

ANNUAL REPORT

JAN-DEC 2021



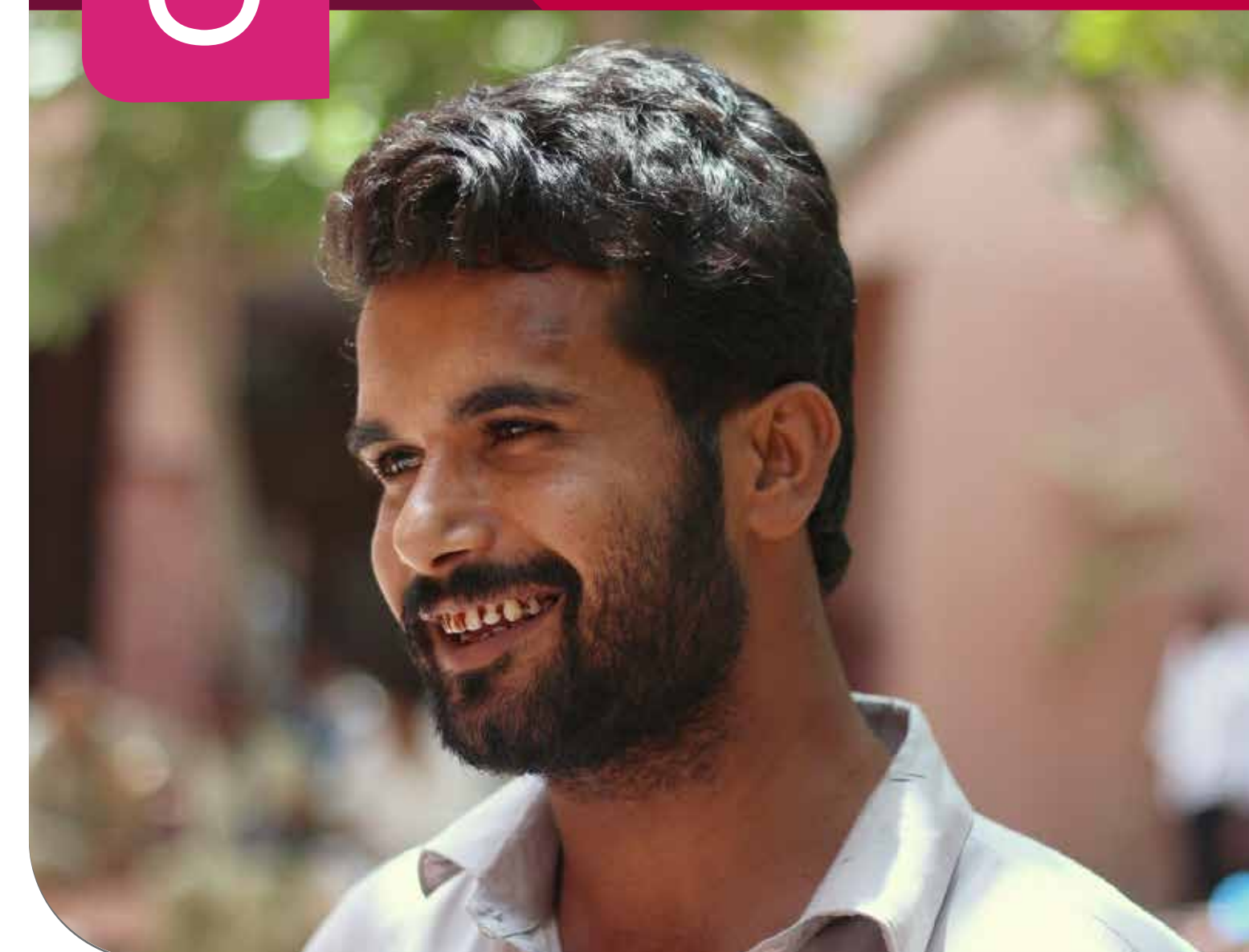
1 Letter from CEO



2 About Taskeen



3 Our Goals



4 Our Philosophy



5 Our Programs



6 Board and Advisors



7 Governance

FBR Federal Board of Revenue
Revenue Division - Government of Pakistan

IR Inland Revenue Service

2(36)(c) (Order to grant / refuse / maintain / withdraw approval to Non-Profit Organization) _____

Name: TASKEEN HEALTH INITIATIVE
Address: 142 B/1, KHAYABAN-E-BADAR, PHASE-VII, DHA, KARACHI, Pakistan
Contact No: 100000072960354

Registration: 6459172
Tax Year: 2020
Period: 01-Jul-2019 - 30-Jun-2020
Medium: Online
Due Date: 18-Mar-2020
Document

In exercise of the powers vested upon me under sub-clause (c) of clause (36) of section 2 of the Income Tax Ordinance, 2001 read with Rule 214 and Rule 220 of the Income Tax Rules, 2002 the status of non-profit organization is provisionally granted to the above mentioned taxpayer subject to fulfilling of the following conditions:

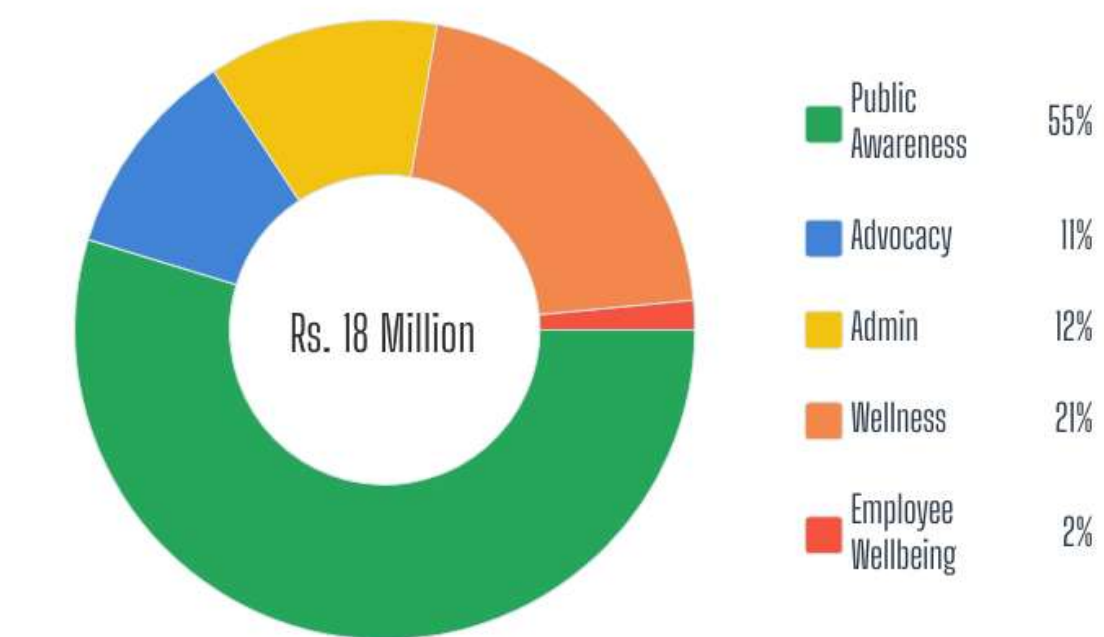
- Proper deduction of tax and filing of statements u/s 149 and 165 as provided for under the Income Tax Ordinance, 2001;
- Filing of return of total income, audited accounts and performance evaluation report as and when liable to be filed as per provision(s) of the law;
- Any income generated from any business activity carried on by the taxpayer is not exempt by virtue of this approval.

8 Our Parters and Sponsors



9 Financial Highlights

PROGRAM-WISE COST 2021
July 2020 - June 2021



1

LETTER FROM THE CEO

I am proud to share with you the huge strides that Taskeen has made during the second year of its official existence in promoting the cause of mental health and wellbeing in Pakistan in this year's annual report. We all know that most of the social problems of our society can be directly traced back to our thought processes and the actions that follow. The impact of covid and increasing socio economic stressors have placed tremendous pressure on our emotional and mental health and productivity.

Some of us have found it very challenging to cope with this without having recourse to the right tools and mechanisms. This is where Taskeen has stepped in to play a pivotal role in changing people's attitudes and behaviors. Taskeen's relentless efforts through its campaigns and a passion to lend a listening ear to the needy continues to make a huge impact. The key achievements in 2021 within our 3 pillars are mentioned below:

1. Reached more than 30 million people on social and mass media through our public mental health awareness campaigns, producing more than 50 videos on mental health.
2. Established a partnership with Facebook and ran a campaign reaching more than 18 million people in October 2021 to create awareness about the mental health impact of the COVID-19 pandemic.
3. Increased the capacity of our mental health helpline providing free of cost mental health support to more than 2000 people.
4. Launched Pakistan's first artificial intelligence based Mental Health Chatbot for mental health screening and education.

5. Expanded the reach of our tele-counselling helpline with more than 70% of our beneficiaries based outside of Karachi.
6. Supported the Federal Ministry of National Health Services Regulations and Coordination to develop the Islamabad Mental Health Act.
7. Launched a nationwide campaign on suicide decriminalization that resulted in a bill to decriminalize suicide being introduced in the Senate.

My sincerest thanks go to the Taskeen team led by Dr. Taha Sabri, the Chief Operating Officer. Thanks are also due to our generous donors who continue to believe in us and our cause, our coalition partners who continue to lend guidance to strengthen our proposition and the key government functionaries who are collaborating with us. Last but not the least I would like to thank our beneficiaries for whom we exist, who have placed tremendous trust and faith in us and continue to open their heart out.

As we enter next year our focus now is shifting to primarily speak to the under-privileged who are faced with a much bigger challenge due to lack of resources. In that context our theme for 2022 will be "Zehni Sehat Sab Ka Haq". We are looking forward to continued support from our stakeholders to support our efforts to offer quality, ethical services to the needy and by creating a supporting environment for those who are suffering.

— **Irfan Mustafa** - Director & CEO

ABOUT TASKEEN

Taskeen (to comfort) is a non-profit that aims to create a Sehatmand Pakistan by changing people's attitudes, behaviors and perceptions 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.

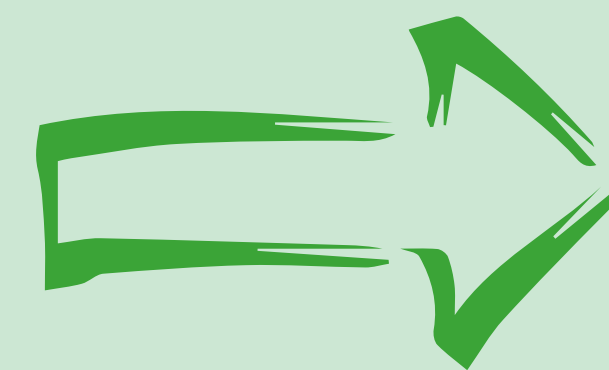


OUR PHILOSOPHY

Healthy Body,
Mind, Spirit



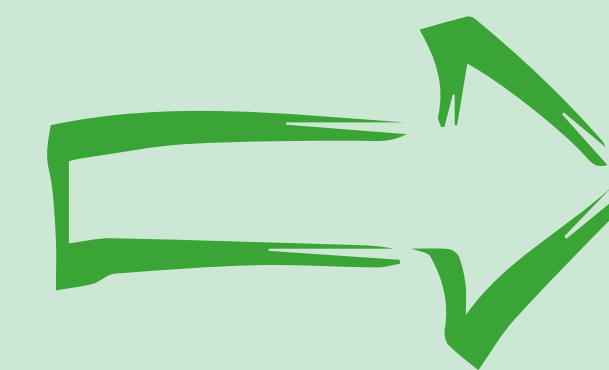
Sehatmand
Jism, Nafs, Ruh



Healthy
Relationships



Sehatmand
Taluqaat



Healthy
Society



Sehatmand
Maashra



Healthy
Pakistan



Sehatmand
Pakistan

OUR PROGRAMS

5



PUBLIC MENTAL HEALTH AWARENESS PROGRAM

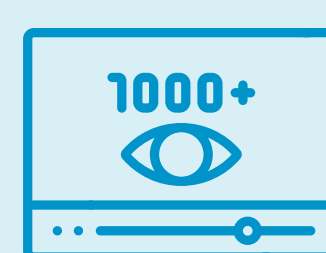
Our Impact


51

Total Videos


28 MILLION

Social Media Reach


9.5 MILLION

Social Media Video Views


3.9 MILLION

Social Media Interactions


40 MILLION

Mass Media Reach


70,000

Website Visitors

Our Work

Dil Kholo

10 Video sketches

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

Interviews & PSAs

05 Videos

Interviews and public service announcements with celebrities, influencers and service providers for education purposes

Unhealthy Parenting

05 Videos

Narration based videos to create awareness about unhealthy parenting habits in our society

Supporting Content

130 Static Posts

Static posts to create awareness around various mental health topics

Stories of Hope

20 Videos

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

Mental Health for Caregivers

05 Animated Videos

Animated videos to create awareness around the stressors caregivers go through when providing mental health support to loved ones

Mass Media Shows

35 Shows

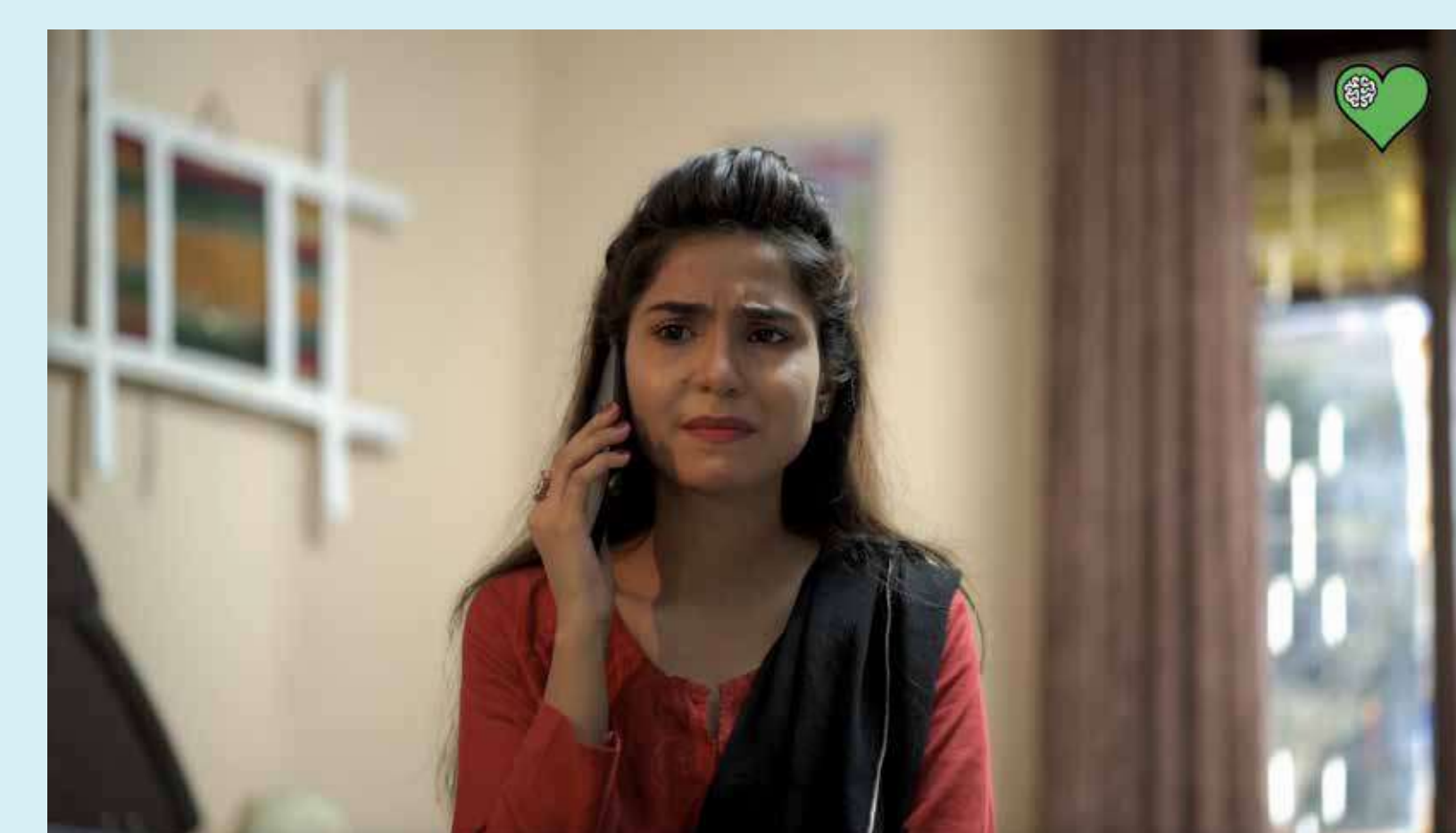
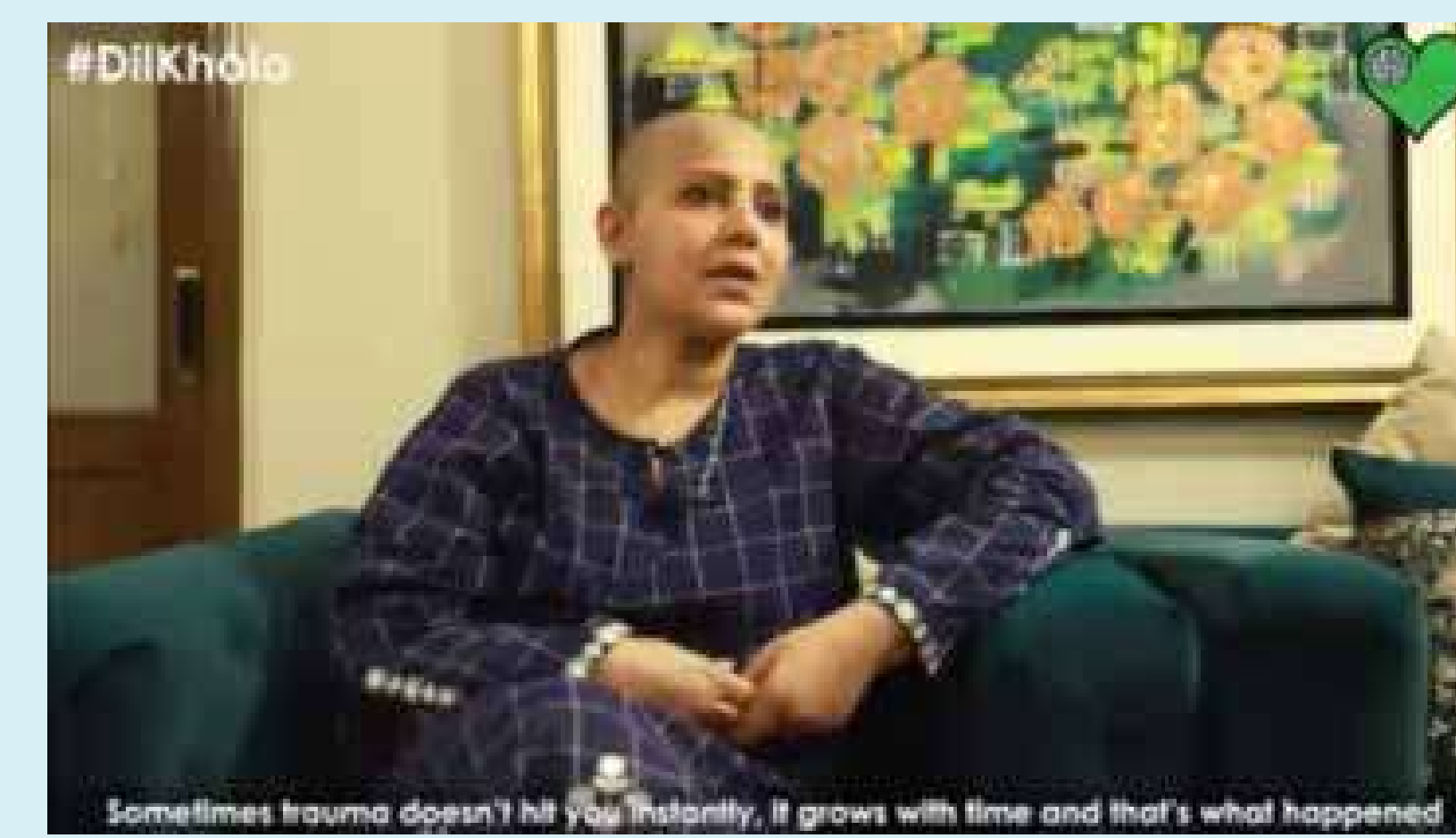
Mass media shows on leading TV channels to reach out to larger audiences and generate meaningful dialogue about prevailing mental health issues facing our society

Partnership with Facebook

04 Content Pieces

Partnered with Facebook to create awareness around COVID and mental health

PUBLIC MENTAL HEALTH AWARENESS PROGRAM



Stories of Hope

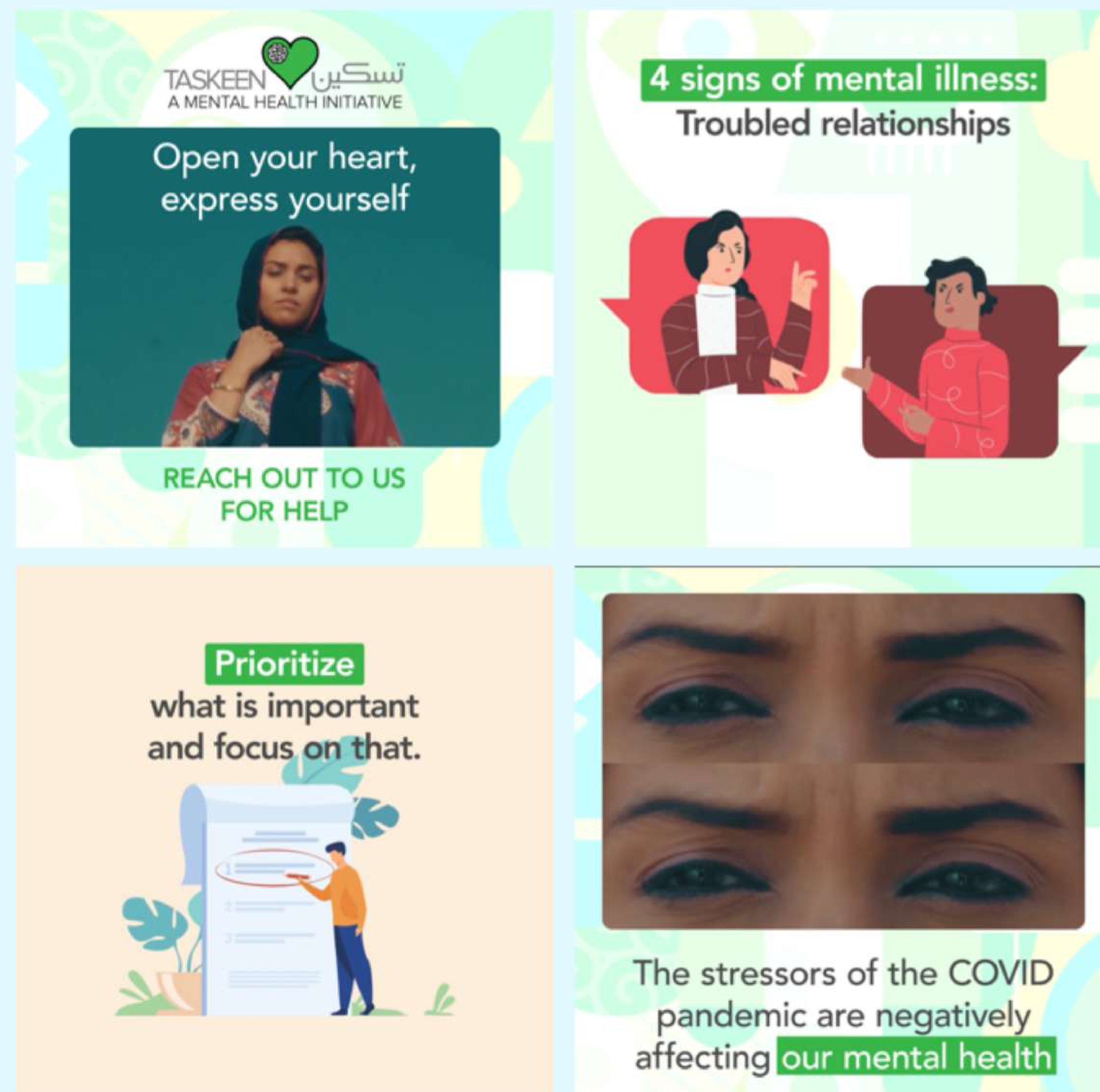
Educational Videos

Mass Media Shows

Short Films

PUBLIC MENTAL HEALTH AWARENESS PROGRAM

Partnership with Facebook



In October 2021, we partnered with Facebook for a month long campaign to create awareness about mental health during COVID-19. Taskeen worked closely with Facebook's team and their partners to reduce the stigma attached to mental health in Pakistan and provide a platform for Pakistanis to reach out for help

Reached
18.6 Million+ people

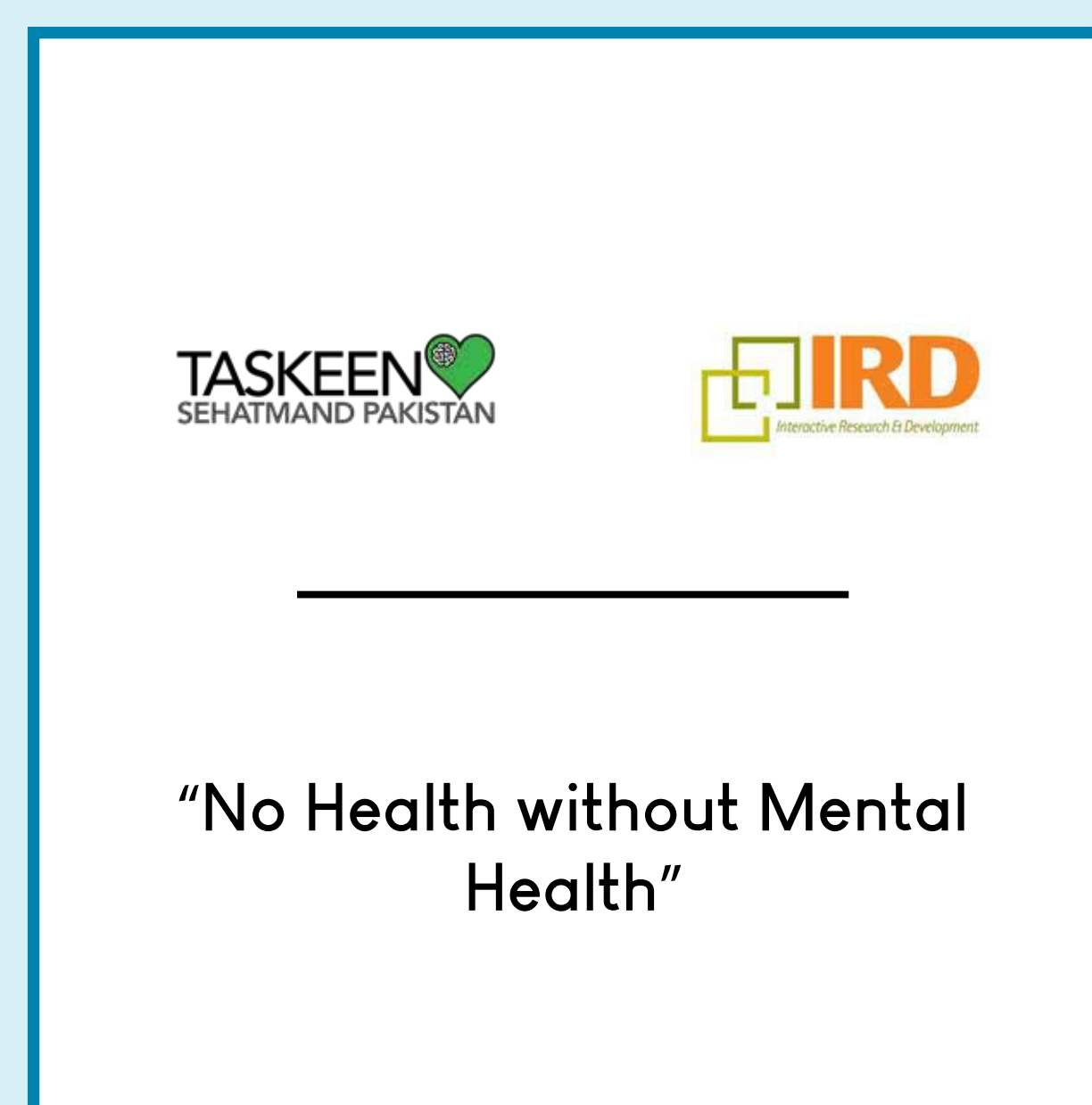
Generated
5.5 Million+ conversations

Ads were shown
65 Million+ times at a frequency of 3.51

Captured
Over 50% of Pakistan's population on Facebook

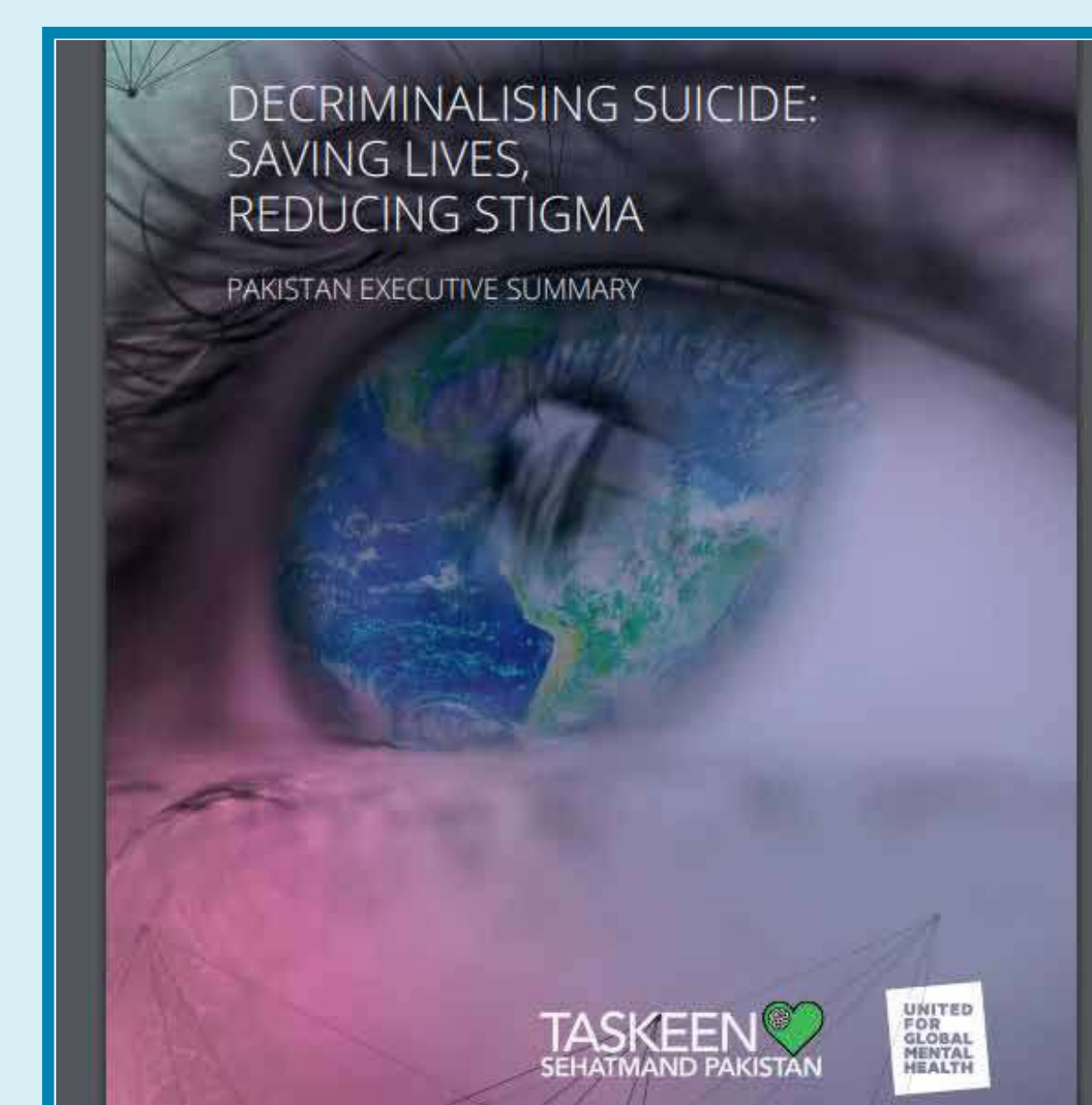
MENTAL HEALTH ADVOCACY

Research and Studies Commissioned



Pakistan Universal Healthcare Report

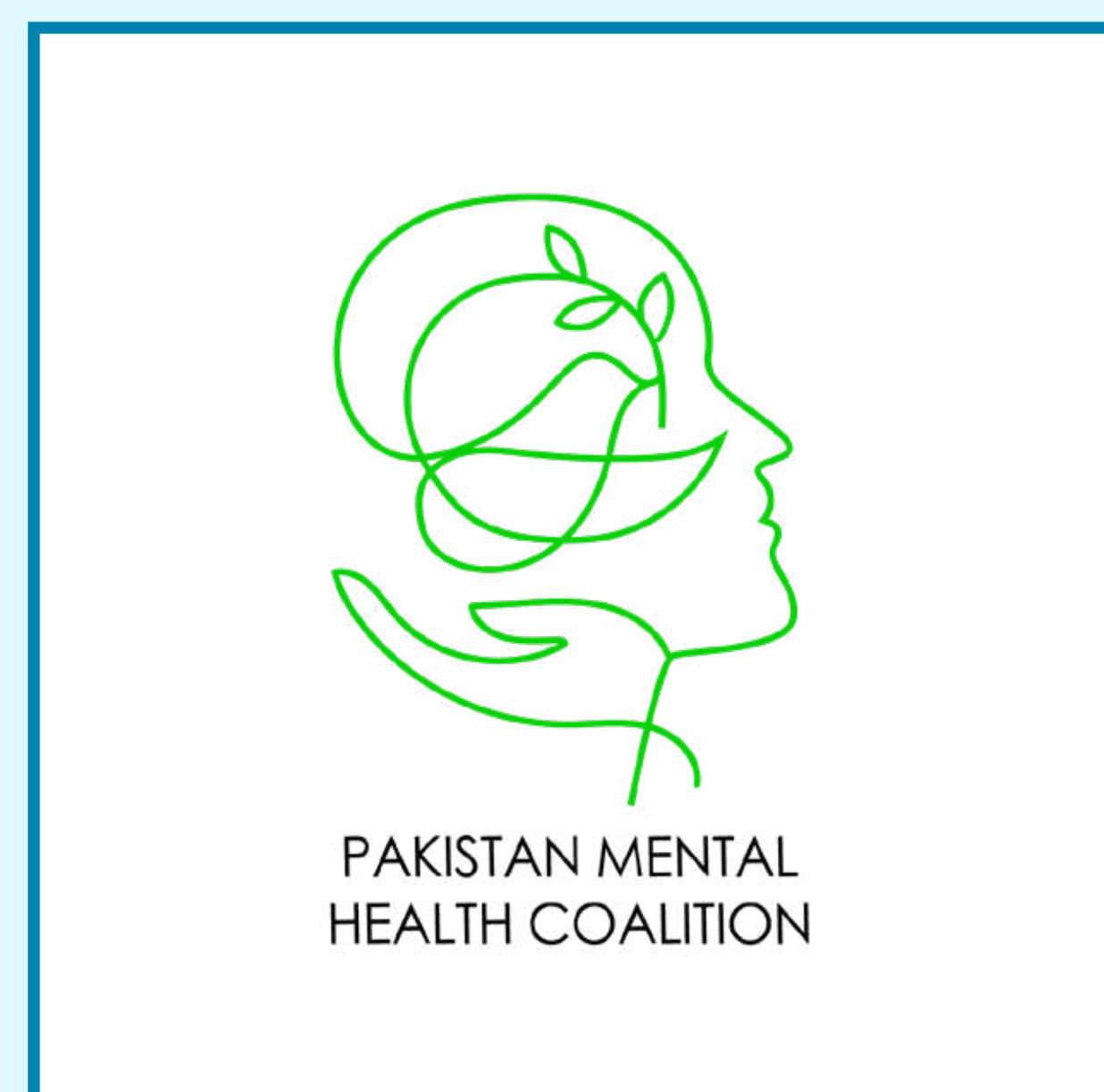
[View Report »](#)



UGMH Suicide Decriminalization Report

[View Report »](#)

Impact



Coalition Building

Founding of Pakistan Mental Health Coalition, South Asian Union of Mental Health and Global Speak Your Mind Campaign



Working with the Government

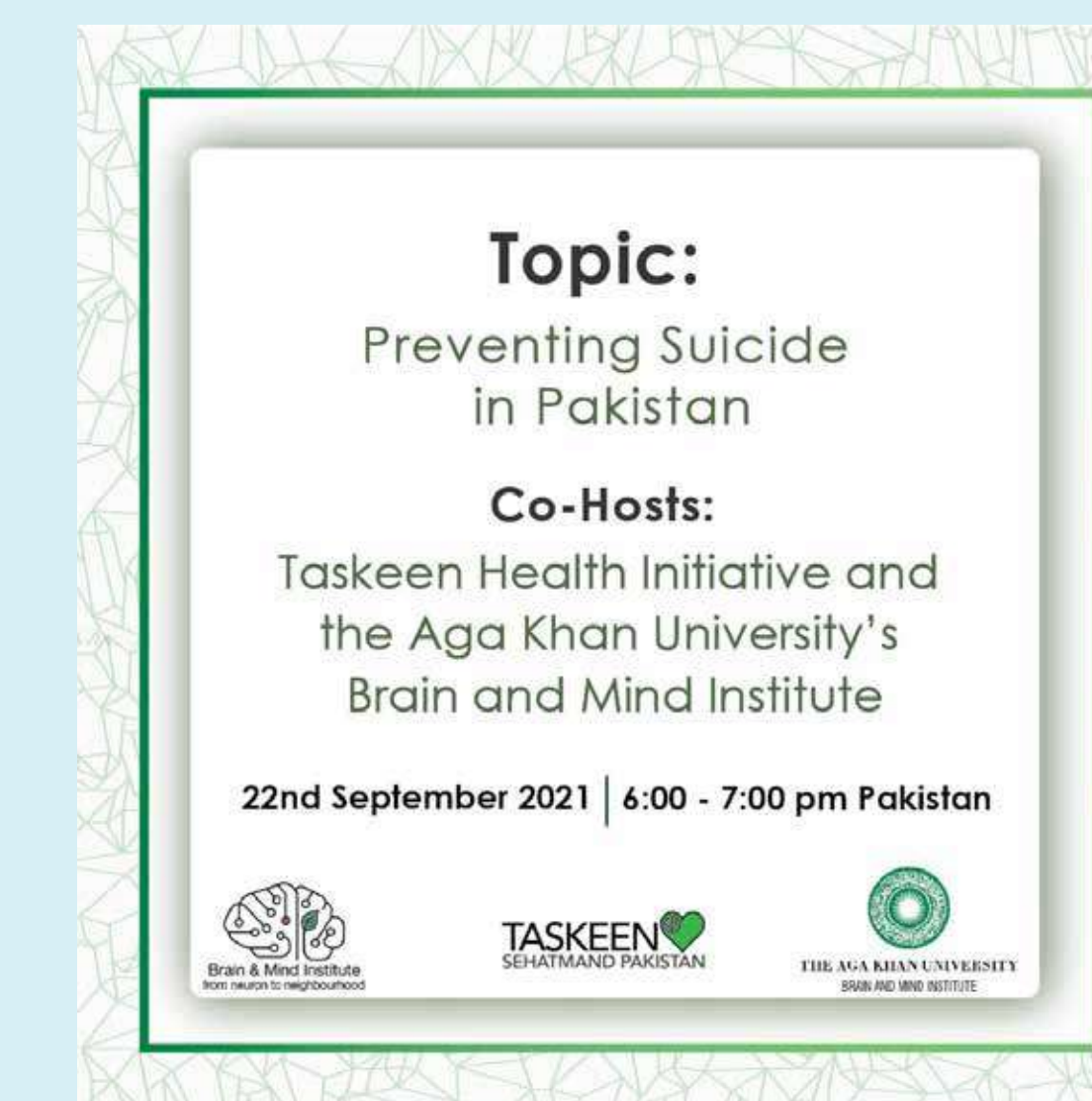
Working on development of the Islamabad Mental Health Act



Suicide Decriminalization Campaign

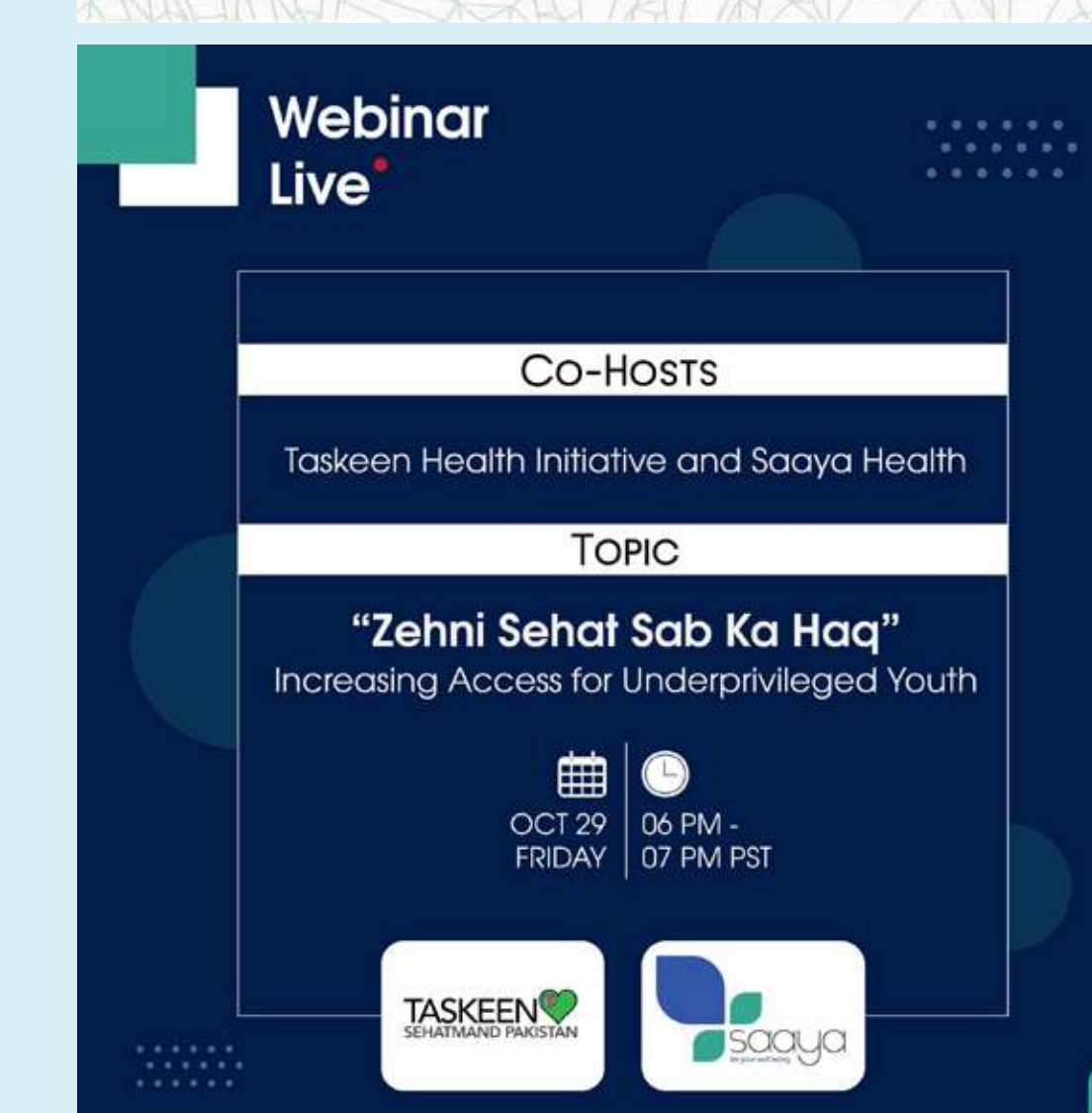
Introduction of suicide decriminalization bill to senate

Webinars



Preventing Suicide in Pakistan

Organized by Brain and Mind Institute of The Aga Khan University and Taskeen



Zehni Sehat Sab Ka Haq: Increasing Access for Underprivileged Youth

Organized by Saaya Health and Taskeen Health Initiative



Increasing access in an unequal world

Organized by Taskeen and Sehat Kahani was held on 15th October 2021



Suicide Prevention in the South Asian region

Organized by the South Asian Union of Mental Health to highlight the suicide prevention efforts in India, Pakistan, Nepal, Sri Lanka and Philippines

MENTAL HEALTH HELPLINE

Our Impact

5,100+

Online Distress Screening

3,750+

Total Consultations Conducted

2,095+

Total Beneficiaries Treated

Peer Group

3

Peer Support Groups

15

Total Beneficiaries Attending

Evaluation

87%

Beneficiaries reporting service helpful

91%

Beneficiaries satisfied with their counsellor

72%

Beneficiaries reporting decrease in distress

Testimonials

The counsellor was very cooperative, I felt very secure after share my problems with them. They guided me and gave me tips which proved to be very effective. I felt relaxed and calmer overall after my session.

Tando Adam Khan, Male, 21

I would like to thank Takeen for the service. I was hesitant about getting a consultation because I thought I would not be able to see it through but often times we do not understand how to approach our problems and getting help is the best thing we can do.

Peshawar, Female, 25

I am from India Kashmir and I was suffering from anxiety. After a little research I found Taskeen and I have been sharing this information with others as well. I am glad this service is not just limited to Karachi or Pakistan.

Kashmir, Male, 20

I felt really nice after my session so it was very helpful for me. I hope you guys continue to help people this way.

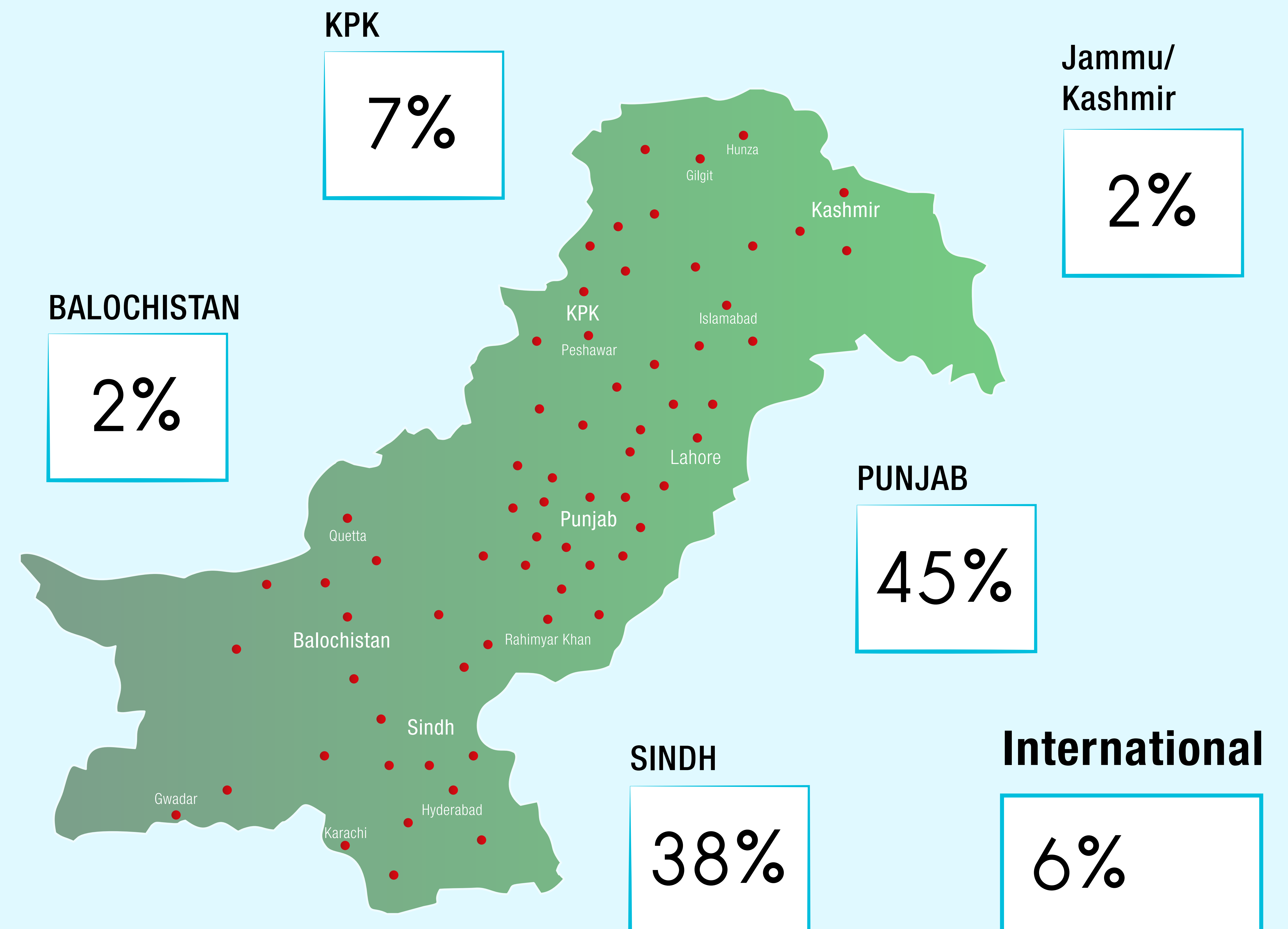
Quetta, Female, 24

The counsellor was very caring and listened to me with a lot of sincerity just like a family member would understand you and then give you their opinion. They helped me resolve things positively and I really appreciated their feedback.

Kasur, Male, 29

NATIONAL FOOTPRINT (N=2200)

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 (May-Dec)

10,000

Total Users

500

Chatbot Distress Screening

Chatbot Marketing Videos

1

Video

676,395

Chatbot Marketing Reach

96,948

Link Clicks

- Our aim is to provide screening and psychoeducational tools to people in a quick and standardized manner in order to increase mental health accessibility on a large scale.
- Taskeen Chatbot was launched in May 2021.
- It helps screen people for the level of distress they feel and educates them on mental health and wellbeing.

EMPLOYEE WELLBEING PROGRAM

In 2021, Taskeen worked to develop and conduct various modules as a part of our Employee Wellbeing program. This included the regulation of our Self Management model as well as the development of three new workshops, Communication Skills, Empathetic Listening and Work-Life Balance. We have successfully executed each and received great feedback from our clients.

Organizations we have worked with



27
Workshops Held

1000+
Participants

Testimonial

I attended a session conducted by Taskeen Pakistan. It motivated me to set priorities and helped me with my decision-making process. I Now apply that in my life and it helps me get things done. The session was very interactive and helpful and I enjoyed it a lot. The trainer was really good, and we learned a lot from her about life experiences.

F K, Male, 24

Our Impact

Responses

Attendees

"Participants stated that they learned something from the workshop which helped them improve their lives"

82%

"Participants reported an improvement in their ability to manage their relationships after the workshop"

70%

"Participants demonstrated increased awareness that reported a healthy body, mind, and relationships is important for them to lead a healthy life"

94%

"Participants demonstrated increased awareness their relationships can be improved by adopting healthy communication skills and practicing empathetic listening"

94%

"Participants correctly identified that self-care the first step we must take to develop healthy relationships"

88%

"Participants demonstrated an understanding of the correct technique of empathetic listening"

80%

"Participants correctly identified at least 3 signs of a healthy personal life"

65%

6

BOARD



Irfan Mustafa

Director & CEO



Arshad Anis

Director



Ayesha Mustafa

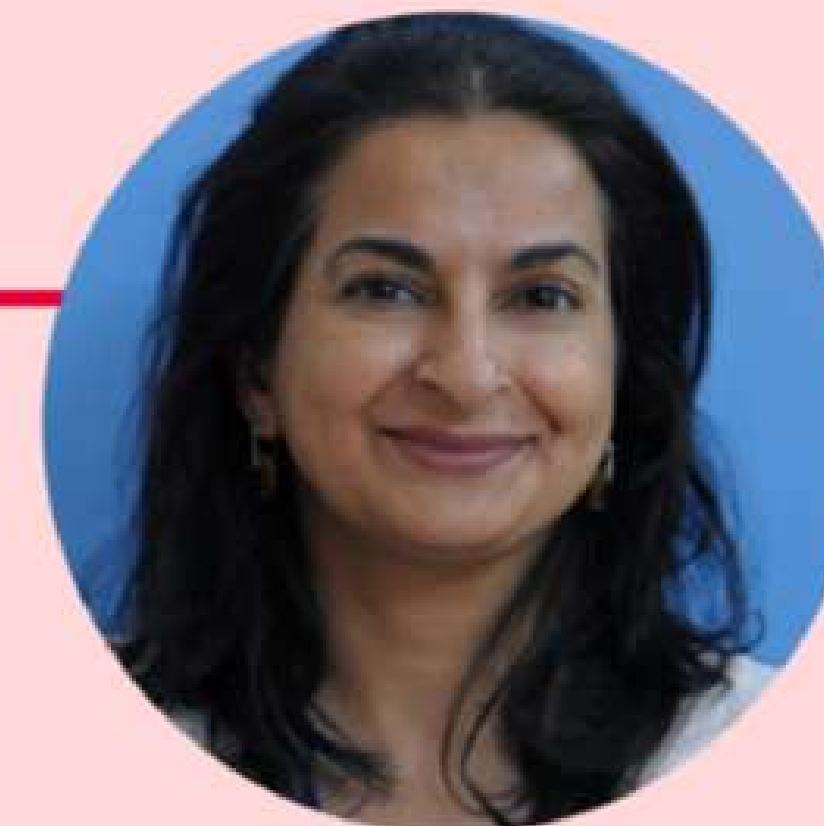
Director



Beenish Nafees

Director

ADVISORS



Dr. Rubeena Kidwai

Advisor



Hamza Khan

Advisor



Prof. Dr. Murad Musa

Advisor



Shahab Rizvi

Advisor

TASKEEN TEAM

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



Taha Sabri



Naveed Ahmed



Syed Kareem



Ravisha Talreja



Kanza Amjad



Haadi Farooqui



Sana Liaquat



Rabeea Saleem



Ayesha Afridi



Babar Jafree



Sinan Charania



Duaa Nusrat



Hadi Amir



Mekaiel Zia



Tayyaba Imran



Mariam Khan



Ali Husnain



Khushbakht Memon



Sharmeen Khan



Maheen Fahim



Fatima Leghari



Shahzor Hashim



Mahrukh Iftikhar



Hajira Atique

GOVERNANCE

Legal Status

Profile: A Non-Profit Organization
Registered under Section 42 of the
Companies Act, 2017
Incorporation #: 0140099

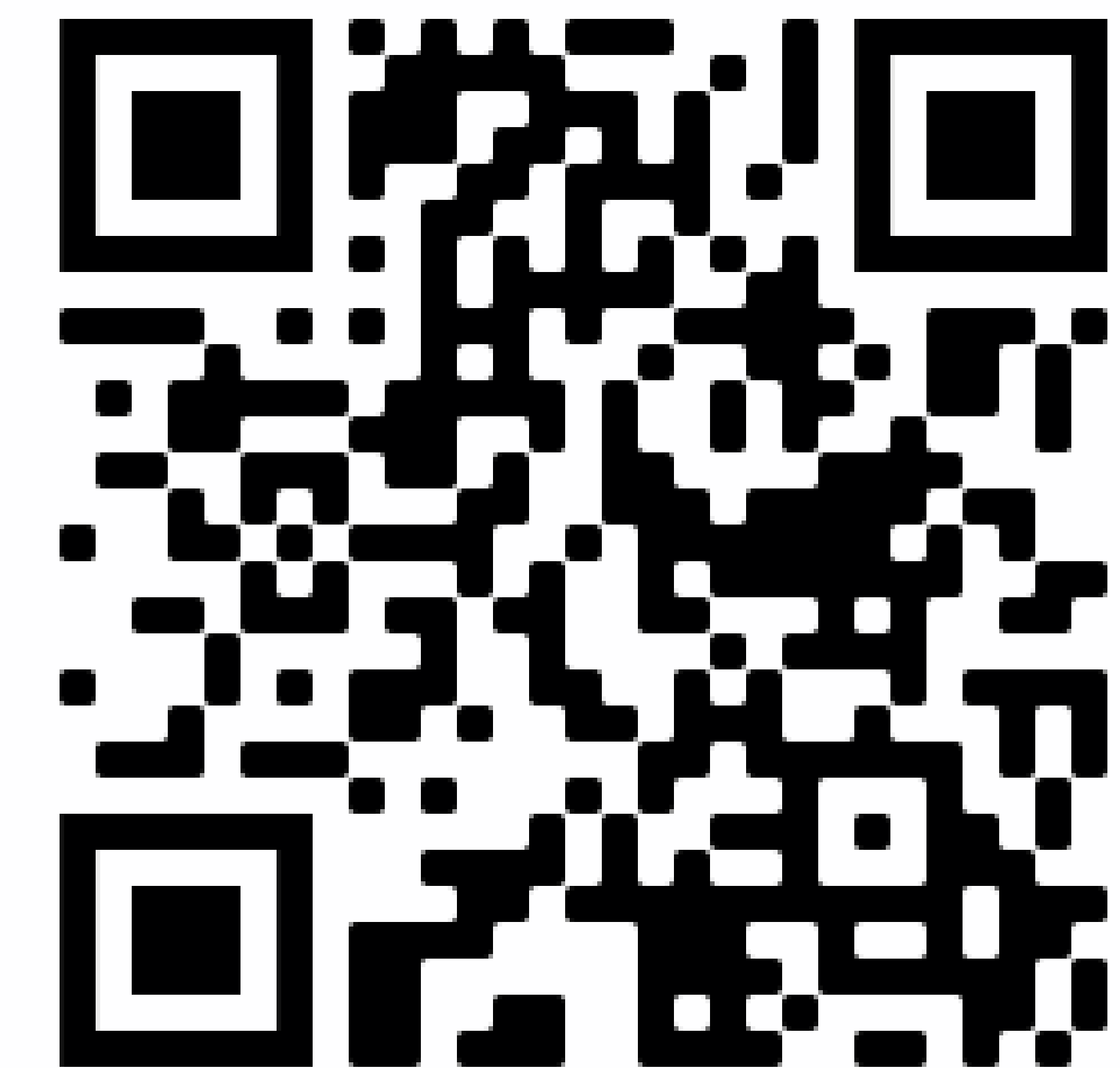
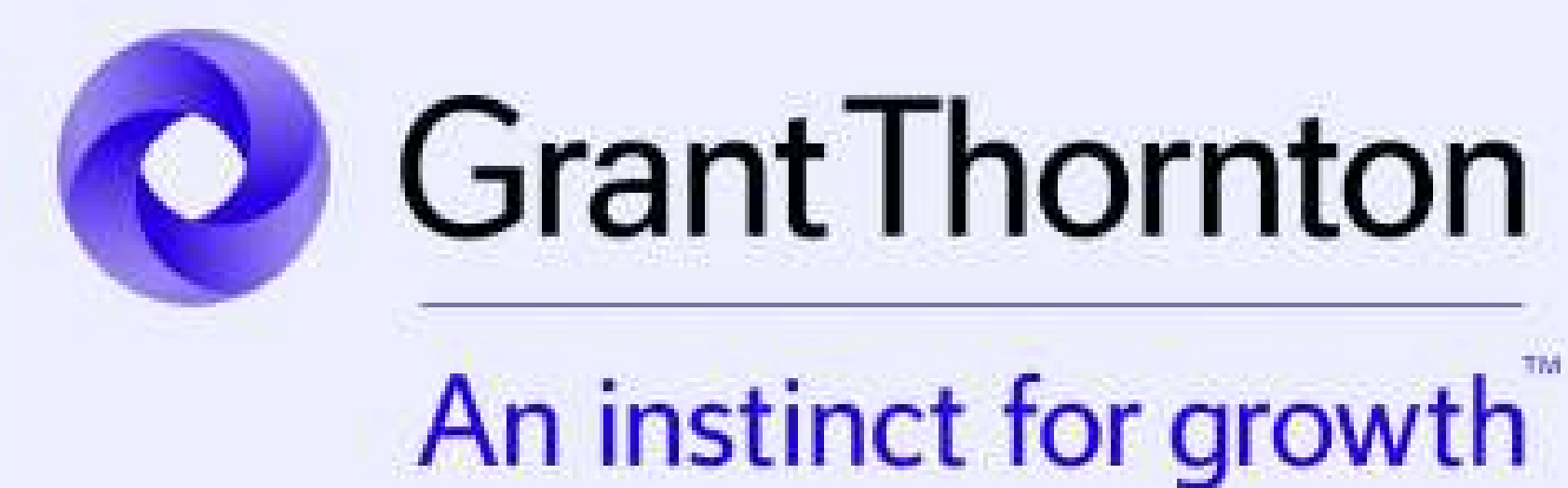
Legal Advisors



Bank Information

Bank: Bank Al Habib
Account #: 11030981007663011

Auditors



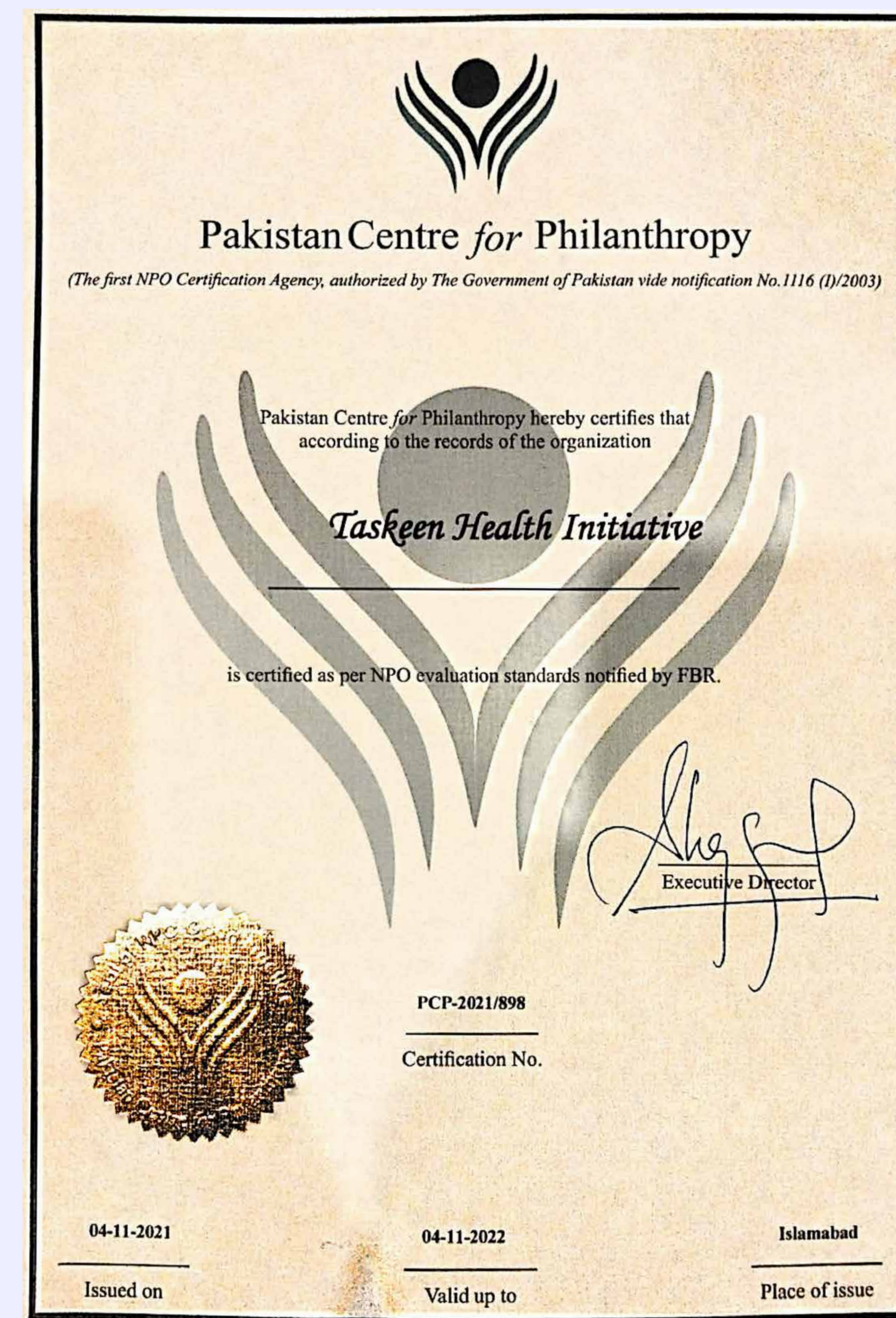
CLICK NOW

GOVERNANCE

Shariah Compliance Certification

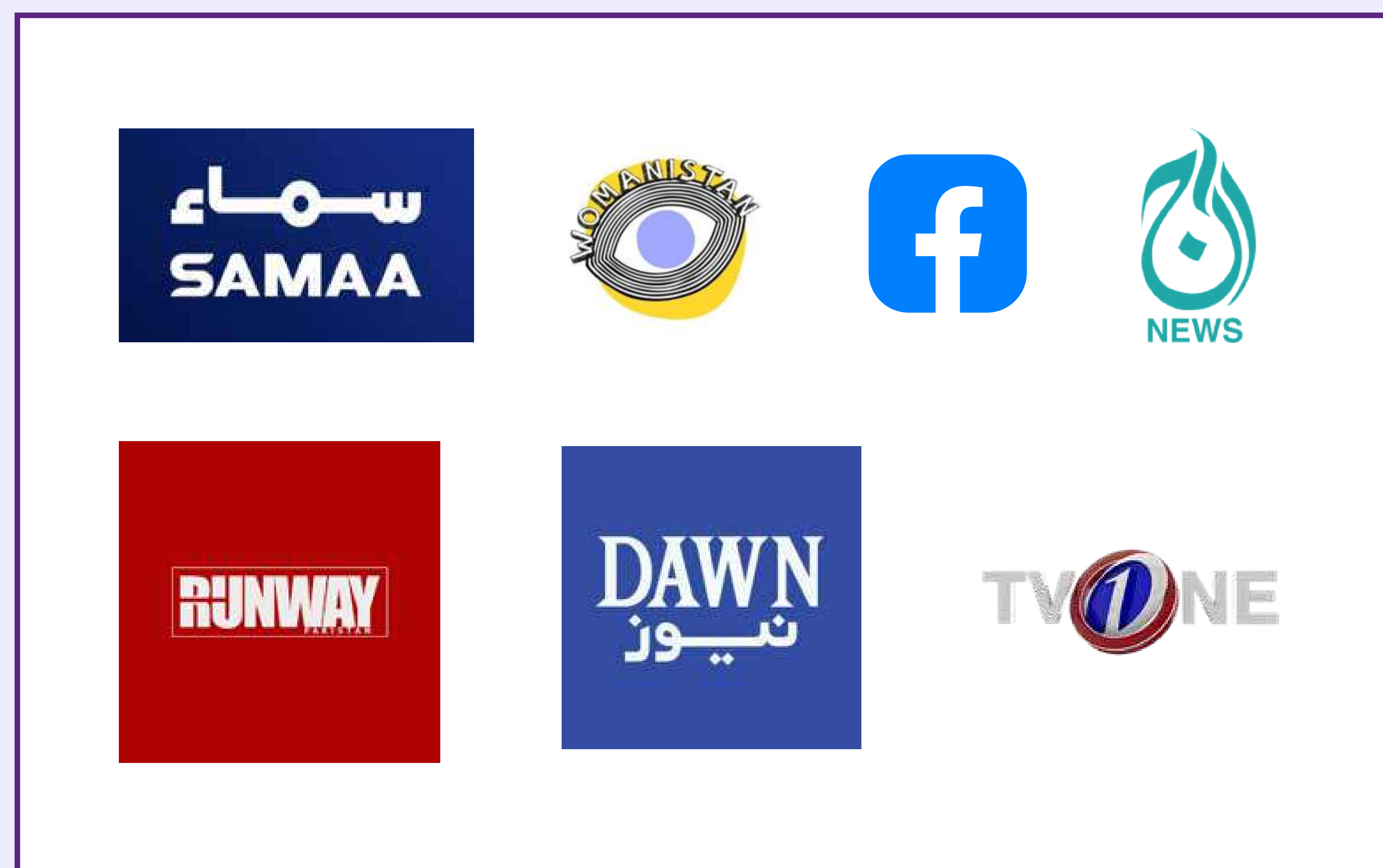


Pakistan Centre for Philanthropy Certification



OUR PARTNERS AND SPONSORS

Media/Promotion Partners



Mental Health Partners

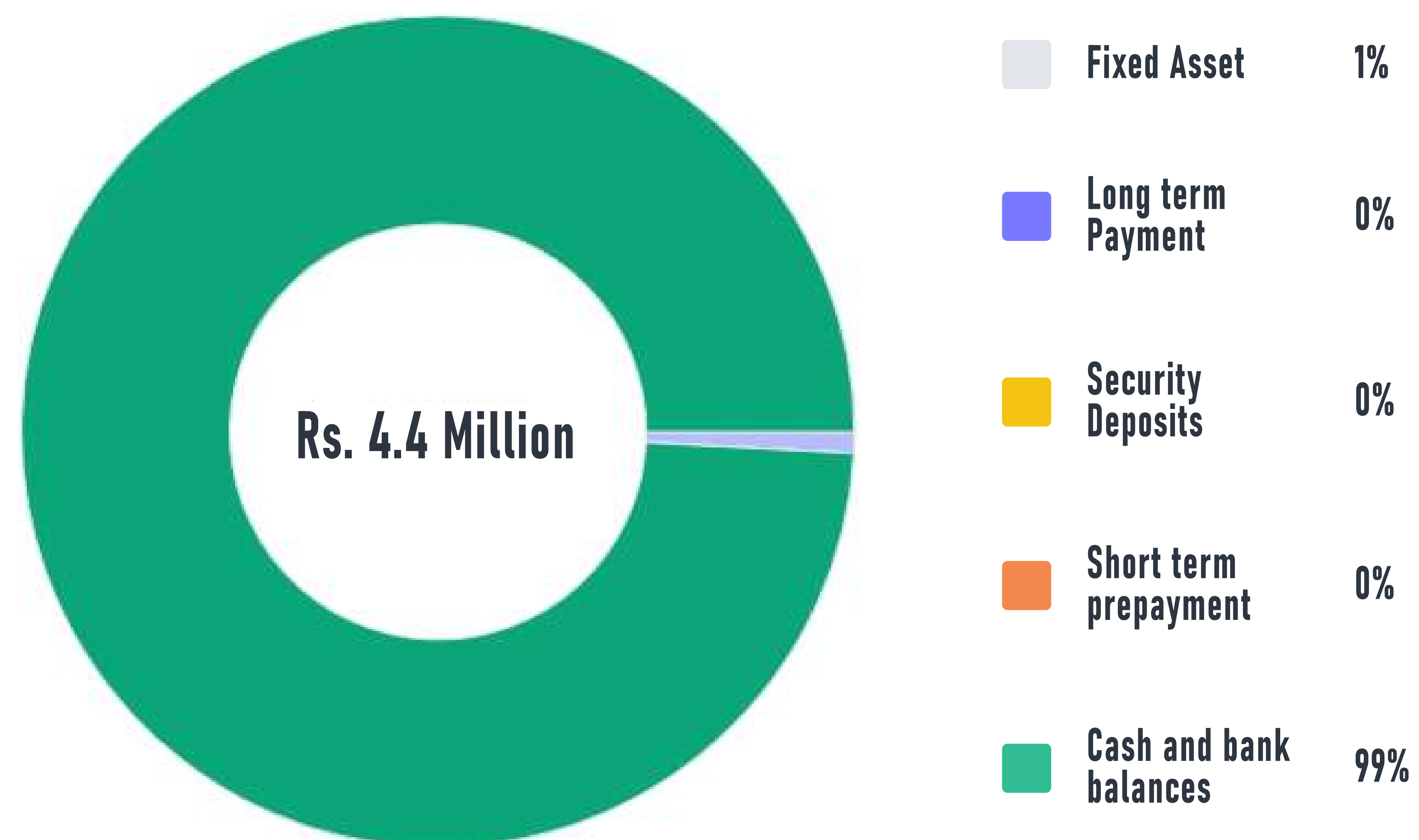


Donors

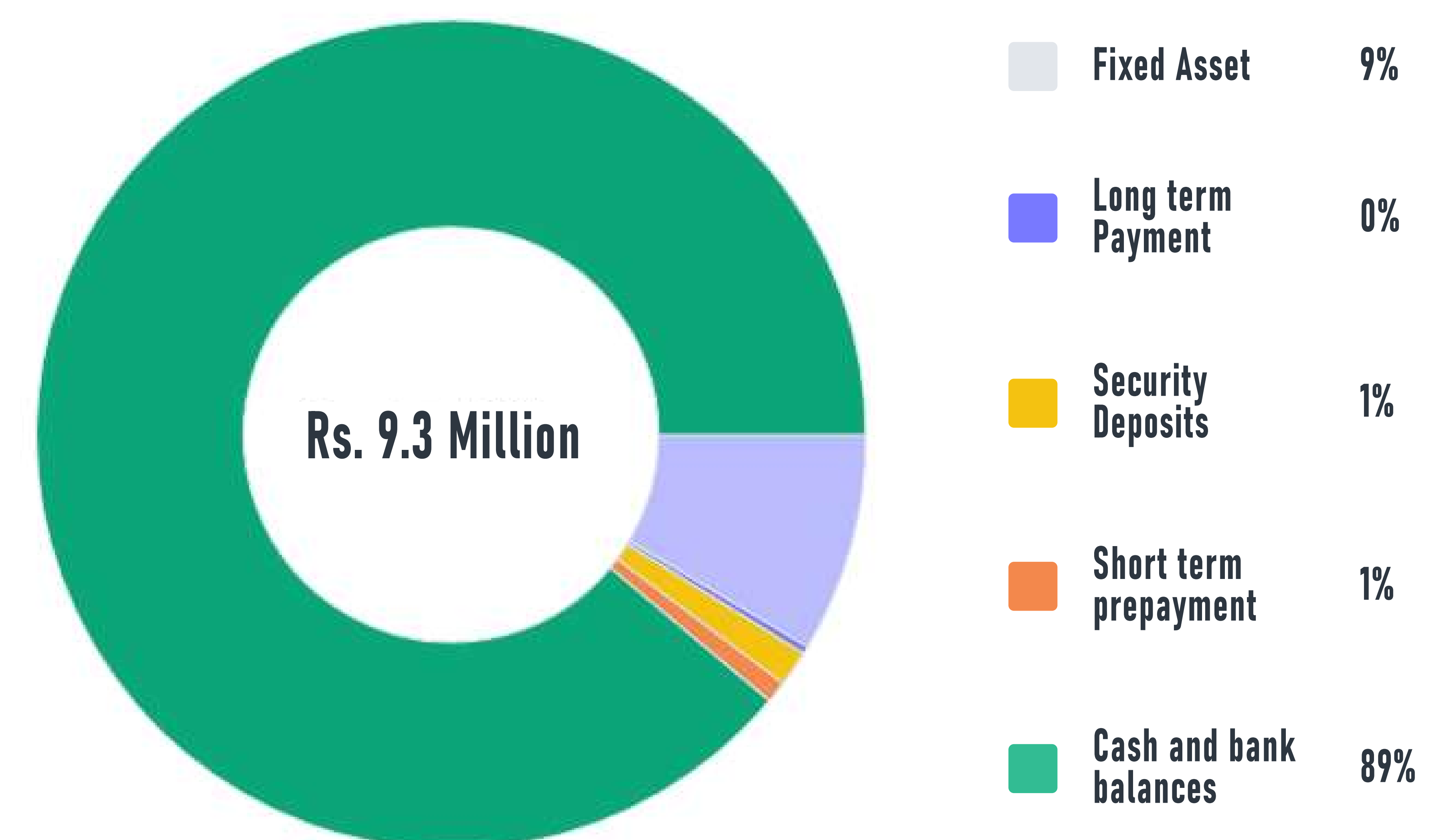


FINANCIAL HIGHLIGHTS

ASSETS 2020



ASSETS 2021

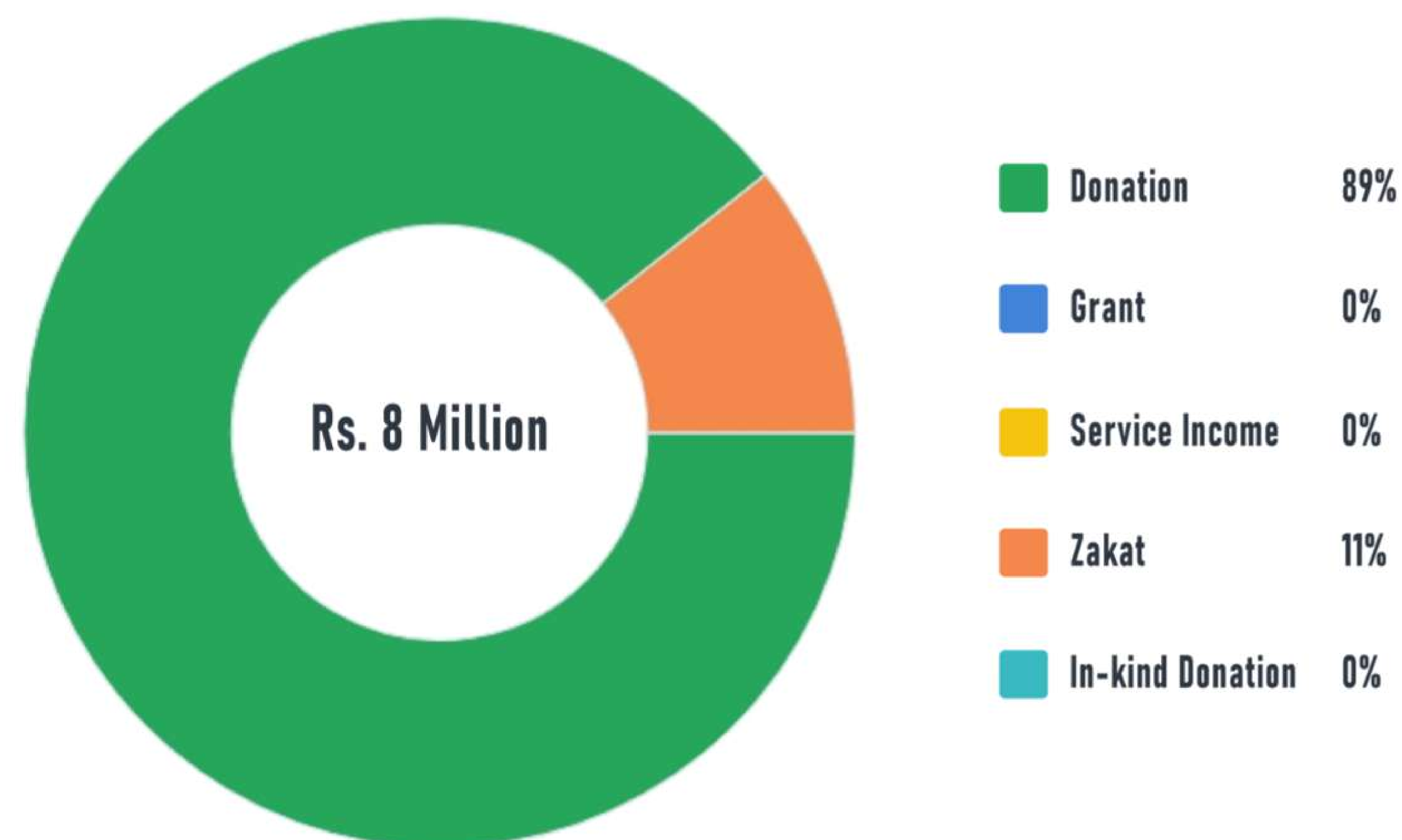


Graphical representation of Assets in 2020 and 2021

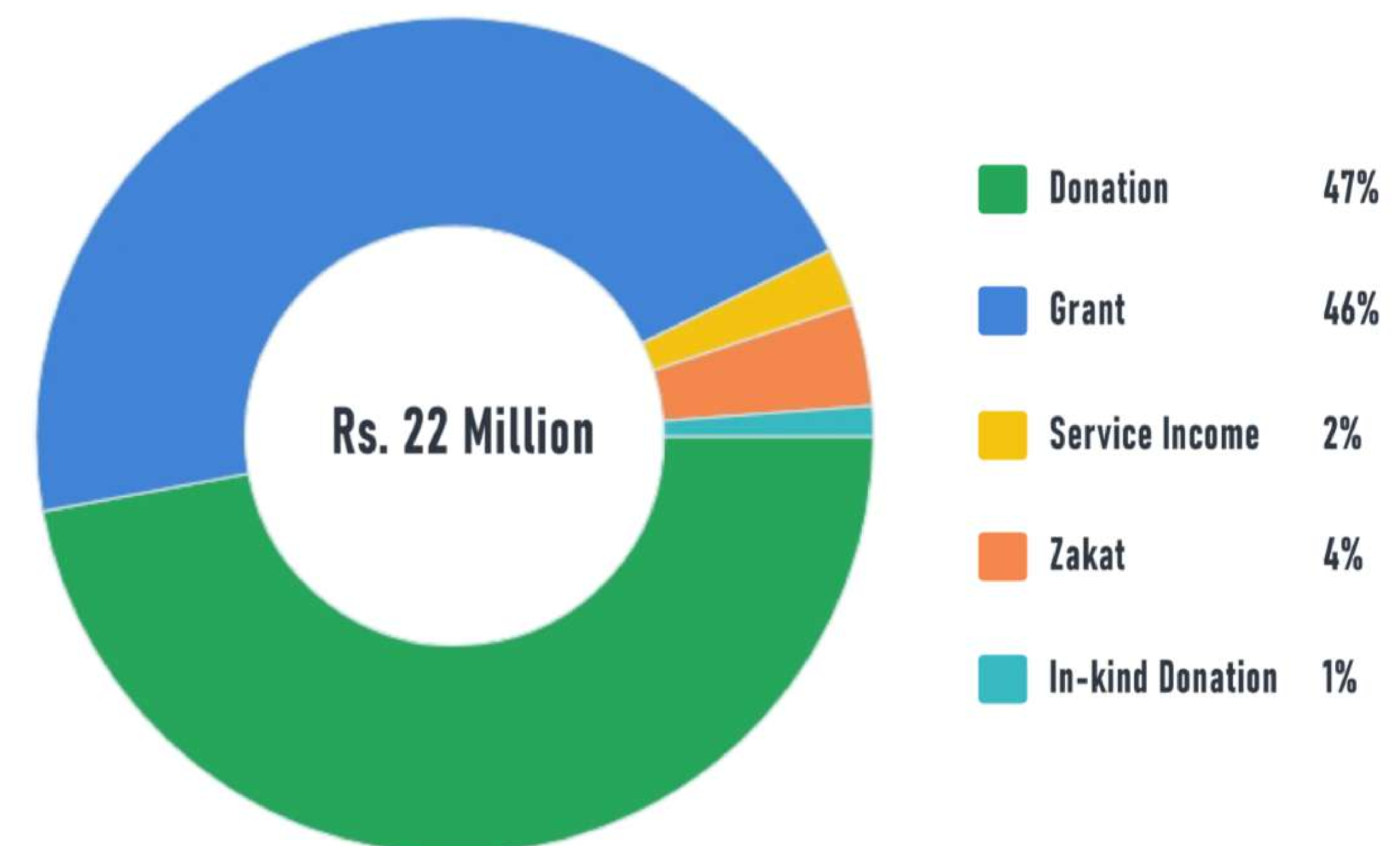
- Overall assets have increased from FY 2020 to FY 2021
- Fixed assets have increased due to setting up of permanent office space

FINANCIAL HIGHLIGHTS

INCOME 2020



INCOME 2021



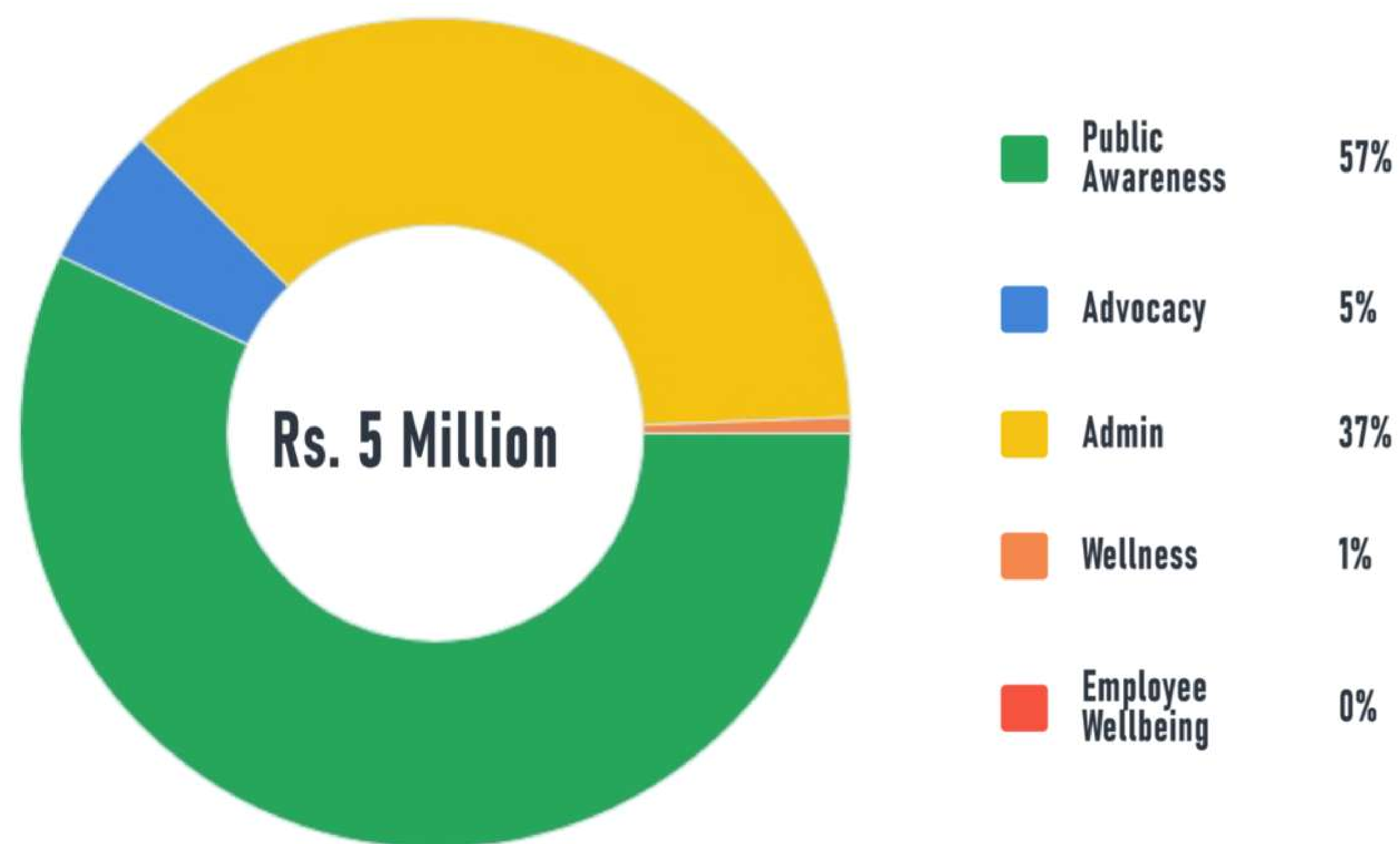
Graphical representation of Income Statement of 2020 and 2021

- Overall income has increased by 175% from FY 2020 to FY 2021
- In FY 2020 major income was from general donations
- In FY 2021 we were able to diversify income and receive more from services and grants

FINANCIAL HIGHLIGHTS

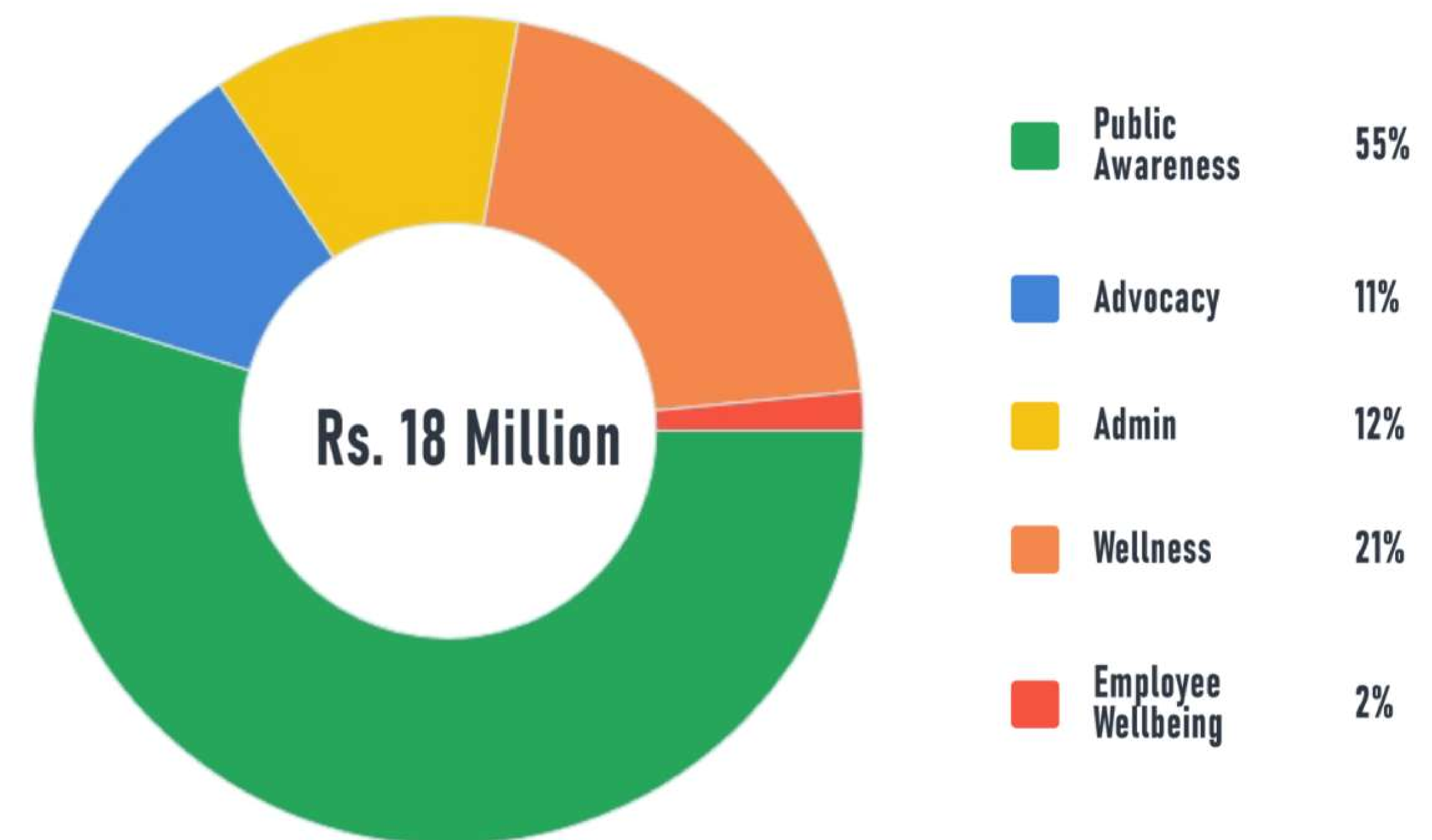
PROGRAM-WISE COST 2020

October 2019 - June 2020



PROGRAM-WISE COST 2021

July 2020 - June 2021



Graphical representation of Program-wise Costs in 2020 and 2021

- Overall spending has increased by 260% from FY 2020 to FY 2021
- We registered a decrease in admin costs from 37% in FY 2020 to 12% in FY 2021

FINANCIAL HIGHLIGHTS

Zakat Utilization Summary

July 2020 - June 2021

Mental Health Support Program Cost	PKR 3,516,843
Zakat Eligible Cost As Per Shariah Compliances	PKR 2,599,395
Zakat Funds Available	PKR 1,736,650
Deficit Covered Through General Donation	PKR 862,745

AUDITED ACCOUNTS 2020-21



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, 2021, the statement of income and expenditure and other comprehensive income, the statement of changes in funds, 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 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, 2021 and of the surplus and the changes in funds and its 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 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.

Chartered Accountants

grantthornton.pk

Grant Thornton Anjum Rahman
1 - Inter Floor, Eden Centre, 43-Jail Road, Lahore, Pakistan.

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F +92 42 37425485



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.
- 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

AUDITED ACCOUNTS 2020-21



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 period 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 Mr. Asad Feroze.

Grant Thornton Anjum Rahman
Grant Thornton Anjum Rahman
Chartered Accountant
Lahore
Dated: 29 OCT 2021

TASKEEN HEALTH INITIATIVE (A COMPANY SET UP UNDER SECTION 42 OF THE COMPANIES ACT, 2017) STATEMENT OF FINANCIAL POSITION AS AT JUNE 30, 2021

	Note	2021 (Rupees)	2020 (Rupees)
NON-CURRENT ASSETS			
Fixed asset	7	808,223	37,112
Long term prepayment	8	27,045	-
Total Non-Current Assets		835,268	37,112
CURRENT ASSETS			
Advances, deposits and prepayments	9	209,171	-
Cash and bank balances	10	8,312,286	4,407,742
Total Current Assets		8,521,457	4,407,742
Total Assets		9,356,725	4,444,854
FUND AND LIABILITIES			
FUNDS			
Members initial contribution		800,000	800,000
Surplus of income over expenditure		6,751,156	2,826,783
Total Funds		7,551,156	3,626,783
CURRENT LIABILITIES			
Creditors, accrued & other liabilities	11	1,805,569	818,071
Total Current Liabilities		1,805,569	818,071
Total Funds and Liabilities		9,356,725	4,444,854
Contingencies & commitments	12		

The annexed notes from 1-23 form an integral part of these financial statements.

Asad Feroze

[Signature]
CHIEF EXECUTIVE

[Signature]
DIRECTOR

AUDITED ACCOUNTS 2020-21

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, 2021

	Note	2021 (Rupees)	From October 02, 2019 to June 30, 2020 (Rupees)
INCOME			
Grant		10,250,169	-
Donation	13	10,862,176	7,156,007
Zakat		882,850	853,800
Service Income	14	506,000	-
		22,501,195	8,009,807
EXPENDITURE			
Salaries & Benefits	15	7,948,406	1,449,133
Awareness campaigns	16	5,374,254	1,642,828
Renovation work		450,497	-
Lead Trainer charges for Workshops		258,000	886,000
Bank Charges		1,819	418
Printing & Postage		83,915	-
Refreshment Exp		9,658	-
IT Expense		1,066,440	39,200
Rent		730,000	244,700
Legal & Professional Charges		719,460	408,750
Audit remuneration	17	130,000	111,000
Utilities		299,292	-
Office Running Expense		515,263	60,965
Travel Expense		194,433	338,477
Insurance Expense		7,477	-
PF Employer Contribution Expense		78,750	-
Clinical Psychologist Consultation		546,961	-
Depreciation		162,197	1,553
		18,576,822	5,183,024
Surplus for the period		3,924,373	2,826,783
Other Comprehensive Income		-	-
Total Surplus for the period		3,924,373	2,826,783

The annexed notes from 1-23 form an integral part of these financial statements.

Signature

Signature
CHIEF EXECUTIVE

Signature
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, 2021

	Note	2021 (Rupees)	From October 02, 2019 to June 30, 2020 (Rupees)
CASH FLOW FROM OPERATING ACTIVITIES			
Surplus for the period		3,924,373	2,826,783
Adjustments for:			
Depreciation		162,197	1,553
Operating surplus before working capital changes		4,086,570	2,828,336
Changes in working capital:			
Increase in Creditors, accrued and other liabilities		987,498	818,071
Increase in advances, deposits & prepayments		(209,171)	-
Increase in Long term prepayment		(27,045)	-
Net cash inflow from operating activities		4,837,852	3,646,407
Cash flow from investing activities:			
Purchase of equipment		933,308	38,665
Net cash outflow from investing activities		(933,308)	(38,665)
Cash flow from financing activities:			
Members initial contribution		-	800,000
Net cash inflow from financing activities		-	800,000
Net increase in cash and cash equivalents		3,904,544	4,407,742
Cash and cash equivalent at beginning of the period		4,407,742	-
Cash and cash equivalent at the end of the period	10	8,312,286	4,407,742

The annexed notes from 1-23 form an integral part of these financial statements.

Signature

Signature
CHIEF EXECUTIVE

Signature
DIRECTOR

AUDITED ACCOUNTS 2020-21

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, 2021

	<u>Members Initial Contribution</u>	<u>Accumulated Surplus</u>	<u>Total</u>
.....Amounts in Rupees.....			
Opening balance	-	-	-
Initial contribution	800,000	-	800,000
Surplus for the period	-	2,826,783	2,826,783
Balance as at June 30, 2020	<u>800,000</u>	<u>2,826,783</u>	<u>3,626,783</u>
Surplus for the year	-	3,924,373	3,924,373
Balance as at June 30, 2021	<u>800,000</u>	<u>6,751,156</u>	<u>7,551,156</u>

The annexed notes from 1-23 form an integral part of these financial statements.

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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, 2021

1 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.

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 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.

3 Basis of measurement

These financial statements have been prepared under historical cost convention.

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 of 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 judgments, 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)

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 reducing balance 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.

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AUDITED ACCOUNTS 2020-21

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, 2021

6.2 Donation

Donation is recognized when there is reasonable assurance that entity will comply with the relevant conditions if any, and donation will be received.

Donations where no conditions are associated by the donor with its utilization are recognized as income in the period as and when received.

6.3 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.

6.4 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.

6.5 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.

6.6 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.



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, 2021

6.7 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.

6.8 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.

6.9 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.

6.10 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.



AUDITED ACCOUNTS 2020-21

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, 2021

7 Fixed assets

Description	July 01, 2020	Cost Addition/ Deletion	June 30, 2021	Rate	July 01, 2020	Depreciation Charge For the year	June 30, 2021	W.D.V June 30, 2021
-----Rupees-----								
i) IT and Electronic Equipments	38,665	354,783	393,448	30%	1,553	81,062	82,615	310,833
ii) Furniture and fixtures	-	578,525	578,525	20%	-	81,135	81,135	497,390
June 30, 2021	38,665	933,308	971,973		1,553	162,197	163,750	808,223

Description	October 02, 2019	Cost Addition/ Deletion	June 30, 2020	Rate	October 02, 2019	Depreciation Charge For the period	June 30, 2020	W.D.V June 30, 2020
-----Rupees-----								
i) IT Equipments	-	38,665	38,665	30%	-	1,553	1,553	37,112
June 30, 2020	-	38,665	38,665		-	1,553	1,553	37,112

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AUDITED ACCOUNTS 2020-21

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, 2021

	Note	2021 (Rupees)	2020 (Rupees)
8 Long term prepayment			
Prepaid IT expense	8.1	27,045	-
		<u>27,045</u>	<u>-</u>

8.1 The amount relates to website hosting fee, Rs. 69,454/- (2020: Nil), for three years, from 27th August 2020 to 26th August 2023. This amount is further apportioned into long term and short term prepayment.

	Note	2021 (Rupees)	2020 (Rupees)
9 Advances, deposits and prepayments			
Prepaid IT expense	9.1	23,182	-
Prepaid insurance expense		55,989	-
Security Deposits		130,000	-
		<u>209,171</u>	<u>-</u>

9.1 The amount relates to website hosting fee, Rs. 69,454/- (2020: Nil), for three years, from 27th August 2020 to 26th August 2023. This amount is further apportioned into long term and short term prepayment.

	2021 (Rupees)	2020 (Rupees)
10 Cash and bank balances		
Cash in hand	-	6,227
Cash at bank - current account	8,312,286	4,401,515
	<u>8,312,286</u>	<u>4,407,742</u>

	2021 (Rupees)	2020 (Rupees)
11 Creditors, accrued & other liabilities		
Creditors	574,663	176,500
Salary Payable	965,333	433,333
PF Employer Contribution Payable	6,750	-
Other Payable	56,517	26,606
Audit fee payable	130,000	111,000
Withholding tax payable	72,306	70,632
	<u>1,805,569</u>	<u>818,071</u>

12 Contingencies And Commitments
There are no known contingencies and commitments as at June 30, 2021 (June 30, 2020: Nil)

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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, 2021

	Note	2021 (Rupees)	2020 (Rupees)
13 Donation			
Donation	13.1	10,602,176	7,156,007
Donation In-kind	13.2	260,000	-
		<u>10,862,176</u>	<u>7,156,007</u>

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

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

	Note	2021 (Rupees)	From October 02, 2019 to June 30, 2020 (Rupees)
14 Service Income	14.1	506,000	-
		<u>506,000</u>	<u>-</u>

14.1 This amount represents income earned during the year from different seminars held during the year on mental health.

	Note	2021 (Rupees)	From October 02, 2019 to June 30, 2020 (Rupees)
15 Salaries & Benefits			
Salary & benefits - executives	15.1	1,970,000	383,200
Salary & benefits - non executives		5,978,406	1,065,933
		<u>7,948,406</u>	<u>1,449,133</u>

15.1

	Amount in Rupees.....					
	2021			2020		
	CEO/Director	Directors	Executives	CEO/Director	Directors	Executives
Managerial remuneration	-	-	1,970,000	-	-	383,200
Other Benefits	-	-	-	-	-	-
	<u>-</u>	<u>-</u>	<u>1,970,000</u>	<u>-</u>	<u>-</u>	<u>383,200</u>
	1	3	4	1	3	2

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

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AUDITED ACCOUNTS 2020-21

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, 2021

	2021 (Rupees)	From October 02, 2019 to June 30, 2020 (Rupees)
16 Awareness Campaigns		
Video Production Cost	2,277,274	1,346,163
Animation	1,741,018	-
Script	199,445	-
Audio Production	27,500	-
Facebook Promotion	1,129,017	296,665
	<u>5,374,254</u>	<u>1,642,828</u>

16.1 This represents the cost of producing the videos for social media and mass media for mental health promotion

	2021 (Rupees)	From October 02, 2019 to June 30, 2020 (Rupees)
17 Audit Fees		
Audit fee for the year/period	120,000	108,000
Out of pocket expenses	10,000	3,000
	<u>130,000</u>	<u>111,000</u>

	Note	2021 (Rupees)	2020 (Rupees)
18 Financial Instruments by categories			
Financial assets at amortized cost			
Cash and bank balances	8	8,312,286	4,407,742
Total		<u>8,312,286</u>	<u>4,407,742</u>
Financial Liabilities at amortized cost			
Creditors, accrued & other liabilities	11	1,805,569	818,071
Total		<u>1,805,569</u>	<u>818,071</u>

19 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:

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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, 2021

Party Name	Relationship	Nature of Transaction	2021 (Rupees)	2020 (Rupees)
Mr. Irfan Mustafa	Key Management Personnel	Opening balance	-	-
		Donation received	2,000,000	1,600,000
		Receivable/(Payable) at year end	-	-
Mr. Taha Sabri	Key Management Personnel	Opening balance	-	-
		Donation received	-	44,207
		Expenses incurred	1,459,704	371,505
		Expenses reimbursement	1,442,144	368,899
		Receivable/(Payable) at year end	(17,560)	(2,606)
Packages group	Associated undertaking by virtue of common directorship	Opening balance	-	-
		Donation received	1,000,000	1,000,000
		Receivable/(Payable) at year end	-	-

20 Impact of COVID-19

The spread of Covid-19 as a pandemic caused imposition of lock down by Federal and Provincial Governments of Pakistan (Authorities). However, management has evaluated and concluded that there are no material implications of COVID-19 that requires specific disclosure in these financial statements. The management had analyzed the events as these are indicative of conditions for a review of recoverable amounts of assets of the Company and consequently concluded that there is no change in recoverable amounts of Company's assets and liabilities at the reporting date.

21 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.

	2021	2020
22 Number of employees		
Average number of employees for the period	15	7
Number of employees at the period end	17	10

23 Date of authorization for issue

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

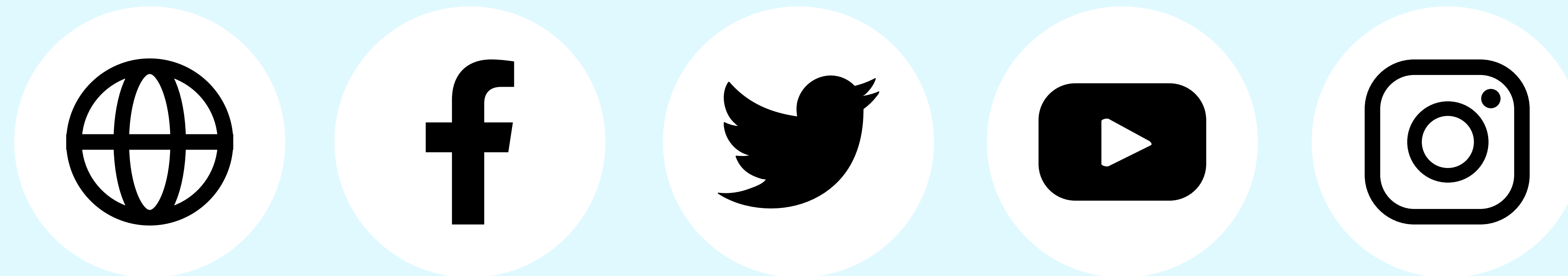
29 OCT 2021

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CHIEF EXECUTIVE

DIRECTOR



0316-Taskeen (8275336)



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