Institute (IWMI) at Lahore as Research Assistant Economic, he also completed his Master's thesis "Use of Different Water Sources and their impacts on human and livestock population in brackish water zones."



Zulfigar Ali,  
*General Manager of Prigram Services*

After working for two years in the government sector, Zulfigar joined United Nation Development Program (UNDP) where he was responsible for economic analysis and monitoring and evaluating sub-projects. Zulfigar Ali joined HDF on December 10, 2002, as Regional Program Manager of the Rahim Yar Khan Region. In 2007, he was promoted to General Manager of Program Services and was transferred to the National Office in Islamabad. Since then, Zulfigar has worked closely with the Chief Executive Officer to ensure overall quality and impact of HDF programs. His role as supervisor of all program managers has to lead to the development, integration, and implementation of new and existing projects.

Thanks to Zulfigar's work to ensure HDF programs are responsive to community needs and in line with the organization's strategic plan, he has been awarded "Best in Management" in 2007 and Bonus Awards for the following 9 years. HDF is proud to honor Mr. Ali for the work he has done for the organization and the people in Pakistan.



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## Umeed Say Aagay - Move Beyond Hope

Pakistan is a country where mother and child mortality is hitting alarming levels. Over 400,000 mothers and children under the age of five die of preventable causes every year in Pakistan and over 175,000 of these deaths are related to malnutrition. These malnourished children have a higher risk of death from common childhood illness such as diarrhea and pneumonia. Nutrition-related factors contribute to about 45% of deaths in children under 5 years of age.

Pakistan's economy is greatly affected by the consequences of malnutrition on this level. Lost laborers, healthcare expenses, and lower productivity cost Pakistan \$7.6 billion or 3 percent of their GDP every year. With this in mind, HDF has launched the "Umeed Say Aagay" initiative to save mothers and children from death. "We can do it. Close to 90% of the deaths are preventable in Pakistan and this is the driving force for us", said Saeed Ul Hassan, HDF Pakistan Executive Director.

Saeed Ul Hassan has recently been interviewed by Radio Pakistan and published in the news on this new initiative. As an Executive Member, Saeed has also participated in the first meeting of the newly elected Executive Council of the SUNCSA chaired by the Pakistan Poverty Alleviation Fund (PPAF). HDF has recently been elected to the executive council of the SUN Civil Society Alliance (SUNCSA) in Pakistan. This movement is working to bring people together for a coherent policy and legal framework to align programs around a common results framework with secure financial tracking and resource mobilization.

By joining HDF in this movement, you can save 400,000 lives this year.

Learn More at <https://umeedsayaagay.com/>.



### CRITICAL INFORMATION ABOUT NUTRITION AND FIRST 1000 DAYS OF MOTHER & CHILD WELLNESS



More than half of all expecting mothers do not undergo at least **4 antenatal checkups** during pregnancy



**3/5** newborns are not exclusively breastfed



**90%** of a child's brain development happens before **age 5**



of all children **6 to 23 months** are not getting the diversified diet they need to develop normally and fight disease



Every 10 children who are born in Pakistan, one will die before the age of 5 close to half of all children under delivery, and low birth weight



Nearly half of Pakistan's children and mothers suffer from malnutrition



More than half of all Pakistani women are anaemic



**44%** of children under the age of 5 are **STUNTED**



**15%** suffer from **WASTING**



**32%** are **UNDERWEIGHT**

**1/3**

of children in Pakistan also suffer from anaemia, hindering their growth and making them vulnerable to disease, disability and death.



at high levels indicating a serious public health concern.



Low birth weight another key indicator of under-nutrition



Breastfeeding is initiated within an hour is only **18%** of births

**9.6M**  
PAKISTANI CHILDREN

have experienced chronic nutrition deprivation in utero and/or during early childhood



of the children are exclusively breastfed for **6 month** of their lives



**1/5** women and children have severe **VITAMIN A** deficiency

**3.1M**  
CHILDREN  
under the age of  
**5**  
dying each year due to malnutrition.

Millions of our most vulnerable people primarily mother and children don't get enough

IRON

IODINE

VITAMIN A

FOLIC ACID

ZINC

CALCIUM

Leading to illness, blindness, mental disorders and increased **risk of death**.





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## HDF News

### Unleashing the Potential of a Young Pakistan

By Khalid Hussain, Head of Foundation Development, HDF Pakistan

UNDP Pakistan has launched its second National Human Development Report - Unleashing the potential of a Young Pakistan authored by Dr. Adil Najam and Dr. Faisal Bari. This is Pakistan's first National Human Development Report in over a decade. The last one in 2003, the NHDR on Poverty, focusing on growth and governance, was authored by Dr. Akmal Hussain.

The Pakistan Human Development Report (HDR) is primarily a policy advocacy tool placing people, instead of the economy, at the centre of development. UNDP uses it to introduce the conceptual framework of human development in national policy discussions. It seeks to advance human well-being by creating an environment in which people can develop their full potential exercising their own choices for a productive, creative, and happy life.

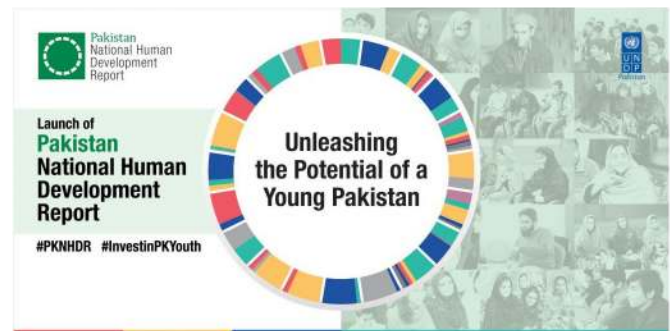
The new Pakistan HDR focuses on the youth. Pakistan has the largest generation of young people ever in its history. Nearly two-third of its total population is under 30 years of age including children under 15 who will be tomorrow's youth. This is a critical force for shaping human development.

Neil Buhne, the UN Resident Coordinator told the press, "Never have the opportunities for social, economic and political progress been so great. Nor have the challenges facing us ever been more pressing." Dr. Adil Najam, Lead Author of the NHDR said, "The future of Pakistan – one way or the other – will be determined by those who are between 15 and 29 years of age today."

This 'youth bulge' can be a dividend or a disaster for the country. The outcome depends on Pakistan's investment in youth. If they get quality education, quality employment, and meaningful engagement opportunities, the country can take off economically. Else, a nightmare is in the offing.

One is reminded of what Dr. Mahbub ul Haq, the man behind the Human Development framework, once famously said: "The real wealth of a nation is its people. And the purpose of development is to create an enabling environment for people to enjoy long, healthy, and creative lives. This simple but powerful truth is too often forgotten in the pursuit of material and financial wealth"

The HDR looks at Pakistan's human development challenges and opportunities from the prism of youth. The authors focus on how to improve human development outcomes. A first-rate analysis leads to evidence-based policy recommendations looking at three key drivers: quality education, gainful employment and meaningful engagement. The authors believe, these levers of change can harness the potential of young people and catapult Pakistan on the path of greater human development.





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## **The Motorbike Lady**



*Shazia Ismael and her family*

The sight of a woman on a motorbike still shocks a few in the district of Rahm Yar Khan, but Shazia Ismael is Secretary of the local HDF Village Development Organization (VDO) and no one disapproves of the work she's done for the village.

This mother of four is one of the many women in her community who grew up in extreme poverty. Her father was about to go to Dubai for work when he fell ill. Shazia was only 15 years old when she had to quit school and start stitching clothes with her mother to survive.

Luckily for her, sewing classes were provided to girls in the area at the time. After taking only two of these classes, Shazia became a trainer and worked in a Stitching (Silai) Center for 3 years; eventually opening a center of her own in her home to train more girls in the village.

As a business owner, Shazia was aware of the problems in her community and when HDF entered the picture she took advantage of the opportunities it provided. After becoming Secretary of an all-female HDF Development Organization (DO), Shazia was trained in poultry management and received livestock to care for. She was also able to continue her education and earned an Adult Literacy Certificate (ACL).

As her work continued to grow, Shazia learned to ride her husband's motorbike and could be seen traveling across the village to motivate and teach other women to become trainers and use microcredit for their own poultry. Shazia quickly became the Secretary of VDO Kahkashan and took on even more responsibility for the village.

Clean drinking water was hard to come by, but thanks to her persistence, HDF introduced a Bio-Sand Water Filtration Plant project in 2010. Shazia and her father were trained to lead the project, and around 30 filtration plants were successfully prepared. Determined to bring cleanliness to her village, Shazia also worked with HDF and its partner PPAF to create a sewage system. She mobilized the women in the village to collect PKR 1 million to build the system. After this, it didn't take long for the men and women of the village to rally behind her to find solutions to all the village's problems.

Shazia's resourcefulness and resolve to improve the lives of her community is inspiring, and her story shows that women can lead their communities to bigger and better things. HDF prides itself on promoting gender equality and empowers women to bring change to their lives and the lives around them