HUMAN RIGHTS AWARENESS CAMPAIGN 2018

POST EVENT REPORT OF INTERNATIONAL HUMAN RIGHTS DAY,
2018

Introduction:-

Public awareness campaigns are the regular phenomena of Human Rights and Minorities Affairs Department. Consequently the department is committed to celebrate International Human Rights Day and all religious events of Minority Communities with full zeal and zest since its inception in 2008. In all these thought provoking activities which the department has organized as a part of its public awareness campaigns, special attention has been paid to the youth of the province to inculcate much needed concepts of human rights, peace, harmony and tolerance among the young minds and to build a human rights sensitive society.

Keeping this tradition alive, this year Human Rights and Minorities Affairs Department devised a threefold plan for celebrations of International Human Rights Day, 2018 to raise the momentum of public awareness at the maximum level. The three areas where public awareness campaigns executed are mentioned as below:

i. Human rights day activities at Provincial level
ii. Activities at district level in all districts of Punjab
iii. Print and Electronic media campaign / coverage

i. HUMAN RIGHTS DAY ACTIVITIES AT PROVINCIAL LEVEL:-

The strength of this year’s activity was the collaboration of key human rights stakeholder in Punjab including Regional Directorate of Ministry of Human Rights (MoHR), National Commission for Human Rights (NCHR) and a civil society organization, Christian Care Foundation (NGO) in organizing an eventful activity on the eve of International Human Rights Day i.e. 10th December, 2018. The brief details of this year’s activities on the occasion of International Human Rights Day, 2018 are mentioned below:

Seminar on International Human Rights Day 10th December, 2018 at Al-Hamra Arts Council, Hall-II, Lahore:

This activity was executed with relevance of this year’s theme and the overall importance of Human Rights and to make the youth aware of the background of the International Human Rights Day which is celebrated all over the world on
10th December to commemorate the adoption of the Universal Declaration of Human Rights by United Nations. This year the international Human Rights Day had a unique significance due to the completion of the 70 years of Universal Declaration of Human Rights (UDHR). HR&MA Department also joined the international community in this 70 years celebration of UDHR. After thorough deliberations and in consultation with partner organizers a seminar was planned involving the participation of students from different schools & colleges of Lahore. This year Chief Minister, Punjab himself consented to grace the event as Chief Guest.

**Formal Proceedings of the Activity**

On 10\textsuperscript{th} December, 2018 the event started with the recitation of the Holy Quran. After that Deputy Director Human Rights briefly explained the background of Human Rights Day and explained in detail this year’s United Nations official Logo on Human Rights Day. After that Secretary HR&MA welcomed the Chief Guest, the Minister for HR&MA, honourable Parliamentarians, representatives of Provincial Departments, Religious Scholars, Human Rights Activists, students and people belonging to different segments of society who joined HR&MA Department on this special day to honour the noble cause of Human Rights. Subsequently he briefly enlightened the audience about the performance of the Department and the initiatives taken by the Government for promotion and protection of Human Rights. Thereafter, Ms. Lubna Mansoor Regional director Ministry of Human Rights took the stage, she appreciated the Punjab Government for its pro-active approach on the issues related to the Human Rights.

To make the event more colourful and entertaining the students from a organization Search for Justice presented a special drama / tablo highlighting the violations of Human Rights with a very heart touching performance.

Later on Parliamentarians including Mr. Mahemdra Pal Singh, Ms. Musarrat Cheema, Ms. Sumaira Ahmed Bukhari, Ms. Asma Bukhari, Ms. Sadia Sohail Rana, Ms. Sumaira Batool, and prominent activists Ms. Mehnaz Rafi highlighted the importance of Human Rights in the society and appreciated HR&MA Department for always conducting purposeful activities engaging and involving the youth of the Province.

Concluding speech of the event was given by the Chief Guest of the event Minister for HR&MA, Mr. Ijaz A. Augustine. He enlightened the audience that Punjab Government is fully aware of its international and national obligations with respect to Human Rights and is committed for the protection and promotion of Human Rights in all spheres of life. He appreciated the Department in organising such a healthy activity and recommended to organise such programs in future as well.

The event ended with the distribution of shields amongst the honourable guests and participants in recognition of their efforts and services for human rights.
The programme was covered by the print and electronic media respectively (Flag-A).

**Road Publicity Campaign:**

As a part of Public Awareness Campaign, flexes, banners and steamers were displayed on all the prominent places and roads of Lahore. For the purpose of Public Awareness the flexes and banners prepared by this Department depicting the enthusiasm and spirit of the Government for the protection and promotion of Human Rights in all spheres of life and to make the general public aware of their rights.

**ii. ACTIVITIES AT DISTRICT LEVEL IN ALL DISTRICTS OF PUNJAB:**

For the effective impact of the Public Awareness Campaign at the grass root level different activities were arranged in all the districts of Punjab on Human Rights day 2018. In this regard HR&MA Department sent letters to all Commissioners and all Deputy Commissioners of Punjab and coordinated with focal persons of Provincial Task Force on Human Rights to arrange Public Awareness programmes / activities on Human Rights. In compliance, as per observance reports received from all districts human rights day was celebrated with full zeal and zest in all districts.

**iii. PRINT AND ELECTRONIC MEDIA CAMPAIGN / COVERAGE:**

In all its Public Awareness Campaigns, HR&MA Department always prioritize print media for its accessibility and deep down penetration in the society. Keeping this in mind, this Department in coordination with DGPR and professional Advertising Agencies prepared Public Awareness Advertisements that were published in prominent Daily Newspapers of Lahore, Rawalpindi and Faisalabad on 9th and 10th December, 2018. Copies of these advertisements are placed at Flag-B.

In addition, as per government policy, mainstream TV Channels free of cost aired programmes on human rights on 10th December, 2018 during the prime time.

**IMPACT AND COST EFFECTIVE ANALYSIS**

Reducing the burden on the public exchequer is in line with the Punjab Government’s vision, therefore, HR&MA Department first time adopted the strategy of Public private partnership (PPP). As a result, all above activities were conducted successfully with minimum cost / expenditure of public exchequer.