

PAKISTAN ALLIANCE FOR EARLY CHILDHOOD

Transforming Society through Early Childhood Development



“IF YOU CHANGE
THE BEGINNING OF THE STORY
YOU CHANGE THE WHOLE STORY”
– RAFFI CAVOUKIAN

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PAKISTAN ALLIANCE FOR EARLY CHILDHOOD

Transforming Society through Early Childhood Development

Strategy

2023 - 2027

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MESSAGE FROM CEO

With a population of about 230 million people, Pakistan is the fifth most populous nation in the world and, by 2030, it is projected to reach 300 million. How can we get a demographic dividend, from these growing human resources? The answer is Early Childhood Development (ECD), especially with a focus on enhancing parents' role in building sustainable societies and nations. I have the great pleasure to introduce Pakistan Alliance for Early Childhood, a forum dedicated to promoting ECD as the greatest investment to realise Pakistan's potential. I affirm this understanding with all my heart and invite all like-minded people to join hands in subscribing to this great philosophy.

No one can deny that all children deserve to be provided with opportunities to realise their God-given potential, and this can only happen when parents, communities, private organisations, governments, and NGOs come together and put their efforts towards this noble cause. ECD is the opportunity to learn, grow, succeed, and thrive. Our mission is to facilitate our society to help develop children to their full potential. We believe that through community services and by promoting the fundamental values of integrity, honesty, respect, responsibility, and caring, we will continue to promote early childhood development, healthy living, and social responsibility.

Each one of us on this globe creates a page in human history. I believe that everyone should play their part to transform the lives of people and their own capacity. Children are our future so we should make every effort to be truly involved in and devoted to their lives during their early years to give them proper care, education, guidance, support, learning opportunities, and safety for them to grow up to become conscientious citizens of the country and become lifelong learners. Our goal is to reach out to every child in Pakistan with high-quality ECD services. The Alliance is a means to this end. Through this Alliance, we can make a difference if we work together.





WHO WE ARE

Pakistan Alliance for Early Childhood (PAFEC) is a national alliance of Early Childhood Development (ECD) stakeholders in Pakistan. Legally, we are a private organisation registered with the Securities and Exchange Commission of Pakistan (SECP), under section 42 of the Companies Act, 2017. The Alliance serves as an open platform to promote holistic and inclusive ECD approaches and practices in the country through research and learning, experience sharing, policy advocacy, and professional development.

Our Alliance comprises of public sector institutions, including universities, technical and research institutes, professional organisations and associations, civil society organisations, thought leaders, and ECD practitioners. The Alliance is governed by a Board of Directors (BOD) and managed by a small team of professionals, headed by a Chief Executive Officer (CEO). The Alliance implements its projects and programmes through its individual and institutional members.



OUR VISION

To live in a happy, healthy, prosperous, socially inclusive, and pluralistic society in Pakistan through Early Childhood Development. This vision is based on the overwhelming and growing evidence that investment in the early years guarantees the highest returns to society and leads to the most desirable outcomes for personal, societal, and national development.



OUR MISSION

To universalise access to holistic Early Childhood Development services for every child in Pakistan from pre-conception to age 8. Since ECD requires a multi-actor approach, integration, coordination, and co-creation among a variety of partners and stakeholders, hence, a knowledge network is needed to promote this mission.



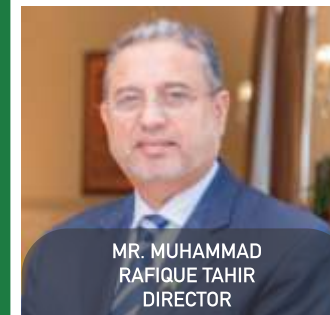
OUR OBJECTIVES

The 'Alliance' promotes its vision through the following objectives:

- Policy dialogue and advocacy
- Knowledge sharing /networking
- Institutional/ professional development

BOARD OF DIRECTORS

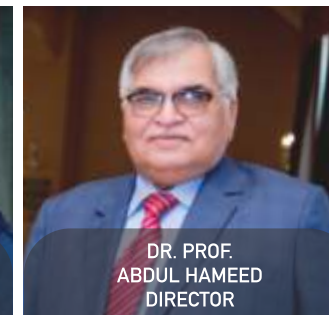
The Alliance is governed by a high-profile Board of Directors, headed by Dr. Naeem Zafar as an interim chairman. The Board includes serving and retired government officials, representatives of civil society organisations, academia, researchers and practitioners, who are making a difference in the fields of early childhood development, education, health, nutrition and community development. The Alliance's secretariat is located in Islamabad.



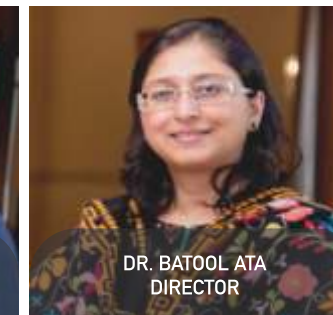
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DIRECTOR



MS. SHANDANA KHAN
DIRECTOR



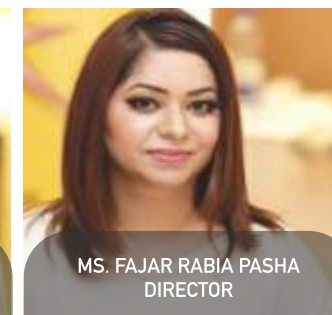
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DR. BATOOL ATA
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MS. FAKHIRA NAJEEB
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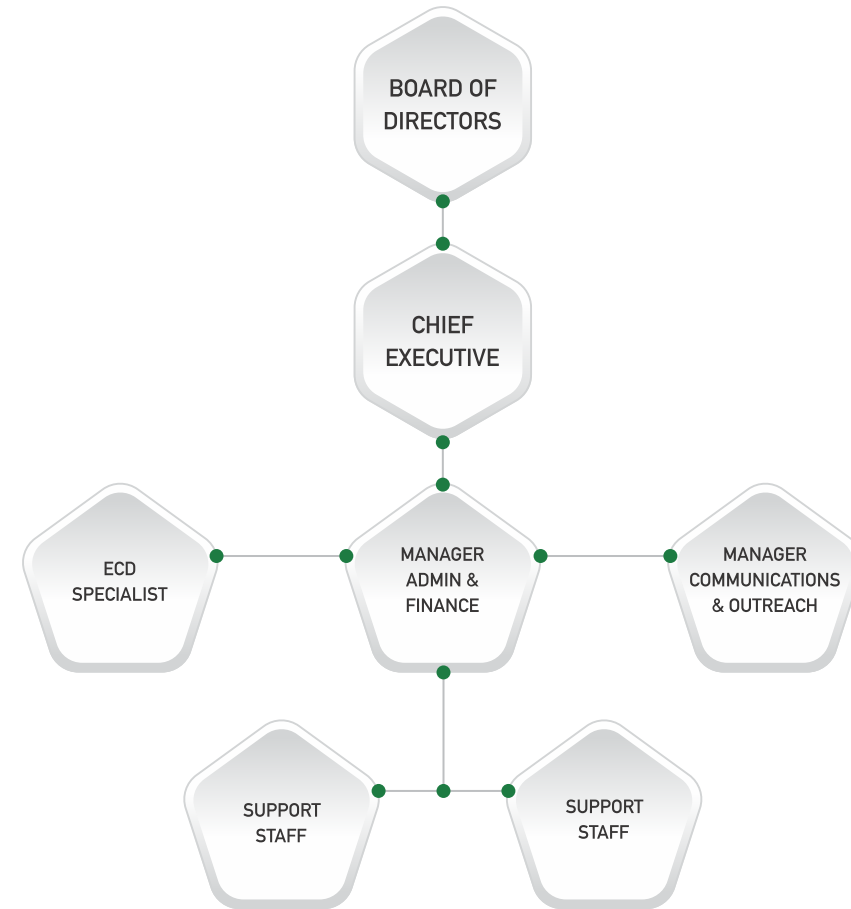


MR. IQBAL JATOI
DIRECTOR

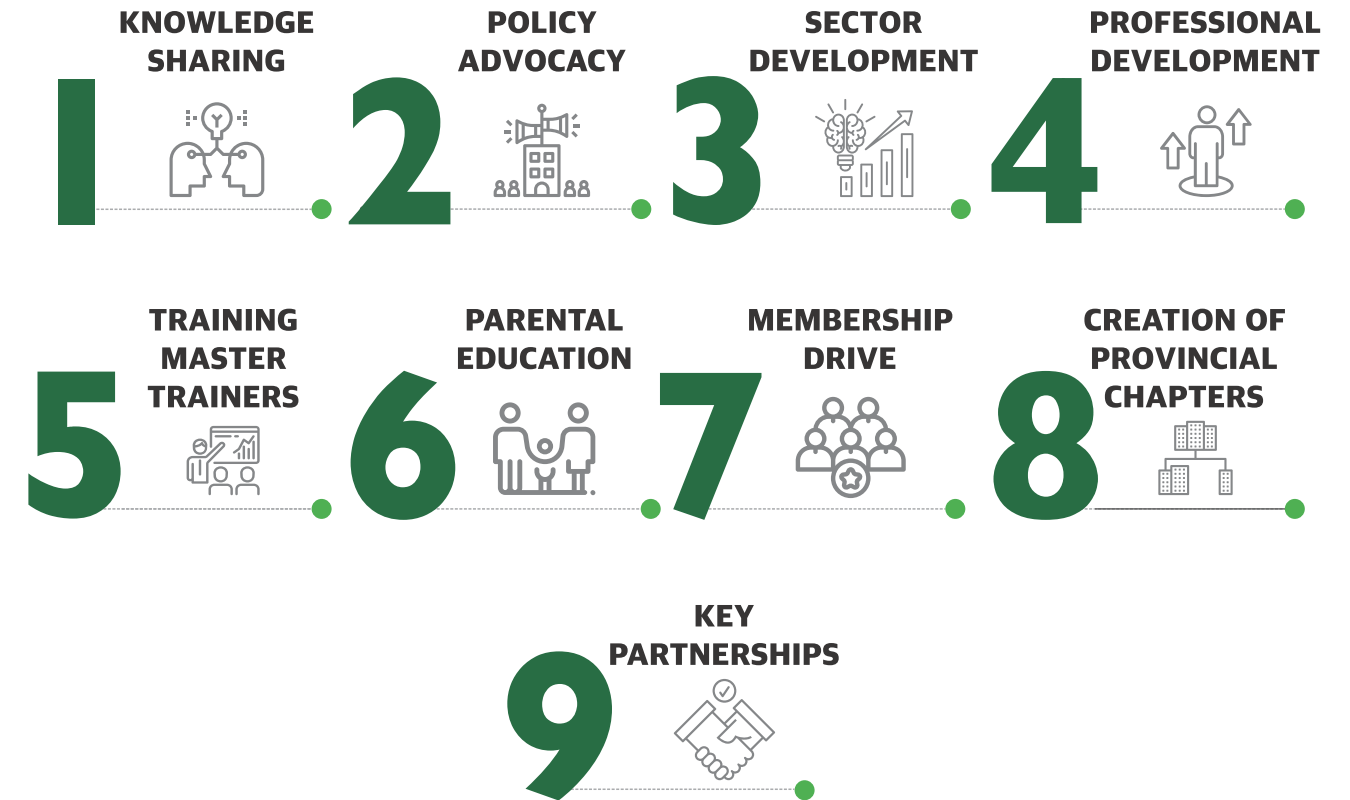


DR. NAEEM ZAFAR
DIRECTOR

ORGANOGRAM



WHAT WE DO





KNOWLEDGE SHARING

ECD is a multidisciplinary domain, requiring knowledge input from a range of fields, including health, education, nutrition, and child protection. To facilitate continuous sharing and updating of research-based knowledge, the Alliance facilitates research and outreach organisations to inform and empower parents, families, parents, practitioners, and civil society organisations. The focus is on knowledge and information sharing and awareness creation about the importance of ECD, especially in the first 1000 days of human life, and connecting the demand side stakeholders with the government and private services. The Alliance is sharing knowledge and information by providing forums such as conferences, seminars, and webinars for sharing knowledge, best practices, and experiences; strengthening capacities, and promoting collaboration among ECD stakeholders.



POLICY ADVOCACY

The Alliance takes policy advocacy very seriously and gathers and shares hard evidence to promote good and effective policies and their actual implementation on the ground. The Alliance has contributed to key national and provincial policies by engaging in policy dialogue and advocacy with the government to define key roles of its ministries (health, nutrition, child protection, education, and planning) in promoting multi-sector and inclusive development of all children.



SECTOR DEVELOPMENT

Developing standards and common understanding amongst all stakeholders about concepts of holistic, inclusive, and multi-sectoral ECD practices and approaches that are key to sector development. PAFEC is an active member of the National Technical Working Committee (NTWC), on Early Childhood Development, constituted by the Ministry of Planning, Development & Special Initiatives (MoPD&SIs), and contributed to the development of the following key documents:

- 1) ECD Policy Framework
- 2) ECD Standards
- 3) ECD Index Pakistan
- 4) Key Family Care Practices – Parental Package
- 5) ECD Monitoring & Evaluation Framework

As a member of the National Curriculum Council (NCC), PAFEC also made significant contributions to the development and updating of the National Curriculum for Early Childhood Care & Education and the development of model textbooks for the pre-primary level.



PROFESSIONAL DEVELOPMENT

Developing workforce based on the theory and practice of Early Childhood Development in partnership with public universities, teacher training colleges, and health institutions. Key activities include the development of a 4-week certificate course and a sample 4-years BS course and course compendium for the partner public universities and teachers training colleges.

PAFEC offers online and face-to-face certificate courses on ECD. Around 450 individuals, including faculty members of partner universities, students, researchers, ECD practitioners, caregivers and aspirants, and entrepreneurs. The course encompasses early development, learning, and care, focusing on discovering connections between theory, research, policy, and professional practice. It aims to provide a clear understanding of the holistic development of a child's social, emotional, cognitive, language, and physical needs in order to build a solid and broad foundation for lifelong learning, optimal development, and well-being. It covers important theoretical aspects of ECD, including phases/stages of child development, the significance of the 1st 1000 days, factors affecting brain development, developmental domains, and age-appropriate milestones. The course also familiarizes participants with the National Curriculum Framework on Early Childhood Care & Education, Sustainable Development Goals, with a focus on Goal 4.2, Nurturing Care Framework, UN Conventions on the Rights of the Children (with a focus on the four principles, i.e., the best interest of a child, non-discrimination, survival and development, and participation) and health, nutrition standards for children between the ages of zero to eight.



TRAINING MASTER TRAINERS

PAFEC has designed a week-long certificate course to train master trainers for ECD across the country. The course includes the above-mentioned key aspects of ECD as well as the key developments happening in ECD in the country. The course also enables the participants how to design and implement effective ECD projects. So far, we have trained around 80 master trainers from the institutional members and more master trainers will be trained in the future. These master trainers will be responsible for designing and implementing ECD programmes in their own organisations and providing services to PAFEC whenever needed.



PARENTAL EDUCATION

Parental education is an integral part of PAFEC's mandate. We regularly develop and adopt training material for parental education. In addition to using the UNICEF-developed Key Family Care Practices, PAFEC has designed a parenting manual in Urdu, the purpose of which is to empower parents through a capacity-building and behavior-change approach for the optimum development of their children and to set a pathway for lifelong learning through timely information and support during the early years.

The manual provides a comprehensive understanding of the journey of early childhood development, children's developmental requirements and milestones from pre- conception through to age 8 years, conceptual understanding of parenthood, different dynamics of parenting, styles of parenting, positive and responsive parenting, the impact of environment, healthy interactions with young children even before they are born, early experiences, spousal relationship and positive discipline on child development. This manual also serves as a handbook for parents, offering them practical tips, tools, and sample activities to help them play positive, playful, and engaging roles in the upbringing of their children.



MEMBERSHIP DRIVE

Membership Drive: As noted above, the 'Alliance' is working to achieve its mission and all its defined goals through its individual and institutional members. So far, over 900 individuals and around 200 institutions have become members of PAFEC. In collaboration with these members, PAFEC designs and implements online/offline projects for advocacy, mass awareness, and ECD workforce development in Pakistan. More members will be added soon through a proactive membership drive. All the members who recognise and adhere to the philosophy of PAFEC's mission, goals, and objectives (which are nothing but national endeavours for reform and development) will design and implement strategic programmes, with a high degree of coordination with each other to promote the agenda of holistic and multi-sector ECD in the country. One cannot emphasise enough that the fundamental way Pakistan will be able to achieve its national reform and development agenda, particularly creating a tolerant, peaceful, and harmonious society, is through the coordinated practice and concerted implementation of ECD programmes by the Alliance and its members by adhering to the philosophy explained above.

PAFEC currently offers the following services to its members:

- Provides latest research-based knowledge and best practices in ECD through the quarterly e-newsletter, Website, and the social media platforms
- Provides capacity-building opportunities through engaging members in experience-sharing/peer learning activities, technical workshops, conferences, seminars, webinars, online and face-to-face courses
- Engage members to develop and translate ECD material and engages them as resource persons
- Provides exclusive rights to participate in the Alliance organised events, such as training programmes, exhibitions, conferences, webinars, and seminars on preferential terms
- Undertakes knowledge networking and institution building
- Knowledge networking and institution building



ECD CONFERENCE

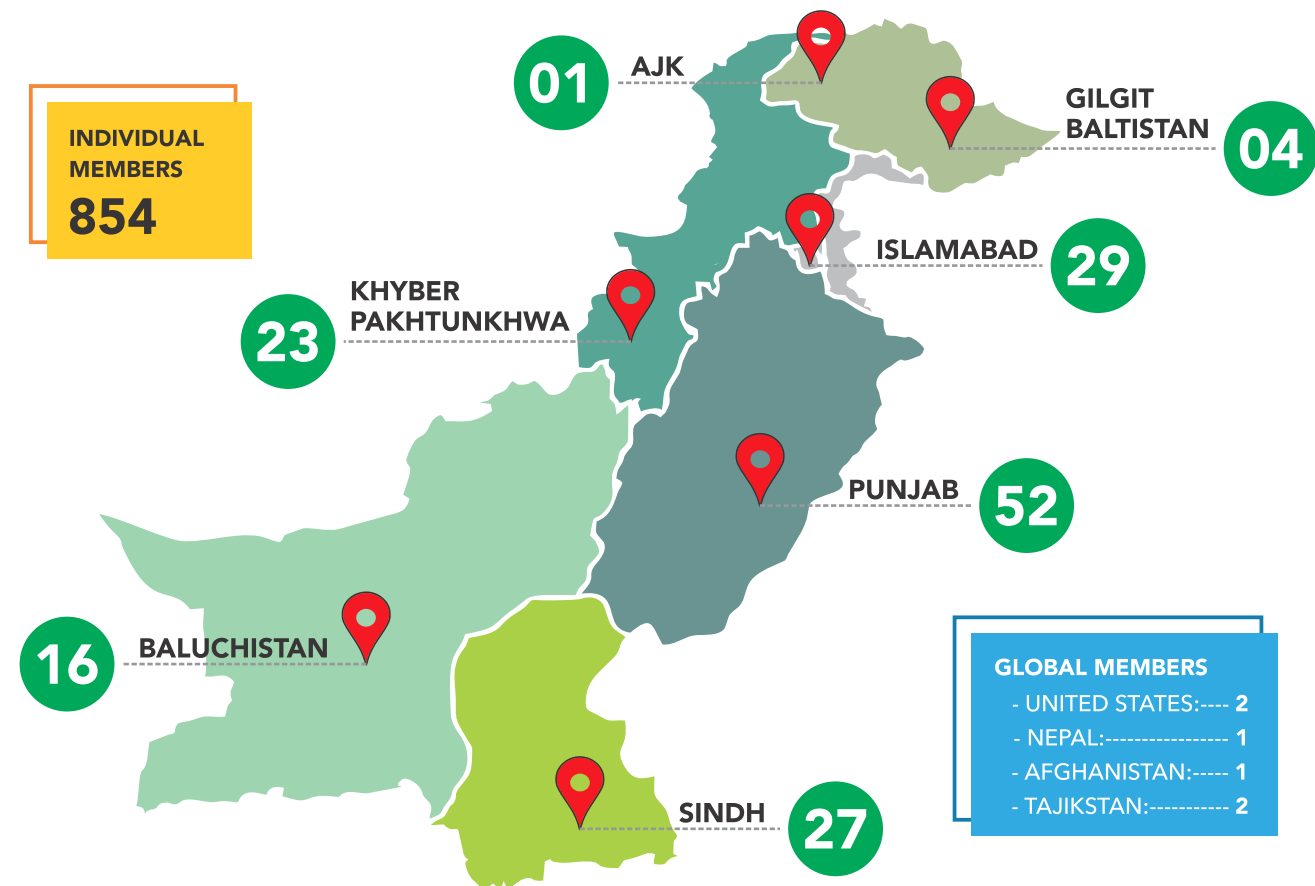
PAFEC is working in close collaboration with key partners such as the Ministry of Planning, Development and Special Initiatives (MoPD&SIs) UNICEF, the State Bank of Pakistan, Foundation Open Society Institute, Rupani Foundation, the Aga Khan Foundation, UNESCO, JICA, Plan International in designing and implementing ECD programmes, international conferences, policy advocacy sessions, webinars, awareness campaigns for COVID-19 and integration of financial literacy into education etc.



KEY PARTNERSHIPS

Following its vision, mandate, and mission, the Alliance is planning to deepen and broaden its social impact by creating and fostering networks of ECD partners in the provinces and regions of Pakistan so that it can cascade the agenda of ECD to the grassroots level. With this purpose in mind, PAFEC is going to form provincial chapters, which can eventually be extended to the district level and even lower, thus reaching out to potentially large numbers of children in Pakistan. The first chapter will be established in the Punjab province with its secretariat in Lahore.

INSTITUTIONAL MEMBERS



DONORS



PARTNERS AND COLLABORATORS





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Early Childhood
(PAFEC)**

