





سده ليكل ايڈوائزركى

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A Message From THE LAW DEPARTMENT, GOVERNMENT OF SINDH

It is my pleasure to share with you the Annual Progress Report (July 1st, 2022 to June 30th, 2023) of the Sindh Legal Advisory Call Centre (SLACC). This center, a joint venture between the Legal Aid Society (LAS) and the Government of Sindh through the Law Department, was established as a public-private



partnership in 2018. The Government of Sindh proudly supports SLACC under the Legal Empowerment of Peoples Program in Sindh (LEPPS), SLACC plays a crucial role in providing free legal advice and information to empower vulnerable and marginalized communities in Pakistan, particularly in the province of Sindh.

Under this collaboration, SLACC has been instrumental in providing quality legal advice and raising awareness about legal rights under the Constitution of Pakistan. The Call Centre's impact has been remarkable, having assisted over 212,015 callers across Pakistan, breaking barriers of geography, class, gender, and religious orientation. This year alone, 34,927 legal queries were registered and resolved across a wide range of thematic legal areas. This reflects the essence of the LEPPS and demonstrates our unwavering commitment to bridging the gap between the need for affordable legal counseling and its availability.

Access to justice is a fundamental right for every citizen and remains integral to uplifting vulnerable communities. SLACC has been at the forefront of addressing a wide range of legal issues, including matters related to the non-filing of FIRs, emergency support to victims of violence, and legal remedies for those unable to avail basic public services. Seeking legal advice is now just a phone call away through SLACC's toll-free number 0800-70806. Additionally, SLACC has supported the work of existing government institutions through referrals to Child Protection Units, Women and Child Protection Cells, Sindh Human Rights Commission and others. Furthermore, the ongoing integration of SLACC with the Sindh Performance Management System (SPMS) promises to enhance public service delivery at the grassroots level, furthering the Government of Sindh's commitment to swift justice for the people of Pakistan.

Throughout the years, SLACC has continuously improved and evolved its services through a state-of-the-art monitoring system and an innovative framework of legal empowerment. By incorporating international best practices, it has garnered interest from various stakeholders in the justice sector and has earned tremendous respect as an institution that provides top-quality legal advice to the people of Pakistan.

I extend my heartfelt appreciation to the entire SLACC team for their outstanding work and consistent overachievement of targets year after year. I am optimistic that this public-private partnership will continue to thrive and offer free legal advice to the disempowered and underprivileged segments of our society. I encourage you to review this report carefully, as it not only highlights our achievements but also provides valuable insights into areas where we can collectively drive further progress.

Mr. Ali Ahmed Baloch

Secretary Law, Parliamentary Affairs and Criminal Prosecution Department Government of Sindh

B Message From THE CHIEF LEGAL ADVISOR, LEGAL AID SOCIETY

I am pleased to share the Sindh Legal Advisory Call Center's (SLACC) Annual Progress Report (1st July 2022 to 30th June 2023). SLACC was established by the Legal Aid Society (LAS) in 2014 and later became a successful public-private partnership in 2018 with the Government of Sindh through the



Law Department. The Government of Sindh, under the Legal Empowerment of Peoples Program in Sindh (LEPPS) supports SLACC in providing free legal advice and information to vulnerable communities, primarily targeting those who are unaware of their legal rights across Pakistan, and particularly in Sindh. It is indeed a great pleasure to share that SLACC has received over 419,325 calls on itsInteractive Voice Recording (IVR) system and registered 212,015 legal queries from more than 450 cities and towns across Pakistan.

By offering free legal advice and information to callers from all corners of the country, SLACC plays a pivotal role in bridging the gap between the supply and demand for justice. The majority of our callers are unable to afford access to formal courts or legal representation. Hence, SLACC serves as a beacon of justice, providing effective legal remedies and advice on a range of issues related to Civil, Criminal and Public service-related matters illustrated in detail in this report. This year, I am proud to announce that SLACC surpassed the minimum targets set by the Government. We formally registered 34,927 queries (Male: 26,714, Female: 8,196, Gender Non-Binary: 17), achieving an outstanding 105.8% of the total target for the fiscal year (July 2022 to June 2023).

This year too, SLACC demonstrated its commitment to providing access to justice to all individuals. With the severe floods in 2022, SLACC provided support to numerous flood affected individuals, guiding them to the relevant organizations and departments for flood relief and resolution of related issues. Furthermore, the convenience of the helpline allows callers to receive legal advice from anywhere within the country, making it easier for vulnerable actors such as women and religious minorities to receive assistance from the comfort of their homes for free. With 22% of our callers this year being legacy callers, who have sought our assistance for prior legal issues, this is a positive indication of the increased level of trust the citizens have in the SLACC service and the reliability of advice provided.

Moving forward, we are committed to continuing our pursuit of excellence and enhancing legal awareness among the masses, as we strive to improve access to justice for the people of

Pakistan. In alignment with our international commitments for the expedient delivery of justice, SLACC remains dedicated to educating the population about their legal rights and the state-run avenues for legal recourse. Our ultimate goal is to consistently surpass our annual targets and collaborate with the Government of Sindh in elevating Pakistan's standing on global Human Rights Indicators, including the international Gender and Rule of Law Index.

I extend my heartfelt gratitude to the Government of Sindh for its unwavering support, which empowers us to serve the citizens of this great nation and make a meaningful difference in their lives. Together, we can pave the way for a more just and equitable society.

Justice Arif Hussain Khilji Former Judge of the Supreme Court of Pakistan Chief Legal Advisor, Legal Aid Society

C CONTEXT OF THE PUBLIC-PRIVATE PARTNERSHIP

Pakistan is ranked 130 out of 139 countries on the World Justice Project's rule of law index globally and placed 5th out of 6 in the South Asian Region¹. The World Justice Project was founded in 2006 with a mission of working to advance the rule of law around the globe². Multiple factors contributed to Pakistan's low ranking including the lack of awareness among masses about their rights, processes to access justice institutions, high litigation cost, delays in delivery of justice and lesser number of judges compared to cases. Therefore, the need of the hour was to provide speedy justice by saving time, cost, and resources whilst ensuring quality for the masses.

Legal Aid Society (LAS) under the Chairpersonship of Justice Nasir Aslam Zahid (Former Judge of the Supreme Court of Pakistan) established the Legal Advisory Call Center (LACC) in 2014 to provide free legal advice to underprivileged and marginalized segments of the society in Pakistan through seed funding obtained from the Foreign Commonwealth Office. This initiative is an effort of LAS to complement the work of the Government of Pakistan, especially the Government of Sindh to fulfill its international commitments and constitutional obligations under the Constitution of the Islamic Republic of Pakistan, 1973. LAS's efforts are geared towards bridging the gap between supply and demand for effective and inexpensive legal advice and aid specifically to benefit disempowered and marginalized members of our society.

The quality of service and framework of legal empowerment along with state of the art monitoring systems and facilities at SLACC led to the development of a partnership with the Government of Sindh to embark on a public private collaboration through its Law Department. LAS, with the support of the Government of Sindh continued services of its flagship project with a new brand name: Sindh Legal Advisory Call Center (SLACC) on July 01, 2018. This collaboration is a testament to the Government of Sindh's continued commitment to the values of justice, legal empowerment, and its efforts to uplift the lives of citizens under its Legal Empowerment of People Program in Sindh (LEPPS).

The LEPPS recognizes the appeal of mass outreach through telephone and mobile services due to the widespread network and access of telecommunication services across the country. Therefore, the SLACC provides tele-legal advisory services by Sindh High Court enrolled advocates from 9 a.m. to 5 p.m., via its toll – free number (0800 – 70806) and after hours through an automated voice recording system. Under the supervision and guidance of Justice Arif Hussain Khilji (Former Judge of the Supreme Court) the Call Centre can be accessed to seek guality legal advice and information on multiple issues across a range of themes such as civil, criminal and public service matters among others. This joint venture is an instrumental initiative in improving the Government of Sindh's status on Sustainable Development Goals (SDGs) especially Goal 16 "Peace, Justice and Strong Institutions."

¹ World Justice Project: Country Index - Pakistan ² https://worldjusticeproject.org/rule-of-law-index/country/2021/Pakistan/ World Justice Project:

D PROJECT GOALS

Improving access to legal advice and information to empower the people of Sindh, particularly the poor, disempowered and marginalised.



E EXECUTIVE SUMMARY

The Sindh Legal Advisory Call Centre (SLACC) was formally established on 3rd October, 2018 at the venue of the Sindh Legal Advisory Call Centre by the Law Department; Government of Sindh under the Legal Empowerment of People Programme in Sindh (LEPPS) project. The SLACC provides expert legal advice by a team of qualified Sindh High Court enrolled advocates that have been trained to handle queries relating to criminal, civil, constitutional, and public service matters. The service is live from 9 a.m. to 5 p.m., five days a week and has an automated voice mail service operational after hours. In the past 5 years of operations, the SLACC has received over 419, 325 calls with over 212,015 being registered and resolved from all over Pakistan.³



The SLACC offers telephonic guidance through a distinctive CRM system (based on the popularly deployed Avaya Telephonic System), which has been customized to record metrics relating to socio-economic demographics in addition to the content of the query and the solution provided. The queries are linked by record and are given a timestamp.

This year has been a crucial step in advancing SLACC goals of increasing access to justice for the citizens of Pakistan. During the reporting period,



out of which 28,314 calls were from Sindh, 5,437 calls from Punjab, 326 calls from Khyber Pakhtunkhwa, 808 calls from Balochistan, and 39 calls from Azad Kashmir. (as illustrated by Figure 1).

³The Legal Advisory Call Centre was set up in 2014 with seed funding from the British High Commission. After 4 years of successful operation, LACC in a public-private partnership with the Government of Sindh became the Sindh Legal Advisory Call Centre (SLACC) in 2018



Out of these, 15,077 calls were in the civil category, 6,528 related to criminal issues and 4,015 related to public service matters. There were around 9,307 calls related to general information queries such as the contact details of the Provincial Ombudsman, regarding the working hours and services of the SLACC, whether callers could be provided a pro bono lawyer from SLACC (as illustrated in Figure 2).



411 callers wished to pursue the route of Alternate Dispute Resolution (ADR) to avoid traditional courts and were therefore guided accordingly. The Call Center received **428 calls** from religious minorities who sought legal advice on issues related to electricity bills, CNIC registration, Child Registration Certificate (CRC) and custody of children.

With the severe floods of 2022, the Call Center also provided tele-legal support to flood affectees, and maximized outreach to marginalized communities in Sindh. At least **285 individuals** called regarding matters related to flood relief and flood related legal issues, and were guided towards the appropriate organizations and support mechanisms. With various public sector deficiencies that developing nations such as Pakistan face, SLACC offers a service that cuts through many roadblocks in public service provision. The convenience of a toll-free helpline allows callers to receive legal advice from anywhere within and outside the country, making it easier for vulnerable actors such as women and religious minorities to receive assistance from the comfort of their homes for free. The impact of this is illustrated by 23.5% of our calls being made by women (as illustrated by Figure 3).





Figure 4: Female Callers at SLACC 2018-2023



Figure 5: Total Queries Yearly (2018-2023)

SLACC received a total of **34,729** queries this year. Out of those, **16,381** were new callers and 6,058 were legacy callers, which had previously contacted SLACC for different legal queries.



increase in legacy callers from the previous year, highlighting increasing trust in the service and more prevalence of regular callers. Of those who were new callers, many called regarding multiple queries over the course of the recorded year.



We deliver inpact & results for justice needs.

F ANNUAL PROGRESS

1. PERFORMANCE DURING THE REPORTING PERIOD

In the current reporting period,



This is an achievement of **105.8%** of the total target for the fiscal year.

2. Performance against Deliverables at Output level; highlighting key activities:

Objective 1

Provide free legal advice and information to 33,000 people

Outputs:

<u>1.1</u> A Sindh Legal Advisory Call Centre (SLACC) provides quality legal advice and information to callers

<u>1.2</u> People in Sindh are better informed about their legal rights, legal needs, and refer to Sindh Legal Advisory Call Centre to access accurate information about their legal rights

Description of the Progress:

- The SLACC has received **44,062** calls, which have been registered during the reporting period, which is **105.8%** of the target for the entire project period
- This entails that during this period, 34,927 queries have been formally registered by citizens who have obtained a customized solution through a SLACC legal advisor.
- A category-wise break up is as follows: **15,077** calls were related to civil Law, **6,528** related to criminal Law and **4,015** related to public service matters

- 411 calls have been diverted towards ADR methods, promoting out of court settlement.
- 26,714 calls were from male callers and 8,196 calls from female callers. This is a female ratio of 24%.
- 428 calls reported from members of religious minority groups.
- 28,313 calls have been received from Sindh, 5,437 calls from Punjab, 326 calls from Khyber Pakhtunkhwa, 808 calls from Balochistan, 39 calls from Azad Kashmir, and 15 calls from outside Pakistan.
- More empowered callers self-represented themselves in their cases before the courts, police, and the Provincial Ombudsman. Furthermore, many of the callers approaching SLACC are repeat users of the tele-legal service indicating their trust in the advice being provided. Over the past year, SLACC received queries from 16,381 new callers and 4,614 legacy callers who had utilized SLACC services previously. Legacy callers made up 22% of the total.
- The SLACC SMS campaign resulted in 32.8 million+ SMS, which were sent out to the public and generated calls.
- SLACC also ran a successful rickshaw campaign, deploying vehicle posters in Urdu and Sindhi on 1000 rickshaws across Sindh.
- SLACC also ran a successful bus campaign, with posters on the exterior and interiors of several People's Bus Service vehicles in Karachi.
- Additionally, many individuals were reached through successful social media ad campaigns, specifically the SLACC TV commercial produced with the support of the Law Department, reaching over 520,000 people in Sindh.

<u>Results achieved during the year/ Reasons for discrepancies:</u>

- Successfully exceeded the minimum agreed queries target.
- Our success stories reflect increased legal awareness amongst callers who contact the center for multiple legal queries as well as reports of cases where individuals have confidently approached the police or the courts for the resolution of their legal matters.
- Results also show an increase in legacy callers from last year, highlighting increasing trust and positive experiences with the service.

• The SLACC registered queries from people who heard about SLACC from various different avenues. This also included people who had been present at various awareness events and legal clinics, showing the impact of small scale promotional activities as well.



Objective 2

Ensure quality and effective provision of legal advice and information

Outputs:

1.1 Capacity Development of SLACC staff

1.2 Monitoring and Evaluation of SLACC services

Description of the Progress:

- 6 training sessions were conducted for legal advisors
- A bi-annual feedback survey was conducted in December 2022 and an annual survey in June 2023

1 17

<u>Results achieved during the year/ Reasons for discrepancies:</u>

- Specifics of the trainings are outlined in this report highlighting increased capacity building of SLACC lawyers to respond to legal queries.
- Increased Monitoring & Evaluation of SLACC services through daily and monthly performance monitoring, achievements of call targets, and call quality assurance mechanisms.
- A Bi-Annual Feedback Survey was conducted in December 2022, followed by the Annual Feedback Survey (AFS). In the AFS, 212 respondents from a sample size of 543, participated in the activity. Among these, 70% found advice from SLACC to be helpful. 55% followed the advice and 33% had their issues successfully resolved. 88% of respondents said they would recommend SLACC services to others, and 82% stated they were satisfied with the overall call experience. Further details are outlined in this report.

(See Annexures)

Objective 3

To collect data and conduct data analysis, research and reports.

Outputs:

- 3.1 Collate SLACC data for analysis
- 3.2 Annual publication

<u>3.3</u> Research reports/ papers based on SLACC data and its analysis with a focus on women, governance, and emerging trends

3.4 Report launch for annual report and research reports

Description of the Progress:

- Data related to Alternate Dispute Resolution, Sexual and Gender based Violence, Religious Minorities and Women's Right to Legal Property were collated monthly to provide insights to various projects at the Legal Aid Society. This data was shared with the relevant program teams on a regular basis.
- Data was evaluated on a monthly basis, with an analysis of any trends or changes in the calls received at SLACC.
- A policy brief titled "Evolving Needs of Flood Affectees: An Evidence-Driven Response Framework" published based on SLACC data and research, presenting recommendations for flood relief response and disaster management.
- Compilation and analysis of Call Center data for the Annual Progress Report.

<u>Results achieved during the year/ Reasons for discrepancies:</u>

- Monthly/annual data is analyzed for strategic decision-making to highlight trends on gender distribution, weekly/monthly call records, classification of legal queries and referrals to LAS projects and external partners.
- The SLACC Bi-Annual Report, which was published in December 2022, has supplemented the information published in the current Annual Report.

A Objective 1:

PROVIDE FREE LEGAL ADVICE AND INFORMATION TO 33,000 PEOPLE

i) Analysis of Calls

| Month | Total | Civil | Criminal | Public Service Matters | General Information | Male | Female | Other |
|-----------|-------|-------|----------|------------------------------|------------------------|-------|--------|-------|
| July | 1883 | 843 | 427 | 173 | 440 | 1402 | 440 | 3 |
| August | 2577 | 1156 | 472 | 307 | 642 | 1967 | 642 | 1 |
| September | 2905 | 1301 | 438 | 521 | 645 | 2224 | 645 | 3 |
| October | 3079 | 1377 | 636 | 373 | 693 | 2332 | 693 | 0 |
| November | 3329 | 1265 | 1055 | 322 | 687 | 2632 | 687 | 0 |
| December | 3075 | 1104 | 1084 | 269 | 618 | 2423 | 618 | 2 |
| January | 2452 | 1136 | 380 | 256 | 680 | 1866 | 680 | 0 |
| February | 2520 | 1262 | 350 | 308 | 600 | 1891 | 600 | 0 |
| March | 3418 | 1518 | 434 | 419 | 1047 | 2694 | 1047 | 3 |
| April | 2406 | 949 | 289 | 289 | 879 | 1830 | 879 | 0 |
| Мау | 4467 | 2043 | 565 | 482 | 1377 | 3325 | 1377 | 5 |
| June | 2816 | 1123 | 398 | 296 | 999 | 2128 | 999 | 0 |
| Total | 34927 | 15077 | 6528 | 4015 | 9307 | 26714 | 9307 | 17 |

Figure 1: Distribution of calls during the reporting period (July 2022 to June 2023)





As can be seen from Figure 2 above, 76% of the callers were male, while 24% were female. This ratio remains consistent with the ratio from 2021-22. With this trend, it is notable that male callers also often asked for advice on behalf of female relatives, guite frequently in matters relating to family law, public service issues such as BISP payments, and property matters. This is also linked to men generally having greater ease of access to information, public places, and cell phones. However, the accessibility of the SLACC service has enabled many women to seek information about their legal rights from the comfort of their homes, including 1062 queries related to female gender-based violence (13% of all female queries), indicating a level of comfort and trust established with SLACC. Outreach towards women and female centered organizations was a major focus this year, with large scale campaigns such as the People's Bus Service having key messaging directed towards women and awareness sessions largely having female audiences. The Law Department assisted with SLACC marketing through newspaper advertisements on legal advisory services, which resulted in 537 callers approaching the helpline to inquire about its services, including those eager to resolve legal matters. The SLACC placed 500+ posters in police stations across Sindh and provided brochures to its partners the Sindh Commission on the Status of Women (SCSW), the Centre for Economic Research (CERP), Rizq Foundation and TAF Foundation through multiple outreach engagements including legal clinics with communities conducted by SLACC lawyers and the project field teams across Sindh, which led to 1,070 calls this year.



Figure 3: Top Category Distribution of Civil Law Queries

As reiterated from Figure 1 above, the greatest number of calls related to civil law, followed by criminal law cases and public service matters. This is a visible reflection of the number of cases also pending in the courts as civil cases are more time-consuming and face greater delays. The civil law calls continue to remain the greatest number of calls received at SLACC. The SLACC recorded 5,125 calls related to family law such as divorce, custody of child and related matters, an increase from last year. This was followed by calls related to Partition Law such as division of estates and inheritance disputes. The Civil Procedure Code and Miscellaneous categories also remained popular. However, a decrease in Miscellaneous queries -815 less than last year- may also be a positive indication of the skill improvement of the Call Center advocates categorizing queries: more queries are being specifically tagged against the relevant field of law.

Within the Public Service category, the greatest number of calls were tagged as Miscellaneous. These included calls related to the Ehsaas Programme, ration drives and information on flood relief. Here again, the trend of decreasing Miscellaneous calls as against the previous year may be an indication of improvement in knowledge and skill of the advocates. Additionally, there were 305 calls related to issues concerning legal identity, i.e. CNIC renewal, correction or issuance, or of passport, B-form or death certificates. This was followed by 352 queries including callers who were diverted towards the office of the Provincial Ombudsman, an alternative to the court process. The next issue faced in this category is related to the Benazir Income Support Programme (BISP) whereby 274 callers inquired mostly about the issuance of ATM cards, registration and the enrollment process to avail the cash-transfer program. In addition, at least 132 callers discussed matters related to the payment of their electricity bills, electricity connections and issues with electricity and gas shortages.

This year, with the widespread damage caused by the 2022 floods, a number of callers requested flood relief and financial assistance, hence the increase in the Usher/Zakat category. SLACC received calls from at least 283 such individuals, usually directing them to their District Commissioners, PDMA, or civil society flood relief organizations.





Figure 4: Top Category Distribution of Public Service Matters Queries

With respect to criminal law registered queries, questions were primarily related to the criminal procedure code such as bail, acquittal, and the stages of criminal trials.



Some of this can be attributed to SLACC's partnership with CERP, through which a majority of cases transferred involved petty theft or other criminal categories. However, this can also be correlated with the uptick in crimes such as mugging witnessed in Karachi this year. Furthermore, at least 1062 calls reported related to various gender-based violence issues faced by women which included domestic violence, sexual harassment, child marriage and forced marriage. The third category related to miscellaneous matters for example, FIR registrations against actors involved in misuse of power such as members of law enforcement agencies.



Figure 5: Top Category Distribution of Criminal Law Queries

The city-wise distribution of calls is displayed below in Figure 6.



Within which the highest number of calls came from Karachi, that is, 19,700; followed by 1,812 callers from Hyderabad; 723 callers were residents of Larkana; 667 callers belonged to Shahdadkot; and 432 from Jacobabad. Additionally, there were 427 calls from Sanghar and 394 calls from Khairpur.



Figure 6: Registered Queries from Top Cities across Sindh

While Figure 6 shows the top cities in Sindh, Figure 7 below depicts the top cities across the country. While six of the cities are still from Sindh, Lahore is evidently the city from which the second highest number of queries emerge, with 3,108. This change is likely due to the collaboration with the Center for Economic Research Pakistan (CERP), which being based in Punjab, majorly transferred calls from cities within Punjab, Lahore being the foremost. This change is a positive indication of the expansion of SLACC's reach, and could forecast even more calls received from outside Sindh in the future.

The data also illustrated a heavier load of calls being received from urban centers, particularly Karachi. There may be many reasons for this, besides the fact of a larger population. On one hand, the SLACC office being based in Karachi allows for greater awareness through word-of-mouth within the city. On the other hand, use of the tele-legal services requires a minimum level of digital literacy which is likely to be higher in urban areas like Karachi. However, publicity campaigns such as rickshaw and SMS continue to be prevalent across the province, attracting a reasonable number of callers.



Figure 7: Registered Queries from Top 7 Cities across Pakistan

As can be seen in the Figure below, the SLACC has focused its marketing efforts primarily upon the SMS campaign to expand outreach to attract beneficiaries towards the service. Therefore, SMS continues to be the primary means through which callers learn about the SLACC.



This year, the SLACC reports having received



This year saw a huge increase in calls coming from the internet and social media, much of which can be attributed to the Facebook ad campaign which boosted SLACC's video commercial to an audience of over **520,000** people. As a result, social media made up **17.2%** of daily call sources during the campaign's run.

A renewed rickshaw campaign and an improved public awareness campaign in collaboration with the People's Bus Service brought about new callers from across Karachi and other districts of Sindh. Notably, the research collaboration with the CERP led to a large number of **3,093** calls received, many of which originated from Punjab or pertained to criminal law matters.



B Objective 2:

ENSURE QUALITY AND EFFECTIVE PROVISION OF LEGAL ADVICE AND INFORMATION

i) Capacity Development of SLACC Legal Advisors

8 trainings were conducted for SLACC Legal Advisors during this period on:

1) Training on Call Quality Assurance

The on-call lawyers from the SLACC participated in a training held on September 01, 2022, at the Pakistan Society for Training & Development (PSTD). The training was embarked on by Mr. Kashif (Manager Customer services, Summit Bank). During this training, our legal advisors were updated with the latest SOPs and best practices for call quality assurance in order to ensure that our beneficiaries receive legal advice in the most efficient and hospitable manner.



2 Training on Tax Laws

The on-call lawyers from the SLACC participated in a training held on September 01, 2022, at the Pakistan Society for Training & Development (PSTD). The training was embarked on by Mr. Kashif (Manager Customer services, Summit Bank). During this training, our legal advisors were updated with the latest SOPs and best practices for call quality assurance in order to ensure that our beneficiaries receive legal advice in the most efficient and hospitable manner.



3 In-House Training on Women's Right to Legal Property

The SLACC lawyers took part in a Women's Right to Legal Property (WRLP) training session held on September 30, 2022. The training was provided by Fahad Khilji, Advocate High Court/Supreme Court and focused on the primary issues that women face in securing their right to legal property. The training focused on recent case precedents and legal developments in property rights, and aimed to equip the lawyers to give the most effective and easy-to-understand legal advice to our



beneficiaries. Additionally, our lawyers were trained with specific SOPs while following up with beneficiaries to recognize the legal roadblocks for women in securing their legal properties, and enhance the effectiveness of the advice provided via the SLACC helpline.

4 Workshop on Alternative Dispute Resolution (ADR)

An in-house session was conducted by Justice Arif Hussain Khilji (Chief Legal Advisor, SLACC) and Justice Zafar Sherwani (former Judge of the Sindh High Court) on January 10, 2023. The SLACC lawyers were trained on the means and methods applied in ADR mechanisms, which aim to provide quick, efficient & cost-effective mediation to parties at dispute. The benefits of ADR were explained in detail in this session.



Additionally, it was highlighted that Musaliha International Center for Arbitration and Dispute Resolution (MICADR) is the first high court-certified dispute resolution center of its kind operating in Karachi, and the SLACC lawyers were further trained on the functioning methodology of MICADR which currently comprises of 40+ certified mediators and arbitrators. The SLACC advocates were guided on how a greater number of callers can be referred to MICADR as a tool for resolving various issues.

5 Workshop on Online Harassment and Digital Safety

An in-house capacity-building workshop for SLACC on-Call Lawyers was conducted on October 31, 2022. The session aimed to build on the existing knowledge and abilities of the lawyers in addressing cases of cyber harassment and bullying of women on social media platforms. The workshop holistically addressed the existing laws under three main thematic areas: i. Cyber Harassment: Prevention of Electronic Crimes Act 2016; ii. Criminal Assault: Prohibitions outlined by the



Pakistan Penal Code; and iii. Harassment at the Workplace: Protection against Harassment of Women at the Workplace (Amendment) Act, 2022. The training was conducted by Basam Ali Dahri, Advocate High Court (Litigation Specialist, LAS), who addressed the audience to delineate the existing laws and mechanisms for protecting women against harassment and cybercrime.

6 Training on Annual Feedback Survey 2023

A training was conducted by the Legal Aid Society's Monitoring & Evaluation (M&E) department at SLACC on June 23rd, 2023, on the implementation of the Annual Feedback Survey 2023. All participants were trained on their responsibilities as enumerators for the survey and were provided technical training on ways to eliminate biases and errors in data collection to ensure that the results were both accurate and generalizable. This training was followed by the deployment of the survey which lasted for five days from June 26th onwards.

ii) Success Stories

1. Civil Law: Service Law

- Mr. A, a 50 year old man from Shikarpur, Sindh, called after receiving an SMS regarding services of SLACC. Initial call: 17th April 2023 at 10:56 am.
- Legal Matter: Mr, A stated that he is an employee in the Education department. His Treasury
 department stated that they have released his salary in the national bank, however the
 branch officer informed him that the salary hasn't been transferred into his account from the
 bank authority.
- Legal Advice: The SLACC Legal Advisor suggested that Mr. A. may move an application to the Secretary of Education and the State Bank of Pakistan for his grievance.
- Mr A. called the legal advisor to inform that his matter had been resolved within 3 days and that his salary had been released to his account by the Treasury department. He was very appreciative of SLACC's help in resolving his issue.

2. Civil Law: Rent and Eviction

- Mr. C, a 43-year-old Hindu man from Kashmore, Sindh, called after receiving an SMS regarding the services of SLACC. Initial Call: 10th May 2022 at 10:44 am.
- Legal Matter: Mr. C stated that he is a landlord and his tenant has not submitted his rent. He
 was seeking a legal remedy and asked what applications to file in court.
- Legal Advice: The SLACC Legal Advisor informed him firstly of Section 16 (1) of the Sindh Rented Premises Ordinance, 1979. He followed this advice and the court passed the order which gives the tenant a month's time to submit the rent. However, the tenant did not follow the order. Mr. C called again and was advised to file an application under Section 16(2) of the afore-mentioned Ordinance to strike off the defence before the rent controller. This was successful and the court passed the order, making the tenant vacate the premises within 45 days.
- Mr. C called the SLACC advisor multiple times over the course of his issue, taking advice at every step. He was very happy to receive relief and called the advisor to update them on the successful resolution of the case. He also made sure to ask how he can file a suit for recovery of money from the tenant, and was guided towards Section 21 of the Specific Relief Act, 1877.

iii) Annual Feedback Survey

SLACC has conducted an Annual Feedback Survey for the past three years, with the goal of appraising quality of SLACC service and caller satisfaction. Together with the Bi-Annual Feedback Survey conducted in December, this survey is an essential tool to measure effectiveness and progress of the call center. We aim to utilize the findings to continuously improve the service and the experience of our callers.

Sampling Strategy

SLACC conducted an Annual Feedback Survey by interviewing a certain percentage of callers who had made calls and availed the services provided by SLACC between the period of 1st July 2022 to 30th May 2023. In order to appraise the quality of service, this random sample of callers were requested to provide their views and perceptions of SLACC services and most importantly to gauge the effectiveness and impact of the legal advice provided by SLACC.

The initial dataset consisted of 32,112 queries. For the feedback calls, only queries from the Civil, Criminal, and Public Service Matters categories were considered for the purposes of relevance. Following this, unique registered caller identification numbers were obtained leading to a sampling frame of 25,190 calls. From this, a sample size of 590 calls was derived through implementing a 95% confidence level and 5% margin of error – a larger sample than required to account for low response rates and subject attrition.

Out of the 543 callers contacted, 212 (hereinafter referred to as "survey sample") agreed to participate in the survey. The response rate was 39%.



Questionnaire and Interviewing

The survey instrument, in the form of a questionnaire, was developed to get feedback from these selected callers about their interaction with SLACC advocates and state institutions. The survey was designed to question respondents on a few key areas: the call experience, utility and effectiveness of legal advice provided, status of issue resolution, experience with institutions they went to, and their demographic information. The full survey instrument is provided in Annexure A.

Data Collection

The data collection was conducted by telephone using a Customer Relationship Management (CRM) system from June 26th to 3rd July 2023 by a team of 10 professionals, fully trained, and supervised enumerators. There was continuous monitoring during the interviewing process and data collection stages, to ensure quality outcomes. For each survey, the enumerator introduced himself or herself, asked if the respondent had some available time to participate in a feedback call and reminded the caller of their initial legal query and the advice they were given. Callers at this time provided consent or refused to participate. Callers who refused to participate were removed from the sample. To eliminate bias; all enumerators used a standardized script to conduct interviews, which also included a specific statement, explaining and seeking explicit consent from respondents (Annexure A).

Timelines

The survey was conducted over a period of six working days: June 26th to 5th July 2023. Analysis of the data was conducted within two weeks from 10th to 21st July.

Quality Assurance

A number of quality assurance processes were undertaken to ensure the highest quality of survey data was accumulated. Taking into account previous enumerator feedback and review from the Monitoring & Evaluation department, revisions were made to the survey tool to eliminate positivity bias in questions and account for greater variety/options of responses. Standard operating procedures for the survey tool were created, as well as Urdu and Sindhi translations, in order to standardize the tool for all enumerators and keeping in mind the ease and comfort of the interviewees. A briefing session held on June 23rd familiarized the enumerators with the sample specifications and the instrument for this survey. To eliminate bias, unique sub-lists were generated for each enumerator, ensuring that it did not contain caller entries of calls that he/she had earlier provided advice to. Furthemore, spot checks were conducted by M&E both during live calls, and through call recordings to ensure compliance with SOPs and correct administration of the survey.

Data Analysis

Demographic Breakdown of SLACC Survey Sample

The breakdown of the gender demographics of the respondents is



most of the respondents in the survey sample were adults over the age of 36



87%

with at least secondary education, suggesting a trend of greater awareness and access to various publicly available dispute resolution services to older and more educated individuals.



Key Findings

Call experience with the SLACC advocate



reported satisfaction with the SLACC lawyer's professionalism of overall conduct.



reported satisfaction with the SLACC lawyer's technical knowledge and expertise.

Most respondents did not have to wait for the SLACC lawyer to provide a solution to the query.

Of the

who reported having to wait, waiting time did not exceed 24 hours for any respondent.


Figure 1: Respondent satisfaction with the SLACC lawyer's professionalism of overall conduct.



Figure 2: Respondent satisfaction with the SLACC lawyer's technical knowledge and expertise.

Utility and Effectiveness of Legal Advice

71% found the advice helpful. Of the 18% who found it unhelpful, numerous reasons were provided including poor technical knowledge of lawyer, complex legal terminology and lack of a follow up on the case.



Figure 3: Respondents on how helpful they found SLACC advice

59% of respondents stated that they followed the advice that was provided to them. Of those who did not follow the advice, almost 50% stated personal reasons or the case being resolved on its own, making legal processes unnecessary. 11% felt the process was too costly or lacked further legal representation.



Figure 4: Ratio of respondents who followed and did not follow SLACC advice



Figure 5: Reasons provided for why respondents did not follow the advice

Experience with External/Government Institutions

Of the 125 respondents who followed the advice provided, 52% went to court, 13% to the police, and 17% opted for some form of Alternate Dispute Resolution (ADR) or out of court resolution. Only 45% were satisfied with the institutions. 55% had unsatisfactory or neutral experiences with the institution they went to.



Figure 6: Respondent satisfaction with legal and governmental institutions

Issue Resolution

67% of respondents reported that their issue was not resolved, following the legal advice provided by SLACC agent. Out of those, 41% were still in the process and actively trying to resolve their issue.



Figure 7: Ratio of respondents with resolved and unresolved cases

19% cited non-cooperation from government institutions.

For those individuals whose issues were resolved, 79% were satisfied with how it was resolved. Out of those for whom the issue was still unresolved, 55% wished to ask SLACC for further advice.



Figure 8: Reasons cited for non-resolution of case

The Overall SLACC Experience

Prior to the survey call, 56% of respondents had already recommended the service to their family and friends, indicating satisfaction with SLACC. When asked about future recommendations, 91% answered affirmatively, stating they would recommend the service to others in the future.

92% of respondents would consider calling SLACC again in the future.

When asked to rate their satisfaction with the overall experience, 84% said they were satisfied. 10% had neutral opinions, or cited both pros and cons of the experience.



Figure 9: Respondents' overall satisfaction with the SLACC service

Challenges & Learnings

During the survey, several key limitations and challenges were identified, potentially affecting the overall findings. One prominent issue was data quality, including missing data and errors made by enumerators while recording responses. Additionally, a concerning problem arose from low respondent rates, with some callers either failing to answer the call or declining to participate in the survey.

To address these issues and improve the survey process in the future, it is recommended to pilot the survey first and closely monitor the calls to refine the tools used. This pilot phase will help ensure the accuracy of the survey, including correct question phrasing, survey flow, and identification of any potential biases in how questions are presented.

Before initiating a call, it is advised for enumerators to review the respondent's query and call history to gain better insights and be adequately prepared for the conversation. Being more responsive and interactive during the call is essential. Ideally, enumerators should familiarize themselves with the callers' histories, including initial queries, follow-ups, and referrals, to enhance their understanding and effectiveness during the call. Additionally, third-party enumerators should conduct the survey to avoid any bias emerging from the call center advocates conducting the survey.

Furthermore, the sampling process could have had more layers and filters to it, such as gender bifurcation, to have a wider cross-section of respondents. These are learnings to be further worked on and implemented in the next edition of the Annual Feedback Survey.

Recommendations

Overall, there are high levels of satisfaction with SLACC service, with an overwhelming majority finding the advice 'helpful', expressing 'satisfaction with the service', and explicitly stating that they would be 'happy to recommend this service to others'.

However, there are some takeaways to note for further improvement of SLACC. Notably, a few respondents mentioned a lack of a follow up call from either the SLACC helpline or from a LAS program that their case was referred to. Other negative feedback included advocate skill issues, i.e. poor communication, speaking too fast, or not adequately listening to the caller's issue before providing advice. These are areas to work on closely with the SLACC Agent lawyers for improvement of the quality of SLACC's advisory service. Training focused on rectifying these communication issues should be conducted to improve the customer service of SLACC Agents. Furthermore, greater emphasis is to be placed on following up with callers and closing the loop, especially in cases where their issue was referred to a LAS program team.

Numerous respondents stated that they desired legal aid and representation on top of the advice they received from the service, highlighting the still pressing need for legal services to be available and easily accessible to individuals in Pakistan.

Additionally, many of the respondents showed apprehension or dissatisfaction with the formal legal process, citing non-cooperation from institutions or the time-consuming and expensive nature of the process. With 17% opting for ADR or a form of out of court settlement, these responses are further indicative of the preference many individuals have for ADR and the space there is for it in the legal sphere. Based on this, the SLACC should refocus on directing callers to ADR mechanisms wherever appropriate.

C Objective 3:

TO COLLECT DATA AND CONDUCT DATA ANALYSIS, RESEARCH AND REPORTS

i) Inter-Project Data Sharing

SLACC is a telephonic free of cost legal advisory service that operates round the clock to address legal needs of its callers. In many cases, advisors divert cases requiring legal representation to the Legal Aid Office at Legal Aid Society for pro bono representation. This is done by checking the "Further Help" tab on the CRM software to automatically relay this information to the LAS Litigation team.

1) Data Shared with Projects at Legal Aid Society

If a caller requires legal representation in a legal matter for which LAS has a project, the Legal Advisor should refer the case to representatives of that particular project. In order to do so, there are certain elements that should be part of the Referral Process within LAS. The Advisor is required to provide the following details to project teams to ensure the case is assigned to a relevant lawyer:

| QUERY ID | CALLER NAME | AGE | CITY | CONTACT NUMBER | QUERY | | REFERRED TO LAS PROJECT |
|----------|-------------|-----|------|-------------------|-------|----------------|----------------------------|
| | | | | | | REPRESENTATION | |

Project **Project Specifics** Number of Referrals Alternative Dispute Cases pertaining to maladministration of 54 Cases Resolution (ADR) government departments for ombudsperson and other cases such as Khula, divorce and maintenance for mediation Women Right to Legal Cases pertaining to immovable and 92 Cases Property (WRLP) movable property of women. Case referral linkage Cases pertaining to domestic violence, 51 Cases with Human Rights khula and divorce, and maintenance Department, Government of Sindh **Religious Minorities** Cases pertaining to religious minorities. 4 Cases Project Sexual Violence (SV) 9 Cases Cases pertaining to rape, sodomy Project and sexual violence abuse.

Currently, the Legal Advisors send referral cases to the following projects within LAS:

2) Referred to Organizations

If a caller requires further information pertaining to women shelters, economic aid, disability support, domestic violence prevention or legal representation, the Legal Advisor connects them to the following referral pathways:

| Legal Issue | Organization |
|------------------------------|--------------------------------------|
| Violation of Human Rights | Sindh Human Rights Commission |
| Women Related Cases | Aurat Foundation |
| Shelter Homes | کاہ Darul Amaan |
| Criminal Cases | Sindh Police Government of Sindh |
| Complaints | Citizens Police Liaison Committee |
| Cybercrime | |
| Emergency Matters | Line Contraction |
| Government Institutions' | Chizens Portal resotra |

ii) Knowledge Sharing Partnerships

TAF Foundation in Karachi:

TAF Foundation is an NGO that provides vocational training vulnerable to communities particular in single and divorced women. Following a Memorandum of Understanding signed on February 25, 2022 to promote legal awareness across vulnerable communities, SLACC provided legal awareness and empowerment sessions at TAFF schools in collaboration with LAS teams throughout 2022. In return TAFF referred cases from its existing trainees and



alumni to our relevant lawyers for the provision of legal assistance (after assessing client needs and position) – a perfect example of two organizations partnering together to benefit disenfranchised groups from Pakistani society.

Centre for Economic Research Pakistan (CERP), Lahore

CERP and LAS collaborated for the purpose of a research project with the goal of identifying and ascertaining the efficiency of government institutions. For a period of five months, an average of 15 calls were transferred daily to the Call Center. The CERP team utilized data received from the Punjab Safe Cities Authority office and initially called these respondents for the survey. After the initial survey, these calls were randomly assigned and transferred to a treatment arm, one of which was SLACC. Prior to the call being transferred, no SLACC operator was required to perform any additional tasks. Once received by the SLACC lawyer, the CERP enumerator conveyed to them that this call was being transferred by CERP and requested the guery number. On acknowledging the call, the SLACC lawyer generated a unique query number and immediately conveyed it to the CERP enumerator whilst simultaneously recording the time/date stamp in their own system. For the validity of this activity and the data sample, this was the most important step. SLACC compiled the data including all their recorded fields, especially the phone numbers, query numbers, date, timestamps, and operator exchange numbers that were shared with CERP. As a result of this knowledge sharing collaboration, SLACC received 3,093 calls from CERP in the five months up until January 2023 at which time the research reached completion. In August 2023, a report titled "Legal Empowerment Through Service Delivery" was produced by CERP detailing the findings of this research. This study found that while awareness of free legal advisory services such as SLACC is low among the callers, a large majority (95%) did take up the

offer of speaking to SLACC. One of the key successes was that the level of awareness regarding

free legal advisory services does increase after 2 weeks for the respondents. Callers were also largely satisfied with their interaction with SLACC and regarded SLACC operators as being courteous and professional. In terms of the status of the resolution of the case, those whose cases have been resolved after 2 weeks reported higher levels of satisfaction with SLACC than the callers whose cases were still-ongoing. Moreover, the callers also regard SLACC as being helpful in resolving their case if it has been resolved. Additionally, callers were also likely to recommend SLACC to their friends and family.

iii) In-House Research:

Evolving Needs of Flood Affectees: An Evidence Driven Response Framework

SLACC released a policy brief that evaluated the effects of the 2022 floods and the specific legal assistance required by individuals affected. The analyzed study quantitative data gathered by SLACC from June 14, 2022 (the onset of the floods) to January 31, 2023, encompassing the period during and a few months after the disaster. The research focused on 24 districts and cities in Sindh and Balochistan that were severely impacted by the floods. Furthermore, the brief incorporated data from the 2010 floods to identify the medium and long-term issues arising from natural disasters, particularly within the Pakistani context. This analysis aimed to anticipate and prepare for future consequences of the



recent floods. The findings indicate that while immediate priorities for those affected by the floods are financial aid and access to basic facilities; the medium and long-term concerns revolve around property ownership, as loss and damage to property and irretrievable civil documentation are significant consequences worthy of appropriate assistance. Subsequently, nine intervention needs were proposed that address short-term, mid-term, and long-term responses.

G PARTNERSHIPS AND NETWORKING

Networking and partnerships play vital roles in spreading the awareness about the most demanding services that facilitate dejected and desperate segments of the society. Therefore, SLACC partnered with different renowned institutions to inform the public about its partnership with the Law Department and flagship project to help people in need and support. SLACC collaborated with the following organizations:

i) Engagement with Chief Secretary Office, Sindh

Ongoing engagement with the Chief Secretary's Office continued in 2022 and into 2023. Following the integration between SLACC and the Sindh Performance Management System (SPMS) and the setting up of a live dashboard at the office of the Chief Secretary, a series of field training sessions were organized at Divisional Headquarters with the support of the CS office, on operating the respective dashboards. A training was also conducted for SLACC lawyers on aspects concerning query categorization, documentation and to develop an understanding of the particular complaints that can be referred to the CS Complaint Cell portal. A further follow up meeting was also conducted with the CS in the first quarter of 2023. With the integration now complete, and all relevant administrative departments at a divisional level trained by the Chief Secretary and SLACC's teams, the final step is to commence with the formal inauguration of the integrated system at SLACC, working closely in partnership with the CS office.



ii) Visit by the Director General Public Relations of the Sindh Information Department to SLACC

Mr. Ghulam-us-Saqlain (Director General Public Relations, Information Department, GoS) paid a visit to the SLACC. He commended SLACC officials for their efforts in increasing legal awareness for vulnerable community members across the country and vouched his support for assisting SLACC in its mission. During the visit, Mr. Saqlain discussed potential collaboration between SLACC and the Sindh Information Department for greater outreach and



impact. Mr. Saqlain also helped us get two SLACC publicity boards installed outside his office, along with the office of the Secretary of Information, for greater visibility.

iii) Visit by Ms. Mangla Sharma, Honorable Member of the Provincial Assembly, Sindh

Ms. Mangla Sharma (Honorable Member of the Provincial Assembly) paid a visit to the Sindh Legal Advisory Call Center office on March 17, 2023. Justice Arif Hussain Khilji (Chief Legal Advisor, SLACC) provided Ms. Sharma with a tour of the Call Center. Justice Arif Khilji revealed that SLACC receives calls from across Pakistan and internationally, acting as a medium for callers across the globe to attain free legal guidance related to different issues. Ms. Mangla Sharma



appreciated the tremendous work being performed by SLACC for the rights of marginalized communities and the enabling environment of SLACC in which female advocates manage their work alongside performing their motherhood duties. Ms. Sharma reaffirmed her commitment to the possibility of a collaboration between LAS and the Pakistan Hindu Council to improve access to justice for the common citizen.

iv) Networking with Sindh Human Rights Commission (SHRC)

We were honored to host the esteemed Sindh Human Rights Commission (SHRC) delegation, led by Mr. Iqbal Detho (Honorable Chairperson, SHRC), at the Sindh Legal Advisory Call Center (SLACC) on May 29, 2023. On the day, Justice Arif H. Khilji (Former Judge, Supreme Court of Pakistan and Chief Legal Advisor, SLACC) welcomed the delegation, fostering greater collaboration between the two organizations in their shared mission of supporting vulnerable communities. During the visit, the Honorable Chairperson SHRC explored the prospect of establishing closer ties with police facilitation centers, aiming to bridge the gap between citizens and authority figures. This collaborative effort shall seek to promote SLACC's valuable services amongst other entities that citizens can turn to for their legal needs. The SHRC delegation expressed their admiration for SLACC's services and expressed their commitment to future collaboration, envisioning enhanced legal empowerment throughout Pakistan. Together, SLACC and SHRC aim to make significant strides in championing human rights and advancing access to justice nationwide, and have agreed to sign an MoU for future collaboration.







v) Networking with Pakistan Hindu Council (PHC)

SLACC had the privilege of hosting the Pakistan Hindu Council (PHC) on June 5, 2023, engaging in fruitful discussions about potential collaborations and strategies to uplift and improve the condition of the Hindu community. The day was graced by esteemed attendees, including Ramesh Kumar Vankwani (Patron-in-Chief of Pakistan Hindu Council and Chairman, Task Force on Gandhara Tourism), along with Ms. Mangla Sharma (Honorable Member, Sindh Assembly), Ms. Komal Khatri (Director, to the Patron-in-Chief), and Ms. Sunena Shantilal (General Manager, PHC). During the visit, Justice Arif H. Khilji, Barrister Haya Emaan Zahid (CEO, LAS), and Ms. Ruksana Parveen Khokhar (Senior Program Manager, LAS) provided valuable insights and briefings. The Pakistan Hindu Council expressed its deep appreciation for the remarkable efforts made by SLACC. They also reiterated their commitment to work with us to improve access to justice for the Hindu communities. SLACC & PHC are determined to bring about policy reforms, implement impactful measures, and enhance case referrals and advocacy.



H OUTREACH AND VISIBILITY

Outreach and visibility are the core components of SLACC to connect, engage and build robust partnerships with organizations and civil society to promote knowledge of the tele-legal advisory service across Pakistan.

vi) People's Bus Service Campaign

In October 2022, SLACC launched a mass public campaign on Sindh People's Bus Service, in with the Sindh Transport Department and the National partnership Radio Telecommunication Corporation. With multiple routes, the bus service spans a wide area of Karachi, with numerous buses displaying SLACC posters and branding. The campaign spread awareness of legal rights and generated discussions around recognizing domestic and sexual violence as a crime, encouraging victims to reach out to SLACC's helpline for support. The posters on the interior and exterior of the buses also spread awareness on women's rights to legal property, encouraging women to raise their voices if they're being deprived of their legal inheritance rights. The goal was to empower communities and provide vulnerable groups, especially women, information about their rights and access to justice.







vii) Facebook Ad Campaign

SLACC boosts information related to the helpline through regular social media posts capturing networking visits, field activities and insights from the data received through our customized software.

Particularly, a targeted Facebook Ad Campaign boosting the SLACC advertisement video (TVC), that was created with the support of the Law Department, was conducted. The campaign reached over 520,000 people across Sindh. The campaign ran successfully for a duration of about 2 months, from mid-January to March, and was then again restarted in May. During the first phase of the campaign, the number of queries coming from social media increased drastically as compared to previous months. SLACC averaged 18.8 queries per day from social media, highlighting a 12% increase in the usual number of queries generated from social media sources.

viii) SMS Campaign

Continuing on from the success of last year, SLACC executed an SMS marketing campaign coordinated with Ufone. Through weekly campaigns, customized text messages were delivered with over 32.8 million SMS sent in Sindh, helping promote the SLACC toll-free number to the public. The campaign included concise messages familiarizing recipients with the work of SLACC, such as "Muft Qanooni Mashwaray k Liyea Rabta Karain 0800-70806 Family Property Electricity Gas CNIC aur deegar masayel ka Hull Janyea. Sindh Legal Advisory Call Center." Messaging related to Alternate Dispute Resolution (ADR) was also shared.

ix) Rickshaw Campaign

SLACC spread awareness through the Rickshaw Campaign in 06 districts of Sindh. This campaign helped to create mass awareness among the general public. A district wise breakdown of the rickshaw campaign is listed below:

| District | Number of Rickshaws | | | |
|-----------|---------------------|--------|-------|--|
| | Urdu | Sindhi | Total | |
| Karachi | 450 | 50 | 500 | |
| Hyderabad | 40 | 60 | 100 | |
| SBA | 20 | 40 | 60 | |
| Sanghar | 20 | 40 | 60 | |
| Dadu | 20 | 40 | 60 | |
| Larkana | 20 | 40 | 60 | |
| Khairpur | 30 | 50 | 80 | |
| Sukkur | 30 | 50 | 80 | |
| Total | 630 | 750 | 1000 | |



x) Publicity Boards:

Representatives from SLACC actively distributed promotional materials within local communities and neighborhoods during a four week pilot program implemented with the support of LAS, reaching communities at the grass root level. Throughout this period from May to June 2023, 2,450 SLACC flyers, 18 SLACC boards, and 36 posters were strategically disseminated across various areas in Karachi. This intensive effort contributed significantly to increasing SLACC's outreach and raising awareness about its services within the community.





xi) One Person One Promotion Challenge

Under the title, 'One Person One Promotion Challenge' the SLACC team instituted a program through which the Call Center's High Court enrolled lawyers took the lead and conducted some form of a public awareness or promotional activity, i.e. seminars, field clinics, and awareness sessions, with the aim of reaching as wide and varied an audience as possible. The sessions not only informed audiences of their legal rights and remedies but also enabled the formation of partnerships with numerous private organizations. Here are some of the highlights:

Field Visit to Ra'ana Liaquat Craftsmen's Colony (RLCC)

(Agent Advocate Huma Lawyer, SLACC) conducted a legal awareness session at Ra'ana Liaquat Craftsmen's Colony (RLCC) in Shah Faisal Town, Karachi, on October 25, 2022. Around 60 members of RLCC's staff attended the session, where they were informed about SLACC's helpline along with their legal rights related to property, marriage laws, child custody. RLCC and With



providing skill development and community support services to over 20,000 beneficiaries, the session was a valuable step towards both organizations' shared goals of community development, supporting each other, and reaching out to the vulnerable.

Legal Awareness session with refugee women at Inspire Pakistan

Inspire Pakistan and GIZ Pakistan collaborated with SLACC to conduct a legal awareness session on November 22, 2022, to make women aware of their legal rights, in line with community development and empowerment goals. Most women participating in the session were refugees and attended skill-based classes at Urban Cohesion Hub Karachi. Advocate Saba led the session which entailed a discussion on gender-based violence, domestic violence, and laws related to divorce and inheritance. The conversation also included discussion on what constitutes a crime, the legal processes through which to file a complaint, and the benefits one can gain from speaking out against injustices.



xii) Seminar at Oriental Law College Mehrabpur

Advocate Faheem Ahmed (SLACC Agent Lawyer) spoke at Oriental Law College Mehrabpur's seminar on February 11, 2023, on "Legal Education: The Need of Present Day". The seminar was attended students, professors, by law and university stakeholders, with whom Advocate Faheem shared the services offered, along with the past achievements of SLACC.



xiii) Awareness Session at Kiran Foundation's Salma Ghar

Advocate Izza Rizvi (SLACC Agent Lawyer) delivered a lecture on Women's Legal Rights at the Kiran Foundation's Salma Ghar. Aiming to increase legal empowerment for women, she spoke about harassment laws, the procedures to file a complaint, and related matters. The session was highly interactive as the women were advised to reach out to SLACC's toll free helpline: 0800 70806 – for free legal advice and support.

xiv) Sindh Literature Festival

LAS administered a stall at the Sindh Literature Festival in the Arts Council on March 3–5, 2023, with the collaboration of the Human Rights Department, Government of Sindh. Advocate Parveen Khurram Sheikh (SLACC Agent Lawyer) represented SLACC & LAS at the stall. She spoke about the services and achievements of SLACC at the event, as well as engaged with the members of the mainstream media, disseminating information pertaining to SLACC.



xv) International Women's Day Conference at HBL

Advocate Izza Rizvi was invited by Habib Bank Limited (HBL) as a guest speaker for a conference on the occasion of International Women's Day 2023. In her session, Advocate Izza revealed how SLACC works to bring legal awareness to women. Izza also spoke about women's legal rights, including family laws, marital, divorce, and maintenance laws. The session was attended by over 100 female staff members of HBL.



MANAGEMENT EFFECTIVENESS

The performance of SLACC in the reporting period meets the minimum target of 33,000 queries fixed by the Government of Sindh, comfortably exceeding last year's benchmark by 6.6% with a total of 35,119 queries recorded this year. Despite several challenges related lockdowns, suspension of services and a high infection - positivity ratio during the COVID 19 pandemic, SLACC management under the supervision of Justice Arif Hussain Khilji successfully re-strategized to introduce stringent SoPs and cluster work hours to continue uninterrupted services to facilitate ordinary citizens. The Management of SLACC has also ensured that other projects of LAS on Women's Right to Legal Property (WRLP), Religious Minorities, Sexual and Gender-based Violence and Alternative Dispute Resolution (ADR) promote the toll-free number during all field activities and awareness campaigns for community outreach. Project teams distribute SLACC brochures and conduct field clinics across Sindh to improve access to women and religious minorities. Our marking strategy is strongly focused on a model of behavioural change communication whereby targeted SMS are sent to a subset of the population against a uniquely defined criterion. 35,119 specialized legal queries were registered at SLACC during the current reporting period. We promote visibility of our services through SMS Campaign, Facebook Advertisement, and Placement of Publicity Boards at different public places, rickshaw campaign, and dissemination of IEC material in different communities.

Our in-house Monitoring and Evaluation team does a monthly quality assurance report to monitor targets, minimum quality standards and overall call logged in time to ensure our model meets the highest levels of international call centre best practices through rigorous SoPs on call handling.

Quality Assurance:

Our in-house Monitoring and Evaluation team does a monthly quality assurance report to monitor targets, minimum quality standards and overall call logged in time to ensure our Call Center model meets the highest levels of international call center best practices through rigorous SoPs on call handling.

A tracking system for the daily performance of each SLACC Agent lawyer was implemented this year, for the purpose of understanding each individual's performance with statistics such as daily calls, queries, voice mails. Numbers of daily queries and abandoned calls were also tracked to highlight progress and any red flags that may have emerged, enabling us to implement any corrective actions to mitigate the issues. The system of case referrals to various LAS programs was centralized and closely monitored, allowing the SLACC management to track progress of cases and close the loop with the callers' concerns. Monitoring of call recordings was also implemented, with a focus on ADR referrals.

Further discussion continues into the next year for refining of quality assurance mechanisms and SOPs, with the goal of maintaining the highest level of performance and quality as the service continues to grow.

Professional Development:

Six training sessions were conducted during the financial year to support professional development and technical skills upliftment to enhance the Agent lawyers' knowledge on the latest amendments to statutory laws including workplace harassment, digital safety, tax, alternative dispute resolution, and women's legal rights to property. A Training Needs Assessment (TNA) was also conducted to determine the current professional needs of SLACC lawyers to conduct training sessions accordingly.

Performance Management:

SLACC conducts annual employee appraisals by setting KPIs for legal advisors, IT and program staff. Top performing employees are rewarded through a competitive rewards-based system on a monthly basis.



Key Achievements

- We achieved an exceptional 105.8% of our annual query targets.
- We successfully conducted 6 professional training and capacity building sessions for legal advisors.
- We forged new partnerships and collaborations with both government bodies and private organizations for improved local outreach.
- We achieved excellent results in the 2021-2022 Annual Feedback Survey with over 82% of respondents satisfied overall with the advice provided by SLACC and 55% of respondents following through on the advice provided.
- We continued to make administrative tasks more efficient, strengthening our case referral system, daily performance management and tracking, and a focus on quality assurance.
- We produced a policy brief on the 2022 floods - a key area of concern - and disseminated amongst high level and relevant stakeholders.
- Hiring of new staff to improve level and quality of performance.
 We ran a successful social media ad campaign on Facebook, reaching over 520,000 individuals who viewed our TVC ad, which helped to generate an increased number of calls.

The Year Ahead

- Activities geared towards informing vulnerable communities, such as women and religious minorities, of their legal rights. We will continue to utilize the Call Center's data bank to produce insightful and relevant policy briefs geared towards advocacy and policy change.
- We will work with the Chief Secretary's Office to inaugurate and commence the integration of the Sindh Performance Management System (SPMS) in our endeavor to support GoS with improved public service delivery.
- We will continue to improve the quality of our legal advice as well as the overall quality of the call experience, through rigorous quality assurance mechanisms.
- We will continue to identify training needs and to develop and train legal advisors about Acts recently promulgated and legislative amendments.
- With the commencement of the fiscal year, we also aim to strengthen our partnerships with the Sindh Human Rights Commission (SHRC) and the Pakistan Hindu Council (PHC) through MoUs and close collaboration. Further partnerships with government other and private organizations shall be explored and effectuated.
- We aim to increase our outreach and impact with various partnerships with corporations and Corporate Social Responsibility (CSR) programs throughout the country, especially in Sindh. While creating more awareness for SLACC, these partnerships will aim to increase accessibility to legal advice for vulnerable actors by leveraging synergies with corporations in the private sector.

ANNEXURE A: ANNUAL FEEDBACK SURVEY 2022 - FULL INSTRUMENT

Section 0: Pre-Survey Administration

| Sr.No | Question | Answer |
|-------|-------------------|------------------------|
| 1 | Enumerator Name | 1 = Enum 1 |
| | | 2 = Enum 2 |
| | | 3 = Enum 3 |
| | | 4 = Enum 4 |
| | | 5 = Enum 5 |
| | | 6 = Enum 6 |
| | | 7 = Enum 7 |
| | | 8 = Enum 8 |
| | | 9 = Enum 9 |
| | | 10 = Enum 10 |
| 2 | Enumerator Gender | 1 = Male 2 = Female |

<u>1. Enumerator Information (pre-filled)</u>

2. Query/Case Information (pre-filled)

| Sr. No | Question | Answer |
|--------|---------------------------------|---------------|
| 3 | Unique ID | |
| 4 | Query ID (QID) | |
| 5 | Main Category | |
| 6 | Subcategory | |
| 7 | Created On - (Date,Time) | 00000 - 00000 |
| 8 | Created By - (Receiver of Call) | |
| 9 | Query | |
| 10 | Solution | |

3. Respondent Information (pre-filled)

| Sr. No | Question | Answer |
|--------|---------------------------------|---|
| 11 | Respondent Name | |
| 12 | Respondent Phone no. | |
| 13 | Age | |
| 14 | Gender | 1 = Male 2 = Female 3 = Others |
| 15 | District | |
| 16 | Province | |
| 17 | Country | |
| 18 | Where did you hear about us? | 0 = SMS 1 = ADR |
| | | 2 = Wall Poster |
| | | 3 = Rickshaw Poster |
| | | 4 = Bus Poster |
| | | 5 = Word of Mouth |
| | | 6 = TV/Cable |
| | | 7 = Facebook |
| | | 8 = Internet / Social Media |
| | | 9 = Information Session / Training / Clinic |
| | | 10 = Magazine / Newspaper |
| | | 11 = Jazz OBD |
| | | 12 = Rizq |
| | | 13 = Radio |
| | | 14 = CERP |
| | | 15 = Other |
| 19 | Religion | |

| Sr. No | Question | Answer |
|--------|----------------------------|--|
| 20 | What kind of call is this? | 1 = Initial |
| | | 2 = Call back - asked to be called back during CONSENT |
| 21 | Call Date | DD/MM/YY |
| 22 | Call Start Time | HH:MM |

Oral introduction

Good morning/afternoon. My name is _____ and I am from the Sindh Legal Advisory Call Centre. As per our records, a call was made from this number on [insert date and time-Section 0 Q7] and advice regarding a legal query was sought, [insert Query - Section 0 Q9, and Solution – Section 0 Q10]. We are calling you to evaluate and improve our legal advisory services.

Section 1: Identification, Consent, and Screener

| Sr. No | Question | Answer |
|--------|--|--|
| 1 | Were you the person who made the SLACC Call? | 0 = No Go to section 4 (survey ends for respondent) 1 = Yes Go to 2a |
| | | 2 = Don't know Go to section 4 (survey ends for respondent) |
| 2a | READ CONSENT TEXT. Can I ask you a few questions now to help improve future services? | 0 = No Go to Section 1 Q2b 1 = Yes Go to Section 2 |
| 2b | No problem. Your experience is very important to us, is there another time we can call you back to conduct the survey? | 0 = No Go to section 4 (survey ends for respondent) 1 = Yes Go to 2c |
| 2c | What day/time would be convenient for us to call you back? | HH DD/MM/YY |

Full consent text

As I said, I am calling today to see if I may ask you a few questions about your experience with your case thus far, and thereby help the Sindh Legal Advisory Call Centre (SLACC) improve. We ask only administrative questions about your case and your opinion on your experience. This phone survey is expected to take about 10 minutes. Your participation is voluntary, your responses will be confidential, and will not be communicated to anyone beyond the research team at SLACC. You may choose not to answer any question in this survey, and end participation at any time. If you are all set, we can get started.

Section 2: Survey

Oral introduction

I will ask your opinion on the advice provided by SLACC. We know that people try multiple methods to resolve their disputes. Besides state processes, these can include non-state methods such as, friends, relatives, neighbors, imams and religious leaders, labor and trader unions and more. I will also read you some sentences, please rate them on a scale accordingly.

| Sr. No | Question | Answer |
|--------|---|--|
| la | On a scale of 1 to 5, how satisfied are you with the SLACC Lawyer's professionalism of overall conduct (i.e., general demeanor, tone of voice, way of speaking etc.) | 1 = Not satisfied at all 2 = Not satisfied 3 = Neutral 4 = Satisfied 5 = Extremely satisfied |
| 1b | On a scale of 1 to 5, how satisfied are you with the SLACC Lawyer's technical knowledge and/or expertise related to your legal query? | 1 = Not satisfied at all 2 = Not satisfied 3 = Neutral 4 = Satisfied 5 = Extremely satisfied |

| 2a | Did you have to wait for the SLACC Lawyer to provide you with the solution to your query? | 1 = Yes Go to Section 2 Q2b 0 = No 2 = Do not know |
|----|---|--|
| 2b | If Yes, how long did you have to wait? | 1 = Less than an hour 2 = Up to 3 hours 3 = Up to 8 hours 3 = Up to 24 hours 4 = Up to 72 hours 5 = More than 72 hours 0 = Do not remember/cannot recall |
| 3a | Did you find the advice provided by SLACC helpline helpful? | 1 = Not helpful at all Go to Section 2 Q3b 2 = Not helpful Go to Section 2 Q3b 3 = Neutral 4 = Helpful to some extent only 5 = Extremely helpful 0 = Preferred not to answer |
| 3b | Can you please tell us why you did not find it helpful? | 1 = Legal terminology used was too complex/complicated 2 = Pace of conversation was too fast 3 = Limited understanding of language used for communication (Urdu/Sindhi/Punjabi etc.) 4 = Poor quality of call/connection 5 = Advocate lacked technical knowledge and expertise 6 = Advocate had poor communication skills 7 = Other Go to Section 2 Q3c 0 = Preferred not to answer |
| 3c | If other, please specify | |

| 4a | Did you follow the advice that was provided to you? | 0 = Yes Go to Section 2 Q4b 1 = No Go to Section 2 Q4e |
|----|---|---|
| 4b | If yes, which institution(s) did you go to? | 0 = Police 1 = Court 2 = Ombudsman 3 = Union Council 4 = NADRA 5 = FBR 6 = Education Department 7 = ADR 8 = Health Department 9 = KESC/WAPDA 10 = Resolved it themselves 11 = Other Go to Section 2 Q4d |
| 4c | If other, specify the institution(s) | |
| 4d | On a scale of 1 to 5, how satisfied are you with those institution(s)? | 1 = Not satisfied at all 2 = Not satisfied 3 = Neutral 4 = Satisfied 5 = Extremely satisfied |
| 4e | If no, please explain why you could not follow the advice provided by SLACC? | 1 = The issue was resolved on its own 2 = Could not understand the advice fully 3 = Was not convinced fully 4 = The method proposed was time- consuming 5 = The method proposed was costly 6 = Needed further legal representation 7 = Personal reasons 8 = Other Go to Section 2 Q4f 0 = Preferred not to answer |

| 4f | If other, specify | |
|----|---|---|
| 5a | Has your issue been resolved? | 0 = Yes Go to Section 2 Q5b |
| | | 1 = No Go to Section 2 Q5d |
| | | 2 = Don't know |
| 5b | If yes, how long did it take to resolve the | 1 = Up to 1 week |
| | issue? | 2 = Up to 1 month |
| | | 3 = Up to 3 months |
| | | 4 = Up to 6 months |
| | | 5 = Up to 1 year |
| | | 6 = More than a year |
| | | 0 = Do not remember/cannot recall |
| 5c | Are you satisfied with how the issue was | 1 = Not satisfied at all |
| | resolved? | 2 = Not satisfied |
| | | 3 = Neutral |
| | | 4 = Satisfied to some extent |
| | | 5 = Extremely satisfied |
| | | 0 = Preferred not to answer |
| 5d | If your issue has not been resolved, please | 1 = Time-consuming |
| | explain why? | 2 = Costly |
| | | 3 = Non-cooperation from Government Institution(s) |
| | | 4 = Ineffectiveness of Lawyer |
| | | 5 = Lack of utility in advice provided |
| | | 6 = Decided not to take further action |
| | | 7 = Still in process of getting resolved |
| | | 0 = Other Go to Section 2 Q5e |
| 5e | If other, specify | |

| 5f | If the issue is still unresolved, do you require any further advice from us on that matter? | 0 = Yes Go to Section 2 Q5g 1 = No Go to Section 2 Q6a |
|----|--|--|
| 5g | If yes, what further advice do you require? | |
| 6a | Have you referred SLACC to anyone else following your last call? | 0 = Yes Go to Section 2 Q6b 1 = No |
| 6b | If yes, to whom? | |
| 6c | Would you recommend SLACC legal advisory service to others? | 0 = Yes 1 = No 2 = Unsure |
| 7 | Would you consider calling again for further legal advice in the future? | 0 = Yes 1 = No 2 = Unsure |
| 8a | On a scale of 1 to 5, how would you rate your satisfaction with the overall call experience? | 1 = Not satisfied at all 2 = Not satisfied 3 = Neutral 4 = Satisfied to some extent 5 = Extremely satisfied 0 = Preferred not to answer |
| 8b | Do you have any suggestions and feedback for us about how we can make our call center services further better for others in the future? | |

Section 3: Demographics

Oral introduction

Now I will now ask some further questions about you and I repeat that all your answers will be kept confidential.

| Sr. No | Question | Answer |
|--------|---|--|
| 1 | What is your marital status? | 1 = Single/Unmarried |
| | | 2 = Married |
| | | 3 = Divorced |
| | | 4 = Widowed |
| | | 5 = Separated |
| | | 0 = Do not want to disclose |
| 2 | What is the highest level of education that you have completed? | 1 = No education |
| | | 2 = Primary (Up to 5th Grade) |
| | | 3 = Secondary (Up to 8th Grade) |
| | | 4 = Matric/O level or equivalent |
| | | 5 = FSc./FA/A level or equivalent |
| | | 6 = Bachelors/Undergraduate |
| | | 7 = Masters and above |
| | | 0 = Do not want to disclose |
| 3a | What is your occupation (if you have more than one occupation please tell me about the one at which you spend the most time) | 1 = Unemployed |
| | | 2 = Daily wage laborer |
| | | 3 = Self employed/have a business |
| | | 4 = Homemaker |
| | | 5 = Work for a private organization |
| | | 6 = Work for a government organization |
| | | 7 = Work for an NGO |
| | | 8 = Retired |
| | | |

Closing Statement:

That is the end of the survey. Thank you very much for your cooperation. Your responses will be used to improve our legal advisory services. Please call on our SLACC helpline number if you require any legal help in the future.

| Sr. No | Question | Answer |
|--------|---|---|
| 1 | Was the survey completed? | 0 = No Go to Section 4 Q2 1 = Yes Go to Section 4 Q3 |
| 2α | Why was the survey not completed? | 1 = Respondent did not consent to be surveyed 2 = Respondent withdrew partway 3 = The phone connection dropped 4 = Respondent had not made the complaint 0 = Other Go to Section 4 2b |
| 2b | If other, specify | |
| 3 | Did the respondent have any problems understanding the questions? | 0 = No Survey ends 1 = Yes Go to Section 4 Q4 |
| 4 | Please detail which questions the respondent did not understand, and why. | |

Section 4: Post-Survey Logistics Questions for Enumerators

ANNEXURE B: SMS REPORT

32.8 Million SMS have been run all over Sindh through an exclusive partnership with Ufone to reach the people from all segments of the society.





ANNEXURE C: SMS SAMPLES



ANNEXURE D: SOCIAL MEDIA CAMAPIGN



ANNEXURE E: PUBLICITY BOARDS









ANNEXURE F: RICKSHAW CAMAPIGN









ANNEXURE G: BUS CAMPAIGN



IEC Material – Brochures and Posters





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