

# ZARRA FIVE-YEAR REPORT

2020 – 2025

تحفظ ہر بچے  
کا حق ہے



Government of Pakistan  
Ministry of Human Rights

## EXECUTIVE SUMMARY

The Zainab Alert, Response and Recovery Act 2020 (ZARRA Act) has been promulgated to establish a legal framework for addressing cases of missing and abducted children, as a legislative response prompted by the tragic case of Zainab Ansari. The ZARRA agency was created under the ZARRA Act to help find missing and abducted children in coordination with other stakeholders, especially Law Enforcement Agencies (LEAs). ZARRA represents a pivotal advancement in child protection; however, its implementation, after the enactment, has encountered considerable challenges and deficiencies. Upon its establishment in 2020, the ZARRA Agency commenced operations with a single sanctioned post, that of the Director General. Ministry of Human Rights, making this Agency functional, placed administrative control of the entire Helpline 1099, along with its human resources, with DG ZARRA to facilitate its daily operations and uphold its founding principles.

Subsequently, some of the important initiatives have been taken by ZARRA with the support of MoHR, including the development of the ZARRA Mobile App, promotion of public awareness, and coordination with all relevant departments, particularly the Police Department. In response, ZARRA successfully launched a mobile application developed in collaboration with the Prime Minister's Delivery Unit (PMDU).

Simultaneously, public awareness campaigns were initiated through partnerships with PEMRA and electronic media outlets, besides regular meetings with the Inspectors General of Police from all provinces to establish a responsive coordination mechanism for generating ZARRA Alert, response and recovery by the police departments as envisaged in the Act.

Implementation Gaps and Challenges: However, some issues still create obstacles in putting the law into proper action.

- **Lack of Police Awareness** – Many officers are unaware of the ZARRA Act and its reporting requirements.
- **Low Use of ZARRA App** – Underutilization of the ZARRA Alert App – Many police officers do not use the App because they lack awareness or training, or they believe their methods are enough. To address this, ZARRA is working with police leadership and holding awareness sessions and seminars.
- **Poor Case Updates** – Status of Cases Not Being Updated on the Zainab Alert App – After a case is reported, its progress should be regularly updated on the App. However, in many instances, this does not happen, making it difficult for ZARRA and the public to track the investigation or assist with relevant information. Police response remains below average. To improve this, several meetings have been held at the President's House and with the Inspectors General (IGs) at their offices.
- **Limited Jurisdiction of Supervisory Board** – The existing board only covers ICT, while ZARRA's scope is nationwide.
- **Provincial Gaps** – SOPs are not uniformly followed across provinces.
- **Underreporting** – Fear and mistrust lead to many cases going unreported.
- **Marginalized Groups** – Awareness among disadvantaged communities remains low.
- To address these, ZARRA is conducting police trainings, awareness drives through mobile and media, and sensitization sessions across Pakistan.

## ACRONYMS

**ZARRA** – Zainab Alert, Response, and Recovery Agency

**DPO** – District Police Officer

**ICT** – Islamabad Capital Territory

**NGO** – Non-Governmental Organization

**MoHR** – Ministry of Human Rights

**GBV** – Gender-Based Violence

**FIR** – First Information Report

**SOPs** – Standard Operating Procedures

**LEAs** – Law Enforcement Agencies

**CPC**– Child Protection Committee

**NCRC** – National Commission on the Rights of Child

**UNCRC** – United Nations Convention on the Rights of the Child

**PMDU**- Prime Minister’s Performance Delivery Unit

**PEMR**- Pakistan Electronic Media Regulatory Authority

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## PART 1.

### INTRODUCTION

The ZARRA (Zainab Alerts, Response, and Recovery Agency) has been established under the ZARRA Act of 2020. ZARRA is a real-time App integrated within the AWAZ platform, designed to launch the process when a child is reported missing. The "Zainab Alert" has been launched on the Pakistan Citizens' Portal, android/ios/web [zarra.mohr.gov.pk](http://zarra.mohr.gov.pk). This is a commendable effort on the part of the federal government to unify and strengthen efforts to track and trace missing children and child abuse cases in Pakistan. Director General ZARRA appointed on October 4, 2021, ZARRA Alert system has encountered significant challenges related to human and financial resource constraints, affecting its operational capacity. The ZARRA Act applies to all four provinces of Pakistan and the Islamabad Capital Territory, defining a child as any person under the age of 18 years.

The ZARRA Alert App is a mobile application that can be used to report missing and abducted children. The App allows users to upload a photo of the child, provide information about the child's disappearance, and share the alert. This App promptly generates an alert to the concerned DPO for quick action.

This report aims to analyze the performance of the ZARRA from the year 2020 to March 2025. The data pertains to the cases reported on the ZARRA Alert, Response, and Recovery Agency (ZARRA). The analysis will focus on the total number of cases, open cases, closed cases, and their sub-categories.

## OVERVIEW

The agency's performance from **2020** to **2025** highlights both successes and challenges. The ZARRA System saw a big rise in the number of reported cases of missing and abducted children, growing from **320** cases in **2020** to **2,450** in **2024**, with a total of **5337** cases over almost five years. Out of these, **2270** children were found and reunited with their families, showing a recovery rate of about **47%**. However, there are certain challenges, such as **1268** cases are still open and **813** reports that turned out to be fake. There were also **360** duplicate reports, which shows the need to improve how cases are recorded and handled. Even with these issues, the increase in reporting shows that more people are aware of the system and trust it to help protect and recover missing children.

## ZARRA AND HELPLINE 1099

The critical issue of missing and abducted children has long been a significant challenge in Pakistan. In response, the Zainab Alert, Response, and Recovery Agency (ZARRA) was established in 2020 to tackle this issue. As a vital resource for both families and law enforcement Agencies, ZARRA operates through its dedicated helpline, 1099, which has proven effective in enhancing the national response to child abduction incidents. Since ZARRA's inception, the helpline has processed over 100,000 calls, each posing a potential child safety threat. Upon receiving a missing child report, ZARRA deploys a systematic response mechanism: trained professionals compile detailed case reports, collecting essential information such as the child's physical characteristics, last known location, and any helpful clue.

This data is subsequently integrated into ZARRA's comprehensive database, facilitating a robust investigative framework that aids law enforcement agencies in locating the missing child and preventing potential abductions. The helpline does more than just help people register cases.

The staff members reach out regularly to families, giving them support and comfort during difficult times. They also work closely with police, sharing important information to help find missing children.

The ZARRA also transmits important alerts quickly to concerned departments. They share information about missing children through different channels. These alerts help raise awareness and encourage people to report any sightings or tips they might have. As ZARRA continues its efforts to protect children, the helpline is a source of hope for families all over Pakistan. By using technology, working together, and staying dedicated, ZARRA and the Helpline are contributing jointly in the fight against child abduction.

## ZAINAB ALERT, RESPONSE & RECOVERY AGENCY (ZARRA) DASHBOARD

The ZARRA made leadership of DG , operates a centralized ZARRA Alert System Dashboard for dealing with child missing and abduction cases. The ZARRA Alert APP can be downloaded through the Awaz APP & PMDU. The Agency's dashboard provides real-time access to key modules, including:

- **Incident Reports** – Detailed records of reported cases related to missing, abducted, or children at-risk.
- **Source Of Incidents** – Categorized data on the nature and source of incidents (e.g., personal, social responsibility, law enforcement, etc.).
- **Children** – Information and tracking status of individual child cases.
- **ZA Reports** – Analytical and statistical insights related to Zainab Alerts, including response time, recovery status, and case outcomes. The details of the ZARRA Dashboard are as follows:



↓ **User Manual for Complaint/Suggestion Handling**

3<sup>rd</sup> Edition/ January 2020

Type app name...



Pakistan  
Citizen's Portal



Zarra Alert App



FAQ's / Guidance



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PMU  
Prime Minister's Office  
Ministry of Information & Public Relations

Logout

Dashboard

Incidents <

Children <

ZA Reports <

## National Dashboard

### INCIDENT STATUSES

Open Cases	Closed Cases
<b>684</b>	<b>4,016</b>

---

Child Found	Issue Resolved	Fake Report
<b>2,250</b>	<b>642</b>	<b>784</b>

Duplicate Case  
**340**

44% Decrease than last month

### INCIDENT TYPES

Personal	Social Responsibility	DG Zarra
<b>1,221</b>	<b>710</b>	<b>91</b>

---

Director Helpline	Law Enforcement Agency
<b>1,457</b>	<b>15</b>

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Child Protection Officer	Social Welfare Officer	Others
<b>1</b>	<b>1</b>	<b>229</b>

0% Decrease than last month

Logout

Dashboard

Incidents <

Children <

ZA Reports <

### INCIDENT STAGES

Preliminary Examination	Verification	FIR Registered	Investigation
<b>399</b>	<b>18</b>	<b>119</b>	<b>148</b>

44% Decrease than last month

### Dashboard Wise Case Reported

Prime Minister of Pakistan	DPO, Dera Ghazi Khan	DPO, Kasur	DPO, Sheikhpura	DPO, Attock	DPO, Chakwal	
<b>1</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>3</b>	<b>3</b>	
DPO, Bhakkar	DPO, Charsadda	DPO, Chitral Lower	DPO, Kohat	DPO, Mardan	DPO, Nowshera	SP Pishin
<b>1</b>	<b>1</b>	<b>13</b>	<b>1</b>	<b>11</b>	<b>1</b>	<b>1</b>
Minister of Human Rights	Chairperson, National Commission on the Rights of the Child (NCRC)					
<b>1,581</b>	<b>13</b>					
Roshni Helpline - 1138 (For Zainab Alert)	15 Helpline (For Zainab Alert)	Safe City ICTP (for Zainab Alert)				
<b>96</b>	<b>24</b>	<b>68</b>				
Child Protection Institute, Islamabad						
<b>7</b>						



Logout

Dashboard

Incidents

Children

ZA Reports

Drop this Case

### Child Details - ZAPU040625-0005965

Print



**Neha Shaukat**

Female

Fifteen years

1 day ago

3rd May ki raat 8:30 per ghar se bahir nikali aur phir wapis ghar nahi ai. FIR Array Bazar Police Station, Lahore mein darj ker li gai hai lekin abhi tak bachi ka koi namu nishaan nahi.

Missing Date/Time : 03-Jun-2025 08:30 PM

Missing Location: Mananwala stop, mahala kachi abadi, near Catholic church, Guhawa Village, Lahore Lahore, Punjab

Guardian Name: Shaheen Shaukat      Guardian Number: 3244457372

Nick Name: *Not entered*      Languages Spoken: Urdu

Identification Mark: None      Clothes: No idea

Informant Relation: *Not entered*      NearBy Police Station: Array Bazar Police Station

### Citizen's Detail ( Reporter )



**Saroosh Kabir**

Female / 22 years

Email: sarooshkabir02@gmail.com

Registered on:  
04 Jun, 2025 - 11:04 PM

Mobile #      923034411172 / -

Nationality      Pakistani

ADDRESS: ..... LAHORE, PUNJAB.

Logout

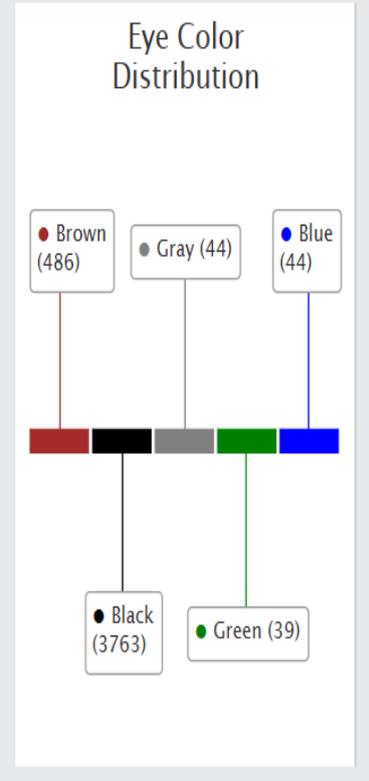
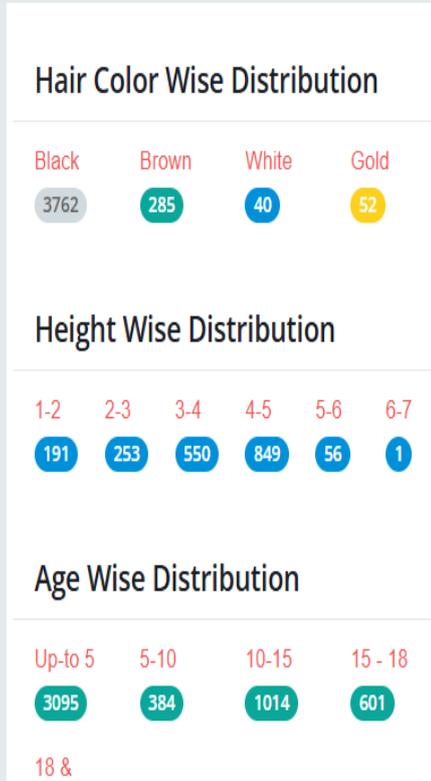
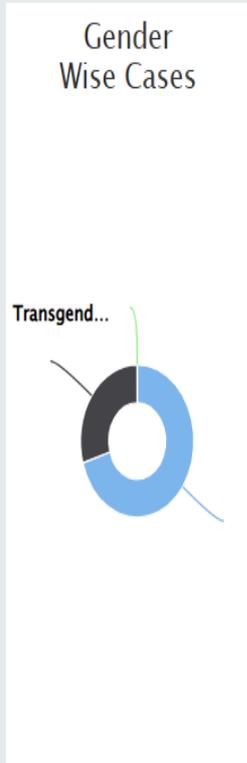
Dashboard

Incidents

Children

ZA Reports

https://admin.pmdu.gov.pk/mbalert



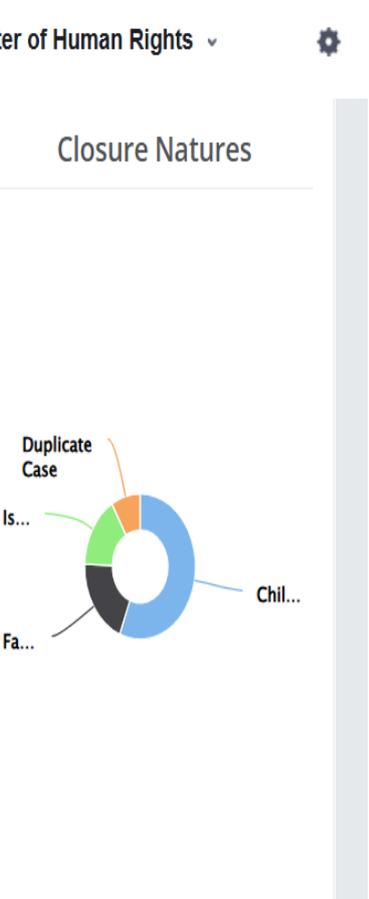
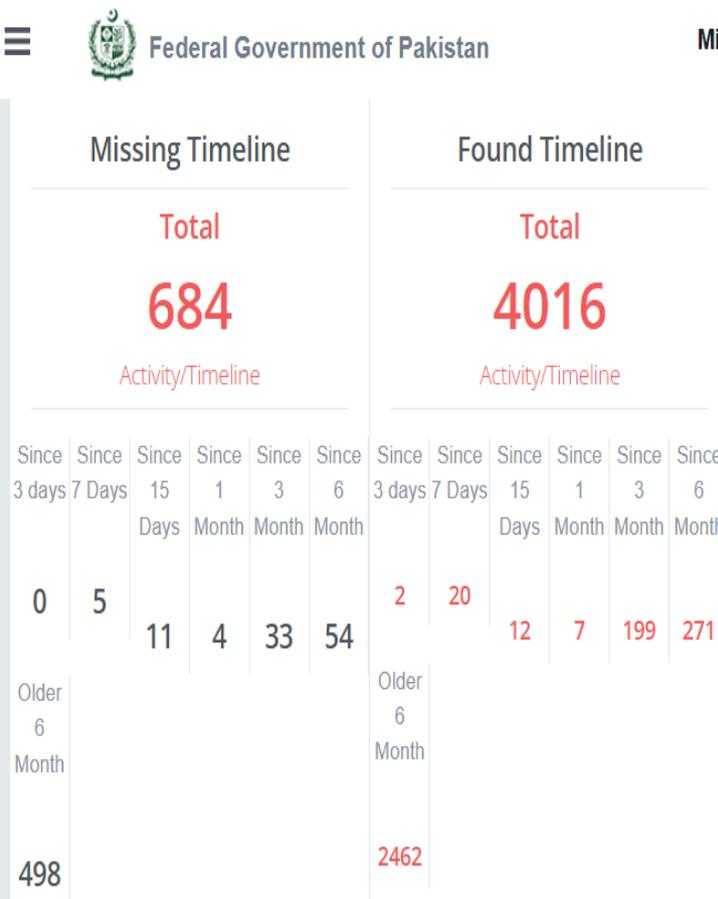
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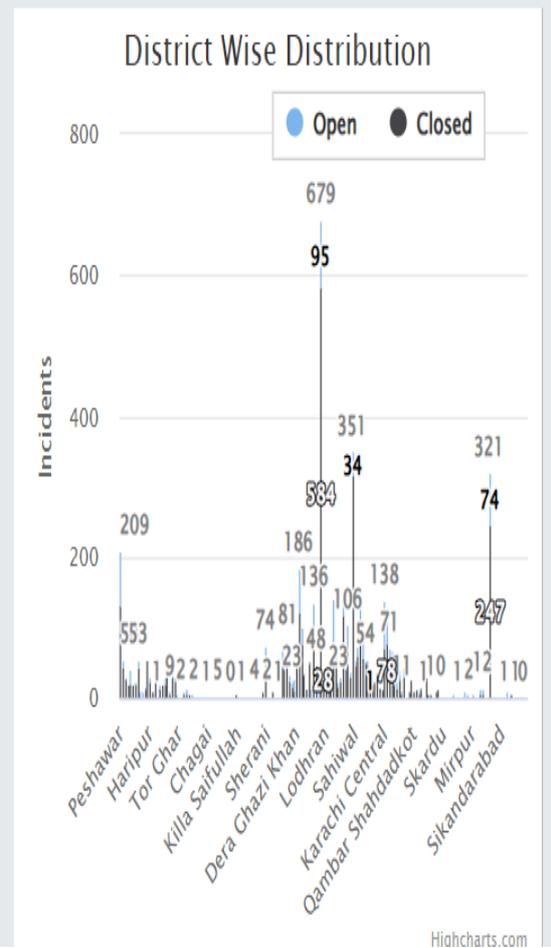
Children

ZA Reports



Logout

- Dashboard
- Incidents
- Children
- ZA Reports



PMU

Logout

- Dashboard
- Incidents
- Children
- ZA Reports

#### Pending Cases

Since 3 days	Since 7 days	Since 15 Days
0	5	11

#### Today's Incidents

No Records ...

Google

This page can't load Google Maps correctly.

Do you own this website?

#### THIS MONTH

Open Cases: 16

Closed Cases: 8

44% Decrease % than last month

## ZARRA ALERT SYSTEM WORKS FOR MISSING AND ABDUCTED CHILDREN

The ZARRA Alert system allows immediate reporting through multiple channels including **Helpline 1099, Roshni Helpline 1138, Police Helpline 15**, and direct input from provincial **District Police Officers (DPOs)**. Reports are logged into the **ZARRA Management Information System (MIS)** which goes through a verification process, which may include a call to the family, preliminary examination, formal investigation, and FIR registration, where applicable. Upon confirmation, a ZARRA Alert is triggered to notify law enforcement agencies and media outlets.

There are a total of 139 DPOs (District Police Officers) in all over Pakistan. The system relies on close coordination among various referral services, such as **Child Protection Officers, Social Welfare Officers, Safe City ICT Police**, and local intelligence networks, to track and recover the child. Once a child is found, the case is classified accordingly: **Child Found** or **Issue Resolved**, and updated in the national MIS database. Through the integration of advanced technology and inter-agency collaboration, the ZARRA Alert System is vital in safeguarding children and ensuring timely action in critical situations.

## ZARRA ALERT SYSTEM PROCESS OVERVIEW

STAGE	DESCRIPTION	INVOLVED CHANNELS/STAKEHOLDERS
1. Immediate Reporting	The child is reported missing or abducted via official channels.	- Helpline 1099- Roshni Helpline 1138- Police Helpline 15- DPOs- ZARRA Web Portal- Mobile App
2. Case Registration & Verification	The case is logged into ZARRA MIS and goes through preliminary examination and verification.	ZARRA MIS- Helpline & Law Enforcement Verification Teams
3. Activation of ZARRA Alert	Upon confirmation, an alert is triggered and disseminated.	Law Enforcement Agencies- Media-SMS Alerts- Safe City Surveillance
4. FIR Registration (if applicable)	FIR is lodged in cases where abduction or criminal intent is confirmed.	Local Police Station- DPOs
5. Coordination & Tracking	Stakeholders work collaboratively to locate the child using surveillance and intelligence tools.	DPOs- Child Protection Officers- Social Welfare Officers- Safe City ICTP- Local networks
6. Recovery & Case Closure	Once the child is recovered or the case is resolved, final status is recorded in the system.	Helpline 1099 Team- Law Enforcement- MIS Operators

## REMINDER, AND FOLLOW-UP CALLS

Reminders and follow-up calls to missing and abducted children are essential for maintaining communication with families and authorities. Callback calls re-establish contact to provide updates and gather information, typically made daily or weekly. Reminder calls (as per ZARRA Alert system) are made to ensure that important steps are taken to keep families, police, and other departments on track, helping to speed up the recovery and protection of missing or at-risk children. Follow-up calls track case progress, confirming updates and gathering new information, typically made Daily, weekly, and monthly. These calls help ensure the investigation remains active, provide reassurance to families, and facilitate ongoing support.

## PART-2:

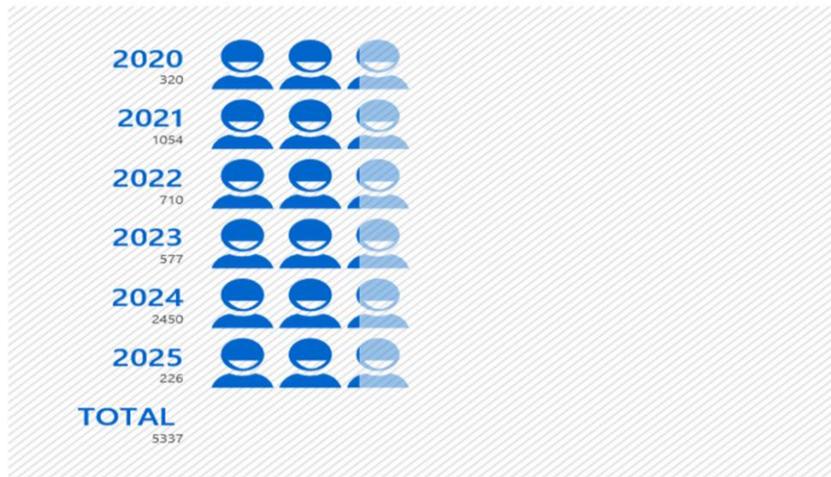
### DATA COLLECTION & ANALYSIS

#### STATISTICAL ANALYSIS

This Report presents Numerical Data, Trends, and Case Distributions over a Specific Period (2020-2025). It Involves analysing the number of cases, rise in cases, age-wise distribution, and regional variations in the reported instances of missing and abducted children.

### YEAR-WISE REPORTED CASES ON ZARRA SYSTEM 2020-2025

Figure. 1



The Figure 1 above shows how reported cases have changed from 2020 to 2025. In total, 5,337 cases were reported during these five years. Most of the cases i.e. 2,450 were reported in 2024, while the lowest number was 226 till March 2025. It also shows that cases increased from 2020 to 2021, then went slightly down in 2022 and 2023, and again jumped in 2024.

Figure 2

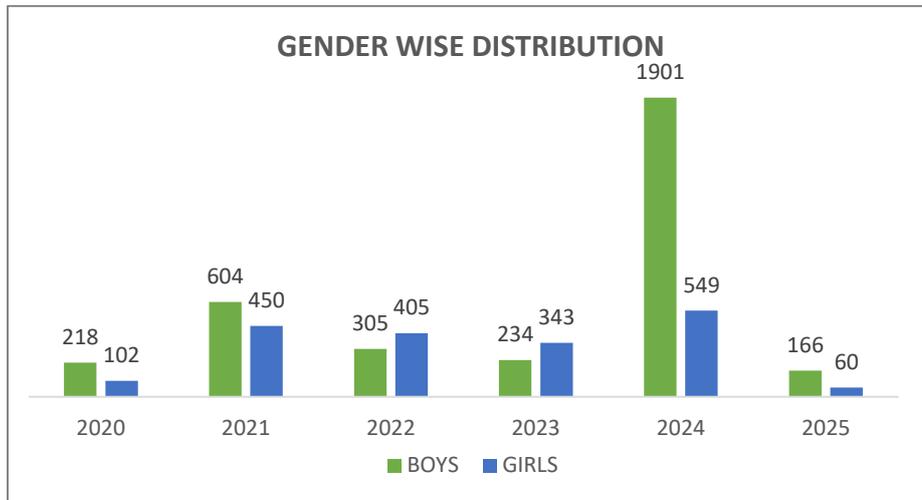
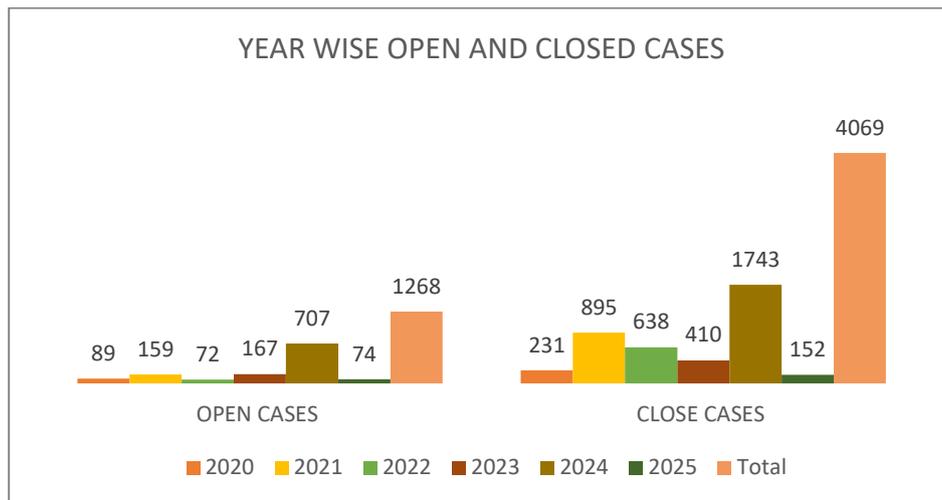


Figure .3



Figures 2 and 3 illustrate the gender-wise reported cases, as well as the open and closed cases, from 2020 to 2025. These figures highlight a significant rise in reported cases of missing and abducted children. A total of 5,337 cases were reported during this period, out of which 1,268 cases remained open and 4,069 cases were closed. The year 2024 recorded the highest number of cases, with 2,450 in total, including 1,901 cases involving boys and 549 involving girls. Additionally, 2024 also saw the highest number of open cases, 707, and the highest number of closed cases, 1,743.

Figure .4

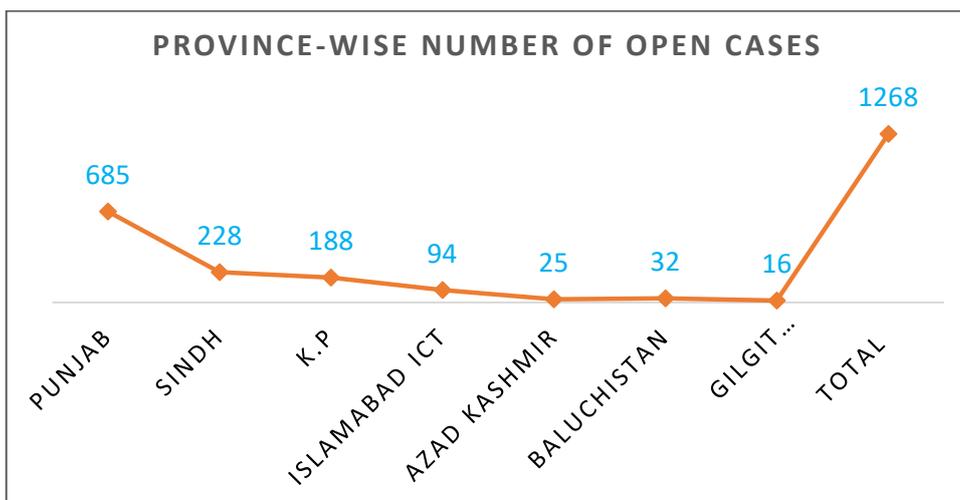
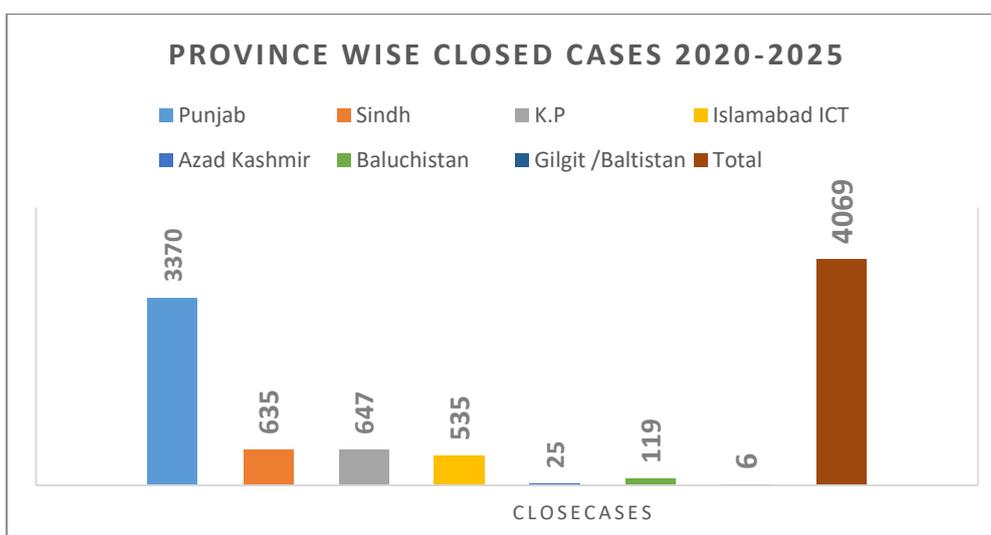


Figure 5



The Above figures 4. & 5 represents the province-wise open and closed cases. This graph shows that Punjab had the most open cases (685), followed by Sindh (228) and Khyber Pakhtunkhwa (188). Islamabad had 94 open cases, while Azad Kashmir had 25, Balochistan 32, and Gilgit-Baltistan 16. In total, there were 1,268 open cases across all regions. For closed cases the ZARRA system recorded a total of 4,069. Punjab the highest number with 3,370 closed cases. Khyber Pakhtunkhwa 647, Sindh had 635, and Islamabad 535. Azad Kashmir reported 25 closed cases, Balochistan 119, and Gilgit-Baltistan 6.

## FURTHER BREAKDOWN OF CASES

*Figure. 6*

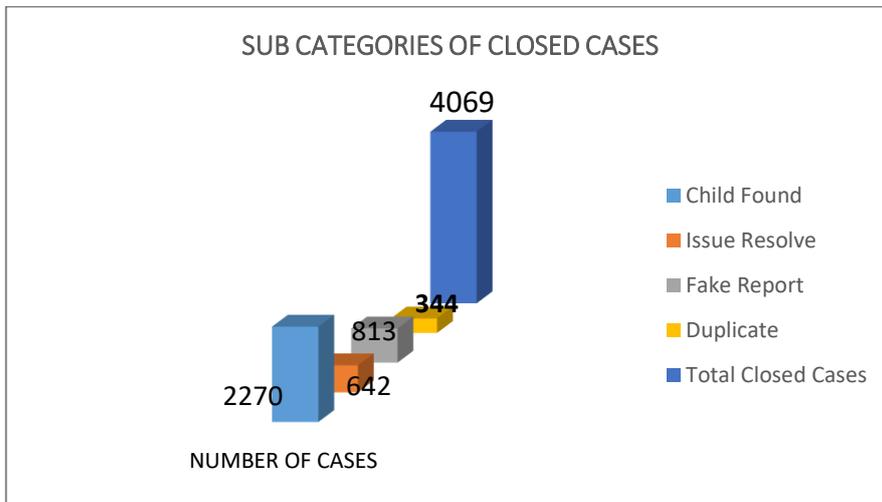


Figure .6 shows that among the total **4,069** closed cases, the majority were resolved as "Child Found" with **2,270** cases. This was followed by **642 cases** where the issue was resolved, **813** marked as fake reports, and **344** identified as duplicat cases . These figures highlight that most closures were due to the child's successful recovery.

## TREND ANALYSIS OF REPORTED CASES (2020-2025)

Trend	Details
The highest cases reported in the year 2024	Total cases (2,450) open cases (707) and closed cases (1,743)
The province with the highest number of missing and abducted Children	Punjab had the highest number of both open (685) and closed (3,370) cases.
Case Closure Effectiveness	4,069 out of 5,337 total cases were closed — around 76% resolution rate.
Major Reason for Closure	Most closed cases were categorized as “Child Found” (2,270 cases).
Gender Trend in 2024	Boys accounted for a large majority of cases (1,901 out of 2,450).
Fluctuating Yearly Trend	Steady rise in 2021, slight dip in 2022–2023, followed by a major surge in 2024.

PART-3:

# SUCCESS STORIES



## **SUCCESS STORY 1: A CHILD REUNITED WITH FAMILY**

The case was initially received by the Child Protection Bureau in Rawalpindi. Subsequently, it was forwarded to the Child Protection Institute in Islamabad. The institute's helpline was informed that a child was being held at the Rawalpindi bureau, and the staff there had been unable to locate his parents. Upon receiving the case, the helpline staff immediately utilized the ZARRA app and conducted a thorough search on social media platforms to gather any relevant information. Their efforts led them to a Facebook post from Upper Dir, where someone had shared a photo of a lost child and provided their contact details. The helpline staff contacted the individual who posted the information and obtained the father's contact number. They promptly reached out to the father, assuring him that his son was safe and in the care of the Child Protection Bureau. The bureau was then contacted, and the helpline staff provided all necessary details about the child's family. Within a few hours, the child was successfully reunited with his parents.

## **SUCCESS STORY 2: A Call For Help - How Helpline 1099 Rescued a Missing Girl**

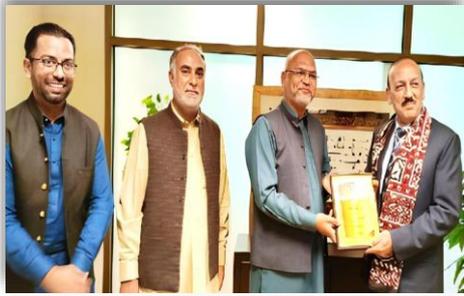
When a young girl went missing on her way home from school, her family faced delays and inaction from local authorities. Her uncle reached out to Helpline 1099 for assistance. Acting promptly, the Helpline team coordinated with the police to ensure the registration of an FIR and uploaded the case on the ZARRA system for wider visibility. Through the joint efforts and collaboration of Helpline 1099 and ZARRA, the girl was successfully traced and safely reunited with her family, highlighting the importance of coordinated response in protecting vulnerable children.

### **SUCCESS STORY 3 : Hope Restored: A Child's Safe Return**

A 7-year-old girl went missing while shopping at the Sabzi Mandi. Her family reported the incident to the 1099 helpline. After gathering details, the helpline promptly contacted the District Police Officer (DPO) of the area. A search operation was immediately launched, and the child was successfully located and reunited with her family.

PART-4:

MAJOR ENGAGEMENTS: ACTIVITIES, TRAININGS

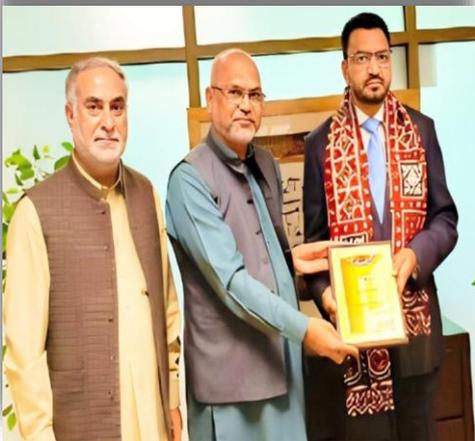


Roshni Helpline 1138 Collaboration with Federal Ministry of Human Rights

ZARRA AAPP AUNCHED At Prime Minister House



Memorandum of Understanding



Training Session in Hazara Division -Abbottabad





*ZARRA police training Islamabad*



*ZARRA police training in Islamabad*



# ذارا الرت

گم ٿيل، مغوي ۽ زيادتي جي شڪار ٻارن لاءِ بحالي جي ايپ

ٻار جي گمشدگي جي صورت ۾ فوري طور تي پنهنجي ويجهي پوليس اسٽيشن ۾ رپورٽ درج ڪرايو. پوليس اسٽيشن ۾ گم ٿيل ٻار جي رپورٽ درج ڪرڻ وقت واقعي جي تفصيل، ٻار جي تصوير گهر جو ايڊريس، فون نمبر ۽ مڪمل معلومات لاڳاپيل پوليس آفيسر کي فراهم ڪريو.

گم ٿيل ٻارن جي تلاش ۾ مدد ۽ رهنمائي جي لاءِ روشني هيلپ لائن **1138** ذارا هيلپ لائن **1099** يا **15** تي رابطو ڪريو.

ذارا ايپڻسي ٻارن تائين سهولت ايپ! ذارا الرت ايپ ۾ ٻارن لاءِ گم ٿيل ٻار جي ڪيس تي رپورٽ ڪريو

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مفاد عامه جو هتي پيغام وزارت انساني حقوق حڪومت پاڪستان جي طرفان شائع ڪيو ويو آهي

Development of ZARRA Display Boards and Standees for Police Stations for Sindh, KP, ICT, AJK and Gilgit Baltistan

# ذارا الرت

گمشده، مغوي اور زيادتي کے شڪار بچوں کے لئے بازيابی اور بحالی کی ايپ

بچي کي گمشدگي کي صورت ۾ فوري طور پر ايپ تي رپورٽ درج ڪرايو. ٽيڙي ۾ گمشده بچي کي رپورٽ ڪرڻ وقت واقعي جي تفصيل، بچي کي تصوير، گهر جو پتو، فون نمبر، آفيسر کي مڪمل معلومات فراهم ڪريو.

گمشدگي کي هڪڙي درج ڪرڻ ٻار جي رپورٽ ۾ مدد ۽ رهنمائي جي لاءِ روشني هيلپ لائن **1138** يا **15** پر رابطو ڪريو.

ذارا ايپڻسي کي ڇانڊڻ لاءِ ذارا هيلپ لائن **1099** يا **15** تي رابطو ڪريو. ذارا الرت ايپ ۾ ٻارن لاءِ گمشده بچي کي رپورٽ ڪريو

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مفاد عامه کا به پيغام وزارت انساني حقوق حڪومت پاڪستان کي ڇانڊڻ لاءِ شائع ڪيا ڪيا آهن.

*Inaugural Event in Islamabad and follow-ups were done to ensure the installation of Boards and Standees.*



*Inaugural Event in Khyber Pakhtunkhwa*



Meeting with the President on the progress of the ZARRA Alert System



Multan police Training (7 May 2024) Strengthening the role of the police department in the implementation of ZARRA police



Joint Police Trainings – Roshni Helpline and ZARRA Agency



Newly introduced tool Awaz App, July 26, 2024



Minutes of the ZARRA Coordination Meeting with KP Police June 5, 2025



## ANNEXES:

### ANNEXURE 1: YEAR-WISE REPORTED CASES ON ZARRA SYSTEM

YEAR	CASES	OPEN CASES	CLOSED CASES	CHILD FOUND	ISSUE RESOLVE	FAKE REPORTS	DUPLICATE
2020	320	89	231	121	52	42	16
2021	1054	159	895	482	187	172	54
2022	710	72	638	272	132	167	67
2023	577	167	410	130	69	174	37
2024	2450	707	1743	1148	185	248	162
2025	226	74	152	117	17	10	8
<b>Total</b>	<b>5337</b>	<b>1268</b>	<b>4069</b>	<b>2270</b>	<b>642</b>	<b>813</b>	<b>344</b>

### ANNEXURE 2: GENDER WISE DISTIBUTION

GENDR	2020	2021	2022	2023	2024	2025
BOYS	218	604	305	234	1901	166
GIRLS	102	450	405	343	549	60
<b>TOTAL</b>	<b>320</b>	<b>1054</b>	<b>710</b>	<b>577</b>	<b>2450</b>	<b>226</b>

### ANNEXURE 3: TOTAL AGE-WISE DISTRIBUTION

AGE GROUP	2020	2021	2022	2023	2024	2025
0-5	53	150	131	104	353	38
6-10	57	175	107	107	477	42
11-15	75	362	186	181	825	48
16-18	135	367	286	185	795	98
<b>TOTAL CASES</b>	<b>320</b>	<b>1054</b>	<b>710</b>	<b>577</b>	<b>2450</b>	<b>226</b>

### ANNEXURE 4 : PROVINCE-WISE NUMBER OF OPEN CASE

PROVINCE	OPEN CASES
Punjab	685
Sindh	228
K.P.K	188
Islamabad / ICT	94
Azad Kashmir	25
Balochistan	32
Gilgit-Baltistan	16
<b>Total</b>	<b>1268</b>

#### ANNEXURE 5 : YEAR-WISE CASES OF PROVINCES

YEAR	2020	2021	2022	2023	2024	2025
Punjab	108	690	395	368	1533	111
Sindh	91	135	120	85	374	42
K.P.k	90	145	140	55	273	37
Islamabad/ ICT	16	41	46	47	167	19
Azad Kashmir	4	13	15	11	19	3
Balochistan	11	30	14	11	78	14
<b>Total</b>	<b>320</b>	<b>1054</b>	<b>710</b>	<b>577</b>	<b>2450</b>	<b>226</b>

#### ANNEXURE 6 : PROVINCE-WISE NUMBER OF CLOSED CASES

PROVINCE	CLOSE CASES
Punjab	3370
Sindh	635
K.P.k	647
Islamabad //CT	535
Azad Kashmir	25
Baluchistan	119
Gilgit - Baltistan	6
<b>Total</b>	<b>4069</b>

#### ANNEXURE 7 : BREAKDOWN OF CLOSED CASE

STATUS	NUMBER OF CASES
Child Found	2270
Issue Resolve	642
Fake Report	813
Duplicate	344
<b>Total Closed Cases</b>	<b>4069</b>

## LIST OF AWARENESS PROGRAMS, MEETINGS, ACTIVITIES, AND TRAINING 2020-2025

2020 ACTIVITIES				
S. No.	Category	Activity Title	Details/Locations	Dates
1	Awareness	Child Rights & Child Abuse Awareness Sessions	8 sessions in ICT: Sohan, Bari Imam, Saidpur Village, Tarnol, Golra, Kohsar, Sabzi Mandi, Bara Kahu/Taramri	16th Sept 2020 – 14th Oct 2020
2	Awareness	Zainab Alert Referral Mechanism Sessions	3 sessions in ICT: Sohan, Alipur, Tarnol	9 <sup>th</sup> – 12th Sept 2020
3	Awareness	Poster Distribution on Zainab Alert	2000 posters distributed in ICT with CPCs and communities	9 <sup>th</sup> – 12th Sept 2020
4	Training	Sensitization and Training Programs	Initial 25 training sessions held with police, FIA, and CPCs in Punjab and ICT	Throughout 2020
5	Meeting	Child Protection Advisory Board Meeting	Islamabad, Ministry of Human Rights	11th Sept 2020
2021 ACTIVITIES				
S. No.	Category	Activity Title	Details/Locations	Dates
1	Awareness	Poster Campaign on Zainab Alert	1500 posters distributed across 13 districts including Islamabad, Multan, Sheikhpura, Tharparkar, and Peshawar	September 2021
2	Training	Transgender Act & Zainab Alert Workshops	5 workshops for police held in Islamabad, Lahore, Peshawar, Quetta, and Karachi	30th June 2021– 2nd Nov 2021
3	TV Campaigns	Media Campaign on Child Rights and Zainab Alert	Videos aired on PTV News, ARY Digital, Dawn News, and FM stations	Throughout 2021
4	Newspaper	Ads on Zainab Alert	Ads published in major Urdu and English newspapers like Dawn, Jang, and Nai Baat	Throughout 2021
5	Meetings	a DG ZARRA Assumes Office b Consultation with Stakeholders in Punjab c Meeting with Deputy Secretary, Home Department e Meeting with the Secretary, Social Welfare KP f Social Welfare KP g ZARRA App Launch Meeting	Islamabad Lahore, Punjab Lahore, Punjab Peshawar, KP Nationwide (Online)	4th Oct 2021 8th – 9th Nov 2021 10th Nov 2021 17th Nov 2021 Throughout 2021
2022 ACTIVITIES				
S. No.	Category	Activity Title	Details/Locations	Dates
1	Awareness	Human Rights Awareness Workshops for Students	9 workshops were conducted at ARID, NUML, FJWU, Punjab University, University of Karachi, etc.	5th April 2022– 6th Oct 2022
2	TV Campaigns	Media Campaign on Child Rights and Zainab Alert	Videos aired on TV and FM channels	Throughout 2022
3	Social Media	Social Media Campaigns	Campaigns launched on Facebook, Twitter, Instagram, and YouTube	Throughout 2022
4	Training	Sensitization and Training Programs	Training sessions continued with police, FIA, CPCs, and other stakeholders	Throughout 2022
5	Meetings			
2023 ACTIVITIES				
S. No.	Category	Activity Title	Details/Locations	Dates
1	Awareness	Bulk SMS and Digital Awareness Campaign	Publicity material was shared via SMS and digital platforms on Zainab Alert and Child Rights.	Throughout 2023

2	TV Campaigns	Media Campaign on Child Rights and Zainab Alert	Videos and PSMs aired on multiple TV and FM channels	Throughout 2023
3	Social Media	Social Media Campaigns	Focused campaigns across major social platforms	Throughout 2023
4	Training	Sensitization and Training Programs  Police Training Presence Request	Training sessions with relevant departments in remote and urban areas SSP Office, Islamabad	Throughout 2023 4 december 2023
5	Meetings	1.Meeting on ZARRA and PMDU Work Formalization 2.Meeting on ZARRA SOP Modifications 3.National Consultation on Zainab Alerts 4.Meeting with Roshni Helpline and MoHR 5.MoU Signing Event 6.ZARRA Application Launch Meeting 7.Meeting with the President on ZARRA Progress 8.Meeting for ZARRA Alert Stakeholders Meeting ZARRA Briefing on ZARRA Act  9. Stakeholder consultation on Voice of Resilience: Amplifying the impact of Helpline 1099 in Addressing Gender-Based Violence	Committee Room, MoHR Committee Room, MoHR PM Office, Islamabad Committee Room, MoHR, Islamabad Kohsar Complex, Pakistan Secretariat, Islamabad Prime Minister House, Islamabad Aiwan-e-Sadar, Islamabad Committee Room, MoHR, Islamabad President's Office, Islamabad	31st Mar 2023 30th May 2023 15th June 2023 11th Oct 2023 26th Oct 2023  20th Nov 2023  13th Dec 2023  30th May 2023  24th Aug 2023  11. Dec.2023

## 2024 ACTIVITIES

S. No.	Category	Activity Title	Details/Locations	Dates
1	Awareness	Mobile Awareness Campaign	10-day awareness campaign via mobile messages and ringtones	January 2024
2	Training	ZARRA Police Training Sessions	Conducted in Multan, Rawalpindi, Islamabad, Abbottabad, and Mardan	Throughout 2024
3	Awareness	Ongoing Poster Campaign	Posters distributed in high-risk districts	Throughout 2024
4	Training	Stakeholder Sensitization Programs	Focused training on ZARRA implementation with federal and provincial departments	Throughout 2024
5	Meetings	Joint Police Training Session Police Training Session Police Training Session Police Training Session	Multan, Rawalpindi, Islamabad Multan Abbottabad, Hazara Division Mardan Police Lines, Mardan	10th Jan 2024 7th May 2024 5th July 2024 20th Aug 2024

## CONCLUSION

The ZARRA Alert System has made good progress in improving child safety over the past five years. Many children have been found, but there are still problems, like fake reports and duplicate cases, which show the need for better management and checking of information. The five-year journey of the Zainab Alert, Response, and Recovery Agency (ZARRA) reflects a committed and evolving response to the issue of missing and abducted children in Pakistan. Since its establishment in 2020, ZARRA has built a structured system that not only enables timely reporting and response through its helpline 1099 and ZARRA App but also fosters inter-agency collaboration and public engagement. The agency handled 5337 reported cases, successfully recovering 4069 children — a recovery rate of nearly 47%. With significant outreach efforts, nationwide trainings, and the use of technology, ZARRA has enhanced public trust and awareness. While challenges remain in reducing false and duplicate reports and closing open cases, the agency's progress underscores its vital role in child protection and its potential for greater impact in the years ahead. The system has also revealed regional disparities, with provinces like **Punjab** and **Sindh** reporting the highest number of cases. The system also found that some regions have more cases than others. In the future, it's important to focus on closing cases faster and reducing fake and duplicate reports. More awareness campaigns and better work with local authorities can help make the system even better.

# ZARRA ALERT APP FOR MISSING CHILDREN

## Zarra Alert App

### App Screenshots

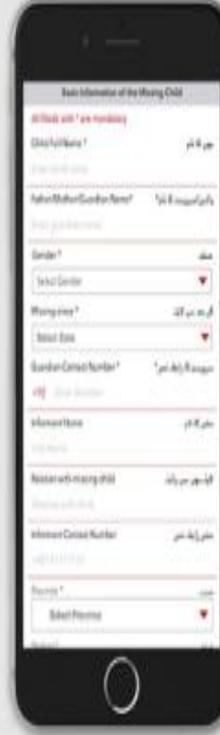
**ZARRA ALERT APP**  
RESPONSE AND RECOVERY  
APPLICATION



**KEEP TRACK OF ALL**  
THE MISSING CHILDREN  
CASES REGISTERED



**REPORT MISSING**  
CHILDREN BY PROVIDING  
BASIC INFORMATION



**SEE DETAILS REGARDING**  
ALL MISSING CHILDREN IN  
YOUR AREA

