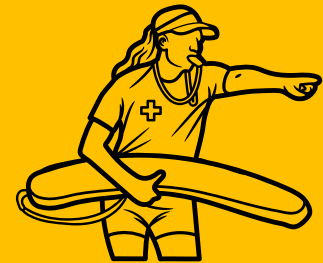
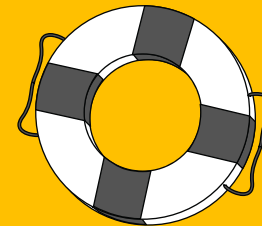




# PALS RESCUE

## PROFILE



# Executive Summary

PALS is Pakistan's only water safety, drowning prevention and rescue authority. We create a safe environment on Karachi's beaches and coastline through patrols, education, training, public safety campaigns and the promotion of health and fitness.

PALS was born out of a necessity – a necessity to safeguard and protect the lives of all the beach going population of Pakistan. Prior to our inception in 2004, there used to be on average 250+ cases of drowning every year along the beaches of Karachi. PALS has been able to contain this drowning rate to 'near zero' since 2004 to date.



**8,000+**

Rescues



**10,552,333**

Preventive Actions



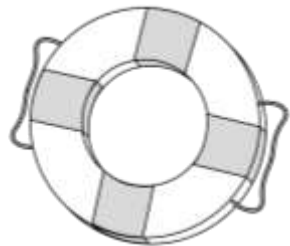
**7,686**

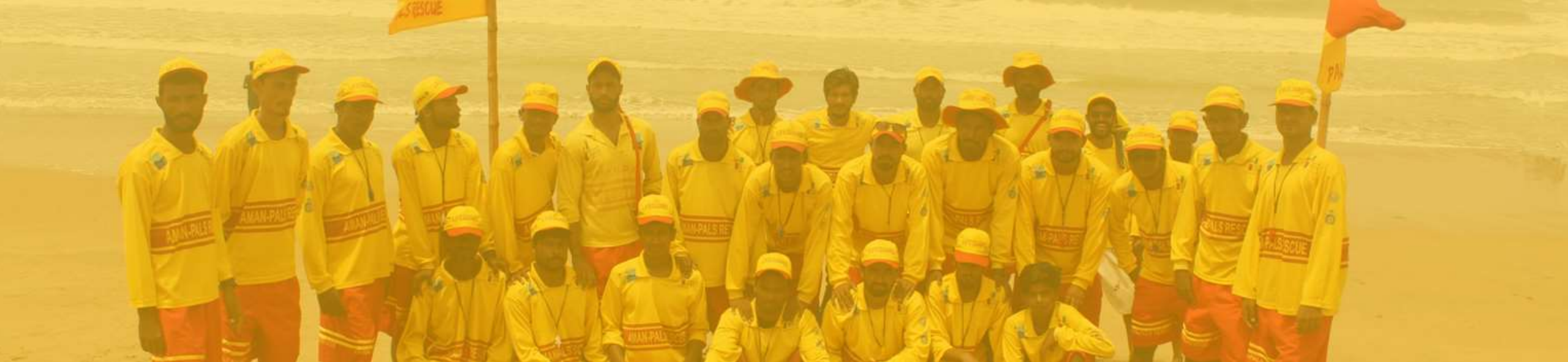
First Aids



**1,549**

Children





# INTERNATIONAL AFFILIATIONS & SUPPORT





## INTERNATIONAL AFFILIATIONS & SUPPORT

PALS Rescue is an internationally accredited lifeguarding establishment, representing Pakistan in the International Life Saving Federation (ILS) as a Full Member. PALS is also closely associated with Surf Life Saving New Zealand (SLSNZ), who have an on-going 'training and assisting' program with it. PALS has recently also been given membership at the Royal Lifesaving Society (RLSS). The initial training and certification of PALS was conducted by SLSNZ who certified 200 lifeguards in accordance with international standards. SLSNZ delegations usually visit PALS on a yearly basis to conduct refresher lifeguard and first aid training courses.



Karachi is the 3<sup>rd</sup> largest city in the world by population and 20<sup>th</sup> largest by area. With a population of 20 million, over 8 million people visit Karachi's beaches every year. Due to an acute lack of swimming facilities in the country, hardly anyone knows how to swim. As a result, every year 250 people used to lose their lives along the 40 km's of Karachi's public beaches. To control this high drowning rate, PALS Rescue was created in 2004 and almost instantly, brought down this rate to 'near zero'.

This proposal seeks the continuation of assistance of the Sindh Government to partner with PALS Rescue, for it to continue providing free public safety to the masses along the beaches of Karachi and beyond (we are planning to expand our services and operations to the popular lakes/aquatic environments in interior Sindh). This proposal seeks financial assistance for the year 2023-2024,

## Goal: **Helping Save Lives.**

With the assistance of the Sindh Government, over the next 5 years, PALS will accomplish the following:

- **We shall save over 10,000 lives.**
- **Over 10,000,000 Preventive Actions will be conducted that ensure safety of the beach visitors.**
- **Over 100,000 First Aid treatments (jelly fish stings, cuts, etc) will be conducted.**
- **Will protect in excess of 8 million beach visitors per year.**
- **Will employ between 250-300 lifeguards which play a major role in uplifting the local village economies.**



PALS STATISTICS FROM  
JULY 2004 TO DATE

ACCOMPLISHMENTS  
TO DATE

PALS Rescue Statistics					
Statistics - 2004 to date	Rescues	Preventive Action	First Aid	Missing Children	Footfall
2004	330	67,845	600	37	1,347,320
2005	345	119,792	1,089	106	1,982,760
2006	350	116,879	997	85	2,098,452
2007	355	97,569	707	100	2,687,480
2008	321	50,985	410	45	2,876,900
2009	330	27,565	201	26	3,078,549
2010	289	15,110	114	16	3,086,540
2011	305	88,570	388	5	2,768,960
2012	361	190,430	125	8	3,267,890
2013	430	1,140,145	422	8	3,126,780
2014	338	980,832	361	24	3,589,699
2015	406	1,488,960	217	23	5,230,987
2016	494	1,365,503	166	18	5,690,650
2017	352	1,515,996	231	16	6,610,850
2018	327	1,254,230	283	5	7,798,400
2019	383	1,031,922	335	8	7,896,412
2020	296	1,485,773	221	28	1,190,844
2021	297	1,176,808	273	29	5,884,040
2022	353	1,625,493	321	41	8,127,465
2023	401	1,835,789	345	53	9,876,127
2024	189	989,102	154	6	6,578,930
Total	7,549	15,017,215	7,734	628	78,341,007

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# **PALS RESCUE COVERAGE AREA ALONG THE PUBLIC BEACHES OF KARACHI**

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# MEDIA COVERAGE

- Almost all the TV channels have been around the beaches throughout the year.
- Several ran the news tickers with the number of rescues performed during the monsoons.





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# **PALS VISION, VALUES & ACHIEVEMENTS**

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# Vision

The vision of Pakistan Life Saving (PALS), is to be recognized as the leading aquatic safety service in Pakistan.



# Mission

PALS is committed to the prevention of drowning and injury in the aquatic environment through the provision of life guarding, water safety and education services.

# Value

Since its inception, PALS has set a high standard of values of deliverance

- High standard of governance.
- Responsiveness to the needs of the key stakeholders being sponsors and the community.
- Operating with integrity, equality and accountability.
- Innovative and constantly improving our services.
- Operating as a team.
- Accepting our role as the leader in aquatic safety services in Pakistan.



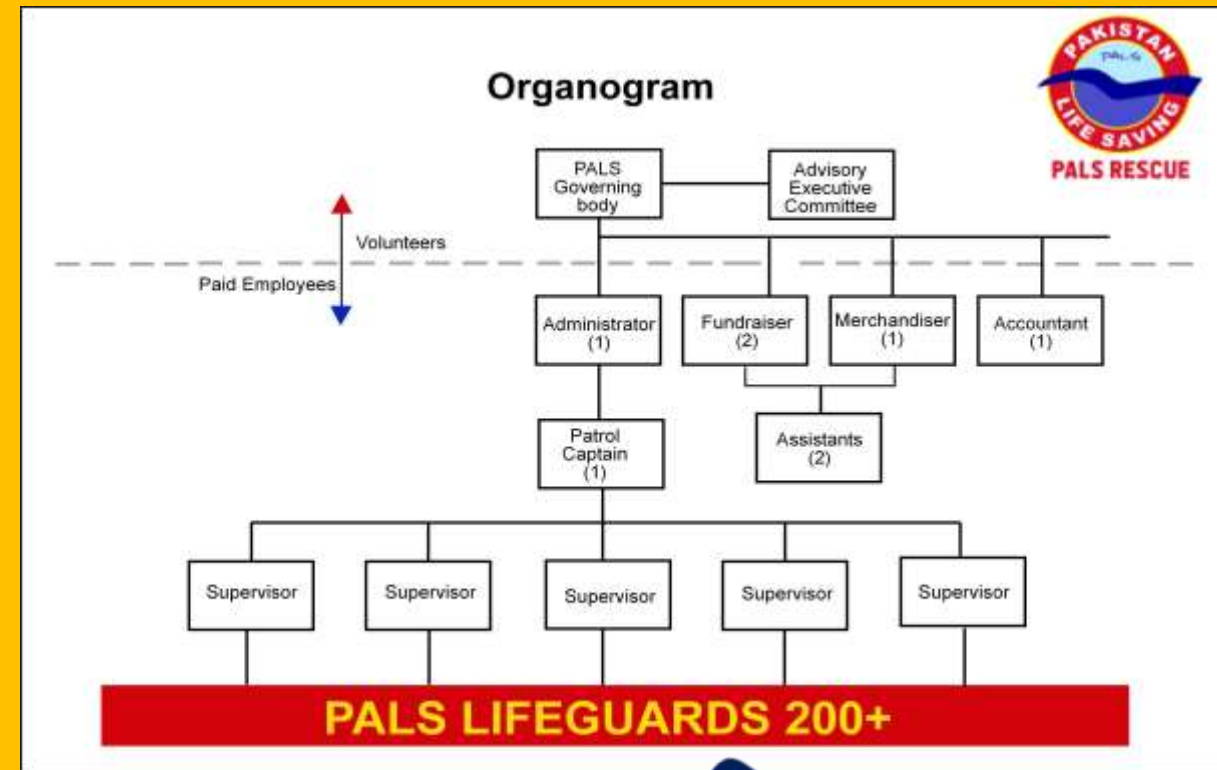
# PALS | FACT/DATA | SHEET

- Over 8 million people visit the beaches of Karachi throughout the year.
- The total public beach stretch of Karachi is 40 Km from Sea View to Mubarak Village
- There were no life guards for the protection of the public along the 40 km beach stretch of Karachi (prior to PALS deploying 200 lifeguards since July 18, 2004).
- There were over 250 drowning in Karachi beaches every year.
- Average age of drowning victims is 18.
- All PALS lifeguards come in close contact with the general public every day. This means general communication, beach awareness, hazard discussions, real live rescue witnesses, etc.
- PALS lifeguards are trained and certified by New Zealand Life Guards (SLSNZ) and are up to par with international standards.
- PALS has all the necessary equipment for effective near shore rescues.
- The Grant will provide an excellent platform for the Sindh Government to support a much needed social service in addition to co-brand on all life guard uniforms, towers, safety sign boards, etc.
- The assistance from the Sindh Government will help PALS continue its poverty alleviation drive along the coastal belt of Karachi and Sindh.
- The assistance will also help PALS implement its plans to secure multiple revenue streams over the next 5 years, so that long term continuity of the free public safety service is ensured, thanks to the Sindh Government.





# Coverage Area



# PALS Organogram





# Contact Information

**FOR FURTHER INFORMATION, WE CAN BE  
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**Syed Muhammad Ahsan**  
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**PAKISTAN LIFE SAVING FOUNDATION | PALS  
RESCUE**

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Pakistan

Cell: 0300 356 2000

Email: info@pals.pk

Website: [www.pals.pk](http://www.pals.pk)

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Bay Road, Karachi

**Helpline: 0300 356 2000**