

TOBACCO Harm Reduction (THR)

D-Sign Journey to Smokeless Pakistan

2022 - 2025

A Comprehensive Report on
D-Sign Tobacco Harm Reduction
and Public Health Advocacy



D-Sign Services (Pvt.) Ltd.
Driving Policy Formulation, Awareness, and
Innovation in Tobacco Harm Reduction

SOME MESSAGES

1. Fareed Ullah Khan , Former Federal Secretary:

"As a policymaker, I recognize the importance of initiatives like D-Sign's Tobacco Harm Reduction (THR) advocacy. Addressing tobacco-related health risks requires innovative approaches, and THR presents a viable strategy to reduce harm while complementing existing tobacco control measures. It is essential that we continue discussions like these to shape informed policies for a healthier Pakistan."

2. Dr. Shahnaz Naeem, Former Additional Secretary Technical, Health Department Punjab:

"Public health is about protecting lives, and harm reduction is a key part of that mission. This seminar has provided valuable insights into how THR can help reduce the burden of tobacco-related diseases. Educating communities and integrating THR into our public health strategies can lead to significant long-term benefits. I fully support this initiative and encourage more such discussions at the national level."

3. Dr. Arshad Mahmood, Physician.

"Participating in the THR roundtable was an eye-opening experience. For years, we have treated tobacco-related illnesses without having a structured conversation about safer alternatives for patients who cannot quit. The scientific evidence presented by D-Sign helped clarify many misconceptions. THR deserves a place in Pakistan's public health strategy, and I am glad this dialogue has finally begun."

4. Kashif Jaweed, Corporate Executive.

"The discussions organized by D-Sign brought together evidence, policy insights, and community perspectives in a balanced way. As a researcher, I was impressed by the depth of global data and the potential for localized studies in Pakistan. THR is not a replacement for cessation—it is an essential complement. I look forward to supporting further academic work in this field."

5. Muneer Ahmed, Former Additional Secretary, Ministry of Finance Islamabad

"Tobacco-related illnesses impose a significant economic burden on our healthcare system and workforce. Understanding THR from both a public health and fiscal standpoint is crucial. The seminar offered a balanced overview of the alternatives available and the potential benefits of a structured harm reduction framework. Such initiatives support more informed and sustainable policymaking."

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D-SIGN SERVICE (PVT.) LTD	

Mission:

Goal:

D-Sign's technical lead role to implement Tobacco Harm Reduction (THR) awareness and advocacy campaign in collaboration with IRADA Forum

Executive Overview

From 2022 to 2025, D-Sign Services (Pvt.) Ltd., in collaboration with the IRADA Forum, has led a comprehensive nationwide campaign on Tobacco Harm Reduction (THR). This initiative has positioned D-Sign as one of Pakistan's foremost champions of evidence-based public health reforms. The THR project successfully advanced awareness and advocacy on safer nicotine alternatives through sustained engagement with policymakers, medical professionals, academics, and civil society representatives. Over three years, more than 1,200 experts and stakeholders have been engaged by means of structured forums, round table discussions, and seminars across four major cities.

Introduction

Tobacco Harm Reduction (THR) represents a pragmatic and science-based approach to reducing the devastating health impacts associated with smoking. Rather than relying solely on prohibition or cessation strategies, THR encourages adult smokers who are unable or unwilling to quit to switch to less harmful, non-combustible alternatives such as nicotine pouches, e-cigarettes, or heated tobacco products. Global experiences — notably from Sweden and New Zealand — have demonstrated that integrating THR into national public health policies can dramatically reduce smoking prevalence, lower tobacco-related mortality, and alleviate the burden on healthcare systems.

In Pakistan, where an estimated over 25 million adults use tobacco products and tobacco-related diseases account for thousands of premature deaths annually, the need for an inclusive, evidence-led approach is both urgent and profound. Traditional cessation campaigns alone have struggled to reach this vast population, highlighting the importance of complementing existing efforts with harm reduction strategies that offer safer, regulated alternatives to combustible tobacco. THR provides an opportunity to bridge the gap between public health goals and behavioral realities, aligning individual choice with national health priorities.

The importance of THR in Pakistan lies not only in its potential to save lives but also in its capacity to reshape policy thinking, empower medical professionals with scientific knowledge, and promote public understanding based on facts rather than

KEY POINTS

THR is a science-driven public health strategy focused on reducing harm among adult smokers through safer alternatives.

Pakistan faces one of the highest tobacco use burdens in South Asia, necessitating innovative and evidence-based interventions.

Global models (Sweden & New Zealand) demonstrate that THR can reduce smoking prevalence below 5% — a benchmark Pakistan can aspire to.

THR aligns with national health priorities and SDG 3, offering a complementary tool to existing tobacco control frameworks.

D-Sign Services (Pvt.) Ltd plays a pioneering role in introducing THR discourse in Pakistan through education, advocacy, and multi-sector collaboration.

stigma. It offers a pathway toward a **smokeless and healthier future**, achievable through collaboration, regulation, and informed awareness.

The D-Sign initiative has emerged as a pioneering platform in Pakistan's public health sector, driving awareness and fostering dialogue around safer alternatives to traditional tobacco products. Since its inception in 2022, the project has aimed to reduce the alarming rates of tobacco-related deaths by introducing a harm reduction approach by the use of alternative nicotine based products.

D-Sign have organized **6 Round Table Discussions (RTDs)** and **6 seminars** across major cities, including **Islamabad, Lahore, Peshawar, and Karachi**. These events brought together **over 1200 experts and stakeholders** representing prominent social platforms, fostering open discussions on THR, addressing misconceptions, and developing advocacy strategies. The Topics of the RTDs and SEMs are as:



D-Sign & IRADA Signing Agreement on 22-6-2022

Type of Event	Date and Venue	Topic
Round Table Discussions (RTDs)	1. PC Hotel Lahore 19-Jan-2023	A dialogue on Tobacco Harm Reduction
	2. Serena Hotel Islamabad 16-Feb-2023	A dialogue on: THR as a Global Health Agenda
	3. PC Hotel Lahore 30-March-2023	A dialogue on: Scientific discourse on Combustibles and non-combustibles
	4. Avari Hotel Lahore 29-April-2023	A dialogue on: Science behind Reduced Risk Products
	5. Serena Hotel Islamabad 26-May-2023	A dialogue on: Understanding THR through the lens of Risk Continuum of Non-Combustibles
	6. Marriott Hotel Islamabad 8-Jun-2023	A dialogue on: Modern Oral Products – Research and Evidence
	7. Best Western Hotel Islamabad 15-NOV-2023 (Special RTD)	A dialogue on: Potentially Reduced Risk Products and Launching of Report on Sweden Success Story
	8. Best Western Hotel Islamabad 14-JUN-2023 (Special-RTD)	Launching of Report on Sweden and New Zealand Success Story

Type of Event	Date and Venue	Topic
Seminars	1. PC Hotel Lahore 26-Jun-2023	THR -the future, today
	2. Serena Hotel Islamabad 26-Feb-2023	THR as a Global Health Agenda - a changing world
	3. Avari Hotel Lahore 31-Mar-2023	Combustibles and Non-Combustibles - know the difference
	4. PC Hotel Lahore 29-April-2023	The scientific Evidence for Potentially Reduced Risk Products- know the difference
	5. Marriott Hotel Islamabad 30-May-2023	Non-Combustibles - risk continuum
	6. Serena Hotel Islamabad 13-Jun-2023	Nicotine without Smoke - the way forward
RTDs Held at Provincial Head Quarters	1. Serena Hotel Peshawar 01-OCT-2024 (KPK)	A dialogue on: Understanding THR through the lens of Risk Continuum of Non-Combustibles
	2. Avari Hotel Lahore 15-OCT-2024 (Punjab)	A dialogue on: Modern Oral Products – Research and Evidence
	3. Marriott Hotel Islamabad 29-OCT-2024	A dialogue on: Myths surrounding
	4. PC Hotel Karachi 6-NOV-2024	THRA dialogue on Regulatory Approaches for Non-Combustibles

This report consolidates the findings from both, the first and second rounds of THR-focused forums and highlights the **culmination of efforts in the launch of the Report "Saving Lives,"** which gathered key stakeholders to mark a significant milestone in the THR advocacy journey. The **Swedish and New Zealand models** of Tobacco Harm Reduction (THR) offer proven, evidence-based pathways to drastically reduce smoking prevalence and related health risks. In **Sweden**, adult smokers have successfully transitioned to **non-combustible nicotine based alternatives** such as snus, nicotine pouches, and e-cigarettes, resulting in a vivid decline in smoking rate (**below 6%**)—the lowest in Europe—coupled with significant drop in tobacco-related deaths. Meanwhile, **New Zealand's "Smoke free 2025" strategy** integrates harm reduction with prevention and cessation, recognizing that access to **regulated, less harmful nicotine products** can accelerate public health progress. Both countries emphasize **education, medical endorsement, and evidence-based policy** over prohibition, ensuring adult smokers are guided toward safer alternatives rather than punitive restrictions. These models highlight that a **balanced, science-led approach** can protect public health, reduce healthcare costs, and ultimately save lives. For Pakistan, adopting a similar framework can pave the way for a **smokeless and healthier future**.

Advancing to Phase III: From Dialogue to Policy Action

Following the successful completion of Phase II of the Tobacco Harm Reduction (THR) initiative, D-Sign Services (Pvt.) Ltd achieved remarkable progress in engaging public health professionals, policymakers, and civil society representatives across Pakistan. A series of roundtable dialogues, expert consultations, and awareness seminars held under Phase II helped foster informed discussions on harm reduction, encouraged collaboration among diverse stakeholders, and built a strong network of national advocates committed to advance evidence-based approaches. These achievements laid a robust foundation for a more strategic and policy-oriented progression toward the next phase.

The initiation of Phase III marks a significant step forward in transforming dialogue into tangible policy action. To begin this phase, D-Sign convened an introductory meeting with the President and Executive Members of the Family Physicians Association (Consisting of Highest number of members of any association in Pakistan) in Lahore, where participants expressed strong interest in continued engagement and support for THR advocacy. Building on this momentum, Phase III has been designed to strengthen institutional engagement and policy leadership through:

- The formation of a Steering Committee at both federal and provincial levels;

- Strategic consultations with professional associations and organizations across Pakistan;

- Provincial-level endorsements to ensure inclusive representation and ownership; and

- Advocacy dialogues with policymakers to support the development of informed, evidence-based policy frameworks on THR.

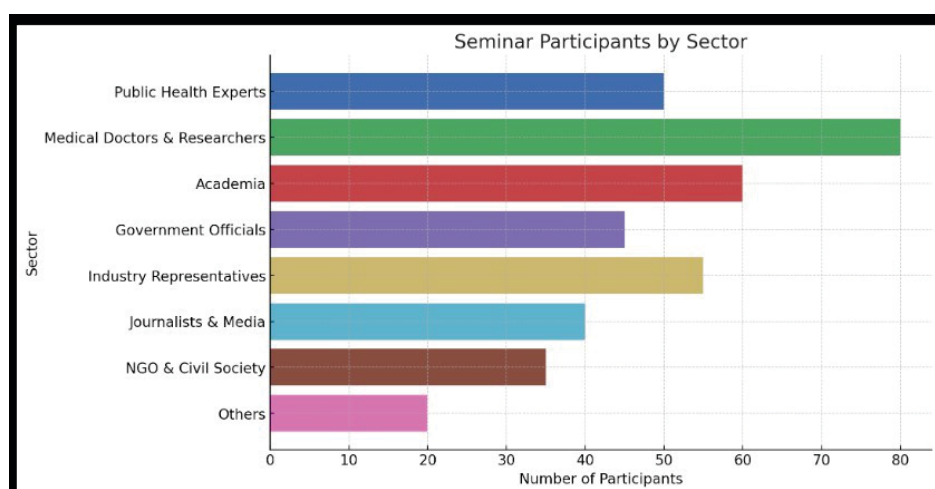


*D-Sign Team & FPA
President & Executive Body*



CEO & Directors of D-Sign

With the help of these efforts, D-Sign aims to consolidate its partnerships, expand the policy dialogue, and contribute to shape a **national roadmap toward a smokeless and healthier Pakistan**.



Round-1: Initial Rollout of D-Sign Forums (November 2022 – June 2023)

The first phase of the D-Sign THR initiative focused on laying the groundwork for informed discussions on THR among public health professionals, policymakers, academia, and civil society. During this period, **6 RTDs and 6 seminars** were successfully conducted in **Islamabad and Lahore**.

Key Achievements of Round-1

Engagement of Over 600 Participants

Experts from diverse fields, including public health, pulmonology, medicine, education, and policy development, actively participated in discussions on THR and its scientific basis.

Introduction of THR Concepts & Awareness Building

Sessions focused on educating participants about the principles of THR, including safer alternatives such as e-cigarettes, oral nicotine pouches, snus, and heated tobacco products.

Addressing Misinformation and Misconceptions

One of the primary challenges was the hostile attitude of many stakeholders due to prevailing misconceptions. However, targeted engagements, literature dissemination, and open discussions successfully shifted the perspectives.

Recording of 110 Endorsements and Social Media Impact

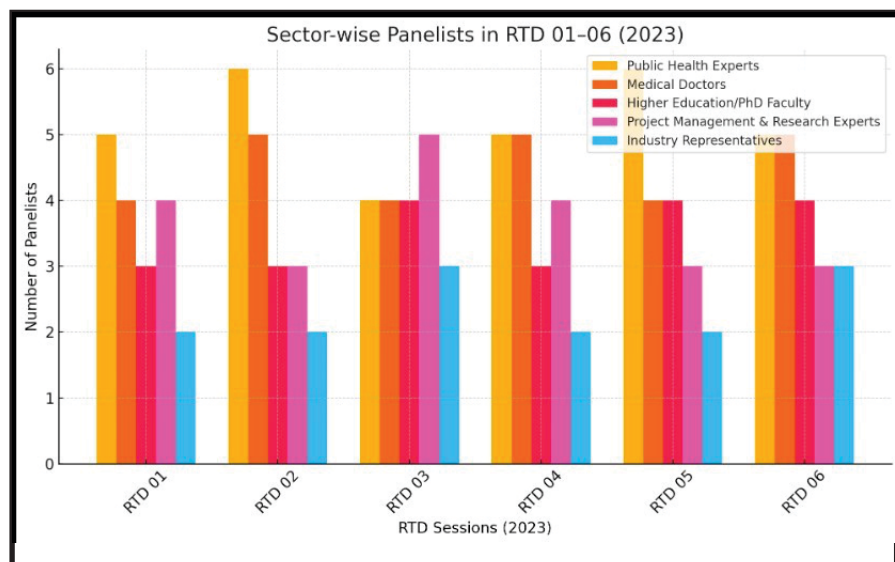
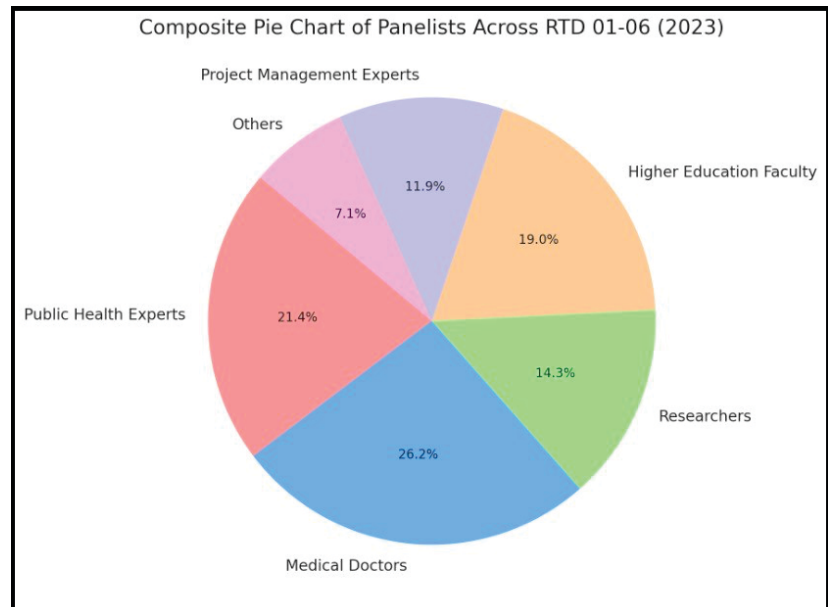
Over 110 endorsements were gathered from experts in support of THR, and digital advocacy campaigns helped amplify the message, positively influencing public discourse.

Institutional Support and Network Expansion

Many health sector institutions, NGOs, INGOs, and retired senior bureaucrats pledged support for future THR discussions, helping build a sustainable advocacy network.

Signing of MoUs with over 48 Organizations

Over 48 MoUs were signed with different institutions, corporations etc. that covenanted to support for future THR discussions, helping build a sustainable advocacy network.



RTD-01 (19-Jan-2023) PC Hotel Lahore / A dialogue on Tobacco Harm Reduction



RTD-02 (16-Feb-2023) Serena Hotel Islamabad / A dialogue on: THR as a Global Health Agenda



RTD-03 (30-March-2023) PC Hotel Lahore / A dialogue on: Scientific discourse on Combustibles and non-combustibles



RTD-04 (29-April-2023) Avari Hotel Lahore / A dialogue on: Science behind Reduced Risk Products



RTD-05 (26-May-2023) Serena Hotel Islamabad / A dialogue on: Understanding THR through the lens of Risk Continuum of Non-Combustibles



RTD-06 (8-Jun-2023) Marriott Hotel Islamabad / A dialogue on: Modern Oral Products – Research and Evidence



Special-RTD (15-NOV-2023) Best Western Hotel Islamabad / A dialogue on: Potentially Reduced Risk Products



Round-2: Expanding Reach and Strengthening THR Advocacy (July 2023 – December 2024)

Building on the success of Round-1, D-Sign Forums expanded its reach to Provincial and National Head Quarters i.e. Peshawar, Karachi, Lahore and Islamabad while increasing engagement with policymakers and the media. Between September 2023 and November 2024; four additional RTDs were conducted, targeting policy reform, public awareness, and media advocacy

Key Achievements of Round-2

Engagement with Over 250 Experts and Stakeholders

The initiative successfully broadened its reach, bringing together professionals from the health, policy, research, and development sectors.

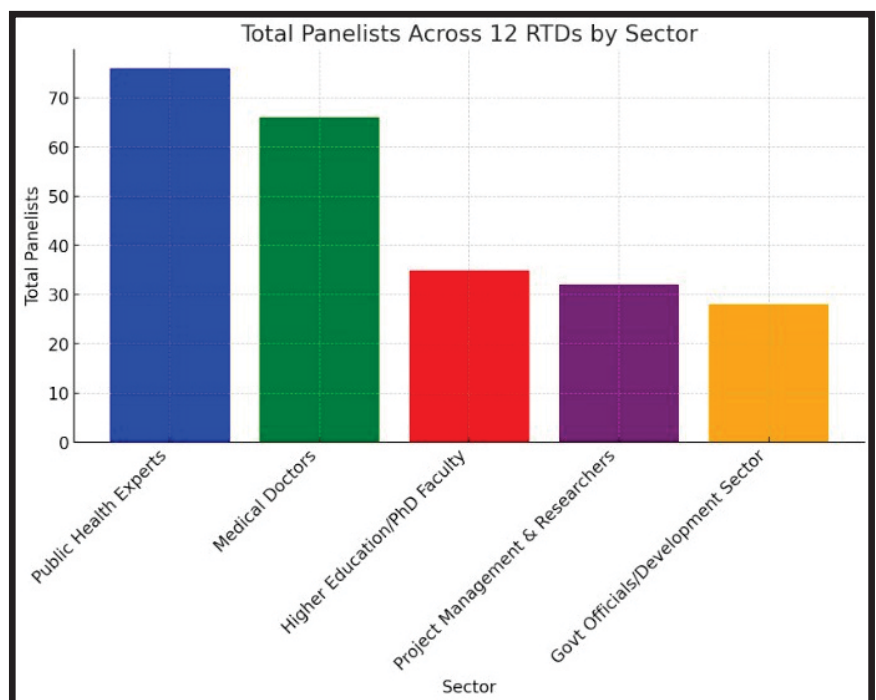
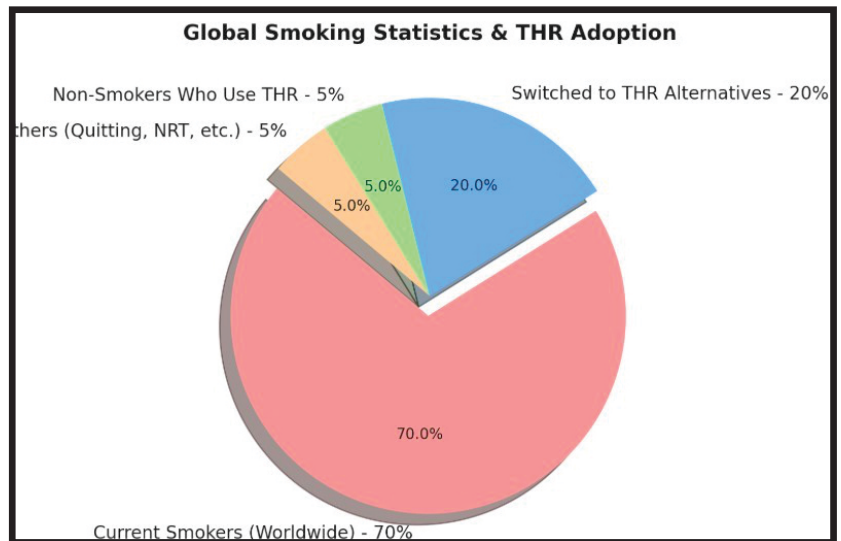
Formation of the D-Sign/IRADA Champions Network

A coalition of 30 committed advocates, including public health specialists, pulmonologists, Senior Govt. Officials, Lawyers, and researchers, was established to sustain THR advocacy beyond organized events.

Targeted Thematic Discussions

Each RTD focused on specific topics, such as:

- Policy frameworks and countering misinformation
- Public awareness and access to safer alternatives
- Digital and social media advocacy strategies
- National and provincial policy recommendations



Media Engagement and Advocacy

The forum strengthened its media presence, securing over 110 expert endorsements and leveraging social media campaigns to expand the reach of THR advocacy.



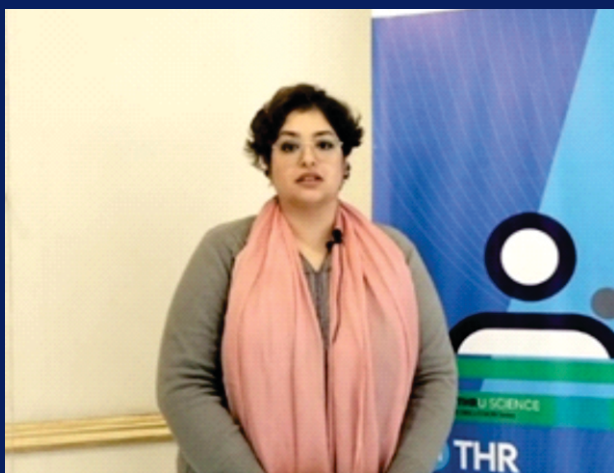
Former Federal State Minister Health



Syed Faraz Anjum



Col. Dr. Masood Aftab



*Prof Dr. Najiya Al-Arifa,
Lahore College University for Women, Lahore*



Mrs. Nida Ejaz

Media Coverage Clippings



15/11/2023

Implementation of tobacco harm reduction strategies advocated in Pakistan

Pakistan can save 1.2mn lives through these strategies: Study reveals

By Ghulam Abbas

ISLAMABAD: Traditional tobacco control measures have reached a plateau, prompting the call for a shift towards more effective and globally accepted 'tobacco harm reduction' (THR) strategies. Renowned researcher and policy advisor, Dr. Muhammad Rizwan Junaid (Director D-Sign Services (Pvt) LTD), emphasized the urgent need for these strategies to save over 1.2 million lives in Pakistan.



Tobacco Harm Reduction strategies can save 1.2 million lives in Pakistan

By DTD- On Nov 15, 2023

ISLAMABAD: Traditional measures for tobacco control have hit a plateau, that is why the right time has arrived to switch to far effective and globally accepted 'tobacco harm reduction' strategies if we wish to save more than 1.2 million precious lives in Pakistan. The spectrum of THR products reduce toxic exposures by 80% and reduce tobacco-related causes of premature death by 70%.



Embracing Tobacco Harm Reduction to Save Lives in Pakistan

ISLAMABAD – November 15, 2023: Traditional measures for tobacco control have hit a plateau,

that is why the right time has arrived to switch to far effective and globally accepted 'tobacco harm reduction' strategies if we wish to save more than 1.2 million precious lives in Pakistan. The spectrum of THR products reduce toxic exposures by 80% and reduce tobacco-related causes of premature death by 70%.

ThePakistanAffairs

Tobacco Harm Reduction Strategies Essential to Save Lives in Pakistan

By Rayyan Jamil, October 31, 2024

The Initiative on Risk-reduction & Dependable Alternatives (IRADA) and D-Sign hosted its third-round table discussion, bringing together a diverse group of stakeholders, including public health officials, experts, NGOs, medical associations, media, and local community members.



IRADA moot advocates Tobacco Harm Reduction approach

KARACHI: D-SIGN and The Initiative on Risk-reduction and Dependable Alternatives (IRADA) recently held its fourth roundtable discussion in Karachi, reaffirming its focus on Tobacco Harm Reduction (THR) as a vital public health approach in Pakistan.



Oct 30, 2024

ISLAMABAD: Experts are urging the government to take up new strategies to reduce the health risks of smoking. At the third roundtable on Tobacco Harm Reduction (THR), the Initiative on Risk-reduction & Dependable Alternatives (IRADA) and D-SIGN brought together public health officials,

medical professionals, NGOs, and community members to discuss practical solutions.



THE NATION

Urgency of implementing tobacco harm reduction in Pakistan

8:16 PM | October 18, 2024

A recently published global report titled 'Integrating Harm Reduction into Tobacco Control' highlighted that over 1.2 million lives in Pakistan could potentially be saved through a more effective approach – one that focuses on reducing the harms associated with smoking. This key finding was echoed at the recent Initiative on Risk Reduction and Dependable Alternatives (IRADA) and D-SIGN seminar, where public health officials, NGO representatives, and tobacco control experts called for the urgent implementation of Tobacco Harm Reduction (THR) strategies.



Tobacco Harm Reduction: A Global Model for Pakistan's Smoke-Free Future

The adoption of Tobacco Harm Reduction strategies could offer Pakistan a new way forward as millions of people continue to smoke, placing a significant burden on public health.

October 22, 2024

Pakistan, like many countries, has struggled with high smoking rates despite years of anti-smoking campaigns and strict tobacco control measures. The global goal of achieving a smoke-free future by 2040, where less than 5% of adults smoke, remains distant.

In response to this challenge, several nations have adopted Tobacco Harm Reduction (THR) strategies as an effective solution to reducing smoking rates. THR provides a practical option for smokers who are unable or unwilling to quit, offering them smoke-

free alternatives like oral nicotine pouches, heated tobacco products, and vapes. These products help reduce exposure to harmful chemicals while assisting smokers in their transition away from smoking.



October 31, 2024

ISLAMABAD: The Initiative on Risk-reduction & Dependable Alternatives (IRADA) and D-SIGN hosted a round table discussion, bringing together a diverse group of stakeholders, including public health officials, experts, NGOs, medical associations, media, and local community members.

The primary focus of the discussion was to explore innovative solutions to reduce the health consequences of smoking.



IRADA Urges Pakistan to Save 1.2 million Lives through Tobacco Harm Reduction

October 16, 2024

D-SIGN and The Initiative on Risk-reduction & Dependable Alternatives (IRADA) hosted its second-round table discussion today in Lahore, bringing together over 30 participants, including public health officials and experts, NGOs, medical associations, media and local stakeholders. In a collective effort to reduce the health impact associated with cigarette smoking in Pakistan, the participants underscored the urgent need for the country to adopt effective tobacco harm reduction (THR) strategies and formulate policies accordingly, which could potentially save the lives of over 1.2 million people.

Media Coverage Clippings

The Green Post ABC Certified

IRADA Urges Pakistan to Adopt Tobacco Harm Reduction Strategies to Save Millions of Lives

October 2, 2024

Peshawar, Pakistan – A round table conference hosted by the Initiative on Risk-reduction & Dependable Alternatives (IRADA) and D-SIGN in Peshawar which was attended by more than 25 participants including experts in tobacco control, public health officials, NGOs, and local stakeholders. United in their goal to reduce the health impacts of tobacco use in Pakistan, the participants issued a pressing call for Pakistan to adopt effective tobacco harm reduction (THR) strategies. These strategies could potentially save the lives of over 1.2 million people in the country.



IRADA: Tobacco Harm Reduction is a need of the hour to Save Lives in Pakistan.

Karachi: The Initiative on Risk-reduction & Dependable Alternatives (IRADA) and D-SIGN recently hosted its fourth roundtable discussion in Karachi, reinforcing its mission to advance Tobacco Harm Reduction (THR) as an essential public health strategy in Pakistan. The event gathered a diverse mix of public health officials, medical professionals, non-governmental organization (NGO) representatives, media, and members of the local community, all of whom are pivotal in fostering public understanding and supporting policies around harm reduction. The primary goal of the session was to enhance awareness of THR among these stakeholders, promoting science-backed strategies for reducing the health impacts of smoking by supporting smokers in switching to less risky alternatives.



IRADA Shift Global in Tobacco Control Strategies

Nov 9, 2024 - 16:21

The Initiative on Risk-reduction and Dependable Alternatives (IRADA) and D-SIGN recently held its fourth roundtable discussion in Karachi, highlighting Tobacco Harm Reduction (THR) as an essential approach to improving public health in Pakistan. The event gathered stakeholders, including public health officials, medical experts, and community leaders, to discuss raising awareness and advancing policy for harm reduction.

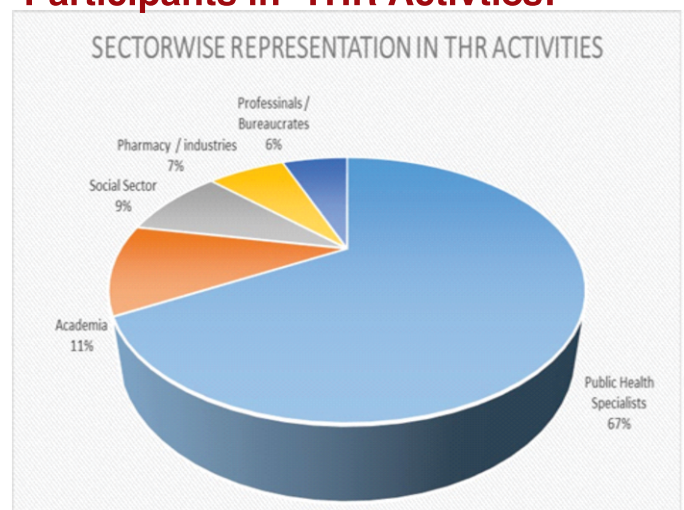


'Harm reduction strategies can prevent 1.2m deaths caused by tobacco'

19 Nov, 2023

ISLAMABAD: As traditional tobacco control measures are fast losing their efficacy, Pakistan essentially needs to switch over to the adoption of globally accepted 'tobacco harm reduction' (THR) strategies to save over 1.2 million lives being lost to smoking and other usages of tobacco annually in the country.

Diverse Representation of Participants in THR Activities:



SEM-01 (26-Jun-2023) PC Hotel Lahore / THR -the future, today



SEM-02 (26-Feb-2023) Serena Hotel Islamabad / THR as a Global Health Agenda - a changing world



SEM-03 (31-Mar-2023) Avari Hotel Lahore / Combustibles and Non-Combustibles - know the difference



SEM-04 (29-April-2023) PC Hotel Lahore / The scientific Evidence for Potentially Reduced Risk Products- know the difference



**SEM-05 (30-May-2023) Marriott Hotel Islamabad/
Non-Combustibles - risk continuum**



**SEM-06 (13-Jun-2023) Serena Hotel Islamabad /Nicotine
without Smoke- the way forward**



**ROUND- 2 ACTIVITIES:
RTD AT PROVINCIAL HEADQUARTERS**

**RTD-Peshawar (1-OCT-2024) Serena Hotel Peshawar / A dialogue on:
Understanding THR through the lens of Risk Continuum of Non-Combustibles**



**RTD-Lahore (15-OCT-2024) Avari Hotel Lahore / A dialogue on:
Modern Oral Products – Research and Evidence**



RTD-Islamabad (29-OCT-2024) Marriott Hotel Islamabad / A dialogue on: Myths surrounding THR



RTD-Karachi (6-NOV-2024) PC Hotel Karachi / A dialogue on Regulatory Approaches for Non-Combustibles



Challenges Encountered

1. Hostile Attitudes, Misconception and Disinformation.

At the start, there was significant skepticism as many were viewing THR as a commercial stunt rather than a public health initiative. Continuous education, consultations, and engagement were required to change the perceptions.

The journey toward promoting Tobacco Harm Reduction (THR) in Pakistan was both inspiring and complex. As a pioneering initiative in a largely uncharted policy area, D-Sign Services (Pvt.) Ltd encountered numerous challenges that tested the team's resilience, adaptability, and commitment to evidence-based advocacy. While these barriers slowed initial progress, each challenge ultimately strengthened the project's strategic direction and deepened institutional learning.

2. Resistance from Institutionalized Groups

Certain institutional actors and advocacy networks actively opposed THR discussions, framing them as contrary to existing tobacco control efforts. These counter-narratives were often amplified through

traditional and digital media. Through strategic lobbying, transparent communication, and evidence-based dialogue, D-Sign gradually secured credibility and institutional support within the public health community.

3. Commercial Concerns

Another recurring challenge involved the belief that THR advocacy was indirectly promoting specific brands or products. This misconception created reluctance among some participants to engage openly. D-Sign addressed this through transparent discussions, emphasizing that its work was driven solely by public health objectives and aimed at promoting safer alternatives for adult smokers.

4. Policy and Regulatory Ambiguity

The absence of a dedicated regulatory framework for non-combustible nicotine products created uncertainty for THR-related discussions. Ambiguous interpretations of existing tobacco control laws often led to hesitation among policymakers and health professionals, restricting the formal integration of THR concepts into national policy dialogue.

5. Limited Access to Local Evidence

The lack of Pakistan-specific scientific data on the health and socioeconomic impacts of THR posed a significant barrier. Policymakers and public health experts often relied on international research, which did not fully reflect local demographics, cultural contexts, or behavioral trends. This underscored the urgent need for local research and data-driven advocacy.

6. Resource and Funding Constraints

THR advocacy in Pakistan remains a nascent field with limited financial and institutional backing. The absence of sustained funding streams constrained outreach, training, and data generation efforts. D-Sign addressed this gap by leveraging partnerships and in-kind contributions, but long-term resource mobilization remains a key challenge.

7. Communication Barriers and Media Bias

Mainstream and digital media outlets often portrayed THR inaccurately, either as product marketing or as a threat to existing tobacco control measures. This media bias reflected the broader lack of understanding around harm reduction. D-Sign responded by engaging journalists, editors, and influencers through orientation sessions and proactive communication to foster balanced, fact-based reporting.

8. Limited Medical Community Engagement

Although several health practitioners showed interest in understanding THR, a lack of formal endorsement or guidance from the Ministry of Health and medical councils limited wider participation. The absence of THR content in medical curricula also contributed to hesitation within the professional community.

10. Coordination Challenges Between Federal and Provincial Authorities

Since health is a devolved subject under Pakistan's constitutional framework, coordinating between federal ministries and provincial departments often proved complex. Differences in policy priorities and administrative processes slowed consensus-building. Regular follow-ups and strategic dialogue were essential to maintain coherence and ensure inclusive participation.



"When we started this journey, we weren't just introducing a concept—we were challenging a mindset. Tobacco Harm Reduction (THR) wasn't widely understood, and many dismissed it without realizing its life-saving potential. But we refused to stay silent while millions continued to suffer from tobacco-related diseases. Through relentless advocacy, scientific dialogue, and sheer determination, we've brought THR to the forefront of public health discussions in Pakistan. Today, THR is not just an alternative—it is a lifeline for those seeking a safer path. We have come far, but our mission is far from over. It's time to turn awareness into action, forming policy toward progress, and give people the freedom to choose a healthier future. Together, we can build a smokeless Pakistan."

(Mr. Zubair Ahmed, CEO D-Sign Group of Companies, Former Govt Official, presently serving in development and corporate Sector)

Overcoming Challenges and Lessons Learned

Despite these challenges, D-Sign's approach remained adaptive, transparent, and collaborative. Each obstacle provided a valuable opportunity to refine strategies, strengthen stakeholder trust, and reinforce the credibility of THR as a public health intervention. By maintaining its focus on evidence, inclusivity, and dialogue, D-Sign not only addressed misconceptions but also positioned itself as a national leader in advocating for science-based harm reduction — paving the way for more informed and constructive policy discussions in the years

Report Launch: "Saving Lives" – A Milestone in THR Advocacy

As a culmination of D-Sign's sustained efforts in promoting Tobacco Harm Reduction (THR) advocacy, a report launching event for "Saving Lives" was held in the year 2023 & 2024. The publication, inspired by global success stories such as Sweden and New Zealand, highlights how both countries achieved remarkable milestones by reducing smoking prevalence to around 5% or lower, primarily through adoption of evidence-based harm reduction strategies and access to safer alternatives. The event served as a symbolic and intellectual milestone for THR advocacy in Pakistan, bringing together key stakeholders, including policymakers, medical professionals, researchers, public health advocates, and media representatives.

During the launch, participants reflected on the evolving discourse around THR in Pakistan and the importance of learning from global best practices to develop an internally grounded relevant framework. The dialogue underscored the urgency of integrating harm reduction into national health and policy frameworks, recognizing its potential to save millions of lives and reduce the burden on Pakistan's already overstretched healthcare system. The event not only celebrated international progress but also reaffirmed D-Sign's commitment to build a smokeless, healthier Pakistan by way of informed collaboration, evidence-based advocacy, and multi-sector engagement.

Objectives of the Report Launch

1. Showcasing the Journey of THR Advocacy

The Report highlights the milestones achieved by THR, challenges encountered, and key learnings from the initiative.

2. Amplifying the THR Message

The publication aims to extend the reach of THR advocacy beyond discussion forums; making it accessible to a wider audience, including policymakers and the general public.

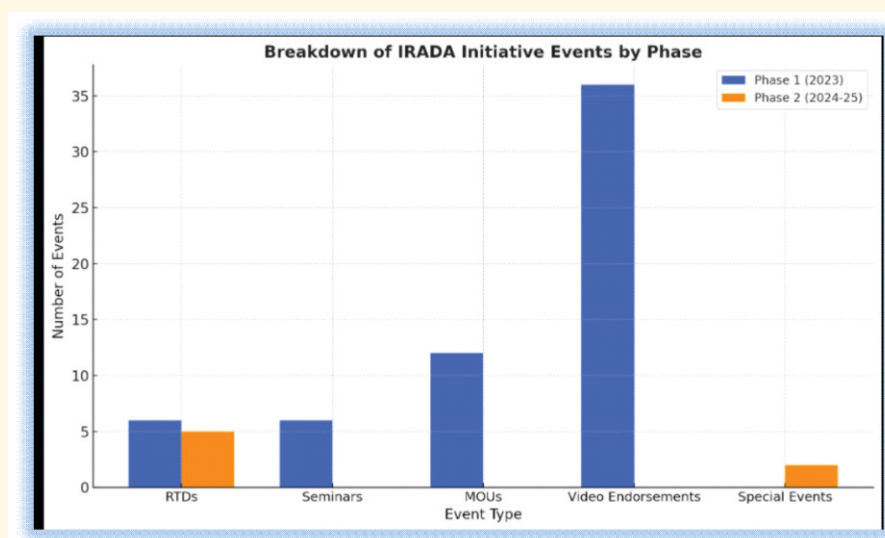
3. Strengthening the D-Sign Steering Committee

The event served as a platform to further empower the 30-member D-Sign Steering Committee,

providing them with the key advocacy resource.

Highlights of the Report Launch Event

- **Opening Remarks** – Overview of the D-Sign's/IRADA's journey and the significance of the book.
- **Keynote Address** – Expert insights on THR's national and global importance.
- **Panel Discussion** – Conversations with contributors to the book, discussing THR's role in Pakistan's public health landscape.
- **Media Engagement** – The Report launch received wide media coverage, further amplifying the THR message.



Adapting the Swedish and New Zealand Models for Pakistan

The experience of Sweden and New Zealand presents powerful evidence that adopting harm reduction-based tobacco control strategies can drastically reduce smoking prevalence and tobacco-related mortality. Sweden's integrated approach — combining strict tobacco control with widespread access to non-combustible, scientifically evaluated nicotine based alternatives — has reduced its adult smoking rate to below 6 percent, the lowest in the EU, and resulted in significantly fewer tobacco-related diseases and deaths. Similarly, New Zealand's “Smoke-Free 2025” strategy demonstrates how policy innovation, public education, and harm-reduction products can coexist to accelerate progress toward a smokeless society.

For Pakistan, where more than **23 million people** smoke and **12 percent** use smokeless tobacco, these global precedents provide a clear roadmap. Integrating Tobacco Harm Reduction (THR) into

national policy — with access, affordability, and awareness — can save up to **1.2 million** lives over the coming decades; according to global simulation models. A pragmatic, scientifically proven facts-based framework, inspired by the Swedish and New Zealand examples, would enable Pakistan to balance health protection with economic realities, empowering smokers to make informed and lower-risk choices.

While moving forward; Pakistan's policymakers, health authorities, and civil society must work collectively to replicate these success factors: risk-proportionate regulation, physician engagement, public education on THR options, and consumer access to verified non-combustible products. By following such a roadmap, Pakistan can become a regional leader in tobacco harm reduction — saving lives, reducing the healthcare burden, and steering the nation closer to the vision of a “**Smokeless Pakistan**.”

Ceremony for Presentation of Souvenir and Certificates to D-Sign Team by IRADA on Successful Completion of Round-I



Global Context: THR in International Health Policy

Globally, THR has gained attraction, with organizations like the NHS (UK), the Royal College of Physicians (Australia), and the Ministry of Health (New Zealand) supporting harm reduction strategies. The 2025 Global Health Conference in Baku, Azerbaijan, will feature a special session on THR, highlighting its growing relevance in international health policy.

Pakistan must engage in THR policy development to ensure that its citizens have access to safer nicotine based alternatives while aligning with global best practices.

The Omni – Launching Ceremony of Smokeless World

In February 2025, D-Sign Services (Pvt.) Ltd was honored to be specifically invited at the launch of “Omni”, a pioneering global platform introduced by Pakistan Tobacco Company/BAT at the Marriott Hotel in Islamabad. The event was attended by State Minister for Commerce and Trade, senior government officials, policymakers,



public health officials, and key stakeholders from diverse sectors. Omni; designed to provide evidence-based resources on Tobacco Harm Reduction (THR), represents a forward-looking approach to address smoking-



related challenges. D-Sign's participation underscored its role as a pioneer in THR advocacy and lobbying in Pakistan, ensuring that local expertise and perspectives were part of this important global conversation.

Interactive Dialogues with BAT Experts

Following the launch, BAT organized a one-day workshop exclusively for the D-Sign team and its consultants. The purpose of this event was twofold: to enhance the team's technical understanding of Omni and its scientific underpinnings, and to provide a forum where relevant ambiguities, concerns, or questions to be addressed directly by international experts. This open exchange of knowledge reinforced D-Sign's capacity to lead fact based discussions on THR and strengthened its credibility as a trusted voice in the public health landscape of Pakistan.

Significantly, the workshop also served as a recognition of D-Sign's pioneering efforts in convening roundtable dialogues and involving health-related practitioners, academics, and policymakers in

discourses related THR. By acknowledging the groundwork already undertaken by D-Sign, BAT emphasized the value of local advocacy and the importance of inclusive, multi-stakeholder engagement in shaping effective harm reduction strategies. Summer Hanna in Interactive Dialogue with D-Sign Team

Together, these experiences not only validated D-Sign's leadership in THR advocacy but also provided the organization with enhanced tools and confidence to continue its mission. By bridging global innovation with Pakistan's pressing public health needs, D-Sign reaffirmed its commitment to a smokeless, healthier future for the country, rooted in collaboration, science, and evidence-based dialogue.



Summer Hanna in Interactive Dialogue with D-Sign Team



Summer Hanna with D-Sign Team

Key Achievements

Formation of Steering Committee

To ensure structured coordination, strategic direction, and sustainability of the Tobacco Harm Reduction (THR) initiative in Pakistan, D-Sign Services (Pvt.) Ltd facilitated the formation of a Steering Committee at both the federal and provincial levels. This Committee serves as an institutional podium to align THR advocacy with national public health objectives and provide a formal channel for multi-sectoral consultation and collaboration.

The Committee comprises of senior government officials, including the Former Federal Secretary of Inter Provincial Coordination, Former DG Health, Additional Secretary Finance, representatives from the Ministry of Planning, Development and Special Initiatives, Additional Secretary Technical (Punjab), Vice Chancellors of different Medical College and Universities academia, and public health experts from leading institutions along with representatives of all provinces. The diverse composition ensures that THR efforts are guided by technical expertise, financial prudence, and policy relevance.

The primary purpose of the Steering Committee is to coordinate with federal and provincial governments in drafting a comprehensive policy framework for Tobacco Harm Reduction in Pakistan. This includes facilitating cross-sectoral dialogue, reviewing existing regulatory structures, and proposing evidence-based measures that promote public health while aligning with national laws and

government compliance standards. Furthermore, the Committee is tasked to ensure that all THR initiatives adhere to government protocols, uphold ethical communication standards, and support the overarching goals of reducing the burden of smoking-related diseases in the country.

Through periodic meetings and technical reviews, the Steering Committee will monitor implementation progress, assess challenges, and recommend necessary adjustments to ensure coherence between national THR advocacy and the broader public health and non-communicable disease (NCD) strategies. This initiative represents a significant step toward institutionalizing THR policy development in Pakistan and reflects D-Sign's continued commitment to evidence-based advocacy and constructive engagement with public and private institutions for a smokeless, healthier Pakistan.

D-Sign Partnership Expansion and MoUs with 148 Key Organizations

In pursuit of its mission to promote Tobacco Harm Reduction (THR) and build a national movement for a smokeless and healthier Pakistan, D-Sign Services (Pvt.) Ltd significantly expanded its network of partnerships during the course of its roundtable dialogues, expert consultations, and public awareness seminars. Recognizing that sustainable change in public health requires collective effort, D-Sign formalized collaborations by signing Memoranda of Understanding (MoUs) with

over 148 organizations across Pakistan.

These partner organizations represent a diverse spectrum of stakeholders, including health sector associations, universities, research institutions, non-governmental organizations (NGOs), youth groups, and professional bodies. The MoUs were designed to establish long-term cooperation frameworks aimed at advancing THR education, supporting evidence-based communication, and facilitating community-level awareness on safer alternatives to combustible tobacco. Through these agreements, each partner organization committed to play an active role in disseminating THR messages, integration of harm reduction principles within their respective domains, and adherence to the shared vision of public health protection by way of innovation and informed choices.

This extensive network of partners reflects a growing consensus among public and private stakeholders on the importance of harm reduction as a complementary strategy to traditional tobacco control. The partnerships have strengthened D-Sign's outreach capacity nationwide, enabling broader engagement with health practitioners, educators, policymakers, and community advocates. By mobilizing institutional support from more than 48 entities, D-Sign has laid a strong foundation for collaborative action, policy dialogue, and evidence-based advocacy — all crucial steps toward realizing Pakistan's vision of a smokeless, healthier future

signed MoUs with more than 48 Organizations to further the cause of THR and engage them in the dissemination of messages.



Dr. Muhammad Abid ,
CEO , Health City Hospital Lahore



Dr. Shahid Farooq Alvi , CEO , Brain Net



CEO, Net Basae



Prof. Dr. Mati Ur Rehman ,
Former Principal Sargodha Medical College



Dr. Shagufta Naz,
Former VC LCU for Women, Lahore



President, small traders Association,
Chamber of Commerce and Industries, Lahore



Prof Dr. Tahir Yaqub,
DEAN University of Veterinary Sciences, Punjab



General Rtd. Khalid Maqbool
Former Governor Punjab, Chairman Board of Governor,
Punjab Institute of Public Health Punjab



MoU with Health Services Academy



MoU with Sahel NGO



MoU with PPHD Foundation



MoU with Gujranwala Chamber of Commerce and Industry

List of Organizations Represented in Round Table Discussions and Seminars

District Health Authority, Health Department, Lahore, Punjab	Chughtai Laboratories, Islamabad
CMH, Rawalpindi	Rehman Hospital, Islamabad
Health Service Academy, Islamabad	PHC (Primary Health Care) Global
TB Center, Rawalpindi	HBS Medical College, Islamabad
COMSATS University Islamabad	Food and Agriculture Organization (FAO) UNO
Bilal Hospital Rawalpindi	Ministry of National Health Services , Govt. of Pakistan.
National Institute of Health, Islamabad	NUML Islamabad
UNHCR (United Nations High Commissioner for Refugees)	Pakistan Council of Architects and Town planners
CMH, Rawalpindi	Global Fund – Pakistan Chapter
Health Service Academy, Islamabad	UNICEF
Ministry of National Education, Islamabad	USAID
National Incubation Center (NIC), Islamabad	National TB Control Program
	MedIQ Smart Healthcare (SMC-Pvt.) Ltd.
Utility Stores Corporation	Pakistan Printing Press
Wah College of Health Sciences	PHC Global
Excel Labs	HBS Medical College Islamabad
Health City Hospital	Punjab Institute of Cardiology
Punjab Institute of Cardiology	Punjab Health Foundation-Medical Center

Tech Man International	3 Dots Global Forum
Arif Memorial Teaching Hospital, Lahore	University of Lahore
Sui Northern Gas Pipelines Limited	Superior University, Raiwind Road, Lahore
University of Veterinary and Animal Sciences, Lahore	National Hospital Lahore
Lahore College for Women University	Dost Foundation
Genetics Pharma	Poly Clinic, Islamabad
Medimark Pharma	Institute of Public Health, Lahore
Bahawalpur Victoria Hospital	Pakistan Institute of Management, Islamabad
Mayo Hospital, Lahore	GP Association
Rashid Latif College	YDA
Lahore Medical and Dental College	Pulmonologists Association
Nursing Association	Public Health Engineering, Islamabad
Federal Chamber of Commerce and Industries	Pak Anti TB Association
APCA	PPLA
Ghurki Teaching Hospital	SNGPL
Women Development Department, Lahore	Hamdard foundation, Pakistan
Youth Peer Education Network Pakistan	FINCA Bank
Nabeel Associates	Beacon house School System
PAHCHAAN (NGO)	Dr. Essa Medical Labs Lahore
PM Youth Council, Islamabad	Women Protection Authority Punjab
Punjab University Lahore	Dunya TV
Lahori Cultural Club	Baker Telly
Alliance Distributor	Public Finance & Management Unit (PFMU)
Progressive home based workers Federatio	Child Protection And Welfare Bureau, Punjab

Social Welfare Barki Lahore	Rehnuma (FPAP)
Phoenix Foundation	ILM Foundation
Idara-e-taleem o aagahi (ITA)	Association for Social Development (ASD)
University of Veterinary and Animal Sciences, Lahore	University of Central Punjab (UCP)
Medimark Pharma	Bank Al-Habib

Conclusion

D-Sign Services (Pvt.) Ltd. has played a transformative role in reshaping public health discourse around THR in Pakistan. By challenging traditional tobacco control narratives and advocating for harm reduction, D-Sign has successfully engaged over 600 experts, secured 110+ endorsements, and established a 75-member advocacy network.

The launch of "Saving Lives" stands as a significant milestone, marking the transition from discussions to documented advocacy. The Report serves as a valuable tool for policymakers, health professionals, and advocates working to integrate THR into Pakistan's public health strategy.

With strong institutional backing, expert endorsements, and continued advocacy, D-Sign's remains committed to secure a healthier, smoke-free

future for Pakistan with the help of evidence-based harm reduction strategies.

The launch of Omni in Islamabad and the subsequent Interactive Dialogues with BAT Experts marked an important landmark in advancing Tobacco Harm Reduction (THR) efforts in Pakistan. These engagements not only acknowledged D-Sign's pioneering role in THR advocacy but also provided its team with deeper scientific insights and clarity to strengthen future initiatives. By addressing questions and fostering open exchange, the dialogues highlighted the importance of evidence-based advocacy and multi-stakeholder collaboration. Together, the launch and the dialogues reinforced D-Sign's commitment to build a smokeless, healthier future for Pakistan.

Key Recommendations

Building on the achievements of the Tobacco Harm Reduction (THR) initiative and insights from the global experiences of Sweden and New Zealand, D-Sign Services (Pvt.) Ltd cites following recommendations tailored to meet the needs of Pakistan's policy, public health, and institutional landscape. These recommendations emphasize coordination, incremental policy reforms, and locally driven implementation strategies.

1. Policy Development and Government Coordination

- Initiate a national policy dialogue led by the Ministry of National Health Services, Regulations, and Coordination (MoNHSRC) to explore formal inclusion of THR principles within Pakistan's National Health Policy and Non-Communicable Disease (NCD) Framework.

- The newly formed THR Steering Committee is to act as the central coordinating body to ensure alignment between federal and provincial governments, and to review global THR models for contextual adaptation.
- Encourage provincial health departments to establish focal points for THR awareness and monitoring, ensuring ownership and policy compliance at the subnational level.
- Integration of THR under existing tobacco control and public health regulations, using a phased approach that allows learning and adjustment instead of introducing a new law.

2. Research, Data, and Evidence Generation

- Collaborate with national research institutions such as the Pakistan Health Research Council (PHRC), Institute of Public Health Punjab, Aga

Khan University (AKU), and Health Services Academy (HSA) to generate local evidence on the health and socioeconomic impacts of THR adoption.

- Conduct baseline and follow-up studies to assess awareness, usage trends, and perceptions regarding non-combustible nicotine products among adult smokers.
- Develop a Pakistan THR Knowledge Repository — an online database curated by D-Sign — consolidating local and international studies for reference by policymakers and health care professionals.
- Partner with academic and research institutions to include research fellowships or thesis support for students studying harm reduction, public health communication, or tobacco control policy.

3. Stakeholder Engagement and Professional Capacity Building

- Expand engagement with medical and dental councils, pharmacists' associations, and general practitioners' networks to create a unified professional stance on THR.
- Conduct provincial-level orientation sessions for doctors, nurses, and health educators to clarify misconceptions and provide science-based information on reduced-risk alternatives.
- Leverage existing collaborations with over 140 partner organizations to extend THR awareness to district and community levels.
- Establish a National THR Roundtable Forum, hosted quarterly, to sustain dialogue between health care professionals, policymakers, and the private sector.

4. Public Awareness and Communication Strategy

- Develop a national communication campaign with the message “Towards a Smokeless Pakistan,” emphasizing informed choices, public health, and personal responsibility.
- Use regional languages (Urdu, Punjabi, Sindhi, Pashto, Balochi) to make THR messages accessible, culturally relevant, and free of technical terminologies.
- Collaborate with health journalists and social

media influencers to share factual, research-based messages — countering stigma and misinformation.

- Partner with educational institutions and community organizations to reach youth and adult populations through seminars, infographics, and radio programs.

5. Partnerships and Resource Mobilization

- Engage private sector partners such as Philip Morris Pakistan, Pakistan Tobacco Company (PTC) and others CSR initiatives supporting THR education, health awareness, and community outreach.
- Approach international donors (e.g., Foundation for a Smoke-Free World, UNDP, and Vital Strategies) with proposals focused on evidence-based public health reform rather than product advocacy.
- Forge alliances with provincial medical universities and public health schools for capacity-building projects and knowledge-sharing.
- Encourage joint ventures between industry, academia, and NGOs for localized research and advocacy, under strict ethical and transparency guidelines.

6. Monitoring, Evaluation, and Learning (MEL)

- Develop a THR Monitoring Framework integrated with D-Sign's ongoing project tracking systems to measure awareness, partnerships, and policy progress quarterly.
- Conduct independent evaluations at the end of each phase to document lessons learned and inform future program design.
- Establish Key Performance Indicators (KPIs) such as the number of engaged stakeholders, policy recommendations adopted, and reach of public awareness campaigns.
- Share periodic progress updates with government counterparts, partners, and donors through policy briefs and summary reports.

7. Sustainability and Long-Term Vision

- Position THR as part of Pakistan's broader Public

Health Transformation Agenda, complementing efforts to reduce non-communicable diseases.

- Encourage inclusion of harm reduction principles in medical and nursing curricula, ensuring the next generation of professionals is scientifically informed.
- Institutionalize THR-related research and policy work within existing national think tanks (e.g., SDPI, HSA, PIDE) to sustain momentum beyond project-based funding.
- D-Sign will continue serving as a national technical resource on THR communication, bridging gaps between science, policy, and public understanding.

Final Reflection

The way forward toward a smokeless Pakistan demands realism, collaboration, and science-led policymaking. Pakistan's diverse population, evolving health priorities, and growing awareness provide a fertile ground for integrating harm reduction as a pragmatic component of tobacco control. With strong partnerships, government coordination, and sustained evidence generation, D-Sign Services (Pvt.) Ltd stands ready to continue leading this journey — from informed advocacy to actionable policy — ensuring that the vision of saving lives through smarter health choices becomes a national reality.

Members of Steering Committee



Faridullah Khan
(former Federal Secretary)



Munir Ahmad
(senior Joint Secretary Ministry Of Finance)



Dr. Ahmad Masood Ijaz
(former Vc Nishtar Medical University, Multan)



Dr. Baseer Asakzai
(former DG Health MoNHSR&C)



Dr. Changaze Gichki
(Former Dg Health Quetta)



Dr. Feroz Memon
(Former DG Health Sindh)



Dr. Idrees Khan
HQD Eastern Medicine at Superior University Lahore



Dr. Shahid Iqbal
Consultant Cardiologist Jinnah Hospital Lahore)



Dr. Fakhara Naheed
(former Tb Control Program MoNHSR&C)



Dr. Shahnaz Naeem
(FORMER DG Blood Transfusion Authority Punjab)



Dr. Zaheer Ahmad
Medical Specialist



Mr. Kashif Javed
Senior Executive Corporate Chughtai Healthcare



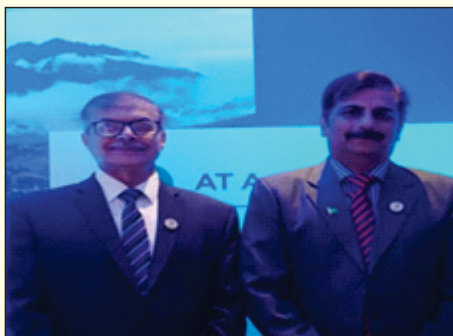
Dr. Muhammad Naeem
Public Health Expert, Professor Community Medicine Peshawar



Dr. Shaheed Khan
D-Sign Advisor And Coordinator R&D

Picture Gallery





D-Signs' THR Project Team

The success of the Tobacco Harm Reduction (THR) initiative led by D-Sign Services (Pvt.) Ltd is deeply rooted in the dedication, expertise, and vision of its core project team. Comprising four experienced professionals from diverse backgrounds, the team has jointly worked to plan, execute, and steer the THR project from its inception through multiple phases of growth.

Team Members:

- Zubair Ahmed (CEO, Team Lead)
- Dr. Muhammad Rizwan Junaid, (National Project Manager)
- Khalid Rizwan Malik (Director Finance)
- Muhammad Hassan Mangi (Technical Advisor)
- Muhammad Naveed (Partnership Development Advisor)
- Dr. Shahnaz Naeem (Technical Coordinator)
- Nasir Baloch, (Project Coordinator)
- Zarat Ali Aqeel ((Director Sales & Marketing)



Zubair Ahmed (CEO, Team Lead)



Dr. Muhammad Rizwan Junaid,
(National Project Manager)



Khalid Rizwan Malik
(Director Finance)



Muhammad Hassan Mangi
(Technical Advisor)



Muhammad Naveed
(Partnership Development Advisor)



Dr. Shahnaz Naeem
(Technical Coordinator)



Muhammad Nasir Baloch
(Project Coordinator)



Zarat Ali Aqeel
(Director Sales & Marketing)



Shahid Hafeez
(Company Secretary)



Abdullah Zia
(Office Coordinator)

Each member brought unique expertise in public health communication, policy advocacy, research, and stakeholder engagement, enabling D-Sign to deliver evidence-based, impactful interventions aligned with national health priorities.

Under the strategic leadership of D-Sign's CEO, the team played a pivotal role in developing and implementing the THR roadmap in Pakistan. Their responsibilities encompassed organizing national and provincial roundtable dialogues, coordinating with medical and academic institutions, engaging government representatives, and ensuring the propagation of accurate and scientifically grounded messages on THR. The team's collaborative spirit and shared commitment to harm reduction allowed D-Sign to build meaningful partnerships with over 110

organizations and expand the national dialogue on safer nicotine alternatives.

Throughout the project, the D-Sign team demonstrated exceptional adaptability and professionalism in managing complex assignments, from conducting stakeholder consultations to produce awareness materials and managing media engagement. Their ability to translate scientific evidence into accessible communication has been instrumental in promoting THR understanding among policymakers, physicians, and the general public. Together, the team has not only strengthened D-Sign's institutional presence but also contributed significantly to accelerate the vision of a **smokeless, healthier Pakistan** through evidence-based advocacy and collaborative action.



National Rural Support Programme



D-SIGN SERVICES (PVT.) LTD.

Mission:

Improve quality of services by closing the gap between knowledge and its application with commitment and dedication, in the very right perspective of the sheer sense of social service.

Goal:

Team D-sign believes in improving lives of under-privileged, marginalized and neglected communities through cost effective and sustainable initiatives by providing excellent and affordable services in an effective and efficient manner.

HEALTH

- Health Systems.
- Health Service Delivery.
- Family Planning and Sexual Reproductive Services.
- Mother and Child Health
- Tuberculosis
- HIV and AIDS.
- Nutrition and WASH.
- Health Supply Chain Management.
- Child survival and development.
- Protect children & young from significant harm.

Logistics Management Information System.

CHILD PROTECTION

- Preventing and responding to violence abuse against children.
- Research and projects.
- Commercial sexual exploitation.
- Trafficking
- Child labor
- Child Marriages

ENVIRONMENTAL CLIMATE CHANGE AND ECO-TOURISM

Pakistan remains a land of high escaped and landscape, Hiking, climbing, white water rafting, hunting, highland and desert jeep expedition, camel and yak safari You would find them at your service 2417. D-Sign would make efforts to promote eco-tourism, with a focus on involving students & youth, in site-seeing tours, video-graphy and interactive camping in potential areas of Pakistan, GB, and Kashmiri region.

FINANCIAL PLANNING & MANAGEMENT SERVICES

- Strategic Financial Planning.
- Grants Management.
- Financial Analysis.
- Development and implementation of financial management tools like MIS Reports/ M&E tools/forms/manuals / SoPs etc.
- Grants Expenditure Management.

PARTNERSHIP DEVELOPMENT- Sign Services (Pvt.) Ltd.

D-Sign team's mainstay of activities and experience in programming has been based on partnerships at all levels. From ministries to communities, leaders to building local capacity. D-Sign has been delivering sustainable results to achieve greater impact.

HR MANAGEMENT AND SERVICES.

- EDUCATION, TRAINING & CAPACITY BUILDING.
- We offer several types of employee training programs.
- Problem-solving training and diversity or sensitivity training.
- creating high beneficial impact for organizations



D-Sign Services (Pvt.) Ltd.

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