

Character Education Foundation

Annual Report for year 2019 – 2020

INTRODUCTION OF ORGANIZATION

History

Character Education Foundation (CEF) was established to endow quality education, especially pertaining to Quranic teachings and character education, among different schools, colleges, educational institutions and organizations in the country.

Established in January 2016, Character Education Foundation (CEF), is a not-for-profit, independent, non-political, non-sectarian organization in Pakistan. Incorporated in July 2019, under Section 42 of the Companies Act, 2017, with the Securities and Exchange Commission of Pakistan (SECP), headquarter at Islamabad, CEF has regional offices in Karachi, Lahore and Peshawar, respectively. It runs three key programs: 1) Quran Education, 2) Character Education and; 3) Parenting Education with the help of 118 fulltime staff.

Vision

“Building the Bright Future of Pakistan”

پاکستان کے روشن مستقبل کی تعمیر

Mission

Transforming society for a bright future through Quran education, character building and community engagement

Legal Standings

- Currently registered with SECP as a not for profit company under section 42.

Board of Directors:

No	Name	Role
1.	Mr Mahmood Ahmed	Founding Director and CEO
2.	Dr Hafiz Aohaib Zafar	Founding Director
3.	Dr Kashif Shaikh	Founding Director
4.	Dr Maaz Aslam	Founding Director
5.	Muhammad Usman Akash	Founding Director
6.	Ms Zainab Asif	Founding Director
7.	Ms Humaira Mahmood	Founding Director

INTRODUCTION OF CHARACTER EDUCATION FOUNDATION

Character Education Foundation (CEF) initially started its operations in January 2016 as a project of Association For Academic Quality (AFAQ) to initiate preliminary research and inclusive analysis regarding Quran education in public and private sector schools in Pakistan. While continuing research and development to design a syllabus CEF-Character Education Foundation registered as a not for profit, independent organization in July 2019. Following years-long efforts, CEF has successfully developed a curriculum of Nazra Quran (text books from K.G. to class 5) and Understanding of Quran (from Class 6 to 8) at school level; and now organization is in process to develop the books from Grade 9 to 12. CEF also developed the resource materials including training and audio-visual aids.

Today, over one million students belonging to 6,000 private schools (including Army Public Schools and Bahria Foundation Schools) are benefiting from the learning of Nazra Quran and Understand Quran programs of the CEF.

Government of Khyber Pakhtunkhwa (KPK) adopted Nazra Quran books of the CEF in 2017 and introduced it at more than 29,000 primary level schools, catering to 2.5 million students up to grade three (gradually increasing to next grades). Before the outbreak of the Covid -19 pandemic, the Federal Government had also approved Nazra Quran books developed by the CEF for grade 1 and 2 and is poised to implement its decision once the schools reopen in coming days

Why Qur'an Education is Important? Quran is a complete code of life and it is our religious and moral duty to get maximum benefit from it in our lives. Our main responsibility towards this Holy book is to read it correctly, understand it and spread its message among others.

Everyone can learn and teach Quran in his own way. The main concern should be not letting its spirit fade away. It can only be done by proper teaching with phonics and blending of sounds. For this reason, CEF has worked on developing a structured curriculum for Quranic education.

TPI Method (Total Physical Interaction): A research-based technique of Total Physical Interaction (TPI) for teaching Quran with actions and expressions.

- High frequency Vocabulary method is to teach most frequently used words first.
- Teach similar & root words together through basic
- Gram mar and linguistic laws.
- "Phonics of alphabet is focused instead of conventional sequence and pronunciation.

Quran Education for Schools is developed focusing the following characteristics

- Shortest duration course to understand most of the Qur'an
- 100% Qur'anic Arabic covered with Tajweed
- Curriculum is designed for KG-Matric classes

READ QUR'AN (Junior Level): We start educating primary classes i.e. KG, I & II by reading most of the words (75%) of the Holy Qur'an correctly with TAJWEED, and learn selective Arabic grammar used in Qur'an through TPI practices.

READ QUR'AN (Senior Level): In classes III, IV & V, the whole Qur'an will be read in class applying all the rules of Tajweed.

UNDERSTAND QUR'AN: For Secondary classes, we have designed our course to teach high frequency words with Grammar and TPI, so in first 3 classes i.e. VI, VII & VIII the student will learn and understand 85% of the Qur'anic words with Namaz, Duas and 5 Siparas with understanding. In classes IX till XII, the Student will go through the whole Qur'an with understanding and 4 aspects in each Aayat.

4 ASPECTS CONSIDERED FOR EACH AAYAT

1. Prayers (Dua)
2. Self-assessing
3. Plan for implementation
4. Preaching to others

Learning Resources produced by the Research and Development team

TAJWEED POEMS: To make better understanding of each word's pronunciation and memorizing it in order of Makharij (point of articulation), we developed Tajweed poems in all regional languages of Pakistan, exhibiting TPI as well as a poem demonstrating Makharij with animation.

VIDEO TUTORIALS: Through video tutorials we target that segment of society which we cannot reach to physically. These tutorials aim to transfer comprehensive yet concise training through our experienced trainers. So as a part of the learning process, we made several live tutorials and short animated clips for the teachers and students.

Teacher's Manual: is designed to provide correct direction to the teachers with introductions, framework, activities, and other supplemental material to help lead the class effectively. We have included activities, discussion questions and key vocabulary at the end of each chapter for facilitation.

Model Paper Practices: We have introduced model papers practice system to learn things with focus. The research shows that the exhaustion before exams can be reduced by solving more and more model papers for better preparation. These papers help schools and teachers to devise exams strategy as per their need.

Quran Education for Elders:

UNDERSTAND QUR'AN (Ibtidaiya): This is 6 hours course which covers the understanding of 33% words of the Holy Qur'an through understanding of the Whole prayers.

UNDERSTAND QUR'AN (level I): This is 19 hours course which covers the understanding of 75% words of the Holy Qur'an using TPI (Total physical Interaction) and High Frequency words of selective Surahs.

UNDERSTAND QUR'AN (level II): This is 60 hours course which covers 100% words of the Holy Qur'an along with complete understanding of Holy Qur'an Through recitation of half PARA per session.

4 ASPECTS CONSIDERED FOR EACH AAYAT

1. Prayers (Dua)
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CHARACTER EDUCATION:

Character Education Program strives hard to formulate and produce a curriculum which is based on ethical values propagation. It is done through

character development initiatives involving activities related to child's social and spiritual development. We build child's academic and social capabilities and ultimately create reflective and creative personalities in line with the Islamic teachings and ideology of Pakistan. We intend to prepare children having clear minds or a meaningful life, keeping in view their roles and responsibilities in this world.

“**Blessings**” (Hasana) in the world hereafter would be based on our actions in this world. However, we perform here would have a consequence in the life hereafter. We have to face for whatever the good or bad we do in this world. So, Hasana in this world is essential for polishing our eternal life. This is one of the main teachings we endow the children with through our character education program.

Hasna Self Development Model introduced, having, 6 most Influential sides of the life of students. These important aspects include the teacher, curriculum, co-curricular activities, parents, scouting organizations and media. We work to provide applicable and targeted solutions for filling the gaps in these areas which children to build the desired qualities in their characters. We believe that if the collective efforts are not done in these six areas simultaneously, then it will be very difficult to build the character of students effectively.

CEF's team prepared a holistic model that inculcates core values in the personalities of Pakistani students. These sessions are conducted with teachers, Islamic scholars, parents, educationists and psychologists. These consultation meetings succeeded in building "*Hasana Self Development Model (HSDM)*" with the blessing of ALLAH Almighty. The word Hasana infect refers to our vision of life. (Rabbina Aatina Fiddunniya Hasana wafil Akhira)

HASNA SELF DEVELOPMENT MODEL (HSDM): This model aims to polish 25 core aspects of a personality through integrated education and friendly environment. These 25 aspects come under the five domains of character development.

IMPLEMENTATION STRATEGY: Hasna Self Development Model introduced 6 most Influential sides of the life of students. These important aspects include the teacher, curriculum, co-curricular activities, parents, scouting organizations and media. We work to provide applicable and targeted solutions for filling the gaps in these areas which children to build the desired qualities in their characters. We believe that if the collective efforts are not done in these six

areas simultaneously, then it will be very difficult to build the character of students effectively.

Beneficiaries of Courses and Trainings: Following are the beneficiaries for the Character Education Programme

- Parents
- Students
- Teachers
- Administrators
- Counselors

Activities conducted to bring desired outcomes (in bold form)

- Poems, stories, book reading
- Debate competitions and speakers' forums
- Creative writing forums
- Scouts societies for males and females separately
- National/ Intl. days celebrations
- Awareness Campaigns
- Animated tutorial videos on Social Media
- Parents and Teachers training and counseling courses
- Other subjects' integration with the character development curriculum

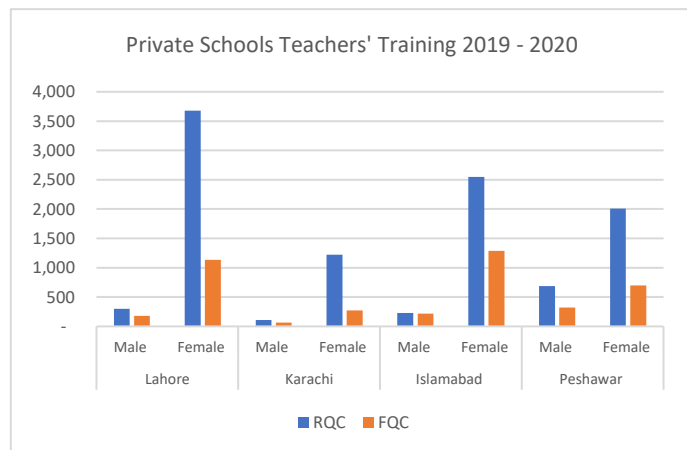
Five Domains of Character Building under HSDM:

- **5 VALUES:** These 5 values build the whole personality of a child which the parents wish to see and which is equally important to develop a nation.
- **5 HABITS:** Our curriculum develops and nurtures good habits in the lives of the children to make them a responsible and successful citizen of the society.
- **5 ATTRIBUTES OF KHUDEE:** Character education curriculum revitalizes child's behavior towards self-improvement in the form of "Khudee". Khudee tends to develop 5 main attributes of self-accountability.
- **5 SKILLS:** Character education course creates and polishes a child's ability in few basic skills to perform better in every aspect of life. It accesses to the demonstration of skills like communication, research, decision making, planning and organization.
- **5 ROLES & RESPONSIBILITIES:** Character education course connects the children with the sense of responsibility enabling them to get right approach at every stage and play a vital role being a Muslim, Pakistani, Family member and individual. Fifth domain of rights and responsibilities contains the acknowledgement of the rights and responsibilities which a

person has to deliver. These rights are the rights of Allah and Prophet (PBUH), rights of own self, family, relatives and society.

ACHIEVEMENTS OF QUR'AN EDUCATION PROGRAM

"Quran Education encompasses a comprehensive curriculum of learning Tajweed-ul-Quran with proper phonics and blending of sounds to build clear understanding of Quran in educational institutions, organizations and communities". The Quran education team organized



cluster and school-based trainings where the trainings of the Read Quran Course (RQC) and Fehm-ul-Quran Courses (FQC) delivered. Through these trainings, total 14,963 (RQC 10,778, FQC 4,185) teachers trained through 1,188 (RQC: 908, FQC: 280) face to face training sessions, during the year 2019 – 2020, to the member schools across the country.

In the wake of the global pandemic of CoVid – 19, World Health Organization (WHO) and the authorities recommend lockdown suspending the routine activities as a mean of prevention and breaking the chain of its spread to individuals. CEF staff of Marketing and Training Officers (MTOs) and Team Leads formed the groups and badges with the help of regional heads to schedule the online trainings. For this online training, the zoom online meeting application was finalized and used.

For the online training team started advanced level of training course for the teachers consisting on 15 hours and 20 hours. During the school days the management does not allow for the long training hours engagement due to the running classes and activities. But due to the lockdown management and teachers ensure their availability for the 15 or 20-hours long course (one hour daily). These extended hours training enable to correct sounds, articulation of words and have more grip on the content for teachers. During the lockdown period the project team continued the training of teachers through 09 badge (Advance Level: 04 and Basic Level: 05) for a total of 110 teacher (Female: 98 & Male: 12) formed and completed the trainings.

Team continued to reach new schools and communities through Principal Orientation Session and Conventions, hold Tarteele-E-Quran competitions for

students, and provided on job support to the member and model schools through assessment and trainings.

Outreach in numbers

No	Description	Data
1	Total Member Schools	31,500
a	Member Schools Government (KPK)	27,000
b	Member Schools (Private)	4,500
2	Total Children Benefitting	2,500,000
a	Children Benefitting Govt School	1,500,000
b	Children Benefitting Private School	1,000,000
3	Books Published (Titles)	10

Research and Development Department:

Research and Development Department of the Character Education Foundation (CEF) developed 10 textbooks along with the relevant teachers training manuals as per the needs of the students enrolled in primary to secondary level classes under its Character Education Project. These books are categorized in three series of Tajweed-ul-Quran (Quran Parhain for grade Ibtidai, 1 and 2), Al-Furqan Series (Fehm-ul-Quran for grade 3 to 6) and Al-Noor Series (Fehm-ul-Quran for grade 7 to 8).

Tajweed-ul-Quran designed for the beginner level to teach phonics, Basics of Arabic Language, and introduction of high frequency words.

Fehm-ul-Quran (Al-Furqan Series) designed for the primary level students with introduction to the grammar rules, along with learning of vocabulary words and understand the meanings of Quranic text.

Fehm-ul-Quran (Al-Noor Series) is some advance level series designed for the students of middle and up to secondary level students for teaching of more grammatical rules, covering maximum vocabulary words of Quran and understanding the message of Quran.

Training modules are designed to train the teachers by conducting a 3-day training session on effective communication between the students using learning books and mobile applications. The support and modules include following features included and in future developments.

- Teachers Training
- Free Quran Courses

- Model Lessons
- Lesson Plans
- Mobile App Support
- Interactive Learning
- Poem Videos
- Model Classes
- Video tutorials
- Animated tutorials
- Miscellaneous short videos
- Character Education

CHARACTER EDUCATION PROGRAM (Pilot Initiative):

To implement the Hasna Self Development Model (HSDM) Character Education Foundation (CEF) execute the implementation in 35 selected schools of READ Foundation in Tehsil Dhirkot Azad Kashmir. After the formation of 290 groups (140 boys, 150 girls), in the supervision of 75 Tarbiah Teachers, a Training of Trainers course started for the circle in charges. By the end of the fiscal year, 280 circles in charges training completed in Dhirkot. The project team also completed one-month Quranic Arabic Course where 37 students completed this course successfully. Initially 42 students from grade 6th to 8th selected from 10 different schools of READ foundation, for this course for a target of 30 students. During this course, students have learned translation and concepts of Aayat, Quranic grammar, rules of translation, grammar, and brief understanding of major portion of Quran Al-Kareem. Students have also learned the basics of Seerat-UI-Nabi. Students learned through books of grammar, Mushaf, Seerat books, notes and PowerPoint presentation. A comprehensive folder consisting manual and notes has also been provided to each student. All possible learning methods for understanding of Quranic Arabic for students of earlier grades implemented. After the completion, of course post-test conducted. According to the test results Alhamdulillah, students were able to translate the Quran fluently with eighty percent (80%) accuracy. The questionnaire is annexed in respective folder.

For the effective project implementation, the project team continue the coordination with head of schools beside the winter vacations in the targeted schools. The active coordination enabled the team to activate circle in charges for the trainings and other activities. The identification and selection of students for one-month Quranic Arabic course was also possible with active support from the head of schools. For coordination during the winter vacations, team formed WhatsApp groups of Head of Schools and Tarbiah

Teachers to communicate the training plans, venues, and other coordination actively.

The teachers and adults training on Understand Quran Course (Level one) also continued and during the year total 236 individuals completed the course through the Quran Academy in Dhirkot.

Resource Development Department:

Resource Development Department covers three areas of a) Media, b) Fundraising and c) Donor Relations. During the reporting year the department team holds meetings with community leaders, philanthropists and academia to introduce CEF vision and objectives. The team also developed online courses for the general public to be broadcasted on the social CEF social media platforms during Ramadan. The team also enhanced the inhouse production capacity, by getting required equipment alongside available human resource to be used for the video content development. Following are the details of the video lectures.

- UQC Level 1 – Online During Ramadan ul Mubarak – Presenter Mr. Tayeb Siddiqui
- Dars e Hadees (Kalam e Nabi S.A.W ki Sohbat main) – Presenter Mr. Muhammad bin Ashraf
- Seerat Kahani (Safr Seerat Sarwar e Konain S.A.W) – Presenter Mr. Ammar Mahboob
- Seerat Kahani (Bachon K Liye) – Presenter Mr. Hammad Siddiqui
- Aao Betho Sunain Kahani – Presenter Mr. Ahmed Hatib
- Sahaba Payary Series - Presenter Mr. Fareed Ahmed Barohi)

Through these video lectures more than 50,000 individuals reached and with a daily average viewership of more than 1,700 individuals at YouTube and Facebook pages.

Other than these video lectures regular posts are uploaded regarding Islamic, historic and social development topics for the awareness raising in public.

Following is the last month social media subscriber states with respect of each platform

- Facebook: Reach: 84,990, Likes: 216,422
- Twitter: Followers: 183, Tweet Impressions: 3,826
- Instagram: Followers: 447, Reach: 900, Impressions: 2,508
- YouTube: Views: 8,637, Watch time: 226 Hours, Subscribers: 2,433
- Website: Visits: 1,529, Sessions:539, Users: 400

Shared Services

- a) Admin & HR
- b) Finance & Accounts
- c) Information Technology

CEF executes with a clear chain of command with effective reporting lines. A professional hierarchy is followed in which the guidelines flow downward and the accountability flow upwards.

Auditors

A.F. Ferguson & Co.

Our Bankers

Meezan Bank