**TEMPLATE FOR REPORTING ON RECENT INITIATIVES ON SPORT FOR DEVELOPMENT AND PEACE**

***EmpowHER – Girls in Sports***

***National Commission for Human Rights, Pakistan***

***August 2023 – January 2024***

***Task:*** *Provide a summary of the initiative, including a brief overview, proposed/actual outcomes and an assessment of any lessons learned and the way forward.*

***Timeframe:*** *Please only include initiatives that fall within the reporting timeframe of January 2022 – February 2024*

|  |  |  |
| --- | --- | --- |
| **Please provide more details on each initiative including items below:** | | |
| **Objective(s):** | *Please indicate which, if any, of the following fall among the main objectives of the initiative:* | |
| * **Ensuring no one is left behind (advancing empowerment, inclusiveness and equality through sport)** | * Eradicating poverty and promoting prosperity |
| * Leveraging sports events to promote action to combat climate change, advance peace and/or sustainable development | * Conflict prevention/peace building |
| * Research development, data collection and/or data dissemination | * Safely harnessing sport for sustainable development, peace and wellbeing in the context of the COVID-19 pandemic, including through the use of technology |
| * Reinforce the 2030 Agenda and eradicate poverty in times of multiple crises, leading to the effective delivery of sustainable, resilient, and innovative solutions | * Safeguarding sport from corruption and crime |
| * Strengthened global framework on sport for development and peace | * Other (please specify) |
| **Situation** | ***What is the challenge or problem that the initiative aims to address?***  Our project stands as a crucial intervention in a nation struggling with gender inequalities, particularly in the realm of sports. Pakistan's ranking as the sixth most dangerous country for women by the Thomas Reuter Foundation poll highlights the urgency of our mission. With only 10% of women participating in sports, mainly in cricket, badminton, and table tennis, it is evident that access to diverse sporting opportunities is limited.  Pakistani women and girls confront deep-rooted disparities perpetuated by inadequate infrastructure, limited funding, and gender biases within the sports sector. This disparity is exacerbated by the unequal allocation of resources, as highlighted by the Pakistan Cricket Board's allocation of just 5% of its budget to women in 2020. Such financial neglect further restricts opportunities for female athletes and perpetuates gender inequity within the sports sector.  Our initiative sought to challenge these systemic barriers by providing equal access to sports, with a particular emphasis on football, which serves as a catalyst for empowerment and social change. By amplifying the voices of female athletes and addressing societal stereotypes, we aimed to redefine women's roles in sports and expand their presence in public spaces.  Through football, we hoped to build confidence, resilience, and a sense of belonging among marginalised communitie10s, addressing pressing issues such as gender-based violence and mental health challenges. The project focused on three of the most vulnerable communities: the Hazara women of Balochistan province; women from the far-flung valley of Chitral in northern Khyber Pakhtunkhwa province; and women from Lyari one of the poorest and most crime-ridden and ethnically discriminated areas of Karachi in Sindh province. Our project relied on studies that identified the numerous challenges facing each of these communities. Reports on status of women in the Hazara community of Balochistan revealed that families had faced over 2800 targeted attacks in the last decade, resulting in the loss of more than 3000 members of the community. The majority of women who had lost family members in the numerous ethnic attacks reflected high levels of depression and despondency. Alarming reports from Chitral showed a similar rise in mental health issues and suicide among young women of the area with 103 cases of suicide reported over the past three years – the highest in Pakistan. Similarly, in Lyari, a hot bed of poverty and gang warfare, women faced huge insecurities in navigating public space and addressing urban violence.  By fostering social interaction, community participation, and cultural harmony, our project aimed to create awareness to build a more inclusive society where women and girls could thrive. Our efforts aimed to break down barriers, promote social inclusion, and advance the rights and well-being of women and girls through football. | |
| **Implementation mechanisms:** | ***What are the means/processes of implementation of the initiative?***  The implementation of our project involved a multifaceted approach aimed at tackling the barriers hindering women and girls' participation in sports. Our strategy prioritised empowerment, social inclusion, and holistic well-being to create a conducive environment for women and girls to thrive in football.  Firstly, we focused on building a supportive and inclusive sports ecosystem that provided women and girls with the necessary resources and opportunities to engage in football. This included addressing infrastructure gaps, securing funding for equipment and facilities, and challenging societal norms and gender biases within the sports sector.  Moreover, our implementation process emphasised human development and social inclusion through football. We implemented leadership development programs aimed at empowering women and girls to take on leadership roles within their communities and the sports arena. Additionally, we promoted values of tolerance and respect through sportsmanship and teamwork, fostering a culture of inclusivity and mutual support.  Recognising the importance of mental health, our project integrated mental health awareness and support mechanisms into our activities. This involved providing training and resources to coaches and mentors on recognising and addressing mental health issues among participants. Furthermore, we facilitated access to mental health services and support networks for women and girls facing mental health challenges.  Lastly, our implementation process focused on providing access to opportunities and social networks for women and girls in football. We organised tournaments, leagues, and training programs to enhance skills development and create pathways for participation and competition. Additionally, we established community networks and partnerships to expand the reach of our initiatives and ensure sustained engagement and impact.  Through these concerted efforts, our project aimed to create a conducive environment where women and girls feel empowered, supported, and included in the world of football, contributing to their overall well-being and social development.  Top of Form  ***What are the main deliverables/activities involved?***  There were seven distinct activities outlined within the project:  Capacity-building workshops to train football coaches in Karachi and Quetta  Delivery of coaching workshops to cover five essential factors for player development: tactical, technical, social, mental, and physical skills. The programme within the workshops was adapted from the Liverpool Football Club’s trainings to be delivered to beneficiaries in Karachi and Quetta by Karachi United (implementing partner). This was also to facilitate introductions and linkages between the football academies in Karachi and Quetta.  Three-month training of girls and women in Karachi  Implementation of a three-month football coaching program for emerging female football players in underrepresented areas in Karachi, especially Lyari specifically targeting communities such as the Manghopir and Hazara communities. These trainings aimed to enhance their football skills and provide a platform for fostering their passion for the sport. Providing life skills training to improve participants' leadership, confidence, and communication skills, thereby promoting holistic personal development.  Three-month training of girls and women in Quetta.  Implementation of a three-month football coaching program with the newly formed Hazara Women United Football Academy supporting the training of women and girls to improve their football skills, increase confidence, promote team building, encourage social empowerment, and instil a positive self-image.  Football Camp Chitral (extended to weekend football training for 3 months)  Seven-day football camp held in Chitral, bringing together girls from diverse backgrounds for three days of intensive training followed by four days of league matches. The camp offered a holistic experience, including art therapy in the afternoons for self-expression and healing, and education on women’s rights in partnership with the DASTAK Foundation. This was followed by three months of weekend football training sessions in two different locations of Chitral fostering a sense of community and individual progress.  Futsal Tournament in Karachi  Futsal tournament held for multiple female teams within the project, providing a valuable opportunity for participants to gain exposure to a broader audience and engage in friendly competitions beyond their local community. The tournament served as a platform to validate the efforts and dedication of the participants, affirm their place in the broader sports community, and foster community integration and representation.  Final Futsal Tournament in Islamabad  The final tournament brought together women from Karachi, Quetta, and Chitral to Islamabad to showcase their talents and compete on a level playing field, regardless of their background or location. It elevated the visibility and representation of women in sports, particularly in regions where opportunities for female athletes are limited. This event was also attended by key stakeholders underscoring the significance of sport for development and social inclusion. During this event a talk was also given to the teams underscoring the importance of physical and mental health of athletes.  Advocacy Campaign  A robust advocacy campaign was run throughout the project using both traditional and social media to disseminate a key message of the empowerment of women and girls through sport. Influencers and prominent female athletes shared personal stories, insights, and experiences to inspire and motivate girls to pursue their passions in sports, challenging gender norms and stereotypes along the way. The overarching goal of the advocacy campaign was to shift societal attitudes and perceptions surrounding women and girls in sports  ***What is the time frame of implementation?***  This initiative took place from August 2023 until January 2024 | |
| **Target Audience(s):** | ***Who are the beneficiaries of the proposed/implemented initiative?***  The project focused on the communities of three cities in Pakistan: Karachi, Quetta, and Chitral. By partnering with local organisations, this project was able to reach vulnerable communities within these cities like the Hazara community in Karachi and Quetta, persecuted on the basis of their ethnicity. The project also targeted beneficiaries in Chitral, a region which faces geographical barriers, limited sports facilities, and conservative norms that can restrict women's involvement in sports.  Beneficiaries:   * Over 390 direct beneficiaries benefitted from the project (86% of the beneficiaries were women and girls) * 63 coaches trained (23 female, 40 male) * 6 women’s teams from within Karachi competed in an internal futsal tournament * 3 women’s teams representing Karachi, Quetta, and Chitral competed in a final futsal tournament in Islamabad where key stakeholders were in attendance with extensive coverage in the media * Traditional and social media campaign for the general population reached millions | |
| **Partners/Funding:** | ***Who are the main organizations/entities involved in the initiative and what are their roles?***   1. National Commission for Human Rights (NCHR, Pakistan) was the main implementing organisation for this initiative. NCHR conceived the idea, applied for the funding, collaborated with local implementing partners, and executed the project and its deliverables according to its work plan.   NCHR is a federal statutory body created for the promotion and protection of human rights according to the Constitution of Pakistan and international human rights instruments. It is an independent National Human Rights Institute (NHRI) developed under the Paris Principles. NCHR's mandate encompasses a wide range of responsibilities, including: monitoring, investigating, and hearing human rights complaints; acting as a watchdog on legislation, setting standards, and enabling implementation, driving policymaking; advocacy and awareness; and collaboration to ensure the protection and promotion of human rights in Pakistan.  NCHR aims to create awareness, educate the public, and advocate for the protection and promotion of human rights by disseminating information and educating the public on their fundamental rights and responsibilities through various means including seminars, workshops, and campaigns. It endeavours to foster a culture of respect for human rights in Pakistan.   1. Karachi United Football Foundation Trust was the local implementing partner used to deliver the project activities in the city of Karachi and one activity in Quetta. Karachi United aims to leverage the power of football to create tangible community development and simultaneously raise the standard of football in Pakistan employ it to provide opportunities for our youth and bring about positive societal change. 2. Karishma Ali Foundation was the local implementing partner used to deliver the project activities in the city of Chitral (and surrounding areas). Karishma Ali Foundation is a pioneer women's organisation dedicated to promoting innovative and sustainable sports and physical activity programs. Its primary objective is to foster social change and empower women in rural areas of Pakistan. 3. Hazara Women United Football Academy was the local implementing partner used to deliver the project activities in the city of Quetta. The Hazara Women United Football Academy aims to provide better training facilities and a conducive environment for girls to achieve football excellence in an area where girls and women are not able to participate freely in sports. 4. High Commission of Canada in Pakistan was the donor organisation supporting the initiative through their Canada Fund for Local Initiatives (CFLI) programme.   ***What are the main sources of funding of the initiative?***  The initiative was funded through the Canada Fund for Local Initiatives grant under the High Commission of Canada in Pakistan. | |
| **SDG Alignment:** | ***To what SDG goal/target/indicator is this initiative targeted?***  Good Health and Well-being (SDG 3)  Encouraging physical activity, promoting mental health awareness, and providing access to sports facilities contribute to the goal of ensuring good health and well-being for all, as outlined in SDG 3. By empowering participants to lead active lifestyles and prioritise their health, the initiative supports broader public health objectives.  Quality Education (SDG 4)  The initiative emphasises skill development, education, and leadership training for participants. By providing opportunities for girls to engage in sports-related activities and workshops, the project promotes access to quality education and lifelong learning opportunities, aligning with SDG 4 objectives.  Gender Equality (SDG 5)  By focusing on empowering women and girls through sports, the initiative contributes directly to SDG 5. Through female-only programs, challenging societal norms, and fostering inclusivity, the project aims to address gender disparities and promote equal opportunities for women and girls in sports and society.  Reduced Inequalities (SDG 10)  The initiative addresses inequalities by providing marginalized communities, particularly women and girls, with opportunities for sports participation, skill development, and empowerment. By challenging discriminatory practices and fostering inclusivity, the project works towards reducing inequalities within communities, in line with SDG 10.  Sustainable Cities and Communities (SDG 11)  The initiative aligns with SDG 11 by providing safe and inclusive public spaces for women and girls to engage in sports and physical activity, fostering community engagement and cohesion through empowerment programs and strengthening community resilience.  *Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.* | |
| **Alignment with global frameworks:** | ***How does this initiative align with/contribute to the objectives of the*** [***Kazan Action Plan***](https://en.unesco.org/mineps6/kazan-action-plan)***,*** [***WHO Global Action Plan on Physical Activity***](https://apps.who.int/iris/bitstream/handle/10665/272722/9789241514187-eng.pdf) ***or other related internationally agreed frameworks on sport and/or physical activity?***  Our initiative aligns closely with the objectives outlined in internationally agreed frameworks such as the Kazan Action Plan and the WHO Global Action Plan on Physical Activity.  Firstly, the Kazan Action Plan emphasises the importance of promoting physical activity for all, with a particular focus on vulnerable populations. Our project directly contributes to this objective by targeting marginalised communities, such as women and girls from Balochistan, Chitral, and Lyari in Karachi, who face numerous barriers to physical activity participation. By providing access to sports, particularly football, we aim to empower these communities, promote social inclusion, and improve overall well-being.  Similarly, the WHO Global Action Plan on Physical Activity underscores the need for comprehensive strategies to increase physical activity levels and reduce health inequalities worldwide. Our initiative adopts a multi-faceted approach, addressing not only the physical but also the social and mental health aspects of sports participation. By integrating leadership development, mental health awareness, and social inclusion initiatives into our programs, we contribute to the broader goal of promoting physical activity as a means to achieve health equity and social justice.  Furthermore, our project aligns with the overarching principles of inclusivity, empowerment, and sustainable development outlined in various international frameworks on sport and physical activity. By creating a supportive and inclusive sports ecosystem, we strive to ensure that women and girls have equal opportunities to participate, compete, and excel in sports, thereby fostering a culture of gender equality and social cohesion.  In summary, our initiative resonates with the objectives and principles of internationally agreed frameworks on sport and physical activity by addressing barriers to participation, promoting social inclusion, and improving overall well-being among marginalised populations, particularly women and girls in Pakistan.  Top of Form  Top of Form | |
| **Alignment with United Nations Action Plan on SDP:** | ***Which of the four thematic areas of the*** [***UN Action Plan on Sport for Development and Peace***](https://www.un.org/development/desa/dspd/wp-content/uploads/sites/22/2018/06/14.pdf) ***is this initiative designed to align?***  Our project on women’s football in Chitral, Lyari (Karachi) and Hazara aligns with the UN Action Plan on Sport for Development and Peace across multiple thematic areas:   1. **Access to Sports for All:** By providing opportunities for women in Chitral, Lyari, (Karachi) and Hazara (Balochistan) to participate in football, our project contributes to ensuring equitable access to sports for all individuals, irrespective of their background or circumstances. Through targeted interventions and resources, we worked to break down barriers, and encourage the acceptability of allowing women access to public spaces. 2. **Sports and Health:** Our project recognised the importance of sports in promoting physical and mental well-being. It understood the role of sports in enhancing community strength by promoting social interaction, community participation, and cultural harmony, as well as reducing the occurrence of anti-social activities by offering football programmes. We encouraged women in Chitral, Lyari, and Hazara to lead active lifestyles and also addressed the huge mental health challenges prevalent in these communities. Through sports, we hoped to improve their physical health, develop resilience, and access support networks that contributed to their overall well-being. 3. **Sports and Social Inclusion:** One of the central aspects of our project was using sports as a tool for social inclusion. By engaging women from marginalised communities, such as Chitral, Lyari, and Hazara, we aimed at promoting tolerance, respect, and empowerment. Through football, participants had the opportunity to challenge stereotypes, build confidence, and develop leadership skills, encouraging more inclusive and cohesive societies. The community support and audiences that the matches generated helped foster community pride and combat patriarchal stereotypes. Media reporting of the various events/matches worked to influences and increase the participation of women in football and additional girls started signing up for trainings at the various camps. 4. **Sports and Peace:** Our project actively contributed to the promotion of peace and social cohesion through sports. By organising football training sessions that attracted women and girls from a wide range of geographical locations, spanning from the northern region of Chitral to the western province of Balochistan and down to the southern city of Karachi, we created a unique platform for interaction and exchange.This diverse gathering served as a melting pot where participants shared their experiences, breaking down provincial stereotypes and prejudices. Through these interactions, women and girls not only developed mutual understanding but also fostered cultural harmony and solidarity. By fostering such inclusive environments, our project cultivated a sense of safety, empowerment, and support among women, enabling them to pursue their goals with confidence. This grassroots approach to peacebuilding through sports not only strengthened community bonds but also contributed to building a more harmonious and inclusive society.   ***To which action area(s) of the Plan is this initiative designed to contribute?***  Global framework for sport for development and peace  The initiative aims to enhance cooperation and coordination among stakeholders involved in sport for development and social inclusion. By bringing together diverse actors, including governments, civil society organisations, sports clubs and organisations, and international agencies, the initiative fosters a common vision of the role of sport in achieving development goals, particularly those outlined in the 2030 Agenda and the Sustainable Development Goals (SDGs). The initiative aims to support and develop leaders and role models who play a pivotal role in advancing sport for development and peace. By providing training, mentorship, and capacity-building opportunities, the initiative empowers individuals to effectively advocate for themselves and their communities.  Resource mobilisation, programming and implementation  The initiative works to enhance and secure sustainable funding mechanisms for sport for development and peace initiatives. By engaging multiple stakeholders and sectors at all levels, the initiative fosters multi-stakeholder arrangements for investment and resource allocation. Involving stakeholders including sports organisations, community leaders, and policymakers, the initiative facilitates dialogue and cooperation to identify and tackle issues such as discrimination, violence, and inequality. | |
| **Outcomes:** | ***What are the actual outcomes of the initiative?***  Creation of Supportive Sports Ecosystem  The initiative provided an opportunity for players and coaches from different geographical areas to connect and learn from each other. In the Chitral camp, certified coaches from Islamabad travelled to Chitral to assist and train local coaches with mentoring and training girls. The training of coaches’ activity in Quetta was undertaken by the implementing partner in Karachi, which allowed for the transfer of knowledge and resources from an established football club to an academy still in the process of developing itself. During the final futsal tournament all three teams were able to travel and meet in Islamabad. This allowed the coaches and managers of the teams to make contact, share experiences, and make lasting connections for future projects and collaboration.  NCHR Approached by FIFA Pakistan  FIFA Pakistan approached NCHR during the final futsal event in Islamabad to offer up an opportunity for two girls within this initiative to take part in trainings and a consultation on FIFA’s Safeguarding Policy. This consultation, in collaboration with CRC Asia, will bring together a diverse group of children across the region who are involved in football. The aim is to receive input from children to prepare a draft safeguarding policy as part of its commitment to FIFA’s zero tolerance of harassment and abuse in football. NCHR identified one player from the Hazara team in Quetta, and one player from the Karachi team which will also serve to grow their connections, and give these players a platform to advocate for their rights and the rights of children in the region.    Skills Development of Female Footballers  The football camps held for women and girls in the three cities resulted in a noticeable improvement of their skills on the field, as reported by their coaches. Over 300 girls and women benefitted from the trainings, and were also introduced to competitive football through friendly matches organised with different football clubs enhancing their skills further and allowing them more opportunities to play against different teams with different backgrounds. This initiative has also supported the formation of Chitral Women FC, the first women's team to be comprised of girls belonging to an indigenous community (the Kalash community). Notable individual achievements include:   * Seven girls from Karishma Ali Foundation in Chitral were selected for the national trials of the International Jubilee Games * One young footballer from Chitral secured a sports scholarship at UMT University Lahore and is studying sports management on full scholarship. * One footballer from Quetta is one of the youngest women futsal referees in Pakistan and is also Asian Football Confederation (AFC) certified. She is currently on scholarship at the University of Lahore. * Four female players from Quetta were selected for the national trial of the Prime Minister National Talent Hunt Program.   Training of Trainers and Inclusion of Male Beneficiaries  Although the initiative was primarily focused on women and girls, there were around 50 male beneficiaries. Male beneficiaries, serving as young coaches, gained invaluable experience working with female athletes. This exposure provided them with a comprehensive understanding of the unique challenges faced by female athletes. Notably, one coach from Chitral advanced to work with the women's national team, reflecting the project's impact on professional development and gender inclusivity.  Life skills Sessions, Workshops, Art Therapy  The initiative’s workshops provided participants, especially young girls, with essential tools and strategies to navigate various challenges they may encounter on and off the field. The focus on mental health within the project addressed a critical but often overlooked aspect of well-being among athletes, particularly in communities where mental health issues may carry stigma or be poorly understood. By integrating mental health awareness sessions and incorporating art therapy as a means of emotional expression and healing, the project created a safe space for participants to discuss mental health openly, seek support, and access resources for coping with stress, anxiety, and other mental health challenges.  Community Building and Social Cohesion  Participants from diverse backgrounds, including different regions, ethnicities, and socio-economic statuses, were encouraged to celebrate their unique identities and perspectives while embracing the collective identity of the sports community. Engaging the broader community in project activities fostered a sense of ownership, pride, and belonging among community members. By actively involving parents, local leaders, and community organisations in planning, implementing, and supporting project activities, the project strengthened community ties, built social capital, and promoted collective responsibility for the well-being and success of participants.  Supporting Establishment of Hazara Women United Football Academy (Quetta)  Due to the support from this project, this academy has experienced significant growth, expanding its membership from 30 to 55 players (an 83% increase). This reflects the growing interest and participation of young women in football within the marginalised Hazara community. The partnerships forged through this initiative have contributed to the academy's growth and sustainability. In addition to expanding its membership, the academy has made strides in establishing its identity and brand. Karachi United has provided guidance and resources, and has assisted in designing a new logo for their team. Through support from this initiative, the academy has successfully designed and acquired its first complete kit with its own logo, symbolising a sense of unity, pride, and ownership among its members  Awareness and Advocacy Efforts  The advocacy campaign conducted as part of the project garnered significant positive feedback. It sparked inquiries from numerous young girls and women across various cities regarding training programs, underscoring a clear demand and necessity for additional initiatives of this nature. During the final futsal tournament in Islamabad, the Chairperson for the National Commission for Human Rights, Federal Minister for Privatisation, Inter Provincial Coordination and Sports and the High Commissioner for Canada spoke about the healing power of sports and the importance of supporting young women in their athletic endeavours. The initiative received notable coverage in press articles (58 mentions) and was featured on a radio show and three television talk shows. During one of these shows, two of the players participating in the final tournament were also given a platform to share their experiences as female athletes and the positive impact this initiative had on their lives. | |
| **Mechanism for monitoring and evaluating implementation:** | ***What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?***  The initiative monitored the implementing partners and beneficiaries through the collation of an interim and a final report, tracking both quantitative and qualitative metrics. These reports served as a basis for tracking progress and identifying areas for improvement. This included reporting on the number of people who directly benefitted from the project which was further categorised into the number of male and female participants under and over 18 years of age. Qualitative results were collected through these reports and in meetings with the implementing partners to gather insights, perspectives, and experiences from project beneficiaries.  ***What specific monitoring and evaluation tools are involved?***  A baseline assessment was used before the initiative to estimate interest and scope of the project. The interim and final reports were then reported against the baseline assessment highlighting successes, challenges, and areas of improvement for following projects. A financial audit was also carried out at the end of the project to ensure financial integrity and performance of implementing partners and the project at large. | |
| **Challenges/Lessons learned** | ***What were the main challenges to implementation?***  One of the primary challenges encountered by the initiative was related to cultural norms and family concerns regarding women's participation in sports. Patriarchal beliefs that womens place is at home and that sports impacts womens fertility were some of the perceptions that we faced. All three cities under the initiative reported hurdles and resistance from families and communities related to letting girls participate in sports. These challenges were overcome by outreach and continuous communication and personal engagement to reassure families about the positive impact of participation in the initiative.  Another challenge faced within Chitral and Quetta was finding a safe place for the training activities to take place. In Chitral, the project's reach across five different valleys and engagement of girls from twelve distinct villages posed logistical difficulties in bringing participants together. This was also addressed through community engagement which facilitated the renting of a ground for football trainings.  In Quetta, along with security concerns was the issue of securing grounds for practices which posed a challenge due to gender biases favouring male clubs and groups. Preference for timings and reservations often hindered access for female participants, reflecting broader societal attitudes towards women in sports. Support from the National Commission for Human Rights Member Balochistan (and team) in Quetta helped secure a ground for the team to carry out its trainings.  ***What lessons learned have been/can be utilized in the planning of future initiatives?***  The implementation of the project provided valuable lessons that underscored the importance of community engagement and tailored programming to achieve meaningful impact, especially in unconventional areas. One of the key takeaways was the significance of actively involving communities to build trust and address concerns effectively. By engaging with families and stakeholders in marginalised communities, we were able to establish rapport, foster acceptance, and create a supportive environment conducive to participation and empowerment.  Another crucial lesson learned was the importance of customising programmes and even uniforms, to meet the unique needs of marginalised communities. Recognising the diverse challenges and cultural nuances inherent in these areas, we adapted our initiatives to cater to the specific needs and preferences of participants, thereby enhancing acceptance and relevance.  Looking ahead, we recognise the critical importance of safe sports spaces and facilities for girls in Pakistan. Additionally, investing in the training of more coaches who can establish and sustain sports programmes in the country is paramount to ensuring long-term engagement and impact. | |
| **Photos and Videos from NCHR’s Initiatvie - EmpowHER** | **Forsaken - Quetta, Balochistan**  Pivotal film made in partnership with Sharmeen Obaid Chinoy (SOC) Films, which identified the need for this initiative delving into the transformative power of sports for both inidividuals and communities:  <https://www.youtube.com/watch?v=AoBCKwh1LKc>  **Photos and Videos Covering Project Activities**  <https://www.instagram.com/p/Cx-0Xk9s0GI/>  <https://www.instagram.com/p/CyAzmBHs2Nv/>  <https://www.instagram.com/p/Cyh-Af_MzIy/>  <https://www.instagram.com/p/CzlMySVsPWG/>  <https://www.instagram.com/p/C0gfLCOsnVN/>  <https://www.instagram.com/p/C2M2ZLvITaF/>  <https://www.instagram.com/p/C2M7EvNIAAn/>  <https://www.instagram.com/p/C2PbmLLITs2/>  <https://www.instagram.com/p/C2Pe4Myoqu7/>  <https://www.instagram.com/p/C2SUKezoNay/?img_index=1>  **Beneficiary Testimonials**   * <https://www.instagram.com/p/C3HgEY5iGKs/> * <https://www.instagram.com/p/C2_2MkBCHHV/> * <https://www.instagram.com/p/C2cGxkBo9rk/> * <https://www.instagram.com/p/Cz3B9tsMSZu/> * <https://www.instagram.com/p/Cz26nyViLlv/> * <https://www.instagram.com/p/C0gpv9psQ6N/> * <https://www.instagram.com/p/C1WC3T1iq4x/>   **NCHR’s Influencer Campaign**   * <https://www.instagram.com/p/C3C5yG-i02G/> * <https://www.instagram.com/p/C3ABIMFikoB/> * <https://www.instagram.com/p/C2wcSYzCtqT/> * <https://www.instagram.com/p/C2PVGRUI-Dv/> * <https://www.instagram.com/p/C0g5iJNCW6a/> * <https://www.instagram.com/p/C0GiMhYsoch/> * <https://www.instagram.com/p/C2y9S-TCxD_/> * <https://www.instagram.com/p/C2SPwYroaGh/>   **Coverage of NCHR’s Final Futsal Tournament in Islamabad**   * <https://www.instagram.com/p/C2eThNQIoi1/?img_index=1> (Physical and mental health session for players) * <https://www.instagram.com/p/C2cKVIAIbnS/?img_index=1> * <https://www.instagram.com/p/C2cJQlNoQ3x/> * <https://www.instagram.com/p/C2emJC8C6fP/?img_index=1> (Chairperson NCHR speaking at the final futsal tournament * <https://www.instagram.com/p/C2eqhGkieQr/> (Federal Minister for Sports speaking at NCHR’s final futsal tournament) * <https://www.instagram.com/p/C2_y1VCC9A3/> * <https://www.instagram.com/p/C3z0-ZNseim/> | |