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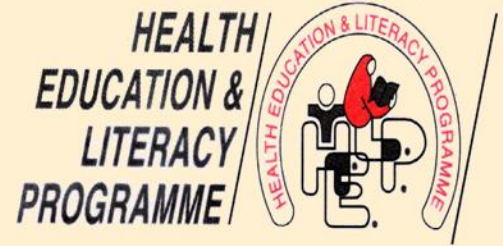
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# H.E.L.P

## NEWS LETTER

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'And lend Allah a goodly loan. And whatever good you send before yourselves, you will certainly find it with Allah, better and greater in reward. And seek forgiveness of Allah; verily Allah is Off-Forgiving, Most Merciful.' (Muzammil: 20)

### MESSAGE FROM EXECUTIVE DIRECTOR

Wishing all our friends and well wishers a peaceful Ramadan! This particular month has always had a special meaning not only in religious terms but also in a personal spiritual mode. During Ramadan hectic meetings, field activities decrease to a minimum. Also life becomes disciplined so that we follow timings of Sehar and Iftar. It brings a definite pattern to our lives. It also is a time to be introspective about what we are doing, achieving and where we are going from here. This is a good time also to have small inter personal talks with our staff both in the office and in the community, get their perspective and make plans.

Eid is anticipated with great expectations by most of us. Eid is a good opportunity to meet with community leaders, mother support groups and policy makers.

On another note is the alarming situation of polio which still lurks in our country, especially in Sindh and in the Northern areas. In Sindh with all facilities available there is no excuse for children to still fall victim to this infection. Each one of us is responsible to check whether children in the communities we work in, have received polio drops during NIDs + SNIDs. It is also our responsibility to mobilise people in our communities to comply with this effort.

HELP has now started its work in rural areas. We have a golden opportunity through funding through World Bank to use a high density supplemental feed to rehabilitate severely malnourished children. We will be starting this project in Shahdadpur and Inshallah demonstrate the effectiveness of our proposed RUTF as well as the strategy we will use for delivery. This is a very exciting time for our organization with God's help and assistance from our partner groups we will cross another bridge successfully.

### HELP WINS WORLD BANK COMPETITION



Grant recipients pose with Finance Minister AMA Muhith at a programme at Bangabandhu International Conference Centre yesterday.

PHOTO: STAR

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The World Bank in its efforts to improve the nutrition of women and children, especially in South Asia organizes various events. In March this year, South Asian Regional Development Market Place, World Bank, arranged a project competition and invited proposals on Innovation for nutrition, family and community approaches to improving infant and young child nutrition.

The competition's call for proposals received nearly 1000 submissions, and after rigorous assessment, 60 proposals were selected as finalists. HELP's proposal on "Home based nutrition rehabilitation of severely malnourished children" was one of them.

Along with other finalists, HELP was invited at Market Place in Dhaka on 5<sup>th</sup> Aug '09 to showcase its proposed project. A distinguished jury of international experts and financial partners selected 20 winners from amongst the 60 finalists from all over South Asia. HELP's team was represented by its Honorary Chairperson Prof. Dr. D. S. Akram and its Executive Coordinator, Dr. Yasmeen Suleman. HELP had the privilege of being one of the twenty winners, which will receive funding from World Bank. Out of eight finalists from Pakistan, only two were chosen. This is a matter of great prestige not only for HELP and the NGO sector, but also for the country.

## HEALTH BABY SHOW

### **HELP organized a Healthy Baby Show to celebrate the Global Breast-Feeding Week.**

During this week, world over, emphasis is given on the advantages of exclusive breast-feeding for upto 6 months and continued breast-feeding for upto 2 years combined with healthy solid food. This is of extreme importance in Pakistan, where, although 96% of mothers start breast-feeding, but only 37%, exclusively breast-feed. The remaining 59% feed breast milk along with water, ghutti and other drinks, as a consequence of which, young infants end up with serious infections including diarrhea, which frequently leads to malnutrition. This year's slogan, "Breast-feeding, a vital emergency response: are you ready?" is especially pertinent to Pakistan, given the issue of internally displaced persons that the country is facing at present. The program was held at one of the catchments areas of HELP, *Khuda ki Basti* a peri-urban slum area in Karachi. A week prior to the show, banners and posters were posted in the area in order to highlight and accentuate the importance of breast-feeding and to announce a competition. On the day of the competition, the venue was packed with enthusiastic mothers and their children, all in vibrant, colorful attires. The programme commenced with the recitation of Holy Quran, which was followed by a welcome address by HELP's Field coordinator, Dr. Farhana Masroor. Later, HELP's Honorary Chairperson and renowned pediatrician, Prof. D.S Akram highlighted the importance of breast-feeding, particularly in situations of emergencies and disasters. She also answered queries of the young mothers present at the occasion regarding breast-feeding and related issues. Speaking on the occasion, a respected figure of the society, Chief Guest Mrs.Zubaida Tariq of T.V and radio fame, appreciated the efforts of HELP in the promotion of breast-feeding in the community. She shared her own experiences with the mothers. Breast fed children participating in the competition were divided into 2 groups, aged 0-6 months and 6-24 months. The jury, consisting of renowned pediatricians, examined and selected the three healthiest children from each group. The Chief guest, Mrs. Zubeda Tariq, then distributed prizes and gift hampers to those children. Dr. Ammara Shakeel, the Women Medical officer of HELP, concluded the programme with a vote of thanks.

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## EXECUTIVE COMMITTEE MEETING

A meeting of Executive committee of HELP was held at its Project office on 16<sup>th</sup> August '09. Matters related to its projects, 'Home based rehabilitation of several malnourished children' in District Sanghar and 'Mother and Child friendly community' in Nagarparkar' in District Tharparkar came into discussion.

HELP welcomes two new members in its team; Mr. Kirshan Sharma, who has been appointed as the Project Supervisor in Nagarparkar Tharparkar and Dr. Ammara Shakeel who is the incharge Women Medical Officer at its Neelam Colony centre.

## GENERAL BODY MEETING

The General Body meeting of HELP is scheduled to be held at its Neelam Colony centre on October 3<sup>rd</sup>.2009. Elections for the Chairperson & other office bearers of HELP will be held on the same day.

## CELEBRATING INDEPENDENCE DAY

HELP's teachers worked diligently to organize a colorful programme on the occasion of Independence Day on 14<sup>th</sup> August 2009. The school was delightfully decorated with balloons and flags. The students, many of them in green and white dresses, sang national songs.

Teachers highlighted the importance of the Independence Day. Refreshments were then served to the students and the guests.



## EMPLOYEES OF THE MONTH



DR. FARHANA MASROOR



DR. AMMARA SHAKEEL

**HEALTH  
EDUCATION &  
LITERACY  
PROGRAMME**



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