

Introduction:

Better Future for Pakistan (BFFP) is a right based non-governmental, nonreligious & non-sectarian profitable organization established on 1st June 2013 and registered on 6th September, 2021 under partnership act 1932 in district East of Karachi, Sindh, Pakistan by a group of committed development workers. Present BFFP is governed by an autonomous Board of Directors (BOD). The board members are highly motivated and committed, and have taken many initiatives that support community members, especially vulnerable segments of the population build capacity to work for their own development and rights.

BFFP has been registered under the partnership act. The focus of the BFFP is empowering of marginalized communities of deprived areas of Karachi through awareness, theater, workshop, seminars, reclaiming public spaces, art & culture and sports activities. BFFP opposes all forms of discrimination and respects the rights and dignity of the people, irrespective ethnic, social religious or political difference, gives priority to meeting the needs of the most vulnerable communities, especially women and children, regards the language and culture of the communities as in the integral part and it will have a civil society organization in Pakistan having Karachi city coverage.

Better Future For Pakistan and all its subsidiary companies is a private company designing, managing and implementing national and international projects in development cooperation. During almost 2 years of experience, we have established ourselves as a recognized actor in the development and cooperation sector. We support our partners and clients with expertise, knowledge and capacities to meet their development objectives and ensure long lasting and sustainable results. Our expertise covers the full project life cycle, from feasibility studies, formative evaluations and concept development to design, planning, implementation, monitoring and evaluation of development interventions.

We support the 2030 Development Agenda and Sustainable Development Goals. This enables us to further integrate our thematic and technical expertise and align our interventions to the SDG targets. The good development practices that we have implemented through the years can be broadly disseminated.

We value interdisciplinary and integrated approaches through our core services: capacity development and training, technical assistance, consultancy and research. We believe that these services are complementary and provide the intended impact for development, seeking to bring effective and sustainable change at individual, organizational and environmental levels.

We began our activities in 2013 first in Karachi, then in overall province of Sindh. Nowadays we are proud of being active in all over Pakistan.

Management Approach

Focus on quality. Better Future For Pakistan works as organizational unit to manage the contract coordinate the work and provide backstopping services (planning, financial management, and arrangement of meetings, site visits and interviews).

Given BFFP' strong commitment to the highest quality of services, we place special emphasis on adherence to quality assurance procedures and mechanisms encompassing all aspects of project implementation: competency of expert teams, sound and realistic project proposals, adequate back-up support by professional staff, proper monitoring and evaluation systems.

Vision Statement:

"BFFP envisions an institutional process with the active involvement of all the stakeholders' rights form the conceptualization of planning and implementation phases, making the institutionalize process people oriented, people centered and gender sensitive. Enable youth to accept the challenges of modern world, by raising his/her expertise in the use of modern technologies, So as to inspire them to become high achievers."

Mission Statement:

"To promote participatory, pro-poor, an attitudinal change in the minds of policy makers in creating a friendly environment, folk socially, economically and politically gender balanced development, and equal opportunities for all."

Objective:

- To lead the sports activities as a tool of development of society.
- To facilitate under actions to eradicate poverty, ignorance and underdevelopment
- Will take steps for the development and betterment of Child and Females Health and Education Programs and female emancipation program
- To lead the activities of building up the nation for the sake of people.
- To go on full cordial attempt to remove the violence against women, dowry custom etc. and will include special educational programs for the rights issue, the governance issue, gender issue, women empowerment etc.
- To promote knowledge based community through the workshops, sessions and awareness for disadvantage community
- To rapport building, mutual friendship, networking, sharing and mutual exchange of love and affection of all members and staffs, partner organizations, community people, civil society will form a unity, assistance, tolerance, community and brotherhood at every level.

Core Values:

- Commitment
- Accountability & Transparency
- Respect for Human Dignity
- Efficiency and Effectiveness
- Mutual Trust and Cooperation

Cross Cut themes of BFFP**Education:**

Access to educational facilities in Karachi, especially in urban-slum areas of Karachi, there are many public and private sector schools in the settled town and the city center. Moreover it is difficult for children of many poor communities to access education from these schools because they do not have adequate means of expense while living in difficult areas. Girls in particular have to discontinue education after primary level education because their parents cannot afford to send their daughters to high schools near areas due to security reason. Likewise, lack of public fares forces parents with low economic status to keep their children out of schools. Rather, Boys in particular discontinue education after secondary level education because lack of counseling on their institution, after secondary level education they don't know what they can do after this and they start working as labour, helper in small shop or in factory. To meet the needs of the education of the children **BFFP** want to run community schools in different **UC's** but this purpose it is most that **BFFP** maintain resources and will build the capacity of teachers for spreading the quality education.

BFFP Education offers the following services to private and public training institutions, such as training ministries and institutions:

- Educational Planning and Management
- Training Needs Assessments
- Training Design and Curriculum Development
- E-learning
- Teacher Training and Train the Trainer
- Design and Organisation of Workshops, Conferences, Seminars and Study Tours
- Evaluation and Quality Control
- Certification
- Organisational Development
- Project Management

Primary Education. We have implemented Primary Education Projects in rural and urban-marginal areas with a strong focus on the interaction between the school and the community, inviting all parts of the society to actively participate in the wellbeing of their community school. In all projects we make sure that the specific needs of children and youth living in poverty, at risk of social exclusion or from bilingual background are particularly taken into consideration.

Secondary Education. Our services for Secondary Education Projects in urban and rural areas include all important fields of work such as setting up of a legal national qualification framework for vocational secondary education, training and coaching of staff at ministry level, training and coaching of school management, administration and teachers, development of teaching material. Our experts have developed programmes to improve the productive integration of youth in poverty or at risk of social and economic exclusion and have implemented study aid programmes for students from poor families and vulnerable groups.

Lifelong Learning (LLL). The challenges of the national and international labour market ask for a continuing optimization of competitiveness and employability, stressing the importance of lifelong and self-motivated gathering and updating of knowledge in different fields of personal and professional life. In our LLL projects we analyse developments and demands of the specific labour markets, design strategies on how to improve corresponding responses to these demands from the education and training side. As a consequence, we enhance the development and adaptation of curricula, improve trainings and raise the awareness of employers and other relevant stakeholders.

Gender Development & Women Empowerment:

Gender is cross-cutting issue and the implementation of the gender policy requires commitment, participation and contribution of each and every member of **BFFP**. Men and Women are equally part of the society, with matching important roles in development which cannot be fully achieved if we ignore either of them. Fifty percent of Pakistan's population consists of females which make it extremely important that this half of the population participates and contributes to the development process, which will not just accelerate the pace but will make it more productive and sustainable also. To achieve this important goal (**BFFP**) **Better Future for Pakistan** has developed its own gender policy.

Art, Culture and Reclaiming Public Spaces:

Unleashing Pakistan's Potential; Unlocking the transformative power of art and culture: Reclaiming public spaces as catalyst for organizational innovation and community engagement. Art and culture to not only rejuvenate public spaces but also serve as a driving force behind organizational innovation and meaningful community involvement. This transformation isn't limited to aesthetics alone. Also by collaborating with local artists and engaging with the community. Moreover, businesses can create environments that inspire creativity and innovation among their employees, this approach extends beyond the workplace, as organization contribute to country especially city's culture tapestry. As **BFFP** envision providing the platform to youth for accept the challenge of modern world we worked to make aware them and also working to build a safer community and reclaim our spaces and desire to use them for betterment of community.

Child Rights & Youth Development:

Child Rights Programming brings together a range of ideas, concepts and experiences related to child rights, child development, emergency response and development work within one unifying framework. It is primarily based on the principles and standards of children's human rights but also draws heavily on good practice in many areas of work with children as well as lessons learnt in relief and development.

"Child rights programming means using the principles of child rights to plan, implement and monitor programs with the overall goal of improving the position of children so that all boys and girls can fully enjoy their rights and can live in societies that acknowledge and respect children's rights."

It is a process or journey that automatically involves all of the people around a youth—family and community. A young person will not be able to build essential skills and competencies and be able to feel safe; cared for, valued, useful, and spiritually grounded unless their family and community provide them with the supports and opportunities they need along the way. Thus, youth development is also a process in which family and community must actively participate.

People, programs and institutions involved in youth development are working toward positive results in the lives of youth. Some have clearly defined these desired positive results—or outcomes—in an attempt to more effectively work toward them. There are many efforts to define the outcomes of youth development, and while the language may differ from place to place most express the results that most people want for their own children. These outcomes include but move above and beyond the academic skills and competencies which are the focus of most schools.

Mobilization & Advocacy Marginalized:

The initial moral or organizational leaders, once they have taken steps to articulate the problem and influence significant others to do likewise, must consider the means for efficiently organizing community wide efforts:

- a) The team will obtain or allocate some available resources for administrative or staff assistance in the implementation of these early mobilization steps. Fundraising may be required from some local public, private, or a foundation source.
- b) The team should arrange for an assistant or community organizer to perform a variety of support tasks such as personal contacts, letter writing, and telephoning.
- c) At this stage, the concerned team must take organization public responsibility for continuing to identify and label the problem.

1. Our Expertise

Our business is built on the provision of four pillars of expertise which provide the services to meet the various needs and requirements of our clients.

Social Research and Evaluation

We apply formative and/ or summative analysis of the design, implementation, results, impacts and sustainability of a project or policy by using different data collection methods such as desk review, participatory methods, interviews, focus groups and surveys. This approach of data triangulation ensures cross-checking data from multiple sources and allows coming up with valid and objective evaluation results. The collected data is then analyzed with descriptive and econometric tools. We give great value to quality assurance, in many of our assignments we design and implement online-based monitoring and information systems.

Quantitative, Qualitative and Mixed Methods Approach	Descriptive and Econometric Analysis
<ul style="list-style-type: none"> Tailor-made approaches for each research project comprising different methodological instruments Desk and literature review Qualitative methods like semi-structured interviews, focus groups, workshops Quantitative methods like structured interviews and surveys Combination of both qualitative and quantitative instruments 	<ul style="list-style-type: none"> Sound design and implementation of evaluations at sector, policy, programme and project level Design and organisation of data collection Data analysis including descriptive as well as econometric data analysis like regression, correlation, propensity score matching etc. Visualisation of statistically complex results
Online Based Monitoring and Quality Assurance	Evidence-based Recommendations and Policy Advice
<ul style="list-style-type: none"> Design and implementation of online-based monitoring systems Monitoring and evaluation of projects' progress along the whole project cycle Design and implementation of online data bases and real time surveys 	<ul style="list-style-type: none"> Robust and evidence-based conclusions and recommendations for policymakers Focus on practical and hands-on recommendations to contribute to informed policymaking

Experience in the field

BFFP is having a long track record in implementing projects and programmes. The track record of the BFFP comes to:

- Football Tournament
- Sports for Development and Peace
- No Bullet No Bomb Just Peace Campaign
- Peace Painting
- I am also part of Society
- YES we can do - Badminton Tournament
- Cultural Tour - A journey from Lyari to Muarak Village
- All Karachi Aman Trophy Cricket Tournament
- Youth Employment Project
- Equipped 90 students with Early Childhood Education (ECE); Basic Stitching Skills and Basic Computer Information Technology training with support of BBSYDP

Presently conducting the Final Evaluations of Education Projects in Pakistan which was **Norwegian Ministry of Foreign Affairs (NMFA) Girls' Lower Secondary Education Programme (GLSEP) in Pakistan** and **Italian Agency for Development Corporation (AICS) - Supports to Girls' Right to Education and Safeguarding Cultural Heritage through Education in Pakistan** with support of **ICON-INSTITUTE GmbH & Co. KG Consulting Gruppe** funded by **UNESCO**.

Monitoring & Evaluation (M&E):

It is a program support unit and planning an active role for development of community and organization itself. M&E unit is supporting other departments for dissemination of information on a regular basis. It has formed well designed plan, monitoring, evaluation and research mechanism for programmatic activities of the organization.

4. Internal Procedures and System:

BFFP has developed Policy Manual for its Administration & Human Resources and Financial Management which are applied in daily working. The internal systems ensure transparency, accountability and professionalism. Board of Directors (BOD) has a role in internal controls and is ensured through internal manuals.

Organizational Strengths:

- BFFP has well defined policies and procedures for Procurement, administration, HR, Gender and Finance.
- Effective internal control system for ensuring checks and balance for all matters related to day to day business.
- Sound Knowledge of local norms, traditions and culture.
- Networking with national and international networks and forums
- Partnership with line department and government.

Networking & Partnership:

BFFP working as implementing partner with the local NGOs, National NGOs, CBOs, Government Stakeholders and International NGOs, and also BFFP is in networking and communication with some organizations;

Networking

- Young Education Society
- STEP Production
- Light of Baloch Cricket / Football Club
- Urban Creativity
- Alliance of the Civil Society for Human Rights
- Baloch Mujahid Foundation
- Baloch Mujahid Learning & Development Center
- Baloch Mujahid Football Club
- Hyderi Sports Football Club
- ARM Child & Youth Welfare Society
- Youth Star Children Academy
- Develop Education and Literacy for Lyari.
- Women is a Nation-Karachi
- Youth logical Idea
- Institute of Development Education Association
- STEP Production
- Together Foundation
- Bright Way Social Organization

Partnership

- Karachi Metropolitan Corporation Lyari Schools
- Town Municipal Cooperation (Lyari Town)
- Strengthening Participatory Organization (SPO)
- Balochi Language and Literature Organization
- District Football Federation (DFA) South
- Baloch Mujahid Learning and Development Center
- Baloch Govt. Secondary School
- Global Zero
- College of Youth Activism and Development
- ICON-INSTITUTE GmbH & Co. KG Consulting Gruppe

Organizational Profile

Better Future For Pakistan



- Photo Gallery:



*Summer camp is a supervised program for children or teenagers conducted during the summer months in Lyari **KMC GIRLS SCHOOL**. Children and adolescents who attend summer camp are known as campers. This is not to be confused with summer school, which is usually a required academic curriculum for a student to make up work not accomplished during the academic year*

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*Football Tournament is a supervised program for youth or teenagers conducted during the November 2015 in Lyari **Gabol Park**. Youth and adolescents who attend football tournament are known as campers. This tournament gives a platform to youth of Lyari for gather together because the circumstance of Lyari can't allow him to sit together.*

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Sports for Development and Peace are supervised program for remove decimation of gender. This activity conduct in 3 areas of Karachi which are Lyari, Korangi and Sultanabad. This tournament gives a platform to male and females students of Karachi to show their talents.

Organizational Profile



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On memory of victims 16 December 2014, seven gunmen affiliated with the Tehrik-i-Taliban (TTP) conducted a terrorist attack on the Army Public School in the northwestern Pakistani city of Peshawar. This was the deadliest terrorist attack ever to occur in Pakistan BFFP withYES was conducted the VIGAL with the Students of School.

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All Karachi Aman Trophy Cricket Tournament organized by BFFP with collaboration of SPO and support of YES, at Jogi Chock Kalakot Lyari Karachi.

On the nights of Ramzan ul Mubarak the field lights tournament was organized for peace and brotherhood of community.

