



A Citizens' Campaign For
Quality Education For All
In Pakistan

2011-2015

For in school & out of
schools children

CHALO PARHO BARHO

LET US READ AND GROW

Pakistan's Best Giving Campaign 2011

SAVE Pakistan – through
Improved Learning Levels of
Children: 4-12 years
Help completion of Primary
schooling and transition to
Middle/Secondary Level

**Donate ONLY \$ 6per child
per year** for a 20 weeks'
learning program in schools
leading to 20% improvement
in language and numeracy.

**Target 150,000 children per
district across Public &
Private schools – Program
repeated annually until
2015 for EFA & MDGs
repeated for 5 years**

I/- WE PLEDGE TO SUPPORT CPB

Send your Zakaat/ Giving and Citizens' Support to:

Account Name: Idara-e-Taleem-o-Aagahi (ITA)

I /we will support @ \$ 6 per child

Number of Children _____

For (please circle preference):

1 ; 2; 3 ; 4 years

SUPPORT FOR
IMPROVED
LEARNING
OUTCOMES

IN PAKISTAN

CHALO PARHO BARHO – A ZAKAT & GIVING CITIZENS' CAMPAIGN FOR IMPROVED LEARNING OUTCOMES IN PAKISTAN

The data from Annual Status of Education Report (ASER) Pakistan 2010, which assessed 54,062 rural children, 5-16 years of age for up to grade II & grade III competencies, reveals poor results in both reading and mathematics. The overall reading ability of story level was only 34% and Mathematics (subtraction) was, only 19%. 51% of grade V children could do grade II reading at story level and only 34% of grade V children could do division level Mathematics at grade III level.

Education for All (EFA) & Millennium Development Goals (MDG) goals will remain unmet by 2015!

This is unacceptable but can be improved radically if we join hands for an ALL OUT LEARNING Improvement Campaign, led by CITIZENS and with government support

Chalo Parho Barho (CPB) is a movement FOR & BY ALL CITIZENS! This initiative has been tried in our neighbouring country with success (Read India) www.pratham.org

Duration: It is A Five Year Well Tracked Movement - Countdown 2011 to 2015

Core Areas: CHALO PARHO BARHO addresses gaps in reading & numeracy & Access to Schools.

Target Group: Children Aged 4-12

Where: In a district wide mode selected for the LEARNING UPLIFT program Children will be selected from grades 1-V in the target schools and local communities

Coverage: All government schools in each district covered including low fee private schools and out of school children

How: A learning package on language and maths aligned to the National Curriculum (2006) competencies taught through local volunteers (Youth and Retired)- **Pilot reveals big learning gains!**

Materials: Learning cards, reading letters/sound/word activity materials to attract children who will be engaged with active learning in a non-linear manner... **Remember, children come to school with Lots of language, maths, life skills and laughter!**

Who are the critical human resources:

- One volunteer, with at least Matric (grade X) qualification (with 50%+ marks in languages/Urdu/English) to be mobilized per each school. She/he will give **4 hours of time for 20 weeks annually** (August/September 2011 – January 2011). She/he will be from the same community- someone with energy, passion, a will to learn and smile!
- For every **15 schools/villages one cluster mentor** and for each district one Program Manager
- Researchers/data collectors and trainers at central level

Government Interface, Essential for Ownership and Support. The entire inputs are aligned to the curriculum, competencies, time table and teachers' training and assessment.

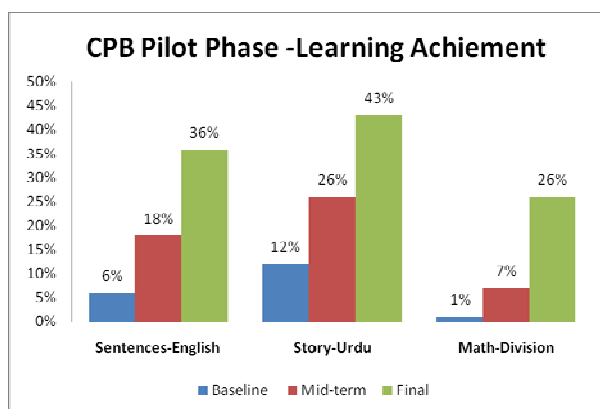
How will we track learning: Each child will have one Student Report Card- CPB will begin with a baseline to establish the first learning level. Each child will be tested thrice; a) baseline b) mid way and c) end of program. All progress will be posted on the website of the CPB campaign repeated each year until 2015 and tracked by ASER Pakistan 2010-2015. Tracked through latest technologies linked to central monitoring and report generation for public to see at any time.

In the pilot completed in July 2011 in two villages of Rahim Yar Khan and Multan the learning levels went up in Urdu from 12% to 43%; in English from a zero baseline to 14% at the sentence level and from 1% to 26% in arithmetic or 3 digit division in just 12 weeks!

Partnerships: Depts. Education, Education Foundations; Pakistan Coalition for Education, (PCE), Rural Support Programs; Scouts/Girl Guide Associations, & Community Based Organizations (CBOs).

Costs: Rs. 1000 per child x 150,000 children for each district

Districts Year I 2011/12: Multan (Tehsil Jalalpur Peerwala); to expand to other provinces in 2012



GIVING FOR EDUCATION is the best Zakat/Philanthropic Option for 2011-2015 - Education for sustainable living for our children youth and adults.

MAKE A DONATION NOW- Tax Exempt Status in UK & Pakistan

Name	
Company/Organization (if applicable)	
Address	
Country	
Cell No./Tel No. incl. country/city/area codes	
Email:	
Skype:	
Website:	

I/We want to pledge/donate \$6 per child for _____ children for:

District Multan Tehsil Jalalpur Peerwala

For the Following Year Annually (Please tick against each selected)

2011 2012 2013 2014 2015

I/We shall donate annually _____ or in one go for 5 years to the CPB Account

BIC/SWIFT Code: SCBLPKKX Bank Name: Standard Chartered Bank Bank Address: Standard Chartered Bank Gulberg Branch, Lahore Pakistan Beneficiary Name: Idara-i-Talim-o-Aaghai Beneficiary Acct Number/IBAN: 01-5369428-09 (US\$ A/c) Interim Bank: Standard Chartered Bank, NEWYORK Interim Bank's SWIFT / ABA#: SCBLUS33 Wire Transfer Fee Amount: NIL

- I want to remain informed about the progress of the program each month which I shall access from the website of CPB - www.CPBPakistan.org
- I want information on annual financial and third party program audit which I shall access from the website of CPB each year in December for the preceding year.
- I am proud to be a Supporter of this Pakistani Initiative and will support movements that can be measured and verified for our children: *our future & the world's future!*

Signature: _____

Date: _____

For all types of enquiries: www.cpbpakistan.org, Tel: (92-42) 36689831-2

