

Individualland

Creating Space for the Individuals

YOUNG AMBASSADORS OF PEACE



**The Journey of Peace Agents:
The Young Ambassadors of Peace (YAP)**

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The Young Ambassadors of Peace (YAP)**

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Individualland

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Dedicated to youth of Pakistan especially the
Young Ambassadors of Peace (YAP)

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YAP THE BEGINNING

Executive summary

It started as a project. It has become a process acquiring a life of its own. It started with only 24 districts. It is now being viewed all over the country with requests to conduct auditions being received daily on Individualland's FaceBook Pages from Vehari to Hangu. It started as an idea. It has now become almost a cliché with reference to youth engagement.

This report attempts to capture glimpses of the phenomena of Young Ambassadors of Peace, which is today the biggest youth reality show around the themes of speeches airing on two channels consecutively.

We, at Individualland Pakistan work on finding innovative and creative ways to Counter Violence Extremism. Young Ambassadors of Peace (YAP) was launched in the autumn of 2012 by us. The team was eager yet nervous. Eager because we were convinced of the idea's efficacy. Nervous because we had never produced a reality show encompassing 24 districts before.

At the onset, the initiative had a clear three tier approach: district, provincial and national with each tier funneling contestants to the next level. However, practically one could call each tier as independent grand events of their own given the local media and educational institutions interest.

Each contest tier had its own challenges. The District level was a race against time given the examinations and Muharram schedule. Consequently, the IL Project team was divided into a Team A and B with both teams covering approximately 62118km in 17 days at the district level. From power outages to transport strikes, we tackled all. In spite of the hurdles, the objective of giving young people in their districts a platform to express their ideas and compete to excel was achieved. The Young Ambassadors of Peace (YAP) were selected. For YAPpers it was once in a lifetime experience. Many came out of their cocoons for the first time, many travelled via air for the first time to participate in Provincial Finals while others interacted with fellow citizens from other provinces for the first time. As YAPper Mahvesh

Urooj from Baluchistan said, "The end is not important. The journey of learning and discovering each other is important." Mian Aashir Naeem from Minawali, Punjab writes in his blog (one that he learnt to set up and maintain during the YAP training)

Mian Aashir Naeem
SMILE! YOU ARE LIVING IN A HEAVEN (PAKISTAN)

Being the part of Young Ambassador of peace

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RECENT COMMENTS

Advertisement for Youth Reality Show featuring a hand with a peace sign and the text "THE AMBASSADOR OF PEACE Youth Reality Show every Sunday 10:00 pm every Monday 11:30 am".

"From this forum I learn many more than expectations. It completely changed my views about Pakistani people. Before this I thought that Baloch people are slaves of their leader and Pathans are always in the state of war. They start fighting with you without any reason. But I was wrong."

The thought behind YAP was youth engagement for peace. The fact remains that the Pakistani society has been heavily effected by terrorism and radicalization. The militant organizations innovatively organize summer camps, speech competitions etc as youth outreach tools. Due to a variety of reasons that cannot be all addressed here, Pakistani youth has limited options for self development. Enter the defunct organizations which appeal to the youth by introducing events and activities such as speech competitions, summer camps and art competitions etc. These events are used by militant organization to propagate violence. Where is the tool to counter this violence?

“Young Ambassadors of Peace” (YAP) attempts to be one such tool. '*Zanjeerian tor macha shor*' (break the shackles and raise your voice) being YAP's tagline said it all. What started off as a speech competition later evolved to one of the biggest youth reality show around speeches. The initiative aimed to select a group of 22 young people hailing from 24 districts of Pakistan. The participants had to first qualify at district level where a total of 241 participants were selected. After district levels participants competed at their respective Provincial level (100 participants out of 241 selected at district level were selected). The successful 100 provincial level participants competed at a national level where out of 100 participants 22 participants qualified. These 22 participants then underwent a 6 day rigorous communication and capacity building workshop. The Grand Finale had the 22 YAPpers compete amongst each other for 5 of them to become Ambassadors at large.

The crux of the initiative was to provide a platform to the youth where they can promote their views about the dominant extremism in the country. In doing so issues such as celebrating diversity, respect of minorities and tolerating people of other religions were discussed consistently.

YAP shows have also been recorded and aired on the terrestrial (ATV) channel. 13 episodes of YAP show were recorded. Each program episode of YAP was aired on every Sunday at 10:05pm on ATV. After being aired on ATV, YAP reality show is now being shown on Oxygen

TV. This is a private youth focused television channel. On Every Wednesday, YAP show is aired on Oxygen TV from 8pm to 9pm.

The five Ambassadors of Peace at Large were selected from a pool of 241 contestants who began their journey with us nearly a year ago. Many visited the capital for the first time, flew by airplane for the first time, etc. The whole journey of YAP for the IL team was also rewarding. We made friends and interacted with hundreds of different people. This greatly expanded our worldview. As much as the participants gained from us, we gained from them through our journey across the country.



Introduction

A total of 241 students between the ages 16 and 19 were selected from 24 districts of Punjab, Sind, Baluchistan, Khyber Pakhtunkhwa and Islamabad. The nominated students competed in district level speech competitions, while in the next phase 100 participants competed at provincial level. In the national level speech competition 22 YAPpers contested for the title of Young Ambassadors of Peace at Large. A 13 episode reality show based on the activities is being aired on satellite and terrestrial TV channels, which exponentially enhanced the outreach and impact of the initiative.

As per the initiative requirement a total of 03 program officers, 24 field coordinators, 01 coordinator, 01 deputy team lead and 01 team lead were taken on board. Together this team was tasked to organize the events, develop content, youth centric training modules and liaison with mainstream media.

The first and foremost task of the initiative was to acquire the nominations of students from educational institutions and even of the youth studying without being affiliated to any institution. While the in-school youth was easy to target, we invested in print media advertisements and mobilizing our field Press Club and CBOs contacts for the out of school ones.

INTERNATIONAL
THE NEWS e-PAPER
Editor in Chief: Mr. Shabbir Rahman

Friday, September 21, 2012
3
NATIONAL 3

Do you YAP?
Young? Bored?
Are you often accused of being argumentative or in our parlance "yapping?"
If so, then we are a match made in heaven.
We are organizing a national speech competition across Pakistan. Join us as we journey across Pakistan to find YAPPERS i.e. 16-19 year olds who are articulate enough to win their argument.
From the thousands competing, only 20 lucky contestants will have a chance to become Young Ambassadors of Peace (YAP) who will then be trained to become even better than they already are
...and oh did we mention that
These "Young Ambassadors of Peace", will then appear in an exciting television reality show.
If you have it in you, connect with us and start YAPPING

Website: <http://www.individualland.com>, E-mail: info@individualland.com,
Please join us on facebook@[individualland](https://www.facebook.com/individualland), Please follow us on twitter@[individualland](https://twitter.com/individualland)

Each competition was judged by three renowned judges related to different professions. Students enthusiastically participated in the competitions. The topic pool included Peace starts with me and you, Pakistan! I have a dream, *Umeed e Sehar kee baat suno*, *Ab chup rehna ka faida nahi*, *Ab baat hay hamari*, Building peace: piece by piece, Peace, like charity, begins at home and last topic was Think, care, and act!

Each competition started with the YAP theme song on peace and tolerance, “Zanjeerain Torr, Machaa Shor.” The audience chanted slogans for the promotion of love and peace and against hatred and extremism in Pakistan. At the end of each competition, debaters were given accolades including certificates for participation and “goodie bags” (containing YAP mugs, notepads, caps and t- shirts.) Extensive media coverage has been given to the events in local and mainstream newspapers.

The final 22 YAPpers participated in a capacity building workshop for six days. The sessions focussed on (a) communication skills including social media, (b) Peace studies and conflict resolution (c) Youth peace activism (d) writing skill development. Media engagements for these 20 were also organized.

YOUNG AMBASSADORS OF PEACE

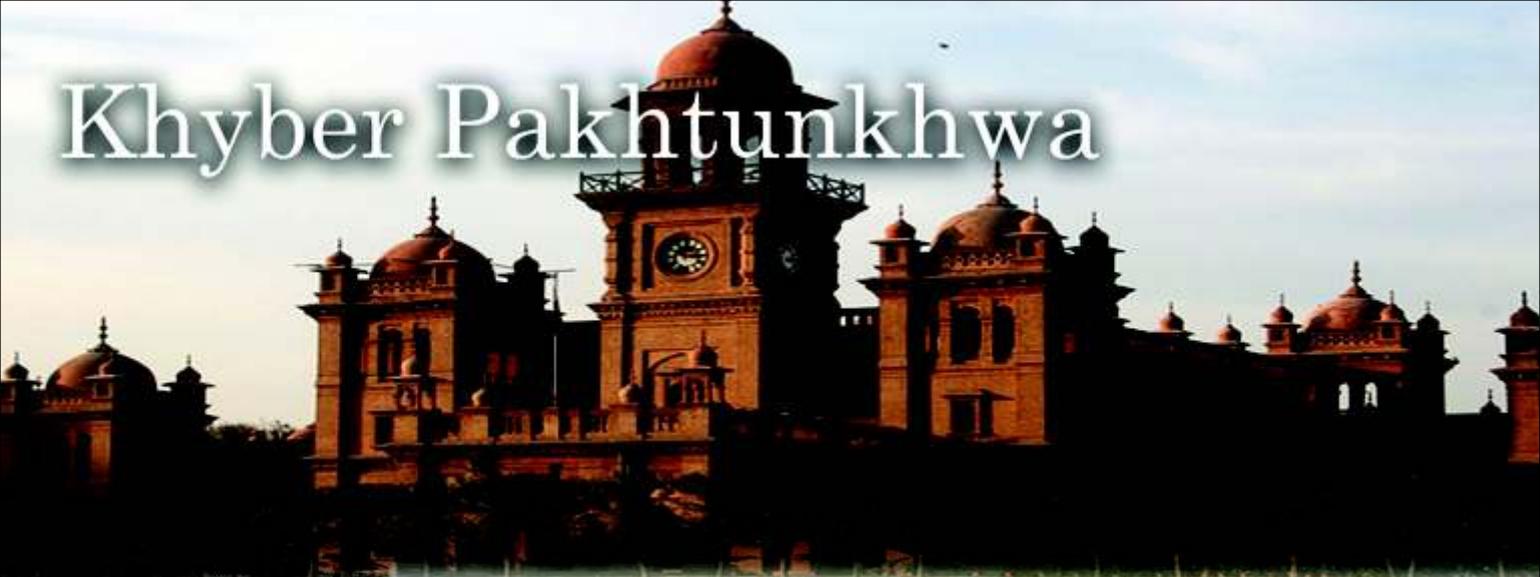


Districts

The district stage was the most challenging logistically. Our competition timeline clashed with the examination schedule and Mohraam holidays. It is a testament to IL's field convening power that we were able to conduct 6 KP district competitions in 4 days, 10 competitions in Sindh and Baluchistan in 7 days and 8 Punjab district competitions in 6 days. Mobilizing our field and program teams we organized two teams (each comprising of 17 together with recording equipment etc) that were able to organize 24 competitions in 17 days in total. This reflects upon the capacity and capability of the team that, inspite of challenges, we were able to implement the program successfully.

Certainly there were challenges and most unforeseen ones. For instance, a generator explosion in Kohat; another generator caught fire in Larkana, venue getting flooded with water to name a few. At the district level, there was so much interest not only from schools, but media and general public that at most events the average audience was a minimum of over 120 people.

Khyber Pakhtunkhwa



Peshawar

On 15th October 2012, those that had gathered at the PC Hotel to witness the first event of YAP lifted the atmosphere of the whole city by shouting the slogan “Zanjeerain Tor, Macha Shor” consecutively for 2-3 hours. Not only were the contestants highly competitive, but the large audience that had punched the clock from different areas of the city were equally energetic and added extra flavor to the event. The event turned out to be highly successful, as people from various walks of life including youngsters from various public and private schools in Peshawar participated in the event. A total of eight contestants took part in the speech competition. These students were given various topics for which they were asked to present their views. The three judges present to rate the performance of every contestant were thrilled at the level of competency of each and every contestant. They admitted that it was a tough decision to select only four contestants out of the lot. However, in the end, the top position holders turned out to be two boys and two girls. These four contestants qualified for the next round and represented Peshawar at the provincial level.

Nowshera

In Peshawar the energetic audience was busy shouting “Zanjeerain Tor, Macha Shor” at the top of their lungs and supporting their classmates who were participating in the competition. Meanwhile in Nowshera a group of competitive contestants were fighting hard to impress the judges and make it to the next round of the speech competition. While some contestants were thoroughly confident and faced the audience and judges with complete courage, some seemed extremely nervous—likely due to the fear of performing on the big stage for the first time. However, their school and college mates in the audience cheered them on and raised their confidence. Out of the total 11 participants, four were declared winners. The judges took the following criteria into account: content of the speech, body language and

confidence level. People from different media outlets were also present and expressed their views about the event later in their respective newspapers.

Charsadda

After Peshawar and Nowshera, all the focus was on Charsadda-- a city known for its famous "kebabs". The contestants in both Peshawar and Nowshera proved to be fierce; it was now Charsadda's turn to showcase its talent.



Within the first 20 minutes of the event, a clear difference was identified. The audience was not hyper like the other two cities and, despite the efforts of the host to bring some energy to the hall, the audience remained extremely reserved. Interestingly enough, the contestants were the extreme opposite and were oozing with confidence in their speeches. Another interesting observation was that the female contestants completely dominated their male counterparts. It was not surprising therefore, that all four winners were girls.





Mardan

The atmosphere in the Bandhan Marriage hall was almost similar to that of Maira Restaurant, Charsadda. The audience was bit reserved unlike Peshawar and Newshehra and more like Charsadda. However the contestants were by far the most competitive out of the four cities. So much so that judges had to deviate from the original selection plan and had to select five instead of four winners. Each and every contestant present inside the hall had a distinct class and performed in a

champion's way. They were fearless, full of confidence and beautifully presented their arguments in their respective speeches. Judges were all praise for the youngster ideas and their commitment for the promotion of peace and tranquility in the region hit terribly by extremism. The way event started, it looked like it would be a dull event throughout, however with time because of the outstanding performances of the contestants, the atmosphere of the hall changed completely. At the end of the event, the judges admitted that it was tough for them to select only five contestants as all of them were almost equally brilliant.

Kohat

On 18th October 2012, those who had congregated in large numbers at the District Council Hall of Kohat to witness the fifth event of the YAP boosted the atmosphere of the entire region with their chants of "Zanjeerain Tor, Macha Shor" throughout the 3 hour event. Despite the fact that the event commenced with a three hour delay due to electricity problems in the area, the audience and the contestants did not show



any signs of frustration and participated brilliantly throughout the event. Out of all the district events, the largest audience was at Kohat. Every time the theme song of YAP would play in the background, the audience would come alive. 4 out of a total of 11 contestants were declared winners .

D.I.Khan

On 17th December 2012, the YAP team travelled to the land of mixed cultures, D.I Khan, in search of Young Ambassadors of Peace. The city is in the province of Khyber Pakhtunkhwa, however the ratio of Pakhtuns to Saraikis was quite interestingly rather low. The event took place in the Mufti Mahmood Auditorium, which is named after the father of a prominent politician: Maulana Fazlur Rehman. The audience was ebullient and kept cheering for the contestants throughout. One by one the contestants came to the stage to deliver their speeches. Some left the stage with smiles on their faces after encouraging remarks from the judges. Few left with tears in their eyes after they failed to impress the audience and the judges. The male contestants clearly dominated their female counterparts in this occasion—a rarity since in most of the earlier districts the situation was reversed. Regardless, the competition was still very fierce and it became difficult for the judges to select the four winners from the day. Ultimately, four were declared winners and would contest at the provincial level later in January 2013. With this event, district level competitions in Khyber Pakhtunkhwa concluded. All eyes are on the provincial level now, where the shortlisted contestants from each city of the province will be fighting for the final place in the capital: Peshawar.



Sindh



Jamshoro

On 9th November 2012, an energetic Jamshoro audience congregated in large numbers to see their students take part in the YAP speech competition. They lifted the atmosphere of the whole area by shouting the slogan “Zanjeerain Tor, Macha Shor” throughout the 2 hour event. The event was carried out in Hyderabad instead of Jamshoro because of the lack of proper venues at Jamshoro. The audience and contestants were brought from Jamshoro to Hyderabad via coasters. All of the ten contestants that took part in the competition were highly competitive and made the job extremely tough for the three judges that were present. In the end, the four contestants with the best speeches were declared winners.



Khairpur

There was a slight delay as the audience arrived 45 minutes late. However, their arrival was instantly known to all with their loud cheers of the slogan "Zanjeerain Torr, Machaa shor." Initially there were ten participants who prepared their speeches but as the last contestant was about to deliver his speech, the YAP team came across three students in the audience who were eager to perform on this mega platform. And they certainly did not disappoint the audience or judges. The competition was so fierce that we were forced to select not four but five contestants from Khairpur .





Larkana

At Larkana, just as the competition was about to commence, the generator at the venue malfunctioned causing immense financial loss and injury to the two operators of the generators. Luckily no lives were lost. It took the electricians four to five hours to replace the melted electric cables. The event finally started at 2 pm. The theme song and the tagline for YAP were repeatedly played in the background to energize the audience that had come in large numbers to witness the event. A total of ten students from five different schools and colleges took part in the competition. Although all the contestants were highly competitive, a similar trend was observed that was seen in Khyber Pakhtunkhwa earlier this year. The female contestants were more confident and better prepared than their male counterparts. Three out of the four winners from the event turned out to be females.

Hyderabad

Hyderabad has a glorious past and was once known as the “Paris of Sindh.” Hyderabad is famous for its stone-studded bangles and Sindhi Biryani. After Khairpur, Larkana and Jamshooro, the spotlight was on Hyderabad to showcase its talent. The YAP team reached Hyderabad a day before the event to find that the hall booked for the event was unfortunately not spacious enough. Five hours later, the YAP team finally found a more spacious location and promptly reserved it. Hyderabad had the liveliest audience—one that was jovially dancing to YAP's theme song. We were expecting stiff competition in Hyderabad as most of the contestants were confident and well prepared. The general trend has been that girls dominated in the speech competitions; this was proven once more in Hyderabad when the girls outshined the boys again. The host developed an amazing connection with the audience, which was a large factor for Hyderabad's audience being the most vocal and energetic.

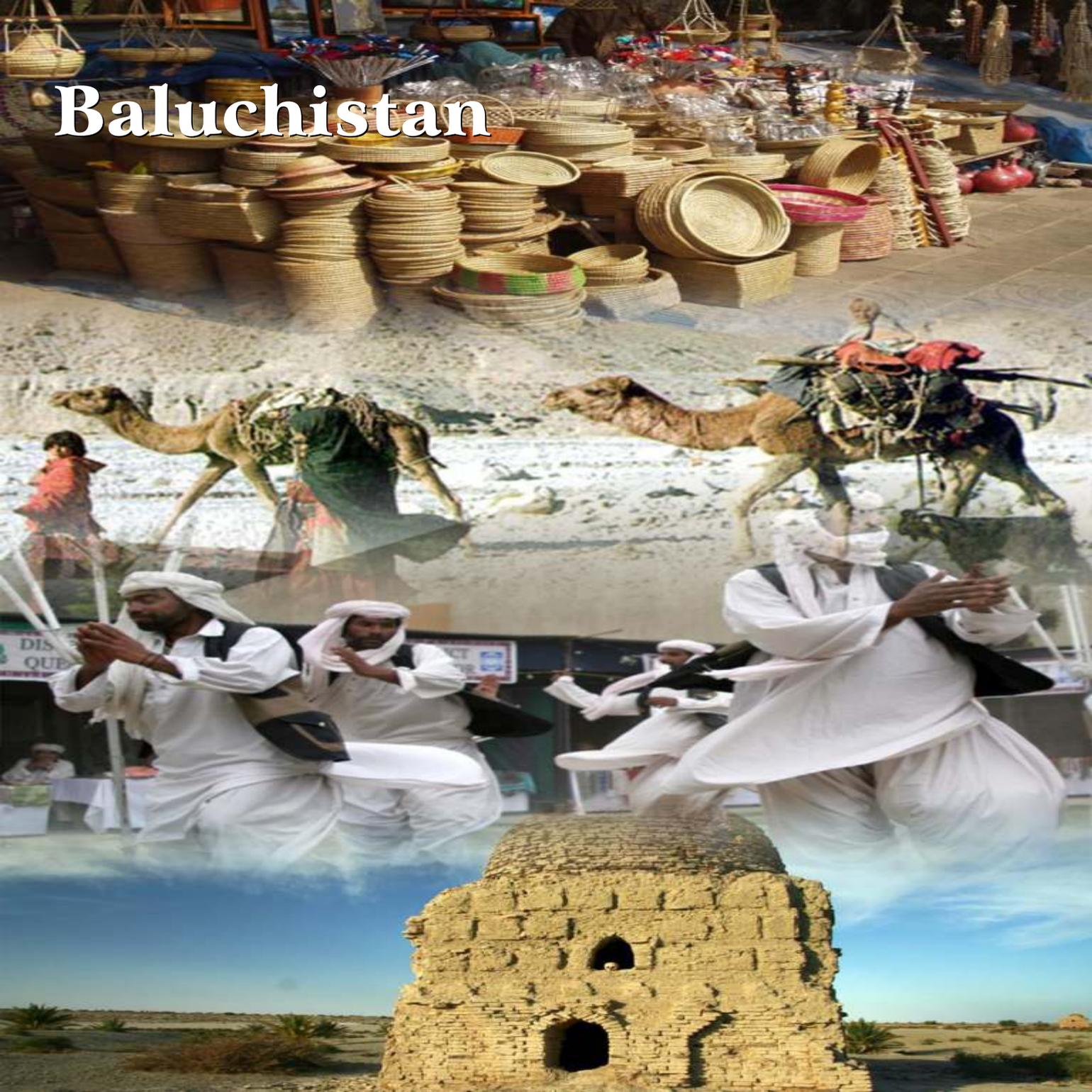




Karachi

The last and the most awaited district of Sindh was Karachi. Karachi is known as “the City of Lights” and is identified as the financial hub of Pakistan. Since Karachi is also famous for its educational network, we had high expectations from the largest city of Pakistan. Once again, we had to change the venue due to security concerns at the very last moment. The audience and participants arrived late at the venue. Surprisingly, the most alarming sign for the YAP team was that participants in Karachi were below par. The host tried to communicate with the audience but they were inactive. A total of eight students took part in the speech competition. The judges were so disappointed that they selected only two contestants from Karachi. Most of the participants were not well prepared for this mega event and it was sad to see that Karachi missed the opportunity.

Baluchistan



Pishin

The contestants in Pishin seemed eager to showcase their talent in front an active audience .The audience seemed to be more excited than the participants. At Pishin ,we had the biggest audience in Baluchistan supporting their twelve contestants.



Qilla Saifullah

Qilla Saifullah's competition, due to security concerns, was shifted to Pishin. The audience, judges and the debaters were brought to Pishin via coasters and cabs. Electricity again proved to be a nuisance, but the event still started at the designated time. A total of nine contestants took part in the speech competition. At the conclusion of the event, members of the audience also came forward to present their talents. The judges, audience, competitors and institutions appreciated the effort to arrange an event at this scale in their area. Surprisingly, none of the female debaters managed to win.



Quetta

On 8th November 2012, a handsome number of audience members, congregated at City Hall Quetta for YAP. Many of the audience members were surprised to witness an event at such a scale in Baluchistan. The atmosphere vibrated with the slogan "Zanjeerain Tor, Macha Shor" throughout the 3 hour event. Despite the fact that the event started with an hour delay



because of electricity problems in the area, the audience and the contestants did not show any signs of frustration and participated brilliantly throughout the event. Due to security issue in the city, only six contestants were able to participate in the competition. The event turned out to be a highly effective one as people of various backgrounds including participants from various public and private schools in Quetta participated. At the conclusion of the event, due to the excellent performance the results of the competition were very close. One of the judges refrained from rating a participant, as the participant belonged to his institution. The result for the said competitor was acquired by taking the average of the two other judges. The teachers and parents accompanying the participants who did not qualify were disheartened but admitted that the speeches of all the participants were excellent.

Sibi

The Sibi competition was organized at Quetta due to security concerns in the city. Audience, judges and contestants were all brought from Sibbi to Quetta via different means (buses, coasters, cabs). Unfortunately, Sibbi was not able to fully realize the expectations. The audience was unable to add color to the event and the contestants were also not up to the mark, although there were more competitors than Quetta. The judges were naturally critical of the participants and the institutions; they realized that the speeches were not up to their standard. Still, it was greatly appreciated that the contestants, despite belonging to a marginalized area, participated with such enthusiasm.



Turbat

Due to security situation, competition was shifted to Karachi by flying contestants, their guardians, judges and the audience. Turbat's contestants were very competitive. Out of the eight contestants, seven gave their speeches in fluent English. The audience was also very active and backed their students in an excellent manner. Whenever the theme song was played in the background, the audience would instantly perk up. In the end, two girls and two boys were announced the winners.



Punjab





Mianwali

On 18th November 2012, YAP took Mianwali by storm. This event, was a special one because it was the first one in Punjab. As expected, the environment was different; however, the competencies of the contestants and the energy of the audience was nothing different than that of the other cities covered before. The host was welcomed with a boisterous cheer from the crowd, which was carried enthusiastically throughout the event. Four contestants were declared winners.

Bahawalpur

After a twelve hour journey which started from Islamabad, the team finally reached Bahawalpur- a land which was ruled by local Nawaabs for centuries and is known for historical monuments. The audience was boisterous and kept cheering for the contestants throughout. The contestants each came to the stage to give their speeches. The competition was fierce. Four of ten contestants won.



Lahore

Lahore is considered to be the heart of Pakistan for various reasons. The education system in the city is also superior to those of the other districts, therefore a cutthroat competition was anticipated. And that it was; Lahore certainly didn't disappoint!

The audience, comprised of young school and college students and people of different professions (doctors, lawyers etc), was noisy and kept cheering for the contestants throughout. The female contestants clearly dominated their male counterparts. However, the competition was still very fierce.



Gujranwala

Unlike the previous events in which one gender clearly dominated the other, in Gujranwala, the scenario was quite different. Ultimately, two females and two males qualified for the next round.

D.G Khan

The energetic D.G Khan's audience that assembled in large numbers to take part in the YAP speech competition boosted the atmosphere of the whole area by shouting the slogan "Zanjeerain Tor, Macha Shor." All the eight contestants that took part in the competition were highly competitive.

Mandi Bahauddin

From the first to the last contestant in Mandi Bahuddin, all fourteen contestants, were excellent. All the three judges present were thrilled with such outstanding performances and on different occasions were seen scratching their heads as to who to select for the next round. They dealt with the difficult task and based on the marks given by them, five students were declared winners.



Multan

After conducting district level speeches in the twenty three (23) districts in a span of three months, the YAP team now headed for Multan. This event was extra special as it would conclude the district level.

The first contestant looked completely off-colored and failed to impress the audience and the judges. But after that, neither of the contestants failed to deliver. One by one, they all adorned the stage, showcased their talent and proved that they had what it takes to be Young Ambassadors of Peace. The judges too looked extremely impressed and didn't hesitate to shower praises on the contestants for their excellent performance. The competition was so fierce that instead of picking just four, the judges were left with no option but to select five contestants for the next round. Amongst the five, three were females.



Islamabad

There were fifteen contestants at Islamabad. It was such a cutthroat competition that it was very difficult for us to select six winners out of these fifteen.



Provincial



Provincial

After successfully conducting events in the twenty four (24) districts of Pakistan in less than four months which yielded us one hundred (100) contestants out of the initial two hundred (200), the time now arrived for the big stage-- that is, the provincial finals. The hundred contestants that managed to make it to this round had outshined their competitors with excellent performances at the district level. But now, they would have to give more than their hundred percent because this time around, they would be competing against the best. An extraordinary performance at this stage would make them the "Young Ambassador of Peace."

The provincial competitions were held in the respective capitals of the provinces except for KP, Baluchistan and Sindh. Their venues were shifted to Lahore due to the security situation prevailing in the provinces.

The criteria and procedure of the speeches remained the same as of the district level competitions. Participants were given a pool of topics. They had ample time for preparation of the speeches. Although this resulted in a problem as they were unable to present their own ideas and thoughts. It was observed that mostly the speeches were rhetoric and full of irrelevant poetry. It was obvious that most of the speeches were written by either teachers or parents as the original thoughts of the youngsters were not reflected in the speeches. We were aware that since participants were young and naïve mature and deep thoughts would hardly surface. Therefore our focus was to look for fresh ideas which the youth had. But very few speeches reflected this. The speeches were mostly rote learnt.

It was clearly evident that the participants could not connect to what they were saying. Many participants after starting a fiery speech would go completely blank the next moment. This depicted that they had learnt the content by heart and skipping of any word would completely confuse them. Mostly the participants focused on delivering a highly emotional speech with aggressive body and hand gestures. Body language too was not in sync with the words they spoke. For instance the topic would be "I am a peaceful Pakistani" but the body language used would be extremely aggressive. They were unaware of the fact that body and hand gestures should be in accordance with the words they spoke. Finishing the speeches in time remained an issue throughout the competitions. The judges made a note of these issues which were later addressed in the capacity building workshop for the provincial winners.

Punjab and the Federal Capital

The first provincial level event was that of “Punjab and the federal capital Islamabad” and was held in Islamabad. Thirty five (35) shortlisted contestants punched the clock from different cities of Punjab through Daewoo Bus service, local coasters and trains, a day before the event so that they would get some time to relax and adjust to the conditions. The event was divided into two due to number of contestants for the event. The first was held on the 14th February 2013 and the other was held the very next day (15th February 2013).

Majority of the contestants opted for “Main Hun Pur Aman Pakistani” and “Ik Nayi Subha.” Unfortunately, the content of the speeches of the majority of the contestants was irrelevant. Some performances were so exceptional that they left the judges completely stunned. For instance, a young participant named Aneeq Zahid from Bahawalpur was truly impressive. This contestant was the youngest amongst his competitors, but the way he presented his argument was simply outstanding. What's more pleasing is that he is studying in government school of Bahawalpur with no proper infrastructure, but still has developed beautiful oratorical skills. This is encouraging as it demonstrates that the Pakistani youth is naturally quite talented.

The two day event finally ended on the 15th of February 2013 and proved to be an even greater success than the district level events. Seven (07) contestants out of the total thirty five (35) were crowned the “Young Ambassadors of Peace” based on their performances.

Khyber Pakhtunkhwa

Almost all of the contestants were performing at this massive stage for the first time in their lives, so some drama was expected on the day of the event. After rehearsing all night, the contestants reached the venue for the provincial level event on the morning of 16th February 2013. The event was organized in Islamabad because of the security situation in the province of Khyber Pakhtunkhwa.

The first contestant unfortunately did not manage to impress the judges much. However the next to follow was much more confident and had prepared his speech well. He not only earned the praise of the judges but also earned the praise of the audience as well. Majority of the contestants had picked the two topics "Ik Nayee Subhaa" and "Main Hun Pur Aman Pakistani." Regrettably, most of the speeches were written by the parents or teachers of the contestants and contained the same repetitive content (drone attacks, etc).

The highlight of the event was a contestant named Muhammad Amjad from Newshehra. Because of his diminutive height for a guy of his age, he was received with a boisterous cheer from the audience. Due to his content, he was given a standing ovation.



(Muhammad Amjad proving that all good things come in small packages)

In the end, five (05) contestants were crowned the "Young Ambassadors of Peace" based on their outstanding performances and now these YAPpers would be undergoing special training in Islamabad to be groomed further.

The audience also participated actively in the event. During the mid-break, members of the audience came to the stage and showcased their singing and dancing talents as well, adding the extra something needed to prove that this was truly a real reality show.

Sindh

At the Sindh provincial level event (held at Lahore) eighteen (18) shortlisted contestants punched the clock from different cities of Sind through Daewoo Bus service, local coasters and trains and by air a day before the event so that they would get some time to relax and adjust to the conditions. Their logistics were tough to arrange but handled intelligently by the YAP team. The event was held on 27th February 2013. Nervousness was observed, not only amongst the contestants but amongst the whole YAP team as well.

Some contestants succumbed to the pressure of performing on this huge stage while others remained poised and did not let the massive crowd and renowned faces in the judges' panel effect their performance.

Most of the contestants opted for "Making Peace" and "Ik Nayi Subha." Unfortunately, the content of most of the was irrelevant and included drone attacks, Pakistan's military, the negative influence of the U.S. and the rest of the world on Pakistan, for which they were at times heavily criticized by the judges as well. However, it was discovered that those speeches were written by the parents or the teachers of those contestants, which again is an alarming sign and depicts the demoralized mindset of the elderly section of our society. But all the speeches were not like that. Quite a few of the contestants had written their speech themselves and presented some excellent points during them. Some received a standing ovation from the crowd and the judges as well.

The Sindh provincial round finally ended on 27th of February 2013 and proved to be an even greater success than the district level events. Four (04) contestants of the total eighteen (18) were crowned the "Young Ambassadors of Peace" based on their performances and marks from the judges.

Baluchistan

The colorful flags of “Young Ambassadors of Peace” fluttered at the Evernew studio in Lahore. The air was filled with excitement, the hearts of the participants throbbed and a sudden tension and fervor ensued as the participants began to fill the hall for yet another YAP speech competition. This time it was Baluchistan.

The event was organized on 1st March 2013. Due to the security situation in the province participants were flown in from Baluchistan to Lahore a day prior to the event. There were a total of eighteen (18) participants who represented Baluchistan. Most of them had never had the experience of traveling on an airplane. The smiles on their faces did the talking when they were asked about their travel.

People started coming in the hall around 10 and by 10.30am it was almost full. The cheers and hurrahs of the audience were so loud that made it difficult to talk to the person standing next to you. The audience paid no heed to what the host was saying. The excitement and thrill of the battle of words was on the minds of the people sitting in the audience. One by one the eighteen (18) contestants started to appear on the stage. The topics which dominated this event were “Mein hoon puraman Pakistani,” “Making Peace,” “Nayee Subah.” and “I am the hope.”

What begun with excitement came to an end with a hint of sadness when the remaining fourteen (14) contestants were told that they didn't make it to the next round.

Last but not the least, the audience and participants alike came together and participated in a traditional dance “attan.” Although they belonged to various walks of life and were complete strangers to each other, they became one while synchronizing their moves to the beat of the drum and rhythm of the flute in the background.





Capacity Building Work Shop



Capacity Building Workshop

The national finalists underwent extensive communication and interpersonal skills training. During the capacity building workshop and orientation sessions the contestants intermingled. Apart from the master trainers, various speakers were called in from different walks of life. Some shared their life experiences while others talked on their respective themes. Resource persons included Mrs. Quratulain Ali (Principal of Global System of Integrated Studies), Mr. Irfan Ahmed (Famous drama and play writer), Mr. Mubashir Akram (Media analyst) and Mr. Olaf Kellerhoff (Resident representative Friedrich-Naumann-Stiftung für die Freiheit), Mr. Aziz Ahmad and Mr Tauseeq Haider (communication experts) and Shamoon Hashmi (Social activist). The training sessions included the role of media especially the social media in today's world, 'Exploring Identity', a session in which the YAPpers were asked to question the very basis of Pakistani Identity. Many conflicting views came forth. However at the end it became clear that diversity and heterogeneity can also form the basis of an identity. As the training workshop progressed each participant transgressed personal stereotypes.

The young YAPpers also visited Radio and Pakistan Television office. The basic idea behind the visit was to sensitize the participants about the involvement of media in the daily lives of citizens of Pakistan. They were shown the offices, production houses, program sets etc from where the news and information travels to millions living in the country. In order to give them the cultural and political feel of the city the participants were taken to *Lok Virsa* Museum, Pakistan National Monument and D-chowk (the famous intersection in front of parliament where processions and rallies are held). When they were taken to D-chowk all the participants began to imitate the famous processions which they saw on TV. One could see the excitement in their eyes as many stood in the place where historic and important processions were held which they were only able to see on TV.

After the exposure visits and training workshops etc it was time for the Grand Finale at Islamabad.



Semi-Final



After the district and provincial competitions it was time for the national level competition. There were a total of 22 contestants who took part in the national level competition. On the 5th of June 2013 the semi-final competition among the YAPpers began at the Quaid-e-Aiwan hall in Islamabad. All the 22 YAPpers displayed excitement, nervousness and stress. Prior to the competition, the YAPpers were involved in the capacity building workshop from 29th May to 3rd June 2013. Many YAPpers were exhausted and almost all the YAPpers were away from home. In spite of all this, they were ready to battle against each other to become the five Ambassadors of Peace At Large.

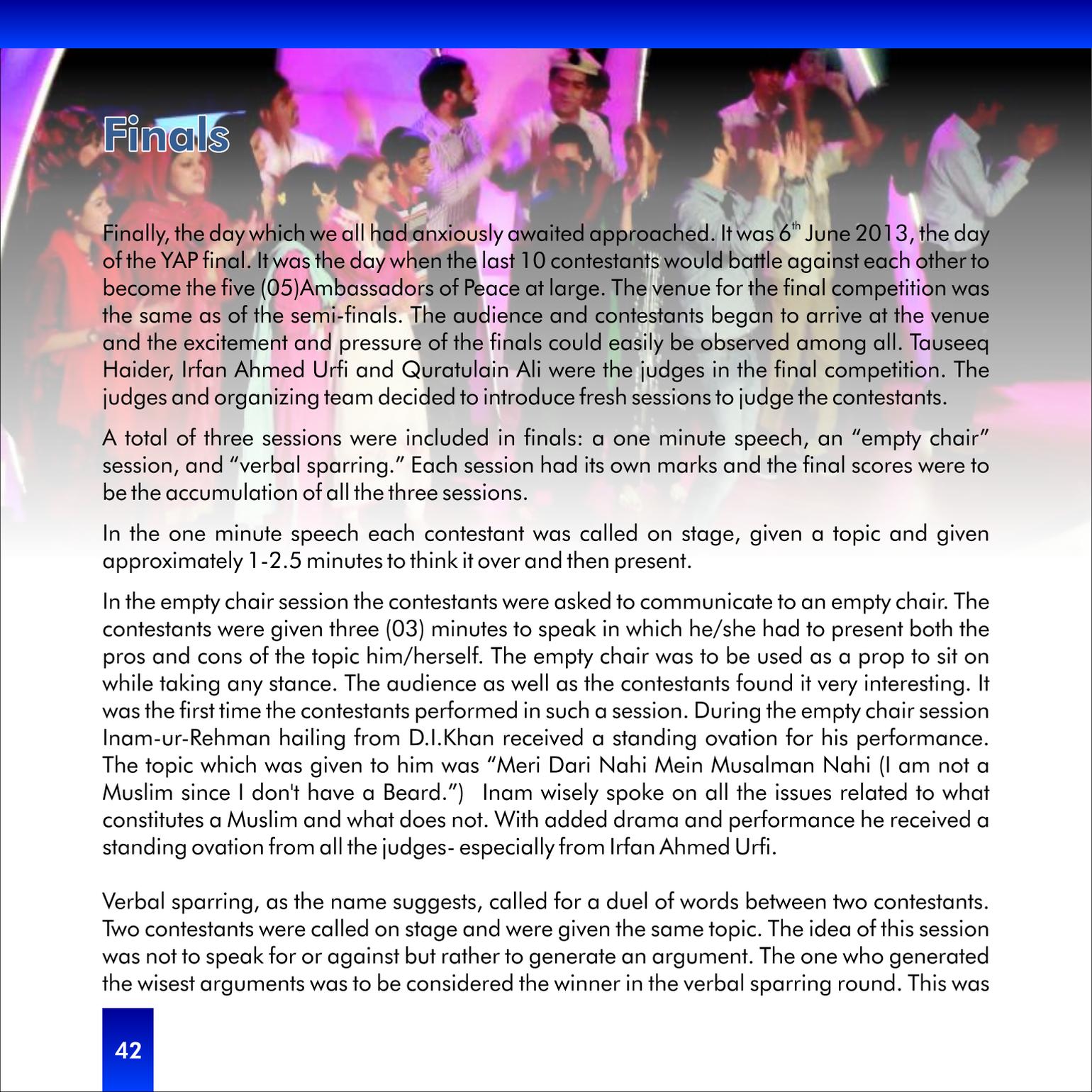
The semi-final competition was divided into two phases. The final 22 contestants were divided into two groups of 11 each and in each phase of the semi-final 11 contestants competed against each other. Out of the total 22 contestants only 10 would qualify for the finals. During the semifinal competition the judges began to scrutinize the contestants more thoroughly. Partially because it was the semi-finals and partially because all the 22 YAPpers had undergone the capacity-building workshop. They not only had raw talent, they displayed in the districts and provincials. They were now equipped with public speaking skills and technique to handle any topic. During the first phase of the semi-final competition, Tauseeq Haider, Quratulain Ali and Irfan Ahmad Urfi judged the contestants. Out of the 11 contestants the judges had to select five (05) winners in each phase. In the next phase of the semi-final, Farhan Khalid replaced Quratulain Ali. The contestants were judged on body language, speech content, time limit and audience involvement. The time limit for each speech remained three (03) minutes while the topics for the speeches covered various dimensions of society. The topics included "Media: is seeing believing?," "More Provinces," "Stronger Pakistan," "Extremist Within Us," "Education: A Solution but also a Problem," "Terrorism vs Tourism," "Being an Informed Viewer," "Turning Penalty Corners into Goals," "My Identity," "Are Humans Different or Difficult?" and "Main Sharminda hon kai meh Mard Hon (I'm Embarrassed that I'm a Man)."

Each and every contestant came forth and presented him/herself. Some were unable to fully comprehend the topic while few impressed the judges or the audience. However, one contestant named Mirvise Khan from Qilla Saifullah brought the house down with his speech on the topic "Main Sharminda hon kai meh Mard Hon (I'm Embarrassed that I'm a Man.)" When the topic was announced by the judges a huge uproar of laughter came from the crowd. To the audience it seemed that the contestant would not be able to handle the topic confidently, given its very nature. The moment Mirvise stepped on the stage and began his speech, the judges as well as the audience knew that the topic had been delegated to the right person. Mirvise not only delivered an excellent speech but also made it clear that he used all the essential tools and methods which he learnt in the communication training workshop. He added the correct amount of humor with the correct amount of content and established a connection with the audience the second he walked on stage.

Apart from Mirvise, other contestants also stood their ground during the semi-finals. Syeda Zainab Naqvi who joined YAP from Peshawar waited almost 12 hours for her turn on the stage. Unluckily, she

was the last of all the 22 contestants who performed in the semi-finals. The judges, organizing team and audience by that time were all drained. But despite everyone's exhaustion, when Syeda Zainab delivered her speech, the judges and audience alike knew that she was going to the finals. When Syeda came to the stage, she looked anything but tired. When she found out that she was selected for the finals she broke into tears and called her father while standing on the stage to share the good news with him right then and there.





Finals

Finally, the day which we all had anxiously awaited approached. It was 6th June 2013, the day of the YAP final. It was the day when the last 10 contestants would battle against each other to become the five (05) Ambassadors of Peace at large. The venue for the final competition was the same as of the semi-finals. The audience and contestants began to arrive at the venue and the excitement and pressure of the finals could easily be observed among all. Tauseeq Haider, Irfan Ahmed Urfi and Quratulain Ali were the judges in the final competition. The judges and organizing team decided to introduce fresh sessions to judge the contestants.

A total of three sessions were included in finals: a one minute speech, an “empty chair” session, and “verbal sparring.” Each session had its own marks and the final scores were to be the accumulation of all the three sessions.

In the one minute speech each contestant was called on stage, given a topic and given approximately 1-2.5 minutes to think it over and then present.

In the empty chair session the contestants were asked to communicate to an empty chair. The contestants were given three (03) minutes to speak in which he/she had to present both the pros and cons of the topic him/herself. The empty chair was to be used as a prop to sit on while taking any stance. The audience as well as the contestants found it very interesting. It was the first time the contestants performed in such a session. During the empty chair session Inam-ur-Rehman hailing from D.I.Khan received a standing ovation for his performance. The topic which was given to him was “Meri Dari Nahi Mein Musalman Nahi (I am not a Muslim since I don't have a Beard.)” Inam wisely spoke on all the issues related to what constitutes a Muslim and what does not. With added drama and performance he received a standing ovation from all the judges- especially from Irfan Ahmed Urfi.

Verbal sparring, as the name suggests, called for a duel of words between two contestants. Two contestants were called on stage and were given the same topic. The idea of this session was not to speak for or against but rather to generate an argument. The one who generated the wisest arguments was to be considered the winner in the verbal sparring round. This was

the last round of the finals. The audience really enjoyed and listened with unfaltering interest to the arguments made by all the contestants. It took quite some time for the judges to tally the results; most of the contestants had somewhat equal marks.

While the judges tallied the results the contestants and people from the audience showcased their talent. One of the YAPpers, Aneeq Zahid hailing from Bahawalpur, mimicked various politicians. This created a stir amongst the audience as all laughed and cheered during his performance. A person in the audience from Gilgit Baltistan played a traditional instrument. He accompanied another contestant who was from the same area. On the final day he came forth and performed an instrumental symphony. According to him, he had been observing the platform since the semi-finals and after seeing the enthusiasm of everyone he wanted to play his folk music just to be part of the event. As he began to play, the sweet and murmuring tune of the instrument instantly mesmerized everyone in the hall. It felt as if everything had become calm. While everyone was listening to the melodious tune, two people (from the same region) stood up, walked up to the stage and began to perform the folk dance of Gilgit to the harmonious tune of the instrument.

Finally, the judges announced the five Ambassadors of Peace at large. These five chosen ones had been with YAP since the very beginning. For almost 180 days these five were the part of the YAP team. Hailing from different areas and backgrounds, it was exhausting for them to be in this intense competition for such a long period of time. But in the end it had all paid off. The Judges chose Syeda Maimoona, Mehvish Gul, Inam ur Rehman, Raza Ali Hashmi and Zainab Naqvi as the top five Ambassadors of Peace at large.

It was surprising to observe that despite the fierce competition the contestants felt sad when they had to leave after the final ceremony. The ceremony concluded elegantly as the judges stood up and distributed shields and trophies to the contestants. When the top five were chosen, crackers were fired to celebrate the victory and journey of the contestants.

Promotional Tools

- **Merchandise**

- Mugs, T-shirts, USBs, pens, writing pads and caps were distributed among the various people, participants and audience members during the YAP speech competitions.
- The merchandise was also used as gift bags and prizes for those who showcased their talents during the shows.
- The gift bags were also extended to the honorable judges who worked with us during district and provincial levels

- **Flash Mob**

The Flash Mob appeared on the 24th of August 2013 at Centaurus Mall in Islamabad. 15 boys performed a dance act on the YAP soundtrack. 100 people were present in the shopping mall to witness their performance.

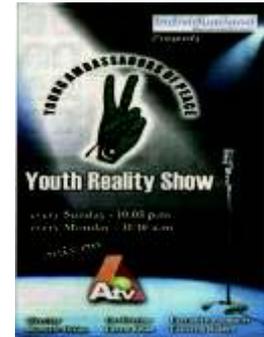


- **YAP posters in Print Media**

- YAP posters were printed in various newspapers such as Daily Times, Daily Mashriq and Daily Nawa-i-Waqt on various dates.

- **Placement of Billboards**

- A total of 10 Billboards were placed in the five cities of the provincial and national capital.)2 billboards were placed in each of the cities. Billboards for the reality show were erected in the different cities on the 17th of May 2013.



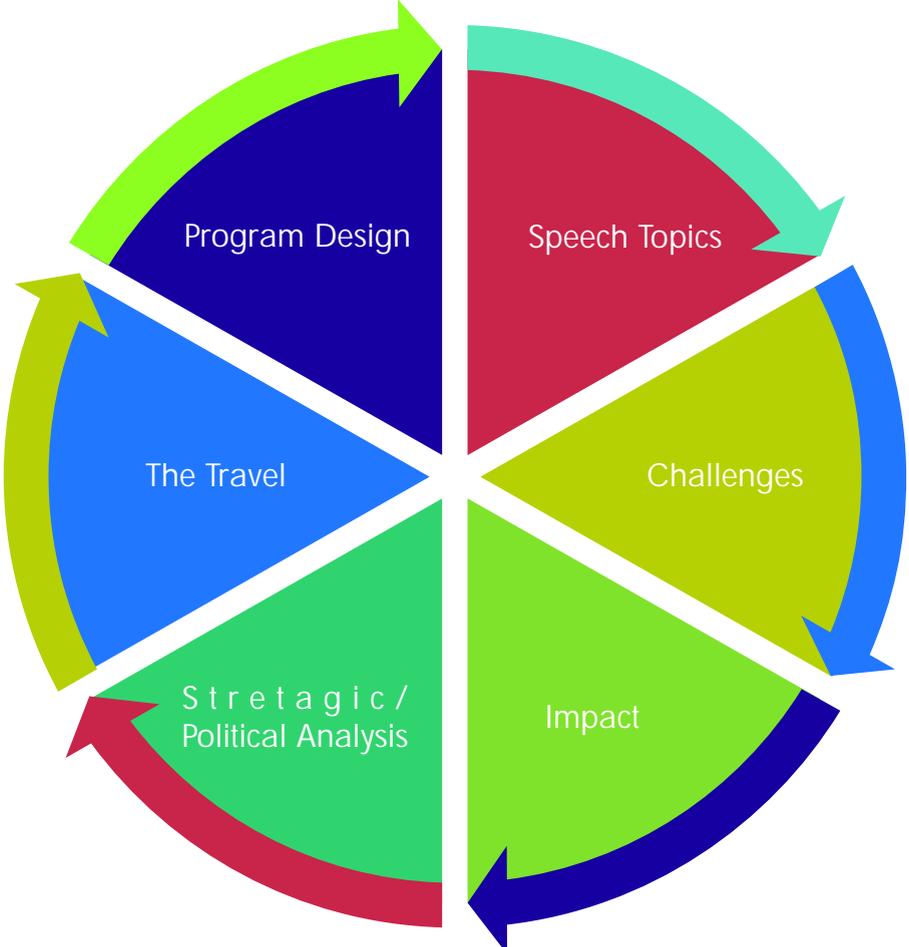
- **Airing of original soundtrack of YAP on FM 100 radio station**

- On 18th May 2013, one day before the airing of the YAP reality show, the YAP theme song was aired on FM 100 twice

- **Reality Show**

- The airing of the reality show started on 19th May 2013

EVALUATION



EVALUATION

Program design

Initially it was planned that the district level speech competition will be held at various universities. However, we were compelled to enhance the initially low key district event as a result of the local response. Thus, a full fledged stage was designed. Since there were two teams executing the district events, identical 8 by 8 stage would be transported on a truck with each team. The stage would take approximately 5 hours at each district to be erected. The stage design of the district level was 8 feet high while the stage design of the final competition was set at 22 feet. The stage of the Provincial and Grand Finale was bigger and grander. Thankfully it did not have to be transported since the Provincials were conducted at Lahore (for security reasons) and Grand Finale at Islamabad. All the 13 episodes were shot on 8 HD cameras.



(Before)



(After)

Speech topics

The most vital part was to shortlist topics for the speech competition. The team was involved in many brainstorming sessions and after weeks we came up with the final 30 speech topics. The team made sure that words like terrorism, radicalization and militants should not be used in topics as these words could have negative repercussions. At the district level a total of 8 topics were given to the contestants. Out of these eight they had to choose one and present their speech. Similarly at the provincial level, there were four topics, out of which contestants would choose one. The speech could either be presented in English or Urdu.

The travel

We completed ten events (Sind and Baluchistan) in 7 days. In the last and final phase we completed eight events (Punjab) in six days. In order to meet the objectives, 24 districts had to be covered. Due to this the team covered the 24 districts in 17 days successfully. This reflects the capacity and capability of the IL team that despite various challenges we were able to implement the program successfully. Give aways were also developed for these events which included flags, shirts, mugs, pens, note pads, caps, wrist bands and gift bags. These were distributed amongst the participants and audience. During the events our theme song was frequently played and it gained a lot of popularity amongst the participants and audience. The media was also present at each of the district competitions and the coverage given to these districts showed that the show gained momentum from day one.

Three dynamic hosts, travelled with the teams to various districts. Experienced judges were nominated to evaluate the contestants at district level. At the provincial and national level, celebrity judges were engaged.

A professional singer was also taken on board in order to compose and sing the theme song. Apart from this, a song video consisting of 22 YAPpers was also produced.

The initiative began with a total of 241 nominations, 41 more nominations than the proposed nominations in the proposal. The team had to accommodate the additional participants due to their enthusiasm and persistence to participate.

The provincial level competitions of Sindh and Baluchistan were held in Lahore due to the security situation in the two provinces. Contestants along with their guardians were flown in from their respective areas. For some it was their first visit to Islamabad and Lahore not to mention first air travel.

Challenges

The program encountered several challenges:

- The power outages posed a major challenge in the first phase. For instance in Kohat the venue was unable to meet the power output demands, generator broke down thus delaying the event. The venue administration had to install a new and separate power cable for the show which began after four hours of delay
- The height of the stage was problematic. Most of the venues were unable to accommodate such a grand stage design. Therefore YAP teams had to visit all the cities themselves before the events in search of the venues.
- Heavy rains and the traffic congestions in the city of Lahore and Islamabad, problems were faced in the transportation of the audience and the contestants to the venue, during the provincial finals. This caused a delay in the commencement of events.
- Transport of the contestants (by air) was another problem faced during the provincial rounds as flights often got delayed.
- Since the security concerns in the province of Sind and Baluchistan (deteriorating law and order



situation), the provincial finals of these two provinces had to be moved to Lahore (Punjab).

Two more problems surfaced because of this issue, which were handled intelligently.

- a. Parents unwillingness to send their children (contestants) alone to another province. To counter this, parents were also invited along the contestants.
- b. Extra cost than anticipated earlier, as contestants plus their guardians were flown in.

Strategic analysis

Pakistan's history is ripe with interprovincial and intra-provincial rifts. Resource distribution issues have always remained a bone of contention between different provinces leading to political point scoring. This political scoring is not just limited to the traditional politics of Pakistan, but the alarming thing is that extremist forces use narratives similar in nature to attract youth. While the politicians use various issues (economical or social) to spread provincial disharmony and gain power on the basis of that, extremists' on the other hand try to influence the religiosity of their target population to gain political mileage.

As YAP drew to an end, inter-provincial strife has no place in the minds of the 22 YAPpers. Gilgit-Baltistan is famous for its tourist destinations. It is home to the tallest peaks in the world including K-2 etc. Due to its remote location and difficulty in access, this area was not included in the initiative. However, we were lucky to have Raza Ali Hashmi, (from Hunza) who auditioned from Islamabad and became one of the Young Ambassadors of Peace at large. Gilgit-Baltistan although not represented in the National Assembly of Pakistan was very well represented by Raza Ali Hashmi, who didn't feel uncomfortable while wearing the traditional Hunza Cap in the summer heat. Sidra, another finalist also wore the same cap to show solidarity with Raza, as he was the only representative from Gilgit-Baltistan.

During the district level events and finals the audience from Khyber Pakhtunkwa expressed extraordinary support to the participants from KPK particularly Maimoona and Zainab. This

in turn targeted a similar support from the rest of the audience for other participants in the competition. The audience was clearly divided into two halves, both cheering for their favorites. When the audience got too charged up, Maimoona had to interfere and request the audience from KPK to cheer for everyone.

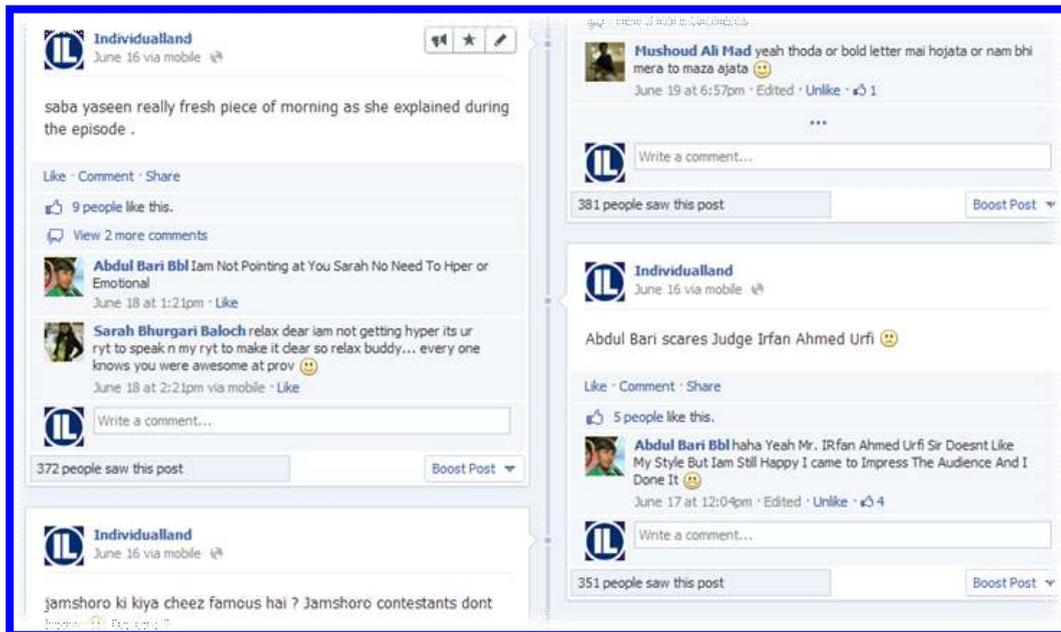
The most encouraging feedback for IL was from one of the finalists named 'Mushoud Ali' hailing from Sindh. He described himself as a staunch Sindhi nationalist. However, according to him, once he reached Islamabad his point of view underwent a drastic change. He described that carrying a Sindhi Cap 'Topi' and the Sindhi Shawl 'Ajrak' was a norm for him. However, he didn't wear them during the training because he felt that the feeling of being a Pakistani was more overwhelming.

Another finalist named Zainab Naqvi, who hailed from Khyber Pakhtunkhwa, described her experience as a family reunion. She felt that the training was more about caring about the family and supporting the family members even though all of them were in a competition. She described the training session as an opportunity to celebrate diversity.

The participants during the training phase discussed the rise in violence in the province of Baluchistan. The participants from Baluchistan expressed their concerns over the issue, prompting others to become a part of the discussion. The role of state actors including different law enforcement agencies and non-state actors including extremists' outfits was discussed. The participants were concerned about the killing of ethnic Punjabis in Baluchistan and the migration of the rest of the community. The massacre of the Hazara community was also highlighted and it was stressed that every Yapper must play his/her role in raising their voices against violent extremism.

Impact

- The 22 participants did not remain friends for the competition only rather they still interact with each other through various platforms. Face book remains the most used platform by the YAPpers. The Individualland Facebook remains active due to continuous correspondence of YAPpers with each other as well as with the IL staff.
- Apart from the social media, print media covered the YAP events thoroughly from the beginning of the initiative. Various newspapers including English as well as Urdu newspapers covered the YAP events. There were 17 news reports published in



different newspapers, 12 news reports were published in Urdu news papers while 8 news stories were published in local language newspapers.

- The 13 episodes reality show which was aired on the different TV channels increased the outreach of the event to hundreds of people.
- The group of 22 YAPpers will now be included in Individualland's future initiatives as well. Few of the 22 YAPpers also took part in the 14 day online course 'Being a leader' which was offered by IL from 17th June to 4th July 2013.
- It was a difficult task to conduct activities in 24 districts knowing the security situation of the country. But the team remained focused, determined and successfully completed all the activities in the proposed areas, though the provincial events in Baluchistan and Sindh were held in Lahore due to the volatile situation in the provinces. Many challenges were faced by the team however each challenge and issue was dealt accordingly and every effort was made to reach to the end successfully.
-

Video shoot

The 22 YAPpers also participated in the filming the musical video of YAP. They thoroughly enjoyed the making of the video.



Top Twenty Two



Sara Bhurgari



Aneeq Zahid



Syeda Zainab Naqvi



Usama Ismail



Sidra Ali



Mushoud Ali



Saba Yaseen



Nazish Kanwal



Sana Saleem



Raza Ali Hashmi



Ihtesham Khattak



Mian Aashir Naeem



Muhammad Haris



Seena Farokhi



Noor Ul Huda



Mehwish Gul



Wasma Imran



Waqar Ahmed



Sahar Anwar



Mir Vise Khan



Syeda Maimoona



Inam Ur Rehman

Top Ten



Raza Ali Hashmi



Sana Saleem



Mir Vise Khan



Wasma Imran



Sahar Anwar



Syeda Maimoona



Inam Ur Rehman



Seena Farokhi



Mehwish Gul



Syeda Zainab Naqvi

Ambassadors at Large



Inam Ur Rehman



Raza Ali Hashmi



Syeda Zainab Naqvi



Mehwish Gul



Syeda Maimoona

Daily Times ISLAMABAD

Tuesday, January 8, 2013

Speech contests in 24 districts

Students to become young ambassadors of peace

Staff Report

ISLAMABAD: Individual Land Pakistan organized speech contests in 24 districts of the country, providing an opportunity for young students to liberally convey their opinions and play a vital role in bringing peace in Pakistan.

The competition proved popular among educational institutes as it promotes creativity among the youth, as well as encourages them to raise their voice to bring peace in the country. The topic of the speech competition was 'Zanjeeren tori Machhao Shor' (Break the shackles and make your voice heard).

This contest started off with events held in Khyber Pakhtunkhwa in October. In November the events took place in Sindh and Balochistan. The aim of this initiative was to bring forth Young citizens who will take a stand for peace in this country and will be referred to as the 'Young Ambassadors of Peace.'

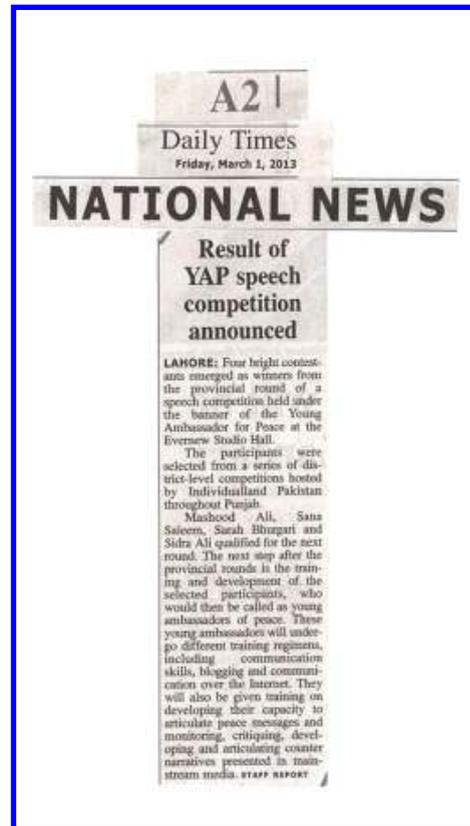
Individual Land Pakistan Executive Director Gulmina Bilal said, "The future always rests with the youth. Hard work, dedication, clear vision and identical target take you to the destination." She

also said that such events benefit the country and strengthen it.

People from different walks of life including youngsters from various public and private schools in Lahore and Bahawalpur participated in the event as spectators. The students were given different topics on which they were asked to present their views. Government Banat College Vice Principal Hameeda, law student Malik Salman and Adeel Amjad were the judges of the event in Lahore.

These judges analysed the participants on various standards. Wasma Imran (Lahore School of Economics), Bismah Hayat (The Educator Walton Campus), Hamza Mustafa (Furman Christian College Lahore) and Alina Jahangir (Government Degree College for Women) were winners of the competition.

Similarly, a competition was held in Bahawalpur. A number of students participated in the event attended by teachers, educationists and other notables. Winners of the competition were Nazish Kanwal, Aneeq Zahid, Ameer and Sahar Anwar. The judges for this competition were Shabana Ali, Akram Shad and Farhan Khalid.



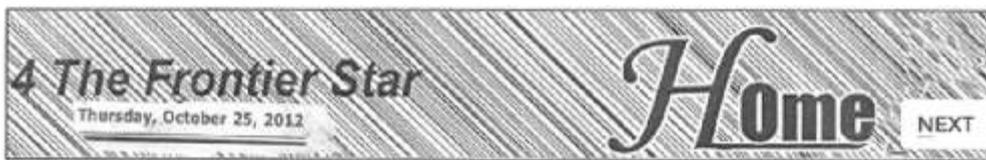
*The***Nation**

Friday, March 01, 2013

4 selected for YAP next round

March 01, 2013

LAHORE - Four bright contestants on Thursday emerged as winners from provincial round of speech competition held under the banner of Young Ambassador for Peace (YAP) here at Evernew Studio Hall. The participants were selected from a series of district level competitions hosted by Individual Land Pakistan throughout Punjab. Mashood Ali, Sana Saleem, Sarah Bhurgari and Sidra Ali qualified for the next round. One of the winners said, "I have to work even harder now because now I have qualified for the national level speech competition."



Function organized titled “Zanjeeren torr Machaao Shor”

MIANWAL: Oct 25: In order to make the youngsters future leaders and flourish their hidden capabilities, Individualland Pakistan organized a function titled with “Zanjeeren torr Machaao Shor” (Break the shackles and make your voice heard).

This initiative broadly revolves around a speech competition, which is to take place in 24 districts of Pakistan across the four provinces. The aim of this initiative is to bring forth Young citizens who will take a stand for peace in this

country and will be referred to as the

–Young Ambassadors of Peace. This initiative kicked off with successful events in Peshawar followed by Nowshera, Charsada and Mardan.

The fifth event in this connection was held in Mianwali. People from various walks of life including youngsters from various public and private schools in Mianwali participated in the event as spectators. A total of 4 students took part in the speech competition. These

students were given different topics on which they were asked to present their views. Sarwar Niazi (Head, Mianwali Education Trust), Mazhar Niazi (Senior Teacher, Govt. High School Mianwali) and M. Younis Khan Niazi (Assistant Education Officer) were judges of the event. These judges analyzed the 4 participants on various standards.

While concluding one of the judges were of the opinion that peace is necessary for the building of a nation and survival of Pakistan.

Simultaneously, as part of the initiative, a similar speech competition also took place in Kohat. 4 participants took part in the competition. Zubair Ahmad (Program Associate, Iqra Public School Kohat), Farhan Khalid (Individualland Pakistan) and Alamgir Khan (Regional Program Manager, SRSP Kohat) were judges of the competition.

The spectators were observed screaming the different slogans along with “Pakistan Zindabad”.

Individualland

Creating space for the individual

Individualland creates choices! As an innovative research-based consultancy and advocacy group we open up space for the individual. Our focus is the role of the media and to generate a peaceful discourse in society. We are working to increase the number of responsible journalists, media-literacy among citizens and a greater acceptance for different ways to live.

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