MEMORANDUM OF UNDERSTANDING

Between

Idara-e-Taleem-o-Aagahi (ITA)

And

Mir Khalil UR Rehman Foundation

Collaboration
For

ASER/RTE Program and MKRF Education Campaign

This Memorandum of Understanding ("MOU") is made on **5th day of April, 2012 by and between;**

Idara-e-Taleem-o-Aagahi (ITA) having its Head office at 41-L Model Town Extension, Lahore, (hereinafter referred to as "ITA") of the one part

And

Mir Khalil Ur Rahman Foundation having its Main Office at Second Floor, Jang Press Building, I.I Chundrigar Road, Karachi (hereinafter referred to as "MKRF") of the second part.

WHEREAS **MKRF** is a not-for-profit organization and is engaged in multiple welfare activities including delivering media campaigns in the pursuit of its social and economic development goals by contracting with, and working through, a range of partners in the media industry. MKRF is carrying out a multi media Transforming Education in Pakistan media campaign, jointly sponsored by Department for International Development of UK, that aims to deliver significantly heightened public awareness and concern about Pakistan's schools, and will encourage parents and other citizens to advocate for change, and to hold their elected representatives to account

AND Whereas Idara-e-Taleem-o-Aagahi (ITA) Public Trust, is a non-profit organization registered under Trust Act, striving to enhance the volume and effectiveness of philanthropy and resources for Quality Education for All in Pakistan.

AND WHEREAS ITA has agreed to work in collaboration with MKRF in achieving the common goals,

NOW, THEREFORE, THIS AGREEMENT WITNESSETH AS FOLLOWS:

Duration of the Agreement/ MOU: This will commence from February 21, 2012 to February 20, 2014 subject to annual reviews and performance.

2. Scope:

MKRF looks to collaborate with ITA to have access to ASER data and related initiatives in the field of education being undertaken for use in its media campaign. MKRF will in return offer visibility to the efforts of the ASER and ITA teams on Geo TV Network's local channels, and where possible, through airtime purchased on terrestrial, regional language channels, and radio.

<u>**The collaboration is based on the comparative advantage of the two organizations**</u>

  a) Access to large, diverse and strategic audiences through electronic and print media, and public consultations/debates by MKRF through its partner companies
  b) Access and advocacy of large scale annual assessment and collection of country wide data on children's access, equity and learning outcomes (3-16 years) through the Annual Status of Education Report by ITA/SAFED   (www.aserpakistan.org)

I. **MKRF Zara Sochiye Campaign up to December 2013**

The campaign aims to enable parents to hold teachers, schools, politicians and governments to account for their failure to deliver quality education for all. To achieve this outcome, the campaign will be divided into six phases (annex):

a) **Emotional Appeal** *(Feb, Mar 2012)*

b) **Functional Appeal** *(Apr 2012)*

c) **Ringing the Bell** *(May - Jul 2012)*

d) **What Needs to be Done** *(Jul 2012 – Sept 2013)*

e) **Call to Action** *(Sept 2012 – Election)*

f) **Accountability** *(Post-Elections – Dec 2013)*

II. **ITA/Annual Status of Education Report (2010-2015)**

ASER - The Annual Status of Education Report (ASER) is a citizen led large scale national household survey about the quality of education in rural and some urban areas of Pakistan. It seeks to fill a gap on learning outcomes by providing a reliable set of data at the national level on an annual basis that is comprehensive and easy to understand. The survey's objectives are three fold:

- To get reliable estimates of the status of children's schooling and basic learning (reading and arithmetic level)
- To measure the change in these basic learning and school statistics from last year
- To interpret these results and use them to affect policy decisions at various levels.

ITA /ASER work and evidence will be aligned to MKRF's campaign phases for ASER 2011; 2012 and 2013 survey, outreach and data in both raw, summary sheets and repackaged /policy briefs formats.

ITA is working on two strands simultaneously:

a) Dissemination of ASER data to the largest possible audiences from policy makers to parents and youth for ACTION based on evidence

b) Advocacy to the widest possible audience including media, children (aged 5-18) and concerned citizens for Right to Education (RTE) as per Article 25 A "The state shall provide free and compulsory education to all children of the age of five to sixteen years in such a manner as may be determined by Law"

Responsibility of ITA:

1. Share all ASER data which can help MKRF in giving statistical evidence for claiming the dismal situation of education in Pakistan
2. Share information regarding the dissemination of ASER data:

   a. District and village report cards and presentations will be shared

   b. Date/time of all district launches, ASER Baythaks, policy dialogues, coalition meeting will be shared

   c. Share information regarding workshop that is being held by the RTE Wing with Press Club Islamabad so that GEO members can participate

   d. Share information regarding the One Million Campaign

e. Share a tentative activity calendar of ASER, to facilitate MKRF in ensuring coverage of events, as and when possible, including ASER survey and dissemination of results each year, along with a citizens on the march campaign for education accountability

f. Share factsheets and policy briefs

g. Any other information/event that ITA/ASER feels need to be shared

3. Specify a person working on ASER communication and RTE for collaboration with MKRF
4. Collaborate on other TEP work with the MKRF team as deemed necessary by both parties
5. Include a question in the upcoming ASER surveys that asks if the respondent has been exposed to the Zara Sochiye campaign on education. And if so, on which TV channel/publication. Exact questions to be finalized by ITA/ASER and MKRF
6. Inform MKRF of any communities in which baythaks have been conducted that have particularly low media penetration. MKRF may use this information to shortlist communities for conducting road shows in September 2012
7. ITA to share the Journalist Campaign details with MKRF so that MKRF ensures that the journalists that will be most involved in its media campaign attend the workshops. ITA to also share an estimate per journalist cost with MKRF
8. ASER team to upload stories on Geo Dost of interesting case studies or stories of the field
9. Provide MKRF with access to new data being published by ASER 2 days in advance of data going public to facilitate MKRF in using the data in an exclusive manner if possible

Responsibility of MKRF:

1. MKRF will use feedback from ITA baythaks of locations with low media penetration to help shortlist locations for roadshows for its campaign. Once roadshow locations have been finalized, MKRF will inform ASER and ITA teams to facilitate mini baythaks in the same locations
2. Where ASER data is used in creating promos or print ads, ASER will be cited as the source of data used.
3. Liaise with Geo team to ensure news coverage of relevant ASER events
4. Liaise with Ali Nawazish and others related to MKRF's education campaign to propagate the findings of ASER through their blogs, face book, twitter accounts etc.
5. Participate in ITA's Regional Seminar on April 4-5 in Lahore at Avari Hotel
6. Collaborate on other work with ITA/ASER team as deemed necessary by both parties
7. Sameen Shahid will be the focal person from MKRF for liaising with ITA

Operational details

a) For both organizations focal persons will be assigned for smooth/timely sharing of data, collaboration and planning of the campaign and possibly changes over time iteratively and opportunistically with changing political and economic conditions of the country.

b) Where ITA/ASER has materials/data that will be shared readily and where ITA does not have arrangements/data resources will be organized specifically for each activity in a timely manner.

c) Phase wise work plan will be made by mutual concern

d) All Material/Data will be share in transparent manner with all parties, donors and supporters.

e) Review of the collaboration on Phase wise or biannually.

Risk Management

This MoU can be terminated, by any party, by means of informing in writing with a one month notice with the mutual understanding.

IN WITNESS WHEREOF, the parties hereto have subscribed their hands this day, month and year mentioned herein above;

Sameen Shahid
For and on Behalf of
Mir   Khalil-ur-Rehman Foundation,
Name: Sameen Shahid
        Project Manager

IN WITNESS of

WITNESS
Name: Ayesha Bilal (ITA)

For and on Behalf of
Idara-e-Taleem-o-Aaghi (ITA)
Name: Baela Raza Jamil
        Director Programs

Nizami
5-4-12
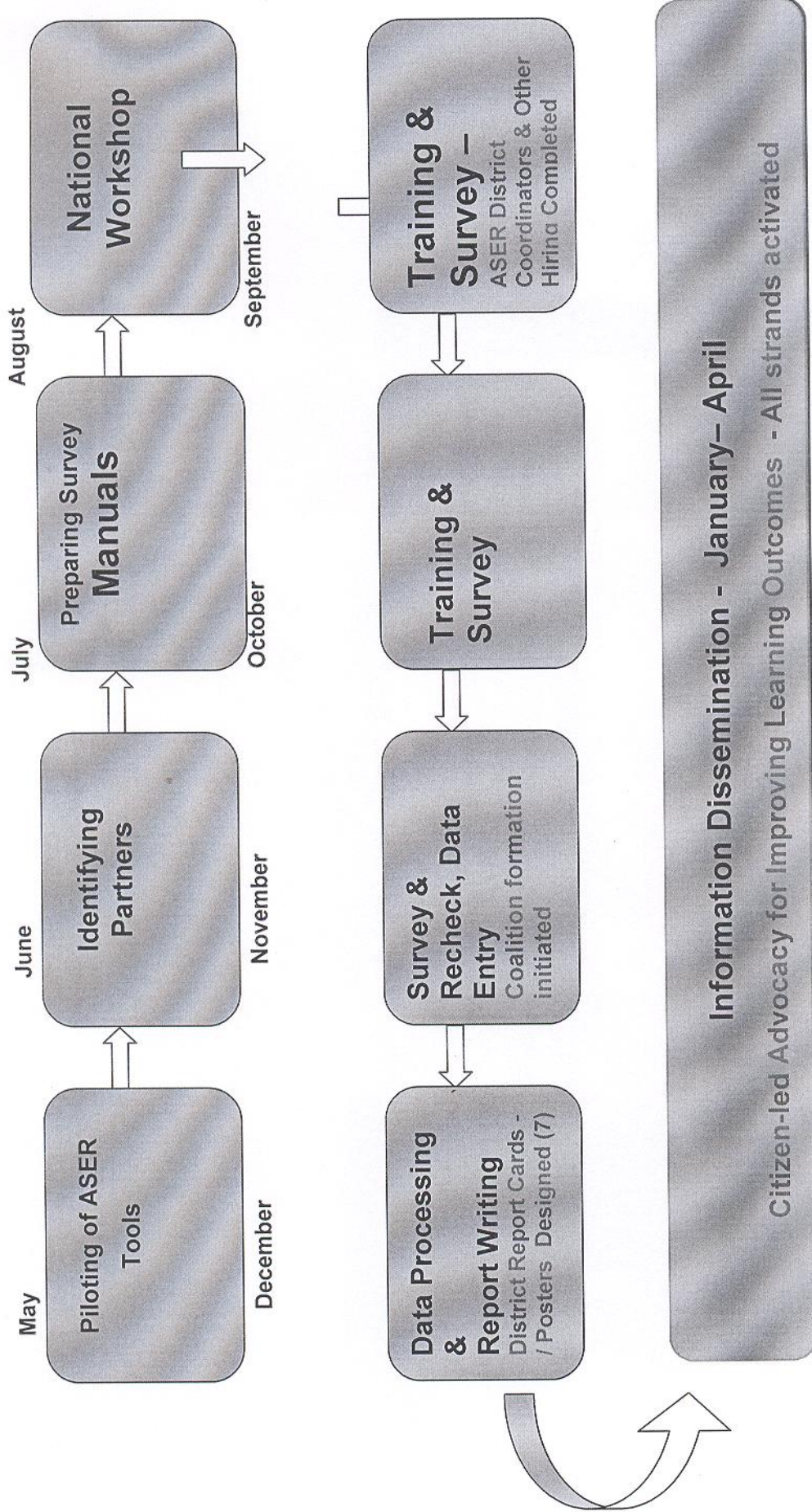WITNESS
Name: Imtiaz A Nizami (ITA)

Annex: I

MKRF and GEO TV and MKRF will be carrying out a media campaign on education over the next two years. The campaign will be conducted under our Zara Sochiye umbrella brand and aims to enable parents to hold teachers, schools, politicians and governments to account for their failure to deliver quality education for all. To achieve this outcome, the campaign will be divided into six phases – the names and objectives of which are outlined below:

1. **Emotional Appeal** (*Feb, Mar 2012*) – Objective of this phase is to prepare audiences to listen to campaign message. It will use religion and social values to establish importance of education.

2. **Functional Appeal** (*Apr 2012*) – Objective of this phase is for audiences to understand education's role in Pakistan's future. It will show how quality education has changed the destiny of individuals and nations and highlight education as one of the highest returns on investment for individuals, families, communities and countries.

3. **Ringing the Bell** (*May - Jul 2012*) – Objective of this phase is for audiences to realize and be angered by the extent of the education emergency in Pakistan, and to name and shame those that are responsible for it. It will establish the dismal current state of the education sector in Pakistan by highlighting: the gap between supply and demand for education; differences between the state of government schools vs. private schools; and differences between state of communities in Pakistan and those in India, Malaysia, Indonesia and other leading Muslim countries who have invested in education, etc.

4. **What Needs to be Done** (*Jul 2012 – Sept 2013*) – Objective of this phase is for audiences to understand the solutions to problems in the education sector, and their own role in the process. It will be dominated by discussion, debate and discourse of what the priorities should be and will establish common agenda items.

5. **Call to Action** (*Sept 2012 – Election*) – Objective is for audiences to consider education when making choices at election time. It will make parents "as voters" demand from their legislators their commitment on education if they get elected.

6. **Accountability** (*Post-Elections – Dec 2013*) – Objective is for audiences to judge the record of their representatives. It will hold the newly elected legislature accountable for the promise on education and ensure establishment of education champions from each political party in the newly elected national and provincial assemblies and hold them responsible for the promised made by their parties and in their manifestos during campaigning.

Sameen Shahid - Project Manager for a media campaign on education that Mir Khalil ur Rahman Foundation and GEO TV are organizing.

Annex II: ASER Calendar

May   June   July   August

Piloting of ASER Tools

Identifying Partners

Preparing Survey **Manuals**

National Workshop

December   November   October   September

Data Processing & Report Writing
District Report Cards / Posters Designed (7)

Survey & Recheck, Data Entry
Coalition formation initiated

Training & Survey

Training & Survey –
ASER District Coordinators & Other Hiring Completed

Information Dissemination - January– April

Citizen-led Advocacy for Improving Learning Outcomes - All strands activated

MOU – ITA & MKRF

Sr. #	Activity	Time line	Location/	Responsibility
	Pre Survey-Phase I:			
1	Resource Mobilization – Partner Identification	April- June 2012		ASER Core Team and Regional Coordinators
2	Preparation of survey instruments/Tools	April - May, 2012	Lahore	ASER Core Team
3	Partner Meeting	June 13, 2012	Lahore	
4	Piloting of survey instruments	June 18-19, 2012	Lahore, Graham Yar Khan Sukkur, Quetta, and Peshawar	ASER field Team
5	Review of Tools with Stakeholders	June 20-27, 2012	NEAS,PEAS, IER, UOE, GCET	ASER Team
6	Finalization of Tools	June 30, 2012		ASER Central Team
7	Training Course for ASER Associate	July 21-30, 2012	Lahore	ASER Core Team + Faculty member from India
8	Core Group Meeting (Quarterly)	April, July, October, January	Lahore/Islamabad/Karachi	ASER Team
9	Review & Printing of Tools + Logistics	August 10, 2012	Lahore	ASER Team + Abubakar
	Survey-Phase II:			
10	National Workshop	August 17-20, 2012	Islamabad	ASER Team
11	TOT – Balochistan	September 7-9, 2012	Quetta	ASER Team
12	District level trainings & survey- Balochistan	September 14-16, 2012	All ASER 2012 Districts	
13	Volunteer Training & Survey Gilgit- Baltistan	September 14-16, 2012	Gilgit	
14	TOT – Punjab , FATA & ICT	September 21-23, 2012	Islamabad / Lahore	
15	Core Group and Partners Meeting	October 3, 2012		
16	District level trainings Survey Punjab – Punjab and ICT	September 28-30 & October 1, 2, 2012	All ASER 2012 Districts	
17	KP & Sindh – Provincial Workshop	October 5-7, 2012	Peshawar & Hyderabad	
18	KP & Sindh District level Training & Survey	October 12-16, 2012		
19	Data entry process	October 1, 2012	Lahore	
20	Data cross checks	October 2012	Lahore	
21	Data crunching/analysis and writing	November 15, 2012	Lahore	
22	Draft report for review by partners	December 5, 2012	Lahore	
23	Core Group and Partners	December 5, 2012		

Sr. #	Activity	Time line	Location/	Responsibility
	Meeting			
24	Report printing	December 20, 2012	Lahore	
	Post Survey-Phase III:			
25	National release (Provisional)Report)	January 17, 2013	Islamabad	ASER Team
26	Punjab Release	January 24, 2013	Lahore	ASER Team
	Sindh release	January 31, 2013	Karachi	ASER Team
	KP release	February 7, 2013	Peshawar	ASER Team
	Baluchistan release	February 15, 2013	Quetta	ASER Team
	Gilgit – Baltistan Release	February 22, 2013	Gilgit	ASER Team
27	ASER District Launches	February – March, 2013	Selected ASER 2012 Districts	ASER Team
28	ASER Bathaks	February – April, 2013	Selected ASER 2012 Districts	ASER Team
30	Policy Advocacy	Jan- April, 2013		