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ACKNOWLEDGEMENT

Working on the project “NEGLECTED SMILES” was a source of happiness and inspiration to all of us.

We would like to express our sincere gratitude to our course in charge Miss Hareem Siddiqui for her guidance and support throughout the course of this project, without her guidance it wouldn't have been possible for us to execute our plan and to achieve our goals. We would also like to thank Miss Anna Daniel (manager DARUL SUKUN home for senior citizens) for her support and cooperation.

OBJECTIVE:

The main objective of our project “Neglected Smiles” is emotional empowerment of the elderly members of Darul Sukun’s family. Provision of adult diapers, medicines, grocery items and preloved clothes to the organization and make this effort sustainable by creating a liaison between Darul Sukun and various companies who practice CSR.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS 2030:

UNSDG is a plan of actions for people, planet and prosperity. It also seeks to strengthen universal peace in larger freedom. It is recognized that eradicating poverty in all its forms and dimensions including poverty is the greatest global challenge and an indispensable requirement for sustainable development.

Our initiative is fit under the following category:

Goal 10: Reduce inequality within and among cities

Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions to all levels.

PROJECT DESCRIPTION:

Project “Neglected Smiles” is an initiative to make the neglected, elderly people at Darul Sukun feel important and wanted once again. Most of these people men and women did whatever they could to ensure proper lives to their children. Unfortunately their children (and in some cases their brothers or sisters) abandoned them in their old age.

This project aims at raising funds for the better upkeep of these elderly people. It is heartening to note that the management of Darul Sukun is leaving no stone unturned to make sure that these poor souls live comfortably. But we all know there is always a room for improvement, In addition to raising funds we try to spend some time with the residents of Darul Sukun to bring them back to life. We are aware that there is much more required to lift their spirits up and this is just a first step in this regard. We believe that small steps could make a huge difference. For all the donations made online we have provided the account number of Darul Sukun so that the donation gets transferred directly to the account of Darul Sukun. Our only objective is to promote their noble cause and to encourage people to come forward and help those in need.

PLANNING:

We first visited the organization and understood how it runs. How many departments does it have? What are the areas of weaknesses in which we can contribute. Then we decided to pay weekly visit to the old residents of Darul Sukun to ensure proper time dedication. Then we identified the major needs of the NGO. We planned to organize some recreational activities that can help to freshen them up. In order to make our project sustainable we needed to promote it for funds and liaisons so we created a Facebook’s page as a (social advertiser) made android application for Darul Sukun (which is available at google play store) placed Panaflex in five medical stores of Karachi including one campus of SZABIST university (ATL ads) and build liaison between Darul Sukun and some good companies.

LEADING:

All the members of the group took leadership roles in different areas of plan with regard to their expertise. Separate roles were designated to every team member to ensure proper completion of work in specified time.

ORGANIZING:

We started the execution of the project by first deciding to pay them weekly visits. Then we started working on the identified weaknesses by mailing to various organizations for building liaisons. These organizations include:

- Getz Pharma
- Abbott Laboratories
- Pepsi Co.
- Indus Pharma
- Reckitt & Benckiser
- Fast Pharmaceutical Company

We distributed the load of managing the activities equally among the members and many other companies were taken into the consideration.

CONTROL:

The hardest part of the execution of plan was controlling because in dealing with humans, you never know the standard way; every person is different from another brings upon a new challenge. As our project grew day by day, we had to keep lot of things under our control to make the project more feasible and sustainable. Budget monitoring was the most ingredient part to be kept under observation.

BUDGET:

The total amount spent on the activities is approximately Rs 25,000 PKR. This includes Lunch of the Darul Sukun residents, A birthday party of an old resident, ATL ads, Android application of darul sukun which is available at google play store. So each member contributed approximately PKR 5000 for the noble cause.

OTHER REQUIREMENTS:

We identified the basic needs which were taking up the most budget of the organization and created liaison for both the needs:

***Provision of adult diapers (PKR 90,000 by pepsi co.)**

***Cleaning supplies (soaps and Dettol antiseptic liquid approximately PKR 100,000 by Reckitt & Benckiser.**

ACHIEVEMENTS OF GOALS:

Since the objective of our project 'Neglected Smiles' was the emotional empowerment of the neglected and the elderly members of Darul Sukun family, we did our level best to bring a little joy to their lives. A few residents made friends with us and actually look forward to seeing us. We wanted to record their reactions but we felt that the people who are emotionally connected to us will feel bad about the feedback, as if whatever we did for them was for the sake of the marks rather than their empowerment, so we left the idea of the feedback from the residents. To make our efforts last a bit longer and to make this effort sustainable we managed to get authorization of few liaisons.

***Pepsi co. (Initially 3 months) for the requirement of adult diapers**

***Reckitt & Benckiser (to fund in the form of cleaning supplies to the organization and plans to continue the effort).**

LONGEVITY OF PLAN:

In order to make this project sustainable our team has decided that we will keep working to create more liaisons for Darul Sukun. Our face book page is growing fast so we have plans to organize some occasional events at Darul Sukun and keep the page updated so it will help generating more donations for the NGO. We also have planned to create a student council and gather students from different universities of Karachi and make them aware of our project so that they will join hands with us in our noble cause and this way our project will live a longer life and we would be able to spread more happiness and joy in the lives of the neglected ones.

CHALLENGES:

Creating a liaison was one of the biggest challenge we faced during the execution of the project.

Following are the responses we got from some of the doors we knocked at.

Nadia Rehman (Associate Manager Corporate Communications)

Nov 22

Dear Neglected Smiles

Thank you for the reminder. I discussed it with the rest of the committee, and as we are currently in the middle of some large CSR projects, we are not taking up new projects right now.

We wish you all the best in your endeavor.

Regards,

Nadia Rehman

Associate Manager Corporate Communications

Getz Pharma (Pvt) Limited.

CONCLUSION:

The project assigned by Madam Hareem was a good learning experience for all the group members. During our project not only we learned the implementations of concepts taught to us in the BME course but the project also gave us the taste of the other side of life which is the last stage of life and majority of us will enter that phase of life later. We desire to serve the humanity till our last breath.