



Fact Sheet: BRAC Pakistan

BRAC Pakistan - Quick Facts

(As of January 31st 2009)

BRAC Pakistan: In April 2007, BRAC signed a memorandum of understanding with the Government of Pakistan to work in the fields of microfinance, education and health. Microfinance programs have been successfully set up in three provinces – Punjab, North-West Frontier Province, and Sindh.

- Founded in 2007
- Total BRAC Staff: 355 (95% Pakistani Women)
- No. of Village Organizations (VOs): 1,487
- Total VO membership: 27,504
- # of branches: 35
- Cumulative loan disbursement: \$3.6 M

Microfinance: BRAC delivers its microfinance and other programs through organizing women into Village Organizations (VOs). Today, more than 27,000 VO members are given loans averaging \$181.

Pilot Health Program: BRAC's health pilot program in Pakistan is designed to improve the health and well being of its borrowers, their families and their communities. BRAC will provide essential health care services through its innovative and entrepreneurial model of developing Community Health Promoters out of its microfinance membership. BRAC will draw on the experience of its successful health programs in places such as Bangladesh, Afghanistan and Uganda. To date, 73,000 BRAC Community Health Promoters, have provided basic health services to more than 92 million people.

The objective of the BRAC health program in Pakistan will be to reduce the burden of disease, especially communicable diseases, and also to reduce maternal, neonatal and infant morbidity and mortality through capacity building and demand-based strategies to improve access to care. The pilot program will be implemented in 10 working areas where BRAC has an existing microfinance presence, and will eventually be scaled up to cover other areas where the organization has microfinance programs.

This pilot program aims at training 100 microfinance members to become Community Health Promoters who will provide peer-to-peer health care services and health education to more than 60,000 people. Health Promoters bring health campaigns and commodities to their communities via door-to-door visits and health promotion events at schools and other public places. They offer basic health care and educate communities on common disease detection and prevention, family planning, and reproductive health. They also make referrals, and sell health-related products (i.e. bed nets, low-cost condoms, non-prescription medicine, vitamins and water purifiers) to supplement their own income and to sustain their commitment. To ensure quality control, Health Promoters are supported and supervised by a team of BRAC Community Health Workers and the program is managed by a team of qualified medical personnel. A management and evaluation structure will be put in place to supervise and monitor the project.

Education Program: BRAC is planning to open 20 pre-primary schools in the North West Frontier Province (NWFP) of Pakistan between April 2009 and March 2010. Each school will have 30-33 children 5 to 6 years of age and will maintain a girl to boy ratio of 70:30. BRAC will draw on its successful track record running pre-schools in Bangladesh., where 700,425 children are currently enrolled in 24,750 pre-schools. (To date, 2.3 million children (60.2% girls) have graduated from BRAC's pre-primary system. Almost all of them were subsequently admitted into 18,840 local government and registered non-government primary schools in the formal education system.)

Based on the existing education challenges in Pakistan and an emerging consensus between community members, local government officials of NWFP and BRAC staff on the need for and benefits of pre-schooling, BRAC is designing and implementing a pre-primary education program that will supplement the Government of Pakistan's drive to achieve Universal Primary Education. The initiative will aim to reach those who are poor, excluded and who may suffer from a form of discrimination that impacts their ability to access and continue their education. The program will reduce the burden on the government to achieve their stated goals and will provide an effective subsidy to help reduce the cost of promoting early childhood education. In addition, by analyzing and appropriately combating the causes of inequality and exclusion of girls from pre-primary schooling, the program will help promote greater gender equality in education.

BRAC, the largest non-profit in the developing world, was launched in Bangladesh in 1972 and today reaches more than 110 million people with its holistic approach to addressing poverty by providing micro-loans, self-employment opportunities, health services, education and legal and human rights education. With its years of experience in post-war and post-disaster development and poverty alleviation in Bangladesh, BRAC has responded to the call of countries in Asia and Africa and is implementing development programs in Afghanistan, Pakistan, Sri Lanka, Tanzania, Uganda and Southern Sudan. BRAC is in the early stages of establishing programs in Sierra Leone and Liberia.

For media inquiries please contact:

Alyssa Herman

Vice President for Communications, Marketing
and Development

E-mail: alyssa@brac.net

Phone: +1 212 808 5615

Cell: +1 646 483 4819