Offering, promoting and celebrating small acts to create big impacts
AIN AMAL

Pakistan is facing a multitude of social and environmental issues of gigantic magnitudes and complex dimensions. However many of these issues are linked with citizens’ routine behaviors and their attitudes towards society, the places they inhabit and the natural environment.

Shehersaaz believes that these issues can be addressed to considerable extent by making citizens slightly modify their daily habits and routines. This modification can be brought by offering alternatives to citizens and creating mass awareness and sensitization.

In this regard, Shehersaaz has launched, solely relying on public support, a national campaign- Ain Amal.

The 4S

Ain Amal has a slogan, 'Small acts to create big impacts'. It is premised on 4S- simple, small and smart solutions. Ain Amal is designed to offer, promote and celebrate small, simple and smart acts to address complex issues. This follows a simple principle- Small acts when performed by millions of people, can transform the whole world.

The Actions

Ain Amal is being supported by behavior change commitments and small financial contributions by citizens in shape of membership fee. The members, in return, get an access to appropriate solutions.

The campaign has multiple phases. The first phase is focused on replacing the environmentally harmful plastic shopping bags with environment friendly cotton and paper bags. These bags are being manufactured by household women workers availing an opportunity to earn a dignified living. Hence this simple solution is contributing to address some of the key social, economic and environmental issues of Pakistan in an integrated manner.

Eik Na, So Sukh (One ‘No’ can bring hundreds of comforts)

Every time you say ‘no’ to a plastic shopping bag, in fact helps reap hundreds of social, economic and environmental benefits. Just start thinking! and share your thoughts with us @ www.ainamal.org

Join Ain Amal and be a part of the solutions

<table>
<thead>
<tr>
<th>Membership categories</th>
<th>Annual membership fee (Pak Rupees)</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Students</td>
<td>50</td>
<td>&gt;Membership card</td>
</tr>
<tr>
<td>College Students</td>
<td>100</td>
<td>&gt;One cotton bag</td>
</tr>
<tr>
<td>University Students</td>
<td>200</td>
<td>&gt;Campaign material</td>
</tr>
<tr>
<td>Individuals</td>
<td>300</td>
<td>&gt;Opportunity to share your achievements on campaigns website and its facebook page</td>
</tr>
<tr>
<td>Households</td>
<td>300</td>
<td>&gt;Opportunity to win Ain Amal’s Annual Best Practice Award</td>
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Joining Ain Amal is simple. You can join the campaign in five ways:

1) Become a General Member by paying a small annual membership fee choosing the appropriate category detailed in the above table. All you need to do is to fill the attached membership form and pay the fee.

2) Become a Supporter Member by offering financial, material or human resources (in shape of volunteering your time) for campaign’s activities. There is no limit fixed to such support.

3) Become a Sponsor Member by sponsoring others who do not afford to pay the membership fee. You can finance as many people as you may like.

4) Become a Campaigner Member by spreading the campaign.

5) Become a Business Member. If you run a retail outlet and use plastic shopping bags, replace them with Ain Amal’s cotton or recycled paper bags.

For more details, please contact us. Campaign’s Secretariat will be pleased to respond to your queries.

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