The Pakistan Girl Guides Association has participated and continues to participate in a number of social service projects. These projects include community development work, in which the Guides assisted in encouraging girls and women to participate in community work. The association also participated in the Associated Youth Enterprise of UNESCO, which consisted of planning adult literacy programs for older women, and planning adult education for the younger female population by giving them lessons in home and family life, home decoration, child care, hygiene, cooking, etc. A syllabus for the Adult Literacy Centers was planned for one to two hours daily for a period of one year. The subjects covered were reading, writing, arithmetic, civics, religious education, health rules, First Aid, home nursing, physical education, and gardening. In addition, lectures and various audio-visual aids were used. Some of the Girl Guides received their entire education after joining, programs for other adults. Permanent social service projects of the Guides are: Adult Literacy, Grow More Food, Better Homes, and Dignity of Labor. The World Association of Girl Guides and Girl Scouts, including Pakistan, participated with UNESCO in a literacy project. (DB)
OUR SOCIAL SERVICE PROJECTS
AND THEIR DEVELOPMENT

PAKISTAN GIRL GUIDES ASSOCIATION
NATIONAL HEADQUARTERS
Guide House, S-Habibullah Road
OUR SOCIAL SERVICE PROJECTS AND THEIR DEVELOPMENT

BACKGROUND

Girl Guiding is a training for developing good citizenship among girls through character building activities. They are trained in habits of observation, obedience and self-reliance, inculcating loyalty and thoughtfulness for others; and teaching them services useful to the community. In short they are taught to develop all those qualities which make them capable of becoming good daughters, wives and mothers.

It is a training in responsible citizenship through planned and recreational activities which are of interest to girls and which help them to develop ingenuity and resourcefulness in tackling the various problems of life. At the same time it trains them to think of the welfare of others. Thus at an early age girls are made to realise their responsibilities, both to themselves and to their fellow beings, which in later life help them to develop qualities of leadership.

The emphasis of Girl Guiding in Pakistan is towards encouraging girls to take up responsibilities in social welfare work. They are expected to take part in social welfare programmes at all levels, from the Bluebird age onwards and to co-operate with other welfare agencies. They are encouraged to take an active part in community and neighbourhood projects from the time they enter the Movement. The first part of Guide Promise is “I promise on my honour to do my best to do my duty to God and my country; to help other people at all times” and thus various fields of service are open to girls to help in channelising their youthful energies in working for the welfare of their fellow beings. Through the planned Service Projects of the Pakistan Girl Guides Association girls are enabled to help themselves as well as the community. This is the meaning of working towards a welfare state. Therefore a uniform social service programme for the whole year is set for all the Guides of Pakistan by the Chief Commissioner in her Thinking Day Message on February 22nd of each year.

At the time of Independence there was strong influx of refugees and Girl Guides worked tirelessly to give help and comfort to the men, women and children who poured into the Refugee camps which were set up on this side of the border. Through the Quaid-i-Azam Relief Fund they collected money, clothes, blankets and medicines. They knitted warm garments, and stitched clothes for the needy. They worked long hours in the camps distributing food and clothes. In camps they also opened a number of schools for the children so that the children’s time may not be wasted.
Everyone in Pakistan remembers the tremendous work put in by the Guides at the hours of national distress, such as floods, cyclones, etc. In the years 1950, 1954, 1955, 1963, 1964, 1965 and 1966 when many lives were lost, property destroyed and thousands rendered homeless, Guides felt it is their duty to serve the nation by helping those in trouble. Pakistan Girl Guides Association were the first among women's organisations who volunteered to help. They worked in the relief camps which were set up, helping in distribution of food, soap, clothes, bedding and medicines. They made collections of funds by organising dramatics, film shows and meena bazaars. Thus from the inception of Pakistan the way was set for the Guides to volunteer their services on a group basis, wherever the need arose.

COMMUNITY DEVELOPMENT AND GUIDING

The Pilot Project of Community Development work was tried first in Karachi with the help of U. N. experts. They surveyed the whole area and finally selected Lyari for the Project area as this place had multiple problems of health, education, recreation and housing, and lacked all amenities essential for the well-being of the people. The cultural and social values of the working and lower middle classes of Pakistan do not so far approve of women coming out of their homes, therefore participation in community affairs is difficult for them. But Community Development programmes can never be successful unless or until all sections of the population take an active interest and contribute towards the development scheme of the community. To convince the women of Lyari to come out of their homes and do something for themselves and their community was rather a tough job.

The Lady Social Welfare Organiser of Lyari approached the Karachi Girl Guide Association and asked them to help her in organising women's activities there. The Guides of Karachi took keen interest and through their efforts were successful in bringing out women and girls from their sheltered homes to take part in community affairs. Bluebird Flocks and Guide Companies were started even though at first they were reluctant to wear the Girl Guide uniform. Adult Literacy centres and dispensaries were opened and everywhere the Guides were behind the girls and women to encourage them and give them the moral support needed to participate in community work. Eventually good women leaders were developed and one of the proudest achievements of the Karachi Girl Guides was that one lady, who had so far lived in the strictest purdah, ultimately became a District Guide Commissioner for that area and now takes part in Council Meetings on an all-Pakistan level, travelling by air to East Pakistan and by train to West Pakistan.

FINE EXAMPLE OF ORGANISED GROUP WORK

Through the past years Guides had been learning to volunteer at various levels for the needs of the country, so in 1958, when there was an outbreak of cholera and smallpox in Dacca (East Pakistan), and mass inoculation and vaccination was
needed, especially amongst the women and children who would not come out of their houses, the Girl Guides Association volunteered to help in this work and to receive the preliminary training required. Under the leadership of Committee members, teams of Girl Guides from Dacca Companies worked daily in the city for three to four weeks, from morning to evening, inoculating and vaccinating a total of 8,000 women and children in their homes. An account of this work was sent to the World Bureau in 1959 as an entry for the Walter Donald Ross Trophy for outstanding work done by a group. To our great joy in 1960 at the 17th World Conference of Girl Guides and Girl Scouts, the Trophy was awarded to the Girl Guides of Dacca for their splendid efforts in helping the community in an emergency. This could be called a fine example of planned and organised group work done by teams of Guides, and it yielded very good results.

ASSOCIATED YOUTH ENTERPRISE OF UNESCO

In 1958, M. Pierre Francois, head of the Youth Section, Department of Education, UNESCO, paid a visit to Pakistan. He was very impressed to see Girl Guides working in Urban Community centres and to learn of the progress they had made in their projects of Adult Literacy and Better Homes. On his return to Paris, he wrote to the Chief Commissioner Begum G.A. Khan, "I am quite certain that your organisation is one of those having established the most methodical and efficient programmes of youth participation in Community Development. It seems to me that this could be the basis of an Associated Youth Enterprise which could serve as a model for similar youth organisations." The Association agreed to work under this scheme.

First of all an Advisory Committee was set up to plan this one year's enterprise. This committee consisted of various persons, both inside and outside the movement, who had had experience of social work and was headed by a U.N. Social-Welfare Training Advisor from the Department of Social Work, Punjab University, who served as consultant to the Pakistan Girl Guides Association. The main function of the committee was to review the work of the projects once they had started, at regular intervals. The task before the Advisory Committee was two fold:

(a) To plan Adult Literacy for the older women of the project areas who had previously had no chance of learning.

(b) To plan Adult Education for the younger female population of the area, by giving them lessons in home and family life, home decoration, child care, hygiene, cooking, etc. The Committee compiled a syllabus for the Adult Literacy Centres. This syllabus was first started on an experimental basis in two of the Lahore Project centres and afterwards in other towns as a routine work. The syllabus planned was for one to two hours of daily tuition for a period of one year. The subjects covered were reading, writing, arithmetic, civics, religious education, health rules, First Aid, home nursing, physical education and gardening, i.e. growing vegetables and fruits.
Besides the above-mentioned programme lectures on different subjects of interest were arranged from time to time, with the cooperation of Agriculture Department and UNESCO Fundamental Education Centre, Lala Musa. Various audio-visual aids were utilised in imparting knowledge to the adults.

In an agreement with UNESCO a year's project (1958-59) was carried out and for this a small grant of Rs. 2,400 was received from UNESCO. Further grants were received from the Pakistan Council of Social Welfare, and the East and West Pakistan Councils of Social Welfare. In all a total expenditure of Rs. 21,000 was incurred which included working materials, equipment, travelling expenses, and stipends paid to part-time teachers in the Adult Education Centres. The Asia Foundation donated Box Libraries for use in the centres.

Besides the general Adult Education course given in these community centres Bluebird Flocks and Guide Companies were started. Some of the girls in these Guide Companies received their entire education after they had joined. Some of the women proved so adept and eager to learn that they soon progressed to the stage where they were made the Guiders and some of them are now looked upon as leaders of the women of their community and take the initiative in their community projects. Some of them attended Social Service Camps of the Association and helped in the teaching programmes for other adults. A pamphlet was printed, giving the results of this UNESCO Youth Enterprise Project, for which Pakistan Girl Guides Association was highly commended by UNESCO.

PERMANENT SOCIAL SERVICE PROJECTS

This important side of our work has been the natural result of the experimental efforts made previously. It has been divided up into four projects—Adult Literacy, Grow More Food (which grew out of the Gardening Project, because of the country's needs), Better Homes, and lastly Dignity of Labour, which was added in 1961. The work of these projects has been steadily improving and progressing.

ADULT LITERACY

First Efforts: In 1950 at the meeting of the General Council of the Pakistan Girl Guides Association, it was recognised that one of the major problems of the country was illiteracy, particularly amongst women. It was therefore decided to include the Adult Literacy Badge amongst the Proficiency Badges for Guides and as a pre-requisite for the Jinnah Guide Award, as it was felt that Girl Guides could be of considerable use in helping to eradicate illiteracy in Pakistan where less than 15% only knew how to read and write.

There was an active response from Girl Guides and they took up this work in a number of places all over the country, in both towns and villages. The Adult Literacy Programme aimed at enabling adult to sign their names, read and write
simple letters and know how to keep simple household accounts. To earn this Badge a Guide should have spent a period of three months in teaching an adult according to the above requirements. It was a very practical and useful scheme and a large number of Girl Guides received this Proficiency Badge during the following years.

In 1957 Pakistan Girl Guides, selected “Adult Literacy” and “Better Homes” projects for the Centenary year. Each Guide decided to make at least one adult literate and Bluebirds promised to help in growing small kitchen gardens of vegetables and flowers, and do simple sewing, First Aid and generally improving their homes in their own way. Over 1,000 Guides and Bluebirds participated in these projects and received their Centenary Badge. The response from members was so good that the Association decided to continue these two projects as a permanent part of social-service work. Since then Guides have been working very enthusiastically in this “Each One Teach One” scheme, and teach according to the latest syllabus.

When the General Council of Pakistan Girl Guides Association met in early 1959 they were happy to note that Girl Guides wanted to continue this challenge of combating illiteracy with their regular programme.

A syllabus was chalked out for the Adult Education Centres. Duration of the course was to be one year or 250 working hours.

Reading and Writing: In reading and writing they must be able to read simple sentences, newspapers and follow-up books written for the adults.

Writing: In writing they must be able to write simple sentences, simple letter writing.

Arithmetic: In arithmetic they must be able to count and write upto 100, simple addition, subtraction, simple money counting, weights and measures which they use in their daily life. They should also be able to keep their income and expenditure record.

Other subjects taught were:—

(a) Civics.
(b) Dinyat (Religious knowledge).
(c) Health Rules.
(d) First Aid and Home Nursing.
(e) Vegetable gardening and preservation of food.
(f) Balanced diet and cooking.
(g) Arts and crafts.
(h) Sewing and knitting.
(i) Recreational facilities.
Our records show that up to the present time 18,030 women have attended these Adult Literacy Centres. At the end of 1969 there are 82 such Centres functioning in both wings of the country and most of these are situated in villages and slum areas of the cities.

Part-time teachers have been appointed in a number of Centres to take these classes. These teachers are paid from the Guide Association funds realised from grants-in-aid received from West Pakistan and National Councils of Social Welfare. Guide Divisions also collect their own funds in their annual Fund Raising Week, part of which is put aside for this work. The Guide Trainers of the Pakistan Girl Guides Association appointed in various Divisions, supervise the work of these Centres. Some adults who received literacy certificates from our Centres are teaching others; so we can proudly claim that the education which we impart in our Centres is proving very successful in creating a sense of better citizenship and zeal to serve others. To stimulate the women to participate in the Adult Literacy campaign they are given special badges during the Project Weeks and International Literacy Day (8th September) if they have done outstanding service in the field of Adult Literacy.

In the Adult Literacy Centres books, specially prepared for teaching adults, are given free to them and reading and writing equipment is also supplied by the Girl Guides Association.

Since 1968 the celebrating of International Literacy Day has become an important annual feature and the neo-literates, past and present students of Adult Literacy Centres look forward to this day when special functions are held for them. Talks about literacy and features over Radio and T. V. are arranged at the request of the Association.

UNESCO/WORLD ASSOCIATION EXPERIMENTAL LITERACY PROJECT

The efforts and achievements made by the Association in the field of Adult Literacy have also been recognized at the world level. In 1967 a scheme was drawn up by UNESCO and World Association of Girl Guides and Girl Scouts to promote literacy amongst women of the world. From all the member countries of the World Association Pakistan was selected to send a leader to be trained and later act as a “catalyst” to stimulate and promote literacy in various countries. Miss Khurshid Niazi, General Secretary, Pakistan Girl Guides Association was selected for this one-year assignment which she successfully completed in 1969. The first four months of the assignment were spent in England, UNESCO Headquarters, Paris, Nigeria and Iran to learn about the various techniques of Adult Literacy work under expert guidance. Later she went to Thailand and Ceylon to help the Girl Guides Association of those countries in the technique of starting and running their literacy projects. During her assignment Miss Niazi also attended a Regional UNESCO workshop in Thailand on reading materials for neo-literates and a UNESCO sponsored seminar on Adult Literacy in Karachi. In Pakistan she has visited many Adult
Rangers carrying aid to the flood-affected areas in East Pakistan

Medallion awarded by the Jury of Mohammad Reza Pahlavi Prize to Pakistan Girl Guides Association for meritorious service for Adult Literacy
Guides helping in bed-making in a hospital in Karachi

Rangers helping in yearly health checking in a slum area in Dacca

Students of Adult Literacy Class Kishorganj with Guides
Guides helping in a Children's Ward in a hospital

Students of an Adult Literacy Centre in Lahore learning to make clothes
Rangers cooking at a Service Camp

"Washing clothes", Karachi Rangers helping at Blind Centre
Students of an Adult Literacy Centre in a village learning handicraft

Grow More Food Project. Guides doing work in a vegetable garden
In Camp—Blind Guides singing a song

Adults reading follow up literature at a Literacy Centre

Better Homes—A demonstration in colour scheme, and how to decorate rooms with inexpensive material
Preservation of Food—An important aspect of the Grow More Food Project

An Adult Literacy Class in progress at Lahore
Guides learning to render service
Literacy Centres run by her Association and is trying to find ways and means to implement her newly gained knowledge and experience. Under her an Adult Literacy cell has been established by the Association which is publishing books and follow-up literature for neo-literates. Books for Functional Literacy Projects will also be published in the near future.

Mohammad Reza Pahlavi Prize for Literacy—Mention of Honour

Another world recognition received by the Association for meritorious work in Adult Literacy was Mention of Honour by the Jury of the Mohammad Reza Pahlavi Prize for Literacy. The award of a medallion was announced at UNESCO Head-quarters, Paris on 8th September 1969 (International Literacy Day).

GROW MORE FOOD

This is the second social service project introduced as a permanent part of the programme in 1959. The aim is to help in combating shortage of food in the country. The Bluebird and Girl Guides are encouraged to work on this project on three aspects:

(a) Vegetable Gardens: To be self-sufficient in household requirement by growing vegetables in kitchen gardens; it also saves money as well as get fresh vegetables. Seeds and technical advice on growing the vegetables or fruit trees is given free by the Association.

(b) Balanced Diet: Values of proper nourishment and balanced diets is promulgated. Demonstrations on the methods of cooking is also arranged.

(c) Food preservation and No wastage: No food should be wasted. Demonstrations are held to teach preservation of vegetables and fruits, by drying, making jam, jellie, chutney, pickle and squash.

Bluebirds, Guides, Rangers and women in Adult Literacy Centres are encouraged to grow vegetables in their homes and in Centres or schools premises, and competitions are held to give prizes for best efforts.

Economic Aspects: Many women of Adult Literacy Centres and Girl Guides have collected money by growing vegetables and selling jams, pickles etc. Often this money is used by the Companies to help in some social service project.

BETTER HOMES

In this project the importance of a good happy home and the role it plays in the life of children and adults is emphasised. Although mother rules supreme in the household it is the duty of every member of the family to see that they do their duty in keeping the house in order. “Better Homes” also mean recognizing and respecting the rights of others and creating mutual good-will and understanding with other members of the family.
Another important aspect of this project is to give better look to the homes by tastefully decorating it with inexpensive articles, painting, flower arrangements, embroidery, sewing etc.

**DIGNITY OF LABOUR**

This project was introduced to encourage a sense of cleanliness and respect for manual labour. Bluebirds, Guides, Rangers and women of Adult Literacy Centres are asked to keep their homes and surroundings clean and do some manual work. In order to help others Bluebird Flock and Guide Companies are taught to clean their classrooms, school premises, etc.

*Work Camps:* These were introduced in 1964 to promote the idea of Dignity of Labour. During this week the girls help in spring-cleaning Guide Headquarters, their homes, and schools. They are also taught how to clean and polish furniture, weave chairs and paint flower pots, make flower beds etc.

**PROJECTS WEEK**

Projects Week is celebrated all over Pakistan once a year. Speeches and demonstrations regarding the projects are given in the schools and Adult Literacy Centres. Film shows are arranged in connection with Adult Literacy, Grow More Food, Better Homes and Dignity of Labour. Help from the Education and Agriculture Departments and from social scientists is taken, in order to impart more knowledge to the participants. Exhibitions of Better Homes, which includes interior decoration with inexpensive materials, are arranged. Physical Training Teachers are invited to teach indoor and small area games to adults who, due to lack of space or social customs, cannot go to the parks or fields for recreation.

The aim of celebrating this week is to accelerate the pace of development of activities and to acquaint the public with the aims and the services of the Girl Guide Movement. During this week, badges or certificates are awarded to the girls who have done outstanding service in the field of social work.

**EXPANSION OF PLANNED AND ORGANISED GROUP WORK**

(a) **Service Camps**

The aim of Service Camps is to provide opportunities for Senior Guides, Rangers, Guiders and Committee members, to live and work in certain areas, particularly villages, for a set period of time. Here participants go, study the needs of the people, and plan their service programmes accordingly. Normally the duration of one camp is from ten-fifteen days and a series of two or three camps are held in one place, so that there is continuity of service rendered and opportunities of service afforded to more than one group of participants.
TYPE OF PROJECTS CARRIED OUT IN SERVICE CAMPS.

1. Adult Education.
2. Grow More Food.
4. Dignity of Labour.
5. Starting of Bluebird Flock and Guide Companies.
6. Recreation Groups.
8. Health Education.

Service Camps were started in the summer of 1962. In such camps the duties of the participants are doubled—the daily routine of the camp has to be carried out, e.g. cooking, washing-up, cleaning of site, carrying of water, etc. in addition to a set programme of a number of hours of service. Such camps are carried out in buildings, rather than under-canvas, so as to provide adequate facilities for the activities and the participants.

It is surprising how quickly the confidence of people in a rural area is gained through the help rendered to them during a Service Camp. It is found in these camps that all sorts of personal problems are placed before the Guide workers for solution, such as:

(a) Finding of a suitable match for a daughter.
(b) Disciplining of a rebellious adolescent son.
(c) Ways and means of technical education for the girls so as to solve the village's needs for health visitors, doctor, teachers etc.

BEGUM G. A. KHAN SHIELD FOR SOCIAL WORK

By 1962 it was felt that the time had now come for the interest and efforts of Girl Guides in social work to be planned on a Company basis in a regular pattern of work. To this end, in 1962, the National Commissioner of Pakistan Girl Guides Association offered to award a shield annually to the Guide or Ranger Company in Pakistan which carried out the most commendable social service project over a period of one year. The name of the Shield is "Begum G.A. Khan Shield for Social Work." Any registered Guide or Ranger Company is eligible to compete for the Shield and the closing date each year for the entries is December 31st. The categories of projects considered suitable are Adult Literacy, Child Welfare work, service in an Orphanage or Hospital, service to the Handicapped, any recognised emergency, etc.
OTHER SOCIAL SERVICE ACTIVITIES

In addition to the above projects Guides all over Pakistan co-operate with the Red Cross, T.B. Association, Pakistan Child Welfare Council, Pakistan Maternity and Child Welfare Association and women's volunteer organisations, both with regard to their activities and in fund collecting. For the past few years all our branches have been doing work for the hospitals. On festivals and Universal Children's Day the wards are decorated, and toys, fruit and sweets are distributed to the patients of the children's wards. Dacca Guides are rendering service in Remand Home for Destitute Women and Social Education School for Under Privileged Children. Karachi Companies are working at the Leper Clinic and Orphanages, Institutes for Deaf and Blind Children, and then Bluebird Flocks and Guide Companies are organised. During the time of national emergencies Guides collect money, clothes and other amenities for the victims of floods, cyclone, torendo etc.

THE FUTURE PLANS

Each year we take stock of the progress and evaluate the amount of work done by the individuals and Companies. Efforts are made to help and encourage the members of the Association to do concentrated "good turns" and render service to the community and the nation.

In many cases Company Committees have been formed and they hold monthly meetings on any one of the four projects so that there is continuity of work and progress in the service rendered on a Company basis. The parents of the Guides in School Companies have now begun to take an interest in the Better Homes Project and there is also greater participation and interest amongst the community people to give their co-operation.

Each year the Association tries to give more guidance and encouragement to its members so that they expand their field of service and are able to do better work.

Pakistan Girl Guides Association plans to intensify in every way possible the work in the field of Adult Literacy and will be counting very largely on the experiences gained by their General Secretary to help them to do this. Future programme in this field is as follows:

1. The opening of more Adult Literacy Centres for rural areas.
2. Establishment of a mobile unit comprising of Girl Guide leaders experienced in adult literacy work, to study possibilities and start new centres where required.
3. Conduct an extensive evaluation survey of the Adult Literacy work done since the initiation of the project.
4. Publish necessary literature covering the syllabus as well as provide interesting follow-up literature for the women who obtain their pass literacy certificates. Functional approach to literacy will be emphasized as much as possible in the literature.

5. Plans are being made to have socio-economic projects attached to all literacy centres to keep the women interested by providing them with the means to increase the family income as well.

Women are in the best position to help promote enlightened appreciation of the true virtues of life, both inside and outside the home. They must be made literate so that they can properly understand and solve their own problems and effectively guide the younger generations. There is no doubt that literacy is a vital instrument for the enjoyment of human rights whether civil, political, economic, social or cultural. With the advent of 1970 as International Education Year the members of the Association will be re-doubling their efforts to bring literacy to the illiterate, training the untrained and new possibility of effective participation by the women of Pakistan in the decision making and development projects of their country.

SUMMING UP

1. 1950—Adult Literacy Proficiency Badges were awarded to Girl Guides for the first time for teaching one or more adults.

2. 1954—Community Development projects were started, in which Guides continued their work with Adult Literacy and opened Bluebird Flocks and Guide Companies in these areas.

3. 1957—To celebrate Lord Baden-Powell’s Centenary Girl Guides and Bluebirds of Pakistan selected Adult Literacy and Better Homes as their special “Good Turn” for the year. Excellent results were achieved.

4. 1958/59—UNESCO Youth Enterprise Project of 1958-59 proved very successful as it was the cause of the expansion and development of our work in Community Development under the heads of four projects.

5. 1960—The first example organised group work was very encouraging, as the Gudies of Dacca won the Walter Donald Ross Trophy for the help given by them in the cholera and smallpox epidemic in Dacca, during which they vaccinated and inoculated 8,000 women and children.

6. 1960—The decision to make these Projects a permanent feature of Guide activities was taken and many more Centres were opened in backward areas.

7. 1961—Project of Dignity of Labour introduced.
8. 1962—The technique of working in organised group was further developed through:

(a) Service Camps.


9. 1968-69—World Experimental Literacy Project. One leader of the Association selected for this UNESCO/World Association of Girl Guides and Girl Scouts sponsored assignment.

10. 1969—Mention of Honour and a Medallion award to the Association by Jury of Reza Shah Pahlavi Prize for literacy at UNESCO Hqrs. on 8th September International Literacy Day.