



Do No Harm Policy

YOUTH TUBE



Youth Tube Profile

Youth Tube (Pvt.) Ltd. is a development consultancy firm that has undergone renewal, expansion, and transformation. Over the course of five years, it dedicated its efforts to developing media and messaging for young people, aiming to foster a more productive, hopeful, and engaged youth population in Pakistan. Now, it has evolved into a fully-fledged development firm, ready to tackle a broader range of development challenges and opportunities facing the Pakistani youth.

The firm was established on November 28, 2019, and officially registered on March 26, 2024, with the Company Registration Office of Pakistan's Securities and Exchange Commission under Section 16 of the Companies Act 2017 (XIX of 2017).

Our Services

With a track record of proven expertise, established connections in the field, and a talented team of professionals, we stand ready to deliver a range of impactful services tailored to the needs of young people in Pakistan. Our approach is grounded in a deep understanding of the power of new media to shape perceptions, drive conversations, and inspire action. From development programming and execution to digital campaigns and media outreach, our comprehensive approach is designed to engage, inspire, and influence. Through platforms like our Youth Tube Channel, Instagram, Facebook, Twitter, and TikTok, we craft compelling content that resonates with our audience, sparking meaningful conversations and driving positive change. Additionally, our commitment extends to conducting in-depth research, providing capacity-building workshops, facilitating strategic linkages, and expertly managing events—all with the aim of empowering youth and improving their lives. With our combined expertise and resources, we are dedicated to offer the following services to create a brighter future for the young people and youth of Pakistan.

1. Development Programming and Execution

We offer comprehensive support in developing and implementing development programmes tailored to address specific challenges and development opportunities. From conceptualization to execution, we guide our clients through every step of the process, ensuring impactful outcomes.

2. Digital Campaigns and Media

(a) Youth Tube Channel, (b) Instagram, (c) Facebook, (d) Twitter, (e) TikTok, (f) print media

We offer comprehensive digital campaigning and media services designed with two key objectives in mind: engaging and inspiring young audiences, and influencing public and policy circles to enact initiatives, programs, and policies that improve the lives of young people in Pakistan.

Through our Youth Tube Channel, we curate captivating content specifically tailored to inform and inspire young viewers. By addressing topics that resonate deeply with them, we spark meaningful conversations and encourage active engagement. This platform serves as a beacon of empowerment, fostering a sense of community among our audience while championing their voices and perspectives.

Our strategic campaigns on Instagram are meticulously crafted to extend our reach and connect with youth on issues that matter most to them. By leveraging the power of visuals and storytelling, we create an environment conducive to dialogue and collaboration, ultimately driving positive change in the lives of young people across the nation.

Meanwhile, our robust presence on Facebook serves as a dynamic hub for discussion and engagement, both independently and in partnership with like-minded entities and organizations. Here, we facilitate conversations on pressing social issues and amplify the voices of young leaders, advocating for youth-led initiatives that address critical challenges facing our society.

On Twitter, we harness the platform's influence to advocate for change and raise awareness about issues affecting young people in Pakistan. By amplifying their voices and catalyzing action, we strive to create a more inclusive and equitable society where every young person has the opportunity to thrive.

Through our creative and innovative content on TikTok, we captivate the attention of young audiences and drive positive change through humor, authenticity, and relatability. By harnessing the widespread popularity of this platform, we empower youth to become agents of change in their communities and beyond.

Lastly, we place writings of young people in mainstream print media to make their voices heard as part of social campaigns.

All in all, Youth Tube's services empower young people to amplify their voices, drive meaningful conversations, and inspire action for positive social change. Through strategic engagement and advocacy, we aim to create a brighter future for the youth of Pakistan.

3. Research and Youth Analysis

Our team conducts in-depth research and analysis on youth-related issues, providing valuable insights to inform policy and programming decisions. Human resource affiliated with the firm has been at the forefront of producing reputed works in youth development.

4. Capacity Building

Based on the strength of proven modules and motivating facilitators, we offer capacity-building workshops and training sessions aimed at empowering young people with the skills and knowledge needed to drive positive change in their communities.

5. Networking and Linkages Development

We facilitate linkages between youth organizations, government agencies, donors, and international institutions, fostering collaboration and partnership to maximize impact.

The Youth Tube Team is particularly savvy with inculcating relations with the elected and non-elected leaderships of the governments and education institutions.

6. Event Management

From conferences to youth festivals, seminars, and workshops, we specialize in event management, ensuring seamless execution and meaningful engagement with stakeholders. With a large network of affiliates, Youth Tube can organize impactful events across Pakistan.

Understanding Do No Harm

Do No Harm (DNH) is a framework devised to help development personnel apply conflict sensitivity to their programming. It was developed in the 1990s by a collective of international and local NGOs working in conflict and post-conflict settings. However, DNH approaches are helpful in any context in which development programs are being implemented by outside agencies to assist in preventing harm and increasing positive impact on those they are trying to benefit, as well as their families, communities, and wider society. Before considering how to apply DNH to the GEC, it is important that we understand its meaning in the context of the GEC's mandate and countries of operation and in light of the particular responsibilities of both the FM and fund recipients.

What is Do No Harm?

When we intervene somewhere we become a part of the dynamics and relationships in that place, whether through investing resources or simply through being there. In conflict-affected and fragile settings or places undergoing rapid social change, societal relationships are more fluid, social norms are contested, and competition within society can be heightened and violent. If we do not understand how our presence interacts with the wider environment in which we are working in such circumstances, and seek to avoid or mitigate negative impacts, our efforts can end up harming more than benefitting those we are trying to help. The basis of DNH is to ensure careful consideration is given so no harm is done intentionally or unintentionally. DNH does not mean avoiding all kinds of conflict or harm at all costs. If we are engaged in development work, our work will inherently create some kinds of conflict as existing power relations and structures are challenged and, perhaps, modified. There are situations in which there is a balance of benefits and harms, and while it may be possible to mitigate some of the harm it cannot be eliminated entirely. The challenge set by DNH is that we understand the potential benefits and harms that our interventions may cause, and take steps to mitigate those.

Purpose of the policy:

Core Principles: The core principles of YOUTH TUBE's "Do No Harm" policy include the following:

- a) The firm will always prioritize the safety and well-being of people and communities (stakeholders and Beneficiaries) it seeks to serve.
- b) Act on the unexpected situation occurs against or towards the interest of Youth Tube's stakeholders and beneficiaries.
- c) Thorough analysis on the DIVIDERS and CONNECTORS in lieu of the company's strategy.

Contextual Analysis:

YOUTH TUBE is extensively working with the most vulnerable and excluded segments of the society and directly and indirectly engaging with the actors that are serving towards the society's betterment. Working in the diverse groups and communities always has potential risks and challenges. Religious sentiments, cultural disputes, political affiliations are amongst the harms and risks. Thus, it is of crucial importance how to best respond to the humanitarian imperative without compromising commitments to humanitarian principles, human rightsbased approaches and the do no harm principle.

Mitigation Strategy:

- YOUTH TUBE will engage with all stakeholders, including communities, government departments, civil society companies, and other actors, to understand their perspectives and concerns. The company will participate in participatory decision-making processes and ensure that marginalized voices are heard.
- Further, to prevent risk and plan the work, Youth Tube will conduct comprehensive contextual analysis before implementing any project or activity. This analysis will help the company understand the social, economic, religious, cultural, and political environment in which it operates. The analysis will also identify potential risks and negative impacts of the company's activities and strategies to mitigate them.
- A stepwise extensive exercise to identify the DIVIDERS and CONNECTORS in respect to the firm's thematic areas and projects scope.
- YOUTH TUBE will conduct a risk assessment before implementing any project or activity. This assessment will identify potential risks and negative impacts of the company's activities and strategies to mitigate them. The company will work with stakeholders to develop risk mitigation strategies and incorporate them into project design and implementation.
- YOUTH TUBE will build the capacity of its staff, partners, and stakeholders to understand and implement the "Do No Harm" policy effectively.
- The company will provide Capacity Building: training and resources to support effective implementation and ensure that all stakeholders understand their roles and responsibilities.
- YOUTH TUBE will set-up a complaint mechanism to address the issues arising during, after or in execution of the project.