



# ANNUAL REPORT

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 **45,000 people tuned in, did you?**

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 **Let's reach 25 million lives!**

# H2O Team Chat

See what the H2O Team was talking about on December 31, 2024, as they bid farewell to a Year of Impact! 🚀

←  **Help 2 Others Team**  
Nida, Zoha, Yumna, Talal...
📞 📺 ⋮

December 31, 2024

Nida, CEO

Happy New Year, Team! While we didn't hit our fundraising targets, 2024 was not a bad year? We made the most of our resources, explored new ways to bring in funds, and received several recognitions that will keep us motivated for 2025!

Shumile, Programs Officer

Not bad at all! Running multiple interventions kept us on our toes, but seeing the impact made it all worth it!

Yumna, Monitoring & Evaluation Associate

And we hit 60+ strategic partnerships this year! Manifesting even more for 2025!

Zoha, Climate Action Lead

Absolutely! It's been an incredible year! Tayaba for Youth4Climate Award in Italy was definitely a highlight for me. Excited to see how far the H2O Wheel and its impact travel in 2025!

Talal, Operations & PR Manager

Same here, team! Looking forward to big things in 2025. We made it to Shark Tank this year. Let's see where we pitch our innovations and make our mark in 2025!

Bilal, Founder

Great Efforts! Let's explore more digital currency and AI-based fundraising and outreach opportunities!

Nida, CEO

Agreed! As we wrap up 2024, so excited to share our annual report, highlighting our 2024 journey. Can't wait for everyone to dive into the journey with us, reflecting on progress and lessons learnt. Here is to the next chapter, as we strive for greater innovation, impact and reach.

# Impact Highlights

Over Half a

# BILLION Litres

of water delivered to climate vulnerable communities in Pakistan.

Take a look at some key highlights from Tayaba's "Year of Impact" – 2024!

**60,000+**

lives directly impacted in 2024

**156,000+**

impressions and attendees across digital platforms and in-person events.

**15+**

global and local water & climate initiatives

**8**

global awards and recognitions

Inspirational Pitch at  
**Shark Tank!**

**95%**

of funds translated to real-time impact

Formed **10+** New partnerships



# H2O Project Spotlights



**313 Shape Your Lives**

📍 Tharparkar, Naseerabad, Rajanpur, Rahim Yar Khan, and Sheikhupura, Pakistan.



Tayaba and 313 Shape Your Lives partnered to install 10 H2O Solar-powered Water Facilities in Tharparkar, Rajanpur, Rahim Yar Khan, Naseerabad, and Sheikhpura, securing safe water for 2,000 families. With RCDS, SWRDO, and SAMI Foundation’s support, the initiative also distributed 3,000 H2O Wheels, benefiting 33,000 lives across all provinces. This collaboration showcased the impact of strategic partnerships in addressing Pakistan’s water crisis.

Impacted

**33,000+**

Lives

Distributed

**3,000**

H2O Wheels

Installed

**10**

H2O Solar-powered water facilities

Implementation Partners






## // H2O Project Spotlights



# Rajanpur WASH Wellness

 Rabnawaz Gopang, Jiskani Murgai, and Jiskani Chatool in Rajanpur, Pakistan.



In partnership with Reckitt, Tayaba's Rajanpur WASH Wellness Project tackled critical water, sanitation, and hygiene challenges in one of Pakistan's poorest and most climate-vulnerable regions. The initiative trained 50 local women to produce and market menstrual pads, purchasing 1,600 H2O Pads from them for hygiene kits. It also provided 540 H2O Wheels, 1 H2O Solar Water Facility, and 540 H2O Hygiene Kits, directly benefiting 4,000+ people, fostering long-term resilience and healthier living conditions in Rajanpur.

**Impacted**

**4,000+**

Lives

**Trained**

**50**

Females in Pads Stitching and entrepreneurial skills

**Distributed**

**1,080**

H2O Wheels & Hygiene Kits

**Installed**

**01**

Solar Water Facility

**Implementation Partners**




[www.tayaba.org](http://www.tayaba.org)



## // H2O Project Spotlights



# CryptoWizzard Flood Facilitation

 Rajanpur, Naseerabad, and Sohbatpur, Pakistan



In collaboration with CryptoWizz, a prominent digital currency philanthropist, Tayaba raised significant funds within a day using digital fundraising platforms. This initiative brought 4 H2O Solar-powered water facilities and distribution of 400 H2O Wheels in flood affected Rajanpur in Punjab and Balochistan, securing safe drinking water for over 800 families i.e., 6000+ lives directly. Additionally, 1 million PKR in cash was donated to 500 families in Balochistan to support their livelihood needs. By merging innovation with community-driven solutions, this partnership showcased the power of digital fundraising in tackling water scarcity and fostering resilience in Pakistan's most marginalized regions.

Impacted

**6,000+**

Lives

Distributed

**400**

H2O Wheels

Installed

**04**

H2O Solar-powered water facilities

Implementation Partners




[www.tayaba.org](http://www.tayaba.org)



## // H2O Project Spotlights



### EthBull Water for Gender Equity

 Rahim Yar Khan and Rajanpur, Pakistan



EthBull, a digital currency donor, leveraged its bullish-phase meme token for fund distribution, enabling Tayaba to deliver 874 H2O Wheels to Rahim Yar Khan and Rajanpur, benefiting over 6,200 lives directly. In partnership with SWRDO and RCDS, this initiative significantly reduced the burden of water collection, primarily on women and girls, allowing them greater access to education and economic opportunities. To further knowledge dissemination on water and gender equity, Tayaba and EthBull hosted an X (formerly Twitter) Space, reaching over 45,000 viewers and showcasing how H2O Wheels are transforming stereotypical gender roles.

**Impacted**

**6,200+**

Lives

**Distributed**

**874**

H2O Wheels

**Digitally Reached**

**45K+**

people through X-Space for water & gender equity awareness

**Implementation Partners**





## // H2O Project Spotlights



# Other Impact Projects

-  Noshki
-  Jhal Magsi
-  Jacobabad
-  Umerkot
-  FortAbbas
-  Tharparkar
-  Brahmanabad



In other impact projects across Pakistan, Tayaba cumulatively transformed over 17,000 lives, working alongside multiple partners like Community Development Foundation, Save The Lives Foundation, Shifa Welfare Association, Manzil Organization, Pakistan Water Partnership, and SAMI Foundation. These initiatives ranged from H2O Solar-powered Water Facilities to H2O Wheels and H2O Hygiene Kits interventions, each addressing critical water and sanitation needs. Through strategic collaborations, Tayaba continues to complement the reach of on-ground organizations to drive sustainable impact for underserved communities.

Impacted  
**17,000+**  
Lives

Distributed  
**300**  
H2O Wheels

Installed  
**03**  
H2O Solar-powered  
water facilities

### Implementation Partners







# 60,000+ LIVES

directly reached with safe water and sanitation in 2024!



# H2O Air made it to Shark Tank!

Shark Tank is a renowned business reality show where entrepreneurs present their ventures to a panel of investors, known as "sharks," seeking strategic investment and mentorship. The platform has played a pivotal role in fostering innovation and scaling promising startups across various industries.

[Learn More About H2O Air](#)

H2O Air recognized as an inspirational pitch!

Tayaba's team pitched H2O Air, an innovative air-to-water technology product, in the first season of Shark Tank, Pakistan. Tayaba's innovations not only garnered significant interest but Tayaba also became the first water social enterprise to secure a deal for its H2O Air on the platform. Moreover, Tayaba received laudatory feedback from all the sharks for their inspirational pitch and the impact it has created by transforming half a million lives in water-deprived regions of Pakistan.

## Inspirational Pitch of the Episode



[Watch Full Pitch Now!](#)



"Your product is interesting and has great potential."

— Faisal Aftab, Founder Zayn.VC & Shark Tank Judge



"A passionate pitch! I like what you're doing and your journey."

— Rabeel Warraich, VC, CEO Sarmayacar & Shark Tank Judge



"You're tackling a huge problem, and your product has strong potential - it will find its market fit easily."

— Aleena Nadeem, Founder EduFi & Shark Tank Judge



"I would love to contribute to your cause at Tayaba."

— Junaid Iqbal, Founder Salt Ventures & Shark Tank Judge



# Water and Climate Advocacy

## Empowering Youth Leadership

Tayaba led various youth empowerment initiatives in water, climate, and technology in collaboration with the government, social enterprises, schools, and private organizations.



### Prime Minister's National Youth Council Water, Technology, and Climate Action

The Prime Minister's Youth Programme established the **National Youth Council (NYC)**, a council of 100 young leaders from across Pakistan, ensuring youth participation in key decision-making areas such as climate, policy, and education.

During the Commonwealth Asia Youth Alliance (CAYA) Summit 2025 in Islamabad, NYC members took an oath to play an active role in shaping Pakistan's future. Zoha Waqas, is honored to be selected as a member of the **National Youth Council** and represent **Tayaba** in areas of environmental sustainability and digital transformation for social action.

Tayaba's team also engaged in fruitful discussions with Fahad Shahbaz, Focal Person Prime Minister's Youth Programme, on Pakistan's role in climate action, particularly in leveraging renewable energy, green infrastructure, and cutting-edge technology. The discussions further explored tangibles avenues for collaborations between impact driven organisations like Tayaba and the Government of Pakistan.



**TAYABA**  
is a  
**NYC MEMBER**



**113**  
Youth Leaders  
in NYC





**300+**  
Live Viewers

## Farq Parhta Hai

### Stories That Drive Change

This knowledge-dissemination-driven partnership leveraged storytelling and educational campaigns across social media. Through blogs and posts, it highlighted the disproportionate burden of water-hauling on rural women, including health risks, safety concerns, and its connection to gender-based violence.



"It's motivating to see initiatives like Tayaba support emerging organizations like Farq Parhta Hai in driving real impact."

— Partnerships Executive, Fatima Hayat

## Tayaba x Beaconhouse

### School Volunteership

Tayaba and Beaconhouse Johar Town Campus collaborated for a volunteership program. The collaboration provided middle school students (grades 6-8) an opportunity to embark on a meaningful journey of learning and impact. Through hands-on activities like research, creative content design, and a fundraising campaign, these young students raised awareness about Pakistan's water scarcity crisis. The students fundraising activity enabled the provision of safe water and sanitation facilities to 50 families in Balochistan.

Fundraised to Impact  
**350 Lives**  
in 24 hours!



"A perfect blend of learning and impact. Excited for future collaborations!"

— Zara Asif, Section Head, Middle School, Beaconhouse Johar Town Campus, Lahore.

## Inspiring Young Leaders at Akhuwat Fellowship Program

Tayaba Organization hosted an engaging session at the Akhuwat Fellowship Program, an annual platform for nurturing future leaders. Speaking to a cohort of 30 volunteers under the theme "Climate and Environment," Tayaba addressed the pressing challenges of climate change and water scarcity, showcasing their innovative Help-2-Others (H2O) solutions. Inspired by the impact of H2O solutions, these young leaders at the Akhuwat Fellowship Program successfully executed a post-session fundraising activity.



"We learned so much and loved the H2O Wheel!"

— Young Fellows, Akhuwat

## Reckitt

### Finding your North Star

As part of Reckitt's mentorship for Tayaba, Philipp Kust, Social Impact Manager at Reckitt, led an inspiring session for Tayaba's summer interns. The session focused on helping these young interns align their youthful energy and passions with their career aspirations. Through an interactive discussion, the session enabled the interns to discover their North Star i.e., their life purpose or personal mission statement.



"As we transition from university to our careers, we truly appreciate Tayaba for organizing such an insightful session. It helped us find our North Star. Thank you, Tayaba and Reckitt!"

— H2O Interns Cohort 2024



## Climate Action Dialogues

Tayaba showcased its work and shared insights on climate action, technology, and innovation at various in-person forums at both governmental and private levels.



Over  
**200**  
youth participants

### Chief Minister's Youth Summit

#### Empowering Youth in Climate Action

On International Youth Day, Tayaba's H2O Star, Zoha Waqas, participated as the youngest panelist at the CM Punjab's National Youth Summit on youth empowerment in climate action. She joined notable climate leaders, including Wajid Zahid, Climate Activist and EU Global Youth Sounding Board Member; Mahin Azam, Co-Founder of CarbonWise; Dr. Zaeem Babar, Environmental Consultant and IEEE Lecturer; and Barrister Aneesa Agha, Co-Chairperson of the Lahore High Court's Environment and Climate Change Committee.

Tayaba's H2O Star, Zoha shared insights on leveraging tech-based solutions to tackle Pakistan's climate challenges. Her emphasis on the role of youth in driving climate resilience through technology reinforced Tayaba's commitment to empowering young leaders. This platform highlighted the transformative potential of youth-led, tech-driven initiatives in shaping a sustainable future.



"A strong focus on tools and data management is essential for effective climate action and should be a policy priority."

— Mahin Azam Khan, Founder, Carbonwise.



"Efficiency and climate-resilient infrastructure are key. At Tayaba, we leverage cutting-edge technology like blockchain for fast, ripple-effect impact—critical in disaster response."

— Zoha Waqas, Climate Action Lead, Tayaba.





## Pakistan Water Week by IWMI 2024

Tayaba made a notable impact at Pakistan Water Week, by International Water Management Institute (IWMI), where CEO Nida Yousaf Sheikh addressed the challenges of climate-induced migration and displacement. As a panelist at the session around climate mobility, Nida highlighted Pakistan's climate vulnerability and stressed the need for coordinated efforts to build climate-resilient pathways.

Nida emphasized the role of innovation in tackling water scarcity and the broader climate crisis, advocating for a systems-level approach that combines technology with H2O solutions. Her insights underscored identifying tipping points and the psychosocial impacts of the climate crisis in driving sustainable, tech-driven change.



“

"Tackling climate tipping points demands a systems-level approach, where innovation meets impact, and technology drives resilience."

— Nida Sheikh, CEO, Tayaba





**40+**  
Nishat's Team  
Members



## Nishat

### Public-Private collaboration for Meaningful Change

Tayaba's was invited by Nishat Apparel to lead a high-impact event addressing Pakistan's water scarcity crisis and the potential of public-private collaboration for meaningful change. The event showcased Tayaba's innovative solutions for sustainable water access through a visual journey of a rural woman's daily struggles in disaster-stricken regions of Pakistan. The audience engaged in discussions emphasizing the importance of foundational efforts, ensuring access to basic human rights, and scaling up through strategic partnerships.

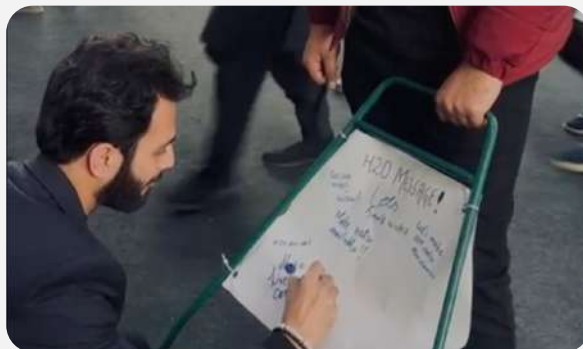


"Cross-sector collaboration is key to creating ripple impact for a crisis that affects us all - climate change and the climate-induced water crisis."

— Zoha Waqas, Climate Action Lead, Tayaba







Future Fest is one of Pakistan's largest tech and innovation conferences, bringing together startups, investors, policymakers, and industry leaders to discuss advancements in AI, fintech, blockchain, climate tech, and more. It serves as a platform for networking, knowledge-sharing, and showcasing cutting-edge technology and entrepreneurial ventures.

After the great response to Tayaba's participation in Future Fest 2023, Tayaba made a dynamic return to Future Fest 2024 with an interactive stall focused on technology for climate action. Through engaging games, Tayaba raised awareness about the overlooked impacts of climate change in rural Pakistan, with all donations supporting safe water access in disaster-stricken communities.

Tayaba also showcased its innovative pilot product, H2O Air, a solution that generates water from the air, capturing the attention of a large, engaged audience. Attendees left their H2O messages, visions for change, on the H2O Wheel, making a powerful statement for a water-secure future.

## Digital Advocacy for Impact

Tayaba led and participated in numerous digital knowledge dissemination initiatives focused on sustainability, innovation, and climate action.

### X Space

EthBull x Tayaba: How the H2O Wheel is Transforming Lives.



To highlight EthBull's support for Tayaba's work, particularly in advancing SDG5 (Gender Equality), Tayaba hosted an X (formerly Twitter) Space featuring teams from EthBull and Tayaba, along with Key Opinion Leaders (KOLs), blockchain experts, Web3 enthusiasts, and young leaders. The discussion focused on the impact of H2O Wheels in improving water access in Pakistan.

**45.1K** participants joined the X Space to explore Vitalik Buterin's vision of leveraging blockchain and crypto for social impact, aligning with the United Nations Sustainable Development Goals (SDGs).

“

“H2O Wheels have freed women and girls from the burden of water collection, allowing them to focus on education and livelihood.”

– Zoha Waqas, Climate Action Lead, Tayaba

“

“Tayaba's impact, reaching over half a million lives in three years, proves how innovation can drive meaningful change.”

– Momin Saqib, Web3 Advocate

The EthBull team and KOLs praised Tayaba's work, expressing interest in future collaborations to strengthen the "H2O for All" initiative. The event reinforced the power of strategic partnerships in scaling impact and social change.



**UNLEASH Hack Pakistan**  
Accelerating Economic Empowerment

Meet Our Expert



Over 100 young startup founders participated!

## UNLEASH Hackathon

### Scaling Social Innovation

At the UNLEASH Hackathon, Tayaba's H2O Stars, Zoha Waqas and Shumile Fatima, participated as panelists, sharing insights on scaling social innovation startups. They highlighted Tayaba's growth as a social enterprise, focusing on innovation, resilience, and impact-driven solutions.



"Our systems-level approach and strategic collaborations have made us one of Pakistan's fastest-growing social enterprises, impacting HALF A MILLION lives in less than three years."


— Zoha Waqas, Climate Action Lead, Tayaba

## Baithak

### Breaking Menstrual Taboos

Tayaba Organization, in partnership with Baithak, a women-led grassroots organization advocating for sexual and reproductive health rights in Pakistan, launched the Period Power Hour podcast to shed light on period poverty in rural areas. The podcast highlights menstrual hygiene challenges in underserved communities, raises awareness, and fosters open discussions to break societal taboos.

**200+**  
Live Comments Engagement



**Tayaba launched its new H2O Pads design!**  
(H2O Pads - reusable menstrual hygiene napkins stitched by local rural females)



"It's wonderful how H2O Pads are designed in empowering colors to help break menstrual taboos."

— Ramsha Siddiqua, Program Officer, Baithak.





Digital Release of COP29 Baku Climate Mobility Documentary on Tayaba's YouTube Channel!

## YOUNGO

### Climate Mobility Documentary

In collaboration with YOUNGO, the official youth constituency of the United Nations Framework Convention on Climate Change (UNFCCC), Tayaba produced the COP29 Climate Mobility Documentary, which was featured at the Climate Mobility Pavilion at COP29 Baku. The documentary highlights Tayaba's efforts in addressing climate-induced displacement and mobility challenges in Pakistan.

[Watch Now](#)

400+  
Live Views



"Tayaba has played a vital role in bringing real stories from Pakistan's climate-vulnerable communities to the forefront."

— Zainab Zahid, Director, Water & Climate Working Group, YOUNGO



"Putting this documentary together was such a learning experience. I got to see so many different sides of how climate-induced migration is affecting people. Chandra's story really stuck with me!"

— Joseph Pasfield, Senior Editor, YOUNGO

# Webinar & Podcast Series

In 2024, Tayaba launched two major digital knowledge dissemination initiatives, engaging local and global experts in climate, gender, water, and youth leadership.



**H2O For Peace**  
Webinar

World Water Day 2024

**2.5k** Live Impressions in 2 hours

Coming Soon  
#H2OforPeace  
#H2OforAll

**H2O for Peace Webinar**

[Watch Now](#)



**In Conversation With**

- Kanwal Waqar**  
Gender and Youth Specialist at International Water Management Institute (IWMI)
- Shakeel Hayat**  
Climate Change and WASH Specialist at WaterAid Pakistan. Affiliated with CWC - IMSciences
- Raazia Anum**  
Manager Sustainability at Yunus Textile Mills Limited

Hosted a thought-provoking webinar with experts in WASH, Gender, and Sustainability.

On World Water Day 2024, Tayaba collaborated with WASH experts, academia, and researchers to explore the theme "Water for Peace." The H2O for Peace webinar featured Shakeel Hayat, Climate Change and WASH Specialist at WaterAid Pakistan; Raazia Anum, Manager of Sustainability at Yunus Textile Mills; and Kanwal Waqar, Gender and Youth Specialist at the International Water Management Institute. The session delved into the intersection of corporate responsibility, gender equity, and the stories of vulnerable communities in water resource management.



# H2O Climate Connect COP29 Series

Tayaba produced its very own three-episode series "H2O Climate Connect," exploring key outcomes from COP29 Baku on critical climate issues: displacement and mobility, gender in climate action, and youth leadership. The series aimed to educate and inspire global audiences by highlighting the importance of collaborative, innovative solutions to climate challenges.



[Watch Now](#)



[Watch Now](#)



[Watch Now](#)

**With 2,000+ reactions of love and insights during the live episodes of H2O Climate Connect.**



# Celebrating Impact: Global Awards & Recognitions

H2O team members were honored with multiple prestigious awards and recognitions in 2024 for Tayaba's impact in water, climate action, technology, and innovation.

## "Tech for Impact"

### Ambassador at GBBC

Tayaba gained global recognition as H2O team member Zoha Waqas was named Pakistan's first female Tech for Impact Ambassador by the Global Blockchain Business Council (GBBC). Joining a prestigious cohort of over 200 ambassadors, Zoha is representing SavePakistan and H2O Chain, blockchain-powered platforms for humanitarian resource distribution and advocating on the global stage for technology as a catalyst for sustainable solutions



## The Diana Award 2024

Zoha Waqas, Tayaba's H2O Star, received the prestigious Diana Award, the highest social work accolade a young leader can achieve. This recognition celebrated her outstanding contributions at the intersection of social action and technology, honoring her exemplary leadership at SavePakistan and Tayaba.

## UN Women 30 for 2030

Nida Yousaf Sheikh, CEO of Tayaba, was honored to be part of the UN Women's 30 for 2030 Cohort, a prestigious recognition celebrating trailblazing women driving global progress in gender equality, climate resilience, and social innovation. Nida stands out as a leading advocate for social innovation, climate action, gender equity, and technology-driven solutions.





## Young Climate Prize

### Prize 25 Under 25 by The World Around

Focusing on creative design and innovative solutions for climate action, Tayaba's core strength, our H2O Star, Zoha Waqas, proudly represented Tayaba in the prestigious Young Climate Prize Design Academy by The World Around in 2024 as part of the Young Climate Leaders 25 Under 25 cohort. This global platform connects emerging climate leaders with renowned experts, artists, and innovators to explore creative strategies for designing and scaling impactful climate solutions.



**ZOHA WAQAS**  
**CLIMATE LEADER**  
**PAKISTAN**

#### H2O (HELP-2-OTHERS)

The H2O (Help-2-Others) Solutions for Climate Action initiative addresses the urgent crisis of safe water and sanitation access in rural Pakistan, where 80% of rural women are responsible for collecting water from distant sources using heavy traditional clay pots. The H2O Wheel—a climate-smart, labor-saving 40L water-carrying device—alleviates the physical burden of water collection. It reduces the physical strain by 90% and cuts water-collection time in half, giving women more time for productive activities. Additionally, the H2O Pads are made by rural women who are trained to produce them, creating an income-generating opportunity and empowering them and their communities to manage menstruation confidently.

@tayabaorg



## Youth4Climate Awardee by UNDP

Tayaba made its mark on the global stage at the UNDP Youth for Climate Flagship Event in Turin, Italy. Tayaba's H2O Star, Zoha Waqas, was honored as one of the top 3% of Pakistani youth to receive the prestigious Youth4Climate Award for Climate Action and Environmental Literacy, presented by the Italian Ministry of Energy and Security and UNDP. The award recognized Tayaba's innovative approach to addressing climate-induced water scarcity in Pakistan, leveraging cutting-edge technologies like blockchain.





# Media Spotlight



## MM Talks

### Innovation & Climate Action

In 2024, Tayaba received significant recognition, including a feature on MM Talks, a prominent knowledge-sharing digital platform in Pakistan. During the conversation, Nida Yousaf Sheikh and Zoha Waqas shared insights on Tayaba's climate action efforts, focusing on innovative solutions for water scarcity and sustainability. They discussed eco-friendly water solutions and initiatives empowering rural communities, emphasizing the need for transformative approaches to global challenges like water scarcity and climate change.



**Youth Empowerment & Innovation for Climate Action | Zoha Waqas | MM Talks**

[Watch Now](#)

**Innovating For Water Security In Pakistan | Nida Yousaf Sheikh | MM Talks**

[Watch Now](#)

## Crypto Altruism

### Best project using Blockchain for Water Security

Tayaba received recognition from a leading crypto news platform - Crypto Altruism, as one of the top projects using blockchain to enhance global water security. The feature highlighted Tayaba's initiatives, including SavePakistan and H2O Chain, which leverage blockchain technology to improve transparency, efficiency, and impact on water accessibility.

[Read More](#)

#### 4. Tayaba

Tayaba is on a mission to tackle water and sanitation insecurity in Pakistan by providing water insecure communities with the "H2O Wheel" which is designed to make it easy for individuals to transport clean water safely. Tayaba has launched NFT collections [1][2] which aim to raise awareness of this important issue and generate funds to get the H2O wheel in as many hands as possible. Through their SavePakistan campaign, they created NFTs tied to real world relief items like ration bags, hygiene kits, and H2O Wheels, giving holders an opportunity to see their direct impact.



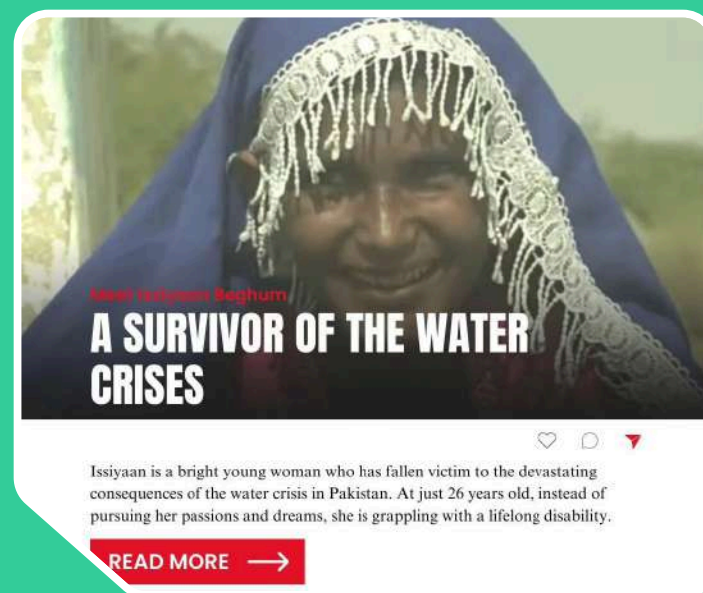


## Mindful

### H2O Story of Issiyaan Begum

Tayaba's very own story about Issiyaan Begum's life in Tharparkar, highlighting the challenges of head-loading water, was featured in Mindful, one of Pakistan's top-rated magazines. The piece shed light on the physical and emotional toll on women in rural communities and showcased how Tayaba's H2O Wheel has alleviated this burden.

[Read Issiyaan Begum's Story](#)



"Even small, meaningful actions can create a domino effect across various areas, leading to significant change. Never underestimate the power and impact of your efforts."

— Nida Sheikh - CEO, Tayaba

## UN Women

### Young women tackling Water Scarcity Crisis

On International Youth Day, UN Women recognized Nida Yousaf Sheikh as Pakistan's young social innovator and climate advocate, highlighting her efforts to use technology to address water and sanitation challenges. The article celebrated Nida's dedication to empowering youth and driving social change through sustainable solutions.

[Read More](#)

## Earth Org and Dawn

### H2O Wheels for Women in Thar

On World Water Day 2024, Tayaba's CEO, Nida Sheikh, authored an article for Earth.Org and gave an interview to Dawn News, exploring the critical connection between water and peace. Drawing from on-ground stories, Nida emphasized the importance of equitable water access as a key factor in stability and conflict resolution.

[Earth Org | Read More](#)

[Dawn | Read More](#)



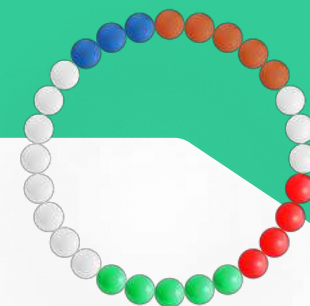


# Creative Initiatives for Awareness






## Water on your Wrist

### The H2O Water Scarcity Bracelet

Tayaba reimagined the traditional menstruation bracelet with a vibrant, modern design that blends cultural heritage with practicality, helping women track their cycles through a creative DIY (Do it Yourself) activity. Building on its success, Tayaba introduced the H2O Water Scarcity Bracelet to spark conversations on water challenges, encouraging everyone to share their “water story.” These DIY bracelet initiatives merged tradition with innovation, fostering awareness and action on menstrual health and water conservation.



#### Water Scarcity Bracelet

-  **Blue:** Clean Water (Abundance)
-  **Brown:** Drought (Scarcity)
-  **Clear:** Safe Drinking Water (Purity)
-  **Green:** Life & Agriculture (Dependence)
-  **Red:** Urgency for Action (Crisis)

## Re-energizing Menstrual Health

### H2O Pads 2.0

Tayaba revamped its H2O Pads with bold colors and patterns, turning them into symbols of empowerment and sustainability. Crafted by rural entrepreneurs, these reusable pads challenge stigmas while offering a dignified, eco-friendly solution. To deepen engagement, Tayaba distributed H2O Hygiene Kits with QR-powered feedback forms and invited participants to create H2O Menstruation Bracelets, sharing their experiences and insights.



## Play-2-H2O

### Learning Through Fun

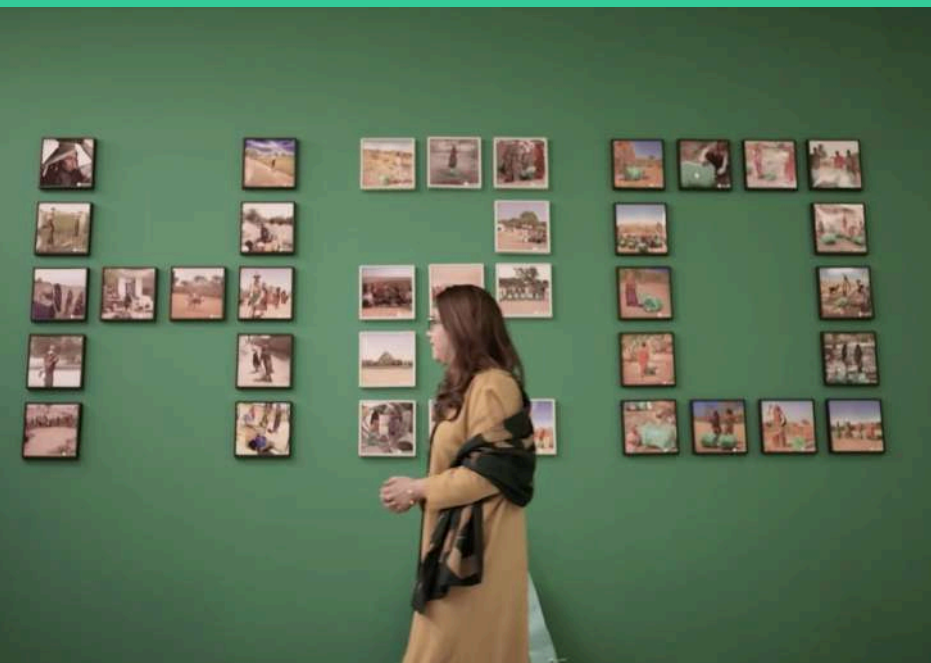
Tayaba introduced interactive games like word searches and puzzle mazes to raise awareness about Pakistan’s climate-induced water challenges, engaging younger audiences who eagerly shared their scores and insights. Further, Trivia with Tayaba, every Tuesday sparked discussions on WASH through social media quizzes, while “Water We Sharing” delivered research-backed statistics to inspire collective action for a water-secure Pakistan.





# Onward to New Waves!

# HELLO H2O 2025



“

"Our journey is one of passion to peace, and our passion will not find peace until we fully resolve the water crisis."

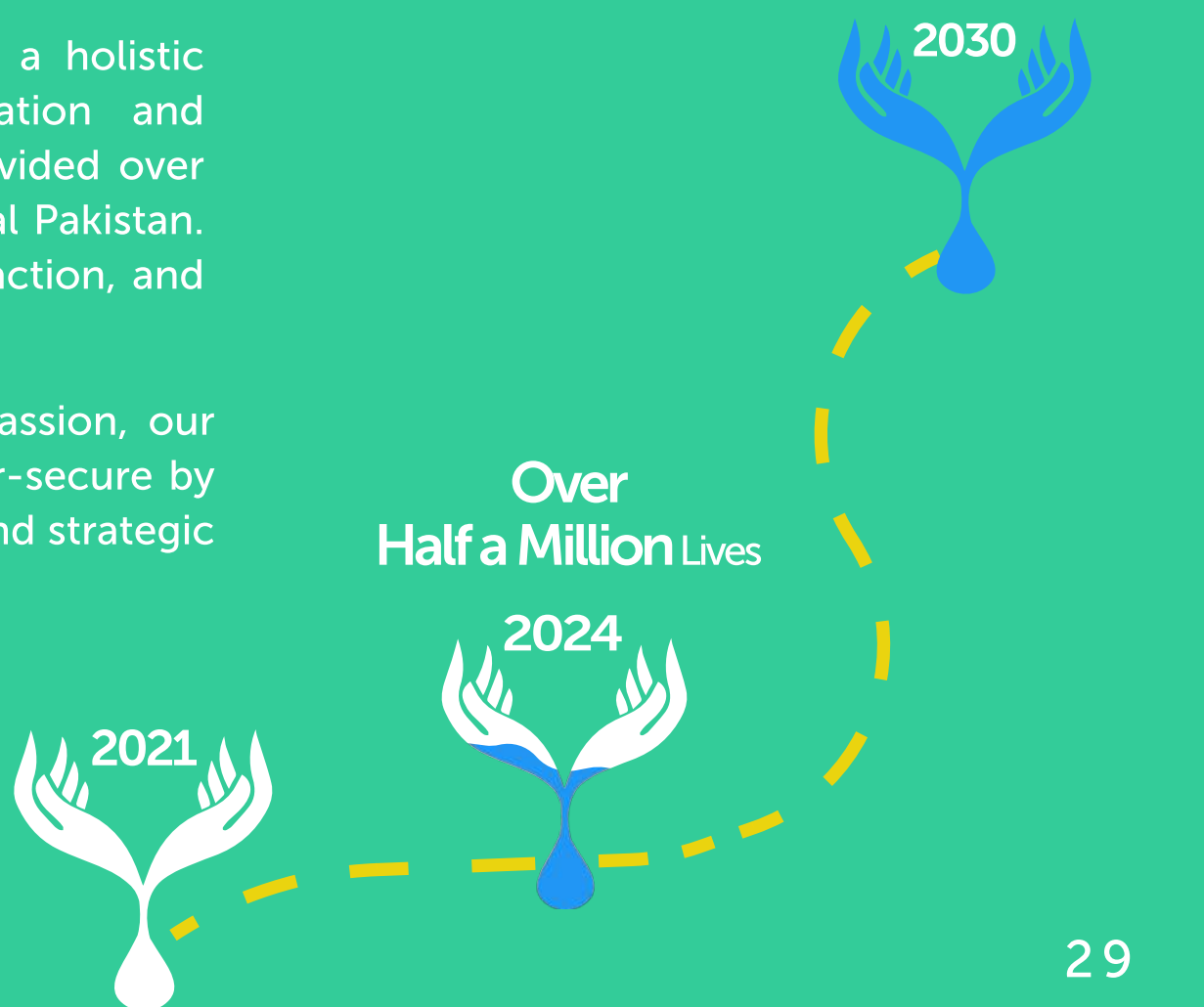
— Nida Sheikh, CEO, Tayaba



## The Road Ahead!

From a single H2O Wheel in 2021 to a holistic portfolio of innovative water, sanitation and hygiene solutions, Tayaba has now provided over HALF A BILLION LITRES of water to rural Pakistan. This journey has been one of passion, action, and unwavering commitment.

To now grow and find peace in our passion, our goal is to make 25 million people water-secure by 2030 through scale-up, ripple impact, and strategic collaborations.





ہمت پہ بھروسہ ہے اپنی اور عظیم ہمارا پختہ ہے  
ہم آدھا راستہ کاٹ چکے اب کشتی پار لگانی ہے

Our strength is our anchor, and our determination is firm.  
We've come halfway; now, we must reach the destination.

Saboor Ahmed, H2O Team Member

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