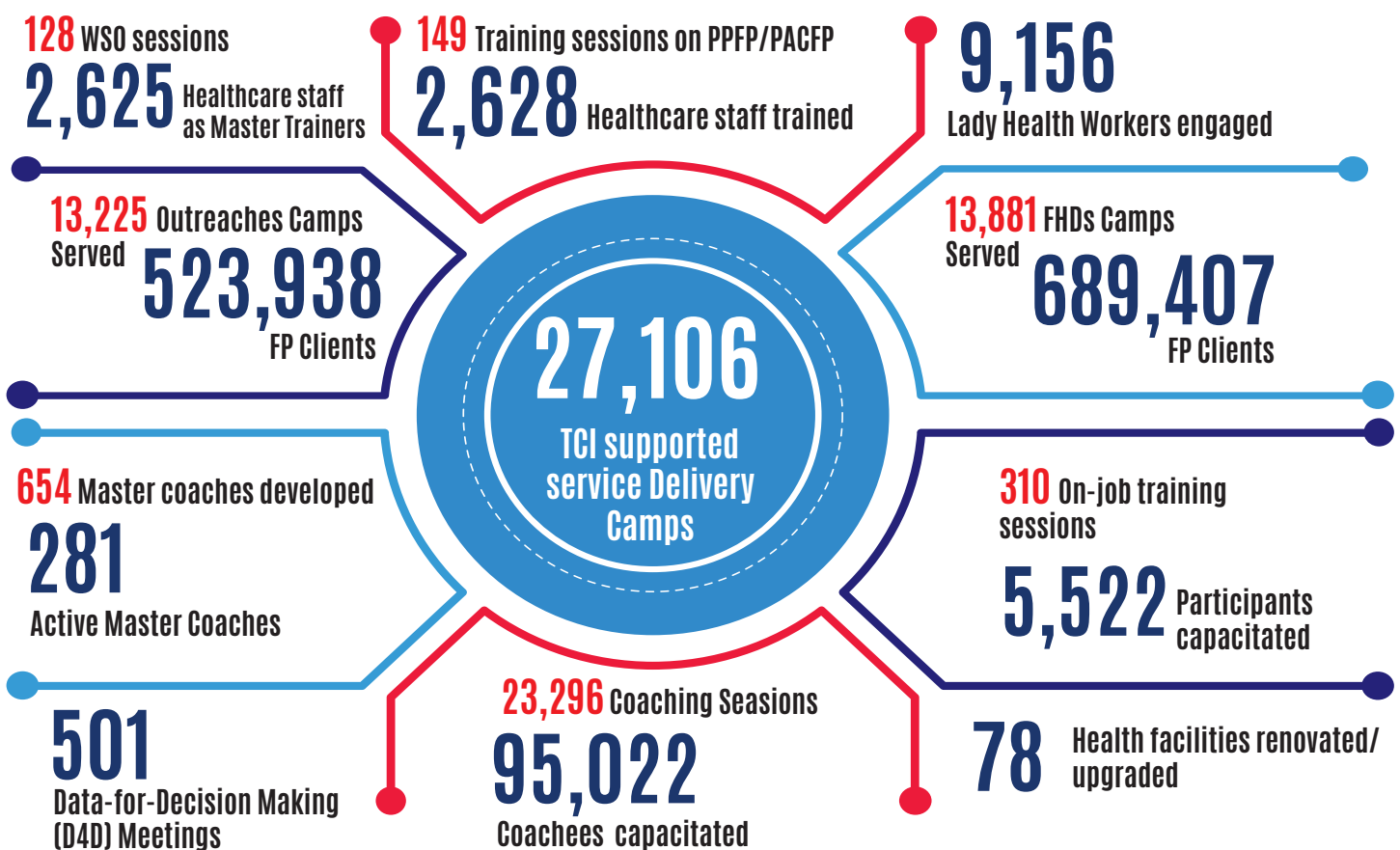


TCI Pakistan - 15 implementing Districts

Scaling Up High-Impact Interventions resulted in 340,000 additional Family Planning Clients.
A Landmark Achievement in Three Years Across 15 Districts.



"TCI Pakistan Secures Institutionalization for Sustainability"

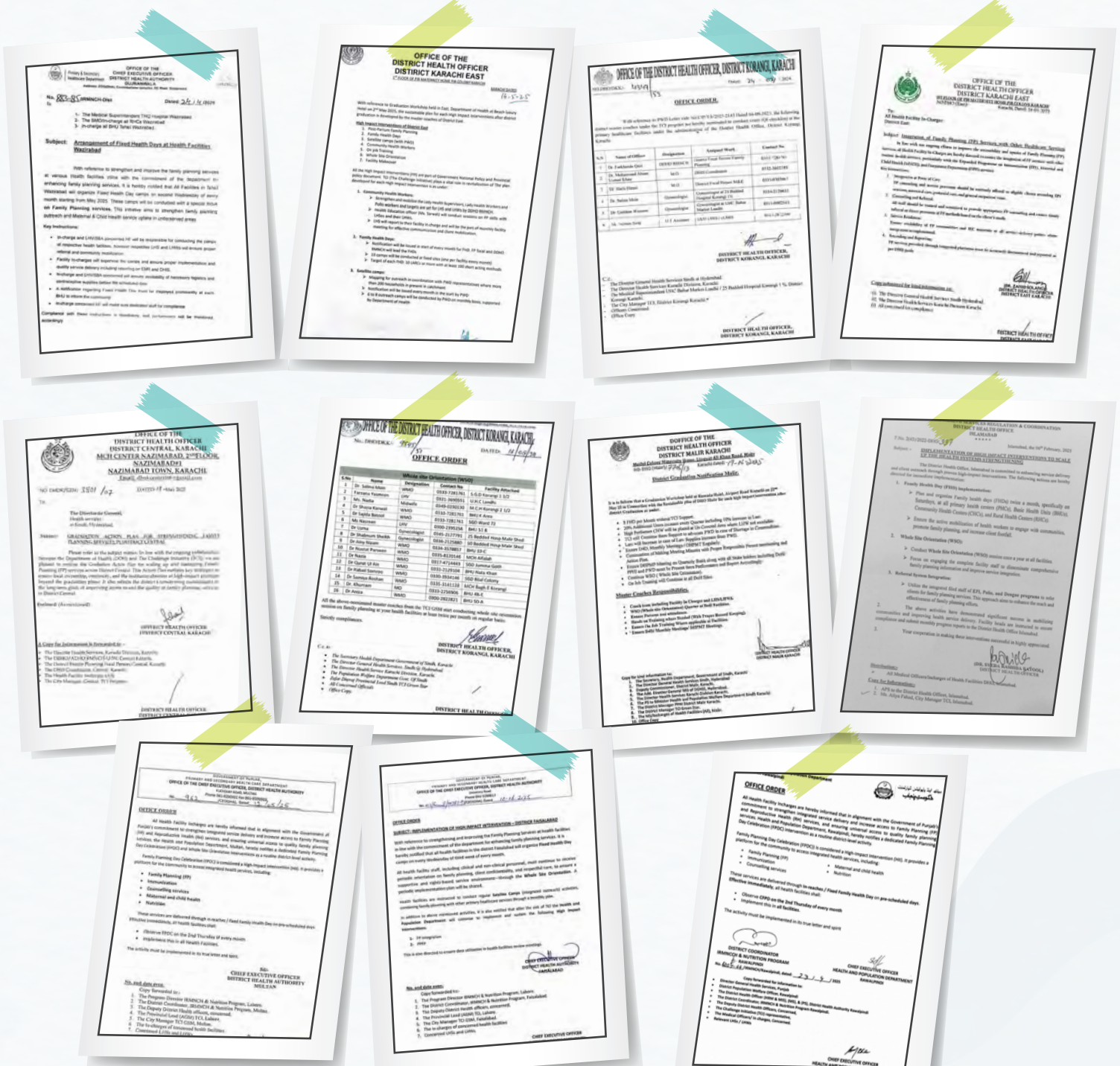
Operationlization of Family Planning High Impact Interventions at District Level

The Challenge Initiative (TCI) Pakistan has achieved a major milestone in strengthening local governance systems by institutionalizing High-Impact Interventions (HIIs) and High-Impact Practices (HIPs) at the district level.

Through sustained advocacy, technical assistance, and capacity-building initiatives, TCI has successfully supported Local Governments (LGs) for integrating these interventions into their operational plans and budget frameworks.

Through District Government Notifications, the prioritized HIIs including FHDs, Satellite Camps, Community Health Workers, Whole Site Orientation, Postpartum Family Planning, Family Planning integration have beformally handed over to District leadership and master coaches, ensuring continued implementation beyond TCI's direct support. Family planning and health system improvements operationlized as part of districts regular activities.

Government Notifications



TCI Pakistan **applauded** for TCI model **adaptability**, **responsiveness** and **success** for prioritizing family planning through government health system by TCI Global's Representative

Punjab & Sindh, February — Mr. Victor Igharo, Senior Program Officer at William H. Gates Institute Sr. for Population and Reproductive Health at Johns Hopkins Bloomberg School of Public Health; had insightful field visits TCI districts in Punjab & Sindh from 18 till 22 February to review and understand the intricacies of TCI Pakistan's implementation of High-Impact Interventions (HIIs).

During the visit, **Mr. Igharo** observed key activities including **Family Health Days, HMIS trainings, and District Technical Committee meetings**, engaging directly with frontline workers and local health authorities in Lahore, Karachi & Korangi.

Government officials and TCI teams shared progress updates, operational challenges, and local success stories that reflect the transformative impact of TCI's model on-ground.

Mr. Igharo appreciated the responsiveness of TCI Pakistan's technical assistance according to the diverse needs and context of health system across TCI Pakistan's implementation geographies. He reaffirmed TCI Global's confidence in Pakistan's health system innovations and commended the commitment and effectiveness of local teams in driving forward the reproductive health and family planning agenda.



Mr Victor Igharo visited Basic Health Unit along with TCI-GSM Team in Lahore



Mr Victor Igharo meeting Secretary PWD Sindh, Mr Hafeez ullah Abbasi, Director CT&LS PWD-Shah Faisal Zahir along with TCI-GSM Team.

TCI Pakistan acknowledged for effective contribution in achieving **FP 2030** Targets

GSM-TCI met with the newly appointed Secretary of the Population Welfare Department (PWD), Mr. Hafeezullah Abbasi, and Secretary PWD, Mr. Shah Faisal Zaher, to discuss the ongoing efforts and contributions being made under the leadership of the Government



Karachi Sindh: 4th February, GSM team provided an overview of the focused High-Impact Interventions, which have significantly increased the uptake of family planning services in priority districts of Sindh. The team, comprising **Ghazanfer Abbas** (CoP), **Zafar Dehraj**, Mansoor Veesar, and Kashif Manzoor, also shared key updates on TCI-GSM activities and the implementation plan for 2025.

The Secretary of PWD acknowledged the valuable contributions and technical assistance provided by TCI-GSM. He further emphasized the need to develop a robust database to generate evidence for resource mobilization. Additionally, he requested the organization of a donor conference to engage global partners in strengthening family planning initiatives. Since Pakistan is facing significant challenges in Family Planning, strengthening partnerships, improving service delivery, and enhancing awareness are crucial steps toward addressing these challenges and ensuring sustainable population management.

Strengthening Health System for **Family Planning**

A critical area for Public Private Partnership

Islamabad: On March 13, 2025, the **Greenstar** team, comprising **Dr. Syed Aziz-ur-Rab** (CEO, GSM), **Mr. Fawad Shamim** (GM Programs), **Mr. Ghazunfer Abbas** (COP, TCI), and **Ms. Aliya Fahad** (Consultant Advocacy, GSM), met with **Dr. Malik Mukhtar Ahmad Bharath**, State Minister for National Health Services, to congratulate him on his new role. The discussion primarily focused on health and family planning challenges, with a particular emphasis on the rapid population growth in urban slum areas. **Dr. Bharath** and his team highlighted the urgency of addressing this issue as a key agenda item for improving healthcare services in underserved communities. The participants acknowledged the critical role of national and international NGOs, along with key stakeholders, in scaling up health services. They emphasized the importance of strengthening Mother and Child Care Centres to expand access to family planning services through a diverse range of methods and options, ensuring that essential healthcare reaches those in need.



Policy in Action:

TCI – GSM in partnership with Health & Population Department Punjab, mobilizes MPAs & Partners to Champion Family Planning in Punjab

Lahore — In a strategic move to strengthen political will for reproductive health and family planning, TCI-GSM and newly merged Health and Population Department, organized a high-level Advocacy Workshop bringing together Six **Members of the Provincial Assembly (MPAs)** including provincial ministers and development partners to mark World Population Day.

The event held on **4th June 2025**, was chaired by **Mr. Khawaja Imran Nazir** Provincial Minister for Health and Population Department.

The key speakers included **Dr. Saira Afzal Tarar** – CM Coordinator for Population, **Ms Nadia Saquib** – Secretary, Health and Population Department, **Mr. Khalid Parvaiz** – DG Population, **Dr Aziz ur Rab** – CEO Greenstar Social Marketing, **Dr Muhammad Nizammuddin** – Pro Rector Superior University, and **Dr Sajjad Ahmed Mujaddadi**. Other notable guests included MPAs **Mr. Tariq Subhani**, **Mr. Shehbaz Ali Khokhar**, **Mr. Malik Khalid Khokhar**, **Ms. Nadia Rizwan**, **Ms. Fatima Begum**, **Ms. Motiah Begum**, and **Mr. Ahsan Cheema**, Deputy Commissioner, Rawalpindi.



Khawaja Imran Nazir–Minister for Health & Population, Punjab, Zakia Shahnawaz–Senior Politician and Dr Syed Aziz ur Rab–CEO GSM.





The event was attended by key stakeholders, including development partners, government representatives and media personnel. Together, they reaffirmed their commitment to scaling up family planning efforts, particularly for underserved and hard-to-reach populations.

Discussions focused on aligning policies, resources, and action plans to accelerate progress on reproductive health priorities. The event marked a critical step in building consensus and momentum for sustainable, equity-driven solutions in family planning.

Islamabad Workshop Paves Way for Unified Health Data System

Islamabad — On 23rd May 2025 in a strategic push toward digital health transformation, the Department of Health Islamabad and TCI-Greenstar hosted a high-level Consultative Workshop on Health Data Integration, chaired by **Dr. Shabana Saleem**, Director General Health, Ministry of National Health Services, Regulations & Coordination, with the support of **Dr. Sufiyya**, Director General Population, and **Dr. Rashida**, District Health Officer (DHO) Islamabad.

The workshop brought together key stakeholders including WHO, UNICEF, and Population Council to explore the integration of DHIS-2 and the development of a unified health information system.

Discussions underscored the critical need for accurate, timely, and interoperable data to drive evidence-based health policies and strengthen service delivery.

This collaborative effort marks a significant step in building a cohesive, data-driven health ecosystem to improve outcomes across maternal, child, and reproductive health programs.



Redefining Quality of Maternal Healthcare -

TCI GSM undertakes adaptation of TCI model for improving maternal health quality of care (QOC) outcomes

Gujranwala & Karachi East 13th & 16th January – Maternal Mortality Ratio (MMR) is unacceptably high in Pakistan, **186** maternal deaths per **100,000** live births, 2nd highest in South Asia. Almost **70%** of these maternal deaths are preventable, with Obstetric haemorrhage accounting for **41%** and Hypertensive disorders **29%** maternal deaths. The quality of health service delivery remains a defining barrier for reducing MMR and saving mothers. TCI Pakistan adapted TCI's successful model of Health System Strengthening for improving the quality of maternal healthcare, in District Gujranwala (Punjab) and Karachi East (Sindh). The Pilot study was launched in February 2025 and will conclude in September 2025.

The pilot applies TCI's twin approaches of coaching and data-for-decision making. The study brings capacity building of service providers combined with

facility based On-The-Job coaching, data-driven insights, and facility-based solutions under the umbrella of WHO's Quality of Care framework.

District and facility level QOC committees were established, who regularly meet bi-weekly to identify gaps and accelerate solutions for delivering quality services. The initiative was welcomed with strong local support **Dr. Moeez**, CEO of DHA Gujranwala, and **Dr. Zahid Solangi**, District Health Officer Karachi East, both pledged full commitment to the pilot's successful implementation. Multifaceted, facility wise data, including observations, facility records, and HMIS/DHIS data is being collected to ascertain the effect of intervention compared to the baseline. The results till June 2025 show a positive behavior change among the service providers regarding compliance to the quality-of-care standards.



Leveraging innovative primary healthcare entrepreneurial model - **Maryam Nawaz Health Clinics** for boosting Family Planning Uptake

Lahore, January 14 — True to its adaptive nature for supporting government and capitalizing every possible opportunity for prioritizing family planning, TCI - GSM supported IRMNCH & Nutrition Program Punjab, for capacitating the health entrepreneurs who are assigned **Maryam Nawaz Health Clinics**, from all over Punjab.

The capacity-building initiative, part of a **pay-for-performance entrepreneurship model**, focused on strengthening the delivery of quality, client-centered health services including FP services. Doctors received hands-on guidance in advanced family planning methods, Whole Site Orientations, postpartum family planning and family planning service integration with other health areas.

Key provincial health officials and TCI leadership facilitated the sessions, emphasizing the strategic and transformative importance of primary healthcare for health and family planning outcome.



Provincial Lead TCI-GSM-Dr Aslam Bajwa, Provincial Minister Health & Population Dept- Khwaja Imran Nazeel, DG Health & Population Dept Dr Khalil Ahmad inaugurating the Training.



Driving Quality for Accelerating FP Services Uptake

Improving the health facilities of Karachi

Karachi — TCI's High Impact Intervention of facility makeovers transformed three key health centres, RHS-A Saudabad, Abbasi Shaheed Training Center, and Ibrahim Hyderi—between January and March 2025.

The newly renovated centers were inaugurated by Secretary PWD—**Mr Hafeezullah Abbasi**, Director CT&LS PWDs—**Shah Faisal Zahir**, alongside local leadership, marking a significant milestone in enhancing infrastructure, service quality, and client experience.

With cleaner, more welcoming environments and a focus on respectful, client-centered care, the facilities have already seen an uptick in family planning counseling and service utilization.

These upgrades reinforce the value of strategic investment in health systems to improve access, dignity, and trust in reproductive health services across underserved communities.



For ALL women and girls: **Rights. Equality. Empowerment;** TCI-GSM celebrated International Women's Day Across Districts

Pakistan — On International Women's Day, Greenstar-TCI reaffirmed its dedication to gender equality, reproductive rights, and the empowerment of women across all spheres of life

Celebrations took place across TCI-supported districts, honoring women as caregivers, leaders, and catalysts for change in the health sector. Activities included community outreach events, walks, awareness sessions, and recognition ceremonies that promoted respect, inclusivity, and equal access to healthcare.

From urban centers to remote communities, the events underscored the critical role women play in advancing family health, social progress, and community resilience—aligning with this year's global call to "Invest in Women: Accelerate Progress."



Passing the baton to next generation:

Normalizing Family Planning Discourse for Youth in Punjab

Lahore — TCI – GSM supported Population Welfare Department Punjab for conducting two high-impact Youth Conferences, at Forman Christian College University (FCCU) and the University of Management and Technology (UMT), on 15, April and 6th May respectively, as part of the Chief Minister's Population Management Scheme. The events were graced by **Ms. Saman Rai**, Director General of the Population Welfare Department, Punjab, **Dr. Jonathan S. Addleton**, Rector of FCCU, **Dr. Aslam Bajwa**, Provincial Lead, TCI – GSM Punjab, along with the Dean of Social Sciences, FCCU faculty members, PWD officials, and a large number of enthusiastic students.

Distinguished speakers addressed crucial topics such as

"Youth as Catalysts of Change," "Harnessing the Population Dividend," and "The Significance of Pre-Marital Counseling." Their insights highlighted the pivotal role of young people in shaping a progressive and well-informed society.



A group photo of high level designatories along with participants at youth conference.



A group photo of high level designatories along with participants at youth conference.

Hundreds of students actively engaged in open discussions on family planning, reproductive health, and breaking social stigma, signaling a powerful shift toward youth-led advocacy.

Government officials, academic leaders, and development partners encouraged students to take the lead in shaping a healthier, more informed future for Pakistan.

These vibrant platforms not only amplified youth voices but also emphasized their critical role in achieving sustainable development and responsible population growth.



Director Health Services Sindh, **Dr. Saqib Sheikh,** Visits GSM-TCI Team at Karachi Regional Office

Karachi Sindh, On 22 April, 2025 It was a great honour for the GSM-TCI team to host **Dr. Saqib Sheikh**, Director Health Karachi, at the Karachi Regional Office. During his visit, Dr. Saqib met with entire team and had discussion with **Mr. Zafar Dehraj**, Provincial Lead for Sindh, Amber Baloach, City Manager for District Korangi & South. The discussion centered on the Program Design (PD) for the Department of Health (DoH), the upcoming inauguration of the Facility Makeover (FMO) by the Honourable Minister, and the planning of the quarterly review meeting with the District Health Officer (DHO) and the Family Planning focal person. The GSM-TCI team extends its sincere gratitude to Dr. Saqib for his visit and valuable insights. His support plays a pivotal role in strengthening our collaborative efforts to enhance family planning (FP) services across the districts.



Facility Makeovers

A catalyst for accelerating Family Planning Uptake Across Hyderabad

Hyderabad, Sindh 22 January — Family planning services are seeing a remarkable boost in Hyderabad following strategic facility renovations led by TCI - GSM in partnership with the Sindh Health Department.

Key health centers, including Services Hospital and American Quarter Hospital, underwent major makeovers as part of High-Impact Interventions (HIIs). Dr. Waqar Mehmood, Director General Health Services Sindh, the Medical Superintendent of Services Hospital Hyderabad, and Dr. Lala Jaffar Khan, District Health Officer Hyderabad, graced the occasion with their presence. Such initiatives have proven to result in an impressive **300% to 500%** increase in family planning clients in other TCI supported districts in a Country.





International Health Spotlight Days



The TCI-GSM team, in collaboration with local governments, celebrated key international observances such as **World Population Day, International Women's Day, Mother's Day, Father's Day & Breastfeeding Week** across **15** GSM-supported districts in Pakistan. These districts have been implementing High Impact Interventions since 2022. With active support from health staff, awareness walks and seminars were organized to emphasize the significance of these international days in promoting the importance of family planning. Such events serve as vital platforms to engage communities and effectively disseminate family planning messages at the grassroots level.

Faisalabad



Islamabad



Rawalpindi



Multan



Malir



Hyderabad



Lahore



Karachi-West



Karachi Central



"Capacity Strengthening of Health System"



Karachi-East
Capacity Building Workshop for FWAs & Male Mobilizers
June-2025



Karachi-West
Mr. Hafiz Ullah Abbasi, Secretary of the Population Welfare Department, visited the male and female FWAs of District West during training session



Multan
Refresher training of Doctors, Religious Scholars, Family Welfare Workers on advocacy for Family Planning



Faisalabad
On-the-Job Training for Health Staff at
RHC Qazian, Rawalpindi



Gujranwala
Training to strengthen the technical knowledge and counseling skills of FWWs and FWAs for improved delivery and promotion of FP



Lahore
Training of medical staff, DEOs to enhance the digital literacy and system proficiency of service providers in effectively utilizing the HMIS and MIMS.



Islamabad
Refresher training to update knowledge, facilitation skills, and mentoring competencies of existing Master Coaches involved in capacity-building initiatives.



Korangi
Refresher training of medical staff on advanced FP methods and counselling skills



Karachi Central
Capacity Building workshop for CHWs on demand generation for Family Planning



February 2025
Capacity building Workshop for FWAs & Male Mobilizers



Hyderabad
Capacity building Workshop for FWAs & Male Mobilizers



Rawalpindi
Training on Data Management for Medical Staff & Computer operators

TCI-Greenstar and Health Services Academy Documented Evidence of **Family Planning Interventions** Through Research Publications

Islamabad, 26 February 2025 — TCI-Greenstar in collaboration with the Health Services Academy (HSA), successfully documented and published evidence from its family planning and reproductive health interventions in high-impact, peer-reviewed international journals.

For more than three decades, GSM has played a pivotal role in Pakistan's private development sector, expanding its services from family planning to maternal and child health, sexual and reproductive health, post-abortion care, women's nutrition, self-care initiatives, gender-based violence education, and mental health programs. Under TCI-GSM, these efforts were further strengthened by working closely with the Government of Pakistan to scale up family planning services through High-Impact Interventions (HIIIs).

To ensure wider learning dissemination and influence on policy, a two-day orientation and planning workshop was organized with the Pakistan Journal of Public Health (PJPH) editorial board and HSA faculty. During the workshop, thematic areas were identified, research was compiled, and scientific articles were drafted in collaboration with TCI. Selected papers were later submitted to leading international journals, reviewed by peers, and successfully published.

This joint effort enhanced the visibility and credibility of TCI's High-Impact Interventions while building a stronger evidence base for advocating policy reforms in reproductive health. The collaboration also strengthened links between academia and program implementers, demonstrating the value of research-driven approaches in scaling health innovations.

As a result, TCI-GSM's documented successes are now accessible to policymakers, researchers, and public health professionals globally, contributing to the international discourse on family planning and reproductive health.



"From Data to Evidence: TCI-GSM Engages Academia in Advancing Family Planning Research"

Lahore, May 22, 2025 — TCI-GSM Punjab organized a two-day consultative workshop titled "Converting Data into Evidence" in Lahore from May 21-22, 2025, bringing together academia and development partners to strengthen research on Family Planning (FP) and Reproductive Health (RH).

The workshop aimed to encourage academicians to utilize TCI's primary data sources for advancing evidence-based research. Faculty members, PhD scholars, and M.Phil students from Punjab University, Lahore University, and Government College University for Women actively participated.

Dr. Farhan Naveed, Head of the Sociology Department at Punjab University, graced the occasion as the chief guest. Key sessions were led by Ms. Aaliya Habib (DCoP-TCI), Dr. Aslam Bajwa (PL-TCI Punjab), and Mr. Junaid ur Rehman (AGM, Knowledge & Learning), focusing on TCI's approach, high-impact interventions (HIIIs), data-sharing protocols, and thematic areas for future research publications.

Participants lauded TCI's efforts to bridge the gap between research and practice, emphasizing that such collaborations are vital to addressing FP and RH challenges in Pakistan. They also expressed their commitment to sustained academic engagement in this critical area.



Health Warriors on the Ground: TCI Showcases **24 Stories** of Pakistan's Resilient Frontliners by getting them published on TCI-University

Faith in Action: A Religious Leader Becomes a Family Planning Advocate in Faisalabad, Pakistan



Faisalabad, one of Punjab's largest and fastest-growing cities, continues to face gaps in access to voluntary family planning (FP) services, particularly in underserved communities. To address this, The Challenge Initiative (TCI) works with local governments to implement high-impact interventions that improve access and shift social norms around FP. A key strategy is engaging trusted community voices, including religious leaders, to advocate for healthier practices.

One such leader is Maulana Aslam Saqi, a respected imam trained through a TCI-supported advocacy seminar. He began promoting FP messages during Friday sermons, Family Health Days, and health camps—helping to normalize conversations on maternal health and birth spacing. His advocacy became personal when his daughter faced pregnancy complications. Guided by his training, he took her to a TCI-supported clinic, where Dr. Tayyaba Bashir, a gynecologist and TCI FP champion, treated her anemia and recommended an intrauterine contraceptive device (IUCD) after delivery. With Maulana Aslam's counseling, his daughter and son-in-law accepted the method.

This experience, which he later shared publicly, underscored his belief that “family health comes first—and leadership begins by setting an example.” His story demonstrates how faith-based leadership and personal commitment can break taboos, inspire change, and strengthen community acceptance of family planning.

<https://tciurbanhealth.org/faith-in-action-a-religious-leader-becomes-a-family-planning-advocate-in-faisalabad-pakistan/>

Gender-Inclusive Training in Malir Expands Male Providers' Skills and Improves Family Planning Access

Malir, one of Karachi's largest districts with a population of 2.4 million and a high annual growth rate of 4%, faces mounting pressure on its healthcare system, particularly in family planning (FP). To address these challenges, The Challenge Initiative (TCI), in collaboration with the local government, has been implementing high-impact interventions over the past two years. A key element of this strategy is developing “master coaches”—skilled healthcare professionals who train and mentor frontline staff to ensure the availability of quality FP services despite persistent human resource shortages.



Dr. Shabana Katpar, a master coach at the Basic Health Unit in Hussain Goth, Gadap, exemplifies this approach. After TCI-led trainings enhanced her technical expertise and perspective on gender inclusivity, she took the groundbreaking step of training Dr. Waseem, a male medical officer, in contraceptive implant insertion—traditionally considered a female-only responsibility.

Her bold move not only equipped Dr. Waseem with vital skills but also challenged long-standing gender stereotypes in healthcare. Today, he serves clients confidently and competently, thanks to Dr. Shabana's mentorship.

This collaboration demonstrates how inclusive training and innovative leadership can dismantle barriers, expand access to FP, and foster a more equitable, resilient healthcare system in Malir.

<https://tciurbanhealth.org/gender-inclusive-training-in-malir-expands-male-providers-skills-and-improves-family-planning-access/>

TCI-GSM Shines in Core Competency Challenge, Wins Multiple Awards

The TCI-GSM team proudly secured several awards in the Core Competency Challenge organized by GSM Head Office, celebrating the organization's seven core competencies.

Introduced as a platform to highlight the best stories of how employees embody these values, the competition encouraged participants to share experiences of innovation, collaboration, and problem-solving. The TCI-GSM team enthusiastically contributed by showcasing process improvements, creative solutions, and examples of turning challenges into opportunities.

Launched in early 2025, the Challenge has served as an engaging series to reinforce GSM's seven core competencies. Each month, staff members reflected on real-life examples of growth, learning, and teamwork—fostering a stronger culture of collaboration and purpose-driven performance across the organization.

From January to June 2025, several TCI-GSM members stood out for their outstanding contributions and were honored with awards recognizing their commitment to excellence in the core competencies.



Mawaddat Zehra Naqvi
Client Focused – March 2025



Tahira Sahar
Leadership Focus – April 2025



Aziza Burfat
Change Orientation & Innovation Feb 2025



Khalid Ahmad
Result Focus – June 2025



Nudrat Jamal
Result Focus – June 2025



Tanzil ur Rehman
Result Focus – June 2025

Stellar Award – March 2025

on the best collaboration and contribution
at work place during October till December 2024



Facility Makeovers Inaugurations



Compiled by:
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