Kick For Tolerance
A Pan-Punjab Peace & Youth Development Project

Why we work. India and Pakistan are the protagonists of one of the severest conflicts in younger history. The conflict is effective till today and consequently inhibits the development of neighbourly relations. The divided Punjab has been and is till today a central scene of the conflict. Drug routes starting in Afghanistan pervade the region severely affecting the youth. Especially in rural areas of the Punjab less effective public school systems limit the employability of young generations on both sides of the Pan-Punjabi border. Child labour and gender discrimination are virulent issues in the region. Finally, the lack of education and mobility as well as the lack of exchange and access to enriching social networks perpetuate negative perceptions “of the other side”. Beyond the regional context the Punjab can be understood as a key region for a normalization of the Indo-Pak relations at large. Several terrorist groups operating in South-Asia including Afghanistan are based in the region. Enemy images plus the lack of livelihood opportunities make young people prone for fundamentalist propaganda.

Our Goals. Sports-For-Development-and-Peace (S4DP) is one of the most - if not the most - impactful and scalable developmental tool in the areas of youth development and reconciliation. To address the complex situation as outlined above, some of the worlds most experienced and capable NGOs in the field of S4DP have formed a unique partnership to pioneer a peace and development programme in the Punjab called Kick for Tolerance. Among them are indigenous organizations from Pakistan and India as well as partners from Germany. The partners have worked over many years with thousands of children and youth in various social contexts.

The core goals of the projected S4DP programme are:
- Create mutual respect and tolerance across cultures, borders and religions
- Increase resilience of youth and young adults against any form of radicalization
- Increase education levels, impart holistic life skills and create livelihood opportunities for young generations
- Increase safety in the region through positive and effective impulses from the societal base
- Strengthen gender equality
- Initiate bilateral institutional partnerships and collaboration
The Programme. Addressing the conflict from the societal base, the programme will follow a child centred approach working in collaboration with schools from deprived communities in the border region. It will take girls and boys from both sides from the age of 10 years onwards on a journey through their childhood. Qualified Youth Mentors from the same communities will deliver a sports based, experiential curriculum which will impart values and strengthen social competencies. Stepwise and cautiously the children, their families, schools and communities from both sides will connect and interact. Cross-border youth teams and networks will evolve. The participants will become the main originator of their programme content. They start using new media channels to communicate, start to address relevant issues and to manage and present projects they work on. Holistic life skills based on a robust value foundation are formed, along with the development of career perspectives. On exiting the programme in the age of 16-18 the meanwhile young adults will form a confident, informed and well connected generation that is able to make effective choices. This new generation of young Punjabis will have overcome national or cultural marginalization and will have lived reconciliation. As they grow and as the scalable programme will continuously enlarge its reach, they will be able to rebuild society towards a peaceful coexistence and cooperation in the region.

Partners & Funds. Kick For Tolerance is borne by professional and acknowledged local and indigenous NGOs from India (www.yfcrurkakalan.org; www.magicbus.org) and Pakistan (www.sudhaar.org.pk) with vast experience in the region. It is supported by some of the most experienced German and international S4D organizations in this sector contributing on both, programmatic and management levels. An international programme dimension shall be introduced by cross-connecting with other S4D programmes.

A three year pilot starting in 2015 with 100 participants, 50 children from each side, shall provide first tangible results on outcome levels. Sufficient seed funds are required to start.

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“Being Punjabi, I instantly accepted and felt honoured to become the ambassador of the Pan-Punjab Sports for Development & Peace Initiative. I would like to encourage the youngsters to discover themselves, make new friends and know their value in our world. I want to tell them that they have the power to make their own choices and therefore define a friendly future for India and Pakistan.”

Shikha Uberoi, former 100 WTA tennis player and Ambassador of Kick For Tolerance