

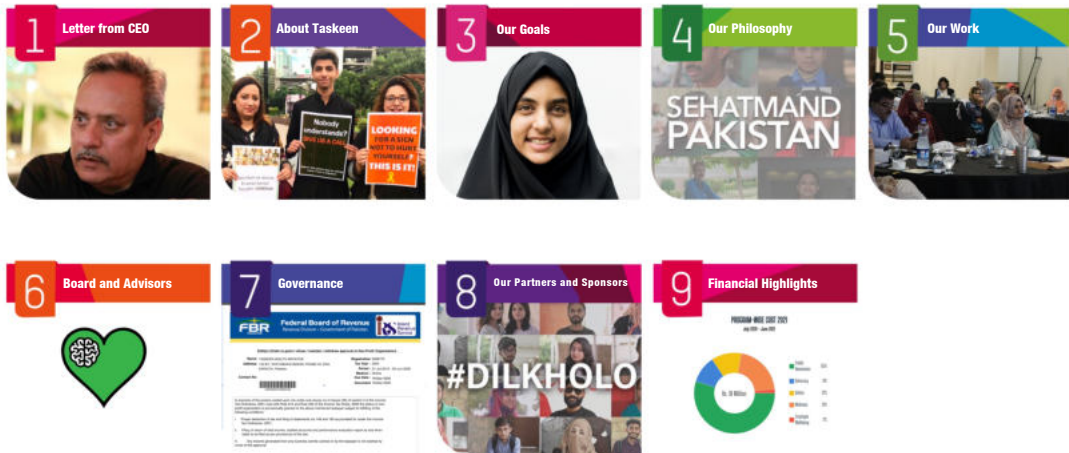
TASKEEN 
SEHATMAND PAKISTAN

www.taskeen.org

ANNUAL REPORT

JAN-DEC 2023





1

LETTER FROM THE CEO

I am delighted to share the significant strides that Taskeen has taken in 2023 to advance the cause of mental health and well-being in Pakistan, as outlined in this year's annual report. It is widely acknowledged that many social issues stem directly from the psychological state of our people, making our mission of promoting mental health awareness and support all the more crucial.

This year, our dedicated team has played a pivotal role in advocating for change, with special thanks to their on-the-ground leadership. I express my gratitude to our generous donors for their unwavering support and, most importantly, to our beneficiaries for their continued belief in us and utilization of our services.

Key achievements in 2023 include:

- 1. Extensive Reach Through Campaigns:** Our public mental health campaigns and impactful videos reached over 14 million people on social and mass media, fostering greater awareness.
- 2. Community-Based Awareness Programs:** We successfully expanded our community-based awareness programs in primary healthcare clinics, aiming to raise awareness and diminish the stigma surrounding mental health.
- 3. Collaboration with WHO:** Taskeen collaborated with the World Health Organization (WHO) to produce insightful videos shedding light on the experiences of individuals with lived experience of mental health challenges.

- 4. Launch of Taskeen Helpline in Gilgit Baltistan:** In collaboration with AKHSP, we launched the Taskeen helpline in the Gilgit Baltistan region, extending mental health support to those in need.
- 5. MOU with GB Government:** Signing a Memorandum of Understanding (MOU) with the Gilgit Baltistan government, Taskeen aims to broaden mental health services in the GBC region.
- 6. Increased Helpline Capacity:** We successfully enhanced the capacity of our mental health helpline, providing free-of-cost support to individuals seeking assistance.
- 7. Celebrity Videos on World Mental Health Day:** Taskeen collaborated with the British Asian Trust to release celebrity videos on World Mental Health Day, further amplifying our message.

My heartfelt thanks extend to the incredible Taskeen team, our partners, donors, and government functionaries for their unwavering support and collaboration. We are eager to build on these achievements and look forward to your continued support in the coming years. Together, we can make a lasting impact on mental health in Pakistan.

- ARSHAD ANIS – CEO

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ABOUT TASKEEN

Taskeen (“تسکین to comfort”) is a non-profit that aims to promote mental health and prevent mental illnesses in Pakistan and change people's attitudes and behaviours towards mental health and wellbeing through:

AWARENESS
EDUCATION
EXPRESSION
ADVOCACY



OUR GOALS

- 1** To raise **awareness** about the importance of mental health and reduce the stigma against mental illness
- 2** To **educate** people about the causes, signs, symptoms, prevention, and treatment of mental illness
- 3** To facilitate healthy **expression** to help those affected by mental health problems
- 4** To **advocate** for policy change and increased investment in mental health on a national level



OUR PHILOSOPHY

Healthy Body,
Mind, Spirit



Sehatmand
Jism, Nafs, Ruh



Healthy
Relationships



Sehatmand
Taluqaat



Healthy
Society



Sehatmand
Maashra



Healthy
Pakistan



Sehatmand
Pakistan

OUR WORK

5



PUBLIC MENTAL HEALTH AWARENESS

Our Impact


40

Total Videos


14 MILLION

Social Media Reach


9 MILLION

Social Media Video Views


250,000+

Social Media Engagement


100,000+

Website Visitors

Our Work

Dil Kholo

03 Video sketches

Video campaigns focusing on raising awareness and combating the stigma attached to various mental health problems

Reels & PSAs

10 Videos

Impactful reels and public service announcements videos for awareness and educational purposes

Celebrity Videos

09 Videos

Celebrities and influencers shout-out videos to enhance brand visibility and awareness

Supporting Content

100 Static Posts

Static posts to create awareness around various mental health topics

Stories of Hope

14 Videos

Stories of people with lived experience encouraging those who have recovered to provide hope to those who are suffering

Educational Videos

04 Videos

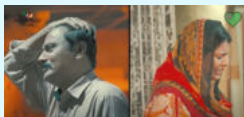
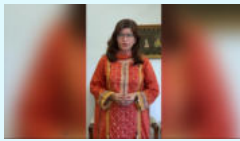
Educational videos aimed towards creating mental health awareness

Mass Media Shows

07 Shows

Mass media and FM shows on leading TV channels and radio stations with the aim to reach a larger audience and foster meaningful dialogue about the prevailing mental health issues facing our society

PUBLIC MENTAL HEALTH AWARENESS



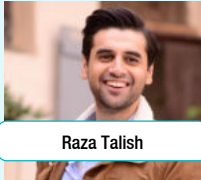
Stories of Hope

Snack Videos

Mass Media Shows

Short Films

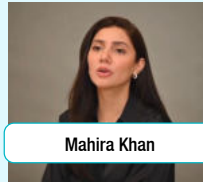
CELEBRITY ENGAGEMENT



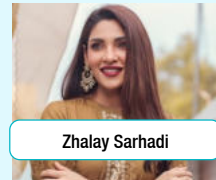
Raza Talish



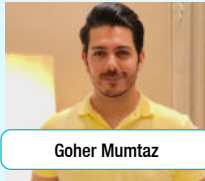
Anoushey Ashraf



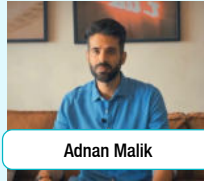
Mahira Khan



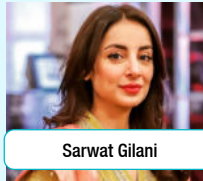
Zhalay Sarhadi



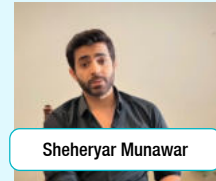
Goher Mumtaz



Adnan Malik



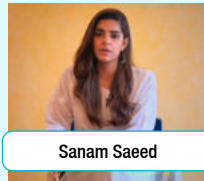
Sarwat Gilani



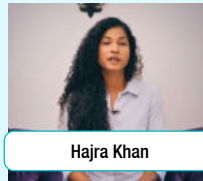
Sheheryar Munawar



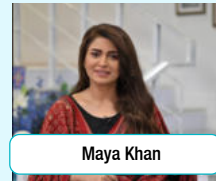
Umar Aalam



Sanam Saeed



Hajra Khan



Maya Khan

MENTAL HEALTH INTEGRATION IN HEALTHCARE INSTITUTIONS

Taskeen has successfully established a **mental health integration in healthcare institutions** program. The program was successfully piloted in the primary healthcare clinics of Zubaida Machiyara Trust (ZMT), Sehat Kahani, and Fahmida Begum Foundation (FBF) with support from British Asian Trust (BAT).

The goal of this program is to increase awareness, reduce stigma against mental illness and provide accessible mental health services to patients from underserved communities.

Through this program we have achieved the following impact:



Reach

37,000+ patients



Referrals to Taskeen Helpline

855 patients



Total Consultations

300 patients



MENTAL HEALTH ADVOCACY

Publications and Case Studies:



UGMH published a case study on Taskeen's work towards mental health advocacy

[Link Here >>](#)



Suicide Decriminalization article published in The Lancet

[Link Here >>](#)

Impact



Working with the Islamabad Health Regulatory Authority for regulation of mental health services



MoU signed with the Gilgit-Baltistan Government



MoU signed with Health Services Academy, Islamabad

Webinars:



Suicide Decriminalization in Pakistan:
The Way Forward



WHO Policy Brief on
Suicide Decriminalization



GMHAN webinar on
Digital Mental Health

MENTAL HEALTH ADVOCACY



Taskeen participated in the **Global Mental Health Action Network Annual Meeting** in Cape Town, South Africa



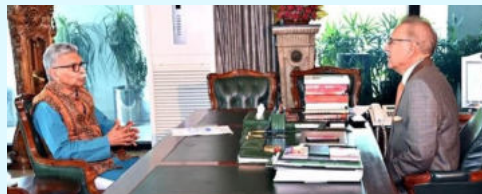
Taskeen participated in the **WHO-EMRO Inter-country meeting** in Cairo, Egypt



Pakistan Mental Health Coalition held their **second annual meeting** in November 2023



Pakistan Mental Health Coalition held two stakeholder sessions in 2023 to work towards **development of ethical standards for mental health professionals**



Taskeen is working with the **Ministry of National Health Services, Regulation and Coordination (NHSRC)** and the **President's office** to establish a national mental health policy and to strengthen the national mental health helpline

MENTAL HEALTH HELPLINE

Our Impact

13,503

Online Distress Screening

8,336

Total Consultations Conducted

4,476

Total Beneficiaries Treated

Evaluation

67.1%

Beneficiaries reporting decrease in distress

97.3%

Beneficiaries satisfied with their counsellor

82.8%

Beneficiaries reporting service helpful

Testimonials

It was very beneficial. I shared my current problems with the counselor, and they listened to me patiently, understood my issues, and gave me some tips. As a result, I have become mentally relaxed and capable of making decisions. Previously, my mind was very distracted, but now I am much more satisfied. The counselor was very professional and authentic, paying close attention to what I was saying.

Male, 32, Rawalpindi

The counselor advised me to keep myself occupied, go for a walk, and get out of the house. I've been doing that, and it has significantly cleared my mind, bringing a sense of peace. While there has been a noticeable difference after the session, the challenges at home never seem to end. The counselor's approach was excellent—speaking with patience, using a soft tone, and addressing my concerns with empathy. My children were making noise during the session, but the counselor didn't mind and spoke kindly.

Female, 26, Mirpurkhas

The session was quite beneficial, the counselor guided me well and discussed the issues with me. They gave me a breathing exercise that I'm trying to do daily. The counselor's approach was very good, extremely helpful.

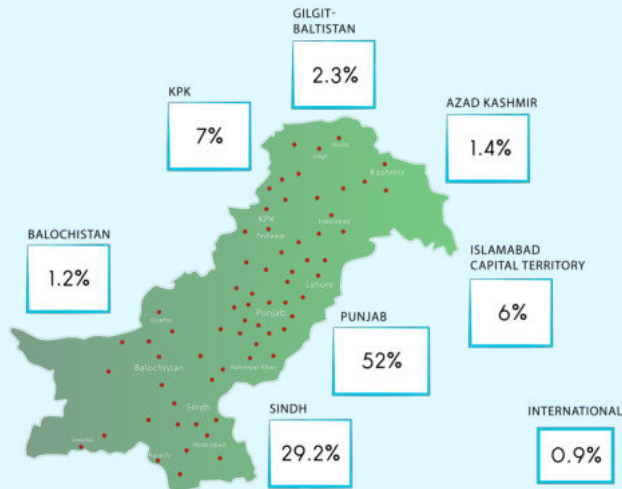
Male, 24, Peshawar

We are not experts, so some things are not clear to us. Seeking advice from a counselor was quite beneficial. They provided techniques that I am implementing to a significant extent. Their demeanor was very humble and polite.

Female, 39, Gilgit

NATIONAL FOOTPRINT (N=4,246)

A map highlighting the locations of the beneficiaries of our mental health support activities.



TASKEEN CHATBOT

If you ever want to talk it out, we'll be here



0316-Taskeen (8275336)

TASKEEN 
SEHATMAND PAKISTAN

Chatbot

9,100

Total Users

393

Chatbot Distress Screening

Chatbot Marketing Videos

1

Post

116,831

Chatbot Marketing Reach

1,308

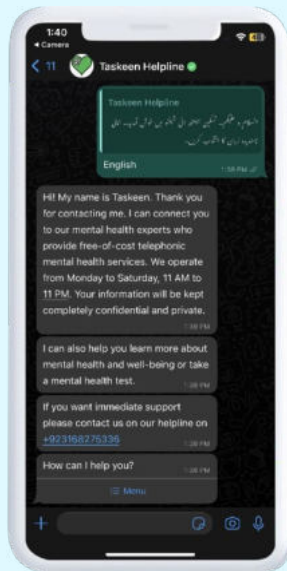
Link Clicks

- The Taskeen Chatbot aims to provide screening and psycho-educational tools to children and adults in a quick and standardized manner in order to increase mental health accessibility on a large scale and decrease stigma associated with it.
- Taskeen Chatbot was launched in May 2021 for the public.
- Taskeen School Wellbeing Chatbot is being piloted to be launched by 2023 in schools to raise awareness around mental health, decrease stigma and provide easy access to resources for early prevention.

WHATSAPP APPOINTMENT SCHEDULING CHATBOT

The Taskeen WhatsApp Chatbot is an automated tool designed to act as an efficient and user-friendly means to accessing mental health support

- **24/7 automated appointment screening** process of clients requiring mental health support
- **Urgent case screening** and immediate support provided
- **Mental health resource tools** made available through the click of a button
- **Efficient and quick appointment** scheduling method
- Direct support by **helpline coordinators** for beneficiaries



BOARD



Arshad Anis

Director & CEO



Irfan Mustafa

Co-founder and Chairman



Hamza Khan

Director



Beenish Nafees

Director

ADVISORS



Dr. Rubeena Kidwai

Advisor



Dr. Ali Hashmi

Advisor



Shireen Naqvi

Advisor



Ms Waliyah Mughis

Advisor

TASKEEN TEAM

We would like to thank all the team members who worked to help us fulfill our objectives in this year.



Dr. Taha Sabri



Naveed Ahmed



Syed Kareem



Ahsan Siddiqui



Faryal Yameen



Almas Mustaqeem



Hamail Ali Khan



Hasan Afridi



Samina Jamal



Sana Liaquat



Babar Jafree



Sinan Charania



Duaa Nusrat



Hadi Amir



Dr. Mekaiel Zia



Tayyaba Imran



Sarah Hatim



Sidra Islam



Nida Rehman



Gaurav Alias Ganesh



Sharmeen Khan



Maheen Fahim



Javeria Bano



Shahzor Hashim



Mahrukh Iftikhar



Komal Dayani



Zulfiqar Ali



Batul Baqir



Nimra Sultana



Tina Khatri



Aymen Nihan Siddique



Faryal Gohar



Jawahir Ali



Mariyam Sibghatullah



Saima Shaheen



Seema Osman

GOVERNANCE

Legal Status

Profile: **A Non-Profit Organization**

Registered under Section 42 of the

Companies Act, 2017

Incorporation #: **0140099**

Bank Information

Bank: **Bank Al Habib**

Zakat Donation Account #:

1005 0081 0430 6501

General Donations Account #:

1103 0981 0076 6301

Legal Advisors

SAIDUDDIN & CO.

ADVOCATES, TAXATION, MANAGEMENT & LEGAL CONSULTANTS SINCE 1956

Auditors

JSA
JUNAIDY SHOAIB ASAD



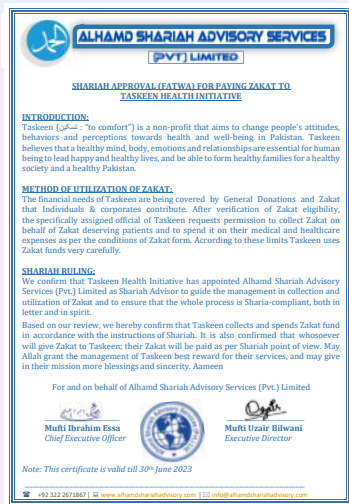
Morison KSi
Independent member



CLICK NOW

GOVERNANCE

Shariah Compliance Certification



Pakistan Centre for Philanthropy Certification



OUR PARTNERS AND SPONSORS

Media/Promotion Partners



Mental Health Partners

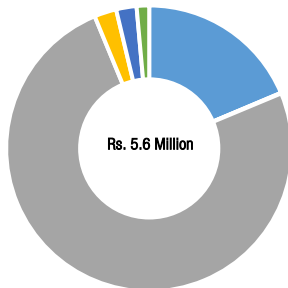








Donors



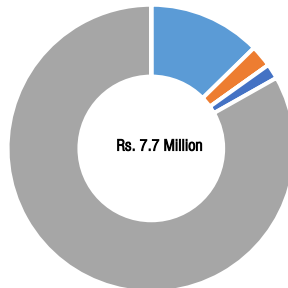
FINANCIAL HIGHLIGHTS







ASSETS 2022
July 2021 - June 2022



	Fixed Asset	19%
	Prepayments	3%
	Long Term Prepayment	0%
	Security Deposits	2%
	Cash and Bank Balances	75%
	Advances to Employee	0%

ASSETS 2023
July 2022 - June 2023



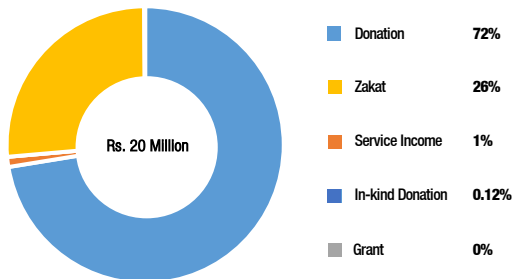
	Fixed Asset	13%
	Prepayments	2%
	Long Term Prepayment	0%
	Security Deposits	2%
	Cash and Bank Balances	83%
	Advances to Employee	0%

Graphical representation of Assets in 2022 and 2023

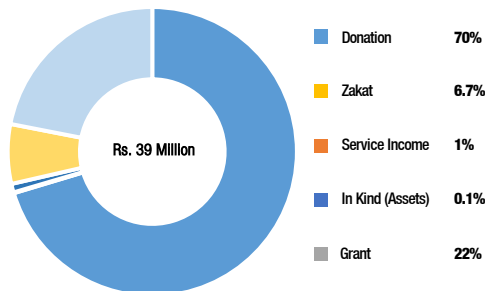
- Overall assets increased from FY 2022 to FY 2023

FINANCIAL HIGHLIGHTS

INCOME 2022
July 2021 - June 2022



INCOME 2023
July 2022 - June 2023



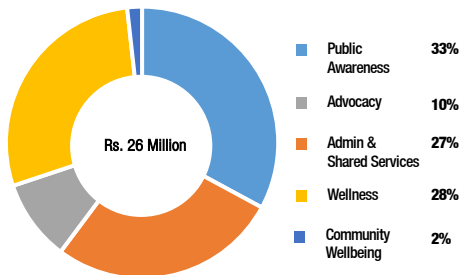
Graphical representation of Income Statement of 2022 and 2023

- Major portion of income in FY 2023 were unrestricted funds generated from general donation
 - Zakat increased from 4% in FY 2021 to 26% in FY 2022

FINANCIAL HIGHLIGHTS

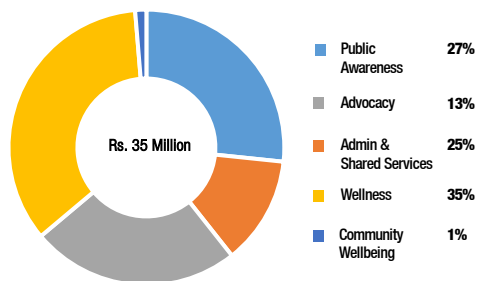
PROGRAM-WISE COST 2022

July 2021 - June 2022



PROGRAM-WISE COST 2023

July 2022 - June 2023



Graphical representation of Program-wise Costs in 2022 and 2023

- Overall spending increased by 35% from FY 2022 to FY 2023
- More funds were spent in Wellness program because of expansion of service capacity

FINANCIAL HIGHLIGHTS

Zakat Utilization Summary

July 2022 - June 2023

Zakat Eligible Cost As Per Shariah Compliances	PKR 12,266,700
Zakat Funds Available	PKR 2,578,765
Deficit Covered Through General Donation	PKR 9,687,935

AUDITED REPORTS 2022-23

Junaidy Shoaib Asad
Chartered Accountant

Independent member
Morison Global

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF TASKEEN HEALTH INITIATIVE

Report on the Audit of the Financial Statements

Opinion

We have audited the *audited financial statements of TASKEEN HEALTH INITIATIVE ("the Company")*, which comprise the statement of financial position as at June 30, 2023, the statement of income and expenditure and other comprehensive income, the statement of changes in equity, the statement of cash flows for the period then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information, and we state that we have obtained all the information and explanations which, to the best of our knowledge and belief, were necessary for the purpose of the audit.

In our opinion and to the best of our information and according to the explanations given to us, the statement of financial position, the statement of income and expenditure and other comprehensive income, the statement of changes in equity and the statement of cash flows together with the notes forming part thereof, comply with the accounting and reporting standards as applicable in Pakistan and give the information required by the Companies Act, 2017 (28X of 2017), in the manner so required and respectively give a true and fair view of the state of the Company's affairs as at June 30, 2023 and of the deficit and the changes in equity and in cash flows for the period then ended.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) as applicable in Pakistan. Our responsibilities under these standards are further described in the Auditor's Responsibilities for the Auditor of the Financial Statements section of our report. We are independent of the Company as required by the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants as adopted by the Institute of Chartered Accountants of Pakistan and we have fulfilled all other ethical responsibilities in accordance with the Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Information Other than the Financial Statements and Auditor's Report Thereon

Management is responsible for the other information. The other information comprises the information included in the Annual Report, but does not include the financial statements and our auditor's report.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, we have been informed by the management that there is no other information attached with the financial statements and our auditor's report thereon. Accordingly, we have nothing to report in this regard.

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Ph: +92 (42) 36386233, +92 (42) 36389408 | Fax: +92 (42) 36389407 | E-mail: info@jasa.com.pk | URL: www.jasa.com.pk
Other Offices: Karachi & Islamabad

Junaidy Shoaib Asad
Chartered Accountant

Independent member
Morison Global

Responsibilities of Management and Board of Directors for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the accounting and reporting standards as applicable in Pakistan and the requirements of Companies Act, 2017 (28X of 2017) and for such internal control as management deems necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Board of directors is responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but it does not guarantee that, as a result of our audit in accordance with ISAs as applicable in Pakistan, we will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs as applicable in Pakistan, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's

AUDITED REPORTS 2022-23

Junaidy Shoaib Asad
Chartered Accountants

Independent member
Morison Global

report. However, future events or conditions may cause the Company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the board of directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Report on Other Legal and Regulatory Requirements

Based on our audit, we further report that in our opinion:

- 1) Proper books of account have been kept by the Company as required by the Companies Act, 2017 (2017 Act).
- 2) The statement of financial position, the statement of income and expenditure and other comprehensive income, the statement of changes in funds and the statement of cash flows together with the notes thereto have been drawn up in conformity with the Companies Act, 2017 (2017 Act) and an agreement with the books of account and entries.
- 3) Investments made, expenditure incurred and guarantees extended during the period were for the purposes of the Company's business; and
- 4) No asset was deductible under the Zakat and Ciba Ordinances, 1981 (2011 of 1981).

The responsible parties on the audit resulting in the independent auditor's report is Shoaib Ahmad Waseem.


Junaidy Shoaib Asad
Chartered Accountant
Firm
UDIN: AK32110184179262
Date: 18/01/2023

TASKEEN HEALTH INITIATIVE (A COMPANY SET UP UNDER SECTION 41 OF THE COMPANIES ACT, 2017) STATEMENT OF FINANCIAL POSITION AS AT JUNE 30, 2023

	Note	2023 (Rupees)	2022 (Rupees)
NON-CURRENT ASSETS			
Fixed asset		974,254	1,051,087
Long term prepayment	8	-	3,864
Total Non-Current Assets		974,254	1,054,951
CURRENT ASSETS			
Advances, deposits and prepayments	9	330,891	351,258
Cash and bank balances	10	6,398,280	6,331,785
Total Current Assets		6,729,171	6,683,043
Total Assets		7,703,425	7,637,994
FUND AND LIABILITIES			
FUNDS			
Members initial contribution		1,000,000	1,000,000
Surplus of income over expenditure		5,556,967	1,889,808
Total Funds		6,556,967	2,889,808
CURRENT LIABILITIES			
Creditors, accrued & other liabilities	11	946,558	2,748,186
Total Current Liabilities		946,558	2,748,186
Total Funds and Liabilities		7,503,425	5,637,994
Contingencies & commitments	12		

The attached notes form 1-22 form an integral part of these financial statements.


CHIEF EXECUTIVE




DIRECTOR

AUDITED REPORTS 2022-23

TASKEEN HEALTH INITIATIVE
(A COMPANY SET UP UNDER SECTION 42 OF THE COMPANIES ACT, 2013)
STATEMENT OF INCOME & EXPENDITURE AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED JUNE 30, 2023

	Note	2023 (Rupees)	2022 (Rupees)
INCOME			
Unrestricted funds			
General Donations	32	27,271,870	31,694,243
Service income	33	372,248	347,500
		<u>27,644,118</u>	<u>32,041,743</u>
Restricted funds			
Specific-Grant	33	3,492,758	521,910
Zakat	33	2,378,765	5,508,486
		<u>5,871,523</u>	<u>6,030,396</u>
Total income		<u>33,515,641</u>	<u>38,072,139</u>
EXPENDITURE			
Unrestricted funds			
Expenditure directly attributable to programs	34	26,465,136	17,669,932
General admin expenditure	35	3,229,993	2,264,524
		<u>29,695,129</u>	<u>19,934,456</u>
Restricted Funds			
Expenditure directly attributable to programs	34	5,871,518	6,032,586
Total Expenditure		<u>35,566,647</u>	<u>25,967,042</u>
OTHER INCOME			
Gain on sale of asset		56,379	2,365
Surplus/(Deficit) for the year		<u>7,952,665</u>	<u>(7,892,348)</u>
Other Comprehensive Income			
Total Surplus/(Deficit) for the year		<u>7,952,665</u>	<u>(7,892,348)</u>

The annexed notes pages 1-22 form an integral part of these financial statements


CHIEF EXECUTIVE




DIRECTOR

TASKEEN HEALTH INITIATIVE
(A COMPANY SET UP UNDER SECTION 42 OF THE COMPANIES ACT, 2017)
STATEMENT OF CHANGES IN FUNDS
FOR THE YEAR ENDED JUNE 30, 2023

	Unrestricted fund		Total
	Members Initial Contribution	Accumulated Surplus	
	Amounts in Rupees		
Balance as at June 30, 2021	800,000	6,731,136	7,531,136
Initial contribution for the year	200,000	-	200,000
Deficit for the year	-	(1,861,348)	(1,861,348)
Balance as at June 30, 2022	<u>1,000,000</u>	<u>4,869,788</u>	<u>5,869,788</u>
Initial contribution for the year	-	-	-
Surplus/(Deficit) for the year	-	3,967,659	3,967,659
Balance as at June 30, 2023	<u>1,000,000</u>	<u>8,837,447</u>	<u>9,837,447</u>

The annexed notes from 1-22 form an integral part of these financial statements.


CHIEF EXECUTIVE




DIRECTOR

AUDITED REPORTS 2022-23

TASKEEN HEALTH INITIATIVE
(A COMPANY SET UP UNDER SECTION 42 OF THE COMPANIES ACT, 2017)
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED JUNE 30, 2023

	Note	2023 (Rupees)	2022 (Rupees)
CASH FLOW FROM OPERATING ACTIVITIES			
Surplus/(Deficit) for the year		3,967,059	(8,861,348)
Adjustments for:			
Depreciation		437,441	287,160
(Gain)/Loss on sale of asset		(36,370)	(2,383)
Operating surplus before working capital changes		4,368,130	(8,576,571)
Changes in working capital:			
Increase in Creditors, accrued and other liabilities		(3,991,620)	942,817
Increase in Debtors and other assets		20,267	(342,987)
Increase in Long term purchase		3,864	23,181
Net cash inflow from operating activities		2,510,733	(3,752,862)
Cash flow from investing activities:			
Disposal of equipment		(37,000)	16,000
Purchase of equipment		381,239	(543,639)
Net cash outflow from investing activities		(344,239)	(527,639)
Cash flow from financing activities:			
Members initial contribution		-	200,000
Net cash inflow from financing activities		-	200,000
Net increase in cash and cash equivalents		2,166,494	(6,080,501)
Cash and cash equivalent at beginning of the period		4,231,785	8,312,286
Cash and cash equivalent at the end of the period	10	6,398,280	4,231,785

The annexed notes from 1-22 form an integral part of these financial statements.


CHIEF EXECUTIVE




DIRECTOR

TASKEEN HEALTH INITIATIVE
(A COMPANY SET UP UNDER SECTION 42 OF THE COMPANIES ACT, 2017)
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED JUNE 30, 2023

1 Nature and nature of business

Taskeen Health Initiative ("The Company") was incorporated in Pakistan as a Company Limited by Guarantee on 02 October 2019 under section 42 of the Companies Act, 2017. The registered office of the Company is 142 B-1, Alhambra Park, Phase 7, DHA-3, Karachi, Pakistan.

Taskeen is a social health initiative that aims to deliver well-being of the people affected by mental illness. Taskeen is focused on conducting mental health promotional campaigns and social share prevention shows using different mediums such as community workers, social media, mass media and publicity events.

2 Statement of compliance

These financial statements have been prepared in accordance with the accounting and reporting standards as applicable in Pakistan. The accounting and reporting standards applicable in Pakistan comprise:

International Financial Reporting Standards For SMEs and Accounting Standards For SMEs as modified under the Companies Act, 2017, and

Provisions of well directives issued under the Companies Act, 2017.

Where provisions of well directives issued under the Companies Act, 2017 differ from the IFRS for SMEs or Accounting Standards For SMEs, the provisions of well directives issued under the Companies Act, 2017 have been followed.

3 Basis of measurement

These financial statements have been prepared under historical cost measurement.

4 Functional and presentation currency

These financial statements are presented in Pakistan Rupee (Rs./ Rupees) which is the Company's functional currency.

Amounts presented in financial statements have been rounded off to nearest Rupees, unless otherwise stated.

5 Use of estimates and judgements

The preparation of financial statements in conformity with approved accounting standards requires management to make judgements, estimates and assumptions that affect the application of accounting policies and reported amounts of assets and liabilities, income and expenditure in the end of reporting period. The estimates and associated assumptions and judgements are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the result of which from the basis of making the judgements about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The company and underlying assumptions are reviewed on an on-going basis. Revisions to the accounting estimates are made in the period in which the estimates are revised or in the reporting period, or in the period of revision and future periods if the revision affects both current and future periods. The more often revisions are necessary and estimates are significant to Company's financial statements or where judgements were associated in application of accounting policies are as follows:

Property, plant and equipment (Note 7)

6 Summary of Significant Accounting Policies

6.1 Fixed assets

All items of fixed assets are initially recorded at cost. Items of fixed assets are measured at cost less accumulated depreciation and impairment loss (if any). Depreciation is charged so as to write off the cost over their estimated useful lives, using the straight method or rates specified in note 7 as the financial statements. Depreciation is charged on addition of fixed assets from the date on which an asset is available for use as recorded by the management and ceased when an asset is discontinued. The gain or loss arising on disposal of equipment is determined as the difference between the sales proceeds and the carrying amount of the asset and is recognized in the statement of income and expenditure. Depreciation methods, useful life and residual values are reviewed at each reporting date and adjusted if appropriate. The effect of any adjustment is recorded in income and expenditure prospectively as a change in estimate in statement of income and expenditure.



AUDITED REPORTS 2022-23

TASKEEN HEALTH INITIATIVE
(A COMPANY SET UP UNDER SECTION 42 OF THE COMPANIES ACT, 2013)
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED JUNE 30, 2023

6.2 Income recognition

Service income, arising from seminar and workshop activities held on mental health by the entity is recognised on accrual basis.

Donation and *Fidat* are recognised when confirmation of entry is established, i.e. when the amount is received.

6.3 Unexercised Fund

The unexercised funds are recognised in the income and expenditure statement when received or when the amount of funds can be ascertained reliably and there is reasonable assurance that the entity will receive the funds.

6.4 Restricted Fund

Amounts received on account of a specific project, prior to incurring of the relevant costs, are credited to the appropriate restricted fund account in the statement of financial position. These costs are then transferred to the income and expenditure statement as and when the relevant expenses are recorded in the income and expenditure statement. On the conclusion of the project any balance lying in the restricted fund account are transferred to un-exercised fund or retained back as agreed with the donor. A grant that becomes receivable in compensation for expenses or losses already incurred shall be recognised as income.

6.4.1 Zakat Fund

Zakat and any other funds which is the zakat eligible person received by the entity is categorized as restricted fund and all the expenses are allocated against zakat fund according to procedure defined by shariah authority of country.

6.4 Taxation

The company is entitled to tax benefits pursuant to results of income tax payable, including provisions on and final orders passed under section 119C(1) of Income Tax Ordinance, 2001. Therefore, no provision of income tax has been accounted for in these financial statements.

6.5 Provisions

Provisions are recognised when the organisation has a present, legal or constructive obligation as a result of past events, if it is probable that an out flow of economic embarking resources benefits will be required to settle the obligation, and a reliable estimate of the amount of obligation can be made. Provisions are reviewed at each balance sheet date and adjusted to reflect the current best estimate.

6.6 Impairment

At each balance sheet date the organisation assesses whether there is any indication that assets may be impaired. If such indication exists, the carrying amount of such assets are reviewed to assess whether they are recorded at excess of their recoverable amount. Where carrying values exceed the respective recoverable amount, assets are written down to their recoverable amount and the resulting impairment loss is recognised in income and expenditure account. This is their recoverable amount and the resulting impairment loss is recognised in income and expenditure account. The recoverable amount is the higher of an asset's fair value less costs to sell and value in use. Where impairment loss subsequently reverses, the carrying amount of the asset is increased to the amount recoverable amount but limited to the extent of carrying amount that would have been determined had no impairment loss been recognised for that asset. Reversal of impairment loss is recognised as income.

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TASKEEN HEALTH INITIATIVE
(A COMPANY SET UP UNDER SECTION 42 OF THE COMPANIES ACT, 2013)
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED JUNE 30, 2023

6.7 Financial assets

All financial assets are recognised at the time when the Company becomes a party to the contractual provisions of the instrument. Financial assets are initially recognised at fair value, except for certain non-derivative financial assets. Financial assets are derecognised when the rights to receive cash flows from the assets have expired or have been transferred and the Company has transferred substantially all the risks and rewards of ownership. All financial assets are subsequently carried at amortised cost using the effective interest method except for investments in fair value or equity instruments. Investments in equity instruments that are quoted in an active market shall be measured at fair value and investments in equity instruments that do not have active market are carried at cost less impairment loss, if any. Changes in fair value are recognised in income and expenditure account in the period in which they arise. Financial assets measured at amortised cost include other receivables, advances and, cash and bank balances. Dividend income from financial assets is recognised in the income and expenditure account when the company's right to receive payments is established. Financial assets measured at cost are tested for impairment when there are indications of impairment. The amount of write-down as a result of impairment is recognised in income and expenditure account. The previously recognised impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognised previously. The amount of reversal will be recognised in income and expenditure account.

6.8 Financial liabilities

All financial liabilities are recognised at the time when the Company becomes a party to the contractual provisions of the instrument. Financial liabilities at amortised cost are initially measured at fair value minus transaction costs. Financial liabilities at fair value through profit or loss are initially recognised at fair value and transaction costs are recognised in the profit or loss. Financial liabilities, other than those at fair value through profit or loss, are subsequently measured at amortised cost using the effective yield method. A financial liability is derecognised when the obligation under the liability is discharged or cancelled or expired. When an existing financial liability is replaced by another from the same lender on substantially different terms, or the terms of an existing liability are substantially modified, such an exchange or modification is treated as a discontinuation of the original liability and the recognition of a new liability, and the difference in respective carrying amounts is recognised in the income and expenditure account.

6.9 Offsetting of financial assets and liabilities

A financial asset and a financial liability is offset and the net amount is reported in the balance sheet, if the Company has a legally enforceable right to set off the recognised amounts and intends either to settle on a net basis or to realise asset and settle the liability simultaneously.

6.10 Cash and cash equivalents

Cash and cash equivalents are defined in the statement of financial position at cost. For the purpose of cash flow statement, cash and cash equivalent comprise cash in hand and bank balances.

6.11 Foreign currency transactions and translations

Transactions in foreign currencies are recorded initially at the rate of exchange ruling on the date of transaction. All monetary assets and liabilities denominated in foreign currencies are translated into Pakistan Rupee at the rate of exchange ruling on balance sheet date and exchange differences, if any, are charged in the statement of income and expenditure.

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AUDITED REPORTS 2022-23

TASKEEN HEALTH INITIATIVE
A COMPANY INCORPORATED UNDER SECTION 42 OF THE COMPANIES ACT, 2013
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED JUNE 30, 2023

* Final Issue

Particulars	2022		2023	
	As at 31/03/2022	As at 30/06/2022	As at 30/06/2023	As at 30/06/2023
Fixed Assets				
Land & Buildings	10,000	10,000	10,000	10,000
Plant & Equipment	5,000	5,000	5,000	5,000
Investments	15,000	15,000	15,000	15,000
Other Assets	10,000	10,000	10,000	10,000
Total	40,000	40,000	40,000	40,000
Current Assets				
Trade Receivables	10,000	10,000	10,000	10,000
Inventory	5,000	5,000	5,000	5,000
Prepaid Expenses	5,000	5,000	5,000	5,000
Other Current Assets	10,000	10,000	10,000	10,000
Total	35,000	35,000	35,000	35,000
Total	75,000	75,000	75,000	75,000

TASKEEN HEALTH INITIATIVE
A COMPANY INCORPORATED UNDER SECTION 42 OF THE COMPANIES ACT, 2013
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED JUNE 30, 2023

	2022 (Rupees)	2023 (Rupees)		
Long term preparation				
Prepaid IT expense	-	1,864		
	-	<u>1,864</u>		
Advances, deposits and prepayments				
Prepaid IT expense	1,864	45,783		
Prepaid insurance expense	206,643	70,340		
Security Deposit	130,000	130,000		
Lease hold Advances Against Employees	788	78,703		
Advance MSIT Tax (2 years)	5,508	-		
	<u>345,003</u>	<u>325,216</u>		
Cash and bank balances				
Cash in hand	55,393	7,230		
Cash at bank - current account	4,304,897	4,334,274		
	<u>4,360,290</u>	<u>4,341,504</u>		
Debtors, accrued & other liabilities				
Debtors	479,763	432,289		
Salary Payable	-	1,209,000		
PF Employees Contribution Payable	95,329	114,184		
PF Employees Contribution Payable	95,618	79,817		
ESIS Payable	38,751	35,000		
Other Payable	-	37,119		
Trade Payable	130,000	240,000		
Withholding tax payable	48,200	42,247		
	<u>897,661</u>	<u>2,180,707</u>		
Contingencies And Commitments				
There are no known contingencies and commitments as at June 30, 2023 (June 30, 2022: Nil).				
Income				
	2022		2023	
	2022	2023	2022	2023
Operating Income	1,000,000	1,000,000	1,000,000	1,000,000
Other Income	500,000	500,000	500,000	500,000
Total	1,500,000	1,500,000	1,500,000	1,500,000

AUDITED REPORTS 2022-23

TASKEEN HEALTH INITIATIVE
 (A COMPANY SET UP UNDER SECTION 41 OF THE COMPANIES ACT, 2013)
 NOTES TO THE FINANCIAL STATEMENTS
 FOR THE YEAR ENDED JUNE 30, 2023

The entity has not commenced operations for the first year within last three years and total receipts of the entity are not more than hundred million Rupees. Therefore clause (d) not applicable in this case. The entity complies with the provisions of clause (i) to (c) and is therefore entitled for a tax credit equal to one hundred percent of the tax payable including minimum tax and final dividend payable under any of the provisions of the Income Tax Ordinance, 2001.

16.2 Further, sub-section (1-A) of section 100 C of the Income Tax Ordinance, 2001 provides that the surplus funds of non-profit organization shall be treated as a part of the net income.

For the purpose of sub-section (1-A), surplus funds mean funds or assets:

- are spent on charitable and welfare activities during the tax year;
- are received during the tax year as donations, voluntary contributions, subscriptions and other incomes;
- which are more than twenty per cent of the total receipts of the non-profit organization received during the tax year; and
- are not part of associated funds.*

For the purpose of the sub-section, "associated funds" mean any fund received by the organization but could not be spent and treated as income during the year due to any obligation placed by the donor. The entity has not recognized any provision for current or deferred tax in respect of under sub-section (1-A) of section 100 C of the Income Tax Ordinance, 2001, as there is no surplus during the year.

16 Financial Instruments by category

Financial assets at amortized cost

Cash and bank balances	Rs	4,390,200	4,211,700
Total		4,390,200	4,211,700

Financial Liabilities at amortized cost

Creditors, accrued & other liabilities	Rs	88,310	3,740,300
Total		88,310	3,740,300

17 Fair Value of Financial Instruments

Fair value is the price that would be received to sell an asset or paid to transfer a liability to an orderly transaction between market participants at the measurement date.

The entity is of the view that the fair value of the remaining financial assets and liabilities are not significantly different from their carrying values since assets and liabilities are essentially short-term in nature.

17.1 The entity measures fair values using the following fair value hierarchy that reflects the significance of the inputs used in making the measurement:

Level 1: Fair value measurements quoted prices (unadjusted) in active markets for identical assets or liabilities.

Level 2: Fair value measurements inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (i.e. in prices) or indirectly (i.e. derived from prices).

Level 3: Fair value measurements using inputs for the asset or liability that are not based on observable market data (i.e. unobservable inputs).

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TASKEEN HEALTH INITIATIVE
 (A COMPANY SET UP UNDER SECTION 41 OF THE COMPANIES ACT, 2013)
 NOTES TO THE FINANCIAL STATEMENTS
 FOR THE YEAR ENDED JUNE 30, 2023

18 Accounting classifications and fair values

The following table shows the carrying amount and fair values of financial assets and financial liabilities, including their levels in the fair value hierarchy for financial instruments measured at fair value:

Item	Carrying amount				Fair Value			
	Fair value through other comprehensive income	Fair value through profit or loss	Amortized Cost	Total	Level 1	Level 2	Level 3	Total
Financial Assets - not measured at fair value	(Rs) in							
Cash and bank balances	Rs	4,390,200		4,390,200				
		<u>4,390,200</u>		<u>4,390,200</u>				
Financial liabilities - not measured at fair value	(Rs) in							
Creditors, accrued & other liabilities	Rs	88,310		88,310				
		<u>88,310</u>		<u>88,310</u>				

Item	Carrying amount				Fair Value			
	Fair value through other comprehensive income	Fair value through profit or loss	Amortized Cost	Total	Level 1	Level 2	Level 3	Total
Financial Assets - not measured at fair value	(Rs) in							
Cash and bank balances	Rs	4,211,700		4,211,700				
		<u>4,211,700</u>		<u>4,211,700</u>				
Financial liabilities - not measured at fair value	(Rs) in							
Creditors, accrued & other liabilities	Rs	3,740,300		3,740,300				
		<u>3,740,300</u>		<u>3,740,300</u>				

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AUDITED REPORTS 2022-23

TASKEEN HEALTH INITIATIVE
 (A COMPANY REG'D UNDER SECTION 41 OF THE COMPANIES ACT, 2017)
 NOTES TO THE FINANCIAL STATEMENTS
 FOR THE YEAR ENDED JUNE 30, 2023

25 Related Parties Transactions

Related parties comprise companies with common directors, directors and key management personnel. Nature and description of transactions with related parties during the period along with monetary values are as follows:

Party Name	Relationship	Nature of Transactions	2022	2022	2021	2021
			(PKR)M	(PKR)M	(PKR)M	(PKR)M
Mk. Elix (Private)	Our Management Personnel	Opening balance	-	-	-	-
		Dividend received	4,000,000	2,000,000	2,000,000	1,000,000
Mk. Tive (Private)	Our Management Personnel	Opening balance	-	-	-	-
		Director's account	3,000	30,000	-	14,000
		Expenses account	792,000	1,075,700	1,000,000	271,000
		Shareholder's (Payable) in prior year	792,000	1,075,700	1,000,000	271,000
Foreign group	Company undertaking to which we are related (Directorship)	Opening balance	100,000	100,000	100,000	100,000
		Dividend received	-	-	-	-
		Shareholder's (Payable) in prior year	-	-	-	-

26 Corresponding Figures

Corresponding figures have been so arranged and so classified, wherever necessary, for the purpose of comparison, however, no account in management and self-disclosures have been made in these financial statements.

2022 2021

27 Number of employees

Average number of employees for the period

Number of employees at the period end

20	19
14	23

28 Date of authorization for issue

These financial statements have been authorized for issue by the board of directors of the Company on

15 November 2023

 CHIEF EXECUTIVE


 DIRECTOR





0316-Taskeen (8275336)



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