




REGIONAL LEARNING PLATFORM (SFCCG)

Zehra Shallwani
Pakistan

The image features a white background with decorative elements in the corners. The top-left corner contains a series of parallel teal lines radiating from a point, and a teal arc. The bottom-right corner contains a teal arc and a series of parallel teal lines radiating from a point. The central text is a quote in a bold, sans-serif font. The words "BELIEVE IN WHAT YOU DO," and "BELIEVE." are in teal, while "AND DO WHAT YOU" is in red.

"BELIEVE IN WHAT
YOU DO, AND DO
WHAT YOU
BELIEVE."

Harsimran Kaur Arora, a Pakistani Sikh, fosters interfaith dialogue and peacebuilding. She promotes harmony through storytelling and community engagement.



Women Can Do.
4 February 2023 · 🌐

Empowered - Women Can Do, brings an opportunity to start/scale-up their business for women all over Balochistan. Our objective is to reach the whole fraternity of female entrepreneurs based in Quetta and to ensure that no one misses out during the application phase. Continuing the outreach activities an open-dialogue on entrepreneurship and the role of women in business was arranged at the Quetta Book Café on 1st February 2023. The session was attended by 25 female entrepreneurs from t... See more



Amir Hussain Qureshi, educator and writer, holds degrees in Islamic Sciences and English Literature. He serves as a lecturer at National Law College and co-founded Naeemia Intellectual Forum, promoting peace and education





Zehra Shallwani, co-founder & CEO of Dastaan Tours Pvt Ltd, promotes cultural and heritage excursions in Pakistan. With an MA in Islamic Studies and an MSc in Tourism from London, UK, she combines historical and environmental perspectives



CONTENT TRAVELOGUE AND FEEDBACK OF GUESTS:



mmm interesting question I think my perception of Islam changed a lot-I did know a lot before but experiencing so much diversity in the religion itself broadened my horizon a lot
Sebile, Germany 2023



“I have always wondered how my grand parents were like how they used to live in hyderabad city, what happened in 1947 due to which they had to migrate to India, I wanted to make peace with my roots and hence I decided to explore Sindh
Shahneez Mohinani, Indonesia, 2022



Zehra Shallwani is in Hyderabad.

July 12, 2023 · 🌐



One of our recent clients reached out to us with a unique request. She's a Sindhi Hindu born and raised in Indonesia. For her, she has always wondered where her roots are from. After doing the 23 & me test, she got to know that she's 100% Sindhi. She then got to know her ancestors are from Hyderabad & Tando Alam Mari in Sindh. After taking a whole day tour, she not only reconnected with her ancestral roots, but also made peace with her identity and had an enlightening experience with us.

Are you someone whose ancestral linkages are from Pakistan and would like to reconnect with them? Direct Message us at [Dastaan Tours](#) with your request and let us assist you in reconnecting with your roots.



Suleman Pirani, Ghayoor Abbas Shah and 254 others

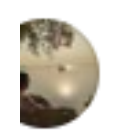
14 comments

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Comment

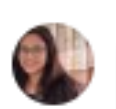
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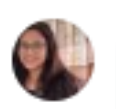
Ghayoor Abbas Shah
Any chance to visit Mohenjodaro Archaeology Culture ???

30w Like Reply Hide



Zehra Shallwani
Ghayoor Abbas Shah Insha Allah ada, I will keep you posted

30w Like Reply



Zehra Shallwani
Ghayoor Abbas Shah bhah, please check your inbox. I have left a query

30w Like Reply



Sameer Alee



30w Like Reply Hide



Mohsin Ali Memon
Wonderfull

30w Like Reply Hide



Shah Murad
Very nice

30w Like Reply Hide





CONTENT CATEGORY: SOCIAL MEDIA POSTS ON EVENTS



1. "rights and duties of minorities in Islamic state" on Jan 21, 2019,
2. "Understanding the Gender: a step to highlight transgender role in light of culture and Islam" on Jan 21, 2020

3. "Women Role in Peace Building" on My 07, 2027,
4. "Peace Dialogue and Poetic Symposium" on May 26, 2023

CONTENT CATEGORY: SOCIAL MEDIA POSTS ON PANEL DISCUSSIONS



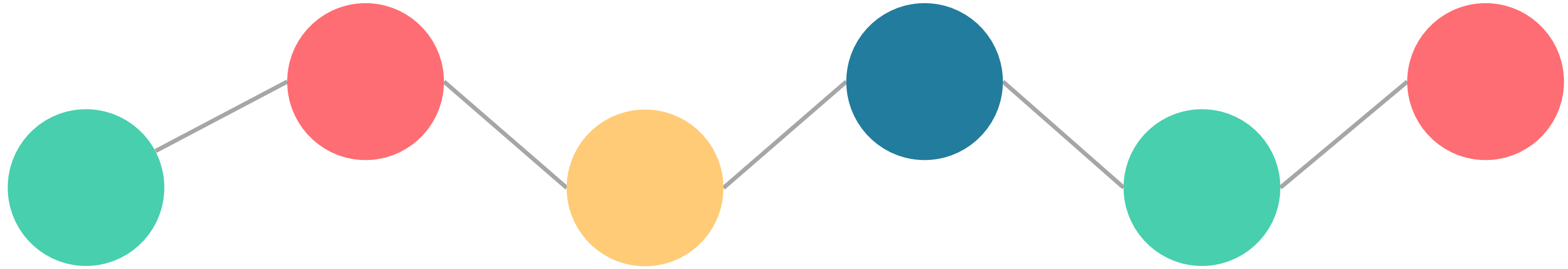
1. Coexistence and Interfaith Harmony
(Religious dimensions of peace)
2. Exploring the Possible ways and means of collaboration between university and madrassa students
3. Morality, Religion and Peace
Jamia Baituussalam, Talagang.
4. Role of young peace leaders in promotion of peace
Gurudwara Janam Asthan, Nankana Sahib.
5. Islam and Verdicts on Terrorisms
DoR-CoP, O'Spring Hotel, Muree.

CHALLENGES IN CAMPAIGNING PEACEFUL NARRATIVE

Quantity and outreach of negative content and propaganda is far greater than peaceful narrative, unpunished cyber bullying, online harrassment and hate speech

Orthodox mindset with an uncritical approach to use of modern technology

Lack of awareness and exposure visits, lack of awareness on how to use digital medium, how to spot negative or fake news



cultural and religious taboos are widespread- misconceptions are widely spread across print, mainstream and digital mediums

Fake news-adulterations & unverified news sources especially in the case of blasphemy accusations

Difficulty in engaging diverse audiences in the case of women entrepreneurial bootcamp in Quetta

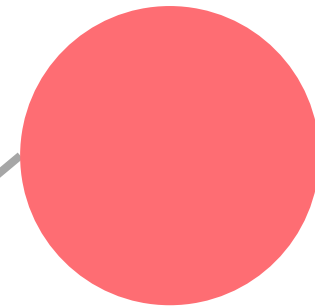
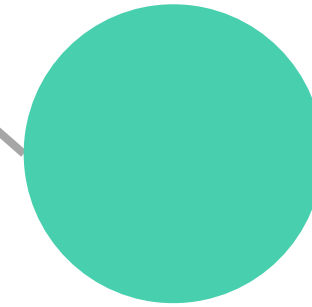
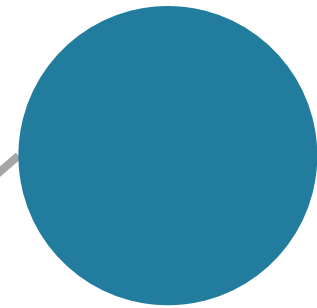
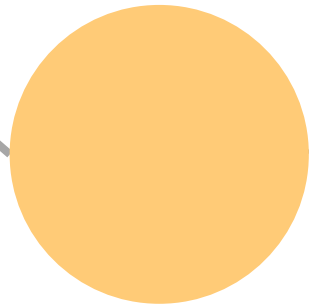
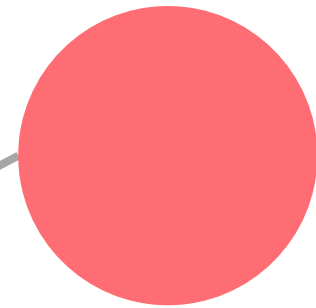
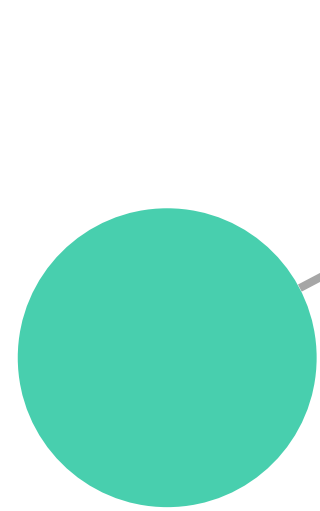


BEST PRACTICES IN CAMPAIGNING PEACEFUL NARRATIVE

spotlight on places, regions,
archeological, heritage,
religious and cultural sites
exhibiting inter-faith harmony
and pluralism across Pakistan

video and storytelling-
showing how and what
Pakistan is really like

common ground approach like
food, cultural practice festivals
like Navroz that connect us



Remarks and
experiences from
our guests

civilizational approach like
Gandhara, Indus Valley
linkages with Buddhism,
silk route trade,
Mesopotamia and
Egyptian civilization

showing statistical data
on Pakistani hospitality,
how number of guests
have increased in
Pakistan through UNWTO
data





BEST PRACTICES IN BLENDING PEACEFUL NARRATIVE AND SOCIAL MEDIA THEME

- The power of telling the right story to the right audience, connecting with them.
- Making sure to use inclusive language, content for meaningful engagement.
- Communication with transparency and adding a personal touch.

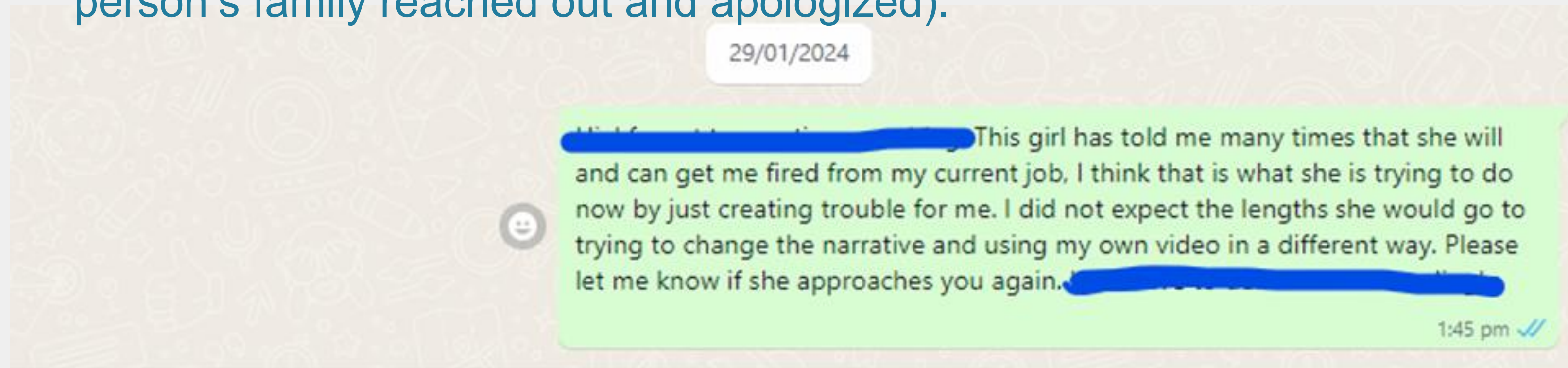


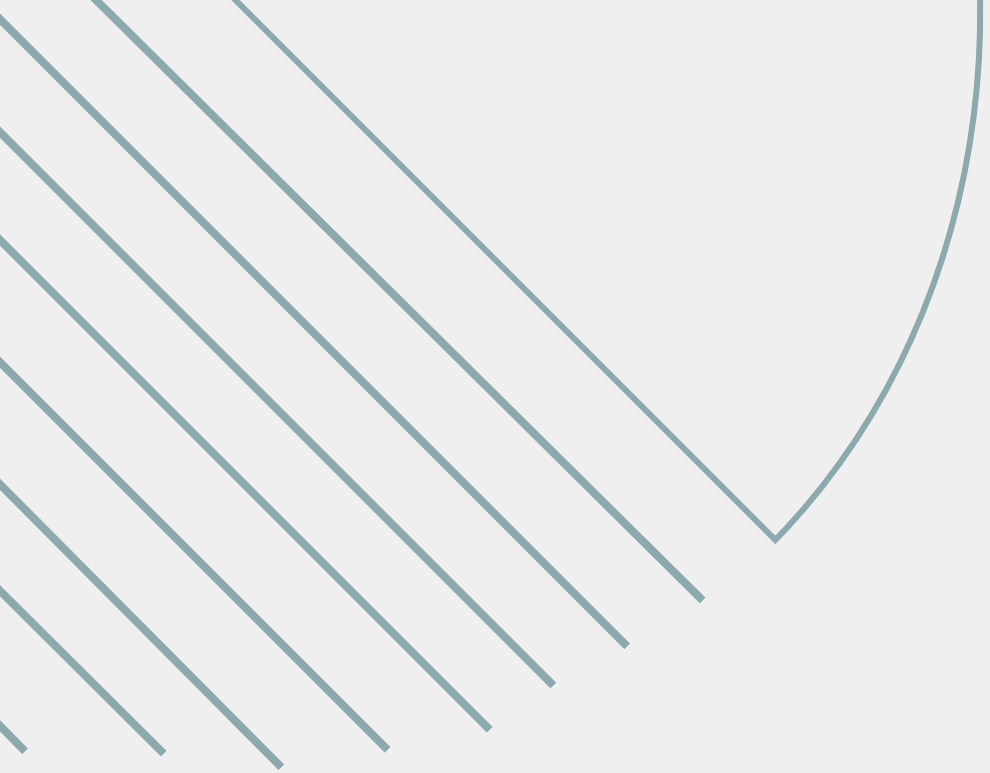
CONTENT MITIGATION STRATEGY (PERSONAL STORY OF HARSIMRAN KAUR)

Recently, I faced severe online and personal harassment, including false accusations of character defamation and financial fraud. Such incidents often intimidate women, silencing their voices and questioning their integrity, a prevalent issue in our society.

I CHOSE TO:

1. Stand up for myself and promptly communicated clearly with my colleagues at work. Told my side of the story. Used whatever digital proof I had.
2. Got support from my family and friends.
3. Held the person accountable by filing an official complaint at the nearest security office. Sought legal advice as well.
4. Will file an FIR if this happens again (did not do in this situation as the person's family reached out and apologized).





THANK YOU

