

BAADTA



CONNECTING FOR **IMPACT**

OUR IMPACT OVER A DECADE



Meet Our Hidden Hero – Muhammad Aman

The gentleman in blue shirt is Muhammad Aman, who is a Stacker operator at GSM's Warehouse for **20** years. He is a father of three girls and he gave refuge to an **8** years old physically and emotionally traumatized girl to save her from terrible domestic violence and child labor. This girl was adopted by Aman and his wife. Today, this girl is healthy, schooling and happy with her new parents and three sisters!



The Challenge Initiative (TCI)

Government in collaboration with TCI Pakistan has conducted over **400** Family Health Days (FHDs) which have resulted in high impact interventions to create exclusive demand generation within the urban underserved communities. Family Health Day is a successful strategy that has generated over **125,000** additional users across Sindh, Punjab & Islamabad. The governments in collaboration with TCI teams have trained lady health workers on family planning counselling who are engaged in door-to-door meetings with married women & are generating demand for family planning. Consistent awareness has resulted in an increased influx of patients. Other than family planning, TCI strongly believes in taking care of mother's health and her overall well-being.





Self-Employment of Women in the Private Health Sector - Punjab

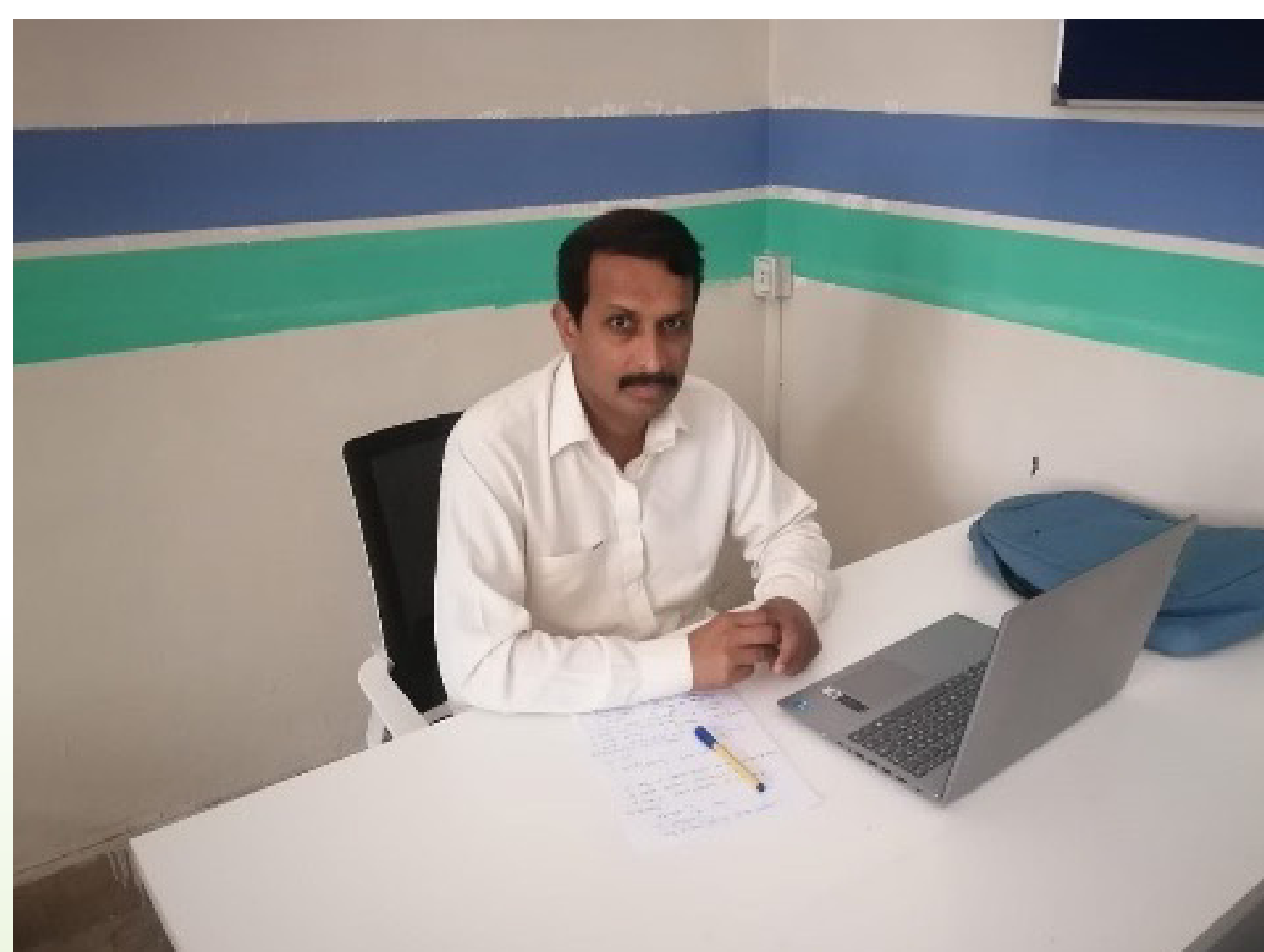
Greenstar in partnership with the Government health departments of KPK and Punjab with the support from KFW (Bank of the Federal Republic of Germany) aims to empower qualified yet unemployed private sector female healthcare providers in **14** districts of Punjab and **7** districts of KPK. Project will create sustainable, independent economic livelihoods for **200** healthcare providers and **200** community health workers by establishing **170** single room clinics and **30** portable container clinics for them. Project will also build their capacity to offer Reproductive, Maternal, Neonatal and Child Health (RMNCH) along with family planning services in underserved communities.



Project focuses on a collaborative approach with involvement of relevant stakeholders from Government Health Departments to ensure a more comprehensive and coordinated effort towards achieving Sustainable Development Goals (SDGs) in the healthcare sector.

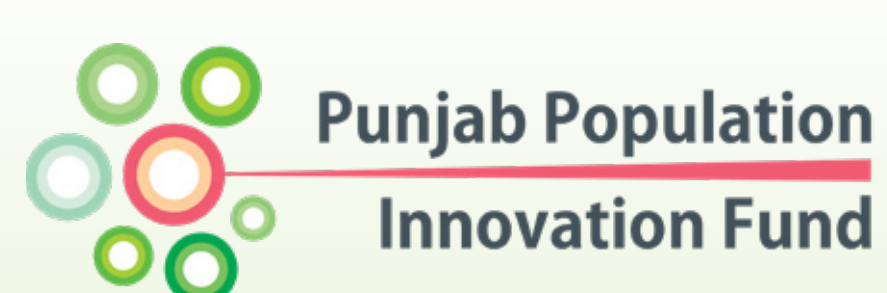


Department of Health has allocated office spaces in **14** Districts of Punjab to Greenstar. The provision of allocated office spaces by the Department of Health is a significant step from the government to recognize the importance of collaboration with the private sector. These coordinated efforts will be helpful to address the gaps in the healthcare facilities effectively.



PPIF - Khud ko Pehchaano – Trickle-down Sessions at NUMS

NUMS University in collaboration with Greenstar's Program Khud Ko Pehchaano, funded by Punjab Population Innovation Fund (PPIF) has completed the trickle-down sessions and trained **447** students overall. Dr. Erum Monis - focal person of NUMS, proposed the initiative to be taken perpetually and to regularize this training as a routine activity for university students. Training content includes sexual and reproductive health and rights of individuals, basic information on healthy timing and birth spacing, family planning methods, gender-based violence and mitigation strategies.



Young Couples Counselling

Bahami Mushawarat, Behtar Sehat (District Okara)
Khushali ki Dastak (District Sargodha)

Sitara House:

Sabz Sitara House is a new initiative to fulfill a longstanding family planning need for a direct source of complete information, counselling, and referrals. Experienced Sitara Bajis have been selected to develop Sabz Sitara houses in their own communities. Their role is to educate and motivate young couples towards family planning adoption through neighborhood meetings & youth sessions in the targeted communities and also ensure the continuity of family planning users. **16** Sitara Houses including **9** in Okara and **7** in Sargodha have been developed and made functional in these **2** districts of Punjab.



Male Engagement:

Male engagement is a high impact and gender - sensitive practice for increased adoption of family planning (FP) services. Evidence shows that male engagement in family planning, can improve program outcomes and increase gender equality. However, increasing men engagement in FP is a complex process, and there are many impeding cultural factors. Sattar Bhai - male community educators are conducting one on one sessions with males, and group sessions with young married men for uptake of family planning services in the targeted communities.



Edutainment through Open Mic sessions & Theatre performances:

Edutainment through Open Mic sessions & Theatre performances was conducted to mobilize young couples to generate new FP users in Okara and Sargodha districts. This activity comprised open mic interactive sessions and theatre performances. Open Mic session serves as a significant tool to address the audience and to provide safe and conducive space to generate discussions, break the stereotypes and to spread adequate information related to family planning among young people.



Engagement of Chemists and FMCG Retailers:

20 chemists and **30** FMCG Retailers have been sensitized on the following themes in district Okara and Sargodha.

- Pakistan's Population Profile
- Introduction to Punjab Population Innovation Fund
- Introduction to Greenstar Social Marketing
- Project Orientation
- Benefits of Birth Spacing
- Family Planning Counselling
- Gather Approach/Counselling
- Contraceptive Methods / Modern Contraceptive Methods
- Role of Chemists and FMCG Retailers in Client Generation



Greenstar Social Marketing empowers women and young girls in Lyari by facilitating access to “self-care” through Sitara Houses

10 Sitara Bajis (community mobilizers) have been creating awareness among community women in Lyari about self-care. The Sitara Houses are actively serving young girls and women with their personal health needs including information and counselling about puberty, reproductive health, family planning, post abortion care, menstrual health and hygiene and maternal and child health. Some of the key notable project highlights include:

- **15,643** community women have been engaged and trained on self-care
- **3,981** clients have received the self-care services at Sitara Houses including 453 women being served with family planning and **87** clients were provided post abortion care. **28** clients were referred to nearby service providers including 5 clients for MVA services
- **403** neighborhood meetings were arranged that engaged **2,479** women and young girls to create awareness about self-care including family planning, post abortion care and post abortion family planning
- Sitara Bajis have started earning income through sales of healthcare products, screening services and referrals. On an average, each SB earns PKR **15,000** to **18,000** per month



EMPOWERED WOMEN OF LYARI
Creating a community based self sustaining ecosystem of self-care access in Lyari

10 Sitara Bajis
THE MOVERS AND SHAKERS OF LYARI

10 Sitara Houses in Lyari
A safe space for women and young girls to access self-care

- Door to door visits, neighborhood meetings and visits at Sitara Houses for creating awareness about self-care (sexual and reproductive health, family planning, post-abortion care, information about breast, cervical and ovarian cancers, menstrual hygiene, and women nutrition)
- Financial sustainability of Sitara Bajis through sales of healthcare products, basic screening services and referrals
- Integrating technology by connecting clients with expert doctors for consultations and POCHO helpline for information

Activities shown in the infographic include: Inauguration of the first Family Health Center (FHC) in Lyari, Promoting the young indigenous talent of Lyari, Group picture of Dr. Rab, CEO Greenstar with the Sitara Bajis and community women, Training of Sitara Bajis by Dr. Sediah Ahsan Pal, and Encouraging Sitara Bajis for the social empowerment and financial sustainability.

Partnering with Roche – To improve access to early diagnosis and referrals for women related cancers in Pakistan

Greenstar has partnered with Roche Pakistan for a pilot project to help women of underserved communities for early diagnosis of breast, ovarian and cervical cancers. The community mobilizers (Sitara Bajis) are engaged in creating awareness about women related cancers and facilitating the women for clinical screening at Greenstar clinics in two cities: Karachi and Lahore.

High-risk patients are identified, and referrals are being generated to tertiary care hospitals for advance screening and treatment. Till date, more than 20,000 women have been helped by Sitara Bajis and Greenstar's doctors to create awareness about warning signs and symptoms. Emphasis is given on the early detection of cancer to save the precious lives of women living in far-flung communities.



Marketing Activities

Marketing Campaign of Enofer

For the development of new maternity homes, Greenstar's pharma team provided much-needed infusion kits as a promotional tool named as "ENOFER INFUSION KIT".

- **9,196** Enofer Infusion kits have been distributed to the service providers.
- **72** hemoglobin camps were organized pan Pakistan.
- **2,253** patients were tested for anemia free of cost.
- **366** patients were diagnosed with moderate to severe types of Anemia.



World Contraception Day

Being a Market leader in Contraceptive Products, 'Greenstar Social Marketing Network' conducted various activities like hospital symposia and family planning (FP) awareness sessions while celebrating World Contraception Day.

Ward symposia were conducted in collaboration with SOGP, tertiary care and DHQ hospitals as Public Private Partnerships with the theme "A Strong Girl, is a Strong Woman, is a Strong Nation."

- **5** hospital symposia
- **2** FP sessions
- **775** healthcare providers were engaged



Skills Development Sessions in Private Hospitals

Communication skills workshops were executed at Shamsi Hospital & Al-Mustafa in District Malir & Gulshan-e-Iqbal Karachi, to improve the communication gaps between the Patients and Hospital staff. One session in the ISRA University Hospital, Hyderabad was conducted by CEO Greenstar, Dr. Syed Azizur Rab on "How to Break the Bad News", in which more than **100** Hospital Doctors, PGs, and house officers participated.



Chemists Awareness Session

Seminars for chemists have been executed in Bahawalnagar, Khanewal & Sukkur in which **80** chemists were engaged. Product features and benefits were shared with these chemists who are major healthcare stakeholders.



Vitaferol (Cholecalciferol) Month

As oranges complement immunity like Vitaferol, the pharma team celebrated the month of Jan 2023 as Vitaferol Month through seasonal fruit activity (oranges). The activity is designed to encourage our prescribers of Vitaferol injection. For this activity, the pharma sales team distributed **1042** fresh seasonal orange boxes with Vitaferol branding, having tagline "Revitalize with Vitaferol" along with Vitaferol Immunity Booster Drop cards.

New Product Launch "Enoject"

Greenstar in pursuance of its mission that is the development of Pakistan through family Planning & family health solutions, launched another high-value brand in the pharma portfolio with the name "Enoject" (Ferric Carboxymaltose, 50mg/10ml injection) in January, 2023. Enoject is an advanced treatment option for Iron Deficiency Anemia (IDA) and is available in I.V. form as a single shot therapy for convenience of the patient without a test dose for an immediate rise in Hemoglobin level. 2737 units of Enoject have been successfully sold in first quarter of 2023.



International Achievers Conference "Thailand"



International Women's Day Celebrations

We celebrated International Women's Day by learning what our incredible employees have to say about this year's IWD theme of #EmbraceEquity. We are proud to have such inspirational employees in our team sharing their thoughts. Let's continue to promote equity within and beyond our organization and support each other as we strive for a brighter and more inclusive future #IWD2023 #GreenstarSocialMarketing

Panel Discussion

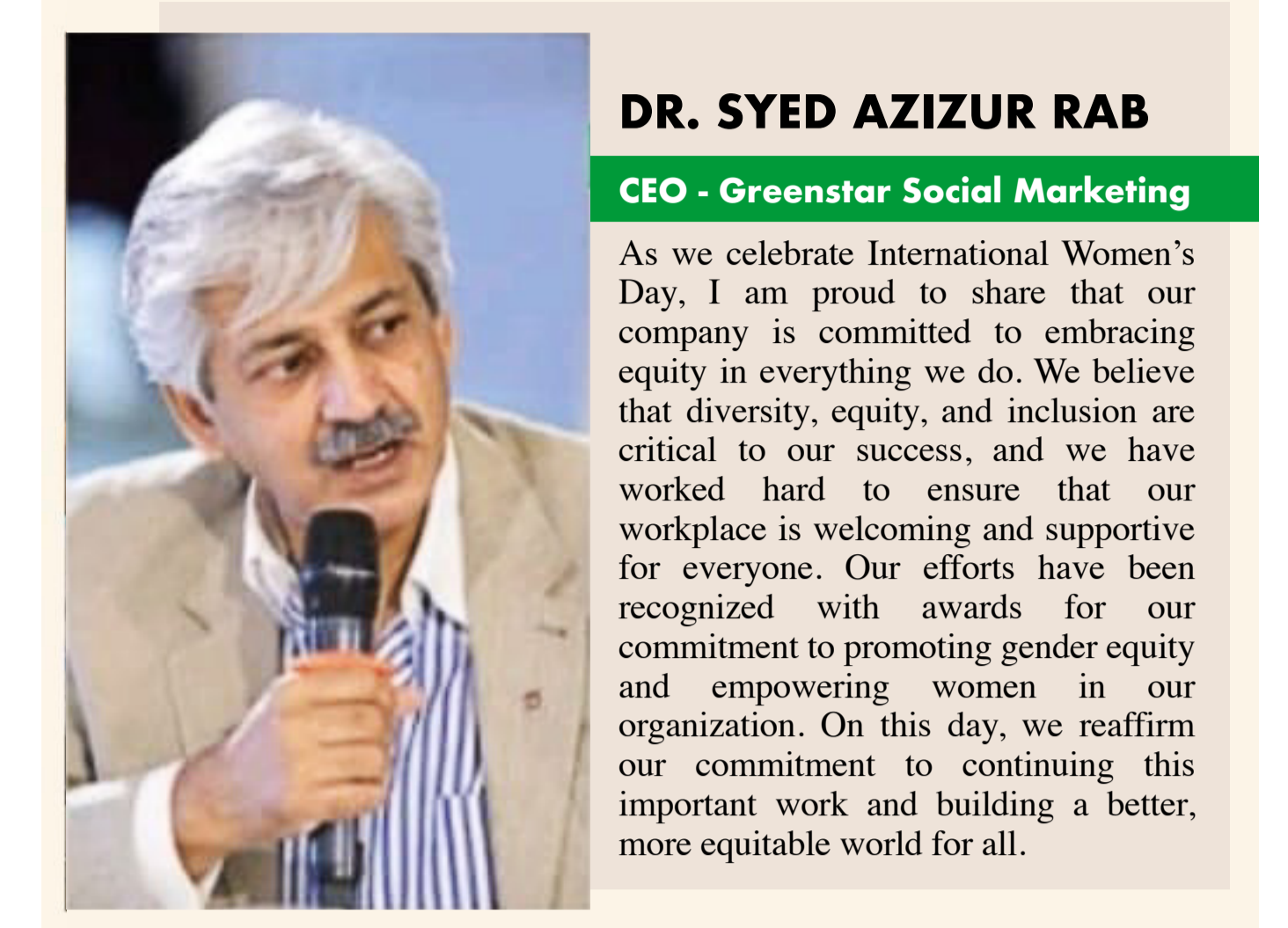
A panel discussion was hosted by Greenstar, in which women in leadership roles explained how they broke misogynistic beliefs of society and earned the opportunities they now have. This led to a learning platform from the women working in private sector, Government, Academic, and Early Childhood Development about embracing equity for them and every woman of Pakistan!

The Challenge Initiative – Celebrating Women's Day

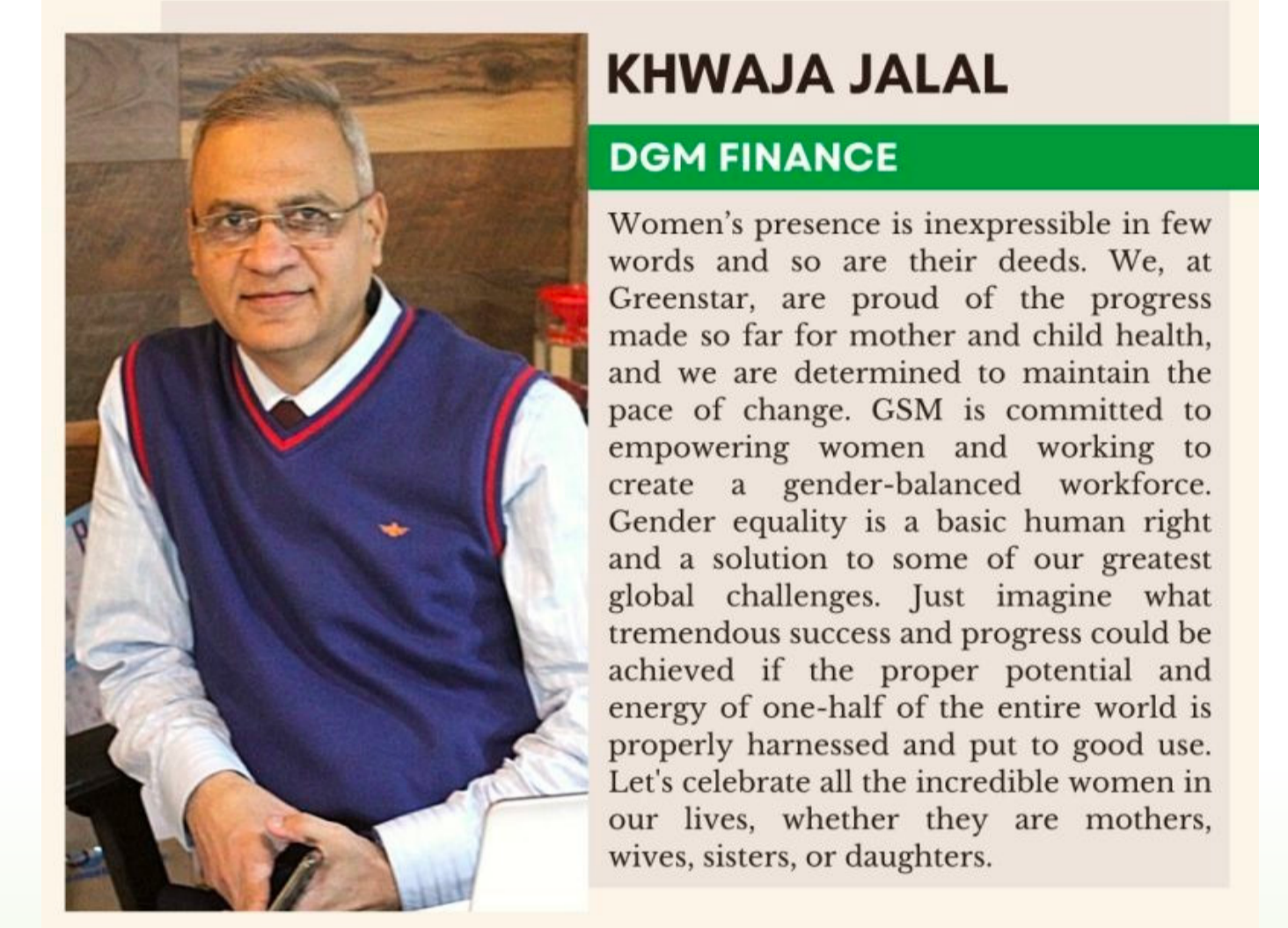
Greenstar TCI Pakistan team in collaboration with IRMNCH & Nutrition Program Punjab, celebrated womanhood and cherished their strengths. The event was held at Gujranwala where Chief Guest-Deputy Commissioner Fayyaz Mohal stated that women play a vital role in society & advocate #EmbracingEquity and contribute to the country's development in various ways. The celebration was attended by stakeholders from IRMNCH, TCI, & the Government of Punjab. The departments also appreciated TCI's effort in implementing HILLs across the district.



INTERNATIONAL WOMEN'S DAY #EmbraceEquity



INTERNATIONAL WOMEN'S DAY #EmbraceEquity



New Year 2023 & Global Diversity, Equity and Inclusion Awards - Karachi

The bright sun rays of the New Year 2023 brought new energy and motivation for Greenstar and its employees. The theme for 2023 was 'Creating an Impact' based on which sessions were arranged in collaboration with Healthwire where psychological experts shared tools and tips on creating an impact on one's personal, professional, and social life. The new year celebration became even more exciting when the news of GSM winning Global Diversity, Equity, and Inclusion Benchmarks awards 2023 was shared with the employees. The GSM Family resolved to commence their new year with a resolution of creating an impact.

Greenstar Social Marketing (Guarantee) Limited has won the Global Diversity, Equity, and Inclusion (DEI) Awards in three categories under the Best Practice level. Dr. Rehana Ahmed, Chairperson of Greenstar Social Marketing, delivered a speaker session at the conference. During her speech, she shared how Greenstar is dedicated to serving the underserved and emphasized how various DEI initiatives have enabled the company to fulfill its mission of contributing to the development of Pakistan through family planning and family health solutions.

At GSM, we believe that #diversity, #equity, and #inclusion are critical to our #success. We have been working hard towards creating a workplace that is welcoming and inclusive to all individuals, regardless of their background or identity. This recognition is a testament to our unwavering commitment to promoting DEI in all aspects of our operations. As we continue to strive for excellence, we look forward to achieving more milestones like this in the future.

Onwards and upwards!



Panel Discussion – Gender-Based Violence

Greenstar Social Marketing organized an awareness session on Gender-Based Violence (GBV). Estimable guests participated in the session including SSP Shahla Qureshi (Sindh Police) Ms. Faiza Shaikh (lawyer) and Saima Masoom Ali (Asst. Prof. Dept. of Psychology, KU) and shared their views and thoughts regarding various types of violence particularly domestic violence in Pakistan. All Greenstar head office staff actively participated and agreed that if something wrong is happening, it can never be considered as right. SSP Shahla assured that Police Stations may be reached conveniently to report any type of violence, where a new initiative by Sindh Police has made it accessible by opening Women Police Stations, thus bringing a new ray of hope for helpless and endangered women of communities.



Activism to End VIOLENCE Against Women

Webinar

Moderator

Dr. Sana Durvesh
Greenstar Social Marketing

Panelists

Dr. Syed Azizur Rab
CEO
Greenstar Social Marketing

Faiza Shaikh
Lawyer

Shahla Qureshi
SP Sindh Police

Saima Masoom Ali
Asst. Prof.
Dept. of Psychology KU

Thursday 8th December 2022

04:00 pm

Live on Greenstar Social Marketing Facebook Page

Venue:
Head Office
5th Floor, Ocean Tower G-1, Block 9, Main Canton Road Karachi, Pakistan.