



Character
Education
Foundation

ANNUAL REPORT 2020-21

Character Education Foundation

Annual Report for year 2020 – 2021

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 sub offices/focal persons 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 137 fulltime staff.

Vision

“BUILDING THE BRIGHT FUTURE OF PAKISTAN”

"پاکستان کے روشن مستقبل کی تعمیر"

Mission

"قرآن و سنت کی روشنی میں نئی نسل کی کردار سازی کے ذریعے فلاحی معاشرہ کا قیام"

Founder Chairman

Mr Mahmood Ahmed

President

Prof. Dr. Javed Iqbal

Legal Standing

Registered with SECP as a not for profit company under section 42 of the companies Act, 2017.

Accreditation

Currently Pakistan Center for Philanthropy (PCP) certified CEF as an excellence in three services areas e.g. in the areas of internal governance, financial management and programme delivery.

Intellectual Property Rights:

For copyright protection, all creative writing and art work has been registered with the Intellectual Property Organization of Pakistan.

Board of Directors:

No	Name	Role
1.	Mr Mahmood Ahmed	Director and CEO
2.	Dr. Javed Iqbal	Director and President
3.	Nisar Ahmed	Director
4.	Qanit Khalilullah	Director
5.	Syed Noaman Asar	Director
6.	Syed Saad Ali	Director
7.	Brig. (R) Zakir Hussain	Director
8.	Ghazala Nadeem	Director
9.	Dr Hafiz Aohaib Zafar	Director
10.	Dr Moaz Aslam	Director
11.	Ms Humaira Mahmood	Director
12.	Ms Zainab Asif	Director
13.	Dr Kashif Shaikh	Director

- **BRIEF INTRODUCTION**

INTRODUCTION OF CHARACTER EDUCATION FOUNDATION

Character Education Foundation (CEF) began operations in January 2016 as a project of the Association For Academic Quality (AFAQ) to conduct preliminary research and inclusive analysis on Quran education in Pakistani public and private schools. CEF-Character Education Foundation registered as a not-for-profit, independent organization in July 2019 while continuing research and development to design a Quran Education syllabus. 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 Five 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 3.9 million students up to grade Four (gradually increasing to next grades). Federal Government of Pakistan introduced its remarkable initiative called SNC 2020, “Single National Curriculum”. CEF has developed 5 Model Textbooks of Nazra Qur’an for grade Pre 1 to 5. Federal Ministry of Education and Professional Training implemented these Books in Islamabad Model Schools administered by Federal Directorate of Education (FDE).

AJK Government had passed Compulsory Teaching of Holy Quran 2020 and subsequently AJK TBB launched call for Books development. CEF successfully defends its work and has developed Nazra Quran Books for Grades Pre 1 to 5 and Fehm ul Quran Books for Grade 6 to 8, however subsequent grades books are in development process and will be introduced in next academic session accordingly. CEF collaborated efforts to achieve target of Punjab Compulsory Teaching of Holy Quran Government of Punjab introduced new amendment in Quran teaching bill 2018, and made it compulsory separate subject.

- CEF PROGRAMME

QURAN EDUCATION PROGRAM:

Quran Education Program emphasizes on a comprehensive curriculum development for learning Tajweed-ul-Quran with proper phonics and blending of sounds. It works to build a clear understanding of Quran in educational institutions, organizations and communities.

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
- Grammar 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 completed by reading in classes while 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 two 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

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 50% words of the Holy Qur'an using TPI (Total physical Interaction) and High Frequency words of selective Surahs.

UNDERSTAND QUR'AN (level II to V): This is 80 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)
2. Self-assessing
3. Plan for implementation
4. Preaching to others

CHARACTER EDUCATION PROGRAMME:

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.

COMMUNITY EDUCATION PROGRAM:

The main objective of Community Education Program is "To empowering communities to engage in country's development through capacity building and raising awareness in the sectors of health and education and for issues related to socio-economic status. We strive to empower the communities to be self-reliant and self-sustainable".

• DEPARTMENT PROGRESS

RESEARCH AND DEVELOPMENT DEPARTMENT:

Research and Development Department of the Character Education Foundation (CEF) developed 36 textbooks titles along with the relevant teachers training manuals as per the needs of the students and teachers as per their grades or levels. These books are developed as per revised curriculum of Quran Education, and Signal National Curriculum 2020.

1. Nazra Quran for Asan Quranic Tajweed designed for the beginner level to teach phonics, Basics of Arabic Language, and introduction of high frequency words along with direct recitation of Quranic Verses with applied methods techniques.
2. Nazra Quran for Grade Pre1 to 2 build basic capacity of phonics and blending of words with two Paras of Holy Quran.
3. Nazra Quran for Grade 3 to 5 focused to build advance skill to recite Quranic verses fluently and complete Quranic Paras till end of grade 5 with Tajweed.
4. Fehm-ul-Quran designed for grade 6-8 classes' students with introduction to the grammar rules, along with learning of vocabulary words and understand the meanings of Quranic text.

Training modules are designed to train the teachers by conducting a 3-day, 5 Days 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

SALE AND MARKETING DEPARTMENT

Quran Education in educational institutions and through societies being managed under Sale and Marketing Department. In reporting year, department established its wings and sections to operate and achieve optimum efficiency in outputs.

Following the global pandemic of CoVid – 19, the World Health Organization (WHO) and authorities urge a lockdown, which suspends ordinary activities in order to prevent the virus from spreading to persons. It was began in 2019 and till continued in reporting year. CEF taken some risk management measure to trickledown lockdown effects to safe guard human resource. Shifted its complimentary facilitation online as like trainings and started e-support services to schools and institutions through various means of communication.

Private Schools:

Today private education sector contributes in provision of quality education at door steps. The Private Schools Department is aims to provide ready assistance to individuals' schools in teacher development through its MTOs and Team Lead for effective implementation of Quran Education.

- During the soft lockdown and relax hours 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 2,921 teachers trained through 254 face to face training sessions, during the year 2020 – 2021, to the member schools across the country.
- The online training team began advanced level training classes for teachers, which lasted 18 and 30 hours each. Due to the ongoing classes and activities, the management does not allow for extensive training hours engagement during school days. However, because of the lockdown, management and teachers must ensure that they are available for the 18 or 30-hour course (one hour daily). Teachers can correct pronunciation, articulation, and have a better grasp on the topic with these longer hours of instruction. During the lockdown period the project team continued the training of teachers through badge as shown in below table:

Territory	Course	Number of Trainings	Number of Schools	Number Of Male Participants	Number Of Female Participants	Total Participants
Islamabad 1	18 Hours Training	14	107	14	149	163
	30 Hours Training	7	23	2	41	43
	Total Islamabad 1 Region		130	16	190	206
Islamabad 2	18 Hours Training	4	26	0	37	37
	30 Hours Training	0	0	0	0	0
	Total Islamabad 2 Region		26		37	37
Islamabad 3	18 Hours Training	10	71	2	97	99
	30 Hours Training	3	7	0	22	22
	Total Islamabad 3 Region		78	2	119	121
Lahore 1	18 Hours Training	10	68	13	89	102
	30 Hours Training	0	0	0	0	0
	Total Lahore 1 Region		68	13	89	102
Lahore 2	18 Hours Training	3	27	0	35	35
	30 Hours Training	3	15	0	16	16
	Total Lahore 2 Region		42	0	51	51
Peshawar 1	18 Hours Training	6	15	0	42	42
	30 Hours Training	0	0	0	0	0
	Total Peshawar 1Region		15		42	42
Karachi	18 Hours Training	5	32	1	43	44
	30 Hours Training					
	Total Karachi Region		32	1	43	44
18 Hours Training		52	346	30	492	522
30 Hours Training		13	45	2	79	81
Grand Total		65	391	32	571	603

- 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.

Government Schools:

The department exclusively working with Government department to uplift quality of Quran Education through development of prospective teachers and relevant staff. In 2017, Khyber Pakhtunkhwa School Education Department adopted and gradually implementing Nazra Quran syllabus through KP Textbook Board in all public schools located in territory of KP Province. In academic session of 2020, Nazra Quran textbook for Grade 4 has been implemented.

Federal directorate of Education (FDE) also adopted CEF Nazra Quran textbooks as a model textbooks for Government Schools of ICT. Total 112,000 Students of Grade 1 to 5 are studying Nazra Quran in Islamabad Model Schools. Meanwhile, AJK Schools Education Department hereby notified Nazra and Fehm ul Quran textbooks implementation in all educational institutions from Grade Pre1 to 8. Ministry of Defence administered Federal Government Educational Institutions (FGEIs) in across the country. Secretariat of Cantt and Garison (C/G) adopted Nazzra Quran Textbooks and implemented in all their institutions. However, its implementation is continues process.

Chain Schools:

The primary goal of new educationalists is to improve the quality and consistency of learning. Chain School System are working on uniformity of education withing their schools. However, department is working with Chain Systems Schools in across the county. In reporting year some notable chain systems are following: Army Public System, Behria Foundation, Dar-e-Arqum, Ghazali Education System, Usman School System etc adopted and implemented new Quran Education Syllabus.

Supply Chain:

Department established Supply Chain (SC) to manage production, Dealers, Inventory and related affaires exclusively.

- **Outreach in numbers**

No	Description	Data
1	Total Member Schools	31,500
A	Member Schools Government	27,000
B	Member Schools (Private)	5,200
2	Total Children Benefitting	5,100,000
A	Children Benefitting Govt School	4,100,000
B	Children Benefitting Private School	1,000,000
3	Books Published (Titles)	38 (Titles)

TRAINING AND INSTITUTION DEPARTMENT:

Character Education Foundation is continuously working on development of teacher and support team to ensure quality of Quran Education in Schools and institutions. Various steps taken to enhance skills of prospective teachers of Nazra Quran and Fehm ul Quran. To develop model schools, department imparted exclusive training to 60 training on Nazra Quran Model School concept. 250 Nazra Quran Teachers assessment conducted in 20 batches. Understand Quran Courses level II to IV, teaches online to 60 support team members. Along with previous on-going tasks, some new initiatives started as described below:

Hifz with Understanding:

A unique curriculum concept developed to memorize the Holy Quran with understanding. It is 3 year Hifz with Understanding model. A kid with primary education can get admission. He/She completes Hifz ul Quran in three year meanwhile also qualify middle classes compulsory subjects accordingly.

24 Students enrolled in two batches. In one year students completed Nazra Quran with Tajweed courses, Fehm ul Quran Level I to V and One Para in Hifz accordingly. A 5 member's team from well-known chain system named "Usman Public Schools" based in Karachi, visits Hifz with Understanding in reporting year. The team was consist on Islamic Scholars and subject expert teachers. They all highly recommended concept and model and ask to replication in their Chain system in Karachi.

Quran Center (Behria Phase 8):

The Quran Center is unique opportunity to learn Quran for local and sounding residents of Behria Town Phase-8. The center is administered by principal and one

community mobilization officer. There 8 Nazra Quran Trainers who are conducting One Hours classes of 100 plus student on daily basis. While 24 students graduated in reporting year.

CHARACTER EDUCATION DEPARTMENT:

To implement the Hasna Self Development Model (HSDM) Character Education Foundation (CEF) prepared comprehensive questionnaire to evaluate baseline data to analyze current situation and to extract possible interventions as per need. The Survey was designed to cover three flicking points/stake of character building of School going learners i.e. Teacher, Student and Parents. Total 300 Questionnaire filled by Students.....

Initial piloting of Hasna Model, in rural area of AJK was conducted in 20219. For said purpose total 35 selected schools of READ Foundation participated. Results was satisfactory. Few significant millage of piloting was the formation of 290 groups (140 boys, 150 girls), in the supervision of 75 Tarbiah Teachers, and understand course was imparted to students and teachers accordingly. The project team also completed one-month Quranic Arabic Course where 37 students completed this course successfully. 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.

However, findings of Survey and pilot project was analyzed and some recommendation formulated into practical solution to develop relevant core and supplementary material aligned with Character Education Curriculum Document.

Curriculum Document: Age wise Outcomes of PG to grade 10 for Character Education

Nazmain: Different Poems Selected according to Character Education curriculum Document to enhance conventional understanding of values, habits and skills. V.

Writers Club: A framework and content for students to develop their writing skills

Speakers Club: A framework and content for students to develop their Speaking skills

Azmat k Minaar (Serat e Sahaba): Life stories of Sahaba and Sahabiyan (R.A) to connect students to model personalities of Islamic History.

Jaiza Dairy: Self-Evaluation plan and dairy to enable Practice of self-accountability and Improvement.

Aain Bethain Sunain Kahani (Story Book): A set of 100 stories spicily written to address contemporary family system issues.

Cleanliness Campaign: Social Campaign to enhance awareness and practices of Cleanliness. Students of Grade 6th to 10th and School Linked Society.

Salah Campaign: Social Campaign to enhance awareness and practices of Salah. Students of Grade 6th to 10th and School Linked Society.

Education For All Campaign: Social Campaign to enhance awareness and practices of Educational Promotions. Students of Grade 6th to 10th and School Linked Society.

Serat Un Nabi SAW Campaign: Social Campaign to enhance awareness and practices of Serat Un Nabi SAW. Students of Grade 6th to 10th and School Linked Society

RESOURCE DEVELOPMENT DEPARTMENT:

Resource Development Department covers two areas of a) Fundraising and b) Donor Relations. During the reporting year the department team holds meetings with community leaders, philanthropists and academia to introduce CEF vision and objectives. The department team conducted Understand Quran Course Training for Islamabad Chapter in May and 10 participants were successfully completed course. RDD Team share vision to more than 70 individuals. To build a sustainable future, the RDD team successfully engages 13 people with various titles, including an Ambassador (5) and an Associate (8) who are ambitious to volunteer for Quran Education on a regular basis.

MEDIA DEPARTMENT:

In Holy Month of Ramadan, the Media team created online courses for the general public to be broadcasted on the CEF social media platforms. The team also increased in-house production capacity by acquiring necessary equipment as well as available human resources to be used for video content development. The video lectures are described in detail below.

- UQC Level 2 – Online During Ramadan ul Mubarak – Presenter Mr. Azhar Mahmood
- Taarikh-e-Islam Series (Khilafat-e-Rashida Period) – Presented by Mr. Ammar Mehboob.
- Parenting in Ramadan (Ramazan our Bachy) – Presented by Mr. Tausif ur Rehman.

Through these video lectures more than **70,000** individuals reached and with a daily average viewership of more than **2,333** 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: 830,375 Paid Reach: 468,660 Likes: 217,451
- Youtube: views 134,500 Watch-time: 4400 hours Subscribers: 3200
- Twitter: Impressions: 47,222 Followers: 256
- Instagram: Reach: 131,996 Followers: 519
- Website: Page-views: 23,195 users 39442 Sessions: 6084

HUMAN RESOURCE DEVELOPMENT

The CEF HRD team solely identified trainings for the team based on TNA for specific departments.

Shared Services

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

CEF follows a clear chain of command and has effective reporting lines. A professional hierarchy is used, with guidelines flowing downward and accountability flowing upward.

Auditors

A.F. Ferguson & Co.

Our Bankers

Meezan Bank