



Sindh Legal Advisory Call Center

Consolidated Three-year Project Report

July 1st, 2021 - June 30th, 2024



Law, Parliamentary Affairs
& Criminal Prosecution
Department
Government of Sindh



TABLE OF CONTENT

Description	Page
Message From Chief Secretary	05
Message From The Law Department	06
Message From Chief Executive Officer	07
Message From Chief Legal Advisor	09
EXECUTIVE SUMMARY	10
ACCESSIBLE JUSTICE FOR ALL: SLACC'S PUBLIC-PRIVATE PARTNERSHIP JOURNEY	11
SLACC OBJECTIVES AND ACTIVITIES OVERVIEW	12
THREE YEARS PROGRESS (2021 – 2024)	13
OBJECTIVE 1: PROVIDE FREE LEGAL ADVICE AND INFORMATION TO 33,000 PEOPLE	16
OBJECTIVE 2: 12 MILLION CITIZENS ACROSS SINDH ARE AWARE OF THE SINDH LEGAL ADVISORY CALL CENTRE	21
i) Outreach And Visibility	21
ii) Partnerships And Networking	26
OBJECTIVE 3: ENSURE QUALITY AND EFFECTIVE PROVISION OF LEGAL ADVICE AND INFORMATION	29
i) Assessment of Monthly Performance of SLACC Advisors	29
ii) Capacity Development of SLACC Legal Advisors	29
iii) Success Stories From SPMS	33
iv) Annual Feedback Surveys	34
OBJECTIVE 4: COLLECT DATA AND CONDUCT DATA ANALYSIS, RESEARCH AND PRODUCE REPORTS	37
i) Inter-Project Data Sharing	37
ii) Knowledge Sharing Partnerships	39
iii) In-House Research	40
MANAGEMENT EFFECTIVENESS	42
ACKNOWLEDGMENTS	46

**CHIEF SECRETARY,
GOVERNMENT OF SINDH**

It is with great pleasure that I present the Consolidated Three-Year Project Report for the Sindh Legal Advisory Call Center (SLACC), marking three years of transformative service from July 1, 2021, to June 30, 2024. Throughout this period, SLACC has made remarkable strides in providing free legal advice and support to marginalized communities under the Legal Empowerment of Peoples Program in Sindh (LEPPS).

Since its inception as a collaborative initiative in 2018, SLACC has worked tirelessly to bridge the gap between the demand and accessibility of legal counsel. The integration with the Sindh Performance Management System (SPMS) has streamlined the referral process for public service complaints, resulting in tangible resolutions and relief for many individuals.

By the end of fiscal year 2023-2024, SLACC received over 463,824 calls through the Interactive Voice Response (IVR) system and registered 249,878 queries from across Pakistan. Over the past three years, SLACC has addressed 105,011 queries, covering various legal matters. Moving forward, the focus will remain on enhancing visibility and strengthening research efforts to support policy development and drive reform.

As we complete this three-year cycle, I extend my gratitude to all contributors, particularly the Legal Aid Society (LAS), for its dedication and commitment to serving and positively impacting lives through SLACC. Together, we continue to advance access to justice and promote a more inclusive society.

Thank you for your unwavering commitment to our shared mission.

Mr. Syed Asif Hyder Shah

Chief Secretary
Government of Sindh

**THE LAW DEPARTMENT,
GOVERNMENT OF SINDH**

I am delighted to present the Consolidated Report covering the period from July 2021 to June 2024 for the Sindh Legal Advisory Call Centre (SLACC). Over the past three years, SLACC, a collaborative initiative between the Legal Aid Society (LAS) and the Government of Sindh through the Law Department, has made significant strides in its mission to provide free legal advice and empower vulnerable communities under the Legal Empowerment of Peoples Program in Sindh (LEPPS).

Since its inception as a public-private partnership in 2018, SLACC has remained dedicated to narrowing the gap between the demand for legal assistance and its accessibility. Our unwavering commitment to providing high-quality legal guidance has resulted in significant achievements, including assisting over 463,824 callers nationwide and addressing 249,878 legal queries covering a broad spectrum of legal topics and public service provisions.

One of the highlights of our efforts in 2023 has been the successful integration of SLACC with the Sindh Performance Management System (SPMS). This integration has facilitated the efficient referral of complaints for public service delivery, with many already in the process of resolution and several matters have been concluded befittingly. Our collaboration with various governmental and non-governmental bodies, including the Sindh Human Rights Commission, NOWPDP, and Pakistan Hindu Council has further strengthened our impact on the ground. Moreover, SLACC's toll-free hotline, 0800-70806, continues to serve as a lifeline for those seeking legal guidance, ensuring equitable access to justice for all.

As we conclude this three-year project cycle, I extend my heartfelt appreciation to the entire SLACC team for their exceptional dedication and consistent achievement of targets year after year. Together, we have demonstrated the power of public-private partnerships in advancing access to justice for the disempowered and underprivileged segments of our society. To sustain and build upon this partnership, the Law Department is proud to extend financial support to SLACC for the next three years. I am confident that our collaboration will continue to grow stronger, enabling us to assist even more people in accessing justice. This Consolidated Report celebrates our collective achievements and provides valuable insights for future endeavors. We aim to continue with the same zest to strive for excellence and drive further progress in our mission to empower communities through legal empowerment.

Mr. Ali Ahmed Baloch

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

**CHIEF EXECUTIVE OFFICER,
LEGAL AID SOCIETY**

I am happy to present the comprehensive project completion report marking three years of impactful service by the Sindh Legal Advisory Call Center (SLACC). As we reflect on our journey from July 1, 2021 to June 30, 2024, it fills me with immense pride to witness the transformative impact we have collectively achieved in empowering vulnerable communities across Pakistan, particularly in the province of Sindh.

Since its establishment, SLACC, in collaboration with the Government of Sindh through the Law Department, has remained steadfast in its commitment to the noble cause of providing free legal advice and information under the Legal Empowerment of Peoples Program in Sindh (LEPPS). Our dedication to bridging the gap between the demand for legal advice and its accessibility has been unwavering, producing significant results. Since the inception of SLACC until now, we have addressed over 249,878 legal queries and in the past three years alone, we have provided assistance to individuals on 105,011 individual matters covering a wide range of legal issues including civil, criminal, public service delivery, and general information.

I am particularly proud of our team's resilience and dedication, especially during challenging times such as the COVID-19 pandemic and natural disasters like severe floods. Despite these adversities, SLACC continued to serve with unwavering commitment, offering tele-legal support and conducting legal advisory clinics to maximize outreach to marginalized communities.

Furthermore, our successful integration with the Sindh Performance Management System (SPMS) has facilitated the efficient referral of complaints for public service delivery, resulting in tangible resolutions for numerous individuals in need. This integration underscores our commitment to ensuring swift justice and enhancing access to legal recourse for all.

Looking ahead, as we embark on the next phase of our journey, let us remain steadfast in our mission to uphold the principles of justice, equality, and empowerment. We are also embarking upon new initiatives as we transition into a new digital era where AI can significantly enhance the functioning of SLACC. We are automating responses to routine legal inquiries so that instant responses can be provided to common legal questions. This will substantially reduce the workload on our legal advisors and will allow them to focus their energies on more complex matters. We are developing a Chatbot that will offer real-time support to callers, highlighting relevant laws and practical next steps and will explore voice to text features to further train our existing language models.

By integrating AI into SLACC's functions, we will significantly improve our efficiency and enhance the client satisfaction to provide more accessible and accurate legal assistance.

Together, we will continue to strive for excellence, surpassing our annual targets, and making a meaningful difference in the lives of those we serve.

I extend my heartfelt gratitude to each member of the SLACC team, our esteemed partners, and the Government of Sindh for their unwavering support and dedication. Together, we have laid the foundation for a more just and equitable society, and I am confident that our collective efforts will continue to inspire positive change in the years to come.

Thank you for your hard work, dedication, and unwavering commitment to our mission.

Barrister Haya Emaan Zahid

Chief Executive Officer, Legal Aid Society

**CHIEF LEGAL ADVISOR,
LEGAL AID SOCIETY**

I am privileged to present the Consolidated Three-year Project Report for the Sindh Legal Advisory Call Center (SLACC), as we bring to a close the project cycle spanning from July 1, 2021 to June 30, 2024. Over these transformative years, SLACC, in collaboration with the Government of Sindh through the Law Department, has made substantial progress in its vision to offer free legal advice and support to marginalized communities, with a special emphasis on Sindh, as part of the Legal Empowerment of Peoples Program in Sindh (LEPPS).

Since its inception as a public-private partnership in 2018, SLACC has been a guiding light for justice, bridging the gap between the demand and availability of legal counsel. Our integration with the Sindh Performance Management System (SPMS) has streamlined the referral process for public service complaints, leading to concrete resolutions and much-needed relief for individuals, including many whose cases are still in progress. This integration underscores our steadfast dedication to expediting justice for all. As of the end of the fiscal year 2023-2024, we have received over 463,824 calls through our Interactive Voice Recording (IVR) system and registered 249,878 queries from over 600 cities and towns nationwide. Over the past three years, we have addressed more than 105,011 queries, with 24,735 from female callers, 80,230 from male callers, and 46 from non-binary individuals. Notably, 46% of the queries related to civil matters, 15% to criminal matters, 11% to public service-related issues, and 28% to general information. This significant achievement underscores our unwavering commitment to ensuring equitable access to justice for all individuals, regardless of gender or social status. Beyond numbers, SLACC has tackled a diverse array of legal issues, advocating for individuals across civil, criminal, and public service-related matters. Moving forward, our focus will remain on enhancing our visibility and strengthening our research efforts through comprehensive strategies in marketing and research. These endeavors will continue to support policy development and drive reform actions as we progress.

As we conclude this transformative project cycle, I extend my heartfelt gratitude to all those who have contributed to SLACC's success, particularly the Government of Sindh. Their steadfast support has empowered us to serve the citizens of Pakistan and make a tangible impact on their lives. Together, we have demonstrated the power of collaboration in advancing access to justice and creating a more just and equitable society.

Justice Arif Hussain Khilji

Former Judge of the Supreme Court of Pakistan
Chief Legal Advisor, Legal Aid Society

The Sindh Legal Advisory Call Centre (SLACC), operating under the Legal Empowerment of People Programme in Sindh (LEPPS) of the Government of Sindh, has emerged as a cornerstone of legal assistance in Pakistan. Functioning five days a week from 9 am to 5 pm, with automated voicemail services available after hours, SLACC provides comprehensive legal guidance through a team of qualified advocates enrolled with the Sindh High Court.



**SLACC has handled
105,011 calls**

with the majority originating from Sindh (88,271), followed by significant numbers from Punjab (13,179), Balochistan (2,081), Khyber Pakhtunkhwa (1,293), and smaller numbers from Azad Kashmir, Gilgit Baltistan, and international locations such as England and Kuwait. These complaints encompass a diverse range of issues including public service matters, criminal law, civil disputes, and alternative dispute resolution (ADR). Notably, SLACC has successfully guided individuals towards ADR methods to circumvent traditional court processes, thereby promoting efficient resolution of disputes.

The call centre's impact extends beyond advisory services, particularly evident in its support for vulnerable groups such as women and religious minorities. Over the past reporting year, female callers constituted 23.7% of total calls, marking a significant increase from previous years. This underscores SLACC's proactive outreach initiatives aimed at empowering marginalized communities through legal education and support.

In addition to its operational achievements, SLACC has forged strategic partnerships with key stakeholders. Collaborations with governmental bodies like the Chief Secretary Sindh's Office and the Sindh Human Rights Commission have facilitated seamless integration into public service frameworks, enhancing service delivery and responsiveness. Furthermore, partnerships with NGOs such as Network of Organizations Working For People With Disabilities Pakistan (NOWPDP) and research institutions like the Centre for Economic Research in Pakistan (CERP) have enriched SLACC's outreach efforts, enabling deeper engagement with communities in need.

Moving forward, SLACC remains committed to expanding its reach and impact, leveraging partnerships and innovative approaches to ensure equitable access to legal recourse across Pakistan.

F ACCESSIBLE JUSTICE FOR ALL: SLACC'S PUBLIC-PRIVATE PARTNERSHIP JOURNEY

Pakistan ranks poorly on the World Justice Project's rule of law index, ranked at 130th out of 142 countries globally and 5th out of 6 in the South Asian region. This low ranking is attributed to factors such as lack of awareness about legal rights and processes, high litigation costs, delays in justice delivery, and an insufficient number of judges relative to the caseload. Recognizing the need for accessible and efficient legal services, the Legal Aid Society (LAS), under the leadership of Justice Nasir Aslam Zahid, former Judge of the Supreme Court established the Legal Advisory Call Center (LACC) in 2014.

Funded initially by the British High Commission, the LACC aimed to provide free legal advice to underprivileged and marginalized communities. This initiative complemented the Government of Pakistan's efforts, particularly in Sindh, to fulfill its constitutional obligations and international commitments to upholding the rule of law and access to justice.

In recognition of the quality of services and the innovative legal empowerment framework, the LACC entered a public-private partnership with the Government of Sindh's Law Department. On July 1, 2018, the LACC was rebranded as the Sindh Legal Advisory Call Center (SLACC), furthering the Sindh Government's commitment to justice and legal empowerment through the Legal Empowerment of People Program in Sindh (LEPPS).

Leveraging widespread access to telecommunications, SLACC offers tele-legal advisory services through Sindh High Court-enrolled advocates, operating from 9 a.m. to 5 p.m., with an automated voice recording system available after hours. Under the supervision of Justice Arif Hussain Khilji, former Judge of the Supreme Court, SLACC provides free legal advice on civil, criminal, and public service matters.

This joint venture between the Legal Aid Society and the Government of Sindh plays a pivotal role in improving the province's standing on Sustainable Development Goal 16, "Peace, Justice, and Strong Institutions," by addressing gaps in access to justice and empowering marginalized communities.

Project Objectives

OBJECTIVE 1	OBJECTIVE 2	OBJECTIVE 3	OBJECTIVE 4
 <p>Provide free legal advice and information to 33,000 people</p>	 <p>12 million Citizens across Sindh (and from other parts of Pakistan) are aware of the Sindh Legal Advisory Call Centre</p>	 <p>Ensure quality and effective provision of legal advice and information</p>	 <p>Collect data and conduct data analysis, research and produce reports</p>
Activities			
1.1 SLACC provides quality legal advice and information to callers.	2.1 Outreach and Visibility of SLACC	3.1 Assessment of Monthly Performance of SLACC Advisors	4.1 Data analysis and research from SLACC database
1.2 People in Sindh are better informed about their legal rights and legal needs and refer to Sindh Legal Advisory Call Centre to access accurate information about their legal rights	2.2 Partnerships and Networking	3.2 Capacity Development of SLACC staff	4.2 Bi-annual and Annual publication
		3.3 Monitoring and Evaluation of SLACC services	4.3 Research reports/papers based on SLACC data and its analysis with a focus on women, governance and emerging trends.
			4.4 Dissemination, Marketing and Outreach of SLACC output

PERFORMANCE DURING THE REPORTING PERIOD

In the current reporting period,



The gender distribution of callers included



The SLACC has consistently exceeded its targets, offering critical legal advice and information, registering a total of 105,011 queries over the three years, surpassing the annual project target of 33,000.

The aforementioned formally registered 105011 queries at SLACC are categorized as follows:



Figure 1: Category wise Distribution of Registered Queries During 2021-2024

Significant progress was made in promoting Alternative Dispute Resolution (ADR) methods, with many cases resolved through these means. Geographically, calls were distributed as indicated below:

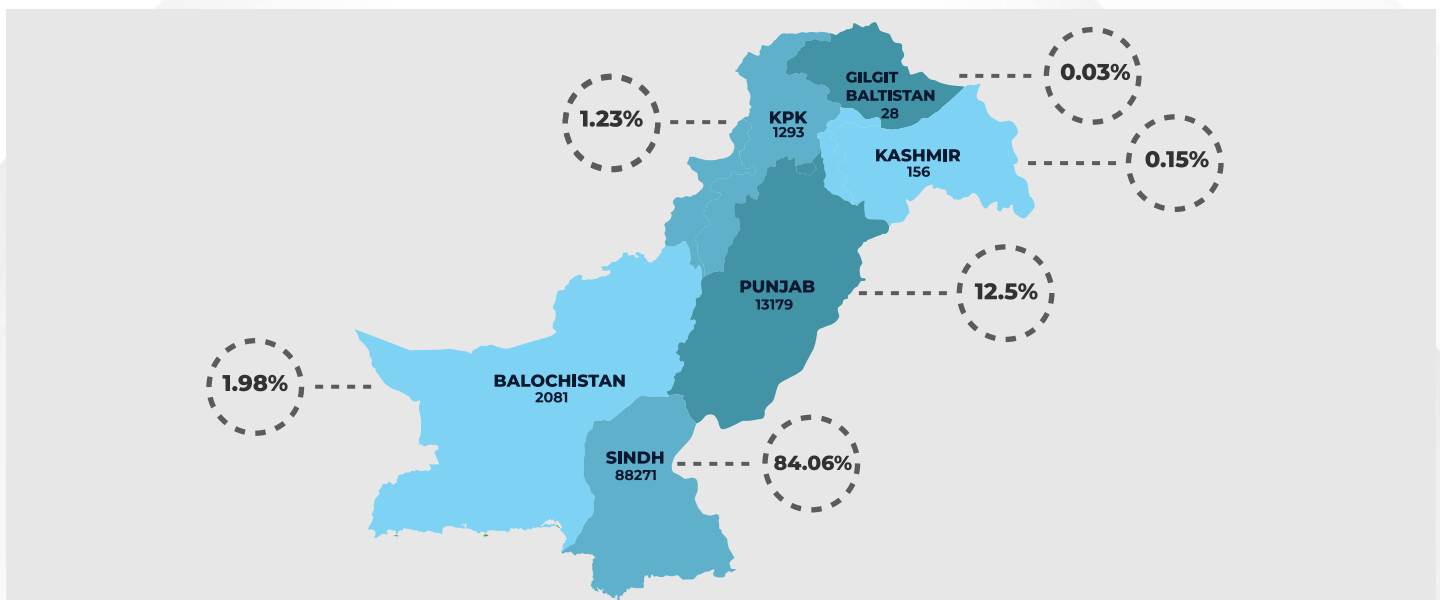


Figure 2: Province wise Distribution of Registered Queries During 2021-2024

SLACC's promotional activities and outreach campaigns were instrumental in its success, with over 82.7 million SMS messages sent, TV advertisements, rickshaw and bus campaigns, newspaper ads, and extensive social media presence.

STRENGTHENING PARTNERSHIPS

SLACC established strategic partnerships with governmental and nongovernmental organizations such as Chief Secretary's Complaint Cell, Sindh Human Rights Commission, and nongovernmental organizations including NOWPDP, CERP, RIZQ Foundation, RAVI TV, Pakistan Hindu Council, Sehat Kahani and others. These collaborations focused on improving legal assistance for vulnerable populations. A centralized referral system was developed and is currently managed by our Legal Analyst to ensure efficient case management. Collaborative efforts with government bodies and private organizations have further enhanced service delivery.

QUALITY AND EFFECTIVE PROVISION OF LEGAL ADVICE

SLACC invested in capacity development through 24 training sessions for legal advisors in the span of three years. Moreover, two Bi-annual and three annual feedback surveys provided insights into service effectiveness, with high satisfaction rates reported. Monitoring and evaluation frameworks continued to ensure service quality, contributing to SLACC's overall effectiveness.

DATA COLLECTION AND RESEARCH

SLACC systematically collected and analyzed data, producing annual and bi-annual reports. Research publications based on SLACC data have resulted in the publication and dissemination of four policy papers over the last three years: "Understanding the Family Gap," "Evolving Needs of Flood Affectees," "Ensuring Economic Security for Women After Divorce." and "Facilitating Women's Access to Property Rights through Alternative Dispute Resolution (ADR)" Additionally, one policy paper is in the process of finalization: "Addressing Implementation Gaps in Disability Laws: A Case Study of Sindh, Pakistan."

KEY LEARNINGS DURING THE REPORTING PERIOD

Increased Legal Awareness	Empowered callers to self-represent in legal matters, leading to rising repeat callers and trust in SLACC services.
Effective Outreach	Diverse campaigns (SMS, TV, community engagement) increased visibility and call volumes.
Strengthened Partnerships	Collaborations with government and NGOs enhanced legal aid delivery and broadened outreach.
Capacity Building Trainings	Continuous training improved query categorization and the quality of legal advice.
Data-Driven Decisions	Regular data analysis informed strategic interventions and improved responsiveness to evolving legal needs.

CHALLENGES AND MITIGATION STRATEGIES DURING THE REPORTING PERIOD

Pandemic Disruptions	Challenge: COVID-19 disrupted operations. Mitigation: Adopted hybrid remote working model, strengthened IT infrastructure.
Query Categorization	Challenge: Initial inaccuracies in categorizing queries. Mitigation: Training improved categorization and enhanced legal advice accuracy.
High Call Volumes	Challenge: Strain on resources due to high call volumes. Mitigation: Leveraged partnerships to allocate additional resources effectively.
IT Infrastructure	Challenge: Ensuring robust tech support for remote operations. Mitigation: Invested in IT upgrades and enhanced cybersecurity measures.
Reaching Remote Areas	Challenge: Limited reach to underserved regions. Mitigation: Targeted outreach campaigns using diverse strategies expanded coverage.

By focusing on these strategies, SLACC successfully continued providing high-quality legal advice and support, addressing challenges proactively, and enhancing its impact on the community.

Year	Total	Civil	Criminal	General Information	Public Service Matters	Female	Male	Non-Binary
2021-22	35119	16468	4602	9929	4120	8243	26866	10
2022-23	34927	15077	6527	9307	4016	8199	26711	17
2023-24	34965	16517	4729	10281	3438	8293	26653	19
Total	105011	48062	15858	29517	11574	24735	80230	46

Figure 3: Distribution of registered queries during the reporting period (July 2021 to June 2024)

As shown in Figure 4 below, SLACC's caller gender distribution has remained consistent over the past three years, with 24% female, 76% male, and a small number of non-binary callers each year. Men often called on behalf of their female relatives, particularly seeking information pertaining to family law and public service issues. SLACC's accessible service enabled many women to seek legal advice from home, with around 1,064 queries annually related to female gender-based violence, reflecting significant trust in SLACC.

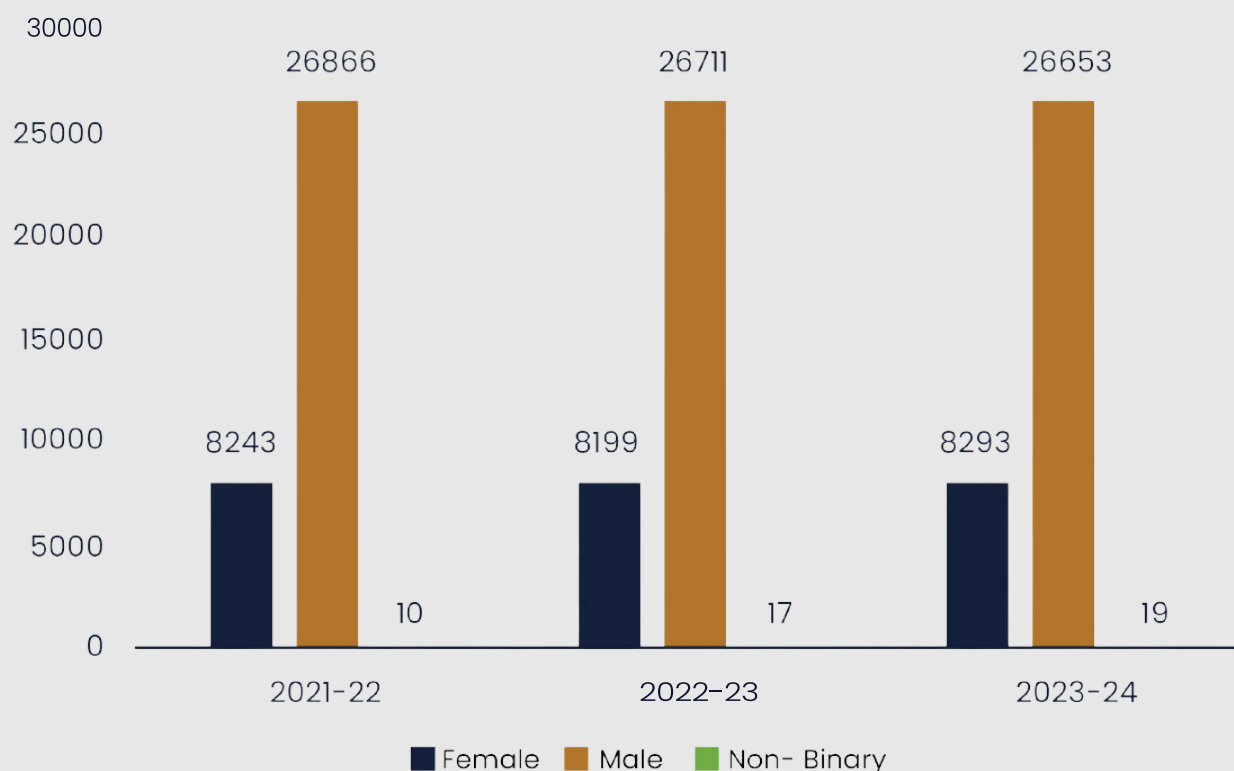


Figure 4: Gender Ratio of Calls

As illustrated in Figure 5, over the past three years, SLACC has seen a consistent focus on civil law cases, reflecting common court delays and backlogs. The majority of calls each year pertain to family law, with numbers rising from 4,893 in 2021-22 to 5,347 in 2023-24. Partition Law queries saw a slight decline, while calls about miscellaneous civil issues decreased significantly, indicating better query categorization by Call Center advocates.

Increased calls related to the Civil Procedure Code and Service Law highlight growing concerns in these areas, while Muhammadan Law and Specific Relief Act queries have remained relatively stable. This trend emphasizes SLACC's role in addressing critical civil law needs.

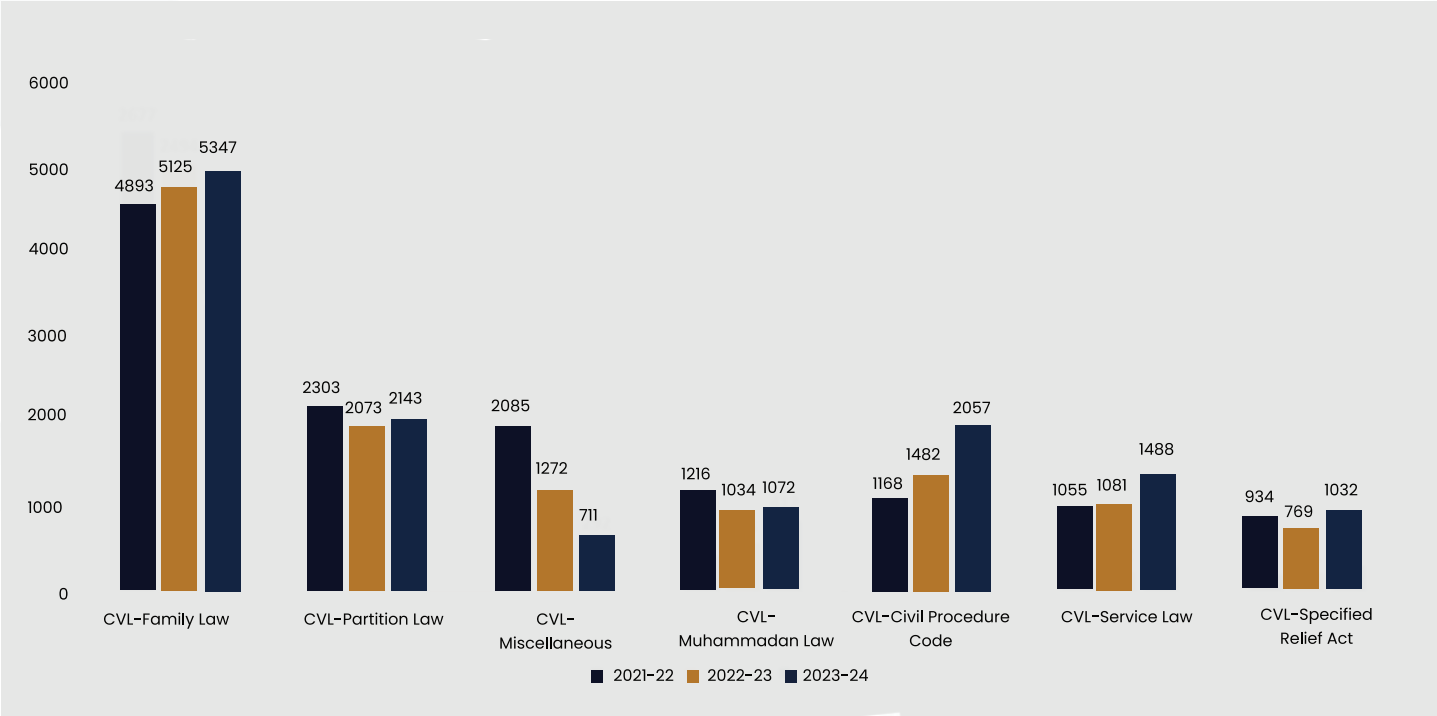


Figure 5: Top Category Distribution of Civil Laws

Figure 6 below shows, over the past three years, SLACC's Public Service category calls have revealed evolving public needs and the effectiveness of SLACC's advocacy. Initially, miscellaneous calls were the most frequent at 2,677 in 2021-22, but saw a significant decline to 1,676 by 2023-24, reflecting improved query categorization by advocates. Legal identity-related calls remained relatively stable, fluctuating slightly from 393 in 2021-22 to 379 in 2023-24, indicating a consistent public concern. Calls to the Provincial Ombudsman varied, peaking at 352 in 2022-23, demonstrating an ongoing demand for governmental oversight.

BISP-related calls notably increased from 210 in 2021-22 to 412 in 2023-24, highlighting growing public reliance on social support programs. Usher/Zakat calls spiked to 294 during flood relief efforts in 2022-23, then returned to 111 in 2023-24. Issues regarding electricity and education gradually became more prominent, with calls about electricity rising from 133 in 2021-22 to 147 in 2023-24, and NTS/Education queries increasing from 95 in 2021-22 to 147 in 2023-24. These trends underscore SLACC's continuous efforts to refine services, consistently skills of the Agent Lawyers, and effectively address the dynamic needs of the public.

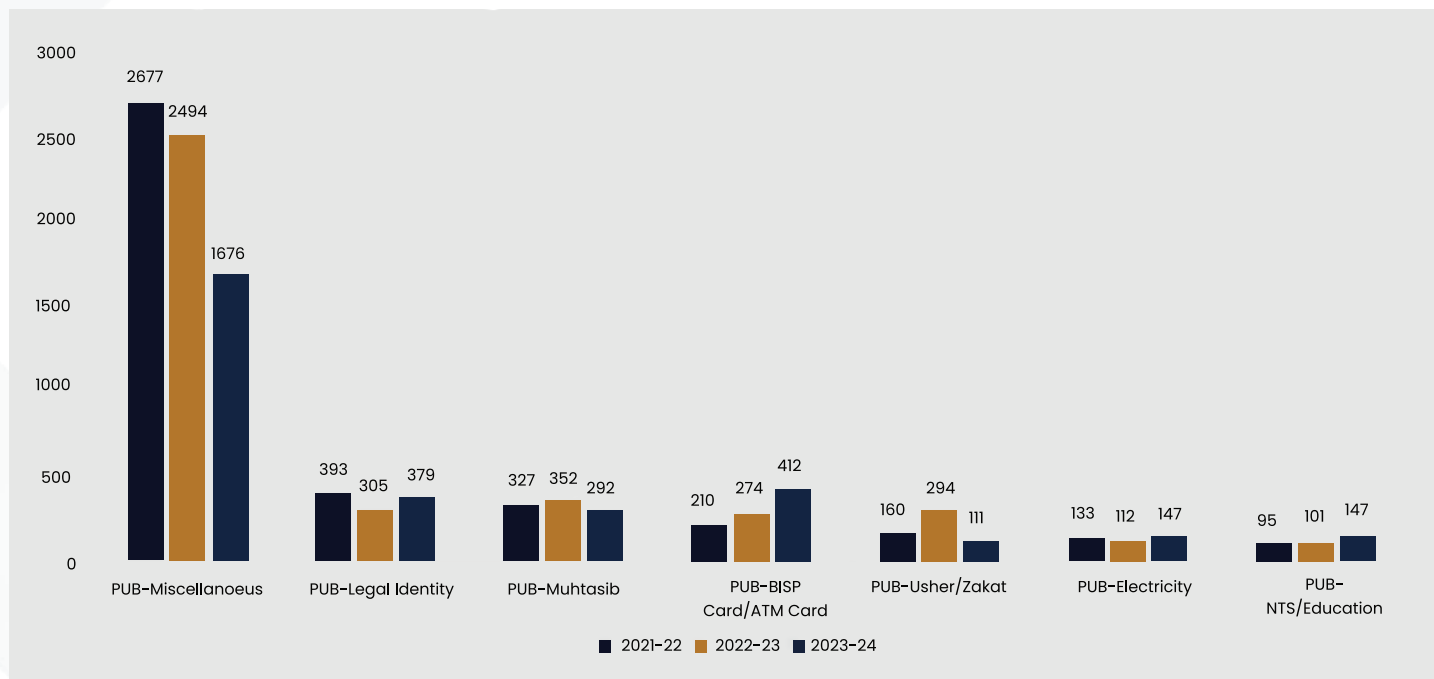


Figure 6: Top Category Distribution of Public Service Matters Queries

Figure 7 shows, over the past three years, SLACC has witnessed significant shifts in criminal law queries, reflecting evolving public concerns and legal needs. Initially, in 2021-22, the focus was predominantly on gender-based violence with over 1,000 queries, alongside nearly 1,000 inquiries related to the Criminal Procedure Code (CrPC), highlighting a notable lack of legal awareness. This trend continued into 2022-23, where CrPC queries surged to over 3,000, driven by partnerships and incidents such as increased muggings in Karachi. Gender-based violence remained a prominent issue with over 1,000 inquiries. By 2023-24, while CrPC queries decreased to approximately 1,500, there was a rise in inquiries related to illegal dispossession, reflecting shifting priorities in legal assistance needs. These trends underscore the dynamic nature of public concerns influenced by socio-economic factors and highlight SLACC's crucial role in providing timely legal support.

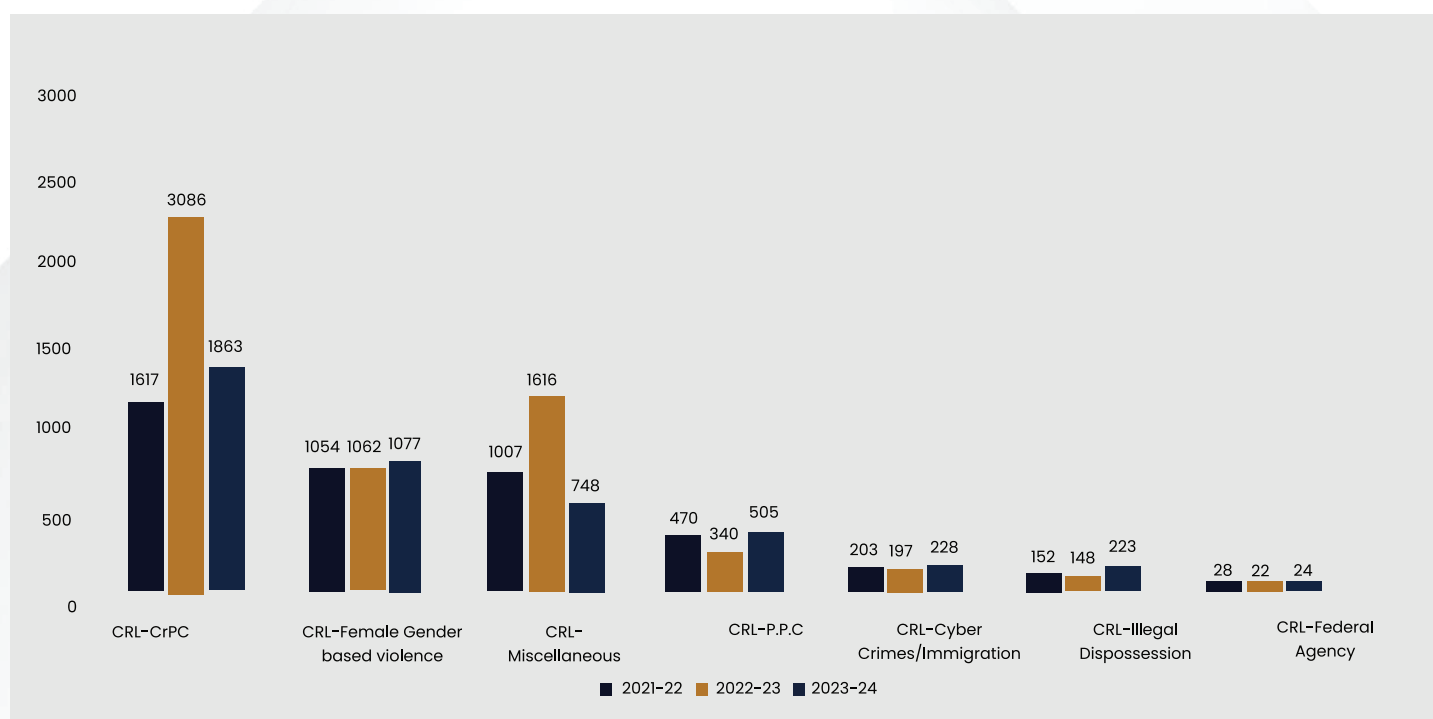


Figure 7: Top Category Distribution of Criminal Law Queries

GEOGRAPHICAL DISTRIBUTION OF REGISTERED INQUIRIES

In last three years, SLACC has registered a total of 105,011 inquiries from various regions across Pakistan. The majority of these inquiries originated from Sindh, accounting for 88,271 calls. Punjab followed with 13,179 inquiries. Balochistan and Khyber Pakhtunkhwa contributed 2,081 and 1,293 inquiries respectively. From Azad Kashmir, there were 156 inquiries, while Gilgit Baltistan had 28. Additionally, SLACC received 3 international inquiries, highlighting the extensive reach and impact of its services.

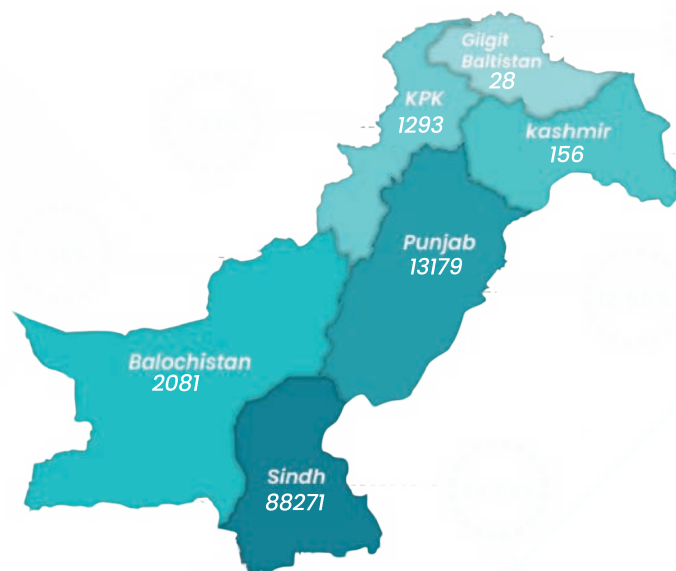


Figure 8: Province Wise Distribution of Queries

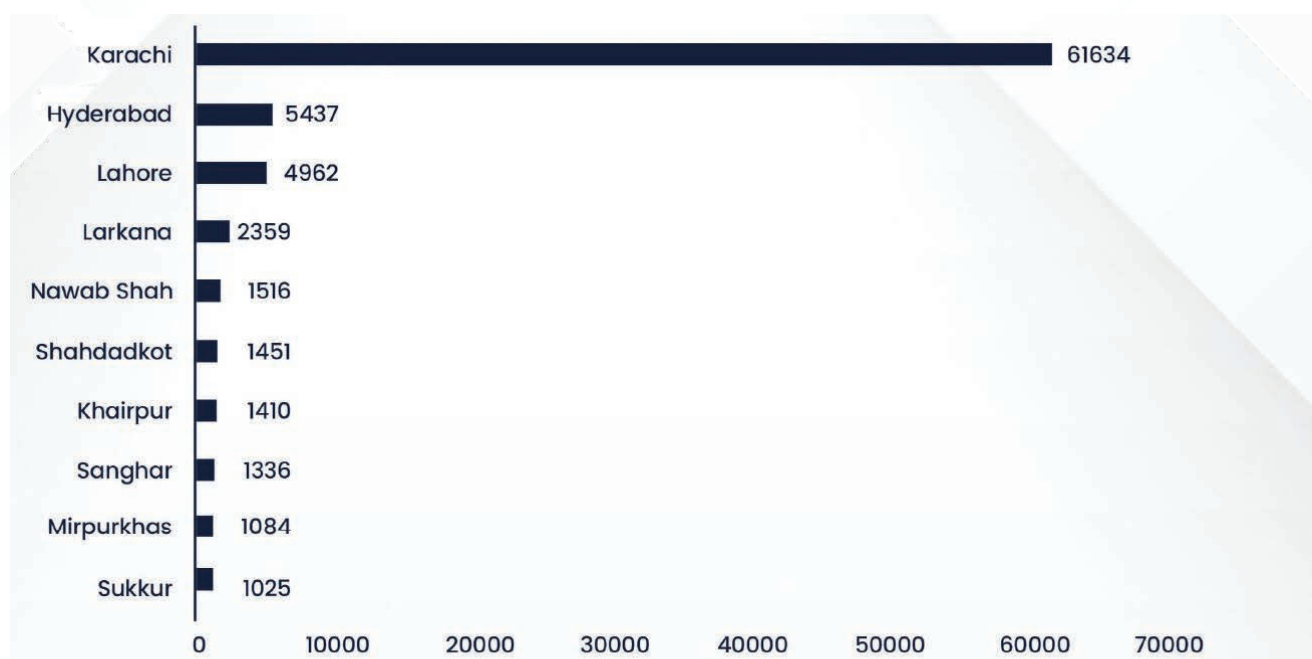


Figure 9: Registered Queries from Top 10 Cities across Pakistan

As shown in figure 9 above, between July 2021 and June 2024, SLACC received a substantial number of calls from urban centers across Pakistan, with Karachi leading the way, registering 61,634 calls. As a major metropolitan area and close to SLACC's operations, Karachi's high call volume highlights its significance in the province of Sindh. Following Karachi, Hyderabad recorded 5,437 calls, further underlining the importance of urban engagement. Lahore, the largest city in Punjab, also played a key role with 4,962 calls, marking it as a significant source of outreach outside of Sindh. Additionally, cities such as Larkana (2,359), Nawab Shah (1,516), and Shahdadt (1,451) demonstrated strong participation, signaling growing awareness and accessibility to SLACC's services. This data reflects SLACC's effective reach across both Sindh and Punjab, illustrating the organization's successful efforts to expand its legal support to broader communities throughout Pakistan.

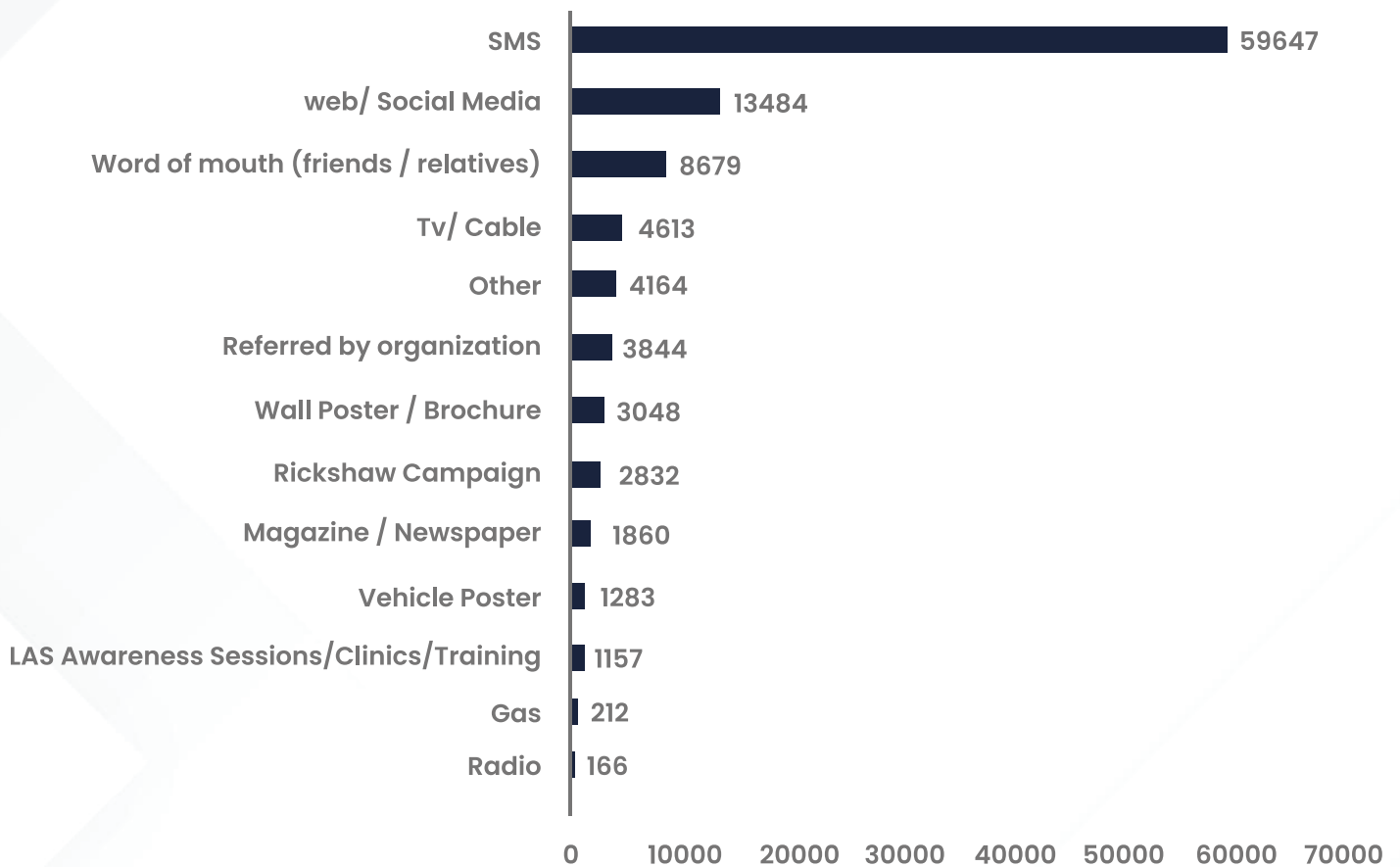


Figure 10: Top Awareness Channels

Figure 10 shows, over the past three years, SLACC has employed diverse marketing strategies to expand its outreach and attract beneficiaries. SMS campaigns have been highly effective, generating 59,647 calls, showcasing their broad reach.

Social media platforms contributed significantly with 13,484 calls, driven by a successful Facebook ad campaign that reached over 1,30,000 people.

Word of mouth remains crucial, resulting in 8,679 calls, leveraging personal networks to spread awareness.

TV and cable advertising garnered 4,613 calls, particularly effective in urban areas. Referrals from organizations accounted for 3,844 calls, highlighting strategic partnerships.

Additionally, traditional media like wall posters, brochures, and newspaper and magazine ads collectively contributed 5,704 calls, demonstrating SLACC's multifaceted approach in reaching diverse segments of the population effectively.

These efforts have enhanced SLACC's visibility and accessibility, ensuring broader access to its legal advisory services nationwide.

i. OUTREACH AND VISIBILITY

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

People's Bus Service Campaign

In October 2022, SLACC, in collaboration with the Sindh Transport Department and the National Radio Telecommunication Corporation, launched a campaign on Sindh People's Bus Service. The campaign, spanning multiple routes in Karachi, used bus posters to spread awareness on legal rights, domestic violence, and women's inheritance rights, encouraging victims to seek support from SLACC.



Facebook AD Campaign

Over the past three years, SLACC utilized social media, especially Facebook, to promote its helpline. In 2021-22, campaigns reached over 150,000 people. In 2022-23, targeted ads reached over 1,300,000 people, leading to a 13% increase in queries. In 2023-24, Facebook became the second-largest source of SLACC awareness, with 20% of inquiries coming from this platform.



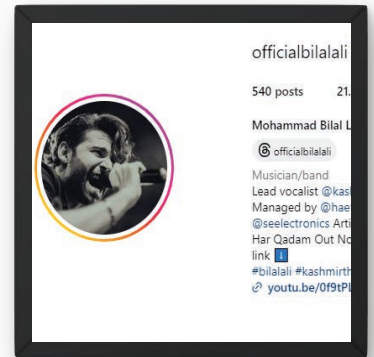
SMS Campaign

SLACC used SMS marketing to reach millions in Sindh. In 2021-22 over 28.8 million messages were sent, and in 2022-23, 32.8 million messages included information on Alternate Dispute Resolution (ADR). Despite increased rates in 2023-24, 21.6 million messages were sent, maintaining broad outreach.



Leveraging Influencer Marketing and Podcasts

SLACC engaged celebrities and influencers like Bilal Ali from the band Kashmir to raise awareness. Moreover, our CEO Barrister Haya Emaan Zahid appeared on popular podcasts, discussing SLACC's mission and services, including a successful test call by the host.



Rickshaw Campaign

SLACC spread awareness through a Rickshaw Campaign in 08 districts of Sindh. This campaign helped to create mass awareness among the general public. A district wise breakdown of the rickshaw campaign is listed on the right:

District	Number of Rickshaws		
	Urdu	Sindhi	Total
Karachi	950	70	1020
Hyderabad	100	160	260
SBA	40	90	130
Sanghar	20	40	60
Dadu	20	40	60
Larkana	40	110	150
Khairpur	30	50	80
Sukkur	60	110	170
Total	1260	670	1930



Welcome Camp for Aurat March 2022

SLACC organized a welcome camp at the Aurat March in Hyderabad, distributing legal information on women’s rights and SLACC services.



Jazz OBD Calls

572,000 outbound robo-calls by Jazz network informed recipients about SLACC services, targeting low-income users, especially women.



Rizq Field Clinics in Lyari

SLACC lawyers held 11 field clinics, providing legal advice to 550 beneficiaries in Lyari, leading to 240 follow-up calls to the helpline.



Newspaper Advertisement

Ads in major national newspapers like Dawn and Jung and local newspapers like Daily Sobh informed the public about SLACC’s services.



Television Campaigns to Promote SLACC

SLACC utilized television effectively to enhance its visibility. On July 20, 2022, SLACC services were featured on K21 News Network, raising national awareness. With support from the Law Department and Sindh Information Ministry, a nationwide TV advertisement campaign on August 8 and 9, 2023, significantly increased call volume, demonstrating the impact of television promotion.



On May 3, 2024, SLACC partnered with Dharti TV for a month-long promotion. This included appearances by SLACC representatives on morning shows and legal opinion programs, prime-time ads, and social media posts on Facebook, TikTok, and Instagram. This comprehensive media engagement broadened SLACC's reach and informed the public about available legal support, making it easier for people across Sindh to learn about and access free legal advisory services. Moreover, based on the success of the campaign, partnership was renewed in September 2024 for another month-long promotion.

SLACC Documentary

In 2022, SLACC and the Law Department produced a documentary on its services, featuring success stories, testimonials from callers, and messages from Chief Legal Advisor Justice (R) Arif Khilji and Law Secretary Mr. Ahmad Ali Baloch. Watch it by scanning the QR code or visiting <https://www.youtube.com/watch?v=oD7pVgJXhko>.



One Person One Promotion Challenge

SLACC's lawyers were tasked to conduct various awareness activities, forming partnerships and informing diverse audiences about their legal rights. Below are details of their sessions:



Event	Location/Partner	Focus of Awareness	Audience
Field Visit to Ra'ana Liaquat Craftsmen's Colony (RLCC)	RLCC	Legal rights related to property, marriage, and child custody	60 staff members
Legal Awareness session with refugee women	Inspire Pakistan	Gender-based violence, domestic violence, and inheritance laws	Refugee women
Seminar at Oriental Law College Mehrabpur	Oriental Law College Mehrabpur	Legal Education: The Need of Present Day	Law students and professors
Awareness Session at Kiran Foundation's Salma Ghar	Kiran Foundation's Salma Ghar	Harassment laws and legal procedures	Women
Sindh Literature Festival	Sindh Literature Festival	Information on SLACC services and achievements	General public, media members
International Women's Day Conference at HBL	HBL	Women's legal rights and SLACC's efforts to promote legal awareness among women	HBL staff

Publicity Boards

Representatives from SLACC actively distributed 2,450 flyers, 18 boards, and 36 posters within local communities during a four-week pilot program from May to June 2023, significantly enhancing outreach and raising awareness about SLACC's services.



SLACC Board at Rama Peer Mandar at (Hyderabad). Thousands are visiting the site daily on occasion of Rama Peer Mela.



SLACC Board at Badin Bus Stop Hyderabad



SLACC Board at Channel Bus Stop Hyderabad



SLACC Board at Lal Mandir, Khairpur



SLACC Board at BISP Office Dadu

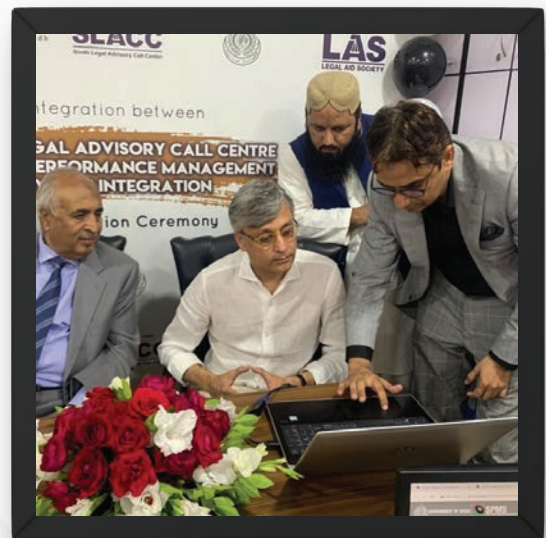
ii. PARTNERSHIPS AND NETWORKING

Partnerships and networking 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 during the reporting period:

Partnerships

Integration with Chief Secretary's Office, Sindh

November 1, 2023: SLACC integrated with the Chief Secretary's Office via the Sindh Citizen's Portal to provide effective remedies for queries related to the Sindh Government. This integration was inaugurated by Mr. Mohammed Omer Soomro, Minister for Law, Religious Affairs, and Human Rights, Government of Sindh. Since then, more than 60 complaints have been added to the portal for investigation, few of them have been successfully resolved and many are in process.



Partnership with Pakistan Hindu Council

Signed an MoU on August 11, 2023, to empower marginalized communities in Sindh.

Partnership with Sindh Human Rights Commission

Signed an MoU on July 31, 2023, to promote legal awareness and provide free legal aid to vulnerable communities.

Partnership with Jazz (Mobilink) Pakistan

Agreed to deploy 286,000 Outbound Robo-calls per month in Urdu and Sindhi to promote SLACC's services in 27 districts.

Partnership with Women and Child Protection Cells (WCPC)

Enhanced cooperation for referring legal matters, specifically 78 SGBV cases that have been referred.

Partnership with NOWPDP

On June 13th, 2024, we signed an MoU with NOWPDP (Network of Organizations Working for People With Disabilities Pakistan) to empower people with disabilities (PWDs) through legal advice at NOWPDP camps and joint awareness sessions.



Networking

Visits by Key Figures

Ms. Rozina Mistri (Women Development Department)

Visited on October 6, 2023, to explore SLACC's operations and potential promotion strategies.

Ms. Tanzila Um e Habiba (Special Assistant to CM)

Visited on August 2, 2023, showing interest in SLACC's research and discussing the lack of legislation regarding the maintenance of elderly parents

Ms. Kirstine Drew (International Accord)

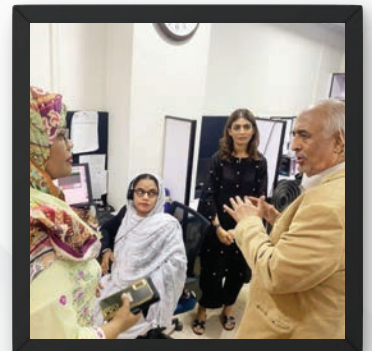
Visited on November 7, 2023, to discuss developing a complaint mechanism and training program under the Pakistan Accord.

Mr. Rahim Gul (Gilgit Baltistan)

Visited to study ADR legislative frameworks in Sindh, aiming to replicate them in Gilgit Baltistan.

Director General Public Relations of the Sindh Information Department

Discussed potential collaboration for greater outreach and installed publicity boards for increased visibility.



Ms. Mangla Sharma (Sindh Assembly)

Discussed collaboration with the Pakistan Hindu Council to improve access to justice for the common citizen.

Visit by Ex-Law Secretary Shariq Ahmed and Founder of SHE NGO and Brandso Marketing

The previous Law Secretary of Sindh, Mr. Shariq Ahmed, visited the call center with Ms. Saman Abid, Founder and President of SHE Club and Brandso Marketing. The meeting explored synergies between SLACC and SHE Club, focusing on improving legal advice and rights awareness for women in interior Sindh through the toll-free helpline 0800 70806.

National Commission on the Status of Women (NCSW)

Visit on October 6, 2021, led to discussions about collaboration and training for NCSW projects.

Khyber Pakhtunkhwa Commission on the Status of Women

Visit led to potential collaboration to cater to legal queries from KP

Public Engagement and Advocacy

Human Rights Rally

On December 10, 2023, SLACC team members participated and distributed brochures to raise awareness.

Anti-Human Trafficking

In November 2023, SLACC's Delivery Associate and Legal Analyst participated in an Anti-Human Trafficking conference organized by SHARP. They provided suggestions to stop inhumane practices and emphasized the role of SLACC and the Legal Aid Society in closing legal gaps through their free legal advisory call center.

Letter of Intent (LoI) with National Commission for Human Rights

LAS signed a LoI with the National Commission for Human Rights to raise awareness on human rights, gender discrimination, and violence against women and girls. The partnership aims to educate the public on legal remedies, with LAS providing educational materials to NCHR for distribution, and promoting SLACC as a resource for free legal advice.

These partnerships and networking efforts have significantly enhanced SLACC's ability to reach and support dejected and desperate segments of society, promoting legal empowerment and awareness across Sindh.

i. Assessment of Monthly Performance of SLACC Advisors

Since January 2024, we have revamped our monthly performance award system for lawyers, shifting from a focus solely on quantity to incorporating quality metrics as well. Lawyers are now assessed using a rating system out of 10 on various indicators, including the monthly target of queries, call response process, call drafting, case procedures and identification of root issues, communication and emotional intelligence, inter-departmental referrals, punctuality, target achievement in SPMS, data entry of caller's information, active participation in capacity building sessions, and value-added services. The lawyer who accumulates the highest points across these indicators receives the monthly performance award, promoting a comprehensive evaluation of both their quantitative and qualitative contributions. This revised assessment procedure continues to be in place, ensuring a balanced and fair recognition of our lawyers' efforts.

ii. Capacity Development of SLACC Legal Advisors

During the fiscal years 2021-2022, 2022-2023, and 2023-2024, SLACC Agent Lawyers engaged in a comprehensive series of training sessions designed to enhance their legal expertise, operational efficiency, and personal well-being. Across these periods, a total of 24 targeted trainings were conducted, covering a broad range of topics from integration with the Sindh Performance Management System and call quality assurance to specialized areas such as tax law, criminal law, and intellectual property. Additionally, trainings on mental wellness, refugee rights, and alternative dispute resolution were provided to improve both professional skills and emotional resilience, ensuring that SLACC Agent Lawyers are well-equipped to deliver high-quality legal assistance and support.

Fiscal Year 2021-2022

During the fiscal year 2021-2022, SLACC Agent Lawyers participated in a series of eight comprehensive training sessions designed to enhance their skills and knowledge across various legal domains. These sessions encompassed technical training, service delivery improvement, and operational efficiency. The key trainings included:

Training	Key Focus	Conducted By
Training with IT Department on SLACC SPMS Integration	Integration of SLACC with Sindh Performance Management System (SPMS) to forward citizen complaints to relevant departments, operational guidelines, and synergy between organizations.	Chief Secretary's Office, SGA & CD Department
In-House Training on Call Quality Assurance	Resresher training on call handling and management SOPs, introduction of call centre best practices, and efficiency drills to enhance caller experience and service quality.	Monitoring & Evaluation Department, LAS
Training on CERP Pilot Project	Briefing on ongoing research by CERP on "State Authority" in Pakistan, including expected call types, eliminating biases, and accurate response recording for research data.	CERP Team
Training on Tax Law	Comprehensive overview of the Income Tax Ordinance 2001, recent amendments, the new IRIS system by FBR, & taxation on property, business, and capital gains.	Justice Athar Saeed's Team, Saiduddin & Co.
Training and Sensitization on Harassment at Workplace	In-depth understanding of the Protection Against Harassment of Women at the Workplace Act, roles of institutions in justice facilitation, and SLACC's role in supporting the Act.	Provincial Ombudsman
Certified Mediation Training	Five-day training on the fundamentals of mediation, including theoretical knowledge and practical skills for alternative dispute resolution (ADR) to improve justice delivery.	Pakistan Mediation Association
Training on Annual Feedback Survey 2022	Training on responsibilities as enumerators for the Annual Feedback Survey, including technical aspects of data collection, bias elimination, and ensuring accurate, generalizeable results.	Monitoring & Evaluation Department, LAS
Training by Sehat Kahani on Mental Health and Well-being	Awareness session on mental wellness, handling mental health-related queries, referral mechanisms for mental health issues, and creating a supportive environment within the office.	Pakistan Mediation Association

Fiscal Year 2022–2023

In the fiscal year 2023–2022, SLACC Agent Lawyers continued to enhance their expertise through a series of six targeted training sessions. These sessions focused on both legal and operational aspects, including:

Training	Key Focus	Conducted By
Training on Call Quality Assurance	Update on latest SOPs and best practices for call quality assurance to ensure efficient and hospitable legal advice delivery.	Mr. Kashif, Manager Customer Services, Summit Bank
In-House Training on Call Quality Assurance	Update on latest SOPs and best practices related to tax laws to provide accurate and effective legal advice.	Monitoring & Evaluation Department, LAS
In-House Training on Women's Right to Legal Property	Issues women face in securing legal property rights, recent case precedents, legal developments, and specific SOPs for follow-ups.	Fahad Khilji, Advocate High Court/Supreme Court
Workshop on Alternative Dispute Resolution (ADR)	Training on ADR mechanisms, benefits of ADR, and the functioning methodology of Musaliha International Center for Arbitration and Dispute Resolution (MICADR)	Justice Arif Hussain Khilji (Chief Legal Advisor, SLACC) and justice Zafar Sherwani (Former Judge, Sindh High Court)
Workshop on Online Harassment and Digital Safety	Addressing cyber harassment, bullying on social media, and relevant laws including Prevention of Electronic Crimes Act 2016, Pakistan Penal Code, and Protection against Harassment of Women at the Workplace (Amendment) Act, 2022	Basam Ali Dahri, Advocate High Court (Litigation Specialist LAS)
Training on Annual Feedback Survey 2023	Responsibilities as enumerators for the Annual Feedback Survey, technical training on eliminating biases and errors for accurate and generalizable results.	Monitoring & Evaluation Department, LAS

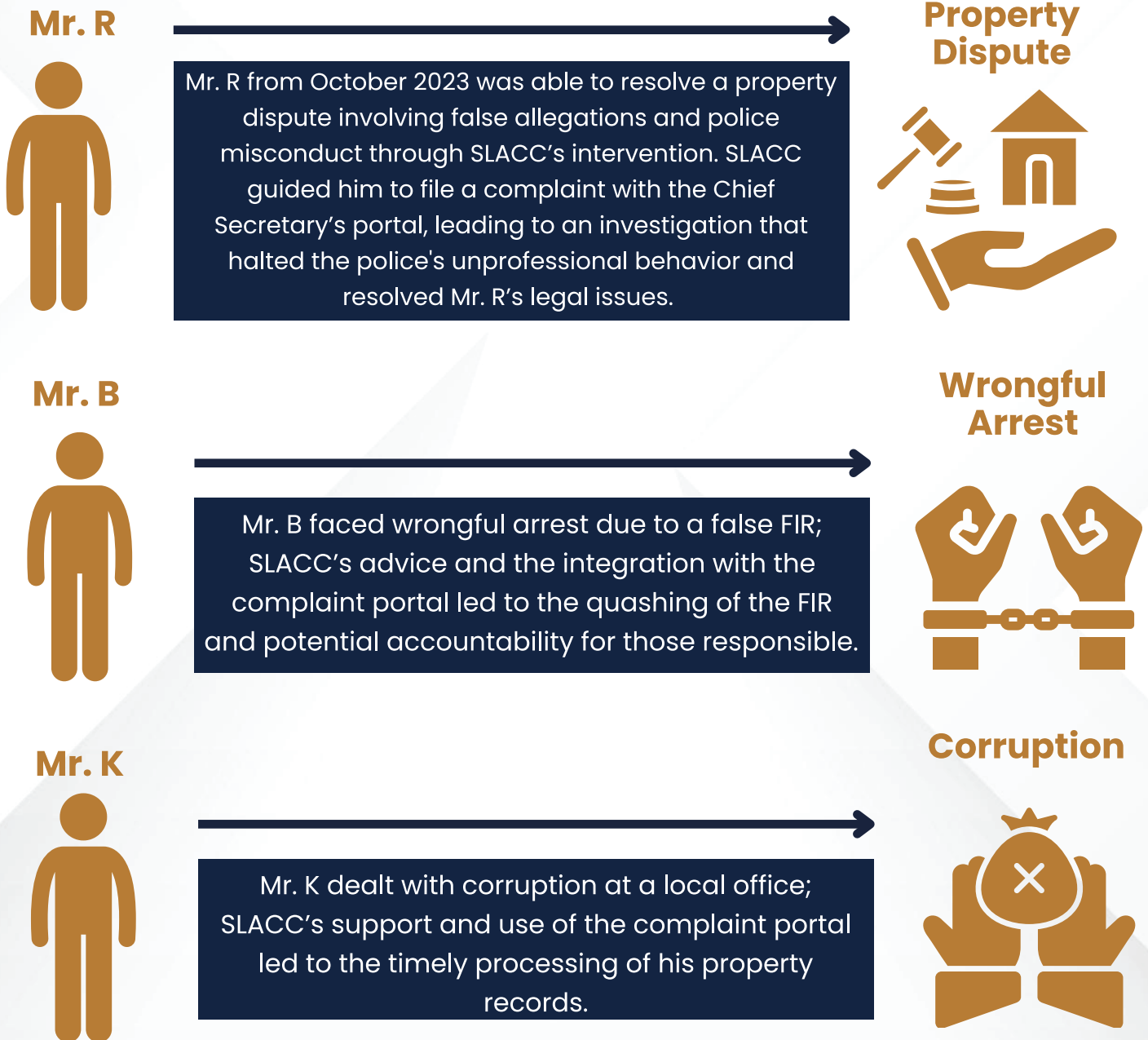
Fiscal Year 2023–2024

In the fiscal year 2023–2024, SLACC Agent Lawyers continued to enhance their skills through a series of six training sessions conducted by legal and other experts. These sessions focused on both legal and operational aspects, including:

Training	Key Focus	Conducted By
Training on Corporate and company LAW in Pakistan	Coverage of private company laws, labor laws, NIRC laws, and civil servant laws to address knowledge gaps and improve expertise.	Advocate Basam Ali Dahri, Litigation Manager, LAS
Training on Criminal Law	Detailed discussion on major statutes from the Pakistan Penal Code, 1860 and the Criminal Procedure Code, 1898, and addressing frequently asked questions	Advocate Basam Ali Dahri, Litigation Manager, LAS
Emotional Cleansing Mental Wellness Workshop	Strategies for mental resilience and stress management to help lawyers cope with the emotional toll of handling numerous calls.	Ruhbaru (Dr. Shaista Ali Siddqui and Rida Hameed)
Trainings on Afghan Refugees' Rights and Current Issues	Overview of Afghan refugees' legal status, protection of rights, and handling calls related to Afghan citizens cards and registration issues.	SHARP UNHCR (Manager Sikander Mahmood)
Refresher Training on the Integration of SLACC with SPMS	Review of integration processes, tagging relevant Sindh government departments, and updating procedures for accurate data entry.	Mr. Tahir Ali Memon (Senior Data Processing Officer, SPMS) and Mr. Jareer Adnan Pathan (Deputy Secretary)
Training on Muslim Family Law	Classification and categorization of Muslim Family Law issues, and detailed training on rights and privileges related to Nikahnama and relevant family laws.	Advocate Rashid Mahar, MFL Program Team, LAS
Protecting and Promoting Religious Freedom (PPRF) Orientation Session	Introduction to the new PPRF program addressing forced conversions of minor women and guidance on handling related calls and queries.	PPRF Program Team, LAS
Labor Law Workshop	Updates on labor laws, including wrongful termination and gratuity release, to better assist callers with employment-related issues.	Advocate Aftab Ayub
Training on IP Laws	Understanding intellectual property laws, including copyrights patents, and trademarks, and procedures for filing and protecting creative work.	Advocate Basam Ali Dahri, Litigation Manager, LAS
Refresher Training on SLACC Referrals.	Guidance on followings SOPs for referring cases to other LAS projects and external partner organizations.	Advocate Safia Lakho

iii) Success Stories From SPMS

The integration between SLACC and the Chief Secretary's complaint portal, which was established on November 1, 2023, has proven to be a significant advancement in providing legal remedies for public maladministration. This integration allows citizens to access legal advice and resolve complaints through a unified helpline, streamlining the process and ensuring quicker resolutions. Success stories emerging from this integration highlight its effectiveness in addressing various grievances and enhancing the efficiency of legal redress.



These cases exemplify how the integration has empowered SLACC to effectively address and resolve various legal challenges, demonstrating its crucial role in improving justice delivery.

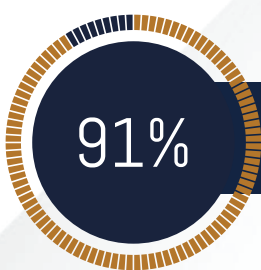
iv) Annual Feedback Surveys

The integration between SLACC and the Chief Secretary’s complaint portal, which was established on November 1, 2023, has proven to be a significant advancement in providing legal remedies for public maladministration. This integration allows citizens to access legal advice and resolve complaints through a unified helpline, streamlining the process and ensuring quicker resolutions. Success stories emerging from this integration highlight its effectiveness in addressing various grievances and enhancing the efficiency of legal redress.

Feedback Survey 2021-22 (July 1, 2021 – June 30, 2022)

The annual feedback survey conducted by SLACC for the period of July 1, 2021, to June 30, 2022, aimed to assess the effectiveness of the services provided by SLACC and the satisfaction level of its callers. The survey targeted callers whose legal queries had been resolved, excluding general information inquiries. Out of a sampling frame of 25,190 calls, 300 were randomly selected, and 110 respondents participated, achieving a 36.7% response rate.

The respondents were primarily adults aged 35-45 with at least primary or secondary education, reflecting an increase in legal awareness among educated populations. The survey found a high level of satisfaction with SLACC’s services, with a majority of respondents reporting positive interactions with SLACC lawyers. However, challenges remained, particularly regarding follow-up actions and the complexity of legal advice.



recommended SLACC to others, underscoring the center's role in providing accessible legal support.

This feedback offers valuable insights into SLACC's impact, highlighting areas for improvement, such as simplifying legal advice and ensuring better follow-up mechanisms, while also affirming the call center's effectiveness in enhancing access to justice.

Feedback Survey 2022–23 (July 1, 2022 – June 30, 2023)

The subsequent annual survey for the period from July 1, 2022, to June 30, 2023, followed a similar methodology, with an increased focus on understanding the effectiveness of SLACC's outreach efforts and the impact of its legal advice. A total of 543 callers were contacted, with 212 agreeing to participate, resulting in a 39% response rate. The survey captured a comprehensive demographic profile of the respondents, with a majority being over 36 years old and having at least secondary education.

Satisfaction Level of Callers



High level of professionalism of SLACC Lawyers



High level of technical knowledge of SLACC Lawyers



Respondents found the legal advice helpful, with the primary issues being the complexity of legal terms and perceived inadequacies in technical expertise.

Follow-up actions were taken by 59% of the respondents, with similar reasons as the previous year for those who did not follow the advice.

The survey also highlighted the geographical distribution of the calls, with a majority originating from Sindh and a notable number from Punjab and Khyber Pakhtunkhwa. The institutional experiences remained consistent, with moderate satisfaction levels and a significant portion of respondents utilizing court and police services.

The overall satisfaction with SLACC remained high at 84%, with 56% of respondents having recommended the service to others and 92% expressing their intent to use it again. The feedback also underscored the challenges faced in data quality and the need for more thorough reviews of respondent history prior to conducting the surveys.

Feedback Survey 2023–24 (July 1, 2023 – June 30, 2024)

Similarly, this year's Annual Feedback Survey aimed to assess caller satisfaction and service quality across various dimensions. Out of a targeted sample of 1133 callers, 494 respondents participated, yielding a response rate of approximately 44%. Key findings from the survey reveal several insights into the service delivery of SLACC.

Overall, a significant portion of respondents received legal advice promptly during their initial contact, with 76% receiving advice on the same call and 17% receiving callbacks as promised. However, 9% reported not receiving any legal advice despite contacting SLACC. Satisfaction with the accuracy and relevance of legal advice was generally high, with 77% finding it accurate, although 10% encountered issues such as incomplete or incomprehensible advice.

Regarding advocate demeanor and language use, 88% of respondents felt SLACC advocates maintained a professional demeanor, and 85% expressed satisfaction with the language used. However, challenges such as inadequate representation of sensitive calls and difficulties in managing general information queries were noted.

Based on these findings, recommendations include enhancing advocate training to improve technical knowledge and communication skills, implementing a robust follow-up mechanism to ensure timely issue resolution, and strengthening partnerships with external institutions for smoother referral processes. These efforts aim to address current challenges and further improve service effectiveness and customer satisfaction at SLACC.

i. Inter-Project Data Sharing

SLACC receives calls on civil, criminal, and public service delivery matters from individuals across all socio-economic classes. However, callers who are unable to afford court fees are often referred to the Legal Aid Society's (LAS) litigation team for pro bono representation. This is done by referring cases to other LAS specialized programs. If a caller requires legal representation for which LAS has a project, the Legal Advisor should refer the case to representatives of that particular project. To ensure the case is assigned to a relevant lawyer, the Advisor must provide specific details to project teams as part of the Referral Process within LAS.

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

Project	Project Specifics	Num of Referrals
Alternative Dispute Resolution (ADR)	Cases Pertaining to maladministration of government departments for ombudsperson and other cases such as Khula, divorce and maintenance for mediation	105 Cases
Women Right to Legal Property (WRLP)	Cases pertaining to immovable and movable property of women.	415 Cases
Case referral linkage with Human Rights Department, Government of Sindh	Cases pertaining to domestic violence, khula and divorce, and maintenance	181 Cases
Religious Minorities Project	Cases pertaining to religious minorities	26 Cases
Sexual Violence (SV) Project	Cases pertaining to rape, sodomy and sexual violence abuse.	78 Cases

i. 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	Organizations
Violation of Human Rights	<div></div> <div>Sindh Human Rights Commission</div>
Women Related Cases	<div><div></div><div> Aurat Foundation</div><div></div></div>
Shelter Homes	<div></div>
Criminal Cases	<div></div>
Complaints	<div><div> Citizens Police Liaison Committee</div><div></div><div></div></div>
Cyber Crime	<div></div>
Emergency Matters	<div></div>
Government Institutions	<div></div>

TAF Foundation in Karachi

SLACC partnered with TAF Foundation, an NGO providing vocational training to vulnerable communities, on February 25, 2022. Throughout 2022, SLACC conducted legal awareness and empowerment sessions at TAF schools. In return, TAF referred cases from its trainees and alumni to SLACC for legal assistance, benefiting disenfranchised groups in Pakistani society.

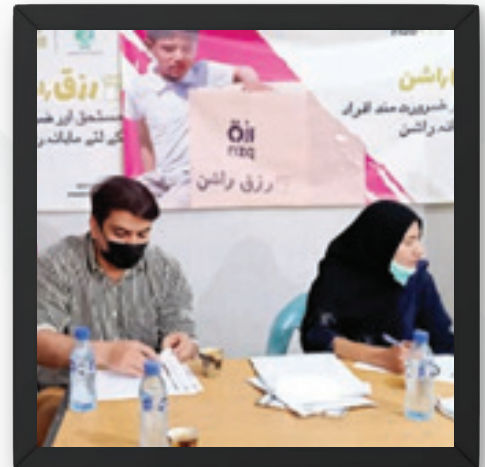


Centre for Economic Research Pakistan (CERP), Lahore

In collaboration with CERP, SLACC participated in a research project assessing the efficiency of government institutions in 2021. Over five months, SLACC received 3,093 calls from CERP. A report titled "Legal Empowerment Through Service Delivery" in August 2023 revealed high engagement and satisfaction with SLACC services, especially among those whose cases were resolved within two weeks.

SLACC Lawyer Field Visits to Rizq Camps and Offices in Lyari

LAS partnered with Rizq Foundation to jointly address Goal 16 of the UN SDGs to provide access to justice to all. In continuation of this collaboration, SLACC engaged with underprivileged communities through visits to the Rizq's ration distribution centers to promote its legal advisory services, provide legal awareness and establish trust regarding the Pakistani legal system amongst vulnerable communities.



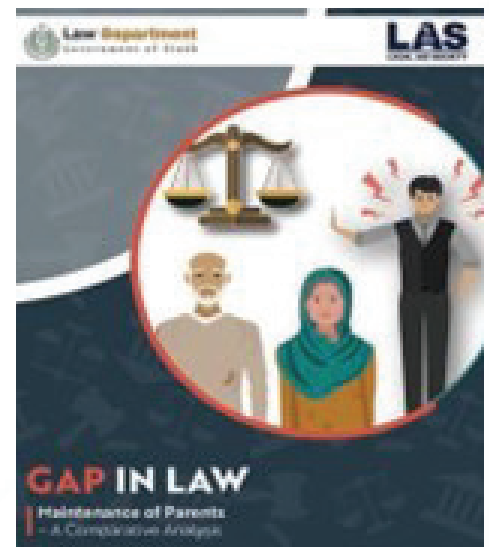
iii) In-House Research

Over the past three years, SLACC's data has been instrumental in shaping critical research outputs, highlighting the organization's significant role in advancing legal and socio-economic reforms.

Below are the short descriptions of the in-house research outputs, demonstrating the practical impact and relevance of SLACC's data:

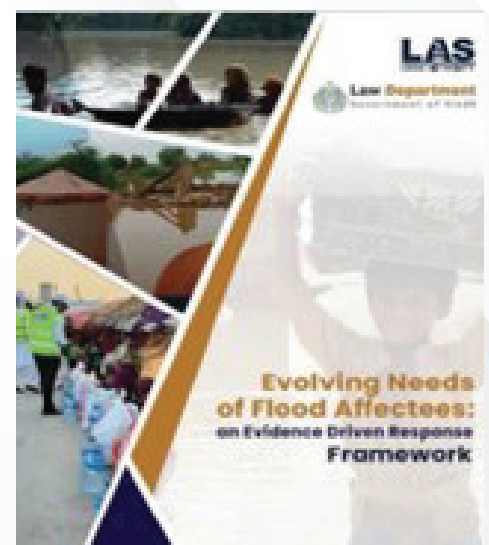
Understanding the Family Gap: A Case for the Maintenance of Parents in Pakistan (2021)

Authored by Advocate Fahad Khilji, this paper examines the gaps in Pakistani legislation regarding the maintenance rights of parents. SLACC's data provided valuable insights into the real-world implications of the current legal framework, emphasizing the need for legislative reforms. The paper suggests specific amendments to Section 9 of the Muslim Family Law Ordinance 1961 to better protect parents' rights, reflecting SLACC's role in identifying legislative shortcomings and proposing evidence-based solutions.



Evolving Needs of Flood Affectees: An Evidence Driven Response Framework (2022)

Utilizing SLACC's extensive dataset from June 14, 2022, to January 31, 2023, this policy brief offers a comprehensive analysis of the 2022 floods' impact across 24 districts in Sindh and Balochistan. SLACC's data revealed urgent needs for financial aid, basic facilities, and medical assistance, while also identifying medium to long-term concerns such as property disputes and loss of civil documentation. The research proposed nine targeted interventions to address these issues, showcasing how SLACC's data directly informed actionable recommendations for disaster response and recovery.



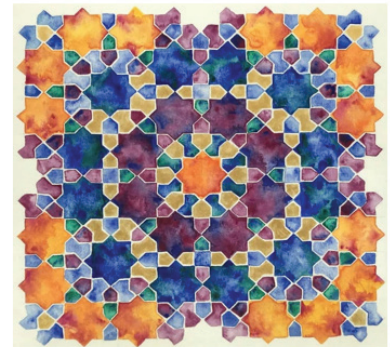
Ensuring Economic Security for Women After Divorce: A Comparative Analysis of Alimony Rights (2024)

SLACC Agent Lawyers, Ms. Izza Rizvi's article, published in Legal Transformation of formal alimony laws to protect divorced women's economic interests. It examines alimony rights from religious, legal, and international perspectives, highlighting the role of CEDAW in promoting women's economic empowerment and the need for legislative reforms in countries lacking adequate safety nets for divorcees.

LEGAL TRANSFORMATION IN MUSLIM SOCIETIES

Print ISSN 3029-0961 • Online ISSN 3029-097X

Volume 1, Issue 1, 2024



DEVIKA PAPER

Facilitating Women's Access to Property Rights through Alternative Dispute Resolution (ADR) (2024)

Women's access to property rights in Pakistan is severely limited due to traditional inheritance practices, complex legal frameworks, and socio-economic barriers. Despite constitutional protections, women face significant obstacles, including low educational attainment, restricted mobility, and gender biases within the legal system. The SLACC data from January 2018 to November 2023 highlights this issue, with over 22,000 queries related to property disputes. These include inheritance shares, partition law, maintenance and dower recovery, and succession matters, with a notable 19% higher rate of female callers in property-related issues compared to other categories. This policy brief underscores the need for a more effective Alternative Dispute Resolution (ADR) system, tailored to address these challenges and improve women's access to property rights.



Over the reporting period from July 2021 to June 2024, SLACC successfully achieved its target of 105,011 queries, consistently meeting and exceeding the annual minimum target of 33,000 queries. Despite challenges such as lockdowns, service suspensions, and high COVID-19 infection rates, SLACC management, under the leadership of Justice (R) Arif Hussain Khilji, effectively re-strategized operations. The introduction of stringent Standard Operating Procedures (SOPs) and cluster work hours enabled uninterrupted service delivery, ensuring continued support to the public during critical times.

The management also integrated SLACC's toll-free number promotion into various LAS projects, including Women's Right to Legal Property (WRLP), Religious Minorities, Sexual and Gender-Based Violence, and Alternative Dispute Resolution (ADR). These projects included the distribution of SLACC brochures and field clinics across Sindh to enhance access to legal services for women and religious minorities. A significant aspect of SLACC's marketing strategy involved a behavioral change communication model. This included targeted SMS campaigns, Facebook advertisements, Television Programs, Radio Live Shows and the placement of publicity boards in public places. Additionally, campaigns were conducted using rickshaws and distribution of Information, Education, and Communication (IEC) materials in different communities.

Quality Assurance:

Throughout the reporting period from July 2021 to June 2024, SLACC maintained a rigorous Quality Assurance framework, ensuring the highest standards of service delivery and client satisfaction. Spearheaded by the Monitoring, Evaluation and Learning (MEL) Department of the Legal Aid Society (LAS) and supported by the MEL Focal Person and Legal Analyst at SLACC, our in-house MEL team conducted monthly quality assurance reports to monitor targets, minimum quality standards, and overall call logging times. These efforts ensured adherence to international call center best practices through stringent SOPs on call handling.

During the 2021-22 reporting period, our MEL team focused on maintaining high service quality by evaluating call handling processes and monitoring call recordings. This framework enabled SLACC to comfortably exceed the annual target of 33,000 queries, with 35,119 queries recorded.

In the 2022-23 period, SLACC enhanced its Quality Assurance framework by implementing a daily performance tracking system for SLACC Agent lawyers. This system monitored key metrics such as daily calls, queries, voicemails, and abandoned calls, providing a comprehensive understanding of individual performance and highlighting any red flags. Additionally, the system of case referrals to various LAS programs was centralized and closely monitored, allowing SLACC management to track case progress and address callers' concerns effectively. These improvements ensured that SLACC met and surpassed its performance benchmarks.

For the 2023-24 period, the Quality Assurance framework at SLACC continued to evolve, emphasizing a caller-centric approach. The M&E team ensured transparency, accountability, and excellence in service delivery. The continuous assessment of key performance indicators (KPIs) gauged the effectiveness of SLACC operations, focusing on the Customer Relationship Management (CRM) system, service quality, and call handling efficiency. The effective tracking system for daily performance evaluation remained central to identifying areas for improvement and implementing corrective actions promptly.

Looking ahead, SLACC remains committed to refining its Quality Assurance mechanisms and SOPs. As the service continues to grow and evolve, SLACC is dedicated to maintaining the highest standards of performance and quality, thereby enriching the experiences of its valued callers and stakeholders. Through these efforts, SLACC continues to provide exceptional legal assistance and support to communities across Sindh.

Employee's Performance Management:

SLACC's performance management system has been instrumental in maintaining high service standards and growing a culture of excellence over the past three years. Annual employee appraisals were conducted with key performance indicators (KPIs) set for Agent Lawyers, IT, and program staff. Top-performing employees were recognized and rewarded through a competitive rewards-based system. Throughout this period, the performance management framework continued with appraisals and KPIs for all staff. The rewards-based system was enhanced to recognize top performers on a monthly basis, promoting continuous improvement and motivation among the staff. This approach ensured consistent high performance and dedication to service excellence.





Key Takeaways

Throughout the duration of the reporting period, SLACC has accomplished several significant milestones, demonstrating its commitment to providing accessible legal aid and improving community outreach:

- **Annual Query Targets:** Consistently exceeded annual query targets, achieving an exceptional 106% for the 2021-22 period, 105% for the 2022-23 period and 106% for the 2023-24 period.
- **Integration with Government Systems:** Successfully integrated with the Chief Secretary's Office through the Sindh Performance Management System (SPMS) in November 2023, enhancing public service delivery.
- **Professional Development:** Conducted a total of 24 professional training and capacity-building sessions over three years, focusing on the latest amendments in various laws and enhancing the skills of **Agent Lawyers**.
- **Partnerships and Collaborations:** Forged new partnerships with government bodies and private organizations, including Sindh Human Rights Commission, NOWPDP and Pakistan Hindu Council to improve local outreach and support the rights of vulnerable populations, particularly people with disabilities and religious minorities.
- **Annual Feedback Surveys:** Achieved excellent results in annual feedback surveys, with over 82% of respondents satisfied with the advice provided by SLACC and more than 54% following through on the advice given.
- **Administrative Efficiency:** Strengthened case referral systems, daily performance management, and tracking processes, with a continuous focus on quality assurance and the implementation of a robust tracking system for SLACC Agent lawyers.
- **Policy Briefs:** Produced and disseminated four policy papers: "Understanding the Family Gap," "Evolving Needs of Flood Affectees," "Ensuring Economic Security for Women After Divorce." and "Facilitating Women's Access to Property Rights through Alternative Dispute Resolution (ADR)" Additionally, one policy paper is in the process of finalization: "Addressing Implementation Gaps in Disability Laws: A Case Study of Sindh, Pakistan."
- **Social Media Campaigns:** Ran successful social media ad campaigns, reaching over 1,300,000 individuals, which significantly increased the number of calls and awareness of SLACC services.
- **Cybersecurity and Support:** Enhanced cybersecurity measures by introducing a firewall to protect systems and provided additional support to staff, including health insurance and transport for women advocates.

- **Community Outreach:** SLACC will continue to prioritize informing vulnerable communities, including women and religious minorities, about their legal rights. Utilizing our extensive data bank, we plan to produce timely and impactful policy briefs aimed at advocacy and driving policy change. A key initiative in this regard is the forthcoming policy paper addressing the implementation gaps in disability laws in Sindh.
- **Quality Assurance:** Maintaining and enhancing the quality of our legal advice and overall call experience remains a core focus. We will achieve this by implementing rigorous quality assurance mechanisms to ensure that our services consistently meet the highest standards.
- **Training and Development:** Training and development will continue to be a priority. We have outlined a comprehensive training plan aimed at equipping our legal advisors with the latest knowledge on newly promulgated Acts and legislative amendments, ensuring they remain well-prepared to offer accurate, up-to-date legal assistance.
- **Empowerment of PWDs:** This year, SLACC has also placed significant emphasis on supporting the rights and empowerment of persons with disabilities (PWDs). In collaboration with the Network of Organizations Working with Persons with Disabilities (NOWPDP), we will undertake initiatives designed to improve the lives of PWDs.
- **Innovation in Legal Assistance:** We are also preparing to launch a chatbot for legal assistance, which will further extend our ability to provide accessible legal advice. This innovation will significantly enhance access to justice, making it more efficient and user-friendly for individuals seeking legal guidance.
- **Strategic Partnerships:** Our future efforts will focus on strengthening strategic partnerships, particularly through Corporate Social Responsibility (CSR) programs and collaborations with private sector corporations. These partnerships will help increase SLACC's visibility and expand access to legal advice for vulnerable populations across the country, particularly in Sindh.

SLACC remains committed to delivering outstanding legal services, continuously innovating, and expanding our reach to support even more individuals in need.

We would like to extend our heartfelt gratitude to the Law Department of the Government of Sindh for trusting the Legal Aid Society with the Sindh Legal Advisory Call Centre project over the past three years. Your support and confidence in our capabilities have been pivotal in the success of this initiative.

Throughout this period, SLACC has made significant strides in providing legal advice and information to the people of Sindh. Our achievements include handling over 105,000 calls, empowering individuals with knowledge of their legal rights, and facilitating numerous out-of-court settlements through Alternative Dispute Resolution (ADR). Our efforts have also been recognized through the positive feedback received in our annual surveys, highlighting the high level of satisfaction among our callers.

We are immensely grateful to our key partners and stakeholders, including Sindh Human Rights Commission, Minority Affairs Department Government of Sindh, Network of Organizations Working with Persons with Disabilities (NOWPDP), Centre for Economic Research in Pakistan (CERP), Sehat Kahani and others. Your collaboration and support have been integral to our achievements, and we look forward to continuing our partnership to enhance legal aid services further.

We are committed to building on the progress made and continuing to provide high-quality legal assistance to the citizens of Sindh. Thank you once again for your trust, support, and partnership.



Rukhsana Parveen Khokhar
Senior Project Manager
Legal Aid Society

24/7 Helpline 0800 70806

SLACC

Sindh Legal Advisory Call Center

LAS


LEGAL AID SOCIETY



Contact Us :

080070806 

For Free Legal Advice

**Office 202, 2nd Floor, The Doctor's
Plaza, Block 9, Clifton, Karachi** 

SLACC Pakistan 