

# REED-Society Profile

**National Office: Canal Park Street # 1 Near Govt. Girl's College  
Rahim Yar Khan Punjab-Pakistan  
Ph: +92-068-5876693 E-mail: [reedryk@gmail.com](mailto:reedryk@gmail.com)  
Skype: shahid.reed website: [www.reedreeds.pk](http://www.reedreeds.pk)**

**We believe in a golden rule  
"Go to the people, live with them  
Love them, learn from them  
Work with them, with what they have  
Build on what they know  
And in the end  
When work is done  
The people will rejoice  
We have done it ourselves"**



***Rural Education & Economic Development Society-RYK***

## **1-Introduction of REED-Pk: ‘Solidarity Building towards Sustainable Rural Development’**

Rural Education and Economic Development Society (REED Society) is a non-profitable, non-government and humanitarian organization, registered under the Registration Act of 1860 with the government of Pakistan. REED Society is working for the integral development of the rural marginalized communities without any discrimination of race, creed, and religion in district Rahim Yar Khan since 2002 and become registered in May 2004.

REED-Society appear as a result of in-depth reflection and after having significant review by its likeminded group of men and women concerned for the integral development of the rural society, in response to unsatisfactory development and efforts made for socio-economic development of the marginalized and weaker section of the society

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### **REEDS Mandate:**

REEDS works by motivating people for self-confidence keeping in view the principals and practices of community development, supporting to help themselves come out of poverty, hunger and inequalities. REEDS works to bring relief and aid to people whose lives has been distressed by natural disaster.

**Vision:** Integrated human development through change in attitude with promotion of honesty and harmony

**Mission:** Motivate people for self-confidence for their integral development so that they can move towards a prosperous, free, equal and civilized life.

**Goal:** Strengthen process that promotes education and economic development of poor rural communities and create an environment for collective change.

## **2-Objectives:**

1. Food security and the improvement of living standard of the rural community.
2. Provision of education among school drop-outs/youth through functional literacy and skill development programs

3. To promote and protect human rights, especially rights of minorities, older people, person with disabilities, women and children.
4. To provide preventive, reproductive and curative health care services to the people, especially women and children of marginalized communities.
5. To make proficient, transparent, convincing and responsible governing structures and processes where women are enthusiastically participating in local decision and policy-making
6. Strengthening of society and the effective participation and integration with other organization and institutions that intervene and determine the processes of sustainable development.

### **3-Essential Glance of REED-Pk Programs:**

- Social Mobilization and Development
- Food Security & Livelihood Program
- Women Education & Child Development Program
- Preventive Health Education Program
- Humanitarian Assistance & Disaster Risk Reduction Program
- Human and Institutional Development Program

### **4-Organizational Implementation Methodology**

**Step-1** Introduction to and immersion in the community

**Step-2** Baseline Survey/Social Analysis

**Step-3** Nascent group formation

**Step-4** Group formation

**Step-5** Identification of problems, issues and needs

**Step-6** Planning to overcome the problems

**Step-7** Action

**Step-8** Monitoring, Evaluation & Decisive suggestion

**Step-9** Future planning & Implementation

### **5-Implementation Strategies:**

- Awareness raising & Social Mobilization
- Group Formation, Advocacy & capacity building
- Research, debates and consultations
- Information generation, collection & dissemination

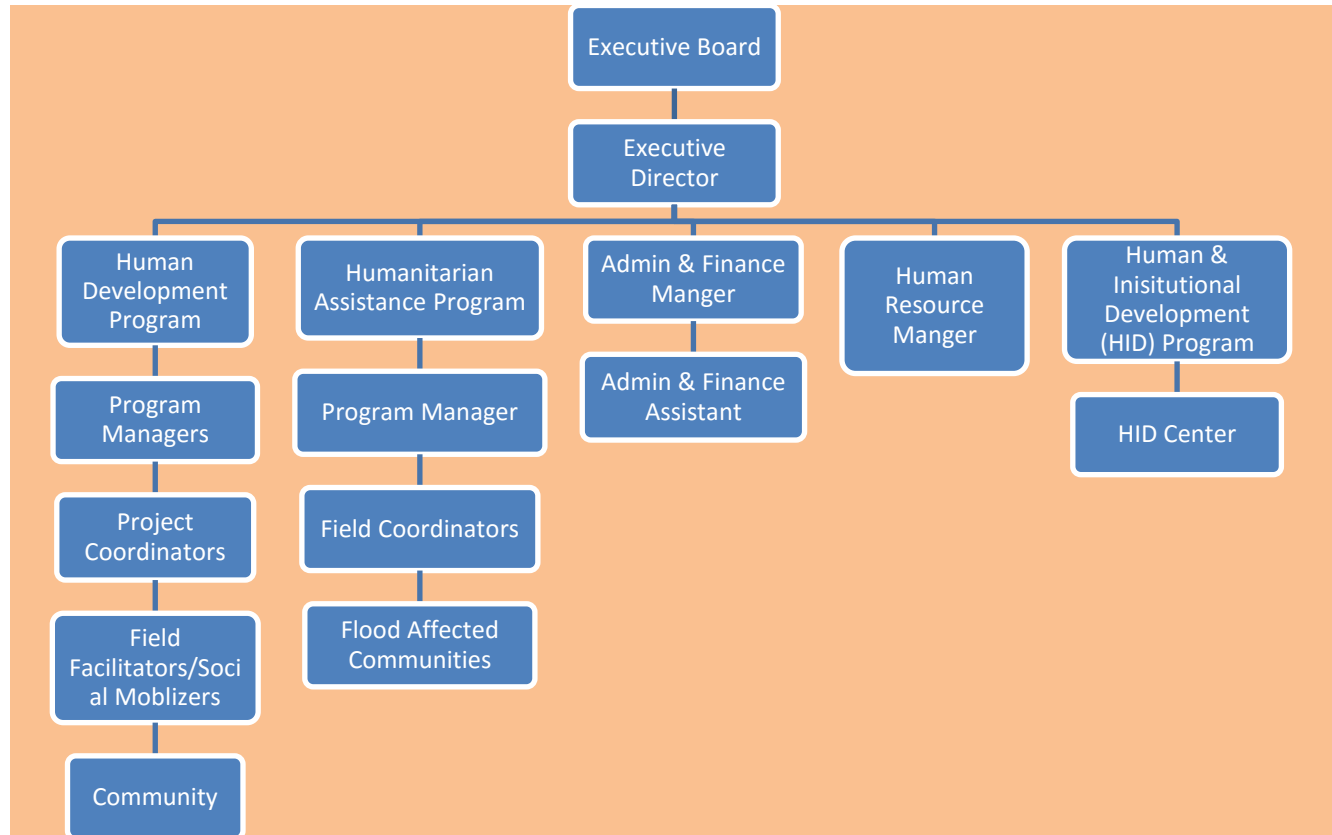
### **6-International Trainings Staff Participated:**

**Community Development and Social Mobilization** for the promotion of Composite Heritage, Source of Peace and Harmony, organized by Christian Study Center Rawalpindi-Pakistan with the collaboration of EED-Germany for one week in Nepal.

**Governance of Post Disaster Recovery and Rehabilitation** organized by FACES and NCIDE-Catholic Bishop's Conference with the collaboration Caritas Germany in Lahore-Pakistan Mr. Carl Amman was the Facilitator CARITAS-Germany E-mail: [k.ammann@web.de](mailto:k.ammann@web.de)

**Community Based Disaster Risk Management (CBDRM)** organized by FOCUS Humanitarian Assistance Pakistan as part of the project “Harnessing Capacities in Disaster Risk Reduction in the Hazardous Areas of Pakistan” held in Islamabad-Pakistan

## 7-Organizational Structure



## 8-Governance Structure:

- The governance structure of REED-Pk is very strong. It consists of 6 members.
- The meeting of the governing body occurred quarterly, in emergency they can meet any time.
- Mostly decisions take place with the collaboration/understanding of management.
- Executive Director presents quarterly financial and narrative activity report in each quarterly meeting.
- The recommendations given by the governing body implemented which is evaluated on the next quarterly meeting strictly.
- Governing body monitor all the implemented projects.
- Executive Director inform the governing body about all the implemented and under implementation projects, and where they have applied.
- Governing body review all the project quarterly or six-monthly reports before submitted to the partners.

## 9-Target Group/Audience:

- Male and female farmers
- Women
- Youth
- Children
- School teachers
- Educational institutions
- Local CSOs/NGOs

## 12-List of ongoing projects

Sr.#	Title of the project	Funded by	Implementing year	Present status	Target District/Province
1	Socio-Economic Development of Farmers through Better Cotton Initiative (BCFTF) (Sustainable Agriculture & Environment Program)	Better Cotton Initiative-Growth Initiative Fund-Ireland	2015-21	Continue	Distt: Rahim Yar Khan, Vehari-Punjab Distt: Dadu & JameShoro Sindh
2	<b>REEL Cotton Program White Bread Project</b>	Cotton Connect UK	2016-2019	Complete	Rahim Yar Khan-Punjab
3	Promoting Income Generating Opportunities for Marginalized Communities (SHADMAN)	ICCO Cooperation	2018-21	Continue	Rahim Yar Khan-Punjab
4	<b>Primark Sustainable Cotton Program</b>	Cotton Connect UK	2018-21	Continue	Ghotki-Sindh
5	<b>Primark Farmer Business School Program</b>	Cotton Connect UK	2019-21	Continue	RajanPur - Punjab
6	Loctus Management Project in Sindh and Punjab	Kerk in Actie( KIA)	2020-20	Continue	Ghotki Vehari Rahim Yar Khan

### 13-List of Completed Projects:

Sr.#	Title of the Project	Funded By	Implementing Year	District	Status
1	Women Empowerment Through Livestock	British High Commission-Islamabad	2005-06	Rahim Yar Khan	Completed
2	Integrated Relief for flood Affectees of Tehsil Sadiqabad (WASH-Project)	Malteser-International	2010-12	Rahim Yar Khan	Completed
3	Responsible Environment Enhanced Livelihoods Project (REEL Cotton)	Cotton Connect-UK	2018-19	Rahim Yar Khan	Completed
4	Elimination of Child and Bounded Labour	Labour and Human Resource Department-Punjab	2019	Rahim Yar Khan	Completed
5	Relief for rain affectees of District Badin (Agriculture and Health focused)	MISERIOR-Germany	2012	Badin-Sindh	Completed
6	Raising awareness regarding safe and green Pakistan among the Non-Formal Basic Education Centers	Environment Protection Agency-Punjab	2008	Rahim Yar Khan	Completed
7	Promotion of safe drinking water in flood affected areas (Water Quality Testing and chlorination) 2005	Actionaid-Pakistan	2005	Rahim Yar Khan	Completed

### 14-Head office details and geographic reach (Current and past 05 years)

Head Office: Canal Park Street No.1 House No. Near Govt. Girls College Rahim Yar Khan Ph: 068-58-76693 E.mail: [reedryk@gmail.com](mailto:reedryk@gmail.com)

### 15-Geographical Coverage:

Sr.#	Province	District	Implementation Direct or Local Partner
1	Punjab	Rahim Yar Khan	REEDS Head Office and Project Office in Tehsil Khanpur

		Rajanpur	Project Office
		Vehari	Project Office
<b>2</b>	<b>Sindh</b>	Ghotki	Project Office
		Dadu	Project Office
		Jamshoro	Project Office

**16-Audit reports of last year by ICAP's QCR rated audit firm.**

Attached

**17-Legal Status (Registration Certificate)**

Attached

**18-MOU status with Economic Affair Division (EAD)**

Received Acknowledgement, while we have NOCs from Home Department Punjab and NOCs from District Administrations (attached)

**19-Non-Profit Organization (NPO) status with FBR**

Active Filer and last year tax submitted details are attached