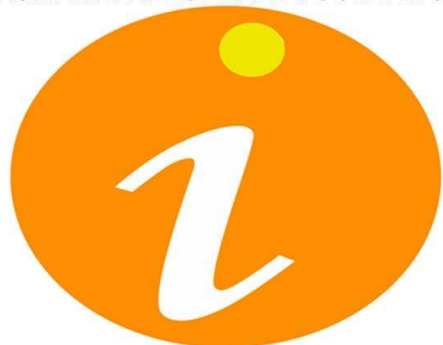




# From Streets to Schools

**INITIATOR**  
HUMAN DEVELOPMENT FOUNDATION



Working for Street Children

**Presented by:**  
Brand Geeks  
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Pakistan has **5.1 million** out-of-school children  
**1.5 million** children on the street

## The Organization - IHFD

IHFD, a non-profit organization, works to combat the dark realities of Children on the Move (COM)



Education



Health Care



Child Protection

Taking children off the streets and placing them in schools.

The **Spiral of Poverty** affects street children and their families

- Live on a **day to day basis** and do not have a plan for their future
- Believe their **lives will never improve** because they have **no positive role models** to look up to
- **Lack of awareness** regarding alternative options for a better life



Meet Ali and his family.

A 12-year-old boy living with his **parents and 6 siblings** in a kutchi abadi of Karachi.

Everyday, Ali's mother **forces** him to earn money to feed the family. He cleans windshields at a busy signal where people refuse to pay him, verbally abuse him and even shove him away from their vehicles.

Once traffic subsides, Ali slips away to the nearest dump with his friend Hasan where they **sniff glue** and zone out of their dark realities.

At 9 pm, he meets his father at a tandoor shop where they buy milk and roti from their day's earnings and return home. Tired & frustrated, he goes to sleep trying to unhear his mother's screams while his father **beats her up**.



## The Insight

Street children and their families look for **short-term solutions** to combat financial pressures and do not have the luxury to think of **sustainable ways of improving their lives.**

## The Solution (Objective)

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

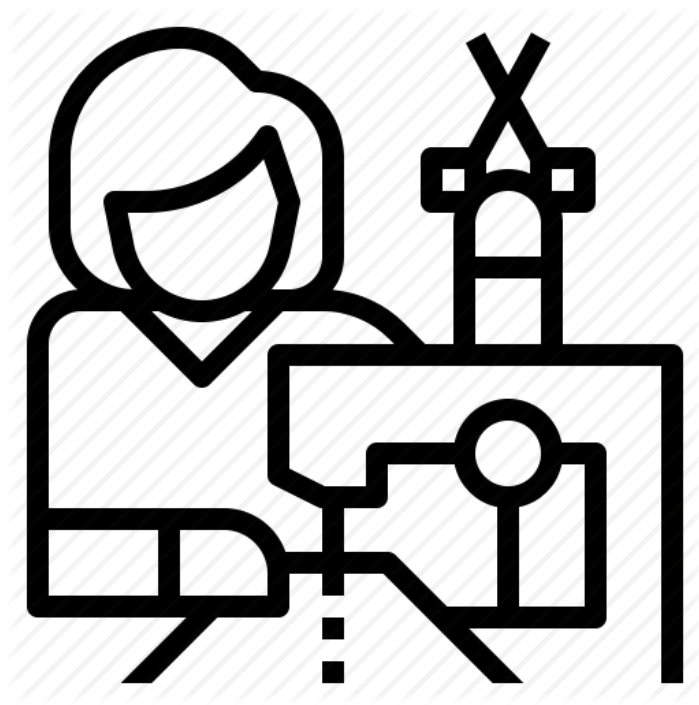
## Direct Response

| Behavior | Think  | Do                                     |
|----------|--|--|
| Current  | Education is a waste of time in comparison to the daily wages I/my children earn | Send children on streets to earn money |
| Desired  | Education is a solution to a better life   | Send children to schools               |



**Aap ke maslon ka hal taleem hai!**

# Reason to Believe (Functional Benefit)



- Provide families with entrepreneurship opportunities
- IHDF has enabled 250 children from the streets to be part of mainstream education

# Improve the Target Audience's Life

- Change the children's and family's perspective towards their future
- Save the children from bad influences and enable them to dream big
- Make the children feel more positive and become an aspiration for their families





## Deliverables



- An **awareness campaign** to inspire street children and convince their parents about the benefits of education
- **Research** on TG to understand their facts of life
- A **platform and media strategy**, given the limited media exposure of the TG
- Creatives and content plan

## Tone of Voice

- Urdu or regional language; relatable & understanding to their plights
- It should not be demeaning or hint on ridiculing Target Audience

- **Direct Marketing** – one-on-one and one-to-few interventions
- **On-ground** – Setting up temporary mobile schools
- **Visual posters** in areas of intervention and SMS marketing for awareness

## Media



## KPI



- Intercept **1,000 families** from each katchi abadi every month (12,000 families per month) in KLI
- Reach **15% children** on the streets through awareness campaign

## Business Outcome



- Enroll **20%** of children from intercepted families in schools
- Enroll **5%** of street children reached in mainstream schools

## Budget and Timeline



- Being IHDF's first marketing campaign, this will be a pilot project initially spanning over one year, starting from July 2019
- A budget of 3 lacs per month is assigned to intercept 1 katchi abadi and run an awareness campaign on the streets