

Brief Profile of Public Awareness Campaign

Introduction: Public Awareness Campaign Nepal (PAC Nepal) is a service-oriented nonprofit and non-government organization (NGO) established in 2067 by local youths and artists of Janakpurdham of Dhanusha District. The organization focuses on raising awareness about various social issues, such as gender-based violence, inequality, illiteracy, child labor, social exclusion, waste management, health, and other social issues. The organization has been working in the sectors of Public Health, Gender Based Violence, education, child protection, health, safer migration, agriculture, WASH, community kitchen for feeding COVID survivor, emergency support, and different models of income generation.

The organization's vision is to work for the formation of a conscious, peaceful, harmony, and self-independent society through the eradication of inequality in Nepalese society. Its mission is to work towards enhancing the socio-economic status and livelihood of Dalits, women, youths, children, disabled, marginalized, excluded, and underprivileged through integrated community development programs for an equitable and prosperous society. The organization's priority areas include women, youth, children, poor, vulnerable, social excluded group related issues like discrimination, violence, exploitation, education and literacy, livelihood and income generation with vocational trainings, natural resource management and climate change, HIV/AIDS, Malaria, water sanitation and hygiene, emergency response, early warning and disaster risk management, street plays, ChaubatiyaGeeti Sandesh, video documentary, study, research work, information, education and communication, safer migration, solid waste disposal, tourism, conflict resolution and peace building, alternative energy, online and print media mobilization, and more. The organization's working strategy includes social inclusion/social mobilization, behavior change communication and media mobilization, volunteer services, community participation, rights and advocacy, non-political and gender sensitive, accountability and transparency, and nation-wise coordination with social organizations, government offices and local authorities, press and media, etc. The organization has targeted groups such as children, girls, women, pro-poor people, vulnerable groups, religious minorities, disabled groups, youth, people with disabilities, and labor migrants and their spouses. PAC Nepal is the member of various networks and organizations, including Girls Not Bridge, National Campaign for Education, D-WASH-CC Dhanusha and Mahottari, Disaster Risk Reduction, and Girls Networks in Dhanusha.

Name : Public Awareness Campaign Nepal (PAC Nepal),
Address : Janakpur Sub Metropolitan city-14, Dhanusha and branch office at Rajbiraj-4, Saptari and Jaleswar-5, Mahottari
Establishment Year : 2067
Registration in DAO Dhanusha : 1703/2067/3/23
Affiliation in SWC Kathmandu : 30230/067/3/28
Recent Renewal Date : 2078/07/03
Last General Assembly : 2077/08/03
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Policies and Practices: The administrative policy of PACN includes handling petty cash, TAX clearance, staff advances, and managing personnel records. The organization has developed its own financial management and internal control mechanism, such as an accounting system, internal reports, and audit program, which is used for monitoring the financial aspect of the project. PACN, Dhanusha, practices double entry book keeping, monthly or quarterly financial reports to partners/donors, and an annual audit system. The organization maintains all financial records by following the Generally Accepted Accounting Principle (GAAP) issued by the Institute of Chartered Accountants in Nepal. The organization uses financial software FAMAS to generate financial reports, comparing and analyzing the budget in a transparent way. An annual organizational audit is carried out by a member of ICAN, and the organization promotes transparency of its activities and fund sources through social audits. PACN has a comprehensive human resource policy and procedure, which includes recruitment of staff, capacity need assessment, capacity building, performance appraisal, and compliance management. The recruitment committee is responsible for induction programs on incentives, facilities, roles, and responsibilities. The procurement guideline ensures that no board members work as staff, even as consultants or part-time staff. PACN strictly considers conflict of interest in staff and service providers' selection and signs conflict of interest forms. The organization has a strategic plan for organizational development, which guides in identifying and addressing problems, focusing on human, social, relational, and structural changes. It also helps to plan proactive change in the organization, based on established measurable goals. This includes managing conflict, increasing trust and cooperation among employees, improving the organization's ability to solve problems, and establishing a culture of continuous improvement.

Project/Program Experience: PAC Nepal has over 10 years of experience in implementing 82 different projects in various sectors, including education, literacy, child protection, health, agriculture, livelihood, WASH, safer migration, emergency response, and school and media mobilization programs. The main objective is to mainstream girls, girls from disadvantaged communities like Dalit, Muslim, poor, and girls with disabilities in the education system. PAC Nepal has also had experience in awareness raising and behavior change communication through various means such as street drama, stage shows, ChaubatiyaGeeti Sandesh, video documentaries, tele-film, jingle, PSA, and radio programs on social issues such as child marriage, dowry, gender-based violence, child labor, conflict management, school as zone of peace, HIV/AIDS, child nutrition, Malaria, Leprosy, safer migration and environment, and more. PAC Nepal has worked closely with many NGOs/INGOs, including the Royal Norwegian Embassy in Kathmandu, HelvetasNepal, Care Nepal, SNV, SaMi/Helvetas, Save the Children, UNDP, UNESCO, WFP, DFID, PSI, Embassy of Finland, AUVSO, IFES, UNFPA, Foreign Employment Promotion Board, Nepal, Election Commission Office Nepal, RRN, ASN/World Education, CFWA, SDRC, JWAS, RYC, and RDF. The organization has been involved in several projects, including the Integrated Community Development Project (Public Health) in Bangaha Municipality Mahottari and the Nepal Humanitarian and Development Program (NHDP) in Siraha Municipality Sirha. These projects have been implemented by various organizations, such as Good Neighbors International, the Nepalese World Federation (LWF), and the National Concern Campaign Nepal (NCCN). In terms of education, the organization has been involved in various projects, such as promoting quality education to girls and Terai Dalits, promoting literacy through street plays, and mobilizing schools and media for safer migration. They have also produced videos on child rights, discrimination-free schools, and handicap topics. In terms of social protection, the organization has participated in province-level and municipality-level dialogues on child marriage, intergenerational dialogue, and child marriage. Their work includes the production of radio

jingles on child marriage, the production of a video documentary on child marriage, and the production of a stage drama at international maithili drama celebrations. The organization has also participated in various cultural programs, such as the Jhi-jhiya Mahottasab Janakpur, which was held in 2011. These events aim to promote awareness and promote understanding among the community about the importance of education and social protection.

In addition to these projects, the organization has also participated in various other activities, such as the Girls Not Bride, which aims to raise awareness about child marriage and child marriage in Nepal. These initiatives have been successful in promoting education, promoting social protection, and promoting awareness among the community. Some of our awareness raising activities include - various stage drama shows and projects that have been collaborated with NGOs and GOs in Nepal, including "Dina-Bhadri" in 2011, "Vaww" in 2011, "Holi Program with Women" in 2011, "Stree Shakti" in 2010, "Early Child Marriage" in 2010, "Paralegal (Women Violence)" in 2010, "Vaww" in 2010, "Chury Conservation" in 2014, "Destruction" in 2014, "Climate Change and Pre-Information to Protect from Disaster" in 2013, "Sustainable Sanitation and Hygiene for All" in 2016, "Water Supply and Sanitation ODF" in 2014, "Supa-Net program" in 2013, "World Malaria Day" in 2013, and "Sustainable Sanitation and Hygiene for All" in 2013.

Human Resources: The PAC Nepal has a dedicated team of 54 competent human resources, including 3 fixed-term staff, 51 project-based staff, 36 males, 18 females, assuming the role of program coordinators, admin/finance, HR, and logistic staff. The staff includes Sunil Kumar Yadav as Executive Director, Santosh Kumar Mahato as Health and Education Expert, Sanjib Kumar Singh as Program Coordinator, Satish Yadav as AFO, Sujit Kumar Mahato as AFO, Bandana Bhatta as Program Coordinator, Raju Joshi as Project Advocacy Coordinator, Arbind Kumar Yadav as Program Officer, Haridev Das as Accountant, Indu Singh as MCO, Ram Pramesh Mandal as Program Coordinator, Prava Kumar Yadav as Program Assistant, Naresh Sah as M&E Officer, Ponam Kumari Yadav as B Ed, Nitu Yadav as B Ed, Babita Khadka Yadav as B Ed, Ram Bihari Yadav as B Ed, Kaushlya Kushwaha as B Ed, Anita Kumari Yadav as B Ed, Bhuma Devi Yadav as Office Assistant, Md. Rahmul Miya as PC, Shyam Kishor Yadav as Supervisor, Laxmi Purbe as Supervisor, Manohar Yadav as Supervisor, Ramesh Kumar Yadav as Supervisor, and Naresh Ray as Supervisor. The team aims to provide comprehensive support to the community in various sectors, including HIV/AIDS, migrant and their spouses, child nutrition, malaria, and leprosy.

Major Achievements: The major achievements of the organization include livelihood and income generation through the formation of four active cooperatives, which have been handed over to farmers. These cooperatives have been engaged in various activities, such as goat rearing, milk processing, and goat rearing. Additionally, the organization has distributed free goats and sewing machines to poor, Dalit, and marginalized women under a project with the Ministry of Women, Children and Senior Citizens, Government of Nepal.

WASH has also been a significant focus of the organization. Over 45,000 toilets have been constructed in Dhanusha and Mahottari within a two-year period, with 40 VDCs verified for monitoring. Nearly 150,000 populations have been sensitized about sanitation and hygiene. The organization has also formed and oriented the W-WASH-CC, mobilized FCHVs, political leaders, child clubs, and stakeholders for sanitation

and hygiene. Coordination with W-WASH-CC and RM/M-WASH-CC is also in place. The organization also provides orientation to the SMC/PTA, teachers, parents, child clubs, and selected small entrepreneurs for total sanitation. Additionally, the organization aims to promote sanitation items and encourage community women to utilize wastage plastics, paper, plastic, and glass bottles. In 2023, 900 children received a general health check-up, and a toilet was constructed at Narayan Secondary School in Bhanga Municipality for sanitation management. People were made aware of HIV/AIDS, hand washing, and waterborne diseases. They also learned how to control and treat ARI in children, the importance of newborn care, Malaria, and Leprosy. Education access increased for dalit, Muslim, and girls, with household monitoring and regular student attendance tracking. Teachers' regularity was increased, and schools were declared as Zones of Peace. 49,539 community people were educated on safer migration practices for foreign employment. ECED enrollment was ensured at 100%, with 91% enrollment of ECED graduates. 32 mothers' groups and 16 girls' networks were formed, and promotion rates from Grade 1 to Grade 2 increased to 715. All SMC, PTA, and Child Clubs were functional in all 34 schools, and 5 role model schools were promoted. SSA was carried out in all schools.

In collaboration with Madhesh Province stakeholders and 5 municipality level members addressed child development and rights, with 60 youths and women sensitizing about child marriage. Literacy campaigns encouraged school enrollment, discouraged child labor, and increased awareness on child rights. 700 children were literate, and 210 children working in hotels were encouraged to read and write. Women empowerment and advocacy were achieved through the literate Nepal campaign, with 1320 women literate and 1320 women literate. Psycho-Socio counseling was provided to victims of violence, and women were trained on income generation and energy efficiency.

Monitoring and Evaluation: The Monitoring and Evaluation System (PAC Nepal) aims to monitor the effectiveness of the organization's interventions by developing verifiable indicators and checklists for each result. This is done through organizing review meetings with beneficiaries and stakeholders, analyzing monthly staff reports, and conducting regular field visits. Stakeholder participation is crucial in these meetings. An annual report summarizing activities, achievements, challenges, and audited statements is submitted to SWC, district stakeholders, and support agencies at the end of each year.

PAC Nepal has two layered Monitoring and Evaluation Systems: one from the organization's side, which includes weekly review meetings with staff, monthly reporting from staff, monthly meetings with donors, quarterly review and evaluation meetings, and annual joint review meetings with project officers, district stakeholders, child representatives, and parents. On the other hand, the monitoring evaluation from the stakeholders side involves joint evaluation visits conducted by the funding agency, district level government institutions, stakeholders, and beneficiaries on the interventions carried out by PAC Nepal. The mid-term and final evaluation of the project will be conducted by external evaluators through engagement with stakeholders at the middle and final year of the project period.