

IHDF – From Streets to Schools

Background

Pakistan has 5.1 million out-of-school children, 1.5 million out of whom live & work on the streets. IHDF is a non-profit organization invested in combating the dark realities of these Children by providing care & protection to them primarily through education.

Problem – The Spiral of Poverty

- ≡ Street children & their families live on a day-to-day basis due to dire financial conditions & don't have long-term plans for their future
- ≡ Believe their lives will never improve as they don't have positive role-models to look up to
- ≡ Lack of awareness regarding the alternatives for a better life

Insight

Street children & their families look for short-term solutions to combat financial pressures & don't have the luxury to think of sustainable ways of improving their lives.

Objective

- ≡ Convince parents that educating their children will make their lives better
- ≡ Inspire children to pursue education as a ticket to a better life

Target Audience

Meet **Ali** & his **family**.

A 12-year-old boy living with his parents & 6 siblings in a *kutchi-abadi* (slums) of Karachi. Every day, Ali's mother forces him to earn money to feed the family. He cleans windshields at a busy signal for a few hours while people refuse to pay him, verbally abuse him & even shove him away from their vehicles. Once traffic subsides, Ali slips away to the nearest dump where he sniffs glue & zones out of his dark realities. At night, he and his father buy milk & roti with their day's earnings & return home. Tired & frustrated, he goes to sleep trying to unhear his mother's screams while his father beats her up.

Desired Response

Behavior	Think	Do
Current	<ul style="list-style-type: none"> • Education is a waste of time • Earning money will solve my problems 	Send children on streets to earn
Desired	Education is a solution to a better life	Send children to schools

Call to Action

Aap ke maslon ka hal taleem hai (Solution of your problem lies in Education)

Reason to Believe & Functional Benefit

1. Providing families with entrepreneurship opportunities so that their children can study
2. 250 children from the streets are now part of mainstream education because of IHDF

Emotional Benefit

- ≡ Change the children's & family's future perspective
- ≡ Save the children from bad influences & enable them to dream big
- ≡ Make the children feel hopeful & become an aspiration for their families

Competitive Landscape

Children get religious education from Madrassa, spend time scavenging earnings on the road or wasted in drugs with their friends.

Deliverables

- ≡ Awareness campaign to inspire & convince TG about the benefits of education
- ≡ Research on TG to understand their facts of life
- ≡ Platform & media strategy, given the limited media exposure of the TG
- ≡ Creatives & content plan

Tone of Voice

- ≡ Urdu/ regional language; relatable & understanding of their plights



Brand Geeks (Winner)



- ≡ Should not demean or ridicule TG

Media

- ≡ Direct Marketing – one-on-one & one-to-few
- ≡ On-ground
- ≡ SMS marketing for awareness

Budget & Timelines

- ≡ Being the first marketing campaign, it's a pilot project, spanning 12 months from July, 2019
- ≡ 3 lacs budget per month intercept 1 katchi-abadi (slums) & run an awareness campaign on the streets

KPIs

- ≡ Intercept 1000 families from each katchi-abadi (slums) every month (12000 families per month) in KLI
- ≡ Reach 15% children on the streets through awareness campaign

Business Outcome

Enroll

1. 20% children from intercepted families in schools.
2. 5% street children reached in mainstream schools.

-The End-