



ROSHNI HELPLINE 1138
Annual Report 2024

Roshni's Mission:

Roshni Helpline is on a mission to find and rehabilitate missing children in Pakistan, as well as protect children from all forms of exploitation and abuse.

Founded in 2003, Roshni Helpline is Pakistan's first helpline for missing children.

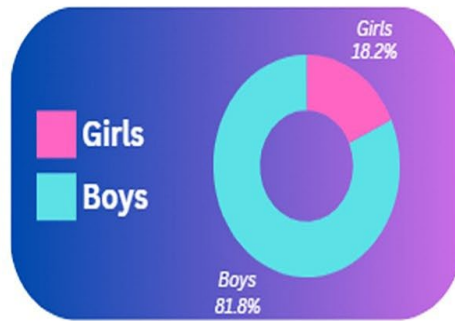
Our work focuses on the following activities:

- Search and recovery of missing children
- Police facilitation for families
- Counselling and rehabilitation of recovered children and families of missing children
- Training law enforcement agencies to address missing children cases
- Educating the public on child safety
- Advocacy for strengthening child protection laws

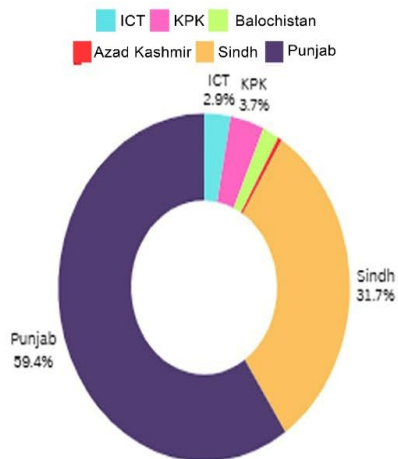
Roshni is based in Karachi, and operates across Pakistan, with the support of a large network of volunteers and partner organizations, and in close collaboration with law enforcement agencies and government departments. Over the years, we have assisted in recovering more than 12,000 missing children.

Missing Children Report 2024

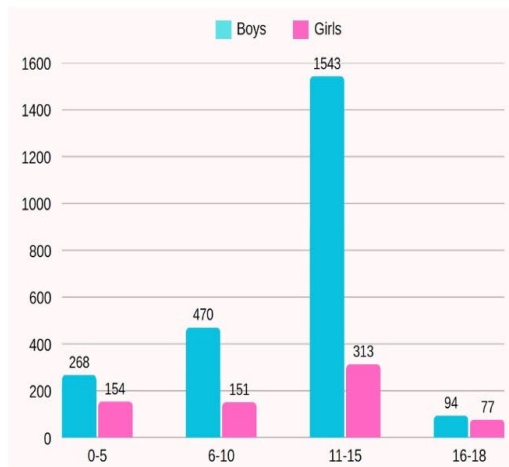
Cases Reported 3070
Still Missing 35



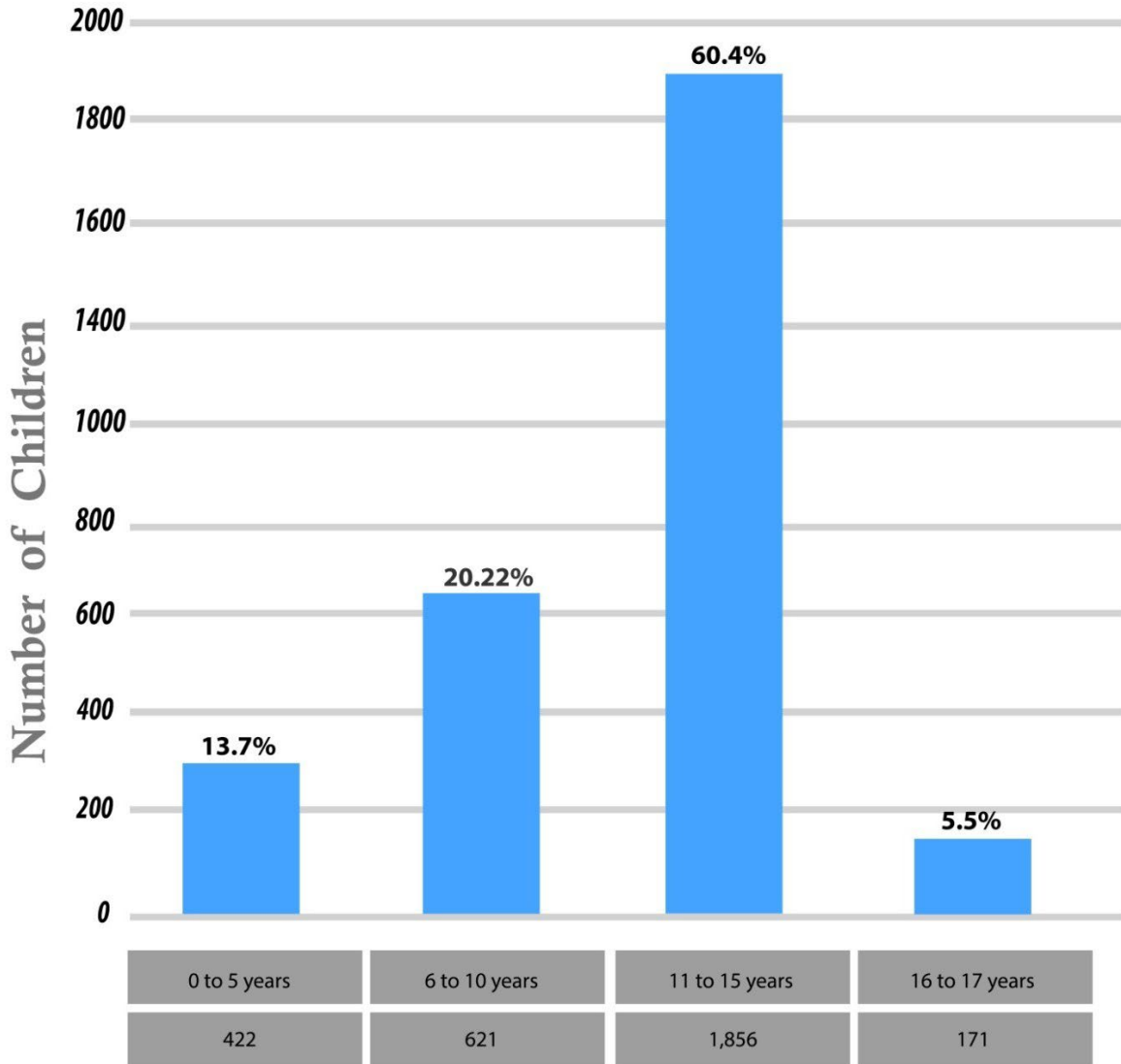
Geographical Distribution



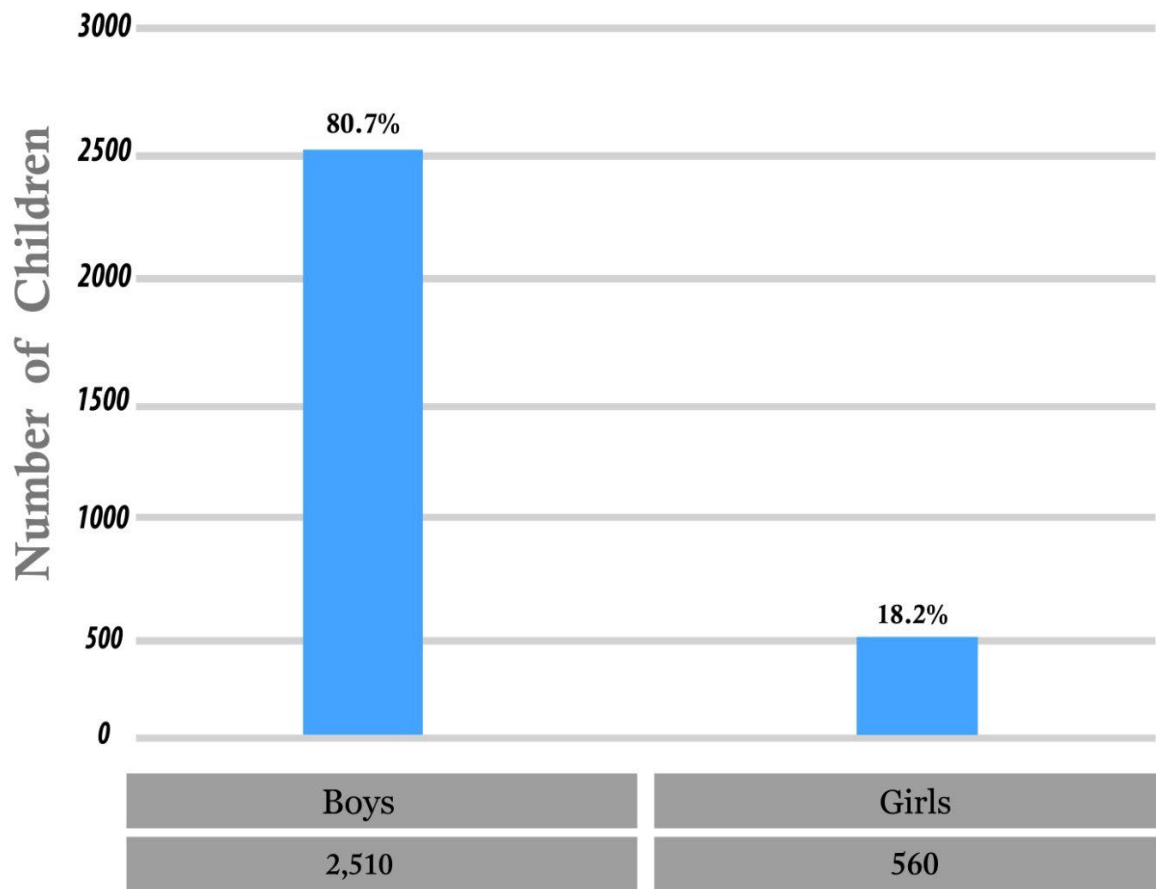
Missing Children Age Wise



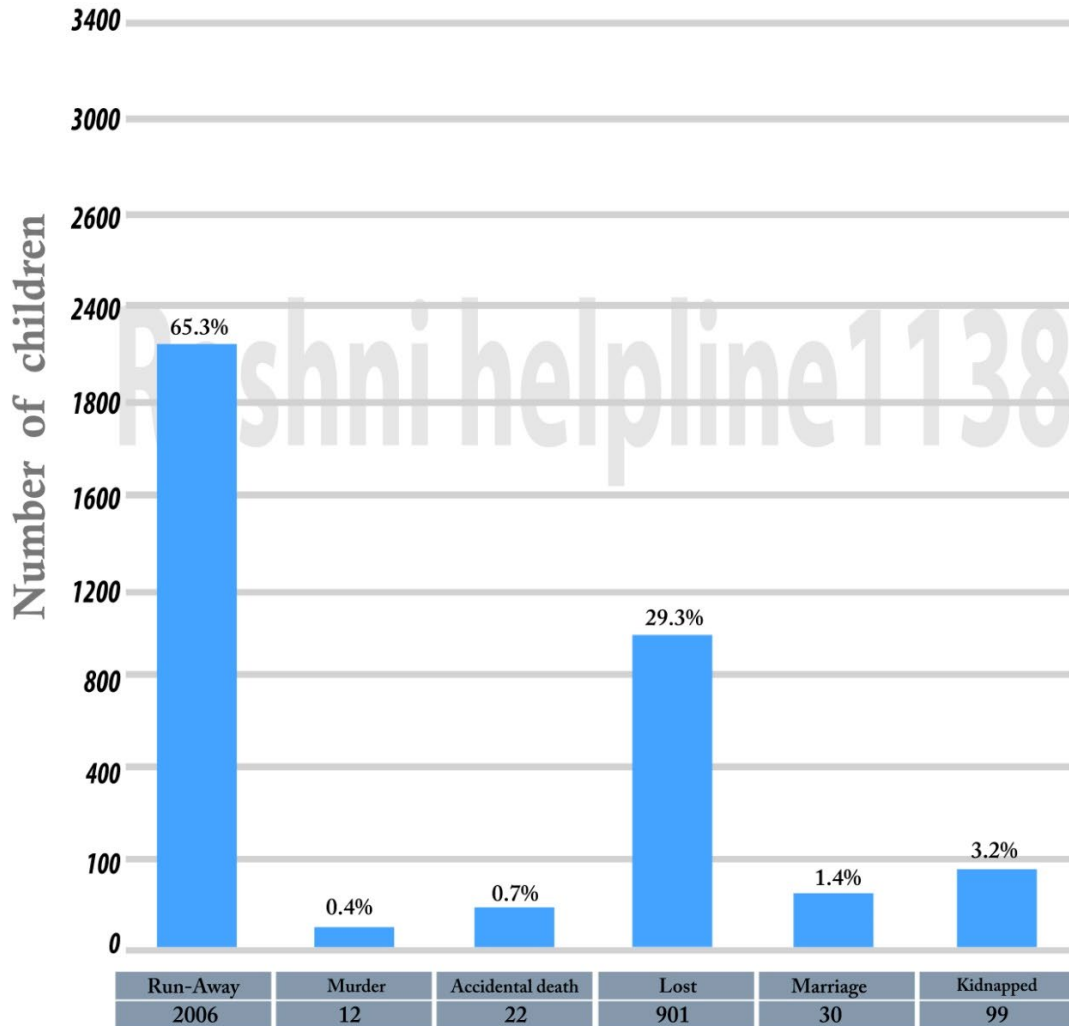
Missing children by age



Missing children by gender



Reasons for going missing



Seminar in collaboration with SDPI

Roshni Helpline and The Sustainable Development Policy Institute (SDPI), a premier think tank of Pakistan, organized a special seminar entitled “Exploring the Plight of Missing Children in Pakistan and Relevant Legal Frameworks.”

The seminar delved into a comprehensive situational analysis concerning missing children in Pakistan. The esteemed speakers shed light on the impact of the ZARRA Act and its transformative role in shaping the legal landscape concerning missing children in the country.



Partnership With NCRC

Roshni Helpline signed a Memorandum of Understanding (MoU) with the National Commission on the Rights of Child (NCRC), a statutory body established by the Government of Pakistan to promote, protect, and fulfil children's rights. As part of the agreement, Roshni Helpline and the NCRC will work together to protect children by reviewing laws and practices, inquiring into violations of child rights, conducting research, raising awareness, building capacities, providing technical support and advising the Government.



Partnership with Zainab Alert Response and Recovery Agency (ZARRA)

Roshni Helpline has been working closely with the Zainab Alert Response and Recovery Agency (ZARRA), the federal agency under the Ministry of Human Rights which is responsible for missing children cases in Pakistan. Roshni has signed a Memorandum of Understanding (MoU) with the Ministry to collaborate with ZARRA on missing children cases including sharing information, spreading awareness among the public and providing training to police forces.

Roshni is spearheading efforts to disseminate awareness materials, including posters featuring Roshni Helpline and ZARRA contact information, to police stations across Pakistan.



Partnership with Child Protection and Welfare Bureau Punjab (CPWB)

Roshni Helpline also signed a Memorandum of Understanding (MoU) with the Child Protection and Welfare Bureau Punjab (CPWB), set up by the Government of Punjab, which is responsible for care and rehabilitation of missing and unattended children in Punjab and runs shelter homes throughout the province. As part of the agreement, Roshni Helpline will provide training and capacity building to Bureau staff to improve handling of missing children cases and both parties will collaborate on the swift recovery of missing and unattended children.



Police Training

Roshni Helpline is committed to working closely with police forces across Pakistan. During 2024, Roshni signed a Memorandum of Understanding with Sindh Police, agreeing to collaborate on the issue of missing children including sharing data, raising awareness and building the capacity of police officers for handling missing children cases.

During 2024, we conducted 6 training sessions nationwide, focusing on the Zainab Alert Response and Recovery Act (ZARRA) 2020, recent amendments to the Pakistan Penal Code (PPC), and prompt handling of cases. The details of the trainings are as follows:

- Multan Police: 70 police officers
- Karachi Police: 48 police officers
- Mardan Police: 84 police officers
- Abbottabad Police: 89 police officers
- Islamabad Police: 78 police officers



Child Safety Workshops in Schools

As part of our Prevention Program, we regularly conduct child safety workshops in schools throughout Pakistan. During 2024, we conducted 5 training sessions including 4 schools across Karachi and 1 school in Sargodha, providing training to more than 500 students of grades 6 through 10. The focus of the workshop was to educate students on child protection issues, especially online child abuse and online grooming, and to provide guidelines on how they can keep themselves safe from harm.



Collaboration with ZARRA

Roshni Helpline, in partnership with the ZARRA agency, is actively engaged in enhancing public awareness and facilitating timely reporting of missing children cases nationwide. Through a collaborative agreement, Roshni is spearheading efforts to disseminate awareness materials, including posters featuring Roshni Helpline and ZARRA contact information, to police stations across Pakistan. Progress in the placement of posters at various police facilities is as follows:

1. Karachi - 105 police stations + 15 facilitation centers, SSP offices, and SDPO offices
2. Islamabad – 84 police stations and SPO offices
3. Khyber Pakhtunkhwa – 400 police stations
4. Gilgit Baltistan – 5 police stations



Constitutional Petition in Supreme Court

During 2024, there was some notable progress on Roshni's ongoing constitutional petition in the Supreme Court of Pakistan, filed in 2018 to demand amendments in and better implementation of missing children laws.

In October 2024, the case was taken up by the newly formed Constitutional Bench of the Supreme Court of Pakistan, and a hearing was held during the first session of the Bench, during which Roshni's counsel argued the need for better implementation of the ZARRA Act 2020. The next hearing is expected to be scheduled soon.



First lady of Pakistan visits Roshni

We are delighted to share news of the visit of the First Lady of Pakistan Ms. Samina Alvi to Roshni Helpline's office. During the visit, the First Lady engaged in meaningful discussions with the Roshni Helpline team, gaining insights into the challenges we face and the achievements we have made over the years.

She expressed her admiration for Roshni's tireless efforts and emphasized the importance of a unified approach from both governmental and non-governmental sectors to address the issue comprehensively. At the end of the visit, the First Lady of Pakistan made a commitment to spearhead initiatives that enhance awareness, education, and collaboration among stakeholders to create a safer environment for children.



International Missing Children's Day

On the occasion of International Missing Children's Day, Roshni Helpline, together with a delegation of Karachi's children, paid a visit to the Mayor of Karachi Barrister Murtaza Wahab, to discuss the serious issue of missing children and to present recommendations to the Mayor for the protection of children in the city. A lively discussion ensued during which the children voiced their concerns and shared their ideas regarding child protection and child rights.

The Mayor applauded the initiative of the children and commended the efforts of Roshni Helpline to protect Karachi's children. He made a commitment to do everything possible to keep our children safe, and to work closely with Roshni in this regard. The event was organized in collaboration with Developments in Literacy (DIL).



World Children's Day

This year Roshni Helpline celebrated World Children's Day together with the National Commission on the Rights of the Child (NCRC), at a vibrant and exciting event organized in Islamabad. The theme of the event was "Listen to the Future" emphasizing the imperative of listening to children's voices, ensuring their right to self-expression, and integrating their perspectives into actions that shape a better world.

As part of the celebration, key stakeholders came together to showcase initiatives, raise awareness, educate the masses on child rights and engage directly with children. The event also featured many interactive activities and performances by children, as well as stalls and displays by child rights organizations from all over Pakistan.



Roshni on Wheels

The Roshni-on-Wheels project is an innovative emergency response mechanism consisting of a fleet of vehicles, including fully-equipped van and 4 motor bikes, moving through the streets of Karachi 24/7. As soon as a case is reported, the Roshni-on-Wheels fleet is rapidly deployed within 30 minutes.

During 2024, the van attended 132 cases in Karachi and 10 in Interior Sindh, while the bikes attended 490 cases in Karachi. The tasks assigned to the fleet included gathering information, family visits, police stations visits and poster dissemination. In 2024, the fleet contributed to the recovery of 230 missing children.



Roshni Helpline Team Visits USA

In September 2024, Roshni Helpline's team visited the US to explore new partnership opportunities and to deepen our engagement with US based child protection organizations.

The highlights of the visit included the following:

- The National Center for Missing and Exploited Children (NCMEC), the largest child protection organization in the US, invited Roshni to their headquarters where a very fruitful discussion led to an agreement for longterm collaboration, including a knowledge exchange and capacity building initiative that is already in progress.
- Roshni visited various key nonprofit organizations including Asoka Foundation and Acumen, both of which have awarded prestigious fellowships to Roshni's founder Mr. Muhammad Ali, as well as the Global Fund for Children. All the visits were very productive and led to discussions on possible partnerships in the near future.
- Met with the diaspora of Pakistani professionals in New York City and presented Roshni's work and achievements in Pakistan, which was very well received, laying the groundwork for potential support in Roshni's future endeavors.



Media Engagement

Roshni Helpline continues to leverage key media platforms, spreading its messages nationwide in print and electronic media, such as regular missing child alerts, public awareness messages, research findings and reports.

- Appeared regularly on television channels including news shows and morning/evening shows.
- Aired 50 episodes of a radio show on missing children, reaching *1.2 million* listeners weekly.
- Reached more than *12 million* viewers on its social media channels.



Roshni Wins at KHI Awards 2024

Roshni Helpline won two awards at the prestigious KHI Awards 2024, becoming one of a few organizations ever to win two KHI Awards at the same time. The KHI Awards, organized by K-Electric, recognize excellence in social welfare projects by nonprofit organizations working in Karachi, and Roshni has won every year so far.

This year, the first award was for our Roshni on Wheels Project and the second was for our Online Child Safety Project, protecting children from online abuse. These awards serve as a testament to Roshni Helpline's unwavering commitment and dedication in serving the community.



Roshni Upcoming Initiatives 2025-2026

We are currently working on developing the following major expansion projects for 2025-26:

Regional Expansion – Establishing regional offices throughout Pakistan

- Regional office setup in Islamabad/Rawalpindi with 2 full-time staff
- Regional office in Lahore with 2 full-time staff

Mobile Expansion - Expanding the Roshni on Wheels fleet of motor bikes

- 4 new motor bikes in 2025
- 4 new motor bikes in 2026

Psychological Support Expansion – Support for recovered children/families of missing children

- Dedicated counselling and rehabilitation facility
- 1 project manager and 2 full-time psychologists

Media Center Expansion – Dedicated media monitoring cell

- Round the clock monitoring of all news channels
- 6 LED TVs and 2 PCs
- 2 full-time staff

Mock Court – Legal training on issues related to child protection

- Provide hands-on learning opportunities for law students and trainees
- Enhance community awareness on key legal issues through simulated case scenarios

THE ROSHNI HELPLINE FAMILY



“No child left missing”



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