

“An oasis of literacy, health and economic empowerment in the desert of poverty”

TRUST FOR RURAL UPLIFT AND COMMUNITY EDUCATION (TRUCE)

یہ مہرتاباں سے جا کے کہ دو کہ وہ اپنی کرنوں کو گن کے رکھ لے
ہم اپنے صحرا کے ذرے ذرے کو خود چمکانا سکھا رہے ہیں

Head Office: 185, Main Road, Services Society, E-11/2, Islamabad
Email: truicedj@gmail.com Website: www.truicedj.org.pk

1. PROFILE OF THE ORGANIZATION	
Name of the Organization	Trust for Rural Uplift and Community Education (TRUCE)
Year of Establishment	2000
Year of Registration	The organization was registered on 16 th of April 2003 in Islamabad under the Trust Act, 1882(Registration No.1214) <i>Amendment of Rectification of Trust Deed 18-1-2011</i>
Tax Status of the Organization	Exempted U/S2 (36) of the Income Tax Ordinance, 2001
Certification of Pakistan Center for Philanthropy http://www.pcp.org.pk/	Certificate No: PCP- R1-2007/0029
Banks	United Bank Limited, Civic Center Branch G6 Islamabad United Bank Limited, Allah Jewaya Larh, Khanbela, Rahim Yar Khan
Organization's Auditor	M/S Horwat Hussain Choudhry & Co
Geographical & Programs Area	
Geographical Area of Operation	District Rahim Yar Khan Province of Punjab, Pakistan
Major Programs Area	Education, Vocational Training, and Skills Development, Mother and Child Care, Female Capacity Building, and Computer Literacy
Networking with Government & Non-Governmental Organizations	
Significant Partnerships	Govt. of Punjab Interactive Community Development Samanzar
Human Resources	
Chairperson	Mr. Kh. Zaheer Ahmed

Chief Executive Officer (CEO)	Ms. Shama Usman CEO
Board of Governors	05 Female 04 Male Total: 09 Board Members
Administration and Auxiliary Staff	20 Male 03 Female Total: 23 Administration and Auxiliary Staff Members
Program Staff	27 Female 07 Male Total: 34 Program Staff Members
Total Staff Strength of the Organization	57
Financial Resources	
Financial Contributors	Individual Philanthropists Entrepreneurs
For Contact, Information and Donations	
Contact Person	Ms. Shama Usman Chief Executive Officer (CEO)
Address	Head Office: 185, Main Road, Services Society, E-11/2, Islamabad
Phone	92-51-2305058-59
Fax	92-51-2305061
Email	trucedj@gmail.com
Website	www.trucedj.org.pk
Every rupee is useful for TRUCE. Even a small donation is more than welcome.	
Account No.	01038601
Sort code	0593
Bank	United Bank Limited, Civic Center Branch G6 Islamabad
People like you, the individual philanthropists, are our greatest supporter; we are thankful to your support.	
Sponsor a Child	Per Child is only PKR Rs. 15500/=

	per year – equivalent to only USD \$ 175/= per year
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2. FIXED ASSETS - TRUST FOR RURAL UPLIFT AND COMMUNITY EDUCATION (TRUCE)				
Sr. No	Particulars	2009	2010	2011
Sr. 1	Land	1,000,000	1,000,000	1,000,000
Sr. 2	Building	4,563,814	8,186,232	7,367,609
Sr. 3	Furniture & Fixture	527,639	596,600	936,910
Sr. 4	Office Equipment	98,560	193,555	227,840
Sr. 5	Computers	55,566	61,996	51,937
Sr. 6	Vehicles	41,779	927,067	751,494
Sr. 7	Sports Equipment	54,762	49,286	44,357
Sr. 8	Medical Equipment		528,637	422,938
Sr. 9	Canteen Equipment		21,253	19,128
TOTAL		6,342,120	11,564,662	10,822,213

3. INTRODUCTION OF THE ORGANIZATION

The Trust for Rural Uplift and Community Education (TRUCE) was established at the start of new millennium, in 2000, by a landowning family in village Dera Jatta, located 100 kilometers from Rahim Yar Khan, Punjab. A group of professionals, entrepreneurs, social workers and individual philanthropists have been supporting the organization, since its inception. The organization strongly believes that education and awareness are the basic tools in creating a safe environment and safeguarding the rights of poor and disadvantaged people. The organization has been striving in promotion of research to improve human and social development in most neglected areas of the country.

The founders of the organization were alive with the fact that the inhabitants of the Dera Jatta lack basic amenities of daily life, including education and healthcare. A need assessment in the targeted area was conducted which informed that that illiteracy, ignorance and lack of awareness was the root cause of all socio-economic issues. The results of the need assessment clearly mentioned that illiteracy, ignorance and lack of awareness were the major hurdles in social and economic development of the area.

As per the findings of the need assessment; the organization had decided and established the first ever local school, the Nafisa Mai Primary School, in this most neglected and disadvantaged area of southern Punjab, in the year 2001. Initially, a trustee of TRUCE had provided space for the establishment of Nafisa Mai School at the backyard of his house, located in village Dera Jatta. The response of the community towards the school was very encouraging and within a very short span of time the enrolment had increased in manifold. The increased enrolment in Nafisa Mai Primary School made the organization realize about the actual demand side from the community and therefore the organization decided to construct a separate school building in the area.

4. ACTIVITIES AND SERVICES OF THE ORGANIZATION

4.1 NAFISA MAI PRIMARY SCHOOL

The organization, while realizing the need and demand of education in the area, put all available resources on the construction of Nafisa Mai Primary School and completed the building in the year 2002. The Nafisa Mai Primary School is a registered entity and it is affiliated with the Punjab Board of Education. The present enrollment strength of the school has now reached at 296, which includes 159 boys and 137 girls.

Last year, the first batch of the school was appeared in the external examination of the Punjab Education Board.

The Nafisa Mai Primary School offers quality education from Nursery to primary classes, to the children of one of the most neglected and disadvantaged areas of southern Punjab, without any tuition fee. Additionally, as per the policy of TRUCE, the school administration also provides free books, copies, stationery, bags, uniform and shoes to the students. The officials of the school are aware of the fact that school students belong to poor families and their regular intake doesn't have required calories, necessary for healthy children. Therefore, the school has been investing a lot of amount on building the health of future generation of the country. The school provides a high calories and nourishing lunch to the students of prep, nursery and class one. Furthermore, a qualified doctor, from a Rural Health Centre at Khanbela, visits the school quite regularly. The students of Nafisa Mai Primary School are encouraged by the teachers to take part in extracurricular activities such as participation in Pakistan Day, Annual Sports Days and Meena Bazaars.

4.2 VOCATIONAL TRAINING CENTRE

The economic betterment and emancipation of the area people is one of the biggest concerns of the organization. The organization strongly believes that the area people must equip themselves with new and marketable skills; therefore, the organization established a vocational training institute, located on the first floor of the Nafisa Mail Primary School. These trainings are designed with specific needs of the area people and up-till 2010, 450 community members acquired direct benefits from the institute and completed their training. It is heartening to mention that many alumnae of training institute have been able to find respectable employment opportunities, after the completion

of the program. Unfortunately, the training institute has been in dormant since 2010, due to financial constraints of the Government of Punjab.

4.3 YASMIN MAHMUD MOTHER AND CHILD CENTER

Absence of proper mother and child health care facilities has been a major problem of the area, for a very long time. TRUCE in coordination with an IT Company, Interactive Communication, has designed and established the Yasmin Mahmud Mother and Child Center, to tackle mother and child healthcare problem in the area.

The Yasmin Mahmud Mother and Child Center is a model of corporate philanthropy, donated by Interactive Communication, for the betterment of poor women and children of the area. The establishment of the Center clearly shows the increasing recognition of TRUCE work among corporate and donor community in southern Punjab.

The Center is fully functional and operates 24/7 with regular OPD, health care guidance and ambulance services. Qualified staff of the Yasmin Mahmud Mother and Child Center also conducts normal delivery cases; additionally, they also organize free health and awareness raising camps in the area.

4.4 KARKHANA

It is an established fact that economic betterment and emancipation enhances human and social development. Additionally, women's participation in profitable economic activities also decreases the incidence of domestic violence against women, both in rural and urban settings.

The organization believes that coordination and cooperation of service providers help build model institutes. The Industrial Home was donated by Ms. Feroze Afaq; the facility is specifically established to enhance the skills of the girls and women of this neglected area. Two Honorable Trustees of the TRUCE has provided free space for the facility, while Samanzar, an entity belonged to fashion designer Ms. Shiyanae Malik, provided payment and daily pick and drop services to 82 girls.

It is important to mention that during the Lahore Fashion Show, which was held in October 2011, noted fashion designer Ms. Shiyanae Malik made the fashion world in a pleasant surprise when she announced that the eye-catching embroidery on the apparels of the Models of the show were done by the girls at Dera Jatta Village. The celebrated designer through Samanzar has helped the local girls in learning new and marketable skills in a very short time.

5. CONCLUSION

This is just a glimpse of TRUCE work in one of Pakistan's most neglected and disadvantaged areas. The achievements and successes of the organization are very well recognized by the target population, common people, professionals and the donors. The organization is conscious that much work has to be done but to conclude the report the writer would like to drop a quotation of a Chinese Philosopher, who said; "A journey of a thousand miles begins with a single step."

6. COMMENDATIONS

"Like a beacon in the darkness ... an ocean in the desert ... one does not know how to describe this whole project. It is a tremendous accomplishment, which can not be commended enough. I pray for its success and am convinced that GOD will always facilitate something like this." **Maj. Gen (Retired) Dr. Shuaib Qureshi**

Those who build a home, think of self and family. Those who build a school think of the welfare of the community and the future generations. God loves such men and women, because God wants human beings to live by learning and not merely by instinct like animals. Man becomes God's best creation because of knowledge. May God shower his choicest blessings on Usman Hameed, Shama Usman and the family. May this school grow and bring happiness and prosperity to the people of the area.

Mr. Akram Zaki - Former Senator and Foreign Secretary

The whole community . . . feels indebted to TRUCE we feel that there should be more institutions like Truce to help the poor.

Mr. Mohammad Anwar, Mr. Mohummed Rafiq Shah, Mr. Fazli Hussan, Mr. Muhammed Aslam - Ali Khan Petroleum Service, Khan Bela

It is really very encouraging that poor people and their children are getting basic health facilities and education.... This whole setup is like a ray of hope.... It is education which plays a pivotal role in the upbringing of a Nation... I hope that this institution will arise as a symbol and beacon for the area in the future.

Mr. Rizwan Manzoor - PSP, 10th MCMC, NIM, Peshawar

*It was a pleasure for me to visit this school situated in such a remote and deprived area. **Mr. Naseem Abbasi (Section Officer EAD) - 10th MCMC, NIM, Peshawar***

*Most of us can speak a lot but very few of us can act with dedication. Very impressive and encouraging. **Mr. Raja Habibullah Shahid (OMG) - 10th MCMC, NIM, Peshawar***

*A valuable and impressive experience indeed. Thank you for sharing your dream with us. **Mr. Saulat Saqib (DMG) - 10th MCMC, NIM, Peshawar***

*I found NMS and Yasmin Health Care Center well updated. The students have full confidence. They are loyal to their studies and institution. **Mr. Khalid Mahmood Khan (Section Officer, OMG) - 10th MCMC, NIM, Peshawar***

An experience which is and always will be very difficult to narrate in words as feelings require vocabulary of souls. I was emotionally touched by the warmth and innocence and purity of the angels of NMS. The way these little angels welcomed me and my colleagues in their paradise. A paradise which has given them security, education, character building, but above all the environment to explore and own themselves. The founders of TRUCE are their real heroes. I feel honored as I know one of them; Shama has worked so dedicatedly for this noble cause. This hero has provided these angels 'light in the dark'. You have lit their paradise and Insha'Allah will bless you for it. Keep it up.

Architect Kabeer Malik

"Since the day Nafisa Mai School was established here, the young children have started getting good free education. They also get their uniform and books free of cost, and also get their lunch. Two teachers from the area teach there. There is no other institution that works here with such a selfless spirit. We wish and pray for its success."

Mr. Mehar Wahid Baksh & Mr. Muhammed Shahid, Basti Ahura

"Establishing Nafisa Mai School had brought about a positive social change in the area. The darkness of ignorance has given way to the light of education and awareness. Thank God our children can now acquire quality education and the womenfolk can learn how to work and add to the family income."

Haji Mushir Ahmed & Mr. Ghulam Fareed, Basti Khaeri

"What a joy to see so many happy children! A German saying goes: 'He who has made many people happy has spent his life well. I had seen pictures but now I saw everything with my own eyes. It was great! I am praying for Jatta."

Mrs. Jutta Quraishi - Development Consultant

"The management of TRUCE as well as the faculty of the school are doing a remarkable job. We wish them every success in future as well."

Mr. Gul Zamir Hussain (OMG) - 10th MCMC, NIM, Peshawar

"It was indeed a privilege and pleasure to visit the institutions of TRUCE being successfully operated in a remote area like Dera Jatta. Not only did it stimulate our minds but it stirred our souls. I will always look forward to coming back again and it would be an honor if I can facilitate the

organization in any way. My heartiest thanks to Madam Shama Usman for giving us the opportunity to visit this esteemed place. Best wishes always.” **Dr. Fahad Haroon Aziz (Dir Finance and Audit, CDA, Islamabad) - 10th MCMC, NIM, Peshawar**

“Visit to Nafisa Mai School brought me back to my childhood and the time when I used to get my education sitting on ‘Taats’ [straw mats]. The IT lab and multimedia technology, apart from others, will, inshaaAllah, create self-confidence in the students which is the launching pad for progress and uplift in their life to come. I think, if this school creates confidence and self-integration in the students besides [imparting] education, it would be a great contribution to them. I wish continuous success for TRUCE!” **Naveed Ashraf (Section Officer, OMG) - 10th MCMC, NIM, Peshawar**

“An eye-opener....Incredible experience and efforts.” **Mr. Asim Lodhi (NAB) - 10th MCMC, NIM, Peshawar**

“Visiting Nafisa Mai School at Dera Jatta (a remote place about 110 km away from Bahawalpur) was a wonderful experience. Established and built with dedication, conviction and profound devotion, this school will certainly transform the socio-economic status of the people living in this area. The twinkling stars in the eyes of the young students are reflective of the promise the future holds for them. TRUCE and its mentor, Arch. Shama Usman’s efforts for establishing this institution are commendable; we pray to Allah the Almighty for success in their efforts and the realization of their dreams, which they have seen for the children of the area.” **Mr. Architect Salman Mansoor (Chairman IAP) - Rawalpindi / Islamabad Chapter, 2006 – 07**