

We are living in a country where 68% of the population is living in the rural areas. Even after the sixty years of Pakistan creation, most of these communities are still struggling to meet their basic needs. This is primarily because these poor and marginalized people have never been informed about their rights; neither empowered to raise their voices to demand for their rights.

They have been indulged in to day to day routine to fight against poverty. Unfortunately with the literacy rates fewer than 54%[\[1\]](#), these people have never been guided strategically to realize education as their basic right. In addition no strategic importance of education has been imparted, due to which, education has been taken as a second priority in every business of life.

AA being a right based organization considers education as an utmost right of every child and a primary tool to combat poverty. It greatly emphasizes on mobilizing these marginalized communities to raise a collective voice of their violated educational rights.

AAP have experienced many successful examples in mobilizing local communities to raise a collective voice with local education departments for securing educational rights of their children. Though these mobilizations have managed to sensitize the local authorities on the prioritizing education, but policy bindings and low allocation of resources at local level keeps their planning hands tied up.

This is primarily because policy makers aren't well aware of the local level educational condition in rural areas of Pakistan. Policy making process and distribution of resources do not cater the needs of such issues prevailing at grass-root level.

Since AAP has its strong engagements with such marginalized communities, it is now therefore the time to provide these local communities a platform where they can highlight their issues with the policy makers.

In this regard Education portfolio is launching an advocacy and sensitization campaigns through Pakistan Broadcasting Corporation – Radio Pakistan, within which local communities would be provided enough space to raise their educational issues, with respect to their districts.

In addition to providing a platform to the local communities this campaign includes an element of sensitizing local and national policy makers towards the educational rights, with particular focus to girls education, education financing, curriculum etc.

**Issues to be Discussed:**

Understanding the Education System and rights to education in Pakistan  
Education Financing  
Rights in Education (Quality) - Curriculum  
Role of all possible stakeholders in ensuring rights to quality education  
EFA and Millennium Development Goals  
Working With Excluded Groups

**Strategy:**

It is been planned that a 30minute program would be organized on weekly basis with Radio Pakistan, during which the first 10minutes would focus on discussing intensity of the issue with experts, followed by discussion with local communities (DAs on the phone) and the last session would be with policy makers to reflect on the local issues.

Expert discussion will identify the nature of issues and ways to address them at local , provincial and national level. Whereas, AAP supported DAs will have a community meeting on the same subject along with the local education officers. They would be taken on air via telephone to discuss the magnitude of the identified subject at their district (or may be in surrounding districts). Moreover, the last session of discussion with policy maker will focus on sharing existing policies, government initiatives, plans and resource allocations to deal with particular subject.

Strategically the strategy would help in bridging coordination, communication gap and building capacity of local communities on better understanding of issues, and getting aware of systems existed with the government setup. It would further empower them to use the existing set ups for securing their educational rights. This strategy also focuses on developing liaison of the local communities with the policymakers.

**Program Schedule:**

This campaign would be on air on Every Wednesday 3:30pm. The frequencies and stations on which these programs would be run simultaneously are as attached.

**Upcoming Programs:**

Since Ministry of Education has revised the Draft Version of National Education policy in August 2009; this program will be based on discussing the Policy ingredients, civil society perspective and its impact on Education Status in Pakistan. Mr. Amjad Nazeer – Manager Policy Research and Advocacy Unit and Mrs. Zehra Arshad – National Coordinator, Pakistan Coalition for Education will be the guests of the programs.

## Districts and Frequency

1. Multan	(three program)	Medium Wave – 1035 kilohertz
2. Lahore	(one program)	Medium Wave - 1332 kilohertz
3. Karachi	(one program)	Medium Wave – 639 kilohertz
4. Hyderabad	(one program)	Medium Wave – 1008-1098 kilohertz
5. Khairpur	(one program)	Medium Wave – 927 kilohertz
6. Quetta	(two program)	Medium Wave – 1134 kilohertz
7. Khuzdar	(one program)	Medium Wave – 567 - kilohertz
8. Muzaffarabad	(one program)	Medium Wave – AJK -Radio MZD
9. Islamabad	(one program)	Medium Wave – 1152 kilohertz
10. Peshawar	(one program)	Medium Wave – 1170 kilohertz

NBS Duty Room: 9208306

Radio Pakistan: 9209030

Master Control Room: