



# Project Report

District Faisalabad (May 17 2012 to August 10 2012)



BISP Health Insurance, Waseela-e-Sehet  
Benazir Income Support Program  
Government of Pakistan



ساشے پاکستان

**SACHET Pakistan**

Society for the Advancement of Community, Health, Education & Training

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Supported by GIZ  
Implemented by SACHET Pakistan

## Disclaimer

Whereas every care has been taken to insert and include most accurate and precise information, facts and figures. However errors and omissions expected and readers are requested to share their observations and feedback. The recommendations of this report do not necessarily reflect the views of Benazir Income Support Program or GIZ.

## Acknowledgments

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## Abbreviations

AC	Assistant Complaint
BISP	Benazir Income Support Program
BMC	Beneficiary Mobilization Campaign
BSC	Benazir Sehat Card
CBO	Community Based Organization
CCO	Chief Communication Officer
CDC	Card Distribution Centre
DD	Deputy Director
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
GoP	Government of Pakistan
HFO	Health Facilitation Officer
IEC	Information Education Communication
PIC	Public Information Campaign
PSA	Public Service Announcement
PSU	Program Support Unit
SACHET	Society for the Advancement of Community, Health, Education & Training
SLIC	State Life Insurance Corporation
SMS	Short Message Service
UC	Union Council
WS	Waseela-e-Sehet

## Executive Summary

Benazir Income Support Program (BISP) of the GoP, is playing an increasingly central role in economic and social improvement of rural communities especially women from lower economic strata all over Pakistan since its inception in year 2008. It is aimed to enhance the financial capacities of poor and decreasing down their poverty. BISP, to uplift the poor people's living standards, has addressed issues of poverty by four initiatives i.e. Waseela-e-Haq for entrepreneurial development, Waseela-e-Rozgar for raising employment opportunities for government, Waseela-e-Taleem, a recent initiative added to promote child education via conditional cash transfer mechanism and Waseela-e-Sehet for ensuring provision of quality health facilities and life insurance.

This performance report captures the activities conducted by SACHET Pakistan under Waseela-e-Sehet of Benazir Income Support Program in Faisalabad District as an implementing non-profit partner to the program, supported by the GIZ.

SACHET Pakistan following a competitive process for this challenging task successfully implemented BSC campaign by approaching 39,845 beneficiaries and distributed 33,643 Sehet cards to the selected beneficiaries in 6 tehsils of Faisalabad District.

Some of the initial activities of BSC campaign such as demographical study of beneficiaries, IEC development and pre-testing were pro-actively initiated by BISP before the addition of SACHET Pakistan as an implementing partner.

The communication strategy from GIZ and BISP was translated by SACHET Pakistan, into a comprehensive functional plan in close coordination with BISP management at secretariat in Islamabad and divisional office in Faisalabad. As per functional plan ten (10) Card Distribution Centers (CDCs) were established in tehsils of Sadar, City, Jaranwala, Tandliyanwala and Samundri. Card Distribution centers were appropriately furnished with distribution counters, provision of chairs and clean drinking water for the visiting beneficiaries. IEC material provided by BISP was properly displayed on walls of CDCs.

To execute the project, SACHET selected local mobilizers (men 43, women 6) and communication staff (men 18 women 12) from each tehsil and also provided a training workshop with a purpose to orient them on Benazir Sehet Card Distribution Campaign before the actual implementation in Faisalabad district.

Due to the wider popularity of Benazir Income Support Program, SACHET made all relevant arrangements to manage over crowding at selected CDCs mainly through controlled community mobilization ensured the visits of relevant beneficiaries at designated CDCs. Comprehensive IEC sessions delivered at CDCs facilitated beneficiaries to understand the services of Benazir Sehet Card. Average of 100 beneficiaries were attended at each CDC per day and restless efforts of campaign team made this challenging job into a successful campaign. The distribution phase was concluded on 29th June 2012 at all CDCs in Faisalabad followed by an exit seminar on 27th July 2012. At the end of the distribution phase, a number of 6,202 Sehet cards could not be distributed due to various reasons like migration, invalid CNIC, death, non-availability and refusals. The undistributed cards were handed back to each tehsil office of BISP at the end of the campaign in Faisalabad. During the exit seminar local representatives of Faisalabad district along with dignities from GIZ, BISP and SACHET were invited to share the progress and achievements of the campaign.

Media is an important component for any successful project to get more desirable results and to address this dire need, SACHET proposed a media mix during post launch phase by engaging local cable TV service and FM radio through PSA (Public Service Announcements) and TV spots. SACHET Produced two TV spots and 3 PSAs for this purpose in close coordination with Chief Communication Officer at BISP Secretariat in Islamabad.

Overall the campaign was widely accepted and appreciated by the local communities of Faisalabad as evidence by their active involvement, participation and expressed gratitude to the current Government for initiating such projects in their areas thus enhancing the credibility and trust among general public.



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## I. Background

Newly introduced health component of Waseela-e-Sehet, is titled as Benazir Sehet Card (BSC), supported through the technical assistance of Government of Germany (GIZ - Deutsche Gesellschaft für Internationale Zusammenarbeit) and funded by Government of Pakistan. BSC is going to cover all the beneficiaries of any age group and maximum Rs. 25,000/- annually would be provided for hospitalization and deliveries to each family.

BSC project has been piloted in district Faisalabad through SACHET Pakistan, a national reputable NGO, covered around 40,000 poor families from existing beneficiaries of BISP in Faisalabad. Currently the total population of Faisalabad is approximately 8,438,774 considering the average growth rate of 3.2 % and population of district Faisalabad in 1998 as per census department which was 5,429,547. Faisalabad district is divided into 6 tehsils, comprising of 8 towns and 289 Union Councils.

The project ensured informing eligible beneficiary families about BSC through Public Information Campaign (PIC). This campaign sensitized and informed the target beneficiaries about the process of card disbursement, eligibility criteria, required documentation, features and benefits of the card.

The project mobilized the selected list of beneficiaries, which further activated and launched the BSC. Through Beneficiary mobilization campaign (BMC) the targeted beneficiaries were informed about the eligibility criteria, features of card, health covering amount, card usage and associated benefits, case management and grievances process.

BMC also facilitated in the process of BSC distribution at distribution points called CDCs (Card Distribution Centers) in all 6 tehsils of Faisalabad. Project contributed towards building the credibility of BISP and GoP's (Government of Pakistan) flagship program, helping the poor and vulnerable groups.



## II. Implementing Partner

SACHET Pakistan ([www.sachet.org.pk](http://www.sachet.org.pk)) selected through competitive process and contracted by GIZ (GIZ - Deutsche Gesellschaft für Internationale Zusammenarbeit) to implement the pilot project in Faisalabad.

SACHET (Society for the Advancement of Community, Health, Education and Training) is a registered, not for profit, voluntary welfare cum development organization. SACHET has been working in development sector since 1999 with an aim of empowering the disadvantaged communities for fulfillment of human rights and enabling them to live a life with dignity and respect.

SACHET-Pakistan works in holistic way providing necessary support and facilitation, working in four program areas: health, education, livelihood and trainings, through provision of essential services and advocacy, by adopting strategies including behavior change communication, community partnerships, information dissemination, research and training of youth and adolescents and especially girls for social and economic empowerment.

Core program activities at SACHET Pakistan are financially assisted by local and overseas Pakistani philanthropists. Though not dependent, SACHET is very open to collaborate and develop partnerships with local and international partners including UN agencies and accept assistance, thereby allowing sufficient room for networking with global development agencies and multilateral development institutes.

The campaign is successfully completed by SACHET in record time of 6 weeks.

## III. Implementation Strategy/Methodology

The implementation strategy of beneficiary mobilization project is derived from the Communication Strategy & Implementation Plan of Waseela-e-Sehet designed by BISP and GIZ. The activities involved in the implementation methodology tend to achieve the outputs which contributed in maximizing the mobilization community coverage and process facilitation of BSC distribution at Card Distribution Center (CDC).

As per the communication strategy and implementation plan by BISP and GIZ, following activities were chalked out for the effective implementation of pilot project in Faisalabad district mentioned as follows:

1. Studying demographics of selected target beneficiaries
2. Conceptualization and development of IEC material
3. Pre-testing of mobilization tools
4. Developing mobilization campaign functional plan
5. Hiring of local mobilizers and communication staff
6. Training and orientation of local mobilizers and communication staff
7. Launching the campaign
8. Facilitation at CDC
9. Exit seminar with the stake holders
10. Media engagement

## 1) Studying demographics of selected target beneficiaries

Demographical study was already conducted by BISP and GIZ, before the inclusion of SACHET as an implementing partner for the distribution and communication campaign of health insurance cards in Faisalabad district.

The study report is available with BISP and GIZ including data related to their age, sex, and beneficiary's occupation, their access to the district, Tehsil and UC offices. Through this study the perceptions and attitude of the target beneficiaries were known which contributed in core requirement in designing the mobilization and IEC material. This study assessed women's and men's role in decision making and their pursuance towards such campaigns and helped in identifying the intensity of focus for them. The study took a general overview of the subject.

## 2) Conceptualization and development of IEC Material

The second activity was to decide the mobilization tools/means, quantity/magnitude for each component of community i.e. men, women, girls, boys and elders, and their carrying out plan.

During initial meetings with BISP it was shared that the IEC material including leaflets and posters/standees were already developed by BISP and GIZ and available for further dissemination during the implementation by SACHET Pakistan. However SACHET Pakistan Proposed controlled mobilization methodology, PSAs (Public Service Announcements) for FM Radio, awareness through SMS service and TV spots for local cable TV in Faisalabad. Thus provided a media mix for the effective communication and smooth implementation of campaign.

The available IEC material (leaflets & Banners/standees) were collected from divisional office of BISP in Faisalabad for the purpose of display and distribution in all 6 tehsils during the campaign. It was also decided by BISP in consultation with GIZ to engage the media component of IEC during post launch period i.e. from 15 August 2012 onwards.

## 3) Pretesting of Mobilization tools

The pretesting of mobilization tools directly relates to development of IEC material and SACHET assumes that BISP and GIZ must have pre-tested the mobilization tools in selected villages of Faisalabad because the distribution campaign was already started at Jaranwala Tehsil directly managed by BISP Tehsil team. By the time SACHET Pakistan took over the campaign, BISP was managing two CDCs (Card Distribution Centers) located at Al-Rehman Maternity Hospital in Khurianwala and Khairunissa Hospital in Jaranwala City.

SACHET used the same communication material provided by BISP while implementing the communication and distribution of Benazir Sehat Cards in Faisalabad.

## 4) Mobilization Campaign, Functional Plan

The mobilization strategy and communication plan was translated into comprehensive functional plan, figuring out the resources requirement, work force requirement, micro plans, logistics requirement, monitoring and evaluation micro planning, and timelines.

Deliverables	Duration / Time frame	Status
Inception meeting with GIZ & BISP	May 3, 2012	Completed, At BISP secretariat in Islamabad
Hiring of community mobilizers & communication staff	May 7, 2012 to May 9, 2012	Completed, Staff was locally hired through on spot interviews by SACHET Team in each tehsils of Faisalabad.
Orientation workshop for community mobilizers and Communication Staff	May 10- 11, 2012	Completed,
Establishment of CDCs (Card Distribution Centers)	May 16-26, 2012	Completed, Centers were established in consultation with BISP
Mobilization (door to door visits)	May 17- June 29, 2012	Completed, Token slips delivered at door steps of beneficiaries to ensure controlled mobilization
Card Distribution at CDCs	May 18- July 15, 2012	Completed,
IEC Sessions at CDCs	May 18- July 15, 2012	Completed,
Public Service Messages	August 15 2012 on wards	Completed, (27 Nov - 13 Dec 2012) Post-launch activity as suggested by BISP to initiate after completion of card distribution in Faisalabad.

As per agreed contract with GIZ, SACHET was responsible for the establishment of 10 CDCs (Card Distribution Centers) across 6 tehsils of Faisalabad. SACHET proposed and identified 10 community friendly card distribution centers in close consultation with the team of BISP Divisional office in Faisalabad.

There were three main priority points while selecting the location for CDC in Faisalabad:

- a) It should be in any of the empanelled hospitals of BISP subject to the availability of proper space to establish a community friendly card distribution centre in the hospital OR
- b) Tehsil offices of BISP could also be used for Card Distribution campaign if there is enough space available OR
- c) Community owned or private spaces provided with enough space to accommodate at least 150 beneficiaries at one time with facilities of chairs, fans, shade and clean drinking water.

The branding and marking of BISP during the campaign was of very important nature and for that purpose consultation meetings were organized by SACHET with BISP Chief Communication Officer-CCO at Islamabad. During the meetings, physical structure of CDC was discussed and finalized and pre-approved designs of card distribution counters at CDCs and banners were shared with SACHET team.



### 5) Hiring of Mobilizers and Communication Staff for CDCs

SACHET conducted about 150 interviews visiting the 6 Tehsils of the district to select 60 applicants to be inducted initially in the campaign. As the campaign proceeded some more on the spot hiring was also done. In this hectic process, SACHET was well supported by BISP and some other local CBOs of Faisalabad by providing appropriate applicants for the job.

The local mobilizers and communication staff was locally hired on short term contract basis from each tehsil keeping in view their familiarity with the intervention area and the cultural context to keep the mobilization activities compatible with the community's culture and values. The community mobilizers were comprised of both male and female.

The following table shows the workforce deployment as per requirement against the selected beneficiaries and en-catchment area in each tehsil of Faisalabad:

Tehsil	Sehet Card Beneficiaries	Community Mobilizers	Communication Staff	Support Staff	Number of CDCs
City	10632	11	6	2	2
Sadar	8422	12	9	3	3
Chak Jhumra	1665	2	-	-	-
Jaranwala	8071	9	6	2	2
Samundri	3699	5	3	1	1
Tandliyanwala	7856	10	6	2	2
TOTAL	39845	49	30	10	10

See Annex 1 for Staff composition & summary deputed in all 10 CDCs established by SACHET Pakistan in Faisalabad District.



## 6) Training of Local Mobilizers & Communication Staff

SACHET in collaboration with GIZ organized a specialized two day training workshop for the newly recruited mobilizers and communication staff on 10-11 May 2012 at Lords Hotel Faisalabad City. The workshop was also attended by BISP Team from Islamabad, Assistant Directors from six tehsils of Faisalabad and HFOs of Statelife (SLIC). The training was facilitated by the communication experts from GIZ, BISP and SACHET.

The main purpose of this workshop was to equip the team on the Information dissemination, technical information in the process, communication skills, event management, CDC facilitation process, FAQs (frequently Asked Questions) handling at CDCs and perception management. The participants were briefed about the IEC material developed by BISP to be used during the campaign. A role play session was conducted by engaging participants and asked to perform short duration acts regarding different situations during social mobilization and card distribution campaign. This specialized training was very helpful for the community mobilizers, CDC staff, HFOs and BISP team with theoretical knowledge and skills required to run the campaign efficiently.

On first day, May 10 2012 a total number of 45 participants attended the full day workshop and on 2nd Day, May 11 2012 a total number of 36 participants attended the workshop.

(See Annex 2 for training workshop proceedings)



Participants during training workshop for local mobilizers and communication staff of Benazir Sehat Card distribution campaign in Faisalabad.



Beneficiaries waiting in queue to receive Benazir Sehat Card at CDC Khanwana Adda, Tehsil Saddar, Faisalabad.

## 7) Launching the campaign

Benazir Sehat Card distribution campaign was formally launched by SACHET on May 16 2012 by taking over first CDC (Card Distribution Centre) from BISP, located at Rehman Maternity Hospital in Khurianwala, Tehsil Jaranwala followed by establishing 9 (nine) other centers in 6 tehsils.

Sr No.	CDC Name	Location	Date of establishment	Tehsil
1	CDC-Khurianwala	Rehman Maternity Hospital	16/05/2012	Jaranwala
2	CDC-Samundri	BISP Tehsil Office	17/05/2012	Samundri
3	CDC-Jaranwala	Khairunissa Hospital	18/05/2012	Jaranwala
4	CDC-Aminabad	BISP Tehsil Office	22/05/2012	City
5	CDC-Khanwana	Khanwana Ada	22/05/2012	Sadar
6	CDC-Tandliyanwala	Zikriya Hospital	24/05/2012	Tandliyanwala
7	CDC-Kanjwani	Kanjwani village	24/05/2012	Tandliyanwala
8	CDC-Susan Road	People's Colony	24/05/2012	City
9	CDC-Narwala Bangla	Narwala Bangla	25/05/2012	Sadar
10	CDC-Jhang Road	70 JB	26/05/2012	Sadar

Trained staff was deployed both at CDC and field level and briefed them about the methodology devised by SACHET. As per strategy designed and agreed by BISP and GIZ, public gatherings and announcements were avoided to ensure controlled mobilization and also to avoid unnecessary gatherings at designated CDCs. Each Community Mobilizer (field Staff) was issued specially designed, pre-numbered token slips through which he/she approached the beneficiaries on available addresses and

directed them to reach the nearest CDC on allotted dates and time in respective Tehsils. Each community Mobilizer was assigned with target for each day during which he/she was required to reach and deliver the token slips at minimum of 20-30 beneficiaries per day.

On the other side CDC communication team was fully prepared to ensure the availability of Sehat Cards on counters against which the token slips were issued to the beneficiaries. The close coordination between field team and CDC team made the process efficient and smooth in distribution of Sehat cards and delivery of IEC session at CDC level.

## رسید برائے وصولی بینظیر صحت کارڈ

رسید نمبر: \_\_\_\_\_

نام: \_\_\_\_\_ والد/شوہر کا نام: \_\_\_\_\_

شناختی کارڈ نمبر: \_\_\_\_\_ پتہ: \_\_\_\_\_

آپ کو مطلع کیا جاتا ہے کہ آپ نے مورخہ \_\_\_\_\_ کو ہفت \_\_\_\_\_ بجے بینظیر صحت کارڈ تقسیم مرکز \_\_\_\_\_ سے اپنا بینظیر صحت کارڈ وصول کرنا ہے۔

بہ مقام \_\_\_\_\_

نوٹ: بینظیر صحت کارڈ حاصل کرنے کی کوئی ٹیس نہیں ہے اور نہ ہی کوئی شخص اس کا معاوضہ لینے کا ہجاز ہے۔

بینظیر صحت کارڈ تقسیم کمیونٹی پروگرام

بہت اہم! دیکھنا نہ سمجھنا:

## 08) Facilitation at CDCs (Card Distribution Centers)

CDC (Card distribution Centers) were located at prominent places in each tehsil with a purpose to expediently locate by the beneficiaries. Once the beneficiaries reach at CDC, they were welcomed by our CDC staff and guided them to the waiting area. The waiting areas were provided with chairs, water and cold drinks for the beneficiaries and IEC material was properly displayed on the walls.

The BS Cards were handed over to the beneficiaries after proper verification through inspection of original CNIC and the token numbers issues to them during mobilization. If any beneficiary could not make it on the specified date, she was entertained in the next days also. The CDC staff maintained record of the left over cards so that the beneficiary could be provided with her card even after the due date.



Benazir Sehat Card distribution center at Nadwala Bangla, Tehsil Saddar, Faisalabad.

Majority of the BSC beneficiaries are illiterate and not even having basic understanding of Urdu language. So, they were briefed in local language i.e. Punjabi regarding the usage and limitations of the BS Card through comprehensive IEC sessions by the communication staff at CDC. The number of participants / beneficiaries in each session was limited to 25 in each session with a reason to closely interact with each beneficiary. During these sessions, the beneficiaries were briefed about the benefits of the card besides different aspects and features of the card. Furthermore beneficiaries were also



provided pamphlets along with the Sehat Card. These sessions were conducted by the SACHET team present at each CDC. The beneficiaries took interest in sessions and asked questions regarding the BS Card and its applications that were answered by SACHET communication Team.



The CDC staff responded beneficiaries' FAQs and assisted them in going through the process of getting BSC /correction of data / complaint filing.



IEC session conducted by communication staff after distribution of Benazir Sehat Cards at Nadwala Bangla, Tehsil Saddar, Faisalabad.

## IV. Follow up Phase

During the initial phase of token distribution and card distribution, it was observed that some of the tokens could not be distributed to the beneficiaries due to unavailability of beneficiaries at home, addresses could not be verified or beneficiary did not approach the specified CDCs on the given dates. Such cases were realigned and community mobilizers were re-sent to the field as a follow-up. The mobilizers were given the BS Cards for door to door delivery. Verification, handing over the Card and IEC Session was done by



Door to door visits of communication staff during follow-up phase of Benazir Sehat Card distribution

the mobilizers at their door steps. In this phase two categories of the left over cards were addressed i.e. the returned tokens for the reason of 'Not Found At Home' and the left over cards in case the beneficiary could not make it to the CDC due to any reason. During this phase many of the left over cards were distributed successfully.

## V. Benazir Sehet Card Distribution Summary

As a result of the extensive efforts by SACHET Pakistan to execute the pilot phase of Benazir Sehet Card distribution and Communication campaign, the pilot project was successfully implemented in record time of 6 weeks.

The following table shows the summary of distribution in each tehsil. In this project, SACHET distributed 33,643 Benazir Sehet (BS) Cards out of a total of 39,845 cards and 6,202 cards were returned to respective tehsil office of BISP in Faisalabad District.

SR No	CDC Name	Tehsil	Cards Received from BISP	Cards Distributed by SACHET	Total Cards Returned to BISP
1	Khanwana	Sadar	3279	3200	79
2	Narwala Bangla	Sadar	2630	2578	52
3	Jhang Road-70 JB	Sadar	2513	2267	246
4	Aminabad	City	5658	3965	1693
5	Susan Road	City	4974	3545	1429
6	Sumunderi	Samundri	3699	2951	748
7	Tandliyanwala	Tandliyanwala	3972	3597	375
8	Kanjwani	Tandliyanwala	3884	3328	556
9	Khurianwala	Jaranwala	3681	2821	860
10	Jaranwala	Jaranwala	5555	5391	164
TOTAL			39845	33643	6202

Note: The electronic record comprising of data i.e. name, fathers name, tehsil, CNIC, address, BSC Number, token number of beneficiaries received BSC cards is attached in Annex 3.

## VI. Media Campaign

As per guidance of BISP secretariat, media campaign was shifted to post launch phase i.e. 15 August 2012 onwards. SACHET proposed following media mix for the effective communication and propagation in Faisalabad district:

1. PSA (Public Service Announcements) through Local FM frequencies in Faisalabad
2. TV spots through local cable TV service in Faisalabad.

To produce these media components, SACHET engaged AGEHI Production house for the conceptualization, production and relay services. SACHET campaign team also approached CCO (Chief Communication Officer) of BISP at every stage of production till finalization. AGEHI Production produced two TV spots (situational and procedural) and three public service announcements for FM radio with the final approval from CCO-BISP. The media campaign completed in two weeks i.e. November 27, 2012 till December 13, 2012 in all six Tehsils of Faisalabad through local cable TV and FM radio.

These products are completely ready to be on aired on discretion of BISP secretariat.

## VII. Monitoring

The campaign team was comprised of local workforce from each tehsil and operations at CDC work were closely monitored on regular basis by SACHET Team, GIZ representatives and BISP officials. Field Inspection visits were carried out regularly by the Campaign Facilitator. Any violation of rules was dealt according to the SOPs of SACHET Pakistan. If there was a complaint registered against any Mobilizer at any time, the issue was investigated by the campaign facilitator and required action was taken instantly.

During the campaign, interaction between SACHET and BISP was done on a regular basis. The BISP officials including the Assistant Directors of 6 Tehsils and the Director were quite supportive. Especially, Mr. Hassan handled all sorts of political pressures that made it easy for SACHET to work in highly politicized areas of Faisalabad.

During the campaign, SACHET Team in Faisalabad was also facilitated by Executive Director, Secretary General, Chief Executive Director, Program Development Officer, Finance & Accounts Officer, PSU Coordinator, PSU Assistant and Drivers of SACHET Pakistan. Starting on 17th May, 2012, SACHET ended the distribution campaign on 29th June 2012.



Dr. Rakhshina Perveen, along with Col. Dr. Syed Javed, Mr. Muhammad Faheem, Dr. Irum Shikh and Dr. Muhammad Ayub expresses her views during exit seminar of Benazir Sehat Card distribution and communication campaign in Faisalabad.

## VIII. Exit Seminar

The exit seminar of the campaign was held on 27th July, 2012 at Serena Hotel, Faisalabad. The seminar was attended by the employees who worked in the campaign, officials from BISP and GIZ besides the SACHET team from Islamabad. The purpose of the seminar was to share the progress; lessons learnt and acknowledge the efforts of employees and local communities through out the campaign to make it a success.

Campaign Facilitator, Ali Qaswar Khaleeq moderated the seminar. Dr. Javed (DG-BISP), in the beginning of the seminar, presented an analysis comparing the pre-campaign and post-campaign facts and figures of the reported cases in the hospitals of Faisalabad and maintained that at present large number of beneficiaries are being facilitated at the nominated hospitals through the BS Card.

Mr. Muhammad Amin (General Manager- SACHET Pakistan), in his presentation, described the journey in detail from day one till the end. He explained how SACHET started the campaign, hiring the employees, establishing the CDC and how the process of token and card distribution was executed. He appreciated the work of the employees saying that it would not have been possible without them to make this campaign a great success.

Dr. Ayyub (Dept. Dir. BISP) and Dr. Irum (Dept. Dir. BISP), turn by turn briefed the audience about the effectiveness and objectivity of BS Sehat Card. They said that BS Sehat card is a major step in providing the deserving people with basic health facilities. They also appreciated the devotedness shown by the field and CDC staff of SACHET that earned success to the project.

Dr. Saira Siddique (Technical Advisor-GIZ) also shared her views. She said that it was a pleasure for her to be with all the employees who worked in the project. She said, that her organization is very happy to see the success of the project and applauded the



whole SACHET team for this success.

The founding Executive Director of SACHET Pakistan, Dr. Rakhshinda Perveen, in her address, appreciated all the employees of the campaign for their dedication with the cause. She said that SACHET has always been on the front foot when it comes to helping the deprived and deserving segments of the society. It is quite heartening to see the strong and dedicated support SACHET has got through out the campaign. She applauded all of the employees for their commendable work throughout the campaign.

Mr. Muhammad Faheem (Secretary General, SAHET Pakistan), in the end shared his views and thanked all the workers because of whom SACHET was able to complete the project successfully. He said that our employees are in fact our power. It is due to their efforts and commitment, that we are today celebrating the success of the campaign.

After wards acknowledgment certificates and souvenir bags were distributed among the employees followed with Aftar Dinner for the guests.



Communication and distribution team express their views during exit seminar of Benazir Sehat Card distribution and communication campaign in Faisalabad.



Group photo of communication and distribution team of Benazir Sehat Card with senior representatives of BISP, SACHET and GIZ.

## IX. Challenges & Gaps

1. Sehet cards received from all tehsil offices of BISP in Faisalabad were not properly sorted which resulted in extra efforts and time to align the cards as per the available record. Furthermore, there was not any list (digital or manual) attached to the provided Sehet cards.
2. Due to non-availability of computer systems at CDCs, record keeping was done manually on registers. The accuracy for record keeping could be an issue in preparation of the final distribution report.
3. Extreme hot climate was a major hurdle during community mobilization and very challenging to manage beneficiaries at CDCs. The months of June and July are harvesting seasons, especially in Punjab, and most of the rural communities spend their time in fields. Thus, creating problems in reaching the beneficiaries at their homes.
4. Non-availability of electricity (load shedding) was a big challenge while managing beneficiaries at CDCs during extreme hot weather.
5. Law and order situations in terms of strikes for electricity crises created hurdles in community mobilization and in some cases restricted the beneficiaries in reaching CDCs on specified dates.
6. There was a mobility issue both for our community mobilizers and beneficiaries because of the remote localities and lack of public transport in Faisalabad.
7. The time duration for the distribution campaign was unrealistic and of very short duration, but the commitment and restless efforts by the SACHET team resulted in a successful campaign.
8. Teams of BISP at the tehsil level are not equipped with the technical expertise and lack of experience, which created hurdles in coordination and proper documentation in terms of the Benazir Sehet Card.

## X. Recommendations

SACHET has been contributing to the underprivileged communities of Pakistan for last 14 years by prioritizing their needs and enhancement in skills of the local communities. Based on our past extensive experience we believe that any investment in training and capacity building of local communities is a valuable investment in terms of sustainability and cost effectiveness.

Based on our experience during the implementation of Benazir Sehat Card, Communication and Distribution Campaign in Faisalabad, SACHET would always be willing to provide specialized trainings / orientations to the local community based organizations in conducting such kind of communication and distribution campaigns in future anywhere in Pakistan.

Based on our campaign experience in Faisalabad, following specific recommendations are submitted for consideration and implementation.

1. Benazir Sehat Card of Waseela-e-Sehet Program is a community centered initiative of Government of Pakistan and community stakeholders should be taken onboard at every stage of its implementation without considering any kind of political interference.
2. Community appreciation and strong acknowledgement for the Sehat Card initiative of Government of Pakistan justifies its further expansion and increase in services in terms of availability of minimum OPD coverage and inclusion of transportation cost for the beneficiaries.
3. Beneficiaries availing Sehat card should be properly entertained at all empanelled hospitals in Faisalabad. To make it efficient a specialized refresher training/ orientation may be organized for the HFOs deputed at each hospital. Good communication skills at every level are a key to success.
4. Currently Validity of Sehat Card is for only one year which needs to be extended to at least three years of validity. This would also decrease the cost of distribution each year and the same cost could be included in enhancement of annual premium limit of each beneficiary.
5. The Sehat Card should be unique and easily recognizable by the beneficiaries as currently they get confused between debit card and Sehat card. BISP needs to work on the outlook / visual presentation of the Sehat card.
6. The IEC material developed by BISP is not appropriate and needs to be revised. SACHET being a communication specialist suggests that communication material should be more pictorial rather than descriptive as the beneficiaries are illiterate. A complete revision of new communication material is strongly recommended for any future intervention by BISP.
7. Extensive communication campaign is required before the actual service delivery. Communication medium like radio, community gatherings, FM messages in local languages, cable TV spots would be very much effective.

8. Time duration for executing a campaign of same magnitude should be of at least 3 months (12 weeks) with provision of 2 weeks of pre-campaign and 2 weeks for post campaign media engagement activities.
9. Benazir Sehet Card database requires urgent record updates; current record is based on the data provided for Debit Card facility. State Life Insurance Corporation is responsible for the printing of Benazir Sehet Cards so the data base should be shared with the Divisional Office of BISP while handing over the new Sehet cards. The cards should be properly sorted as per tehsil and locality while delivering to the BISP team.
10. Sehet Cards at Tehsil offices of BISP should be in lock and key to ensure the security and minimize the risk of misplacement or misuse.
11. During campaign, SACHET team has directed all beneficiaries to approach respective BISP tehsil offices in case of any complaint in terms of record correction of BSC. It is strongly suggested to entertain their complaints on priority and efficiently. The complaint officers at BISP tehsil offices should have enough capacity, resources and expertise to handle the cases on daily basis. One window operation could be very useful for the beneficiaries to attain corrected BSC cards at their relevant Tehsil offices.
12. In any future BSC intervention, card distribution centers should be properly equipped with computer systems, printers, scanners and power generator.





# Annexure

Sr. No.	NAME	Employment Status	DESIGNATION	Centre Name	Tehsil
1	Zubera Suleman	Temporary / Daily Wage	TEAM LEADER	Rehman Maternity Hospital	Jaranwala
2	Mehnaz Awan	Temporary / Daily Wage	CDC Facilitator	Rehman Maternity Hospital	Jaranwala
3	Shahbaz Anwer	Temporary / Daily Wage	CDC Facilitator	Rehman Maternity Hospital	Jaranwala
4	Altaf	Temporary / Daily Wage	Social mobilizer	Rehman Maternity Hospital	Jaranwala
5	Ali Raza	Temporary / Daily Wage	Social mobilizer	Rehman Maternity Hospital	Jaranwala
6	Rehan	Temporary / Daily Wage	Social mobilizer	Rehman Maternity Hospital	Jaranwala
7	Muhammad Yaqoob	Temporary / Daily Wage	CCD Helper	Rehman Maternity Hospital	Jaranwala
8	Nadeem	Temporary / Daily Wage	Social mobilizer	Rehman Maternity Hospital	Jaranwala
9	Shakeel Ahmed	Temporary / Daily Wage	TEAM LEADER	BISP Tehsil Office	Samundri
10	Asfar Seemab	Temporary / Daily Wage	SOCIAL MOBILIZER	BISP Tehsil Office	Samundri
11	M. Usman Shahid	Temporary / Daily Wage	SOCIAL MOBILIZER	BISP Tehsil Office	Samundri
12	Abid Hussain	Temporary / Daily Wage	SOCIAL MOBILIZER	BISP Tehsil Office	Samundri
13	Salman Javed	Temporary / Daily Wage	CDC Facilitator	BISP Tehsil Office	Samundri
14	Farzana Ial Din	Temporary / Daily Wage	CDC Facilitator	BISP Tehsil Office	Samundri
15	Seemab Alam	Temporary / Daily Wage	CDC Facilitator	BISP Tehsil Office	Samundri
16	Hasan Raza	Temporary / Daily Wage	SOCIAL MOBILIZER	BISP Tehsil Office	Samundri
17	Adil	Temporary / Daily Wage	CDC Helper	BISP Tehsil Office	Samundri
18	Rubina Zafar	Temporary / Daily Wage	TEAM LEADER	Khairunissa Hospital	Jaranwala
19	Shukrana Noureen	Temporary / Daily Wage	CDC Facilitator	Khairunissa Hospital	Jaranwala
20	Shabana Malik	Temporary / Daily Wage	CDC Facilitator	Khairunissa Hospital	Jaranwala
21	Qaiser Qayum	Temporary / Daily Wage	SOCIAL MOBILIZER	Khairunissa Hospital	Jaranwala
22	Salamat Ali	Temporary / Daily Wage	SOCIAL MOBILIZER	Khairunissa Hospital	Jaranwala
23	Rasheed Ahmed	Temporary / Daily Wage	SOCIAL MOBILIZER	Khairunissa Hospital	Jaranwala
24	Shahzad Younas	Temporary / Daily Wage	SOCIAL MOBILIZER	Khairunissa Hospital	Jaranwala
25	Abdul Shakoor	Temporary / Daily Wage	CDC Helper	Khairunissa Hospital	Jaranwala
26	Muhammad Zahid	Temporary / Daily Wage	SOCIAL MOBILIZER	Khairunissa Hospital	Jaranwala
27	Sagheer Khaki	Temporary / Daily Wage	TEAM LEADER	Khanwana	Sadar
28	Reema Noreen	Temporary / Daily Wage	CDC Facilitator	Khanwana	Sadar
29	Faisal Rashid	Temporary / Daily Wage	CDC Facilitator	Khanwana	Sadar
30	Ikram Bhatti	Temporary / Daily Wage	social mobilizer	Khanwana	Sadar
31	Ahsan Mazhar	Temporary / Daily Wage	social mobilizer	Khanwana	Sadar
32	Shabana bashir	Temporary / Daily Wage	social mobilizer	Khanwana	Sadar
33	Tehmina Khalil	Temporary / Daily Wage	social mobilizer	Khanwana	Sadar
34	Iqbal	Temporary / Daily Wage	Sweeper	Khanwana	Sadar
35	Maria Rasheed	Temporary / Daily Wage	TEAM LEADER	Aminabad -BISP Tehsil Office	City
36	Rufta Javeria	Temporary / Daily Wage	CDC Facilitator	Aminabad -BISP Tehsil Office	City
37	Farhan Akhtar	Temporary / Daily Wage	CDC Facilitator	Aminabad -BISP Tehsil Office	City
38	Zeshan Sattar	Temporary / Daily Wage	social mobilizer	Aminabad -BISP Tehsil Office	City
39	Musarat Naz	Temporary / Daily Wage	social mobilizer	Aminabad -BISP Tehsil Office	City
40	M Naveed Shahzad	Temporary / Daily Wage	social mobilizer	Aminabad -BISP Tehsil Office	City
41	Nazia Iqbal	Temporary / Daily Wage	social mobilizer	Aminabad -BISP Tehsil Office	City

Sr. No.	NAME	Employment Status	DESIGNATION	Centre Name	Tehsil
42	Muhammad Ilyas	Temporary / Daily Wage	CDC Helper	Aminabad -BISP Tehsil Office	City
43	Muhammad Ali Ehsan	Temporary / Daily Wage	Social Mobilizer	Aminabad -BISP Tehsil Office	City
44	M Saleem	Temporary / Daily Wage	CDC Helper	Susan Road-Madina Town	City
45	Mustehsan	Temporary / Daily Wage	Social mobilizer	Susan Road-Madina Town	City
46	Muhammad Mudasir	Temporary / Daily Wage	TEAM LEADER	Susan Road-Madina Town	City
47	Victor Gill	Temporary / Daily Wage	social mobilizer	Susan Road-Madina Town	City
48	Kanwal Naz	Temporary / Daily Wage	social mobilizer	Susan Road-Madina Town	City
49	Rasheed Javed	Temporary / Daily Wage	social mobilizer	Susan Road-Madina Town	City
50	Ayesha Riaz	Temporary / Daily Wage	CDC Facilitator	Susan Road-Madina Town	City
51	Hanan	Temporary / Daily Wage	CDC Facilitator	Susan Road-Madina Town	City
52	Javed Aslam	Temporary / Daily Wage	CDC Facilitator	Susan Road-Madina Town	City
53	Kausar Niazi	Temporary / Daily Wage	social mobilizer	Susan Road-Madina Town	City
54	Nadeem	Temporary / Daily Wage	Social Mobilizer	Tandliyanwala	Tandliyanwala
55	Muhammad Usman	Temporary / Daily Wage	TEAM LEADER	Tandliyanwala	Tandliyanwala
56	Hanan Basit	Temporary / Daily Wage	Social Mobilizer	Tandliyanwala	Tandliyanwala
57	Meena Pervaiz	Temporary / Daily Wage	CDC Facilitator	Tandliyanwala	Tandliyanwala
58	Imran Khan	Temporary / Daily Wage	Social Mobilizer	Tandliyanwala	Tandliyanwala
59	Ghafar Hasan	Temporary / Daily Wage	Social Mobilizer	Tandliyanwala	Tandliyanwala
60	M. Naveed Shahzad	Temporary / Daily Wage	Social Mobilizer	Tandliyanwala	Tandliyanwala
61	Muhammad Asif	Temporary / Daily Wage	CDC Helper	Tandliyanwala	Tandliyanwala
62	M Akmal	Temporary / Daily Wage	CDC Facilitator	Tandliyanwala	Tandliyanwala
63	Munawar Hasan	Temporary / Daily Wage	Team Leader	Kanjwani	Tandliyanwala
64	Sajjad Akbar	Temporary / Daily Wage	Social Mobilizer	Kanjwani	Tandliyanwala
65	Khan Muhammad	Temporary / Daily Wage	CDC facilitator	Kanjwani	Tandliyanwala
66	Muhammad Amin	Temporary / Daily Wage	CDC facilitator	Kanjwani	Tandliyanwala
67	Arif	Temporary / Daily Wage	Social Mobilizer	Kanjwani	Tandliyanwala
68	Khalil Ur Rehman	Temporary / Daily Wage	Social Mobilizer	Kanjwani	Tandliyanwala
69	Sumair	Temporary / Daily Wage	Social Mobilizer	Kanjwani	Tandliyanwala
70	Ghafoor	Temporary / Daily Wage	Social Mobilizer	Kanjwani	Tandliyanwala
71	Waseem	Temporary / Daily Wage	Helper	Kanjwani	Tandliyanwala
72	Ashfaq Ahmed	Temporary / Daily Wage	Team Leader	Narwala Bangla	Sadar
73	Akbar Sindhu	Temporary / Daily Wage	CDC	Narwala Bangla	Sadar
74	Madiha Kiran	Temporary / Daily Wage	CDC	Narwala Bangla	Sadar
75	M Saeed	Temporary / Daily Wage	Social Mobilizer	Narwala Bangla	Sadar
76	Rana Nazar	Temporary / Daily Wage	Social Mobilizer	Narwala Bangla	Sadar
77	Abdullah Khaki	Temporary / Daily Wage	Social Mobilizer	Narwala Bangla	Sadar
78	Muzamil	Temporary / Daily Wage	Social Mobilizer	Narwala Bangla	Sadar
79	Maqsood Ahmed	Temporary / Daily Wage	CDC Helper	Narwala Bangla	Sadar
80	Mumtaz Hussain	Temporary / Daily Wage	Team Leader	Jhang Road-70 JB	Sadar
81	Fahad Khushnood	Temporary / Daily Wage	CDC	Jhang Road-70 JB	Sadar
82	Farrukh	Temporary / Daily Wage	CDC Facilitator	Jhang Road-70 JB	Sadar
83	Waseem	Temporary / Daily Wage	Social mobilizer	Jhang Road-70 JB	Sadar
84	M Asif	Temporary / Daily Wage	Social mobilizer	Jhang Road-70 JB	Sadar
85	Abrar	Temporary / Daily Wage	Social mobilizer	Jhang Road-70 JB	Sadar
86	Nabeel	Temporary / Daily Wage	Social mobilizer	Jhang Road-70 JB	Sadar
87	Baba Noor	Temporary / Daily Wage	Sweeper	Jhang Road-70 JB	Sadar

Benazir Income Support Program - Benazir Sehat Card  
 Campaign Launching and Orientation Workshop  
 Organized by SACHET Pakistan  
 Lord's Inn Hotel, Faisalabad  
 10th May, 2012.

SACHET Pakistan organized the campaign launching and orientation workshop for Benazir Sehat Card distribution. The workshop was held on Tuesday, 10th May, 2012 at Hotel Lord's Inn, Faisalabad. It was attended by the representatives of GIZ, BISP Team from Islamabad, Assistant Directors from tehsil Sadar, City, Chak Jhumra, Tandliyanwala, Jaranwala and Sumenduri of district Faisalabad and the selected social mobilizers and Card Distribution Center (CDC) facilitators of Tehsil Sadar, City and Chak Jhumra.



Ms. Sumera Sagheer, the Communications Consultant (GIZ) started the session with an ice breaking exercise. After taking the introduction of all the participants, Ms. Sumera briefly talked about the aim of the campaign. She said that BISP has taken up the responsibility to empower the Woman so as to make her able to run a family on her own. In this regard, BISP has started different projects, one of which is this Benazir Sehat Card. She said that this card will enable its owner, who is a woman, to bear the health expenses not only for her own self but also for her whole family. Ms. Sumera conducted few interactive sessions with the participants in order to educate them properly about the Sehat Card, its benefits and its effectiveness. Besides, Ms. Sumera also gave a presentation on the skills for effective communication so as to educate the social mobilizers about how they should be working in the field.

Dr. Ayub (DD-WS BISP Headquarter, Islamabad), explained in detail, the structure of BISP talking one by one about its various segments. He said that BISP has already launched Wasila-e-Haq and Wasila-e-Rozgar schemes in order to provide economic assistance to the beneficiaries. He said that the poor can not afford health care expenses. Keeping this in view, BISP is launching the Benazir Sehat Card under Wasila-e-Sehet that would enable the poor to avail health care benefits.

The General Manager of SACHET Pakistan, Mr. Ameen Muhammad, briefed the social mobilizers, CDC staff and the GIZ & BISP officials about the methodology devised by SACHET this campaign effect and result oriented. He told the participants that the selected teams will be divided in two groups. The Social Mobilizers will approach the beneficiaries and direct them to the CDC. The CDC staff will facilitate the beneficiaries by delivering them their respective sehat cards after verifying their data. The CDC staff will also guide the beneficiaries about the usage of the sehat card.

A role play session was conducted by Ms. Sumera and Mr. Ameen. In this session participants were picked up randomly and asked to perform short duration acts regarding different situations during social mobilization and card distribution campaign. In the end, Dr. Irum Sheikh (DD-WS BISP Headquarter, Islamabad) gave the concluding remarks. She appreciated the efforts of SACHET Pakistan for selecting the energetic team for the card distribution campaign and organizing the workshop successfully. She said that active participation of the selected mobilizers and CDC staff in the workshop

shows their passion and commitment with their work. Dr. Irum wished them good luck for the campaign.

During the workshop, lunch was served to all the participants and the guest and the workshop ended with tea, served to all of them.

#### Attendance Sheet

Sr. No	NAME	ORGANIZATION	DESIGNATION
1	Mazhar ul Haq	BISP	Asstt. Complaints
2	M Shahid Mehmood	BISP	Asstt. Complaints
3	Muhammad Farooq	BISP	Asstt. Complaints
4	Miyan khalil	BISP	Asstt. Dir
5	Sajida Hamid	BISP	Asstt. Dir
6	Asad Iqbal	BISP	F.S
7	M. Asif	BISP	A.C
8	Rashid Haroon	BISP	A.C
9	Dr. M. Ayub	BISP	DD(WS), HQ
10	Dr. Imran Bari	GIZ	Technical Advisor
11	Sumaira Sagheer	GIZ	Communications Consultant
12	Asim Ali	BISP	AD Sumunderi
13	Saeed Sultan	BISP	AD Sadar
14	Hasnain Awan	BISP	AD Tandliyanwala
15	Dr. Irum Sheikh	BISP	DD(WS), HQ
16	Ayesha Javed	SACHET Pakistan	HR Coordinator
17	Ali Qaswar	SACHET Pakistan	Campaign Facilitator
18	Nazir Ahmed	SACHET Pakistan	Driver
19	Amin Muhammad	SACHET Pakistan	GM, Project Director

#### SACHET Field Mobilization Team

Sr. #	Name	Designation	Tehsil
1	Rashid Javed	Social Mobilizer-CDC	City
2	Zeeshan Sattar	Social Mobilizer-CDC	City
3	Victor Gill	Social Mobilizer-CDC	City
4	Kanwal Naz	Social Mobilizer-CDC	City
5	Maira Rasheed	Social Mobilizer-CDC	City
6	Rufta Javeria	Social Mobilizer-CDC	City
7	Musarat Naz	Social Mobilizer-CDC	City
8	Nauman Munawar	Social Mobilizer-CDC	City
9	M. Naveed Shahzad	Social Mobilizer-CDC	City
10	Nazia Iqbal	Social Mobilizer-CDC	City
11	Muhammad Mudasir	Social Mobilizer-CDC	City
12	Farhan Akhtar	Social Mobilizer-CDC	City
13	Ikram Bhatti	Social Mobilizer-CDC	Sadar
14	Ahsan Mazhar	Social Mobilizer-CDC	Sadar
15	Rana Nazar Hussain	Social Mobilizer-CDC	Sadar
16	M. Faisal Rashid	Social Mobilizer-CDC	Sadar
17	Shabana Bashir	Social Mobilizer-CDC	Sadar
18	Tehmina Khalil	Social Mobilizer-CDC	Sadar
19	Dr. Abdur Rehman	Social Mobilizer-CDC (team Leader)	Sadar / city
20	Tahir Mehmood	Social Mobilizer-CDC	Sadar
21	Reema Noreen	Social Mobilizer-CDC	Sadar
22	Reena Noreen	Social Mobilizer-CDC	Sadar

Benazir Income Support Program - Benazir Sehat Card  
Campaign Launching and Orientation Workshop  
Organized by SACHET Pakistan  
Lord's Inn Hotel, Faisalabad  
Date: 11th May, 2012. (Day 2nd)

Second day of the campaign launching and orientation workshop for Benazir Sehat Card distribution was organized by SACHET Pakistan on Tuesday, 11th May, 2012 at Hotel Lord's Inn, Faisalabad. Representatives of GIZ, BISP Team from Islamabad (Dr. Javed Abbas, DG, State Life, World bank and newly recruited social mobilizers and Card Distribution Center (CDC) facilitators of Tehsil Jaranwala, Tandliyanwala and Sumunderi.

Ms. Sumera Sagheer, Communications Consultant (GIZ) started the session with an introduction with all the participants. Afterwards, Ms. Sumera briefed the participants that BISP is launching this campaign as a pilot in Faisalabad district. The owner of the card will be a woman that has been identified as deserving through the poverty surveys conducted by BISP earlier. Through this card, the beneficiary will be able to avail those medical facilities for herself and her family that are unaffordable for her else wise. Ms. Sumera conducted few interactive sessions with the participants. These sessions were aimed at educating the participants about the benefits, effectiveness, usage and limitations of the sehat card. Ms. Sumera also gave a couple presentations. Her first presentation in fact it was a brain storming done by the participants to pool the key factors for effective communication. This exercise aimed at letting the mobilizers develop a better understanding of their job. In her second presentation, Ms. Sumera gave a detailed orientation to the participants about the tasks they will eventually be performing through out the campaign.

Dr. Javed Abbas (DG-BISP) threw light on the aims and objectives of BISP. He also said a few words regarding the Wasila-e-Sehet scheme under which these sehat cards are going to be distributed. He further elaborated that since the poor can not bear expenses of the hospital, so besides other miseries, they are forced to lead miserable life from health point of view as well. He said that this sehat card will share the burden of the poor up to some extent at least.



Dr. Ayub (DD-WS BISP Headquarter, Islamabad) explained the structure of BISP talking one by one about its various segments that have already been launched by BISP. These include Wasila-e-Haq and Wasila-e-Rozgar schemes. DR. Ayub said that both of these schemes are meant to provide financial assistance to the deserving in day to day life and career planning respectively. However, Wasila-e-Sehet will provide the beneficiaries with health care facilities as well.

Mr. Ameen Muhammad, (General Manager-SACHET Pakistan) briefed the social mobilizers, CDC staff and the GIZ & BISP officials about the mechanism of the card distribution for effective implementation of the campaign planned by SACHET. Mr. Ameen explained that the social mobilizers will provide tokens to the beneficiaries at their door steps. On the basis of those tokens the beneficiary will collect their respective cards from the Card Distribution Center (CDC) where the CDC Facilitators will be present not only to deliver the cards but also to guide the beneficiaries about the usage of the card.



Ms. Sumera and Ali Qaswar Khaleeq (Campaign Facilitator-SACHET Pakistan) conducted a role play session. Participants were asked to act in the capacity of social mobilizers, beneficiaries and CDC facilitators. Different scenarios were performed such as mobilizers visiting beneficiaries and beneficiaries visiting CDC. It was an interesting session and the participants took great deal of interest in this activity.

In the end, Ms. Ayesha Javed (HR Coordinator-SACHET Pakistan) thanked all the guests and participants for making the workshop, a successful event and hoped that the campaign will produce fruitful results.

#### Attendance Sheet

Sr. No	Name	Organization	Designation
1	Dr. M. Ayub	BISP	DD(WS), HQ
2	Dr. Imran Bari	GIZ	Technical Advisor
3	Sumaira Sagheer	GIZ	Communications Consultant
4	Dr. Javed Abbas	BISP	DG
5	Tayyab Masud	W.B	Sr. Health Specialist
6	Dr. Afzal	State Life	Project Manager
7	M. Naveed	State Life	Asstt. Manager
16	Ayesha Javed	SACHET Pakistan	HR Coordinator
17	Ali Qaswar	SACHET Pakistan	Campaign Facilitator
18	Nazir Ahmed	SACHET Pakistan	Driver
19	Amin Muhammad	SACHET Pakistan	GM, Project Director

#### SACHET Field Mobilization Team

Sr. No	Name	Designation	Tehsil
1	Hannan Basit	Social Mobilizer-CDC	Tandliyanwala
2	Muhammad Usman	Social Mobilizer-CDC	Tandliyanwala
3	Shabnam Saeed	Social Mobilizer-CDC	Tandliyanwala
4	Meena Pervaiz	Social Mobilizer-CDC	Tandliyanwala
5	Munawwar Hassan	Social Mobilizer-CDC	Tandliyanwala
6	Imran Khan	Social Mobilizer-CDC	Tandliyanwala
7	Sajjad Akbar	Social Mobilizer-CDC	Tandliyanwala
8	Ghaffar Hassan	Social Mobilizer-CDC	Tandliyanwala
9	Khan Muhammad	Social Mobilizer-CDC	Tandliyanwala
10	M Naveed Shehzad	Social Mobilizer-CDC	Tandliyanwala
11	Tahira Suleman	Social Mobilizer-CDC	Jaranwala
12	Zubera Suleman	Social Mobilizer-CDC	Jaranwala
13	Shabana Malik	Social Mobilizer-CDC	Jaranwala
14	Saba	Social Mobilizer-CDC	Jaranwala
15	Muhammad Umer	Social Mobilizer-CDC	Jaranwala
16	Shahbaz Anwar	Social Mobilizer-CDC	Jaranwala
17	Mehnaz Awan	Social Mobilizer-CDC	Jaranwala
18	Bisharat Ali	Social Mobilizer-CDC	Jaranwala
19	Dr. Rubina	Social Mobilizer-CDC (team Leader)	Jaranwala
20	M. Rehan Asad	Social Mobilizer-CDC	Sumunderi
21	Naeem Akhtar	Social Mobilizer-CDC	Sumunderi
22	M. Usman Shahid	Social Mobilizer-CDC	Sumunderi
23	Shakeel Awan	Social Mobilizer-CDC	Sumunderi
24	Asfar Seemab	Social Mobilizer-CDC	Sumunderi
25	Muhammad Ameen	Social Mobilizer-CDC	Sumunderi



## Frequently Asked Questions (FAQs)

Following questions were asked by the beneficiaries during the distribution and communication campaign of Benazir Sehat Card in Faisalabad District.

1. What are the benefits of Benazir Sehat Card?
2. What kind of services, we will be getting at the hospitals against Sehat card?
3. Who is eligible to use Sehat card?
4. At which hospitals, Sehat card can be used?
5. Can we use Sehat cards at hospitals outside Faisalabad?
6. Can we get cash against the worth of Sehat card?
7. Can we use Sehat Card at ATM machines to draw cash?
8. What is difference between debit card and Sehat Card of BISP?
9. If a patient does not need hospitalization / operation, can we use Sehat card for minor diseases / OPD?
10. Can any other relatives of the Sehat card beneficiary, use Sehat card at hospitals?
11. Can we give Sehat card to our neighbors to use in case of emergency?
12. Some of our family members are not included in the list on the Sehat card, how can we add them, what is the procedure?
13. What if our family does not utilize the card through out the year and will the amount on card is issued to us?
14. What if we lost our Sehat card, where should I report and can I get the new one?
15. How long it takes to get a new Sehat card?
16. Do we need to take the Sehat Card along with us while visiting hospital?
17. What else we need to take along with us apart from Sehat Card, while visiting designated hospitals?

Note:

It is suggested that, BISP should prepare a suitable answers to the above mentioned FAQs. These FAQs and answers (Urdu / English) may be uploaded on BISP's official website for the facilitation of public.

