



ORGANIZATIONAL PROFILE

PROMOTING NATIONAL COHESION

WOMEN-LED | NON-PARTISAN | NON-PROFIT

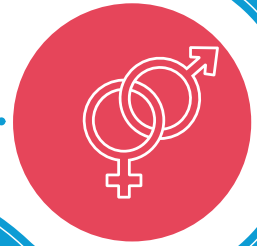


**PROMOTING
NATIONAL
COHESION**

Headquarters: Islamabad, Pakistan | Established: 2020 | Registered: 2024

OUR KEY THEMES

★ **GBV & Women Empowerment**



★ **Education**



★ **Youth Development**



★ **Climate & Environment**



IMPACT AT A GLANCE

30,000+

Total Beneficiaries

10

Total Projects



5

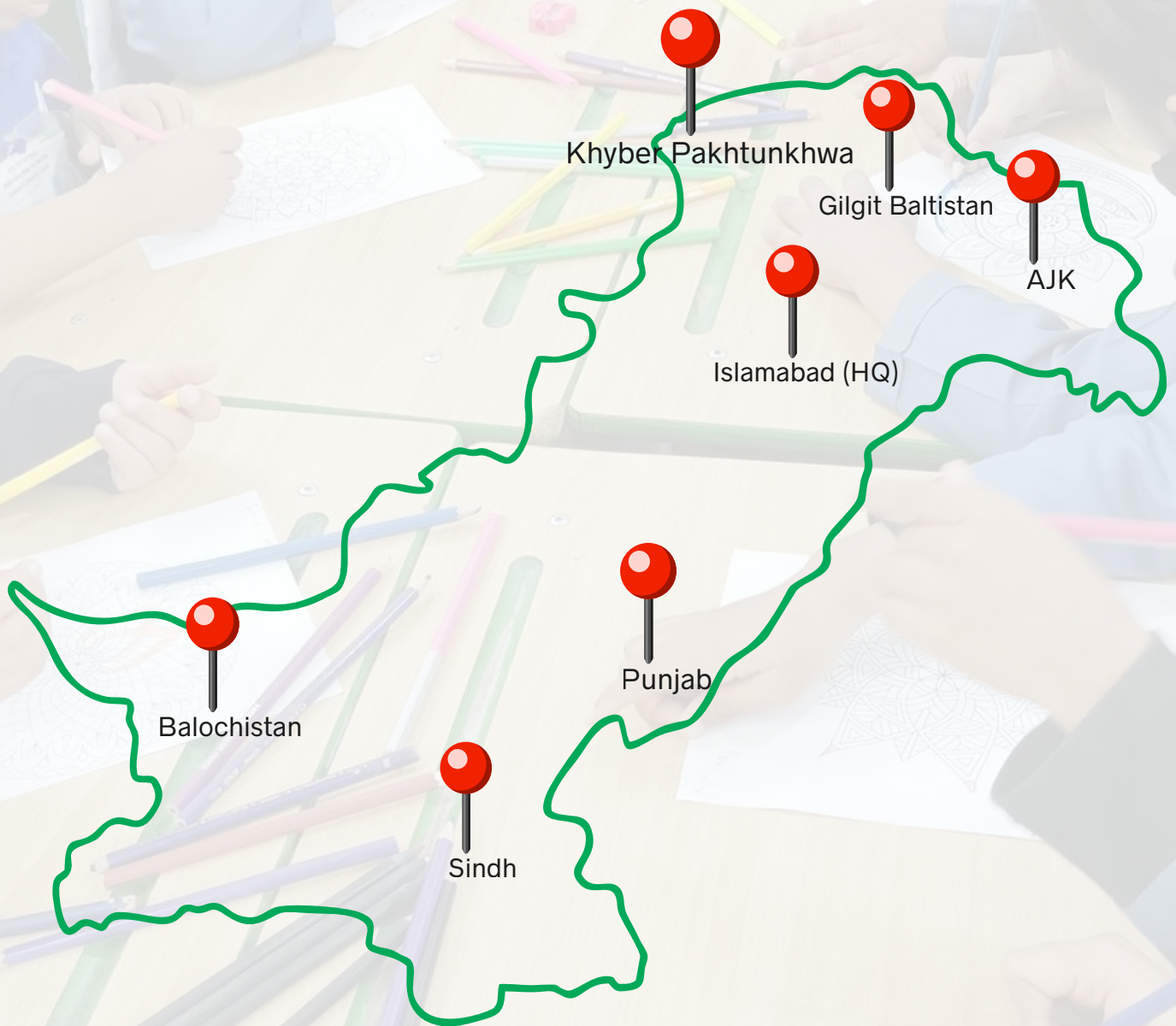
Completed Projects

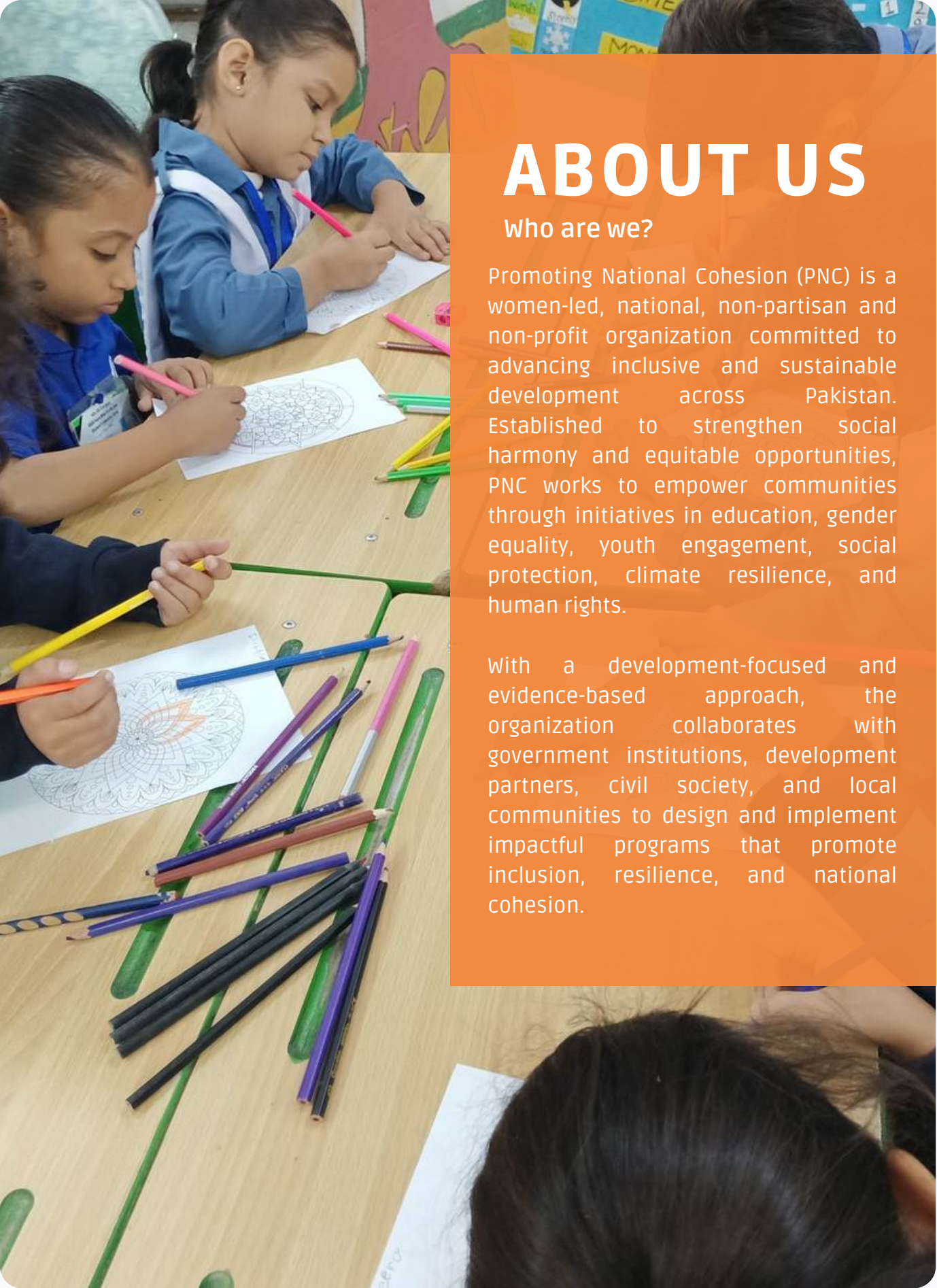
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On Going Projects



GEOGRAPHICAL FOOTPRINT



A photograph of three young girls sitting at a wooden table, focused on coloring mandala drawings. They are wearing blue school uniforms. The table is covered with various colored pencils and markers. The background shows a colorful wall with some posters. An orange semi-transparent box is overlaid on the right side of the image, containing text.

ABOUT US

Who are we?

Promoting National Cohesion (PNC) is a women-led, national, non-partisan and non-profit organization committed to advancing inclusive and sustainable development across Pakistan. Established to strengthen social harmony and equitable opportunities, PNC works to empower communities through initiatives in education, gender equality, youth engagement, social protection, climate resilience, and human rights.

With a development-focused and evidence-based approach, the organization collaborates with government institutions, development partners, civil society, and local communities to design and implement impactful programs that promote inclusion, resilience, and national cohesion.

VISION

A cohesive and inclusive society where every individual — regardless of gender, background, or socio-economic status — has equal opportunities to live with dignity, access quality services, and realize their full potential in a peaceful, resilient, and sustainable environment.

MISSION

To improve the quality of life for children, women, and vulnerable communities through inclusive education, youth empowerment, gender equality, social protection, climate resilience, and humanitarian response — by working in partnership with government institutions, development partners, and communities.

CORE VALUES

EQUITY

INCLUSION

ACCOUNTABILITY

INTEGRITY

COLLABORATION

INNOVATION



Governance & Organizational Structure

Promoting National Cohesion (PNC) has established a strong governance framework to ensure strategic leadership, transparency, and accountability in all its operations. The organizational structure is designed to support effective decision-making, program quality, financial integrity, and compliance with regulatory requirements. PNC's governance system comprises a General Body, a Board of Directors, and a professional management team, supported by technical experts and advisory mechanisms.

General Body (25 Members)

PNC is governed by a 25-member General Body, which serves as the organization's highest authority for decision-making. The General Body provides overall strategic direction, ensures compliance with the organization's vision and mission, and safeguards transparency, accountability, and good governance.

Key responsibilities:

- Approving organizational policies and strategic plans
- Providing oversight on institutional performance and sustainability
- Appointing the Board of Directors and key leadership positions
- Ensuring adherence to legal, financial, and regulatory requirements

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Our Board of Directors



Misha Mazhar
CEO | Member, BoD PNC

Area of Expertise: Educationist

Misha Mazhar holds a Master's degree in Biomedical Sciences from NUST, Islamabad, a Bachelor's degree in Applied Biosciences, and a TEFL/TESOL certification. She has over six years of professional experience in the education sector, serving as a teacher, academic coordinator, and administrative services expert.

Her experience includes academic planning, curriculum implementation, staff performance management, student assessment, and stakeholder coordination. She has worked in reputed school systems, ensuring academic excellence and operational efficiency.

Key expertise: Education management, academic leadership, training and capacity building, curriculum support, research coordination, and organizational development—with strong skills in leadership, communication, and team management.



Asiya Parveen Mughal

Consultant, BISP National Registry Program & BoD PNC

Area of Expertise: Social Protection & Gender Inclusion

Social protection expert with 16 years of experience and a Master's in social sciences. Expertise: Social Protection, Entrepreneurship Coach, Gender & Inclusion Advocate, Communication Expert, Consultant World Bank, Dynamic Registry BISP, Blogger DW Urdu, Facilitator AWE, Australia Awards 2024, IVLP 2025.



Syed Mubashir Ali Shah Banoori

Technical Advisor, MoFE & BoD PNC

Area of Expertise: Institutional & Program Development

Institutional and program development expert. Master's in MBA (IIU Islamabad), Bachelor's in IT, IVLP Fellow (U.S. State Department). Over 20 years with government, UN agencies, INGOs—currently Technical Advisor to Federal Minister for Education. Expertise: education reform, youth development, gender equality, governance, M&E, humanitarian response, institutional strengthening.



Area of Expertise: Educationist

Education professional with Bachelor's in Journalism, PG Certificate in Education, and MSc in Education (Policy Analysis). Five years of teaching (early years and primary). Expertise: learner-centered teaching, classroom management, curriculum support, early childhood and primary education, education policy.



Area of Expertise: Communications Specialist

Communications specialist. Master's in Political Science, Bachelor's in Journalism and Political Science. Over 18 years in media, communications, and strategic outreach across public sector, UN, NGOs, and corporate. Expertise: media management, strategic communications, PR, advocacy, social mobilization, digital outreach, national campaigns, stakeholder engagement.



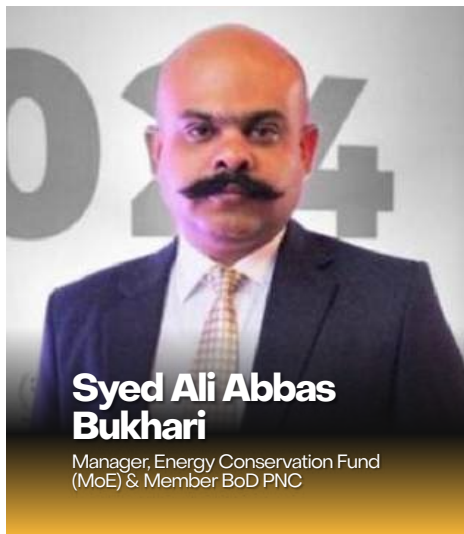
Area of Expertise: Entrepreneur & Social Welfare

Entrepreneur and social worker. Over eight years in trade, imports, and nationwide distribution; since 2017 specializing in imports from China. More than 15 years in social welfare with Syedian Foundation (led since 2009). Expertise: trade and logistics, community development, humanitarian assistance, disaster relief, social service delivery.



Area of Expertise: Educationist

M.Sc. Biochemistry, B.Ed., Cambridge TKT (Young Learners), Oxford Teachers Academy (YL). Over 18 years as Principal, Vice Principal, Senior Teacher in national and international institutions. Expertise: primary and secondary education management, curriculum implementation, teacher training, student assessment, school operations, academic leadership, international certifications.



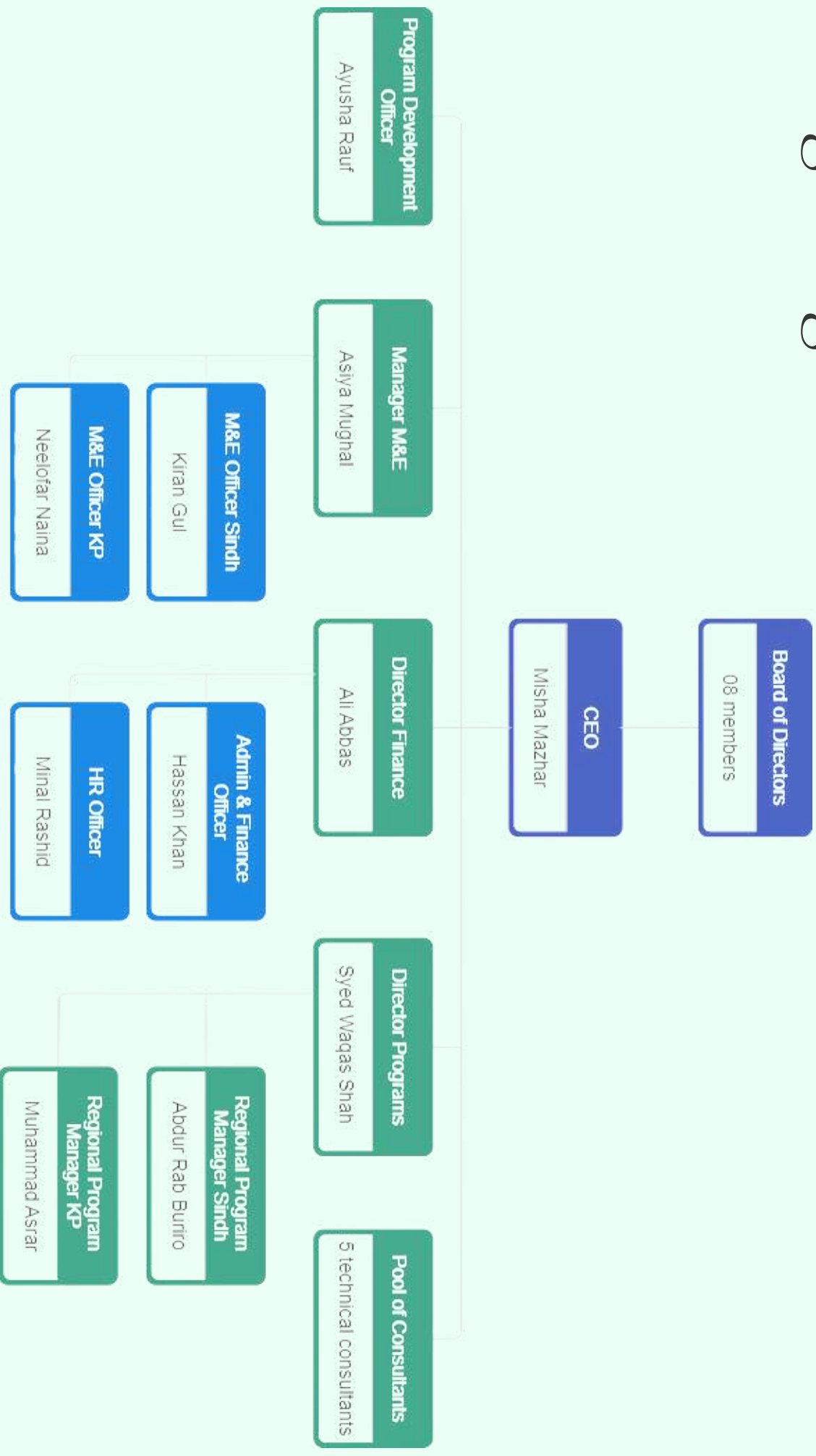
Area of Expertise: Development Specialist

Development specialist. MS/MPhil Development Studies (SZABIST), Bachelor's Development Studies (COMSATS). Over seven years with DFID, UNFPA, British Council, and government initiatives in teacher development, youth and transgender inclusion, ECE, institutional strengthening. Expertise: education reform, training design, inclusive development, project management, donor-funded programs.

Senior Management Team

The Senior Management Team (SMT) is responsible for overall operational leadership, program implementation, and day-to-day management. Led by the CEO, the SMT ensures that organizational strategies and Board directives are effectively translated into high-quality programs and measurable results across program management, partnerships, finance, monitoring and evaluation, communications, and compliance.

Organogram





TECHNICAL ADVISORY GROUP (TAG)

PNC has established a **Technical Advisory Group (TAG)** to provide specialized expertise and strategic guidance across its thematic areas. The TAG ensures that organizational interventions are evidence based, contextually relevant, and aligned with national policies and international best practices.

Specialists: Gender equality, inclusive education, curriculum development, climate change, disaster risk reduction, and public policy.

SASA Model Expertise

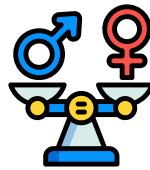
PNC's TAG includes certified practitioners of the SASA Community Mobilization Model for GBV prevention, with proven implementation experience in Sindh and Khyber Pakhtunkhwa.

OUR PROJECTS

Promoting National Cohesion (PNC) implements integrated, evidence-based programs across multiple thematic areas to promote inclusive development, social cohesion, and sustainable impact. The organization adopts a cross-cutting approach, ensuring that gender equality, youth engagement, climate resilience, and social protection are embedded across all interventions.

1

**GENDER
EQUALITY & GBV
PREVENTION**



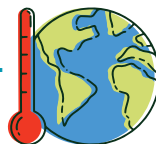
2

**GIRLS EDUCATION
SYSTEM
STRENGTHENING**



3

**CLIMATE CHANGE
& ENVIRONMENTAL
EDUCATION**



4

**HUMANITARIAN &
SOCIAL
PROTECTION**



Ongoing Projects

1. PNC Community Schools

The PNC Community Schools Initiative is a long-term effort focused on expanding access to quality, inclusive, and community-led education in underserved areas. It places a strong emphasis on improving girls' access to education while integrating Life Skills-Based Education (LSBE), raising awareness around gender-based violence (GBV) prevention, promoting community engagement, and strengthening connections to essential health services, including vision screening.

Key Components

1. Establishment of Community Schools

- Setting up schools in marginalized and low-access areas (e.g., District Jamshoro)
- Focus on accessibility for all children, especially vulnerable groups

2. Community Ownership & Engagement

- Active involvement of parents (especially mothers)
- Community participation in school activities and decision-making

3. Child-Centered Learning Environment

- Safe, inclusive, and supportive spaces
- Focus on holistic development, not just academics

4. Integration with Modern Education Approaches

- Linked with PNC's broader teacher training and pedagogy reforms
- Potential integration of digital tools and innovative methods

Objective

- Promote gender inclusion in education.
- Encourage adolescent girls enrollment
- Increase school enrollment and retention
- Improve learning outcomes
- Strengthen community responsibility for education



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2. National Task-force on Status of Transgenders

Promoting National Cohesion is actively engaged in the National Taskforce on Transgender Status, contributing to efforts aimed at promoting inclusion, protection, and equal rights for transgender individuals in Pakistan.

Geographical Area: Islamabad Capital Territory (ICT).

Impact: This report directly led to the opening of Pakistan's first transgender school in Rawalpindi by the Education Department South Punjab and APS, followed by three additional schools in Islamabad by MoFE&PT.

Key Focus Areas

Policy Advocacy & Support

- Contributing to discussions on legal protections and policy reforms for transgender communities

Social Inclusion & Cohesion

- Promoting acceptance and reducing stigma through community engagement

Rights-Based Approach

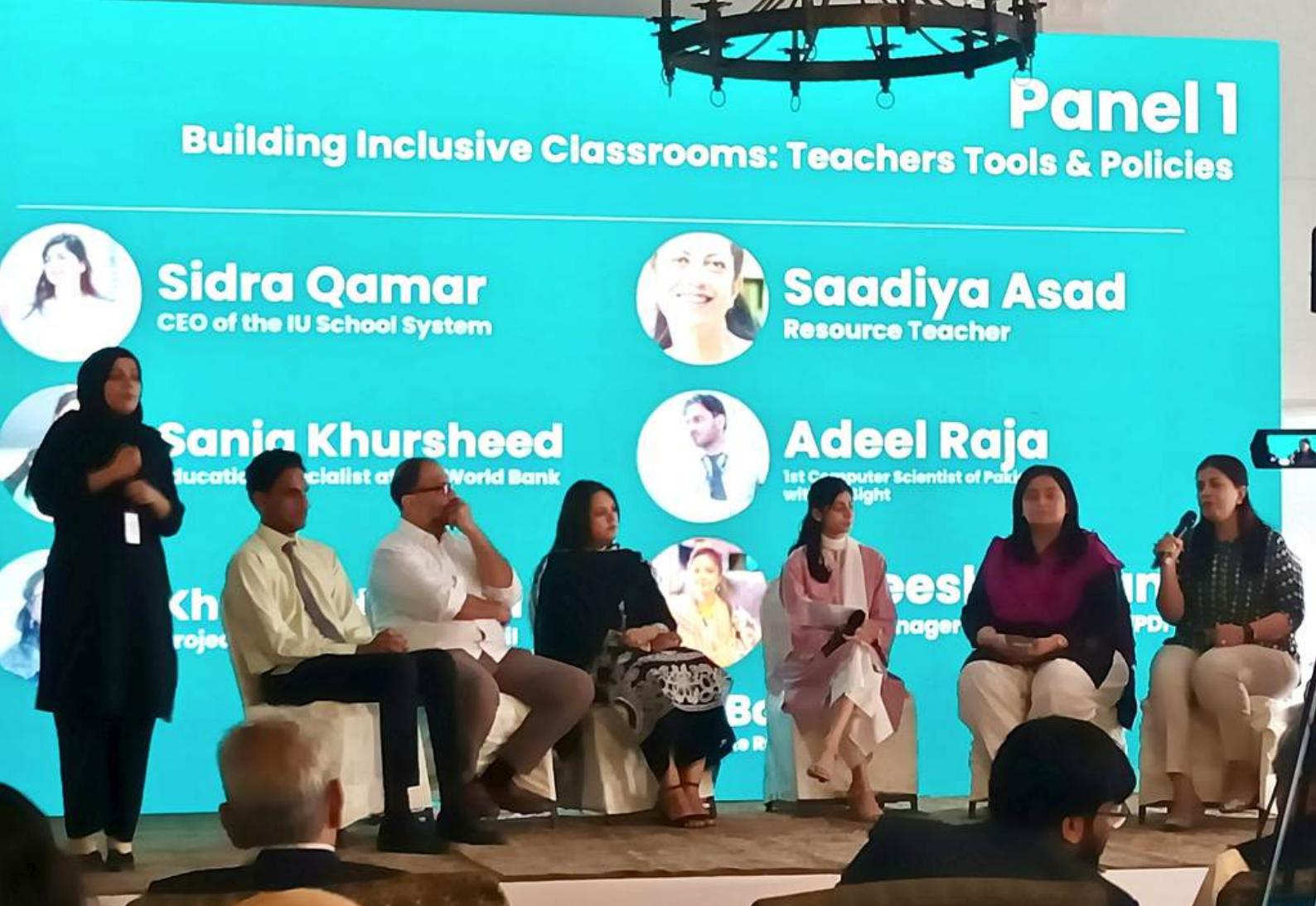
- Supporting initiatives aligned with human rights frameworks and gender equality

Multi-Stakeholder Coordination

- Engaging with government bodies, civil society organizations, and development partners



Task Force



3. National Symposium on Women Entrepreneurship at PNCA

Promoting National Cohesion is actively engaged in the National Taskforce on Transgender Status, contributing to efforts aimed at promoting inclusion, protection, and equal rights for transgender individuals in Pakistan.

It connects women entrepreneurs with policymakers, financial institutions, and private sector stakeholders to address barriers affecting women-led enterprises — specifically access to capital, digital literacy gaps, and regulatory constraints.

Key Focus Areas

Policy Advocacy & Support

- Contributing to discussions on legal protections and policy reforms for transgender communities

Social Inclusion & Cohesion

- Promoting acceptance and reducing stigma through community engagement

Rights-Based Approach

- Supporting initiatives aligned with human rights frameworks and gender equality

Multi-Stakeholder Coordination

- Engaging with government bodies, civil society organizations, and development partners

4. Prime Minister's Youth Program (PMYP) — Gender-Responsive Volunteer Mobilization

Rooted in PNC's core mandate of gender equality and youth empowerment, this partnership bridges the gap between national volunteer platforms and the meaningful inclusion of female youth — ensuring that young women are not passive beneficiaries but active leaders and changemakers within PMYP's national framework.

PNC's Approach

PNC addresses this gap through a three-pronged approach:

- 1. Gender-Responsive Recruitment** PNC conducts targeted outreach to recruit young women volunteers from diverse backgrounds, including from underserved communities, universities, and vocational training institutions. Recruitment processes are designed to be accessible, inclusive, and sensitive to the social and logistical constraints facing young women in Pakistan.
- 2. Capacity Building & Leadership Development** Recruited volunteers undergo structured training covering civic leadership, community engagement techniques, communication skills, climate action, and gender equality. PNC ensures that female volunteers are equipped not just to participate, but to lead — building their confidence, competence, and long-term commitment to public service.
- 3. Deployment in Community Development Activities** Trained volunteers are deployed in community-level activities aligned with PMYP's national agenda, including environmental campaigns, education outreach, health awareness, social mobilization, and humanitarian support. PNC ensures that female volunteers are placed in safe, supportive environments with adequate supervision and safeguarding measures.



5. Volunteer Core — Building a Nationwide Volunteer Network

The Volunteer Core is PNC's internal flagship initiative to build, manage, and sustain a structured nationwide volunteer network across Pakistan. Unlike project-specific volunteerism, the Volunteer Core serves as PNC's permanent human resource backbone — a dedicated pool of trained, values-aligned young volunteers who support PNC's programs, community outreach activities, and youth engagement initiatives across all provinces and regions.

The Volunteer Core reflects PNC's belief that sustainable development cannot be driven by organizations alone — it requires the active, committed participation of communities themselves. By investing in volunteers as long-term partners rather than short-term helpers, PNC is building a generation of socially conscious, skilled, and motivated young Pakistanis who are equipped to drive change in their own communities.

Objective

- Establish and maintain a structured, nationwide network of trained volunteers aligned with PNC's mission and values
- Provide young people with meaningful civic engagement opportunities, leadership experience, and skill development
- Strengthen PNC's program delivery capacity across all thematic areas and geographic regions
- Foster a culture of volunteerism, social responsibility, and national cohesion among Pakistani youth
- Create a sustainable pipeline of future development professionals, community leaders, and advocates

Expected Outcomes

- A growing, active, and geographically distributed volunteer network supporting PNC across Pakistan
- Enhanced program delivery capacity, community reach, and organizational sustainability
- Thousands of young Pakistanis engaged in structured civic service and leadership development
- Stronger community ownership of PNC's development interventions
- A trained cadre of youth advocates contributing to social cohesion, gender equality, and sustainable development

Completed Projects

1. British Council — EaSTE-II Baseline Assessment

A comprehensive Baseline and Needs Assessment conducted under the EaSTE-II (English as a Subject for Teachers and Educators) project, implemented in partnership with the British Council and in close collaboration with the Sindh Education & Literacy Department (SELD) and Sindh Teacher Education Development Authority (STEDA).

PNC Assessed teachers' pedagogical competencies, system readiness for Continuous Professional Development (CPD), and barriers affecting girls' access to quality education — using digital data collection tools for real-time validation and data integrity.

Districts Covered: Hyderabad, Karachi South, Sukkur, Larkana, Mirpurkhas, Sanghar, Khairpur, Tando Muhammad Khan, Jamshoro, and Qambar Shahdadkot.

Key Outcomes

- Informed gender-responsive CPD frameworks for teachers
- Strengthened policy dialogue on inclusive education
- Identified socio-cultural barriers limiting girls' classroom participation
- Contributed to evidence-based planning for improving girls' enrollment, retention, and learning outcomes in Sindh



2. Fred Hollows Foundation — Vision & School Health for Girls

A school health initiative integrated into PNC's community schools in underserved areas of Khyber Pakhtunkhwa, implemented in partnership with the Fred Hollows Foundation, focusing on addressing vision-related learning barriers among schoolgirls.

What PNC did?

- Conducted vision screening for schoolgirls
- Provided corrective eyewear (spectacles) to students identified with poor vision
- Ran awareness sessions for mothers and caregivers on girls' health and education
- Conducted social mobilization in surrounding communities to address and reduce GBV
- Integrated child protection and GBV awareness into the school program

Key Outcomes

- Improved attendance and academic engagement among girls with corrected vision
- Reduced vision-related learning barriers in the classroom
- Strengthened parental and community support for girls' education
- Increased girls' confidence, leadership, and awareness of their rights
- Combined health, education, and GBV prevention into a single holistic model



3. School Digitalization & Scholarships — Reducing the Gender Digital Divide

A two-component initiative combining school digitalization and scholarship provision for marginalized students, with a deliberate focus on reducing the gender digital divide and supporting girls' continued education in technology-driven environments.

Component 1 — School Digitalization: PNC digitized public schools by installing modern digital learning infrastructure, enabling technology-driven and interactive learning experiences for students and teachers. This work is also specifically documented in the profile through the Islamabad Model College for Girls case study, where PNC installed smart screens and Chromebooks in three senior classrooms — in alignment with the Ministry of Federal Education's vision for digital transformation.

Component 2 — Scholarships: Scholarships were provided to marginalized students, with priority given to girls from low-income backgrounds, supporting their continued enrollment and participation in technology-enabled education.

Key Outcomes

- Reduced digital exclusion for girls in public sector schools
- Improved access to technology-enabled learning environments
- Supported girls' retention and continued education
- Received commendation from the Ministry of Federal Education



4. National Behaviour Change Communication (BCC) Strategy on Eye Care

Funded by **The Fred Hollows Foundation**, this initiative aimed to improve awareness and promote positive health-seeking behaviors related to eye care among marginalized female workers. The project adopted a qualitative research design, conducting Focus Group Discussions (FGDs) and Key Informant Interviews (KIs) to gain in-depth insights into the knowledge, attitudes, practices, and barriers faced by female agriculture and garment workers in accessing eye care services.

The study was implemented across **7 districts in Sindh and 8 districts in Punjab**, ensuring diverse representation from both rural and industrial contexts. Based on the findings, a comprehensive BCC strategy was developed, tailored to the communication preferences and needs of the target groups. A key output of the project was the development of the first-ever media habits survey specifically for garment workers, providing critical data on information access and consumption patterns.

In addition, a set of culturally appropriate and user-friendly Information, Education, and Communication (IEC) materials was designed to support awareness campaigns and behavior change interventions. These materials were formally reviewed and approved by relevant health departments, ensuring alignment with national health priorities and enabling their use at scale for future programming.



5. Emergency Response — Sindh & Punjab (Women-Focused Humanitarian Relief)

A humanitarian relief intervention implemented by PNC during flood-related emergencies in Sindh and Punjab, prioritizing women-headed households and vulnerable families. The response was carried out in collaboration with SaudiPak Industrial and Agricultural Investment Company (SPIACO) under their Corporate Social Responsibility (CSR) initiative.

What PNC did?

- Distributed food baskets to underprivileged and flood-affected families
- Organized free medical camps providing healthcare services to affected communities
- Ensured specific attention to women's health needs and maternal care referrals
- Applied safeguarding measures to ensure safe and dignified access to services for women
- Coordinated with SPIACO for resource mobilization and delivery

Key Outcomes

- Provided essential food supplies and free medical services to over 150 families
- Addressed immediate food security needs of flood-affected households
- Delivered healthcare support with a gender-sensitive approach
- Demonstrated PNC's capacity for rapid humanitarian response



6. IESCO EdTech Training — Technology for Inclusive Education

A high-impact international training event facilitated by PNC in Islamabad, bringing together three key institutional partners: **ICESCO (Islamic World Educational, Scientific and Cultural Organization), the Federal Directorate of Education (FDE), and Avantis Education UK**. The three-day event focused on integrating emerging educational technologies into classroom practice with a strong emphasis on girls' education and gender equity.

What PNC did?

- Facilitated and managed the full three-day international event in Islamabad
- Coordinated between ICESCO, FDE, and Avantis Education UK
- Trained 200 school heads on integrating EdTech solutions into teaching
- Ensured special emphasis on girls' education and gender-responsive digital learning
- Promoted safe, inclusive, and technology-driven learning environments



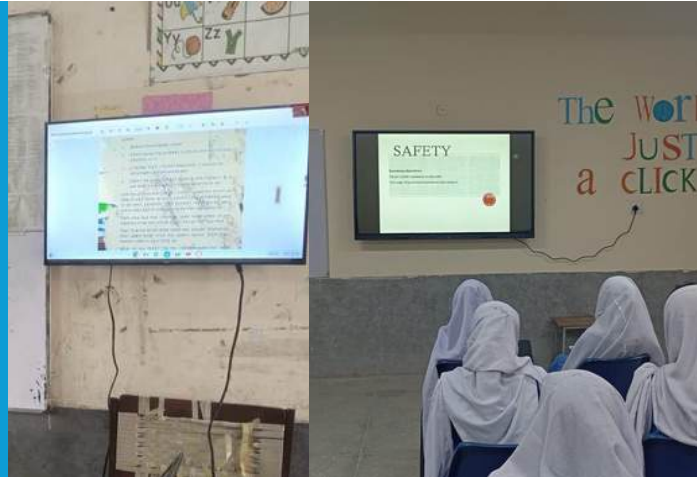
Key Outcomes

- 200 school heads trained on emerging educational technologies
- Strengthened school leadership capacity for EdTech integration
- Advanced girls' safe participation in digital learning environments
- Highlighted the role of technology in eliminating gender-based barriers in education
- Reinforced PNC's position as a credible facilitator of international education partnerships

Flagship Achievements

1. Digitalization of Islamabad Model College for Girls

Girls in public-sector institutions often face limited access to digital infrastructure, restricting exposure to technology enabled learning and widening the gender digital divide. PNC successfully digitized senior classrooms at Islamabad Model College for Girls by installing smart screens and Chromebooks, enabling interactive and technology-driven instruction — aligned with the Ministry of Federal Education's vision for digital transformation in public schools.



2. Commonwealth Asia Youth Alliance (CAYA) Youth Summit 2025

Youth—especially young women—often lack structured opportunities for leadership, policy engagement, and international collaboration. To address this, PNC, in partnership with the Prime Minister's Youth Program, hosted the CAYA Youth Summit 2025, bringing together 200 youth ambassadors from Pakistan and the region with strong female representation to engage in dialogue on leadership, sustainable development, and social cohesion. As a result, the initiative expanded leadership exposure, strengthened regional youth networks and cross-border collaboration, and advanced youth-led advocacy aligned with the SDGs.

3. Community Schools in Partnership with Fred Hollows Foundation

Girls in underserved communities face compounded barriers, including limited school access, untreated vision problems, and socio-cultural restrictions. PNC operates community schools while integrating school health initiatives with the Fred Hollows Foundation — including vision screening, provision of spectacles, and awareness sessions for students and caregivers.



Friends of PNC

MoU Signed: Health Services Academy × Promoting National Cohesion



Promoting National Cohesion (PNC) and Health Services Academy (HSA) have formally signed a Memorandum of Understanding to strengthen collaboration in areas of mutual interest and contribute to national development. The MoU was signed by Prof. Dr. Shahzad Ali Khan, Vice Chancellor of Health Services Academy, and Ms. Misha Mazhar, Chief Executive Officer of Promoting National Cohesion. The ceremony was attended by esteemed national and international development partners, representatives of government institutions, leading health experts, Members of the Board of Directors of PNC, Technical Advisory Group (TAG) members, and senior colleagues from HSA.

This strategic partnership aims to foster cooperation on initiatives that drive:

- Social Cohesion
- Public Health Awareness Capacity Building
- Community Development



Friends of PNC

Strategic Endorsement from Khyber Pakhtunkhwa Commission on the Status of Women (KP CSW)



Promoting National Cohesion (PNC) has signed a Letter of Intent (LOI) with the Khyber Pakhtunkhwa Commission on the Status of Women (KP CSW) and is in the process of receiving a formal Letter of Support from the Commission. This milestone endorsement reflects the confidence of a key provincial government body in PNC's work on gender equality, women's empowerment, and girls' education in Khyber Pakhtunkhwa. The KP CSW's institutional backing significantly strengthens PNC's credibility as a women-led organization operating at the intersection of policy and grassroots programming. It also positions PNC strategically to access new funding streams in the women and girls' empowerment sector — opening doors to bilateral donors, multilateral agencies, and international foundations that prioritize partnerships with organizations holding strong government endorsement and provincial-level institutional relationships.

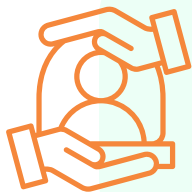
OUR POLICIES



Child Protection



Gender Policy



Safeguarding



Financial Management



MEAL

OUR POLICIES



HR



Disaster Risk Management



Climate & Environmental Policy

PARTNERSHIPS & COLLABORATIONS



The Commonwealth



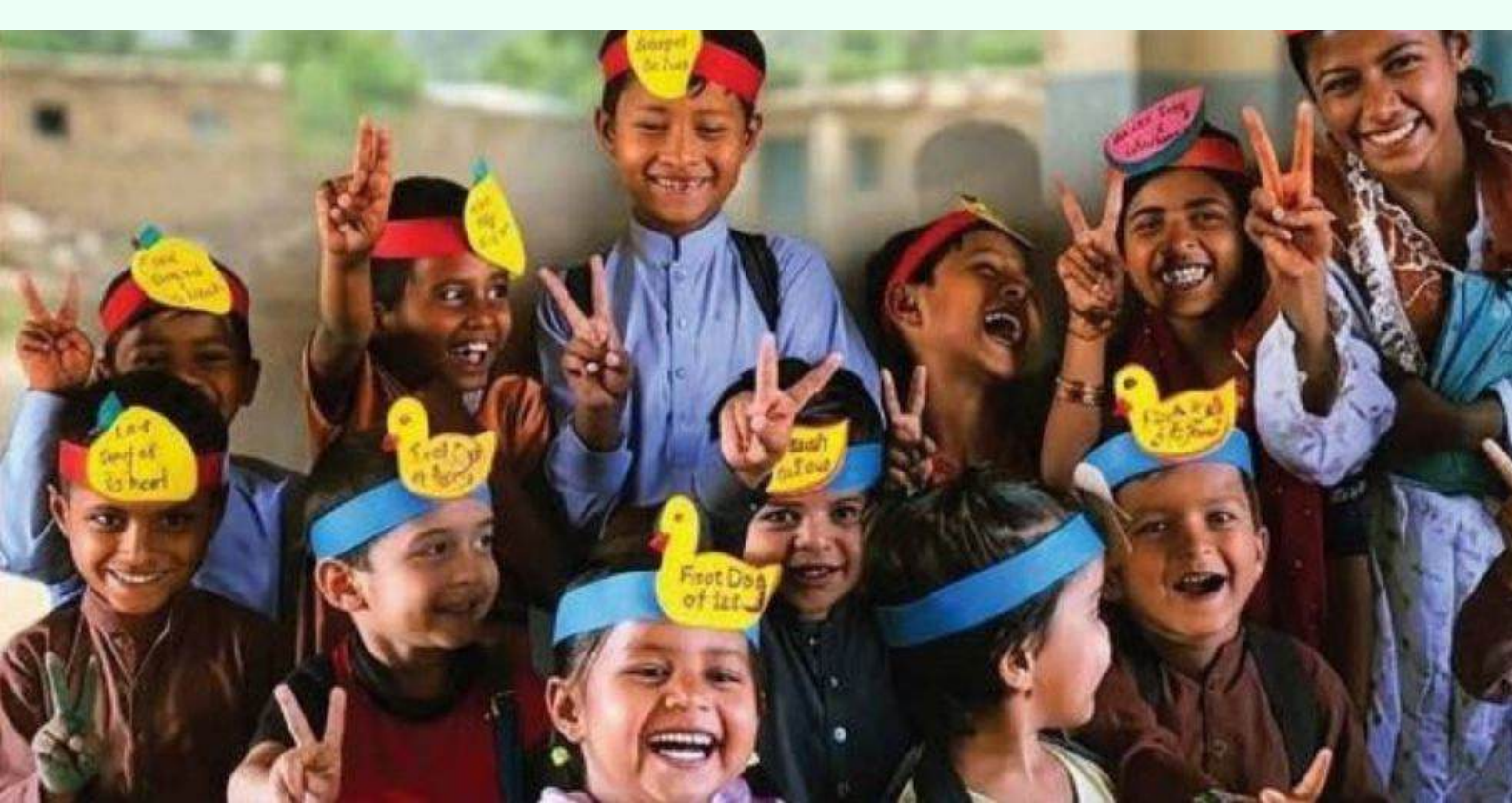
**PAK
MISSION
SOCIETY**



**The Fred Hollows
Foundation**



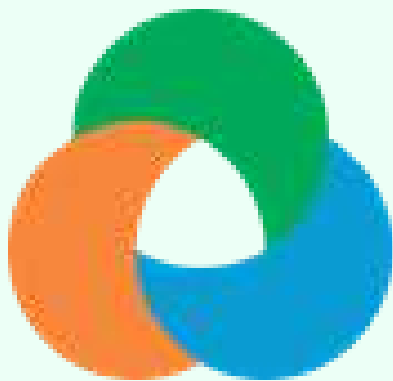
Organizational Details	
Organization Name	Promoting National Cohesion (PNC)
Organization Type	Women-Led Non-Partisan Non-Profit
Year Established	2020
Year Formally Registered	2024
Registration Act	ICT Charities Registration, Regulation and Facilitation Act, 2021
Headquarters	Islamabad, Pakistan
Geographic Coverage	Nationwide — KPK, Punjab, South Punjab, Sindh, Balochistan, AJK, Gilgit-Baltistan





Promoting National Cohesion (PNC) – Building a More Inclusive Pakistan

Islamabad, Pakistan | Established 2020 | Registered 2024



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