



# eNGO Summit'14 Islamabad

Date: May 12, 2014

Venue: Hillview Hotel, Islamabad



eNGO Summit was held to provide capacity-building and knowledge support to grass root level organizations on using ICT and digital media tools for overall organizational development benefiting communities, and the society in a larger context.

## **Bytes for All, Pakistan**

Byte for All (B4A), Pakistan is a human rights organization and a research think tank which focuses on Information and Communication Technologies (ICTs). It experiments with and organizes debate on the relevance of ICTs for sustainable development and strengthening human rights movements in the country. Its strategic plan delivers in four key result areas (KRA), which include:

1. Freedom of expression for civil liberties & securing digital rights;
2. Strengthening digital security of human rights defenders & media professionals;
3. Ending technology-driven gender-based violence; and
4. Network building at national, regional and global level.

To deliver above-mentioned KRAs, B4A conducts research for evidence-based policy advocacy and capacity building of human rights defenders on their digital security, online safety & privacy.

## **Acknowledgement**

Bytes for All, Pakistan would like to express special thanks of gratitude Digital Empowerment Foundation (DEF) and Public Interest Registry (PIR) for initiating eNGO program to empower thousands of Pakistani grassroots NGOs by helping them develop a virtual identity and increase their visibility for national and global outreach.

We would also like to thank participants who attended the summit and assured to take this initiative further.

## **Background:**

The eNGO summit is a joint effort of Digital Empowerment Foundation (DEF) and Public Interest Registry (PIR) to help small local organizations grow with the help of ICT tools.

Bytes for All, Pakistan in collaboration with DEF and PIR organized a one day event on May 12, 2014 at Hillview Hotel, Islamabad.

The aim of conducting the event was to bring this initiative to Pakistan to help in strengthening local NGOs/Self Help Groups by creating a virtual identity and increasing their visibility for national and global outreach.

The eNGO summit offered range of services that were meant to enhance the capabilities and knowledge of member organizations to strengthen their overall efficiency and effectiveness. eNGO summit provided opportunity to grass root level organizations to have a virtual identity and information and communication platform for outreach.

Summit was meant to provide a common space to these local organizations where they can showcase their activities, share their experiences and challenges and extend their outreach with like minded NGOs, national and international agencies.

Most importantly, the eNGO summit provided capacity-building and knowledge support to its members on using ICT and digital media tools for overall organizational development benefiting the societies in larger extent.



## **Objectives:**

The basic aim of eNGO summit was:

- To equip organizations with web enabled platform which will provide them a free website, domain name and capacity building.
- To promote and encourage best ICT practices by NGOs for community development.
- To create a network of NGOs into innovative ICT practices for learning, experience sharing, enhance their daily activities and maximize the outreach.

## **Process:**

The process of organizing eNGO summit in Islamabad was handled with great care and in a professional manner. Bytes for All, Pakistan set the application process open for organizations. Lots of applications were received from all over the country. Invitations were also sent to organizations which cater grass root level organizations to extend the sphere of network. Profiles of participants were thoroughly examined to select the best possible organization for the summit.



After the selection of participants, each and every successful participant was contacted through email and telephone to confirm their selection. A mailing list was prepared under name of [engo14@bytesforall.pk](mailto:engo14@bytesforall.pk) and all the selected participants were added with their prior permission. The purpose of the mailing list

was to give the participants a common space where they can communicate, exchange introductions and to get updates related to event. All the relevant information about the logistics and event were also shared on the mailing list.

### **Participants:**

People all over Pakistan, from Khyber to Sindh to tribal areas participated in the summit. Two female participants traveled for 27 hours all the way from interior Sindh to attend eNGO summit. We got participants from FATA region, the most troubled area of the country. Despite the curfew in tribal areas the enthusiasm of participants to attend the event could not stop. Many participants from Punjab and Khyber Pakhtunkhwa also attended the event.



One thing is also pertinent to mention here that there was a massive political rally against the government due to which roads were blocked, people were barred to enter federal capital but the political unrest in Islamabad couldn't lessen the passion of people and many participants travelled all the way long to attend the event.

### **The list of participants is below:**

<b>Name</b>	<b>Organization</b>
Azeem Saddique	Change Foundation
Abdul Qadir	I-Step Pk
Taimur Ali	Philanthropist Sons Frontier
Asma Munir	RDO-Pk
Almas Swaira	Transparent Ngo Network
M.Salman Rohailla	Zcomns
Mujtaba Subhani	Youth Assembly For Human Right
Sofia Fazeelut	Chanan Development
Ali Raza Khudi	Human Right Commission For Social
Ayesha Ibrahim	FRD

Taimoor Ali Khan	FRC
Zafar Iqbal	The Ngo World
Irfan Ali	Indus Youth Development Organisation
Basra Sheikh	Pak Alive
Shazia Nawab	S & S Mosaic
Ilyas Hussain	SGRM
Adnan Chughtai	Pattan Development Organization
Kh.Sajjad Fasih	Anjuman Behbood Tarakiati Council
Mukhtar Hussain	Hazara Creative Youth
Eid Muhammad	HSF
Raheela Habib	Women For Women
Abdul Hadi	FRD
M Rashid Kakar	Kws .Balochistan
Mazhar Iqbal	Hilal -E-Nauw-S
Saba Islamail	Aware Girls
Shaan	UELECT
Sumaira Insari	Citizen Development Organization
Hafiz M.Umar Farooqi	Azeem Education Conference
Zainab Nasir	Allied Health Sciences Information Desk
M. Ali	Social Worker
Alamzeb Khan	Hazara Nationalist
Ansa Javeed Khan	People Servant Org
Ali Asghar	United Youth
Zakia	Minority Rights
Sikandar	Movement For Rural Development Org
Zeenat	NFWS
Farah	GOCD
Laila Shah Nawaz	Noor Education Trust
Madiha Azeem Sadiqui	BEST
Humaira	Tal Sparly
Fatima	Hazara Creative Youth
Junaid Nazir	Help Development
Waseem Hayat	Roshni Welfare Society
Hayat Shah	3He
Jamshaid Khan	WEWS
Dr. Hira	Ehsas Foundation
Shumaila	Peace And Women
Waqas	Pattan Development Organization

Abdul Sattar	FES
Tahira Tarique	Hazara Student Federation
Yasir Afzal Malik	Aan Associates
Samiullah	Quaid E Azam Welfare
Asif Hussain	Freelance Journalist
Syed Ali Jafri	Pakistan Centre For Philanthropy (Pcp)
Hameeda Walizada	Hazara Women
Wajid	Peace Initiative, Quetta
Jawad Karimi	HSF
Farishta	H4H
Tanveer Ahmed	RADO
Ghulam Ali	Civil Society
Kamran Ali	Activist
Shaukat Ali	Minority Group
Ghulam Shabir	Hazara for Humanity
Nadia Saba	WEWS
Zeeshan Ahmed	iMMAP
Mehwish Abreen	Soul Welfare
Kausar	United Youth Welfare Organization
Raza Dotani	Tribal Post
Noshaba	Social Activist

### **Program:**

The one day event comprised of awareness and training sessions highlighting the need for having an online presence for wider outreach.

More than 70 organizations and social rights activist from all over the country including conflict hit areas participated in the event.

The event opened up with the introduction of organizations and their ongoing work and then participants were given insight on the eNGO program.

### **Agenda:**

The agenda of the summit was drafted in a way that participants were briefed on the importance of eNGO summit, its past experience and how it would help grassroots NGOs. Then they were told how ICT tools could be helpful to grassroots NGOs in a simple and most efficient manner gradually taking them towards how having a web platform will help them gaining a virtual identity through which they can reach out to larger audience, spread their message to

masses not nationally but internationally as well. They were also told how simple and easy website could be made for each NGO without knowing any technology.

The agenda covered following sessions:

- **What is an eNGO Summit**
- **How ICT can help in NGO operations**
- **Building a web platform**
- **Why web platforms important:** How a website for each NGO could help in its objectives, outreach and even fund-raising
  - Outline of content & website framework for NGOs
  - Social Media for Non-Profits
  - Online Advocacy & Fundraising
  - Best Examples of Using ICT tools for good from NOGs
- **Small session on .NGO and .ONG :** There are two new domain extensions created exclusively for the NGO Community by Public Interest Registry, the operator of .ORG

Agenda was designed to keep maximum interaction with the participants so that they can freely discuss what issues they are facing in their daily life and how each of the ICT tool can help them.

### **Delivery Mechanism:**

Our lead trainer, Abdul Salam who is a software engineer by profession and working with Bytes for All, Pakistan as an ICT Manager opened up session on building a web platform. He asked participants about their expectation and what they



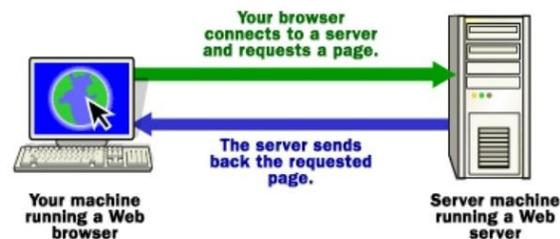
expect to learn. It was found that few of the participants were aware of wordpress and drupal etc but don't know how to upload content on their own.

Salam exposed them to the utilization of the web portal and how to use Content Management System (CMS) on their own. He highlighted the importance of available ICT tools for their own community networks building.

In his session, he told them about website, what is website and basic purpose of using a website? Seeing the interest of participants he briefed them about domain, hosting, security and how to utilize and interlink them.

The session included following topics:

- Why web platform?
- What is website? (blog/website) (static website & dynamic website) web application?
- Types of websites
- Tools that are used?
- How website work??
- How can I create my own website?
- How to get a domain name?
- What is WordPress?
- Ways to make your website online



Participants were very eager to learn about all basic information about web/domain/hosting and web development tools. Here is when the hands-on exercise started. Salam gradually took participants from basic to advance level of web development.

Participants were also given manual with instruction on building a web platform.

Participants were trained to use:

- Cpanel use



- Wordpress installation on web server
- Creating a website (steps for using WordPress)
- Social media interaction with web platforms
- Backup of web platform
- Security of web platform
- Tips and technique

The basic purpose of this exercise was to:

- To train participants about web development tools techniques and their practical use.
- To train participant on web development tools how to customize platforms, to disseminate information to the masses.
- To enable participants to maintain and develop their own websites.

The exercise was then followed by question and answer session to demystify the technology barrier and make the participants comfortable with ICTs.

### **Challenges:**

Bytes for All, Pakistan faced few challenges while conducting eNGO summit in Islamabad.

Political unrest in the capital just before a night was a nightmare for team to conduct successful event but team's dedication was exemplary as they were in contact with each participant and helped them reaching the venue.

Another big challenge was equipping our facilitator with all basic information on eNGO summit, web portals, building a website and uses of having an independent web platform for community development as the lead trainer from India wasn't able to make it to the event due to visa issues.

Weather was also not favorable due to heavy rainfall with thunderstorm on the scheduled date of the event.

Organizing eNGO submit with limited budget was also a huge task but effective planning and budgeting made it possible.

## **Feedback:**

The initiative was highly appreciated by the representatives of small organizations who attended the event. Facilitators managed to deliver the session in a friendly manner and made it easy to comprehend for those who were not quite familiar with ICT tools and web development.

Participants really liked the sessions and were excited to have learnt processes through which they will be able to have a website of their own. Moreover learning about different dimensions of social media and how they can use for advocacy was helpful for them.



Few participants who already had websites and knew WordPress said that this summit has polished their concepts and enhanced their capabilities to use these tools more effectively to obtain long term goals.

“The problem which we have been facing while operating social media and website has been solved today by this workshop, I am glad to be part of such a learning event,” said Muhammad Wali, a participant from Islamabad.

Muhammad Latif another participant added, “The best part of this event is the practical exercises, the trainer was guiding us throughout which was really helpful.”

Most of the participants complained about the limited time.

“These trainings should be for two to three days as it has so many technical aspects in it” added one of the participants from FATA region.

“My expectations from the event was to be able to manage website on my own and after today’s session, I believe I can do it to some extent but we should be given more time to be able to handle every aspect of it”, Abdul Hadi added.

Overall, participants thoroughly learnt a lot in the event, they got their selves introduce to new tools such as web portals and blog spaces. They were determined to continue this practice in future and showed keen interest to organize such sessions in their areas so people could learn these useful tools to meet new challenges with proper visibility on internet sphere.

### **Way Forward:**

Byte for All, Pakistan has been engaged in working on ICTs for sustainable development and capacity building. The eNGO summit has provided us with the opportunity to build up a network with these small organizations and to engage them on long term basis. Seeing the enthusiasm of these organizations Bytes for All, Pakistan is planning to work with them in future. We are planning to empower these small organizations with ICTs tools and build their capacity to use digital spaces for their community development. These organizations will be tasked to reach out to other grass root level organizations in their areas and extend their learnings. This will provide these local organizations with a web space to increase their visibility and to use digital media tools effectively for overall organizational development.

Moreover, Bytes for All has started working on requests from organizations asking to build their websites and help them with social media services. Byte for All has appointed a dedicated team which looks after queries, help organizations with technical assistance and aid them with possible solution.

Bytes for All, Pakistan pledges to continue their support for organization with digital tools and empower them with ICT practices for their development.

