



ANNUAL  
REPORT  
2024



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SUSTAINING  
**HUMAN LIVES,**  
FULFILLING ITS  
**TRUE POTENTIAL**

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REPORT  
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## Our Vision

Rizq is working to achieve a world where every human being has the right to live with dignity — free from hunger, deprivation, and inequity — and where no individual is limited in reaching their potential due to lack of access to the basic essentials of life.

## The Values We Abide By

- Compassion
- Benovolence
- Integrity
- Sustainability
- Innovation
- Empowerment

## Our Mission

To build a people-powered movement that creates innovative welfare programs, social businesses and research initiatives— transforming food & livelihood systems into models that are equitable, resilient, and rooted in compassion.

## Chairman's Message

"In a world that continues to disregard the sacredness of human life with every passing day, Rizq continues to remind us of one single formula: abundance begins with intention. The joy that comes from a shared meal, a roof over the head, an education that enlightens and a soil that is fertile is often underscored, but these essentials are what yields a human, beaming with potential. When I look back at the turbulent year that 2024 was, I feel proud of Rizq's scaling operations to sustain human lives beyond just the borders, to ensure no one loses out on their true potential due to a lack of resources. This year, as I walked through our farms and saw the empowered farmers who are the backbone of our food landscape, I realised what true Rizq means. As I observed the lines of daily-wage workers outside our food carts, I saw the hope that one plate of food can spark. As I read through the insights of our innovation labs, I sensed the potential this country truly holds to solve problems. Through all of Rizq's activities this year, I saw more than just operations. I saw the transformation of a society. Every project, every new intervention - although it might seem like a drop, it is creating an ocean. Through this entire ecosystem spanning agriculture, youth, housing, and food security, Rizq is breaking barriers and bringing forth a more just and equitable system through a people-powered revolution. This year, we not only sustained our activities across the themes, but also saw our efforts yield fruit. This wouldn't have been possible without the support of all the donors, the partners, the volunteers, and of course, the dedicated team that continues to turn this dream into a reality."

Mian Farooq Ahmad





# Co-Founder Reflections: The Rizq Vision

“Pakistan stands at a crossroads. Our youth, our soil, and our potential demand a new architecture of social development, one rooted not in aid but in dignity. 2024 for us, was a learning curve. It taught us the power of systems: regenerative, circular, inclusive. For many of the interventions we have already started, and activities we have been doing for the past 9 years, this year taught us how to do them better. We learnt how to make our systems more efficient, and our growth more stable and sustainable. Rizq continues to grow and venture into new domains. Whether it was our conversations at COP29 or our youth programs, or during the operations of our food and agriculture programs, Rizq continued to ask the hard questions: **What sustains life? What dignifies work? What restores community?** The answers of these questions are not always straightforward, but they are necessary. These questions are what drive our efforts, and allow us to continuously push our limits. Everything we do, and everything we did this year, was for one purpose alone: restoring the dignity of individuals. Be it our housing project or our agricultural interventions, our end goal is to help individuals lead purposeful, empowered and fulfilled lives - especially those belonging to neglected communities. This year, we found answers to our most pressing question: **how to move beyond charity, to developing a self-sustaining system that not only aids, but transforms.** We found our answer in a social business model. This year, we restructured, we streamlined, we celebrated our victories and we emerged stronger than before. We are excited to put all this learning into action over the coming year. With the support of all of you, we know we will be able to exceed every goal we set for ourselves!

— Qasim, Musa, Huzaifa



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## This Year We... Rebuilt Pakistan, Sustainably

Ever since the devastating floods of 2022, Rizq has been on a silent mission: rebuilding Pakistan from the grassroots. From small-holder farmers in South Punjab to minorities in Sindh, we reached communities often overlooked in mainstream development programs.

2024 not only saw the results of our efforts, but also allowed us to deepen our roots further. We saw the impact of our agricultural interventions, not only in the form of increased yields, but also through empowered farmers. We witnessed first-hand how powerful young voices can be, when given the right amount of trust and opportunity. We also expanded our activities under our Relief and Resilience theme, whereby we started providing the essential necessity of shelter to flood affected families in Sindh.

With every program, the focus shifted from relief to regeneration, placing dignity, self-reliance, and circular economies at the heart of all social business models.



### — Overall Year Impact —

<b>561</b> Farmers Onboarded	<b>2,600</b> Acres Cultivated	<b>PKR 80M+</b> Inputs Distributed to Farmers	<b>40%</b> Yield Increase Reported	<b>1M+</b> Meals Served	<b>4,500</b> Kgs of Qurbani Meat Distributed	<b>2500</b> Youth Mobilized Across 30 Chapters	<b>35,000+</b> KGs of Excess Food Saved
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# Fighting Urban Hunger: Affordable Nutrition Served With Dignity

Faraz is a rickshaw driver in Lahore, originally hailing from Daska. With an ailing father back home and four kids in school, he has more responsibilities than he can count. Faraz drives around the city from dawn to dusk in an attempt to make ends meet, and in this struggle, he neglects his own health.

“Earnings are variable. On a few good days, I can earn over 10 thousand in a day, but most days, its hardly enough to cover the petrol costs. I have a family to feed, how can I waste the money feeding myself?” says Faraz.

Millions like Faraz exist in Lahore alone. Some drive by us in rickshaws, some in factories, others burn under the scorching sun, laying bricks. At the end of the day, they have just enough to satisfy their families’ hunger. With an average nutritional meal costing around 250-300 rupees, food has become a luxury for many.

But Rizq has always believed that nutritious food is a necessity. Hunger is a major hindrance to reaching full human potential. We cannot afford to have a world where millions are not allowed to satisfy their fundamental needs.

In 2024, Rizq Khana food carts were officially scaled and built upon the success of previous years to counter urban food insecurity, and we have been able to scale our operations up. With a nutritious plate of Daal Chaawal being served for just Rs. 90, Rizq Khana food carts are re-imagining an urban landscape



15	223,000	3,000
Food Carts Operational Yearly	Total Meals Served in a Year	Daily Meals Served

allowing us to expand to 15 food carts, strategically placed at all major urban centres outside hospitals and public transport stations.

Rizq Khana is a simple solution, but one that is transforming lives.

“I no longer have to go to bed hungry. There’s a cart 5 minutes away from my room, I have the daal chaawal daily without having to compromise on my budget!”

There are thousands like Faraz for whom Rizq Khana carts are not just serving food, but a ray of hope!





# Sustaining Those Who Sustain Us: How We Empowered Our Farmers

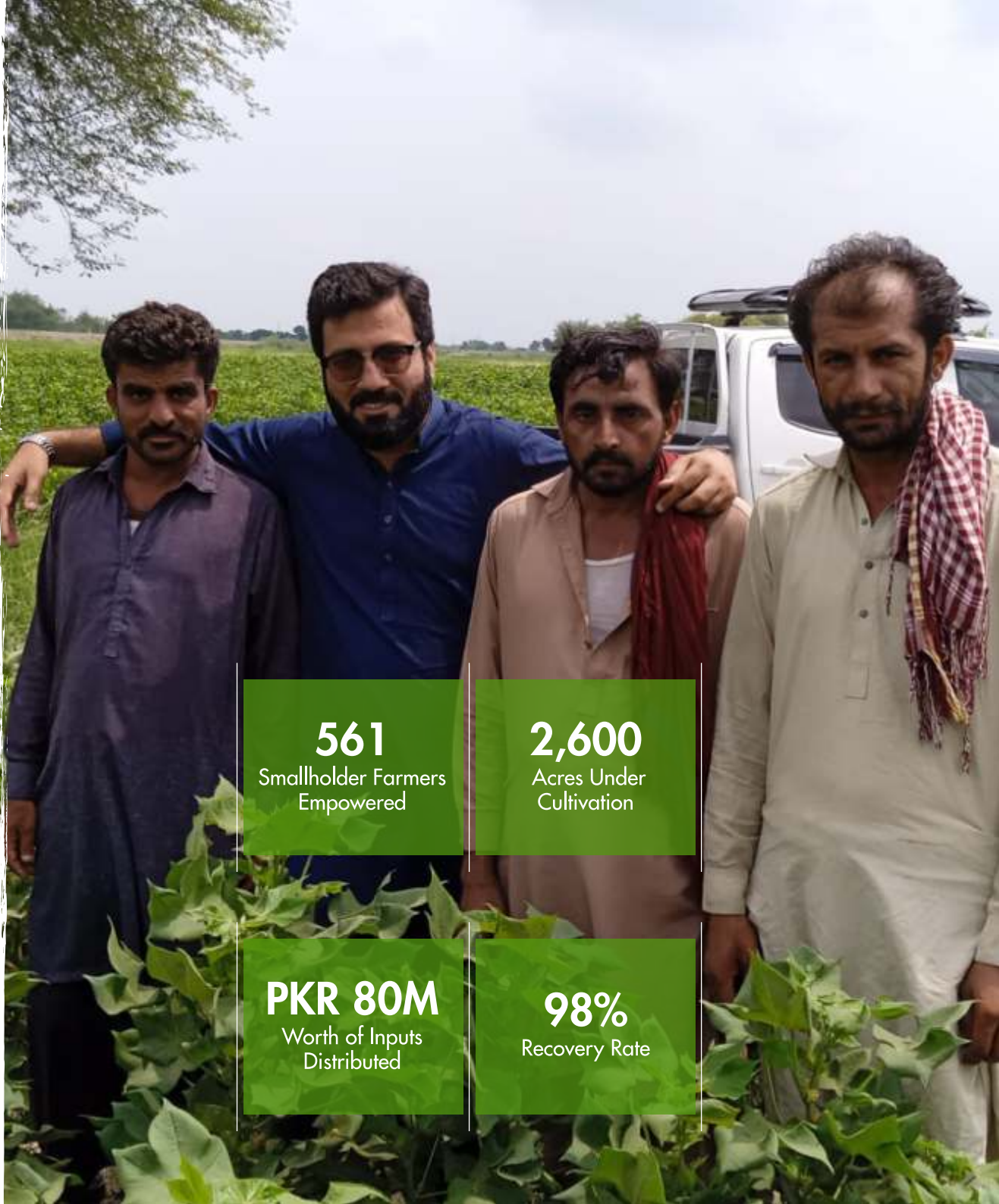
During our flood relief activities of 2022 in Kot Addu, we met Khuda Baksh. Khuda Baksh is a small-holder farmer with a little over 3 acres of land to himself. We met him at a devastating time when the floods washed away his entire cotton crop which he was set to sell in the market in the coming days.

**“What am I going to do now? I have nothing left. My cotton crop is gone, so is my house. I have no money left to rebuild everything. How will I feed my kids?”**

Khuda Baksh’s story is one of every other house across the South Punjab region. The flood washed away millions of acres of land, along with that, lifelong savings and future aspirations of many like Khuda Baksh were lost.

These are the real affectees of climate change, who get neglected during any relief operations. For their survival, these small-holder farmers have to rely on middle-men for fertilisers and investment which adds a layer of trouble as they are heavily exploited. Forced to pay exorbitant interest rates, just to receive low-quality inputs puts them in a never-ending cycle of debt and modern-day slavery.

Seeing scores of such stories across Pakistan, Rizq decided to intervene. These farmers form the backbone of our entire food landscape, yet they get no reward. In 2023 Rizq began providing these farmers interest-free loans in the form of high-quality agricultural inputs, which the farmers had to pay back at



561 Smallholder Farmers Empowered	2,600 Acres Under Cultivation
PKR 80M Worth of Inputs Distributed	98% Recovery Rate

the time of harvest. Alongside, training and market access was also provided to these farmers to bring dignity back to them, and give them their much needed ownership.

A year later, we have not only made the land fertile again, but we have also empowered hundreds of farmers. The job has only begun.

**“My kids used to say they will never become farmers, today, my son is training alongside me. This for me is the biggest victory.”**  
Khuda Baksh







## Transforming Agriculture Through Innovation and Precision - GroRizq

Life in the outskirts of Mankera is vastly different from anything we can experience in cities. Here we met Nazia, a young girl with the brightest smile, proudly showing off her bangles. She was a ray of life in the otherwise barren land.

We made a decision to become part of turning the entire region to mirror the life and hope we saw in Nazia's eyes. Two years later, we are one step closer to achieving the mission.

Underneath the scorching heat and the harsh climate lies a soil which is fertile, and accommodating. The soil that gives life and spreads hope. We have so far managed to convert 3,000 acres into lush, green lands and have a long way to go. But just with this small intervention, the impact has been profound.

The land has given back more than what we put in. With the mission to yield sustainable growth that improves soil health and ensures ecosystem restoration, we developed scalable interventions across the value chain. The result has been profound, with the land yielding high-value export-friendly crops like Rhodes Grass, Alfalfa, and Dates.

Two years later, Nazia and her friends, now older, run through the lush green fields instead of the harsh soil. As she hides behind the bushes, her laughter engulfing the entire space, we know the initiative was worth it!

ذرا نم ہو تو، یہ مٹی بہت زرخیز ہے ساقی

**30,000+**  
Tonnes Yielded

**Sustainable  
Farming**  
Pilot Launched in  
Cholistan

**2,000+**  
Acres of Barren Land  
Cultivated





## A Roof Over The Head: A Fundamental Right Becomes A Luxury?

The floods of 2022 were a devastating moment for the nation in a myriad of ways. The impacts continue to expose themselves even now. Millions of lives were affected in ways that numbers cannot completely grasp. Lives, dreams, memories - all flooded away with the water in moments. Sindh was amongst the worst affected areas, yet, the most neglected.

**"First we lost our home, then we couldn't even fetch firewood to cook. Our children would have to walk miles to find water to drink. Life came to a stop for a year."** (Rani)

The more Rani told us about life in Mirpur Khas in the year following the floods, the more we felt ashamed of being away from the lived realities of climate change. As we moved across communities, the stories continued to get more and more devastating, but at the core of them all was one shared experience: houses had been washed away, taking with them the sense of security and comfort.

We had originally entered the region for food-based interventions, but we soon realised that we could not even distribute ration packs if people had no homes. This is when we decided to expand beyond just food interventions, because to truly sustain human lives meant beyond food and to other necessities as well. We knew we had to act, and we had to act fast.

Setting up the Housing Innovation Lab was a challenge, but it was a necessary step to take. It combines climate resilience, affordability, and dignity-driven design to address homelessness. Inspired by barefoot architecture and built for climate-vulnerable communities, the HIL secured a global grant and launched its



first prototyping phase. 2024 set the foundation for a replicable, scalable shelter model, but this is just the beginning.

**"My children have a roof over their heads. They feel secure and sheltered. I never thought this could be possible again."**

Shelter is not a luxury, it is a fundamental requirement. How can we let people live without it?

**\$500K**

Citi Foundation  
Housing Innovation  
Award Secured

**500**

Climate-resilient  
Homes in Design  
& Construction Phase

**100+**

Individuals Trained  
in Sustainable  
Construction





## Building A Conscientious Future Generation

Meet Mahad, our youngest hero. At 11 years of age, Mahad is already a social impact advocate, and one of the most active members of the Youth Republic network. Always willing to go out of his way to help those who are less fortunate, Mahad continues to inspire those around him.

**"I come here because it feels so good to help hundreds of people. I think everyone should do this because we have so many more people who need our help."**

There are hundreds of children like Mahad all around Pakistan, with the urge to help those around them in any capacity they can. These young kids are the future of Pakistan, blooming with potential. Unfortunately, they often find themselves directionless, unable to find positive avenues to channel their inner compassion and skills.

Rizq - the brainchild of three young boys - has always advocated for youth-led solutions. The movement is majorly powered by young volunteers who are willing to go out of their comfort zones to sustain humanity wherever needed. Youth Republic is a nationwide student-led movement enabling civic action and leadership development, that allows compassion to be harnessed in a sustainable, practical manner. This is done through different initiatives like Karavan trips where students are introduced to agricultural practices, training camps, and volunteer opportunities to instill values of food and climate justice into the moral architecture of tomorrow's leaders.

2024 saw deeper engagement across Pakistan with new students joining the movement and creating impact across the board.

The future will be shaped by the generation we are raising today. We must decide how we want our future to look like.







## Pakistan Leads Food Systems Research Globally

Imagine this: Pakistani researchers leading global policy dialogues, and become drivers of evidence-backed innovations. The Water, Energy and Food Nexus (WEFNEX) Hub of Rizq is working to make this a reality. By partnering with global institutions, the Hub drives curriculum development, regional training, and regenerative advocacy. It is the think-and-do tank for agriculture-food innovations.

This year saw major strides from the Hub which included designing the first national curriculum for food system innovation, and attending the Social Business Day in the Philippines.

The highlight was the representation of Pakistan at the Asian Institute of Technology's (AIT) Policy Dialogue in Thailand. Through panel discussions with esteemed individuals from different sectors, Rizq's participation was proof that Pakistan is no longer a passive player in the global domain, but rather a proactive leader of conversations and thought leadership.

Attended the Social Business Day in Philippines

Organised the Sustainable Agriculture Policy Dialogue at AIT Thailand in collaboration with Yunus Center



## Ramadan 2024: Rizq Bantnay Se Barhta Hai

Rayyan Azhar, the Dastarkhwan lead at Shaukat Khanum, Lahore has been a part of Rizq Youth Republic for years now. He narrates a moment during the Ramadan campaign which has stayed with him, and shaped his entire perspective. He recalls:

"I remember one day we had more people than usual on the dastarkhwan - must be over a 1000. The people kept coming, but we just did not have enough food for them. We were worried that many would leave hungry and were trying our best to fill up as many plates as possible. It was during this time that an anonymous person dropped two full daigs of food at the dastarkhwan. I still can't believe that happened, but we left with spare food!"

Stories like these are not unique. As our co-founder, Huzaifa Ahmad likes to put it: "Ye Allah ke mehmaan hein, in ka Rizq Allah bhejta hai".

Every year, we set up our Ramadan dasatrkhwans which are open to anyone and everyone. Every year, the gatherings continue to get bigger. This year, we saw numbers that we could never even imagine. It all makes us believe in one thing even strongly: "Rizq Baantnay Se Barhta Hai".

**200,000+**  
Meals Served At  
Iftaar Dastarkhwans

**2,500**  
Ration Packs  
Distributed

**19+**  
Cities  
Covered





## Bari Eid, Bari Qurbani

As we celebrate Eid-ul-Adha every year, our priorities include getting the most beautiful animal or putting a request list to our mothers to make the meals of our choice.

There's also a parallel world that exists just blocks away from us: a world where hunger persists even during the festival of meat.

Saadia is a 9 year old resident of Sattu Katla - a village situated in the midst of "elite" societies of Lahore. Saadia doesn't understand what income inequalities or systemic injustices are. She also doesn't understand that she has been disadvantaged at birth, by being born in a family which belongs to the lowest strata.

Saadia's 11 year old brother Arshad assists at a mechanic shop nearby, while her father is a local fruit vendor. On Eid day, she innocently asks her father: "hamara bakra kahan hai?" Her mother silently hides her tears as she goes back to cooking the daal on the stove - just enough to suffice for a day.

The true spirit of Qurbani rests in undoing these inequalities, and bringing the joy of the festivities to everyone. The division of meat equally into three parts is meant to ensure that nutritious requirements are met for all sectors of society. Rizq's Qurbani campaign is meant to ensure this spirit is maintained in action and celebrate Bari Eid truly.

4,500+ Kg Meat Distributed	56 Direct Qurbani Orders Delivered	PKR 10.6M Mobilized From 278 Donors	10+ Reach Across Urban and Rural Locations
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## Global Engagement & Partnerships

2024 marked Rizq's emergence as a global voice for dignified development. From engaging at COP29 in Azerbaijan to convening dialogues at Social Business Day in Thailand, Rizq positioned Pakistani innovation on the world stage.

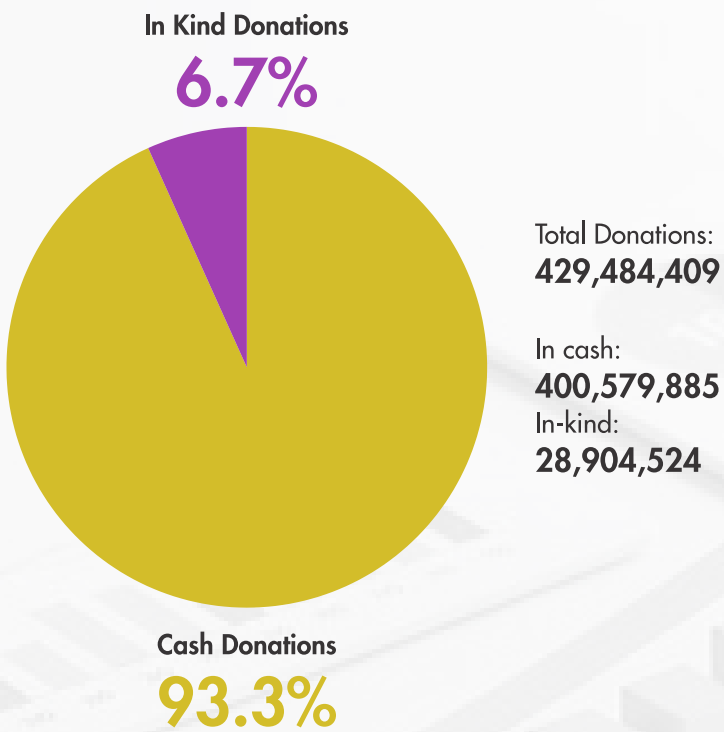
- Meeting with Dr. Muhammad Yunus, Chief Adviser of Bangladesh & Founder of Yunus Centre, at 11th Social Business Academia Conference in Thailand
- Jacqueline Novogratz, the founder and the CEO of Acumen, a nonprofit global venture capital fund, visited Rizq Central Hub in Lahore, Pakistan
- CEO Rizq, Qasim Javaid, attended COP29 in Baku, Azerbaijan

Rizq got into partnerships with major local and global partners to scale our projects to new communities and locations.



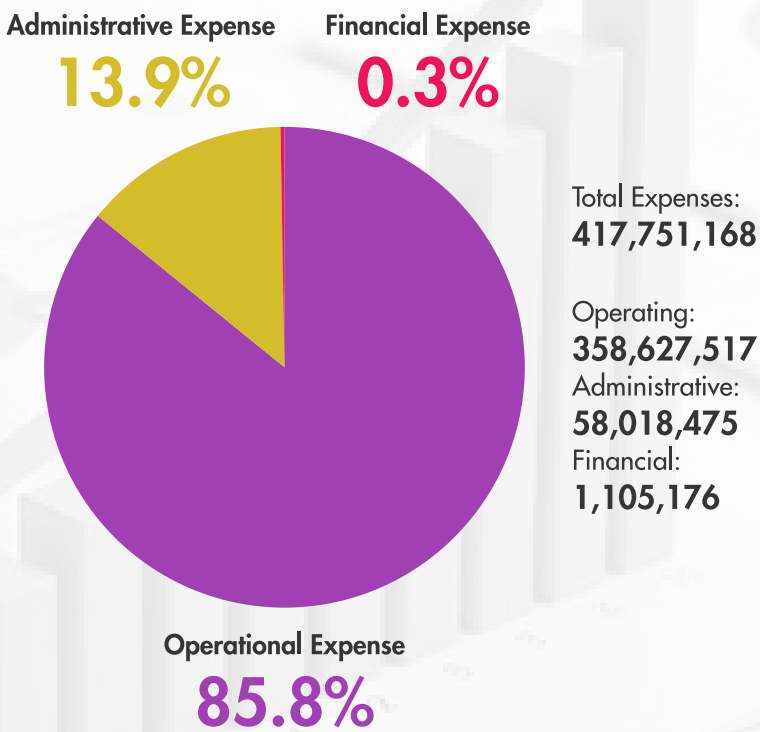
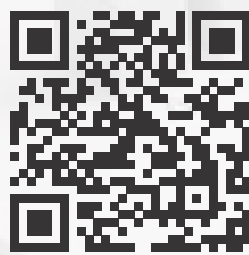


# Financial Overview (High-Level)



## Financial Report 2024

(Scan to view the complete report)



## Certifications & Legal Documents

Rizq is one of Pakistan's highest rated, Zakat compliant non-profits, certified by the following authorities:



## Gratitude & Acknowledgments

To every farmer who trusted us, to every youth who showed up, to every donor who contributed, to every volunteer who served, and to every partner who believed in us.

Rizq is more than an organization. It is a belief that systems rooted in compassion can change the world. Thank you for building this movement with us.

Together, we sustain lives.