

Turning Pride into Power

PPAF collaborated with Ministry of Poverty Alleviation and Social Safety (MoPA&SS) and Paigham-e-Pakistan (PeP) to redefine commemoration of national days through its campaign “Resilient and Rising Pakistan.”

Raza Hussain Qazi

Every nation has moments that renew its collective spirit and reaffirm its unity. For Pakistan, Independence and Defence days stand as enduring symbols of resilience, sacrifice, and shared identity.

This year, the Pakistan Poverty Alleviation Fund (PPAF), in partnership with the Ministry of Poverty Alleviation and Social Safety (MoPA&SS) and Paigham-e-Pakistan (PeP), redefined the commemoration of these national days through its campaign “Resilient and Rising Pakistan.”

What began as patriotic celebration evolved into a nationwide movement - uniting

communities across provinces, strengthening social bonds, and translating the spirit of independence into action for inclusion and resilience.

A Symbolic Beginning of a National Movement

In a significant move to blend national pride with grassroots impact, the Ministry of Poverty Alleviation and Social Safety (MoPA&SS), in partnership with the Pakistan Poverty Alleviation Fund (PPAF) and Paigham-e-Pakistan (PeP), launched the “Resilient and Rising Pakistan” campaign to commemorate Independence Day and Defence Day 2025.

Through partnerships with 66 civil society organizations, PPAF and its collaborators organized 1,411 local events, transforming traditional celebrations into platforms for civic engagement and social development.

Spanning August and September, the campaign features thousands of events across all provinces and regions, including Punjab, Sindh, Khyber Pakhtunkhwa,

on 31st July 2025 in Quetta, Balochistan, was attended by Federal Minister for Poverty Alleviation and Social Safety, Syed Imran Ahmad Shah; Minister of State for Federal



Balochistan, Gilgit-Baltistan, Azad Jammu & Kashmir, and the Islamabad Capital Territory. Designed to go beyond ceremonial celebrations, it aimed to directly engage marginalized and vulnerable communities through initiatives promoting education, health, environment, and economic inclusion.

The launch ceremony, held

Education and Professional Training, Ms. Wajiha Qamar; Balochistan's Minister for Education, Ms. Raheela Hameed Khan Durrani; Secretary of the Women Development Department, Ms. Saira Atta; and PPAF CEO, Mr. Nadir Gul Barech.

Addressing the gathering, Federal Minister Syed Imran Ahmad Shah said:

“This initiative reflects the government's unwavering commitment to reach every corner of Pakistan with dignity, opportunity, and progress. It is our collective responsibility to ensure that our national celebrations not only honor the sacrifices of the past but also shape a more inclusive and empowered future for all.”

Minister of State Ms. Wajiha Qamar highlighted the importance of collective effort in national development and the symbolic significance of launching the campaign from Quetta, stating:

“This campaign is a testament to the power of unity when government, communities, and development partners come together, real and lasting change becomes possible. Launching it from Quetta signals our strong resolve to place Balochistan at the center of the national development agenda, ensuring greater visibility, investment, and opportunity for the region.”

The campaign includes awareness sessions, tree plantation drives, community mobilization events, cheque distribution ceremonies, and outreach programs focusing on health, youth engagement, and social protection. The launch in Quetta set the tone for the campaign, reaffirming a shared national vision of resilience, inclusivity, and progress.



A Nationwide Movement for Unity and Inclusion

The campaign spanned all provinces and regions, including Gilgit-Baltistan,

Over 134,000 citizens, including women, men, transgender persons, persons with disabilities, and members of minority communities, participated. This diversity mirrored

activity aligned with PPAF's thematic pillars: livelihoods, social protection, climate resilience, and community participation - bridging national celebration with long-term sustainability. Under this initiative:



Azad Jammu & Kashmir, and Islamabad Capital Territory, covering 88 districts, 103 tehsils, and 394 union councils. Through partnerships with 66 civil society organizations, PPAF and its collaborators organized 1,411 local events, transforming traditional celebrations into platforms for civic engagement and social development.

PPAF's inclusive development philosophy, ensuring that national pride is shared by all segments of society.

Linking Celebration with Development

While infused with patriotic symbolism, the campaign was underpinned by a clear development strategy. Each

- 5,828 cheques worth PKR 314.6 million were distributed under the Prime Minister's Interest-Free Loan and the EU-funded Growth for Rural Advancement and Sustainable Progress (GRASP) programs.
- 11,393 trees were planted across Pakistan, linking patriotism with environmental stewardship.
- 57 community infrastructure schemes were inaugurated, expanding access to essential social services.
- 88 training and activity completion certificates were awarded, recognizing skill development, community engagement, and capacity-building efforts.

Beyond financial assistance, the campaign also featured

health and nutrition camps, gender and disaster preparedness sessions, and community gatherings that emphasized inclusion, civic responsibility, and collective resilience.

Partnership, Participation, and Leadership

The campaign's success rested on multi-level and multi-stakeholders collaboration. Events were attended by federal and provincial dignitaries, commissioners, deputy commissioners, assistant



Gilgit-Baltistan to the coastal plains of Sindh, transforming symbolic observances into catalysts for empowerment and unity.

(88.8%), LinkedIn (95%), and Instagram (94.1%) serving as the most active channels. This strong digital footprint reflected PPAF's evolving capacity for development communication and its ability to connect national narratives with local realities through inclusive storytelling.

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commissioners, and local government officials, whose presence symbolized the synergy between governance and grassroots action. Their active involvement enhanced visibility and underscored shared ownership of the national cause.

PPAF's partner organizations played a critical role in ensuring local ownership. Through their extensive community networks, they brought the celebration to every corner of the country i.e. from the remote valleys of

Communicating Pride and Progress

The "Resilient and Rising Pakistan" campaign achieved 42.3% coverage in mainstream media and 70.9% engagement across social media platforms, with Facebook

The Power of Collaboration

The campaign stood as a testament to the strength of partnerships: MoPA&SS provided strategic direction and policy linkage with the national social protection agenda, PPAF mobilized its vast grassroots network and institutional expertise, and Paigham-e-Pakistan infused



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the initiative with messages of peace, tolerance, and unity.

Together, they shaped a model of participatory nation-building that merged policy, practice, and public engagement, transforming commemoration into collective action.

Celebrating the Spirit of a Resilient Nation

From students in Balochistan launching local green drives to women entrepreneurs in Gilgit-Baltistan receiving interest-free loans, every event embodied a single message: Pakistan’s strength lies in its people’s collective will to rise.

The campaign turned celebration into civic engagement, reminding all that Independence and Defence Days are not only moments of remembrance but opportunities to reinforce solidarity, inclusion, and resilience.

A Model for

Participatory Nation-Building

“Resilient and Rising Pakistan” reimagined how patriotism can serve development. Every planted tree, every distributed

linking national celebrations to grassroots empowerment, PPAF and its partners have demonstrated that Pakistan’s rise depends on its people’s participation - each citizen a partner in shaping a stronger, more inclusive nation.



cheque, and every community gathering became a symbol of progress through unity. For a country balancing growth with equity, this initiative offered a replicable model where national pride fuels sustainable action, and unity becomes the foundation for resilience.

As the campaign concluded, one truth stood clear: resilience thrives in unity. By

“Resilient and Rising Pakistan embodies the spirit of togetherness,” said Mr. Nadir Gul Barech, CEO PPAF, adding that “When citizens celebrate with inclusion and intent, they don’t just honour the past, they help shape the future.”



The writer is a seasoned development sector professional.