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Annual Report 2021-2022

Chairperson's Message

“Feeding a person is the most basic act of kindness. 35 years ago I opened the gates to my house to serve meals to anyone who entered in need of food till today those gates remain open to feed the hungry. This idea did not involve any long-term plan or model but it was an important step as it manifested compassion in its most raw form. It showed people that one does not require any special resources to seed good, it is the intention that pushes us to perform an act of kindness. While Rizq and its team are operating at full capacity on most days, we are inspired by the readiness of so many people to assist in both large and small ways. This is what gives us hope that we can get through this challenge together, and soon Pakistan will be a poverty hunger-free country.”

Cofounder's Message

“It is a self-evident truth that honor & dignity have been awarded to the human being by his Creator, who has also provided for him an abundance of resources. This is enough for everyone, but still billions of people go hungry every day. This is an intellectually challenging reality, and makes us wonder why so many human beings have their dignity robbed, to find a meal that we take for granted. To restore every individual's dignity and raise mankind to the status for which they are destined, is not only the need of the hour, but is also the supreme purpose.”

“And from among you there should be a party who invites good and enjoin what is right and forbid the wrong, and these it is that shall be successful.” The Holy Quran (3:104)

- Qasim, Musa, and Huzaifa

About Rizq

Rizq is a social enterprise that aims to sustain human life and help fulfill its true potential, by creating a network of social businesses that work to achieve SDG Goal#2 Zero Hunger

Foundations of Purpose and Direction

- **Mission**

To sustain human lives and fulfill its true potential.

- **Vision**

To create a hunger-free Pakistan by building a sustainable and equitable Social Businesses.

Our vision is to create a hunger-free Pakistan where no one is left behind the basic necessity of food. We can achieve this by

- Compassion
- Responsible Production
- Responsible Consumption
- Zero-Waste

OUR PROGRAMS

1. [Rizq Ration](#)

Rizq Ration is a food safety programme which provides families, enrolled in our incubation cycle, with enough food supplies to make them food secure for an entire month. The selection of beneficiaries is done after a rigorous evaluation through a poverty scorecard. Priority is given to widows, senior citizens, differently abled people and orphans.

Through Rizq Ration, we identify food-insecure communities in partnership with local community service organizations to ensure targeted support reaches those in need, then the monthly distributions are organized at our food banks, where enrolled families collect their rations. This structured process ensures each family receives consistent support. After each cycle, endline evaluations are conducted to assess family progress. This helps determine which families have achieved food security and which need to remain enrolled for additional support. Following each distribution, notifications are sent to you via email and text, providing updates on the program's progress and impact.

In 2021, our prominent partnership was with **SnackMagic** to distribute Gurr and dates to spread happiness and make hunger a thing of the past.

Impact

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2. [Rizq Bachao](#)

Rizq Bachao was first established Rizq in the field of philanthropy, bringing together individual donors, restaurants, companies, and farms to ensure that surplus food is put to use where it's needed most. At our central hub, we sort, assess, and distribute this food to orphanages, communities, and NGOs, reaching vulnerable groups and fighting food insecurity every day.

Through our Rizq Bachao program, we channel excess food from restaurants, caterers, grocery chains, and households directly to those in need, preventing waste and feeding communities. Cooked meals are distributed right away, while raw ingredients go to NGOs and centers for in-house cooking.

Impact

- **111,797 Kgs of food saved**

3. Rizq Dastarkhwan

Rizq Dastarkhwan is a project of setting up traditional communal tables to extend beyond serving meals, but to foster compassion and community. It is a community-driven initiative aimed at combating food insecurity by making free, nutritious meals available to everyone. Strategically located in areas with high levels of food insecurity, it ensures that everyone, regardless of their background, has access to a balanced meal. The program upholds dignity by offering meals with respect, ensuring that no one feels marginalized. With a focus on equality, every individual is treated with care, making sure all recipients are served with the same level of respect and compassion.

Impact

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3. Rizq Daig

Rizq Daig's aim is to be a steadfast pillar of support for those grappling with food insecurity across Pakistan. Our initiative mirrors the longstanding tradition of Daig distribution, embodying a beacon of hope for those in need. We are committed to delivering fresh, nutritious, and hygienic meals to daily wage workers and individuals seeking to mark special occasions or fulfill religious obligations by nourishing others. Through our program, each Daig brims with fulfilling meals, capable of serving up to 70-80 people. We extend our reach during times of inflation and financial hardship, ensuring that those facing adversity receive the sustenance they require.

Impact

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4. Rizq Youth Republic



The Youth Republic is a platform inviting and ending the Global Youth to exercise social justice to build a morally aware and just society.

Poverty, hunger, climate change, war, and moral corruption caused by human vices are dividing the world, resulting in hopelessness and helplessness in our social fabric. The Rizq Youth Republic provides students with the platform to exhibit compassion and raise their voice for all kinds of social. The Republic comprises a nationwide network of student chapters housed in some of the leading academic institutes of Pakistan.

Impact

- Fundraised

- Volunteers
- Chapters

Impact

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RIZQ FLAGSHIP PROJECTS

1. Rizq Ramadan

■ Ramadan Ration.jpg

From the beginning, Rizq's Ramadan campaign "**Rizq Baantnay Se Barhta Hai**" has been dedicated to embodying compassion and generosity by reaching food-insecure families across the globe. Every year during this sacred month, we set up our 'Dastarkhwan' to nourish communities and we distribute ration among the deserving families, aiming not only to feed but also to uplift and restore dignity for vulnerable individuals and families. With support from our partners, donors, and volunteers, we extend our mission by sharing abundance, offering nourishment, and spreading hope. This tradition amplifies our impact, embracing the true spirit of Ramadan and setting an example of selfless giving that transcends borders. Through fasting and charity, Rizq continues to make a meaningful difference, striving toward a world where compassion and sustenance are shared with all.

#IamwithRizq Campaign

Coca-Cola has pledged its support to Rizq in the mission to eliminate hunger across Pakistan. Rizq and Coca-Cola aimed to deliver 3 million meals nationwide during Ramadan 2022. Our Dastarkhwan volunteers had the chance to meet with senior leaders from both organizations, continuing their dedicated operations to serve those in need daily. With this partnership, we expanded into more cities, mobilized greater support, and reached more individuals facing food insecurity. #IAMWithRizq is Rizq-Coca Cola Ramadan Initiative.

Impact

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- 11,300+ Rations
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2. Rizq Qurbani

Rizq has been conducting Qurbani Drive over the years, reaching out to needy families with Qurbani meat to spread the joys of Eid-E-Qurban. As Eid-ul-Adha (Bari Eid) approaches, Muslims, and in particular, Pakistanis from all over the world seek to make preparations for the joyous occasion in a grim atmosphere. Every year we do Qurbani on behalf of people in full compliance with Islamic laws and distribute the meat amongst our identified deserving beneficiaries.

Impact

- 235 Animals slaughtered
- 22,482 Meals served
- 3432 Families served

Rizq Breeds

Rizq Breeds is a dedicated program designed to offer high-quality, healthy livestock for Qurbani at fair prices. We believe that animals for Qurbani should not only meet health and age standards but also be ethically sourced to honor the spirit of the occasion. Through Rizq Breeds, we source livestock directly from small-scale farmers, providing them with a reliable market and fair prices, which support their livelihoods without middleman interference. These animals are then made available at our Rizq Farm for purchase during Qurbani, ensuring families receive healthy, well-cared-for livestock while empowering farmers across the community. This approach reflects our commitment to fostering sustainable farming practices and creating a more equitable agricultural ecosystem.

Impact

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Establishing Impact: Launch of the Rizq Central Hub in Partnership with Coca-Cola

2022 marked a significant milestone as Claudia Navarro, VP of **The Coca-Cola Company for Middle East & Eurasia**, and Fahad Ashraf, CEO of Coca-Cola Pakistan & Afghanistan, inaugurated the new Rizq Hub in Lahore. This state-of-the-art facility includes a Mega Kitchen and food bank, serving as the central point for all Rizq operations. At the Hub, meals for all Rizq programs are prepared with strict adherence to quality and hygiene standards, ensuring that every dish is crafted with care. **The Coca-Cola Company's** generous sponsorship, as well as to the **Kausar Group of Companies** made it possible to provide us with the space to make this vision a reality.

Thank You Note

We believe that the seed of compassion exists in every human being, yet those are able to nurture and act upon it makes Rizq what it is today. Rizq is a people powered movement, and we are grateful for all the people who have supported us in any sort of way, may it be a donor, a partner or a volunteer. Every single one of them have played an integral part in the success and growth of Rizq and as we continue to expand, we always try to ensure that our platform remains transparent and accessible to everyone who has something to share.

Rizq encourages sharing resources; some share food, some share their wealth, and some share their time, yet every single effort pays in the form of feeding people. Rizq has distributed thousands of meals and fed hundreds of food to insure people while keeping their dignity intact. This is the impact that the Rizq family has created through their contribution to the movement, hard work on the field, and generous donations to Rizq's programs.

We thank you all for being a part of our journey and hope that you continue to share with us. Together we can make a difference and make Pakistan hunger-free

Partners

Companies

- Fauji Fresh n Freeze
- Kausar
- Muft Paise
- AMRELI STEELS
- Cargill
- Daraz
- Eat Mubarak
- Kashmir
- SAMSUNG
- SPRING
- SHIZA HASSAN
- Ufone
- Shakarganj Food Products

Institutions

- LCWU
- LUMS

- University of Punjab
- University of Central Punjab
- ITU / SDH Tech Lab
- University of Management and Technology
- The City School

Community Partners

- Azaad Pakistan
- B C
- Citizen Council
- DUNYA FOUNDATION
- Edkasa
- Humans of Burewala
- MESO
- Pakistan Development Exchange
- Serve Mankind

Rizq Bachao Partners

- Bread & Beyond
- ECS
- Lal Qila
- LUXUS GRAND HOTEL
- Monal
- Protato
- Roti Ghar
- Roti
- Media
- Dunya News
- Humara FM 90
- FM 91

Payments

- EasyPaisa
- TCS

Logistics

- Cheetay
- SWVL
- Airlift

Knowledge

- Social Innovation Lab

More pictures in drive:  Annual Report 2021-2022 and  Projects