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Message From Executive Director



I feel happy to present WISE Annual Report 2025. During this year, we continued dedicated efforts for the protection and promotion of women's social, political and legal rights under different projects and programs. Throughout the period, along with building leadership capacity of women, raising voice for the rights of domestic workers and young girls, we kept high the issues of women political participation and fair representation in the local govt. system.

In 2025, WISE actively directly engaged 14,761 individuals through transformative initiatives, while an additional 21,000 people were reached indirectly via virtual cafés, media forums, and radio programs. Among them, 1,250 participants deepened their understanding through awareness sessions, and 4,651 beneficiaries were empowered through the seminars. Furthermore, 1,499 individuals contributed their voices to stakeholder consultations, while 465 participants enhanced their capacities through training workshops. Moreover, 60 domestic workers accessed to learning opportunities at our adult literacy centers. Additionally, 12 individuals received legal assistance, ensuring access to justice and rights protection.

The key highlights of 2025 included the FEM DIGI HUB, set up for young girls, offering short courses and digital skills training to promote learning and empowerment and establishing two Women Facilitation Desks in the offices of Local Councils in Lahore and Sheikhupura to support women in resolving their municipal issues and accessing guidance and services. The official Facebook page of the Women Domestic Workers Union Punjab and WISE's TikTok account were launched to strengthen digital outreach and community engagement. Moreover, in flood-affected areas district Jhang and Chiniot, organized six medical camps and medical services to 1060 individuals. Relief items were given to 160 vulnerable families. School bags with toys were distributed among 200 children and 2000 dignity kits were provided to the young girls.

With new knowledge and agency, during the year, thousands of women and girls took action as did male allies; almost 200 duty bearers, service providers and media personnel were sensitized for more women-responsive services. Our 51 feminist hubs, mostly run by young women, came into their own. These local women took actions to change their communities in diverse ways: from spreading rights awareness in schools, colleges, union councils and communities, to taking actions for justice. WISE also published key advocacy material highlighting governance gaps, socio-economic challenges, and serious deficiencies in educational infrastructure.

Let me take this opportunity to acknowledge contribution of the amazing women and girls, as well as also boys and men, driving change towards a more just society despite all the odds. I am proud of and grateful for the dedicated commitment of WISE Leadership and colleagues who have made this report possible. I am also thankful to our partners and networks for supporting us to achieve a gender equal, pluralist and just society.

Ms. Bushra Khaliq
February, 2026



1. Organization

Established in June 2011, WISE (Women in Struggle for Empowerment) is a women-led organization, determined to help bring about social change in how women and girls are valued in their communities. Registered under Societies Act 1860

Non-Governmental Organization, WISE is dedicated to protect and promote social, political, economic rights for women with focus on Gender, Labor, Governance and Human Rights in Pakistan.

WISE is an all-women group of like-minded people, united on the basis of shared vision of gender justice. Its leadership comprises women rights activists, with background of active struggle for social justice and women empowerment in Pakistan. Team WISE enjoys versatile experience in women mobilization and organization, advocacy & lobbying for women and human rights related campaigns, actions and struggles.

WISE strength lies in close networking with women struggles and movements at grassroots, national, regional and international level. We also believe in struggling and politicizing all human rights thus working closely with marginalized groups, religious, ethnic minorities and vulnerable sections of society.





Vision:

A just, democratic and violence-free society where women and human beings enjoy equity and equal rights, avail economic, social and political opportunities with full freedom and have capacity to exercise their rights.

Mission:

Act together for protection and promotion of women rights in order to change society in favor of women through education, awareness, organization and building synergy among human right groups, women and their movements.

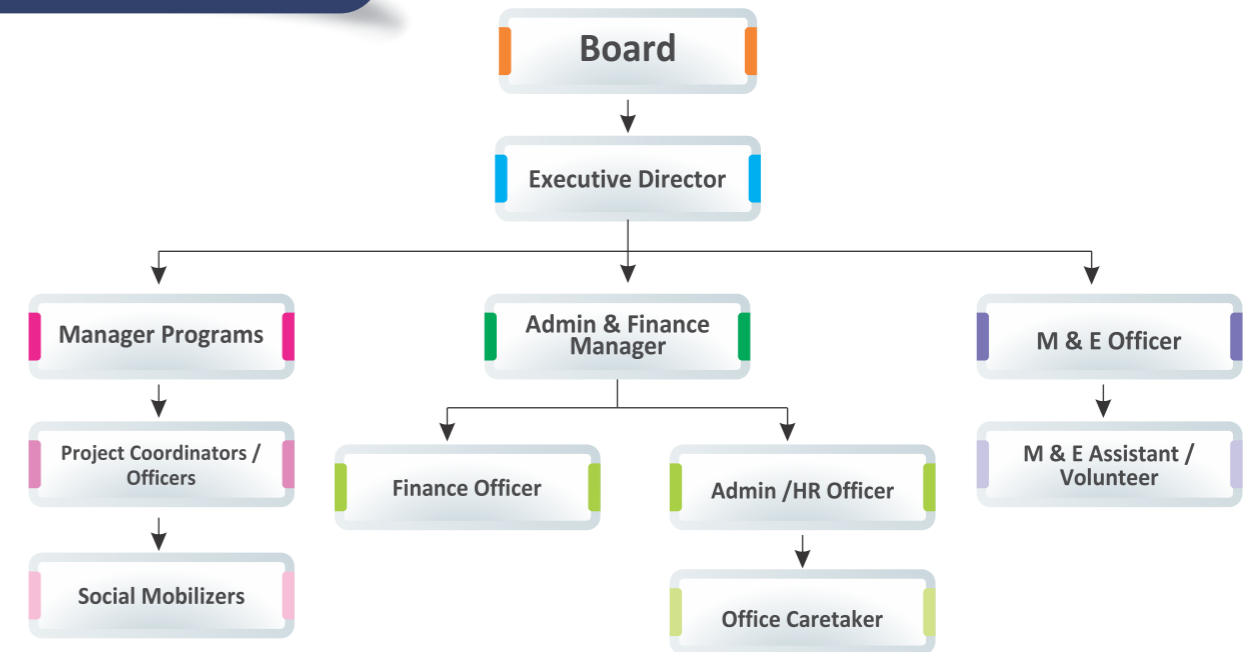
Philosophy:

Putting women in the forefront of development paradigms, which is prerequisite for any positive social change. There is no development strategy more beneficial to society as the one, which involves women as central players.

Objectives

- Organize, educate women, nurture feminist thinking and leadership and synergize their struggles for socio-economic and political rights.
- Promote gender equality, enhance and strengthen women's capacity to claim their human rights and countering violations
- Eradicate gender-based discrimination, challenge patriarchal systems and customary practices that deny women advancement, opportunities and access to resources.
- Advocacy and lobbying for pro-women programs, policies, laws and implementation of women related existing laws.
- Empowering marginalized women and girls acquire knowledge and skills to access existing rights and services.
- Counseling and legal assistance to women victims of violence and sexual harassment and respond to the rights and needs of individual women
- Respond to disasters, such as earthquake, floods and COVID, focusing worst hit and marginalized sections, especially women, girls and elderly people.

Organogram



Core Competencies





Team

WISE is an all-women's group of like-minded people, united on the basis of shared vision of gender justice. Its leadership comprises women rights activists, with background of active struggle for social justice and women empowerment in Pakistan. WISE team enjoys versatile experience in women mobilization & organization, advocacy & lobbying for women and human rights related campaigns, actions and struggles

-  **Bushra Khaliq** (Executive Director)
-  **Shahid Iqbal** (Director Program)
-  **Najma Nazir** (Finance Manager)
-  **Nadeem Abbas** (Finance Officer)
-  **Asma Aamir** (Project Manager)
-  **Amina Afzal** (Project Manager)
-  **Shahida Parveen** (Project Coordinator)
-  **Narmeen Nasir** (Project Coordinator)
-  **Rabia Shaukat** (HR/Admin officer)
-  **Alishba Saeed** (Admin/ HR Assistant)
-  **Zareen Gul Khan** (Media Monitoring Officer)
-  **Samina Shakeel** (Social Mobilizer)
-  **Moazma Pervaiz** (Intern)
-  **Sunny Iqbal** (Support Staff)
-  **Nasreen Akhtar** (Office Caretaker)

3-Governance

WISE governing council is comprised on 7 members, women with versatile and dynamic experience in articulation of the women rights related issues, experienced in campaigning, community mobilization, advocacy and lobbying for development and pro-women legislation.

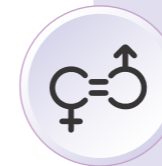
Organizational Values



Inclusiveness: WISE believes in inclusion of all segments of society regardless of gender, race, ethnicity and religious beliefs, therefore, promotes inclusive participation in its all interventions. Our services focus especially towards the vulnerable and marginalized groups including women, transgender and people with disability, to ensure the inclusivity at all levels.



Respect: The organization believes in mutual respect among staff members and community members irrespective of their organizational and social status. For us respect-based community participation is an essential part of the process of just development.



Equity: WISE is committed to promoting gender equality and empowering women and girls and to remove any barriers that prevent participation of women and girls in the public and political life. However, to achieve the objectives of gender equality, WISE believes the process of gender equity as a prerequisite.



Leadership: As a women-led and women-centered organization, we are constantly pushing against the status quo and acting as a bold and loud voice that brings women in leadership positions within homes, workplaces and at public forums.



Safety: Safety is our highest priority; the safety of the women, staff, children, vulnerable adults, and volunteers is of equal priority. We do not tolerate verbal or physical abuse, nor do we tolerate any form of bullying including internet or physical harassment, cyber bullying etc.



Accountability: We are fiscally prudent and community-minded. We hold ourselves accountable to our actions before our communities and stakeholders under the constitution of Pakistan.

4-Project Highlights

4.1 Strengthening Local Governance and Civic Participation in Punjab

The on-going project was started in 2015 in collaboration with National Endowment for Democracy(NED) in 6 union councils of Lahore, Sheikhpura and Nankana Sahib. Since then, the WISE has been working towards deepening democracy at grass roots level and strengthening Local Govt. system in Punjab, with focus on women, capacity building of the elected councilors and local activists, promotion of public accountability and transparency.

Overall WISE strategy is embedded in democratic approach of taking all stakeholders together. But specifically, it has been using two-pronged strategy; a) advocacy with policy makers and legislatures, engagement with mainstream media and civil society through discussions and publication of policy briefs, position papers and research reports on local governance. b) Capacity building of the elected councilors as well as community activists and help amplify community voices through open spaces to talk, discuss and highlight their issues and draw local development agendas.

Overall project objective is promoting democratic local governance through awareness, advocacy, knowledge base and skill sets with specific objectives include; 1) to create awareness on democracy & local governance among women and youth in Union Councils, 2) Establishment of citizens' advocacy group in the Union Councils for Inclusive engagement, 3) Organization & Capacity building of members of young girls and citizens advocacy groups and 4) cultivate women leadership in Union Councils.



During the year 2025, a number of activities including public seminars, training workshops, awareness sessions, civil society consultations, dialogues and media forums were organized around the topics like; Critical analysis of local governance laws and systems in Punjab, community participation and development, democracy, Empowered and Inclusive Local Government, Elected Local Governments and electoral participation.

Project Summary

In year 2025, under the project "Strengthening Local Governance and Civic Participation in Punjab," a total of 252 activities were organized, engaging 7,370 direct and 7,000+ indirect participants. These included women and young girls, students, teachers, experts, representatives of political parties, legislators, media professionals, persons with disabilities, religious minorities, transgender individuals, members of academia, lawyers, lady health workers, law enforcement agencies, and other professionals.



- 482 women participants actively took part in 180 awareness sessions, organized for members of Women Collectives enhancing their understanding of local governance and electoral rights.
- Strengthened grassroots leadership through 6 capacity-building trainings for 217 community leaders and members, enabling them to further disseminate knowledge and promote informed civic engagement within their communities.
- Organized 18 public seminars engaging 1,996 participants and 11 CNIC-focused seminars benefiting 675 individuals, improving access to identity documentation and public services.
- Organized 5 community-led consultations engaging 240 participants, 2 stakeholder consultations on the Punjab Local Government Act 2025 with 131 participants, and 1 policy dialogue on workplace harassment laws involving 96 participants.
- Established two Women Facilitation Desks in the premises of Local Councils of Lahore and Sheikhpura to support women in resolving their complaints at the local level.
- Organised 2 public hearings involving 196 participants, enabling women and marginalized groups to voice their concerns to the relevant municipal authorities.
- Conducted 3 quarterly review and reflection meetings with 35 women leaders, supporting collective learning and coordinated actions.
- Launched a Tree plantation campaign leading to the plantation of 279 saplings in the project union councils in districts of Lahore and Sheikhpura.
- Community-led assessments of 50 government schools, followed by engagement with district education authorities to address gaps in facilities and service delivery.
- Organised 5 university-based activities engaging 250 students and faculty members, as part of support to diploma course on local government with 22 graduates.
- Amplified public discourse on governance and women's rights through 2 virtual cafés, 3 media forums and 1 radio program, reaching out to wider audience.



4.2 Rights and Dignity for Domestic Workers in Punjab

The rights of domestic workers in Pakistan have been neglected since long. There was no legal mechanism for the protection of labor rights of these workers. However, in February 2019, the Govt. of Punjab introduced “Punjab Domestic Workers Act 2019” to enforce the rights of the domestic workers. The law envisages the provisions for protecting the rights of the domestic workers, regulating their terms of employment, working conditions of service and provision of social protection and welfare. But law is yet to be implemented in letter and spirit.

WISE initiated project “Rights & dignity for Domestic Workers in Punjab” in collaboration with The Norwegian Human Rights Fund in 2019, and since then busy in created awareness about the law, organized women domestic workers in different communities at local level and undertaking the advocacy measure for the rights of Domestic Workers in Punjab. During the last year under the Project WISE undertook different activities including Capacity Building trainings, Awareness Sessions, Stakeholder Consultation, Meetings with Women Domestic Workers Union Punjab and advocacy meetings to push forward the agenda of rights of domestic Workers in the province.

The Initiative has become a beacon of hope, empowering these workers and giving them a platform to demand their rights. WISE Played a crucial role in organizing these workers into groups, fostering a sense of unity and igniting a collective spirit. By demonstrating their leadership skills, they inspired others to join their campaign, amplifying their voices and paving the way for positive change.



Under the project "Rights and Dignity for Domestic Workers in Punjab," a total of 61 activities were conducted, empowering 1170 direct and 2000+ indirect women domestic workers and community leaders through awareness sessions, provincial stakeholders' consultations, media forums, virtual cafes, Conventions and seminars.

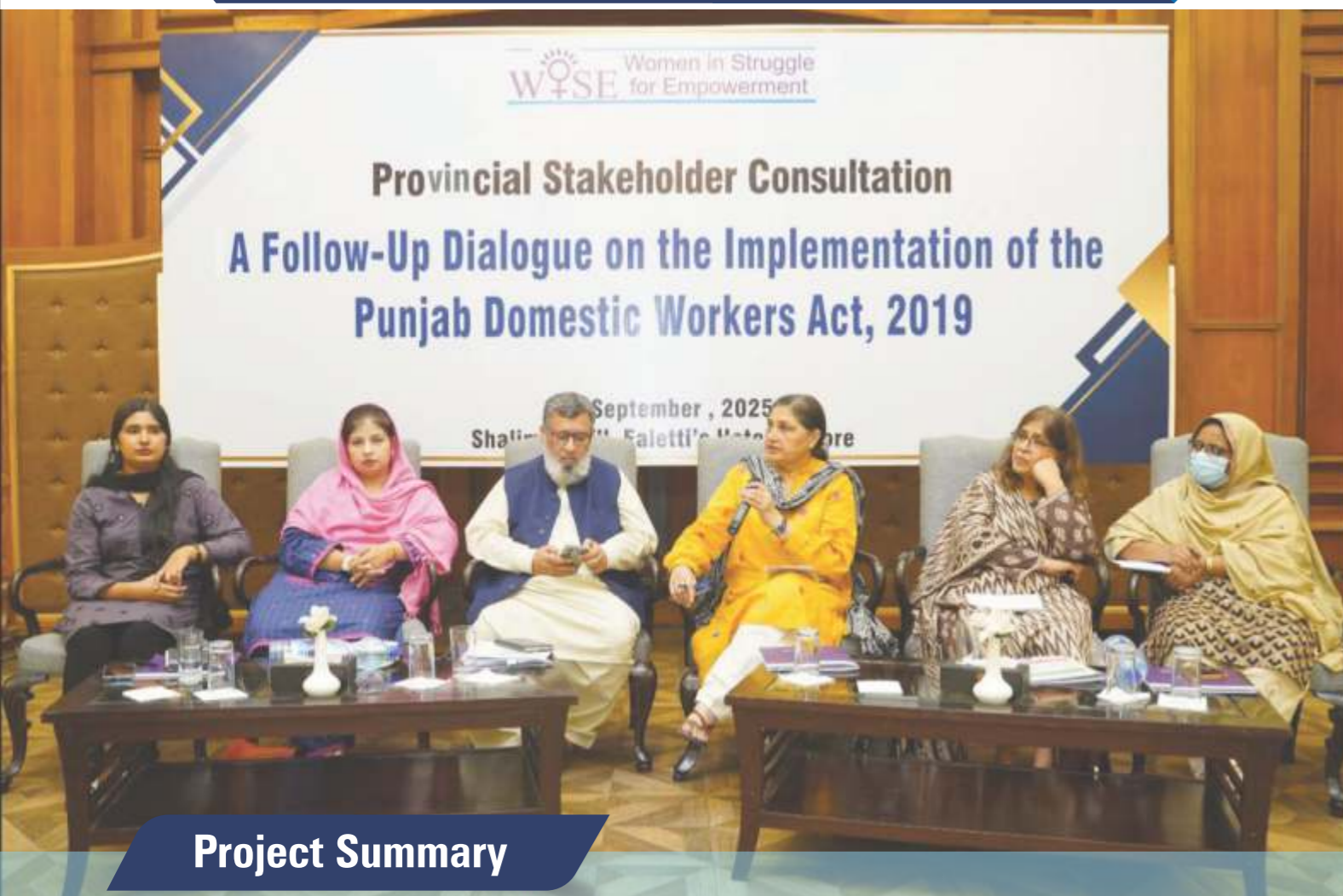


- Arranged eight (8) advocacy meetings with the relevant Labour department regarding the implementation of the Domestic Workers law and unchecked menace of Child Labour.
- Conducted Four quarterly and two bi-annual review meetings with leaders of Domestic Workers union and community leaders to assess progress and plan future actions.
- Arranged five medical camps in Lahore and Sheikhpura, providing free check-ups and medicines to 410 women domestic workers and underprivileged community women.
- Continued the media monitoring & documentation of the cases of violences against the child domestic workers and developed reports.
- In year 2025 media reported a total 24 cases of violence against child domestic workers, mostly girls aged 7–15 years. The cases included 14 deaths, 9 severe injuries, and 7 incidents of sexual assault, reported from districts including Lahore, Rawalpindi, Gujranwala, Faisalabad, Jhelum, Hafizabad, and Rahim Yar Khan.



Project Summary

- 240 women domestic workers were empowered through 32 awareness sessions on basic literacy, stress management, child labour, safeguarding, SDGs (Goals 5 & 8), and key provisions of the Punjab Domestic Workers Act 2019.
- Organized two Virtual Cafés, two media forums, and one social media campaigns on the social and economic empowerment of women domestic workers, engaging approximately 2000+ women, girls, and men through online platforms.
- Five women victims were provided legal assistance included cases of physical, emotional, and domestic violence, workplace disputes related to unpaid or underpaid wages.
- 60 participants, including representatives from the Labour & Human Resource Department Punjab, PESSI, & Social Protection Authority, attended a provincial stakeholders' consultation to review the implementation status, issues, and challenges of the Domestic Workers law.
- Organized two conventions and two seminars on domestic workers' rights and digital safety, engaging 440 participants to strengthen awareness, leadership, and advocacy for effective implementation of labour and safeguarding laws.



Project Summary

In 2025, under the project “Supporting Domestic Workers: Strengthening Grassroots Feminism,” a total of 236 activities were organized, engaging 3541 direct and 7,000+ indirect participants. These included women domestic workers, young girls, students, trade unions, Punjab Employees Social Security Institute (PESSI), the Labour and Human Resource Department-Punjab, legislators, media personnel, persons with disabilities, religious minorities, transgender individuals, academia, lawyers, parliamentarians, law enforcement agencies, and professionals.

4.3 Supporting Domestic Workers: Strengthening Grassroot Feminism

Funded by Women Fund Asia, the project “Supporting Domestic Workers: Strengthening Grassroot Feminism” aims at organizing domestic workers at the community level in three districts of Punjab. The purpose is to popularise labor rights, create awareness towards ending child labour, promoting decent work and minimum wages, facilitate legal registration of domestic workers, and provide legal assistance to workers facing exploitation. Under this initiative, WISE is undertaking capacity-strengthening of domestic workers enabling them to negotiate better working conditions and work towards strengthening the implementation of the Punjab Domestic Workers', Act 2019.

- 500 women domestic workers got rights awareness through 135 awareness sessions organized throughout the period in districts Sheikhpura, Faisalabad, and Lahore.
- 1540 women domestic workers, representing three trade unions—Lyallpur Domestic Workers Union Faisalabad-West, Parkash Domestic Workers Union Faisalabad-East and Women Domestic Workers Union Punjab—actively participated in 5 seminars and 7 demonstrations across the targeted districts to mark significant international observances, including; International Women Day, International Labor Day, International Domestic Workers Day.
- Organised Four (4) training workshops on the topics including: Plight of Child Domestic Workers—State Responsibilities & Role of Media and Report Writing.
- Conducted 12 Virtual Cafés, 2 media forums and 1 radio programs on the topics around women domestic workers empowerment. Around 5000 women, young girls and men virtually joined through social media platforms.
- 25 community leaders attended two (2) Quarterly Review Meetings, 106 participants attended a press conference on World Day Against Child Labour, Stop Violence Against Domestic Child Labour—Provide Justice to the Victim
- Organized five exposure visits involving 218 women and girls to the Punjab Safe Cities Authority (PSCA) in Lahore, the Violence Against Women Center (VAWC) in Multan, and the Human Rights Crisis Centre for Women (HRCCW) in Lahore.
- Organized Seven (7) district level Stakeholders' Consultations on the topics such as “Punjab Domestic Workers Act 2019 - Progress and Way Forward” and follow-up dialogues on the implementation of the Act in Faisalabad and Lahore. Over all 507 participants, including representatives of government, labour unions, media personnel, civil society and women domestic workers from four districts joined these events.
- 60 women domestic workers successfully completed the one-year Adult Literacy Program, enabling themselves to read, write and do basic calculations. This opportunity marked a transformative journey towards basic literacy for these women.
- Facilitated eight (8) delegate visits to key government institutions to advocate for the effective implementation of the Punjab Domestic Workers Act, 2019, approval of Rules of Business, enforcement of minimum wages, and social security for domestic workers.
- Seven 7 women domestic workers were provided legal assistance in cases related to workplace matters and abuse of labor rights.





Project Summary

In 2025, under the project “Protection from Sexual Exploitation and Abuse (PSEA),” WISE implemented 50 different activities, directly engaging 1,200 participants and reaching over 5,000 individuals indirectly, including women, young girls, students, staff and board members.

4.4 Safeguarding & Protection from Sexual Exploitation & Abuse (PSEA)

Protection from Sexual Exploitation and Abuse (PSEA) project aims to empower vulnerable communities by raising awareness of safeguarding measures and building accessible reporting mechanisms. The project have direct outreach through 40 targeted awareness sessions that engaged 680 women and young girls on PSEA, including prevention, reporting, and the Complaint and Feedback Mechanism (CFM). Under this initiative WISE also trained 40 women community leaders on CFM and referral pathways, equipping them with resources and manuals to serve as local PSEA advocates. Additionally, tailored PSEA communication material, such as flyers, brochures were distributed to reinforce safeguarding messages across communities.

- Two capacity strengthening training workshops were organized, with a total of 46 community focal persons participated from Lahore, Sheikhpura, Nankana Sahib, Faisalabad.
- Organized 46 community level awareness-raising sessions involving a total 1150 participants including 750 women and 400 girls.
- A targeted social media campaign on Prevention of Sexual Exploitation and Abuse (PSEA) was implemented to raise awareness, promote zero tolerance policies, and strengthen safeguarding mechanisms, reaching an estimated audience of 800+ individuals.
- WISE organizational policies, Code of Conduct, and operational guidelines were reviewed and shared with field staff, community focal persons to ensure better understanding, strengthened accountability, and effective compliance.
- Knowledge, information, and resources were shared with partner organizations and alliances to enhance coordination and collective impact.





In 2025, under the project “Flood Relief & Wellbeing Supporting for Vulnerable Families” WISE implemented six medical camps for 1060 affected individuals, ration bags for 160 families, 200 children bags, 100 woolen shawls and 2000 dignity kits for young girls.

Project Summary

- A total of 100 ration bags and 100 children's kits were distributed in flood-affected areas of district Chiniot to support vulnerable families and children.
- A medical camp was conducted in the flood-affected area of Ratta Mata, district Jhang where more than 210 patients received medical consultations and treatment. Additionally, 60 ration bags containing essential food items were distributed to vulnerable families.
- Well-being sessions were organized for children to support their emotional recovery and restore a sense of normalcy. A total of 100 recreational and educational kits were distributed, including school bags containing ludo games, biscuits, juice, toys, color pencils, drawing books, pencils, erasers, and candies.
- The second medical camp was organized in flood-affected Village Nathu Shah, District Jhang, where a dedicated team of medical professionals and volunteers conducted comprehensive check-ups for more than 450 patients. Winter clothing was distributed to 210 children, 100 warm shawls were provided to mothers, and 100 dignity kits were distributed to women.

4.5 Flood Relief & Wellbeing: Supporting Vulnerable Families

The purpose of this initiative was to provide immediate humanitarian relief and psychosocial support to flood-affected communities by addressing their urgent health, protection, and well-being needs. Through medical camps, distribution of ration bags, winter assistance, dignity kits, and child-focused well-being activities, the initiative aimed to reduce vulnerability, restore dignity, and support the physical and emotional recovery of women, children, and families impacted by the disaster.





4.6 Feminist Solidarity well-being & Peace

WISE has been implementing an initiative addressing the psychosocial impact of escalating political tensions and conflict-related distress on women in conflict-sensitive communities. Through a feminist peacebuilding approach, the initiative provides trauma-informed psychosocial support and promotion of non-violent dialogue strengthening community safety and preparedness, and facilitating access to essential protection services. The initiative centers women's voices in healing, advocacy, and sustainable peacebuilding efforts across the region.

Project Summary

In 2025, under the project “Feminist Solidarity, Well-being & Peace,” WISE conducted a one-day training for 50 participants, organized five community-led dialogues engaging 360 individuals, held two awareness sessions with 60 women, and launched a digital campaign reaching over 500 people.

- Five (5) community-led dialogues were organized in Lahore, Sheikhupura and Nankana sahib, engaging 360 women and girls. These dialogues served as safe spaces where participants could openly share experiences of stress, anxiety, and the broader emotional toll of geopolitical tensions. In addition to dialogue, participants practiced mindfulness and relaxation exercises, helping them manage emotional triggers and achieve calmness.

- Organized a one-day training workshop titled “Leading with Peace: Mental Well-Being for Women Community Leaders”, engaging 50 women from Lahore, Sheikhupura, Faisalabad, and Nankana Sahib. The participants reported reduced stress, enhanced resilience, and a renewed commitment to promoting peace and mental well-being within their communities — fostering hope and harmony.
- Two awareness sessions were organized in Faisalabad, reaching 60 women and girls with discussions on peacebuilding, mental health, and stress management. As a result, many women shared that they felt calmer, more self-aware, and inspired to take small but meaningful steps to spread messages of peace and empathy in their workplaces and communities.
- A digital awareness campaign was also launched on peacebuilding and women's well-being, reaching over 500+ people through engaging posts and messages promoting empathy, tolerance, and collective harmony.

4.7 ProTECT: Program to End Child Trafficking

The program aims to improve the implementation of anti-trafficking and child protection laws in Pakistan through targeted advocacy and capacity building. Objectives includes advocacy campaign to enhance commitment to law and policy reform for combating trafficking in persons (TIP) and ensuring effective law enforcement. It also seeks to enhance the skills of law enforcement officers, prosecutors, and judges on victim-centric, trauma-informed approaches to TIP cases, ensuring compassionate and effective handling. Additionally, the program aims to convene inter-provincial meetings to foster coordination, develop reform recommendations, and strengthen referral mechanisms for a collaborative anti-trafficking strategy.

This also includes targeted training sessions for labor inspectors, equipping them with tools to identify and support child trafficking victims effectively. Community mobilization sessions engaging young adults and youth involved in child domestic or bonded labor, along with their families, providing them with essential knowledge about their rights and available protections. The initiative also offers trauma management training, helping participants develop skills to manage trauma, learn effective techniques, and adopt ethical guidelines for trauma-informed supervision.



5- Amplifying Women Voices



5.1 International Women's Day

Organized three (3) community seminars in Lahore, Sheikhupura and Faisalabad, celebrating 8 March 2025, involving 430 community women and young girls.



5.2 International Labor Day

Organized two (2) public seminars in Lahore, and Faisalabad followed by May Day rallies in the two cities joined by around 150 women.





5.3 World Day Against Child Labour

Organized two press conferences in Lahore and Faisalabad, followed by two awareness walks to amplify public engagement and advocacy efforts against child labour. A targeted social media campaign was also launched to highlight the issue of child labour. The initiative mobilized civil society representatives, media, and community stakeholders to call for stronger enforcement of laws, protection of children's rights, and ensuring access to education and safe environments for all children.



5.4 International Domestic Workers Day

Organized a convention on 16 June 2025 in Lahore, to mark International Domestic Workers Day. A total of 110 domestic workers participated in the event, collectively demanding the issuance of social security cards, wage increases in proportion to rising inflation, and the formulation and implementation of Rules of Business to ensure effective enforcement of their rights.





5.5 International Youth Day

Three (3) seminars titled “Local Youth Actions for the SDGs and Beyond” were organized in connection with International Youth Day 2025 in Lahore and Nankana Sahib. The events engaged a total of 327 girls, providing a platform to raise awareness about the Sustainable Development Goals (SDGs), promote youth leadership, and encourage active participation in community development initiatives.



5.6 International Rural Women's Day

On the occasion of Rural Women's Day 2025, WISE organized two seminars in Sheikhpura and Nankana Sahib to recognize and celebrate the contributions of rural women. The seminars targeted a total of 210 rural women, providing a platform to discuss their rights, challenges, and opportunities for social, economic, and political empowerment.





16 DAYS OF ACTIVISM

5.7 16 Days of Activism Campaign

During the 16 Days of Activism Against Gender-Based Violence, WISE implemented a focused awareness and advocacy campaign addressing digital violence against women and girls. Activities included a 16-day social media campaign, a multi-stakeholder roundtable discussion, awareness walk, and institutional seminars. The initiative centered on digital rights, online safety, and prevention of cyber harassment, targeting women, girls, students, media professionals, and civil society representatives. Overall, 400+ participants directly engaged in the campaign, with broader outreach achieved through online platforms.



5.8 National Voters' Day

On the occasion of National Voters' Day 2025, WISE organized a Voter Education and Women's Political Participation Seminar at the District Council Office, Nankana Sahib. The event engaged 105 participants, including women and youth, focusing voter registration, use of the Pak-ID application, and addressing barriers to women's political participation.





5.9 National Working Women Day

Organized an awareness session with community leaders and civil society representatives to recognize the contributions of working women and highlighted the challenges they face, including low wages, workplace insecurity, and harassment. The urgent need was highlighted for social protection, safe working environments, and fair wages, reaffirming that dignity, safety, and equal pay for all working women.



6- Public Actions

During the year 2025, WISE organized and participated in nine (9) public actions and rallies, either in connection with International Days or in urgent response to the incidents of violence against women and girls.



Joined civil society March for the safety of Riverson International Rivers Day.



Organized demonstration on National Women Day 2025 in Lahore.



Participated in Walk on International Women Day 2025.



Organized Protest Rally against Violence Against Domestic Child Labour.



Organized Workers' solidarity Rally on International Labor Day in Lahore.



Organized workers Rally on International Labor Day in Faisalabad.



Joined civil society Peace rally against War Hysteria in Pakistan & India.



Organized Walk on End Digital Violence Against All Women & Girls.



Organized Walk on World Day Against Child Labour



7-Internships

WISE has been implementing its Internship Program for the past 15 years, providing young graduates with practical learning opportunities and professional exposure to strengthen their workforce readiness and career prospects. To date, approximately 38 young women from various universities and colleges have benefited from this initiative.

In 2025, a total of 11 interns were enrolled, fostering intergenerational learning within the organization. The cohort included 3 students from Lahore College for Women University and 8 from the University of the Punjab. The internship program promotes inclusive learning spaces and offers honoraria based on expertise and assigned tasks. Through hands-on experience in a professional development environment, the interns enhance their technical and soft skills, strengthening their employability and connection to the job market.

8-Legal Assistance

In year 2025, WISE provided legal assistance in 12 legal cases involving women and domestic workers, addressing issues such as rape, gender-based violence, khula (judicial divorce), maintenance claims, and workplace wage disputes and exploitation. Through legal support, counseling, referrals, and consistent case follow-up, WISE supported these survivors in seeking justice and securing their legal rights and entitlements within the justice system.



9-FEM DIGI HUB

In 2025, WISE took initiative to establish the FEM Digi Hub - a digital learning center for marginalized girls in the area of Wandala Diyal Shah, district Sheikhpura, providing practical and market-oriented skills linked with freelancing opportunities. The Courses offered include; Graphic Designing, Video Editing, Matterport (3D Virtual Tours), Office Management and AutoCAD (2D Drafting)

This initiative aims to equip young girls from marginalized communities with in-demand digital skills, enabling them to access online income opportunities, achieve financial independence, and confidently participate in the digital economy. 17 young girls are currently enrolled in the FEM Digi Hub.



10-Alliances & Networks

WISE is active member of the following provincial and national-level networks and alliances, advocating for women and human rights.

- World March of Women (WMW) an international feminist movement that advocates for gender equality and aims to take action against discrimination against women.
- Climate Action Network South Asia (CANSAs) - A coalition of over 180 civil society organizations working across eight South Asian countries to combat climate change with a focus on equity, social justice, and sustainable development.
- FEM Consortia, Pakistan – A national level alliance of 12 women organizations working on gender equality and Women Empowerment across Pakistan
- Punjab Protection of Sexual Exploitation and Abuse Network (PPSEAN): A civil society network to prevent, detect, and respond to sexual exploitation and abuse in Punjab
- Joint Action Committee for People's Rights (JAC) Punjab: A Lahore-based coalition of human rights organizations and defenders in Pakistan, to advocate for civil liberties.
- Mumkin Alliance - A provincial level civil society organizations' network actively engaged to strengthen the gender-based violence protection mechanisms.
- Shah Hussain Regional Network (SHRN) – A regional network of the Free and Fair Election Network, comprising 33 member organizations
- Child Rights Movement (CRM) Punjab: A network of organizations work jointly for the promotion and protection of child rights in Pakistan
- Buzurg Dost Network (BDN) Punjab – An alliance of civil society organizations working for the rights of the older people



11- IEC Material & Publications:

Booklets:

In 2025, WISE developed and published five (5) booklets on the Punjab Local Government Act 2025 (Urdu version), a report on Development Deficits of Local Government in Punjab, Gender Audit Research Report – Women political representation in legislative assemblies, Unheard & Unseen – a report on violence against child domestic workers, a field survey report “Socio-Economic Conditions of Women Domestic Workers.” These publications were developed to strengthen awareness, evidence-based advocacy, and informed engagement among stakeholders and communities.



Flyers and Brochures:

Developed and disseminated a range of informational flyers to strengthen community awareness and outreach. These included materials on safeguarding, women's CNIC and voter registration campaigns, International Domestic Workers Day (16 June), and the government's minimum wage notification for domestic workers. The flyers were widely distributed among members and the general public to promote awareness of rights and entitlements. Additionally, WISE produced a two-page safeguarding brochure, an information brochure on the Women Facilitation Desk (in Urdu), and a revised brochure of the Women Domestic Workers Union Punjab. A position paper on domestic workers' empowerment and rights was also designed and published to support advocacy efforts.



Training Manuals:

Two training manuals were produced on the Safeguarding: Protection from Sexual Exploitation, Abuse, and Harassment and Psycho-Social well-being and stress management in Urdu and published to support the understanding of focal persons.

Surveys:

Conducted and published a survey report based on visits to 50 government schools across four districts—Lahore, Sheikhpura, Faisalabad, and Nankana Sahib. The publication highlights alarming gaps in basic infrastructure and essential facilities, underscoring critical deficiencies that affect the quality and safety of the learning environment for children.



Newsletter:

Three (3) quarterly 12-page newsletter in Urdu language were produced and printed in the year of 2025, covering the organizational activities and the community engagement.



Promotional Material:

Produced a wide range of advocacy and visibility material, including slogan-printed bags on women's political leadership, mobile holders on women's empowerment, and shields recognizing solidarity and support. Membership cards were designed for all members of the Women Domestic Workers Union Punjab, along with visiting cards for its leadership and board members. Additionally, mugs, bags, key chains, and file folders with empowering messages were produced and distributed across project districts to strengthen outreach and visibility.





Stand For Women Rights

WISE is a women-led organization dedicated to promote gender justice through a feminist perspective, with the goal of creating a more equitable society for women and girls. Its strength lies in its strong networking with women's movements at the grassroots, national, regional and global levels.

Read more...

12-Social Media Visibility

Website: Throughout 2025, the WISE website recorded significant growth in digital reach and engagement, further strengthening its role as a vibrant platform for advancing women's rights, gender justice, and inclusive local governance. A total of 53,621 unique visitors accessed the website, generating 79,400 visits, with an average of 1.48 visits per user, reflecting sustained interest and repeat engagement.

Collectively, users viewed 370,950 pages, with an average of 6.92 page views per visit, demonstrating strong engagement with WISE's content across thematic areas, including women's political participation, safeguarding and PSEAH, rights and dignity of women domestic workers, climate justice, protection from gender-based violence, and community-based initiatives.

Traffic showed consistent performance throughout the year, with a notable surge in April, which recorded 16,984 unique visitors and 18,740 visits, indicating heightened digital visibility during key campaigns and outreach efforts. The highest number of page views was recorded in April (42,884), while December registered the highest number of hits (118,194), reflecting increased year-end engagement. In total, the website received over 1.27 million hits in 2025, reinforcing its growing influence as a key knowledge platform.

Compared to 2024, website performance in 2025 demonstrates substantial improvement across all indicators. Unique visitors more than doubled, increasing from 24,647 in 2024 to 53,621 in 2025, while total visits rose significantly from 32,379 to 79,400, reflecting enhanced digital outreach, stronger visibility, and growing public engagement with WISE's feminist advocacy and community-based initiatives. <https://wise.pk/>



Facebook: WISE actively used its Facebook page to raise awareness and engage the community, posting a total of 232 updates throughout the year. These posts received 15298 likes and 4,300 comments, reflecting strong audience interaction and support. The platform effectively highlighted WISE's ongoing efforts for women's empowerment and the rights of domestic workers. The WISE Facebook page has a total of 58,000 followers. <https://www.facebook.com/wise.npo/>



TikTok: In 2025, WISE established its official WISE TikTok account to expand digital outreach and engage younger audiences. With 18.4K followers and 42.9K likes, the platform has been effectively used to share short, creative content on women's rights, civic participation, and social justice, strengthening WISE's visibility and impact in the digital space. https://www.tiktok.com/@wise.pk?_r=1&t=ZS-93nhxyiUuhs



Instagram: WISE actively used Instagram to share visual stories, campaign highlights, and advocacy messages, strengthening engagement with urban and youth audiences. The platform currently reaches 270 followers, expanding WISE's digital visibility and outreach. <https://www.instagram.com/wise.npo/>



YouTube: During the 2025, Five (5) shorts videos were produced based on the highlights of the events including seminars, consultations, rallies, trainings and community meetings. Total subscriptions are 457 while the numbers of uploaded videos are 56. These videos were reached out and viewed by 19,745. <https://youtube.com/@wisepo?si=JtN42C8R7AAdqrDh>



13- Print Media Coverage

WISE thinks besides social media, the print media is still important awareness and advocacy tool to create awareness on social issues. Therefore, we engage them not only through Press related activities like demonstrations and rallies but also involve mainstream print media in our public activities including; seminars, conferences. As result of our successful engagement, WISE is happy to have reasonable coverage in mainstream national print and electronic media.

