

# SEHATMAND PAKISTAN

ANNUAL REPORT 2024

TASKEEN   
SEHATMAND PAKISTAN



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About this report:

Taskeen's Annual Report 2024 highlights the activities and achievements of various departments, focusing on mental health initiatives, from January to December 2024.

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## MESSAGE FROM CHAIRPERSON

As I look back on this past year, I feel incredibly proud of how far Taskeen Health Initiative has come in reshaping mental health awareness and support in Pakistan. It has been a journey filled with resilience, compassion, and a deep commitment to a cause that touches millions of lives.

I want to take a moment to express my heartfelt gratitude. To our amazing team, you are the heartbeat of Taskeen. Your dedication and passion make everything we do possible, and I'm constantly inspired by your hard work. To our generous donors, your unwavering support fuels our mission, allowing us to reach more people and create a real impact. And to our beneficiaries, thank you for trusting us. You are the reason we do what we do, and your stories keep us motivated to push forward.

This year, we've made incredible strides in raising mental health awareness at a national level, advocating for better policies, and introducing innovative solutions to bridge the mental health gap. But our work is far from over. We're committed to building sustainable programs, expanding our outreach, and pushing for reforms to make mental health support accessible to all.

Looking ahead, I'm excited for what's to come. Together, we will continue breaking barriers, shifting mindsets, and creating a Pakistan where mental well-being is truly prioritized.

Thank you for believing in this mission. With your support, we can keep making a difference.

**BEENISH NAFEES**  
CO-FOUNDER & CHAIRPERSON





## LETTER FROM CEO



It is with great pride and gratitude that I present to you the 5th Annual Report of Taskeen Health Initiative. This year has been an exceptional one, marked by growth, impact, and the realization of significant milestones. We continue to evolve and expand, striving to make a meaningful difference in the mental health landscape of Pakistan. I would like to express my heartfelt thanks to our dedicated team, whose tireless efforts on the ground make our mission possible. To our generous donors, your unwavering support enables us to continue our work, and to our beneficiaries, we thank you for your trust in our services.

In 2024, Taskeen achieved significant milestones in advancing mental health awareness and support across Pakistan:

- **National Mental Health Awareness Campaign:**

Taskeen played a key role in launching the MIL KAR campaign, one of Pakistan's largest mental health awareness efforts. In collaboration with the Pakistan Mental Health Coalition (PMHC) and partners such as the British Asian Trust and MKRF, the campaign aimed to reduce stigma and promote a deeper understanding of mental health issues.

- **Research and Policy:**

We published the research paper "Evaluating Pakistan's Mental Healthcare System Using the WHO-AIMS," shedding light on the challenges within the mental health infrastructure and providing evidence-based recommendations for policy improvements.

- **Technological Innovation:**

We launched Taskeen Unity, a software improving counselor efficiency in managing patient data.

- **Community Engagement and Mental Health Education:**

- i. The WINGS Program empowered educators with tools like the WINGS chatbot and School Wellbeing Mentor framework.
- ii. The PEACE Program trained Community Wellbeing Mentors (CWMs) to integrate mental health support into Afghan refugee and host communities and health clinics.

### Key Achievements:

- Reached 19 million people via social media campaigns.
- Launched the Green Heart Movement with celebrity ambassadors.
- Conducted 19 pro bono workshops benefiting 675 participants.
- Empowered 1,683 teachers and trained 36 CWMs.
- Provided free support to 5,000+ individuals through the mental health helpline.
- Advocated for suicide decriminalization, featured in the WHO's Mosaic Toolkit.

As we move forward, I am deeply grateful for the continued support of our team, partners, donors, and government collaborators. We are excited for what lies ahead and look forward to the continued growth and impact of Taskeen in the years to come.

Thank you once again for your unwavering commitment to mental health and well-being.

Sincerely,

**IRFAN MUSTAFA**  
CEO/DIRECTOR & CO-FOUNDER



## ABOUT TASKEEN

# SEHATMAND PAKISTAN

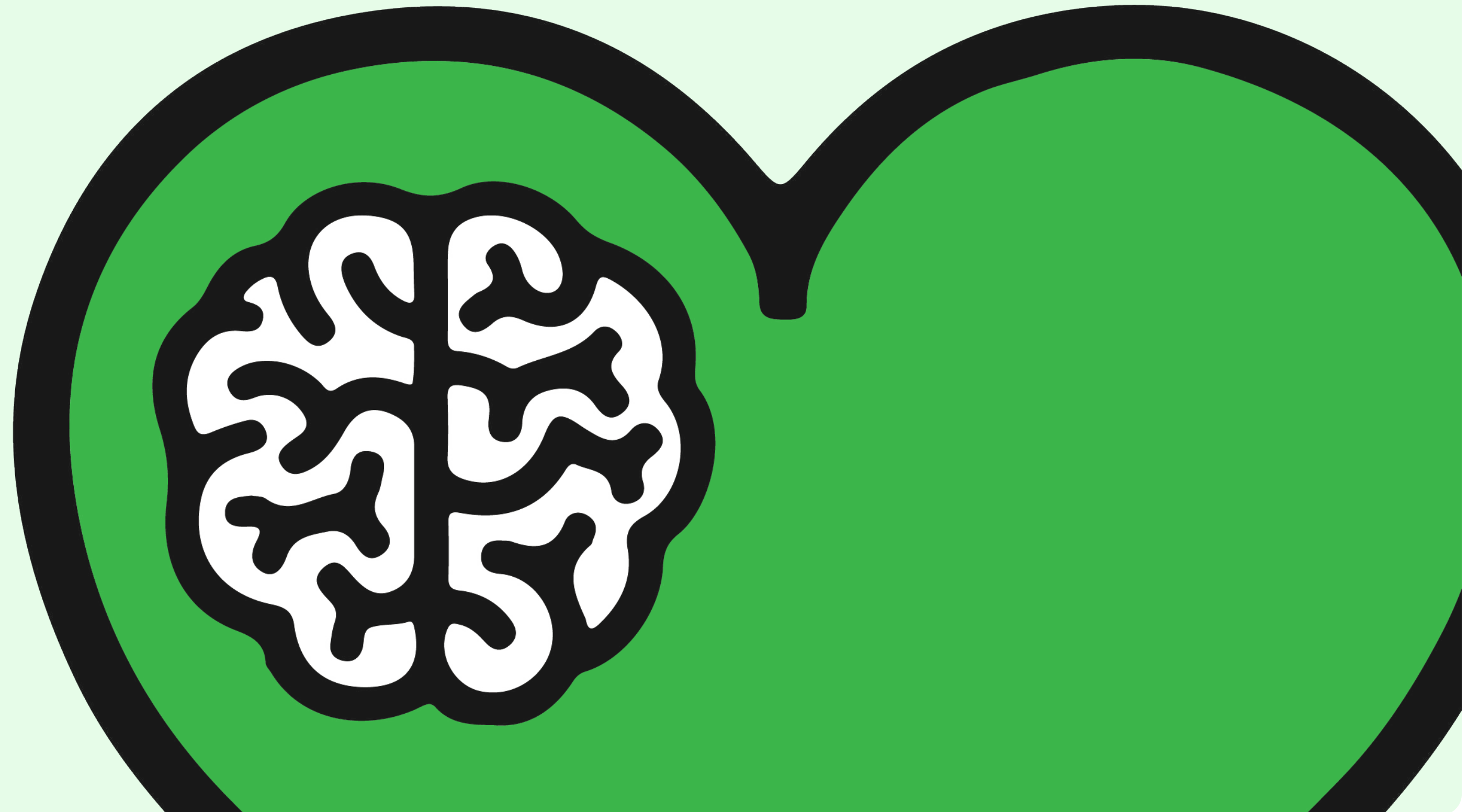
Taskeen started in 2015 as a volunteer-led community founded by survivors and professionals, bringing lived experience perspectives to mental health support. In 2017, it transitioned into a structured non-profit to expand its impact. By 2019, Taskeen was officially registered as a non-profit company, strengthening its commitment to mental health awareness and advocacy.

### **Our Vision**

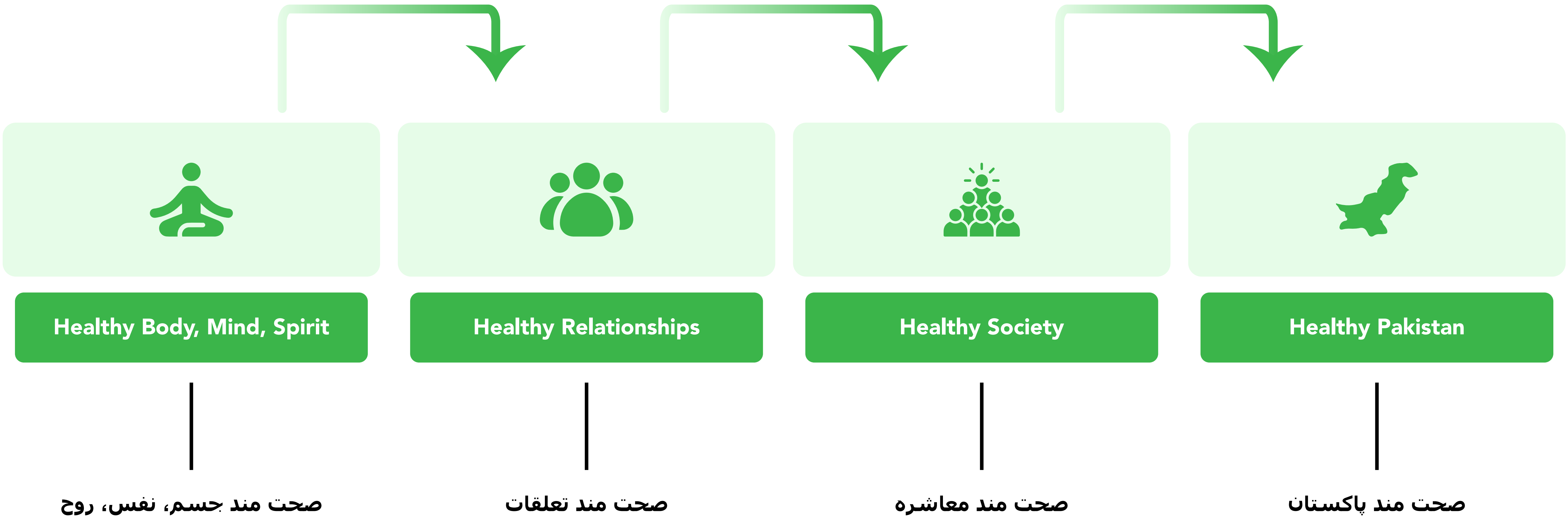
To change people's attitudes and behaviours towards mental health and wellbeing in Pakistan through awareness, education, expression and advocacy.

### **Our Mission**

To promote mental health and prevent mental illness by increasing mental health awareness, providing accessible mental health services, and advocating for mental health policy change in Pakistan.



OUR PHILOSOPHY





PUBLIC AWARENESS DEPARTMENT

Strategic Goal

To empower individuals to improve their mental health and wellbeing, reduce stigma around mental illness, encourage early help-seeking behaviors, engage youth through innovative platforms, and amplify impact through strategic partnerships and outreach.

Our Impact



**18.6+ Million**  
Social Media Reach



**9.8+ Million**  
Video Views



**119,000+**  
Social Media Engagement








**90,000+**  
Website Visitors



**119,850+**  
Community Reach

Our Work

<p>Stories of Hope</p> <p>Powerful stories of individuals who have overcome mental health challenges, inspiring others to seek help and reduce stigma surrounding mental illness.</p> 	<p>Public Service Announcement</p> <p>Short, impactful videos featuring well-known personalities advocating for mental health awareness and breaking stigma.</p> 	<p>Primary Prevention</p> <p>Videos focused on equipping individuals with essential life skills and building resilience to prevent mental health issues before they arise.</p> 
<p>Celebrity Endorsements</p> <p>Partnering with celebrities to amplify mental health messages, reaching wider audiences and encouraging people to prioritize their mental health.</p> 	<p>Dil Kholo</p> <p>Videos produced to reduce mental health stigma and inspire society to open their hearts to the challenges faced by marginalized communities.</p> 	<p>Mental Health Integration in Healthcare Institutions</p> <p>The MH Integration Program in primary healthcare clinics raises awareness, reduces stigma, and provides accessible mental health services to underserved communities.</p> 



## PUBLIC AWARENESS DEPARTMENT

### The Green Heart Movement - GHM

The Green Heart Movement (GHM) is a nationwide initiative empowering Pakistanis to become mental health advocates while raising funds for those in need. By uniting communities, GHM works to break the stigma surrounding mental health and ensure access to essential care.



**304,620 PKR**  
Raised

### Key Initiatives

**Green Heart Volunteer Program:** Engaged youth across Pakistan as mental health advocates while raising funds to support mental health treatment.

**Partnership with Mauj Collective:** Served as the wellness partner for the production of 'night, Mother at T2F, an adaptation of Marsha Norman's acclaimed play highlighting mental health struggles.

**'Drama for a Cause' Fundraiser:** Collaborated with students from Bayview, Nixor, City School, and Kiran Foundation to raise awareness and funds through a community-driven theatrical event.



**mauj.**  
A creative arts collective



### The Green Heart Ambassadors



Ali Gul Pir



Anoushey  
Ashraf



Umer Aalam



Maya Khan



Dino Ali



TASKEEN'S MERCHANDISE



TASKEEN TEAM AT 'NIGHT, MOTHER' PLAY



DRAMA FOR A CAUSE FUNDRAISER EVENT




WELLNESS DEPARTMENT

Strategic Goal

To facilitate beneficiaries and caregivers contacting us for help to receive the appropriate mental health support to improve their well-being, particularly focusing on underprivileged communities.

Our Impact



12,577

Online Distress Screening



10,697

Total Consultations Conducted



5,212


Total Beneficiaries provided with Support

Evaluation (after the 4th session)



91%

reported improvement in distress



98%

reported that the counsellor was effective



94%

reported that the session was effective

Testimonials

I have benefited a lot. My mind feels fresh, I’m feeling relaxed, and I’m also gaining control over my emotions. My mood has changed significantly. There has been a reduction in my worries. The psychologist gave me a task, and I’m working on it, and I’m noticing a difference. The psychologist’s attitude was very good, I felt very relaxed with them.

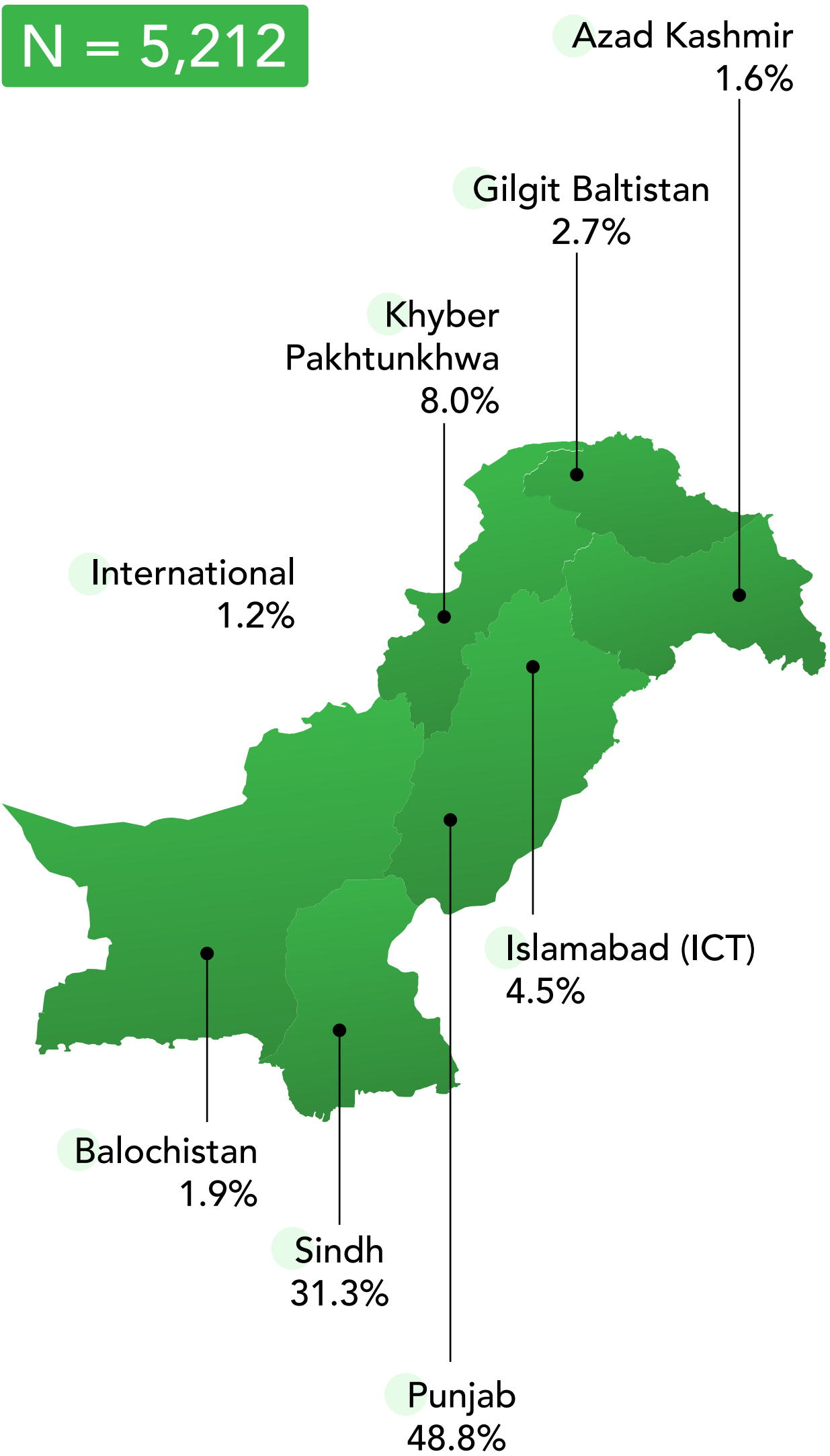
**Male 22, Skardu**

I shared all my problems with them. They gave me the opportunity to discuss all my issues, which made me feel much more relaxed, and the burden has lifted. The counselor gave me an exercise, and I am applying it. Box breathing helps a lot in relaxing my mind. I’m feeling much better. The counselor listens very calmly and gives me the chance to speak.

**Female 20, Jhelum**

I used to be an overthinker, and they taught me how to deal with it, how to manage everything, and also gave me some tasks. After talking to them, I felt a significant reduction in my tension. I applied some of the exercises, and it made a big difference. The psychologist’s attitude was very friendly.

**Female 30, Quetta**



WELLNESS DEPARTMENT



TASKEEN UNITY

In 2024, we proudly launched Taskeen Unity, a new HIPAA compliant system designed to make managing patient information easier, safer, and more efficient. This system has helped our team better serve our patients, offering smoother scheduling and more secure data handling.

Key Achievements:

- System Development: We built Taskeen Unity from the ground up, ensuring all existing data was smoothly transferred.
- Enhanced Tracking: The platform now provides real-time insights, making it easier to monitor trends and data.
- New Features: Added a scheduling calendar and integrated other helpful tools.
- Improved Security: A more secure access system limits data visibility, ensuring only relevant information is seen by each user.



TRAINEE PSYCHOLOGIST PROGRAM

In 2024, we continued to grow our Trainee Psychologist Program, a 5-month training program for final-year clinical psychology students to assist in our helplines. This program helps us expand our support without increasing costs, allowing us to reach more people in need.

Program Highlights:

- We completed two cohorts of the trainee psychologist program, through which 2,100+ people received help this year.
- We are continuing the program with more students, increasing our capacity to offer mental health support.





ADVOCACY DEPARTMENT

Strategic Goal

To increase public access to mental health services, reduce legislative barriers and create a vibrant mental health landscape in Pakistan.

Key Achievements

Implementation of Suicide Decriminalization

- Partnered with Musawi to advance suicide decriminalization in Sindh.
- Conducted a police sensitization session in collaboration with the Police School of Investigations, Karachi, to ensure compassionate handling of suicide cases.

Strengthening Mental Health Systems

- Working with Sindh Healthcare Commission (SHCC) & Islamabad Health Regulatory Authority (IHRA) to develop quality standards for mental health and rehabilitation centers.
- Under Milkar campaign, introduced a national mental health service directory to improve accessibility to care and services.
- Established a working relationship with the Provincial Disaster Management Authority (PDMA), Sindh, for the integration of mental health in their emergency framework.

Global & National Advocacy

- Developed the “Milkar” campaign in collaboration with British Asian Trust and MKRF to address mental health stigma in Pakistan.
- Hosted and participated in international forums, including the Global Mental Health Action Network (GMHAN) & Global Health Landscape Symposium.



PMHC AND SINDH HUMAN RIGHTS COMMISSION COLLABORATIVE SESSION



CONSULTATIVE SESSION WITH IHRA



QUALITY STANDARDS & ADVOCACY SUBCOMMITTEE 3RD STAKEHOLDER EVENT



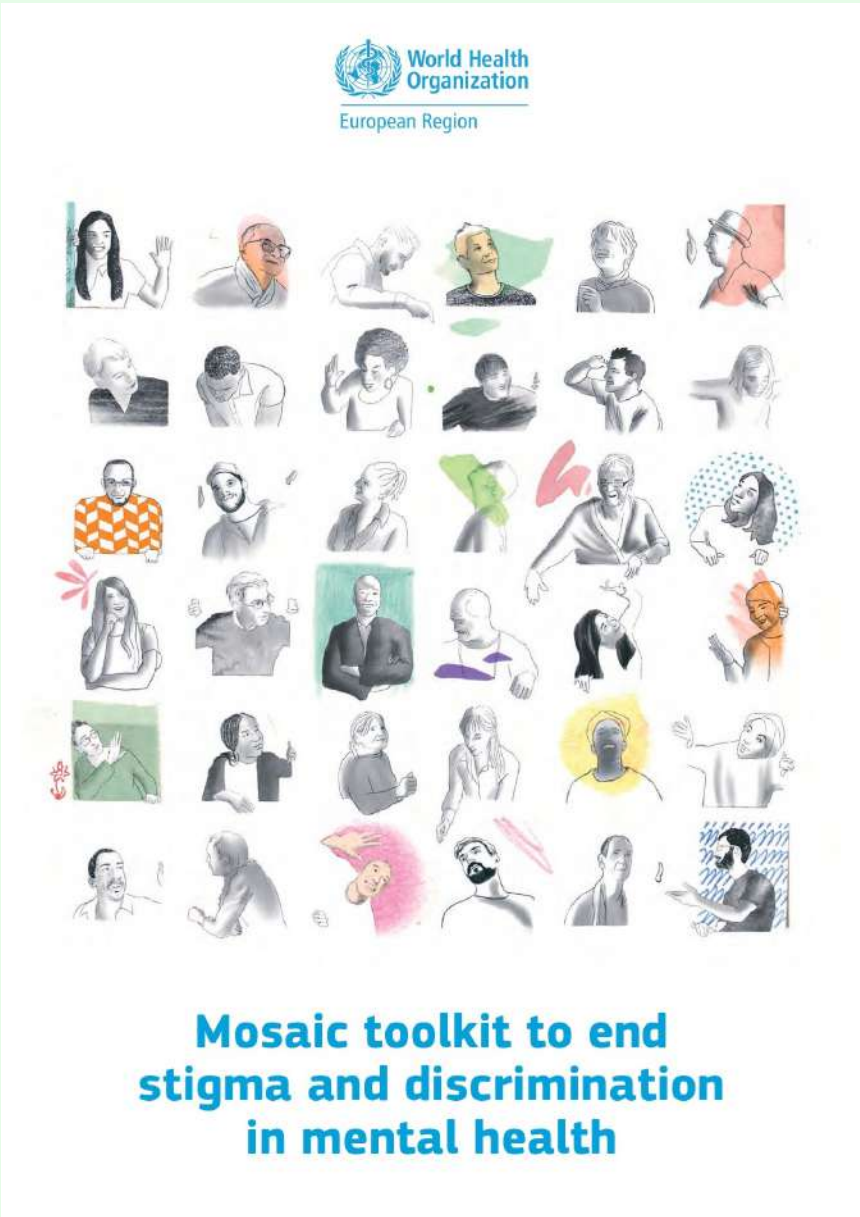
ADVOCACY DEPARTMENT

Advocacy Publications

**Established Ethical Principles and a Code of Conduct** for mental health professionals under PMHC’s Quality Standard and Advocacy Subcommittee. This framework promotes professional integrity, accountability, and ethical practice in mental health service delivery.

**WHO Mosaic Toolkit** – Taskeen’s advocacy on suicide decriminalization, titled "Structural Change Through Decriminalization of Suicide," was featured as Case Study 11 in the World Health Organization’s Mosaic Toolkit. This global resource aims to combat stigma and discrimination in mental health through structural and policy-level changes.

**Developing a Mental Health Psychosocial Support (MHPSS) Response Protocol** based on the IASC model to guide psychosocial interventions during emergencies in Sindh. The protocol emphasizes the critical role of social support in safeguarding mental health and well-being, providing a structured framework for response efforts and mental health psychosocial support.





COMMUNITY DEPARTMENT

Strategic Goal

To empower people with the knowledge, skills, and support to improve their own and their communities' psychosocial wellbeing.

Our Impact



**1,683**

Teachers trained through the WINGS-School Wellbeing Program



**675**

Participants reached through 19 Taskeen Wellbeing Sessions



**41**

Master Trainers trained

Key Activities and Achievements



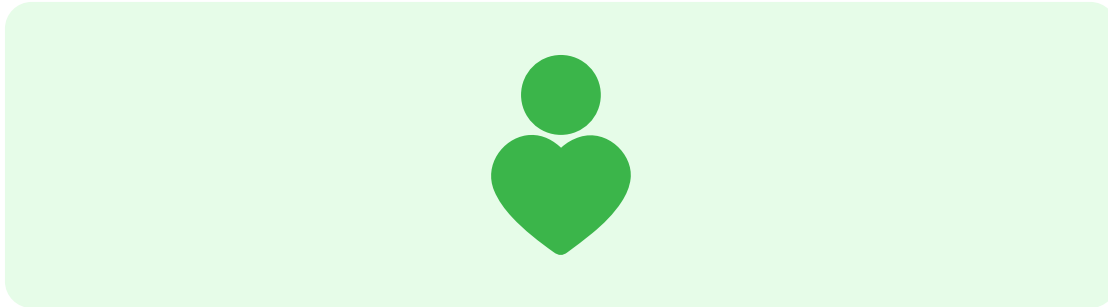
WINGS: School Wellbeing Program

- Focused on training teachers in two areas: Intrapersonal Skills (Level 1) and Interpersonal Skills (Level 2).
- Engaged 1,683 teachers across Pakistan.
- Developed key tools like the WINGS Chatbot and School Wellbeing Mentor Training Framework for wider use in 2025.



PEACE: Mental Health Integration

- Partnered with two organizations to integrate mental health programs.
- Conducted 40-hour training programs for 36 Community Wellbeing Mentors, supporting Afghan refugees, host communities, and women/children's health clinics.



Taskeen Wellbeing Sessions

- Offered 19 interactive workshops to 675 participants from 13 organizations.
- Topics included mental health awareness, stress management, coping strategies, and mindfulness.
- Sessions were designed to improve mental health and prevent mental illness, using engaging discussions and practical tips.



TASKEEN TEAM AT OGILVY KARACHI



TASKEEN TEAM AT OGILVY LAHORE



TASKEEN TEAM AT ZINDAGI TRUST




COMMUNITY DEPARTMENT

Empowering Communities with Technology


In 2024, we’ve made exciting progress in using technology to better support mental health initiatives. These innovations are helping us reach more people and improve the way we provide mental health services.

Key Technological Projects:



PEACE Dashboard

- A secure system for managing patient information safely and efficiently.
- It helps us store and share data more easily while keeping patient information private and protected.
- We’re working on making sure the system is fully ready to launch soon.



WINGS Chatbot

- A digital tool designed for teenagers that helps them learn about mental health.
- It offers 5 interactive lessons that include mental health check-ups, awareness, and practical skills for managing emotions.
- Currently being tested and will be fully available in 2025, reaching more young people in need.



TASKEEN TEAM AT URBAN COHESION HUB



TASKEEN TEAM IN KARACHI



TASKEEN TEAM IN GILGIT BALTISTAN

RESEARCH DEPARTMENT

Strategic Goal

Focusing on driving evidence-based improvements in Pakistan's mental health systems by conducting rigorous research, generating critical insights, and informing policy changes, the department aims to enhance mental health care accessibility and contribute to the global discourse on mental health.

Key Achievements

Published Paper:



Evaluating Pakistan's Mental Healthcare System Using WHO-AIMS

Offers evidence-based recommendations for improving mental health infrastructure.

Papers Under Peer Review:

- Decriminalizing Suicide in Pakistan: Perspectives from a Non-Profit Organization
- Bridging Gaps in Mental Health Care through Digital Solutions

Book Chapter Contribution:



Pakistan's Response to COVID-19

Focused on mental health initiatives during the pandemic (under review).


Upcoming Papers (2025):

- State of Allied Mental Health Services in Pakistan
- Development of Telephonic Mental Health Services in Pakistan
- Characteristics of Patients Utilizing Telephonic Services: A Cross-Sectional Study




BOARD OF DIRECTORS, ADVISORS & SENIOR MANAGEMENT


BOARD OF DIRECTORS




**Beenish Nafees**  
Co-founder & Chairperson



**Hamza Khan**  
Director




**Dr. Ali Madeeh**  
Director




**Irfan Mustafa**  
Co-founder, CEO & Director


BOARD OF ADVISORS



**Dr. Rubeena Kidwai**  
Advisor




**Shireen Naqvi**  
Advisor




**Dr. Zafar Mirza**  
Advisor


TECHNICAL ADVISORS



**Waliyah Mughis**  
Research



**Wajid Sibghatullah**  
Security & Public Affairs



**Yuwei Eve Wang**  
Research




**Bradley Wagennar**  
Research

SENIOR MANAGEMENT



**Dr. Taha Sabri**  
Co-Founder & COO



**Duaa Nusrat**  
Senior Manager Operations




**Syed Kareem**  
Senior Manager Finance




TEAM MEMBERS

We extend our sincere gratitude to all our team members, both current and those who contributed to our journey this year. Your dedication and hard work have been instrumental in advancing our mission.


WELLNESS TEAM




Tayyaba Imran




Aymen Nihan Siddiqui




Salma Fayyaz




Salim Ullah




Nida Rehman




Sarah Hatim




Saima Shaheen




Javeria Bano




Samina Jamal




Sheema Iqbal




Mahrukh Iftikhar Siddiqui




Ishaa Adil




Sana Liaqat




Fibha Sajjad




Faryal Yameen




Sadqa Rahim



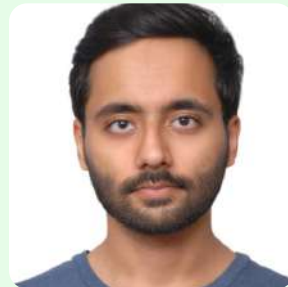
Nimra Sultana




Zulfiqar Ali



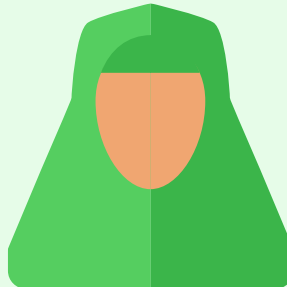
Momna Rajper




Shahzor Hashim



Sana Fida




Sarah Wali Khan




Jawahir Ali


COMMUNITY TEAM




Nuvera Mukaty



Farhan Amin Shaikh



Komal Saleem




Maheen Fahim




TEAM MEMBERS


HUMAN RESOURCE, FINANCE & ADMIN TEAM




Seema Osama




Ahsan Siddiqui




Muhammad Farhan Sultan




Sidra Islam




Gaurav Alias



Naveed Ahmed




Rouhah Sameen




Faryal Gohar


PUBLIC AWARENESS TEAM




Almas Mustaqeem




Rumaisa Ahmed




Aiman Masood




Sinan Chirania



Abubakker Mughal



Hadi Amir



Hamail Ali Khan

ADVOCACY & RESEARCH TEAM



Ailiya Nooruddin



Naila Naz



Mariyam Sibghatullah



Mekaiel Zia



Komal Dayani



Uswa Ali Memon



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 Advisor

SAIDUDDIN & CO.

ADVOCATES, TAXATION, MANAGEMENT & LEGAL CONSULTANTS SINCE 1956

Auditors

JSA  
JUNAIDY SHOAIB ASAD

Morison KSi  
Independent member



SCAN NOW



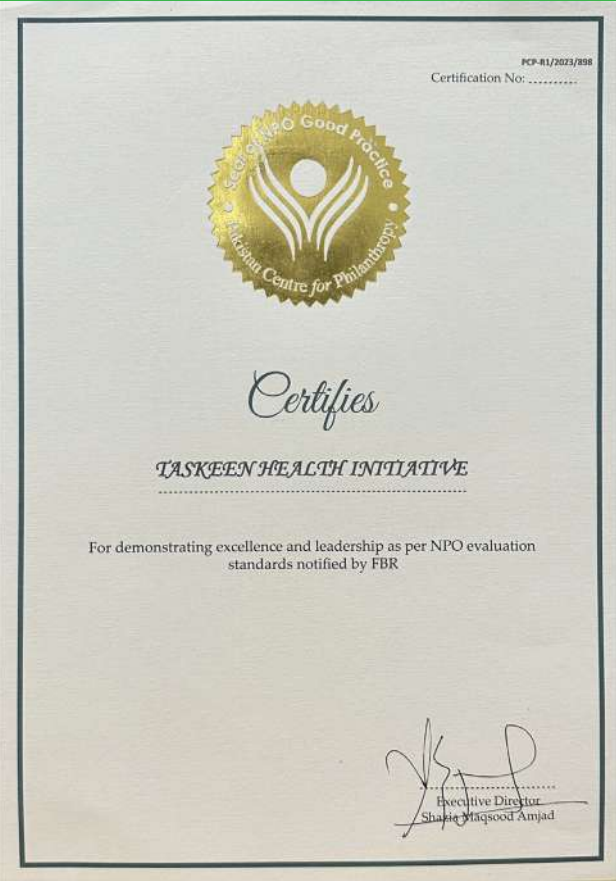
TASKEEN INCORPORATION  
CERTIFICATE



SHARIAH COMPLIANCE  
CERTIFICATION



FBR NTN CERTIFICATE



PAKISTAN CENTRE FOR  
PHILANTHROPY CERTI-  
FICATION



OUR PARTNERS & SPONSORS

MENTAL HEALTH PARTNERS



COALITIONS

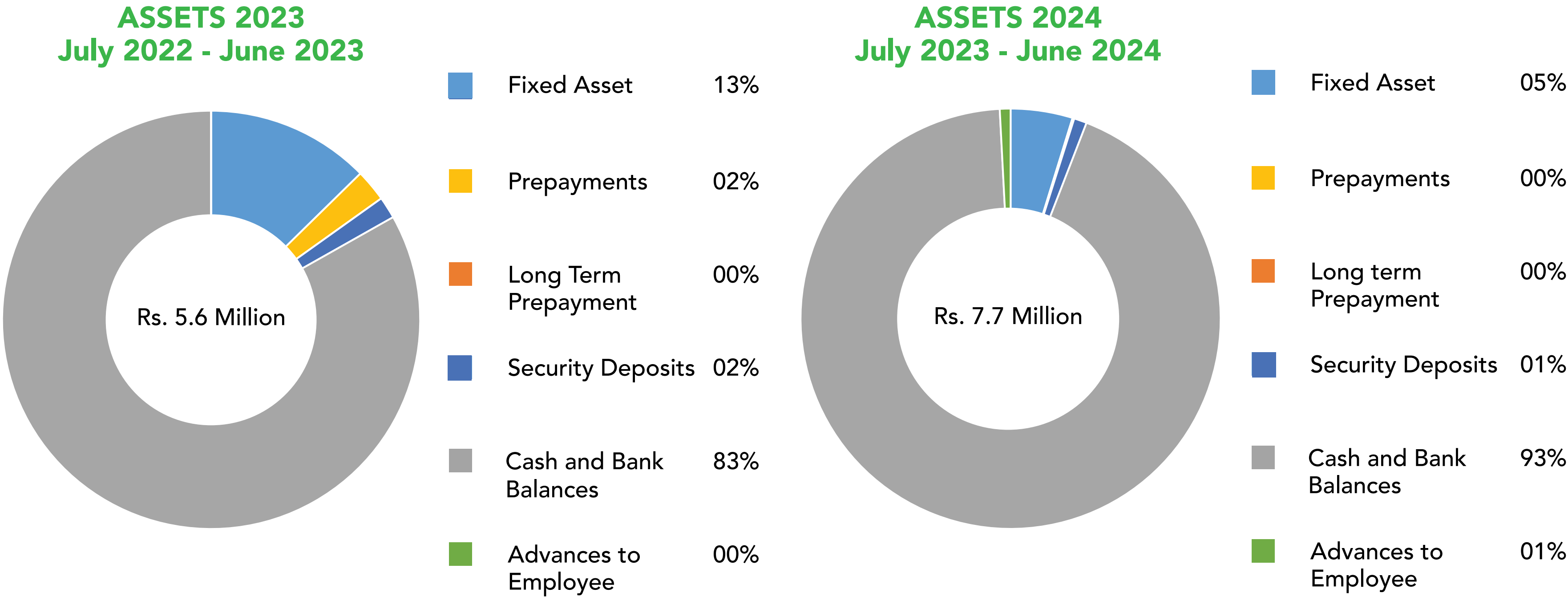


DONORS



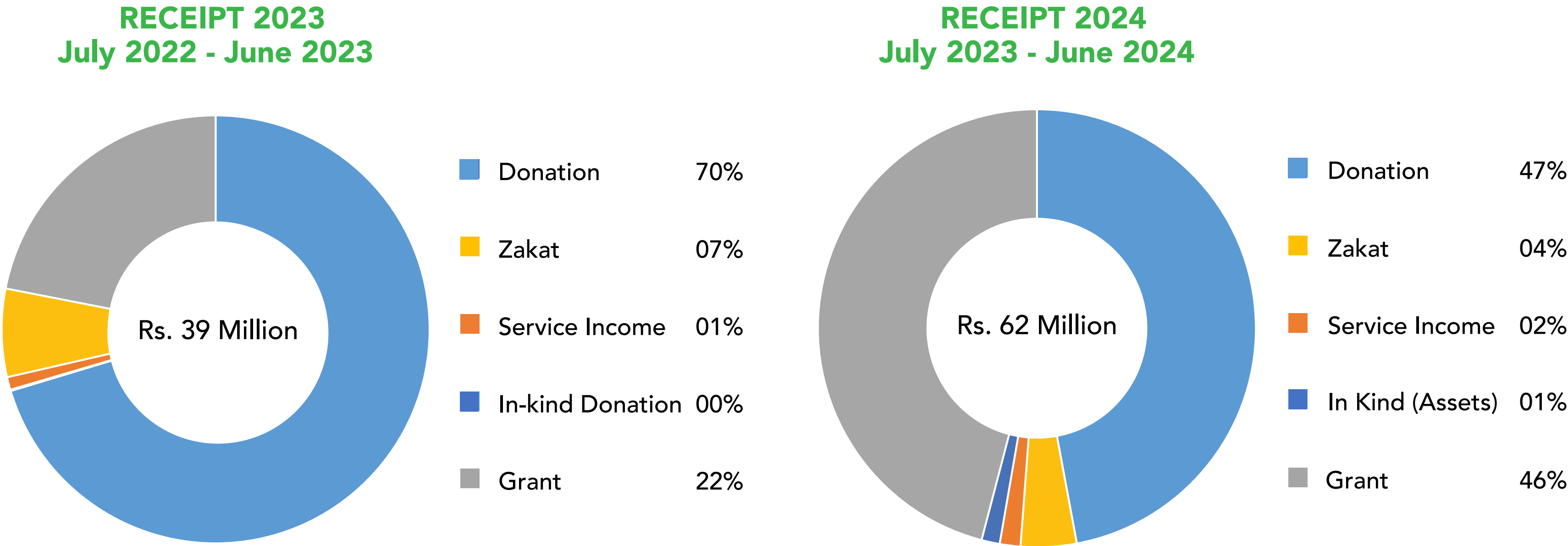


FINANCIAL HIGHLIGHTS



Graphical representation of Assets in FY 2023 & FY 2024

FINANCIAL HIGHLIGHTS

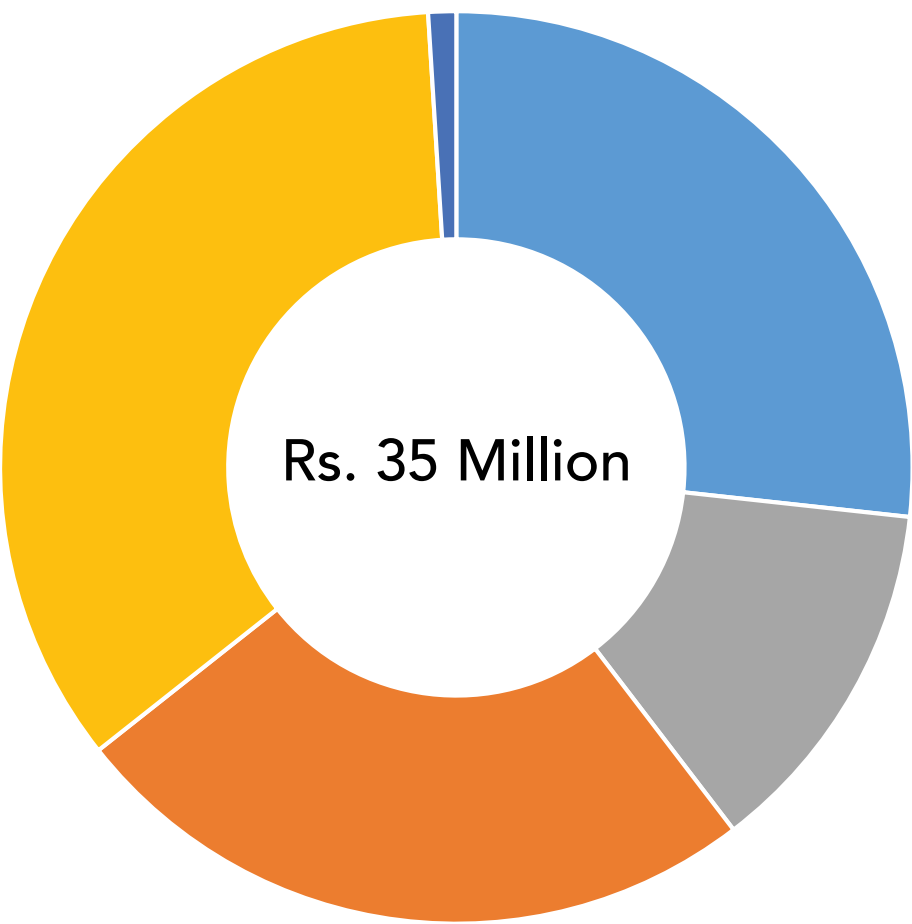


**Graphical representation of Income Statement of FY 2023 & FY 2024**  
Major portion of income in FY 2024 were unrestricted and restricted(Grants) funds  
Grant increased from 22% in FY 2023 to 46% in FY 2024



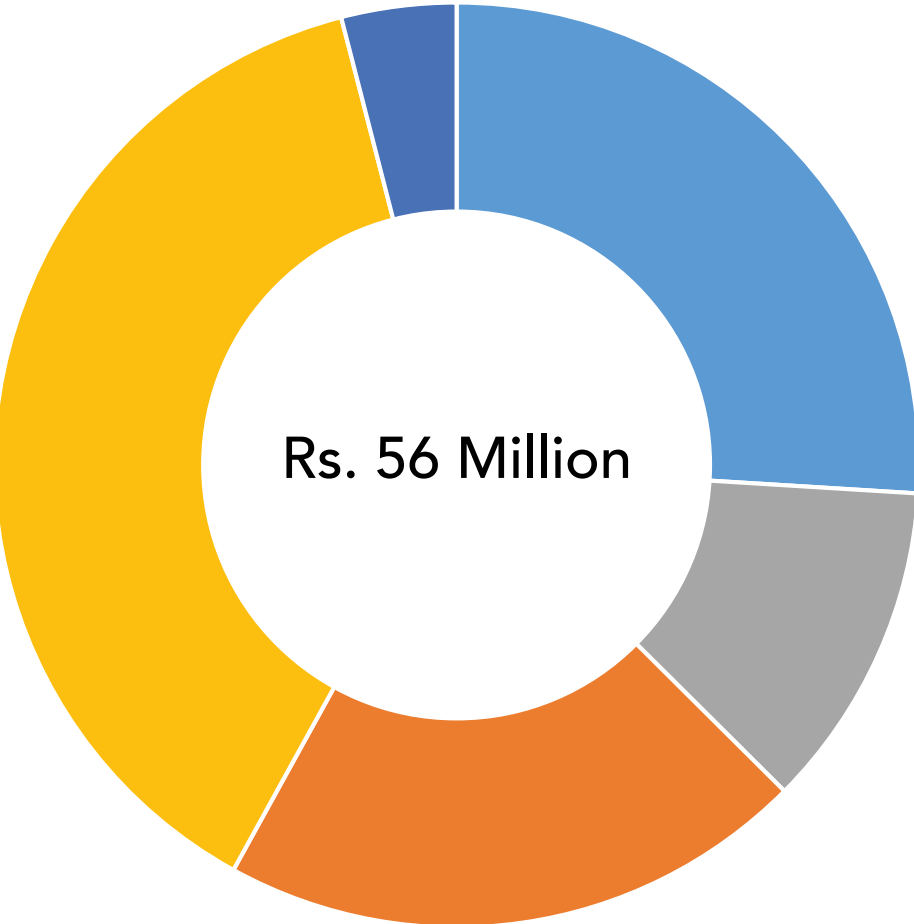
FINANCIAL HIGHLIGHTS

PROGRAM WISE COST 2023  
July 2022 - June 2023



Public Awareness	27%
Advocacy	13%
Admin & Shared Services	25%
Wellness	35%
Community Wellbeing	01%

PROGRAM WISE COST 2024  
July 2023 - June 2024



Public Awareness	26%
Advocacy	11%
Admin & Shared Services	21%
Wellness	38%
Community Wellbeing	04%

Graphical representation of Program-wise Costs in FY 2023 & FY2024  
Overall spending increased by 60% from FY 2023 to FY 2024  
More funds were spent in Wellness program because of expansion of service capacity

Zakat Utilization Summary

July 2023 - June 2024	
• Zakat Eligible Cost As Per Shariah Compliances	PKR 15,109,636
• Zakat Funds Available	PKR 2,567,502
• (Deficit) Covered Through General Donation	PKR (12,542,134)

AUDITED REPORT 2023 - 2024

Junaidy Shoaib Asad  
Chartered Accountants

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 annexed financial statements of TASKEEN HEALTH INITIATIVE ("The Company"), which comprise the statement of financial position as at June 30, 2024 the statement of income and expenditure and other comprehensive income, the statement of changes in funds, the statement of cash flows for the year 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 funds and the statement of cash flows together with the notes forming part thereof conform with the accounting and reporting standards as applicable in Pakistan and give the information required by the Companies Act, 2017 (XIX 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, 2024 and of the surplus and the changes in funds and its cash flows for the year then ended.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) as applicable in Pakistan. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with 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 our 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.

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Junaidy Shoaib Asad  
Chartered Accountants

Independent member  
Morison Global

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.

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 (XIX of 2017) and for such internal control as management determines is 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 is not a guarantee that an audit conducted in accordance with ISAs as applicable in Pakistan 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.

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Junaidy Shoaib Asad  
Chartered Accountants

Independent member  
Morison Global

- 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 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:

- Proper books of account have been kept by the Company as required by the Companies Act, 2017 (XIX of 2017);
- 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 thereon have been drawn up in conformity with the Companies Act, 2017 (XIX of 2017) and are in agreement with the books of account and returns;
- Investments made, expenditure incurred and guarantees extended during the year were for the purpose of the Company's business; and
- No zakat was deductible under the Zakat and Ushr Ordinance, 1980 (XVIII of 1980).

The engagement partner on the audit resulting in this independent auditor's report is Shoaib Ahmad Waseem.

Junaidy Shoaib Asad  
Chartered Accountant  
Lahore  
UDIN: AR202410196i69R2M8xz  
Dated: November 26, 2024

TASKEEN HEALTH INITIATIVE  
(A COMPANY SET UP UNDER SECTION 42 OF THE COMPANIES ACT, 2017)  
STATEMENT OF FINANCIAL POSITION  
AS AT JUNE 30, 2024

	Note	2024 Rupees	2023 Rupees
NON-CURRENT ASSETS			
Fixed asset	7	1,546,387	974,254
<b>Total Non-Current Assets</b>		<b>1,546,387</b>	<b>974,254</b>
CURRENT ASSETS			
Advances, deposits, prepayments and others	8	1,566,091	330,891
Cash and bank balances	9	30,253,390	6,398,280
<b>Total Current Assets</b>		<b>31,819,481</b>	<b>6,729,171</b>
<b>Total Assets</b>		<b>33,365,868</b>	<b>7,703,425</b>

FUND AND LIABILITIES

FUNDS

General funds	13	14,561,175	6,856,867
Restricted funds	13	17,948,534	-
<b>Total Funds</b>		<b>32,509,709</b>	<b>6,856,867</b>

CURRENT LIABILITIES

Creditors, accrued & other liabilities	10	856,159	846,558
<b>Total Current Liabilities</b>		<b>856,159</b>	<b>846,558</b>
<b>Total Funds and Liabilities</b>		<b>33,365,868</b>	<b>7,703,425</b>

Contingencies & commitments 11 - -

The annexed notes from 1- 21 form an integral part of these financial statements

ja  
CHIEF EXECUTIVE



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DIRECTOR



AUDITED REPORT 2023 - 2024

TASKEEN HEALTH INITIATIVE  
(A COMPANY SET UP UNDER SECTION 42 OF THE COMPANIES ACT, 2017)  
STATEMENT OF INCOME & EXPENDITURE AND OTHER COMPREHENSIVE INCOME  
FOR THE YEAR ENDED JUNE 30, 2024

	Note	2024 Rupees	2023 Rupees
<b>INCOME</b>			
<b>General Funds</b>			
General Donation	12	30,195,344	27,277,570
Service Income	12	952,000	372,248
Interest Income	12	2,110,777	-
		33,258,121	27,649,818
<b>Restricted Funds</b>			
Grant	12	28,639,366	8,492,750
Zakat	12	2,567,502	2,578,765
		31,206,868	11,071,515
Total Income		64,464,989	38,721,333
<b>EXPENDITURE</b>			
<b>General Funds</b>			
Expenditure directly attribute to programs	14	22,871,536	20,469,136
General admin expenditure	14	2,765,430	3,229,993
		25,636,966	23,699,129
<b>Restricted Funds</b>			
Expenditure directly attribute to programs	14	31,123,916	11,071,515
Total Expenditure		56,760,882	34,770,644
<b>OTHER INCOME</b>			
other income		200	16,370
(Deficit)/Surplus for the year before taxation		7,704,307	3,967,059
Taxation	15	-	-
Other Comprehensive Income		-	-
Total (Deficit)/Surplus for the year before taxation		7,704,307	3,967,059

The annexed notes from 1- 21 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 CASH FLOWS  
FOR THE YEAR ENDED JUNE 30, 2024

	Note	2024 Rupees	2023 Rupees
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>			
Surplus/(Deficit) for the year		7,704,307	3,967,059
Adjustments for:			
Depreciation		757,172	437,441
(Gain)/Loss on sale of asset		-	(16,370)
Operating surplus before working capital changes		8,461,479	4,388,130
<b>Changes in working capital:</b>			
Increase in Creditors, accrued and other liabilities		9,601	(1,901,628)
Increase in advances, deposits, prepayments and others		(1,235,200)	20,367
Decrease in Long term payment		-	3,864
Net cash inflow from operating activities		7,235,880	2,510,733
<b>Cash flow from investing activities:</b>			
Disposal of equipment		-	(37,000)
Purchase of equipment		1,329,306	381,239
Net cash outflow from operating activities		(1,329,306)	(344,239)
<b>Cash flow from financing activities:</b>			
Increase in restricted fund		17,948,534	-
Members initial contribution		-	-
Net cash inflow from financing activities		17,948,534	-
Net increase in cash and cash equivalents		23,855,109	2,166,494
Cash and cash equivalent at beginning of the year		6,398,280	4,231,785
Cash and cash equivalent at the end of the year	9	30,253,390	6,398,280

The annexed notes from 1- 21 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, 2024

	Members Initial Contribution	Accumulated Surplus	Total
<b>Amounts in Rupees</b>			
Balance as at June 30, 2022	1,000,000	1,889,808	2,889,808
Surplus/(Deficit) for the year	-	3,967,059	3,967,059
Balance as at June 30, 2023	1,000,000	5,856,867	6,856,867
Surplus/(Deficit) for the year	-	7,704,307	7,704,307
Balance as at June 30, 2024	1,000,000	13,561,174	14,561,175

The annexed notes from 1- 21 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, 2024

- Status 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 address of the Company is 142 B/1, Khayaban-e-Badar, Phase 7, DHA, Karachi, Pakistan.  
Taskeen is a mental health initiative that aims to alleviate suffering of the people affected by mental illness. Taskeen is focused on conducting mental health promotion campaigns and mental illness prevention drives using different mediums such as community workers, social media, mass media and publicity events.
- 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 NPOs as notified under the Companies Act, 2017; and  
Provisions of and directives issued under the Companies Act, 2017.  
Where provisions of and directives issued under the Companies Act, 2017 differ from the IFRS for SMEs or Accounting Standards For NPOs, the provisions of and directives issued under the Companies Act, 2017 have been followed.
- Basis of measurement**  
These financial statements have been prepared under historical cost convention.
- 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 of Rupees, unless otherwise stated.
- 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 effect the application of accounting policies and reported amounts of assets and liabilities, income and expenditure at 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 form the basis of making the judgement about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.  
The estimates and underlying assumptions are reviewed on an on-going basis. Revision to the accounting estimates are recognized in the period in which the estimate is revised if the revision affects only that period, or in the period of revision and future periods if the revision affects both current and future periods. The areas where various assumptions and estimates are significant to Company's financial statements or where judgements were exercised in application of accounting policies are as follow:  
- Property, plant and equipment (Note 7)



AUDITED REPORT 2023 - 2024

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, 2024

6 Material Accounting Policies Information  
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 at rates specified in note 7 to the financial statements. Depreciation is charged on additions of fixed assets from the date on which an asset is available for use as intended by the management and ceased when an asset is derecognized. The gain or loss arising on disposal of equipment is determined as the difference between the sales proceeds and the carrying amounts of the asset and is recognized in the statement of income and expenditure. Depreciation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate. The effect of any adjustments to residual values and useful lives is recognized prospectively as a change in estimate in statement of income and expenditure.

6.2 Donation  
Donation is recognized when there is reasonable assurance that entity will comply with the relevant conditions if any, and it will be received.  
Donation where no conditions are associated by the donor with its utilization are recognized as income in the period as and when received

6.3 Services Income  
Services income recognized as seminar held on mental health and entity discharge the relevant obligation, and it will be received

6.4 Taxation  
The company is entitled to one hundred percent tax credit of income tax payable, including minimum tax and final taxes payable under section 100(C) of Income Tax Ordinance, 2001. Therefore, no provision of income tax has been accounted for in these financial statements

6.5 Provisions  
Provisions are recognized when the organization has a present, legal or constructive obligation as a result of past events, if it is probable that an out flow of resources embodying economic 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 organization assesses whether there is any indication that assets may be impaired. If such indication exists, the carrying amounts of such assets are reviewed to assess whether they are recorded in excess of their recoverable amount. Where carrying values exceed the respective recoverable amount, assets are written down to their recoverable amounts and the resulting impairment loss is recognized 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 revised recoverable amount but limited to the extent of carrying amount that would have been determined had no impairment loss been recognized for that asset. Reversal of impairment loss is recognized as income.



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, 2024

6.7 Financial assets

All financial assets are recognized at the time when the Company becomes a party to the contractual provisions of the instrument. Financial assets are initially recognized at fair value, except for certain non-arm's length transactions. Financial assets are derecognized 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 amortized cost using the effective interest method except for investments in 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 recognized in income and expenditure account in the period in which they arise. Financial assets measured at amortized cost include other receivables, advances and, cash and bank balances. Dividend income from financial assets is recognized 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 indicators of impairment. The amount of write-down as a result of impairment is recognized in income and expenditure account. The previously recognized 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 recognized previously. The amount of reversal will be recognized in income and expenditure account.

6.8 Financial liabilities

All financial liabilities are recognized at the time when the Company becomes a party to the contractual provisions of the instrument. Financial liabilities at amortized costs are initially measured at fair value minus transaction costs. Financial liabilities at fair value through profit or loss are initially recognized at fair value and transaction costs are expensed in the profit or loss. Financial liabilities, other than those at fair value through profit or loss, are subsequently measured at amortized cost using the effective yield method. A financial liability is derecognized when the obligation under the liability is discharged or cancelled or expired. Where 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 derecognition of the original liability and the recognition of a new liability, and the difference in respective carrying amounts is recognized 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 recognized amounts and intends either to settle on a net basis or to realize asset and settle the liability simultaneously.

6.10 Cash and cash equivalents

Cash and cash equivalents are carried 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 rates of exchange ruling on the date of transaction. All monetary assets and liabilities denominated in foreign currencies are translated into Pakistan Rupees at the rate of exchange ruling on balance sheet date and exchange differences, if any, are charged in the statement of income and expenditure.



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, 2024

7 Fixed Assets

Description	Cost				Rate	Depreciation				W.D.V
	1-Jan-23	Addition	Deletion	30-Jun-24		1-Jan-23	W.D.V June 1, 2023	Charge for the year	Deletion	30-Jun-24
Rupees										
3 IT and Electronic Equipments	1,111,826	750,396	-	1,862,222	33%	502,670	642,800	129,383	1,031,069	478,123
4 Furniture and fixtures	424,523	171,980	-	596,503	20%	109,573	105,621	227,499	342,541	478,284
	1,536,351	922,376	-	2,458,727		612,243	748,421	256,882	1,373,610	956,407

Description	Cost				Rate	Depreciation				W.D.V
	1-Jan-23	Addition	Deletion	30-Jun-23		1-Jan-22	W.D.V June 1, 2022	Charge for the year	Deletion	30-Jun-23
Rupees										
3 IT and Electronic Equipments	866,587	341,229	80,360	1,127,456	33%	233,415	613,172	208,381	39,210	565,581
4 Furniture and fixtures	479,275	36,889	-	516,164	20%	95,171	477,993	128,614	39,210	430,168
	1,345,862	378,118	80,360	1,643,620		328,586	1,091,165	336,995	78,420	995,749



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, 2024

Note	2024		2023	
	Rupees		Rupees	
8 Advances, deposits, prepayments and others				
Prepaid IT expense	-		3,864	
Prepaid insurance expense	43,645		186,661	
Security deposits	320,000		130,000	
Loans and advances to employee	268,965		798	
Advance WHIT Tax (Client)	50,068		9,568	
Advance WHIT Tax (Profil)	118,273		-	
Other receivable	765,140		-	
	1,566,091		330,891	

	2024		2023	
	Rupees		Rupees	
9 Cash and bank balances				
Cash in hand		95,898		12,383
Cash at bank - current account		5,157,492		6,385,897
Cash at bank - Term deposit receipts	9.1	25,000,000		-
		30,253,390		6,398,280

9.1 Term Deposit Receipts  
These Term deposit receipts (TDR) include an amount of Rs. 15,000,000 deposited at IIBL with an interest rate of 18.5%, maturing three months from the start date of June 14, 2024.  
Term deposit receipts (TDR) amount of Rs. 10,000,000 deposited at Bank Al Habib with an interest rate of 18.5%, maturing one month from the start date of June 24, 2024.

	2024		2023	
	Rupees		Rupees	
10 Creditors, accrued & other liabilities				
Creditors		75,099		429,783
Salary payable		42,430		-
PF employee contribution payable		169,904		93,329
PF employee contribution payable		169,904		93,615
EOBI payable		62,720		18,721
Audit fee payable		170,000		130,000
Withholding tax payable		166,102		81,110
		856,159		846,558

11 Contingencies And Commitments

There are no known contingencies and commitments as at June 30, 2024 (June 30, 2023: Nil)





AUDITED REPORT 2023 - 2024

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, 2024

12 Income									
Income								2024	2023
Income Realized From Restricted Funds								Rupees	Rupees
General Donation & Income									
AKHSP	BAT	GHS	Vitol Foundation	Zakat	General Donation	Service Income	Interest Income	Total	Total
Grant	121	7,410,505	8,142,581	2,170,317	10,915,963	-	-	28,639,366	8,492,330
Donation	122	-	-	-	30,195,344	-	-	30,195,344	27,277,570
Zakat	-	-	-	2,567,503	-	-	-	2,567,503	1,578,765
Service Income	123	-	-	-	-	952,000	-	952,000	372,248
Interest Income	-	-	-	-	-	-	2,110,777	2,110,777	-
		7,410,505	8,142,581	2,170,317	10,915,963	2,567,503	30,195,344	952,000	28,721,133

12.1 Specific Grants

**AKHSP**  
This Grant is received from M/s Agha Khan Health Services, Pakistan (AKHSP) is for the purpose of extending Taskeen Helpline services to population in Gilgit-Baltistan and Chitral.

**BAT**  
This Grant received from British Asian Trust (BAT) is to increase mental health awareness through social media and community interventions and to increase accessibility by providing support to patients through the Taskeen tele-mental health helpline.

**GHS**  
The Grant received from Global Health Science to establish mental health support as an integral component of national emergency response protocols and national Pandemic Prevention, Preparedness and Response (PPPR) interventions, and to fill research gaps pertaining to mental health and national health emergencies.

**Vitol Foundation**  
This grant from the Vitol Foundation enables Taskeen to launch a project focused on raising mental health awareness, expanding tele-mental health helplines, strengthening community support, and working with government stakeholders to increase investment and improve mental health services nationwide.

12.2 Donation		2024	2023
		Rupees	Rupees
Donation	12.2.1	29,356,315	24,634,505
Donation In-kind	12.2.2	839,029	36,000
		30,195,344	24,670,505

12.2.1 This represents donations by local individuals, groups and companies.

12.2.2 This represents donations by local individuals, groups and companies in the form of assets.

12.3 This amount represents income earned from consultancy services in Mental Health & Psychological

*[Signature]*

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, 2024

13 Funds		2024	2023
		Rupees	Rupees
General Fund		14,561,175	6,856,867
Restricted Funds			
- Agha Khan Health Services, Pakistan (AKHSP)	13.1	174,406	-
- Global Health Science (GHS)	13.1	620,091	-
- Vitol Foundation (Vitol)	13.1	17,204,037	-
		17,948,534	-
		32,509,709	6,856,867

13.1 Funds Movements

Restricted fund						General Fund
AKHSP	BAT	GHS	Vitol	Zakat		
Opening balance	-	-	-	-	-	6,856,867
Received during the year	7,534,911	7,377,441	2,790,408	28,120,000	2,567,503	33,341,274
Funds realized during the year / (expenses allocated)	7,410,505	8,059,628	2,170,317	10,915,963	2,567,503	25,636,966
Less: purchase of assets	-	82,953	-	-	-	-
Balance carry forward / (receivable from Donor)	124,406	(765,140)	620,091	17,204,037	-	14,561,175

*[Signature]*

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, 2024

14 Expenditure									
Allocations						2024		2023	
Restricted Funds						Rupees		Rupees	
Expenditure directly attributable to programs						Grand Total		Total	
AKHSP	BAT	GHS	Vitol Foundation	Zakat	Sub Total	Expenditure directly attributable to programs	Admin Expenses	Grand Total	Total
Salaries & Benefits	14.1	5,076,206	7,139,628	1,679,826	4,902,417	23,800,822	10,267,839	34,068,661	24,087,583
Awareness Campaigns	14.2	640,444	920,000	-	1,417,428	2,977,072	996,514	3,973,586	2,166,517
Renovation work	-	-	-	-	-	-	252,639	252,639	-
Local Travel charges for Workshops	-	-	-	-	-	-	414,486	414,486	193,500
Bank Charges	-	-	-	-	-	-	187,505	187,505	60,138
Printing & Postage	-	-	-	-	-	-	256,091	256,091	305,605
Refundation Expense	-	-	-	-	-	-	76,313	76,313	33,780
IT Expense	97,313	-	-	602,151	153,446	853,110	-	853,110	1,028,020
Rent Expenses	211,195	-	-	606,900	818,095	1,428,095	-	1,428,095	943,800
Legal & Professional Charges	110,347	-	-	347,729	458,076	568,076	474,263	1,042,339	438,415
Audit remuneration	-	-	-	-	-	-	170,000	170,000	130,000
Utilities (Electricity, Internet, etc.)	140,171	-	-	233,570	373,741	413,741	-	413,741	405,267
Communication Expense	251,285	-	-	206,619	457,904	457,904	-	457,904	437,480
Office Running Expense	-	-	-	290,927	113,812	404,739	341,437	746,176	508,832
Traveling & Governance	874,344	-	-	284,193	1,158,537	1,442,730	991,996	2,434,726	1,567,184
Insurance Expense	-	-	-	-	-	-	273,803	273,803	146,175
Outsourced Mental Health Services	-	-	-	89,560	89,560	89,560	-	89,560	122,000
Fundraising Event	-	-	-	-	-	-	-	-	614,824
PR Material	-	-	-	-	-	-	176,300	176,300	-
Depreciation Exp	-	-	-	-	-	-	757,173	757,173	437,441
Team building Activities	-	-	-	-	-	-	144,753	144,753	-
Total		7,410,505	8,059,628	2,170,317	10,915,963	32,509,709	22,971,536	55,481,245	34,770,444

*[Signature]*

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, 2024

14.1 Salaries & Benefits		2024	2023
		Rupees	Rupees
Salary & benefits - executives	14.1.1	16,987,845	6,784,065
Salary & benefits - non executives		24,272,496	17,048,458
		41,260,341	23,832,523

14.1.1

Amount in Rupees					
2024			2023		
CEO / Director	Directors	Executives	CEO / Director	Directors	Executives
-	-	15,338,267	-	-	6,784,065
-	-	1,649,578	-	-	318,567
-	-	16,987,845	-	-	7,102,632
1	4	9	1	4	5

Managerial remuneration

Other Benefits

No remuneration or other benefits are available to the Chief Executive and Directors of the Company

14.2 Awareness Campaigns		2024	2023
		Rupees	Rupees
Video Production Cost	14.2.1	1,313,585	1,347,220
Facebook Promotion, Google Promotion, Other expense		2,654,800	819,297
		3,968,385	2,166,517

14.2.1 This represents the cost of producing the videos for social media and mass media for mental health promotion campaigns.

14.3 Audit Fees		2024	2023
		Rupees	Rupees
Audit fee for the year		147,620	114,286
Out of pocket expenses		15,000	10,000
Sale tax		7,380	5,714
		170,000	130,000

*[Signature]*

## AUDITED REPORT 2023 - 2024

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, 2024  
15 Taxation

15.1 In accordance with the provisions of Section 100 C of the Income Tax Ordinance 2001, the income of non-profit organizations, trusts or welfare institutions, shall be allowed a tax credit equal to one hundred percent of the tax payable, including minimum tax and final taxes payable under any of the provision of the Income tax Ordinance 2001, subject to the following conditions, namely:

- Return has been filed;
- Tax required to be deducted or collected has been deducted or collected and paid;
- Withholding tax statements for the immediately preceding tax year have been filed;
- The administrative and management expenditure does not exceed 15% of the total

Provided that clause (d) shall not apply to a non-profit organization, if

- (a) charitable and welfare activities of the non-profit organization have commenced for the first time within last three years;
- (b) total receipts of the non-profit organization during the tax year are less than one hundred million Rupees

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

15.2 Further, sub-section (1A) of section 100 C of the Income Tax Ordinance, 2001 provides that the surplus funds of non-profit organization shall be taxed at a rate of ten percent.

For the purpose of sub-section (1A), surplus funds means funds or monies

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

For the purpose of this sub-section, "restricted funds" mean any fund received by the organization but could not be spent and treated as revenue 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 (1A) of section 100 C of the Income Tax Ordinance 2001, as there is no surplus during the year.

15.3	Financial Instruments by categories	Note	2024 Rupees	2023 Rupees
	Financial assets at amortized cost			
	Advances, deposits and other	8	1,522,446	140,366
	Cash and bank balances	9	30,253,390	6,398,280
	Total		<u>31,775,836</u>	<u>6,538,646</u>
	Financial Liabilities at amortized cost			
	Creditors, accrued & other liabilities	10	856,159	846,558
	Total		<u>856,159</u>	<u>846,558</u>

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**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, 2024**  
**16 Fair Value of Financial Instruments**

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

The entity measures fair values using the following fair value hierarchy that reflects the significance of the

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. as 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).

## 17 Accounting classifications and fair values

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

17.1	30-Jun-24		Carrying amount				Fair Value			
	Note		Fair value through other comprehensive income	Fair value through profit or loss	Amortized Cost	Total	Level 1	Level 2	Level 3	Total
						(Rupees).....				
Financial Assets - not measured at fair value										
Advances, deposits and other	8	-	-	-	1,322,446	1,322,454	-	-	-	-
Cash and bank balances	9	-	-	-	30,233,390	30,230,399	-	-	-	-
					31,775,836	31,773,853				
Financial liabilities - not measured at fair value										
Creditors, accrued & other liabilities	10	-	-	-	856,159	856,159	-	-	-	-
					856,159	856,159				

30 Jun 2023		Carrying amount				Fair Value			
	Note	Fair value through other comprehensive Income	Fair value through profit or loss	Amortized Cost	Total	Level 1	Level 2	Level 3	Total
<b>Financial Assets - not measured at fair value</b>									
Advances, deposits and other Cash and bank balances	8 9	- -	- -	140,366 6,398,280	140,366 6,398,280	- -	- -	- -	- -
				<u>6,538,646</u>	<u>6,538,646</u>				
<b>Financial liabilities - not measured at fair value</b>									
Creditors, accrued & other liabilities	10	-	-	846,558	846,558	-	-	-	-
				<u>846,558</u>	<u>846,558</u>				

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**TASKEEN HEALTH INITIATIVE**  
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17.2 The entity has not disclosed fair values for these financial assets and financial liabilities as their carrying amounts are reasonable approximation of the fair value.

## 18 Related Parties Transaction

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

Party Name	Relationship	Nature of Transaction	2024 (Rupees)	2023 (Rupees)
Mr. Irfan Mustafa	Key	Opening balance	-	-
	Management	Donation received	5,500,000	4,500,000
	Personnel	Receivable/(Payable) at year end	-	-
Mr. Taha Sabri	Key	Opening balance	-	-
		Donation received	-	2,040
		Expenses incurred	1,478,294	756,219
	Management	Expenses reimbursement	1,478,294	707,648
	Personnel	Receivable/(Payable) at year end	-	(48,571)

## 19 Corresponding figures

Corresponding figures have been re-arranged and re-classified, wherever necessary, for the purpose of comparison; however, no material re-arrangements and reclassifications have been made in these financial statements.

	2024	2023
20 Number of employees		
Average number of employees for the period	42	28
Number of employees at the period end	50	34

## 21 Date of authorization for issue

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

on 26 NOV 2024

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CHIEF EXECUTIVE



  
DIRECTOR





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