



Final Submission of Laaluanar P2P Challenging Extremism Team of Afghanistan

2<sup>nd</sup>, May, 2016

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## Executive summary

- **Tools:** Facebook campaign, website, TV, Radio, blood donation campaign, several conferences and discussions, essay writing competitions and developing a 100 page chapter on counter violent extremism and distributing it to several religious schools to use them as their curriculum.

- **Defined target audience:** At-risk youths. Although this campaign was vital and reachable for each four target groups. Our team narrowed their campaign on: Credible religious voices and Islamic culture of CVE (Counter Violent Extremism).

All the events and strategies implemented helped us a lot to extend the message of the program. It has been estimated that more than 80 percent of young generation of Afghanistan have access to social media specially “Facebook” and properly use it on a daily basis. Twitter, instagram and telegram are least used by Afghan people. Other tools including the TV program, radio program, conferences, and

essay writing competition were also the best tools for implementing the campaign. Our joint initiatives had its utmost and incredible several outcomes on the target group. Beside, increasing the general public awareness of the target group, it was unbelievably welcomed by the target group and the public. They easily accepted the contents of the campaign because the contents of the counter-messaging campaigns were extracted from Quran-Karim (Muslims' holy book) and Hadith (Sayings of Prophet Mohammad (PBUH) and Imams (A.S)). The contents of the campaign simultaneously raised the respect for human rights, women rights, peaceful living and other shared values.

Note: Every measure was taken for the safety of coordinator and members of the program. (Afghanistan is a very challenging place in the case of overall threat and being targeted by the Taliban affiliates.) One of members of our campaign was harmed and threatened by the Taliban. His name was Mahdi Haidarzai. We took him to the hospital and for several days, he was under treatment.

The overarching goals of our campaigns were:

- To prevent the “At-risk youth” to join extremist and terroristic groups
- To increase the general awareness of the public about extremist groups
- To convey the real message of ISLAM religion about peaceful living to the public so they can decide to say no to extremists and terroristic groups
- To motivate and engage students to launch their own counter violent extremism initiatives
- To share our experiences and knowledge with university students, community centers, mosques, social unions, research centers, media outlet, officials of schools and etc.
- To equip them with resources to counter violent extremism in different levels (Our developed Module of “Islam Denounces Extremism.”)

# Primary Research Findings:

After many dialogues and discussions (Totally 10 interviews with Islamic scholars, 4 meetings with community leaders and university deans), the members of Laal-U-Anar P2P: Challenging Extremism Team of Afghanistan decided the followings:

- The key research finding was: “Extremism and Extremist movements including ISIL, Al-Qaeda, and Taliban are hiding under the cover of Islam religion and justify their actions by linking them to Islamic teachings and identity.” They have misused Islam and hidden under the cover of Islam. The conclusion of primary 3 week research on our initiative and strategy was: the best way to challenge the so-called extremist movements is the use of Islamic teachings to counter message Extremists and to disclose their real identities.

The Four steps of finalizing our master plan for the campaign were as following:

- Preparing a contacts directory from influential individuals, Mulas, Community leaders, Community elders, and etc.
- Contacting them to schedule meetings and discussions
- Sharing ideas and discussions regarding the best ways to use in the campaigns
- Finalizing the decisions and structuring the final master plan for the campaign



# Further researches of the focus groups:

## Overall source and doctrine for each aspect and tool of the campaign:

The team of Mazar and Heart were divided in different research groups to extract different contents from holy Quran, Hadith (sayings of Prophet Muhammad (PBUH) and other Imams to counter message extremists and their mission around the world. Furthermore, the team also focused their research on the ideas and messages of Islamic spiritual and influential leaders on counter messaging extremism and terrorism. Moreover, the team also worked on the highlighted news of Extremist's accomplishments from around the world including (Afghanistan, Syria, Iraq, Pakistan, Africa and etc.) which they are in absolute contradiction with ISLAMIC ideology and teachings. As the result, Extremists were fully exposed to the public and the people knew their real ideology and accomplishments. All of these extracted researches were used to counter message the extremists in social media, TV programs, Radio programs, university conference and other tools. We aimed to have the real impact of the program and our campaign in all provinces of Afghanistan.

**Why we used this slogan:** To directly counter message the extremists that Islam is against extremism and totally denounces it.





Honorable Ms. “Maroofa Zaki” “Afghanistan’s journalist of the year” is one of the examples among 5000 other influential national faces that joined the campaign to Challenge Extremism.

Her message is as following:

*“I’m an Afghan Journalist. As a Journalist I know That Extremists are trying to misuse the young generation of my country but we want to inform the “at Risk Youth” that extremists and their mission are fake and un-Islamic.”*

#IslamSaysNotoExtremism Campaign

## Why targeting “youth at risk” as a potential group for our research and campaign?

- Youth are the largest number of population of the country (70 – 75) %
- Youth are dynamics, valuable assets and fast influential group to challenge the extremism
- Youth are counted as potential group targeted by the local extremists
- Youth are getting more marginalized by lack of support from newly formed Unity Government -> lead young people to get interested into extremist groups
- According to the reports of NDS (National Directorate of Security of Afghanistan), there is a high potential of Afghan youths to be indoctrinated by terroristic groups like ISIL, Al-Qaeda and the Taliban.

## Why challenging extremism in Afghanistan?

- Afghanistan has long been a zone of war and a reign of terror caused by local and multinational terroristic organizations like Al-Qaeda and the Taliban.
- Rapid growth of national wide extremism and instability
- Formation of various radical and malicious groups at local, national and international levels deriving from Afghanistan
- Ongoing civil war in decades
- Lack of good governance
- Retardation in peace and integration processes
- To combat against the dilemma/negative worldviews about Islam and its definition (Islam phobia)
- Lack of counter messaging movements in social media against Extremists
- Substantial need for countering the narratives of the extremists



Opening minds of communities to expand the true culture of Islam and to know the message of Islam denouncing extremism and terrorism.

To have positive impression on minds and hearts of the young generation to take a moderate ideology in their life and to take the challenge to counter Extremism.

To involve, and motivate the target audience (at Risk Youths) to prevent them being radicalized and misused by Extremisms

To make a global impact on Islamic worldview against religious extremism

Challenging radicalizing narratives and influences among youths

Engaging the community and the public to raise their voices against Extremism narratives



# Strategy

1

Using different social Medias and social events to target the audiences

2

Establishing a web page to cover the sustainability of the program

3

Developing and broadcasting messages in regards with the religious extremism through National TVs and Radios with worldwide coverage

4

Raising awareness by launching debates and focus group discussions at universities and religious centers

5

Creating a network of youth to be the ambassadors of change and to challenge extremism from each province of Afghanistan

# (1) Essay Writing Competition:

The Afghan youths aged between (14) to (35) years old were invited to participate in an Essay Writing competition on counter messaging extremism and terrorism.

Essays are still under assessment by the members of the Laaluanar team and three essays will be selected as the top three winners of the competition and will be given prizes. (IPad-Kindle or Tablet).

Writers were from different religious sects – Shias & Sunnis, Hindus, and Christians.

The best 50 essays were published in the Facebook page of the program.

The process of judging for identifying the top three winners are still in process and will be chosen by the board of 5 members and will be based on the quality, clarity (well-written and coherently structured, relevance (focused on the topic), impact (has a clear message) of the received essays.

**The main objective of the Essay Writing Competition was to besiege the hearts and minds of Afghan youths against extremism and to enhance their critical thinking on challenging Extremism by answering our three main questions of the Essay writing Competition.**

## **We totally received: 6000 Essays**

- 53 % of the essays Writers were Female and the rest male
- 80 % of the essay writer were aged between (18 to 26) years old
- Both school and university students participated in this program
- Most of the essays were genuine and were written by the writer herself/himself
- It was the first “Essay Writing Competition” which was launched throughout the country
- Students from 21 out of 34 provinces of Afghanistan participated in the program.

We received more than 3000 essays through FB messages, hand-written essays.



# Essay writing Competition 2016

The Laaluanar Foundation and the Center for International strategic Studies invite you to participate in an Essay Writing Competition.

Choose **ONE** of the following topics:

1. Your personal experience on how Extremism and Terrorism have affected your life and how they have prevented you from achieving your professional, educational, and/or personal goals?
2. Around the world, people are horrified by the violence in the Muslim world. Millions of Westerners no longer believe that Islam is a peaceful religion. What would you say to skeptical Muslims and non-Muslims that could help them in overcoming their fear of Islam? To be successful, provide concrete evidence that Islam is peaceful.
3. If some radicals, extreme and uninformed group of people accused a woman that she had burned a holy book, what would you do? If you saw some young Muslims doing terrible damage to her, what would you do? Explain your reasons.

## Details of the competition:

**Format:** Essays should be concise and analytical, based on your experiences and views.

**Language:** English, Dari , Pashtu

**Word range:** (600 – 700) words

**Age range:** Participants, both male and female, must be between (14-35) years old.

**Essay submission date:** Saturday, 23 April 2016.

Please include your name, age and contact details in your essay.

Essays should be emailed to:

[omid@internationalstrategicstudies.org](mailto:omid@internationalstrategicstudies.org) or [omid@laaluanar.org](mailto:omid@laaluanar.org)

**Prizes:** iPad – Kindle- Tablet and learning packages. The top winners will be invited to a reception and to meet the head of the strategic research team on extremism and terrorism.



This post was liked by 30,000 people and reached to 600,000 people in Afghanistan.

- (1) Afghans from 10 different nations sent their essays.
- (2) The announcement of the Essay Writing Competition was also translated in local languages of Afghanistan (Dari and Pashtu).
- (3) We received many thanks and appreciations from governmental and non-governmental organizations appreciating launching this nationwide academic initiative.



## (2) Blood Donation Campaign:





# Launching Blood Donation Campaign

In occasion of bloody attacks on civilians in Kabul (19 April suicide attacks) (Capital of Afghanistan) where more than 400 innocent civilians were killed and injured, we launched a blood donation campaign in Kabul and Heart.

## In Heart city:

- More than 100 donors contributed
- 50,000 CC blood were donated to the hospital
- Members of the team contributed in preparing refreshments for those who donated their blood

## In Kabul city:

- More than 500 donors contribute
- 250,000 CC blood were donated
- Members of the team launched campaigns in FB to persuade more people to join the campaign and to help a victim of Extremism

Denouncing the Extremism by inspiring the citizen to donate bloods for the victims of Extremism



اسلام به افراط گرایي، نه ميگويد  
اسلام افراطيت ته، نه وايي!  
ISLAM SAYS NO TO EXTREMISM

اهدای خون اهدای حیات است

Blood Donation Campaign to Challenge Extremism

بیانید به جای خون ریختن، خون هدیه کنیم، تا زندگی ببخشیم.  
ما شهروندان هرات باستان، حمله وحشیانه گروه های افراطی را بر هموطنان ما  
در کابل را محکوم نموده و برای تقیح این عمل نا بخشودنی خون اهدا مینمائیم.  
میعادگاه مان: ولایت هرات، چوک گلها، جاده بانک خون، بانک خون  
تاریخ: ساعت 2 بعد از ظهر، روز پنج شنبه، 02 ثور

**BLOOD DONATION**



### (3) Live TV and Radio programs:

Live TV and Radio Discussions: The senior researcher and coordinator of the Laaluanar team (Dr. Omid) presented live TV and Radio discussions to counter-message extremists and to extend the message of Islam religion to prevent the “At Risk Youth” joining Extremists by using Islamic sources.

TV was the best tool that helped us to reach the people in the different parts of Afghanistan including those living in the suburbs, districts, rural areas as well as urban areas.

The 30 minutes TV and Radio program were broadcasted simultaneously.



Links of the TV and Radio programs in Ariana News:

First part: <https://youtu.be/h4q2T4365mQ>

Second part: <https://youtu.be/6xDDV7co9ac>

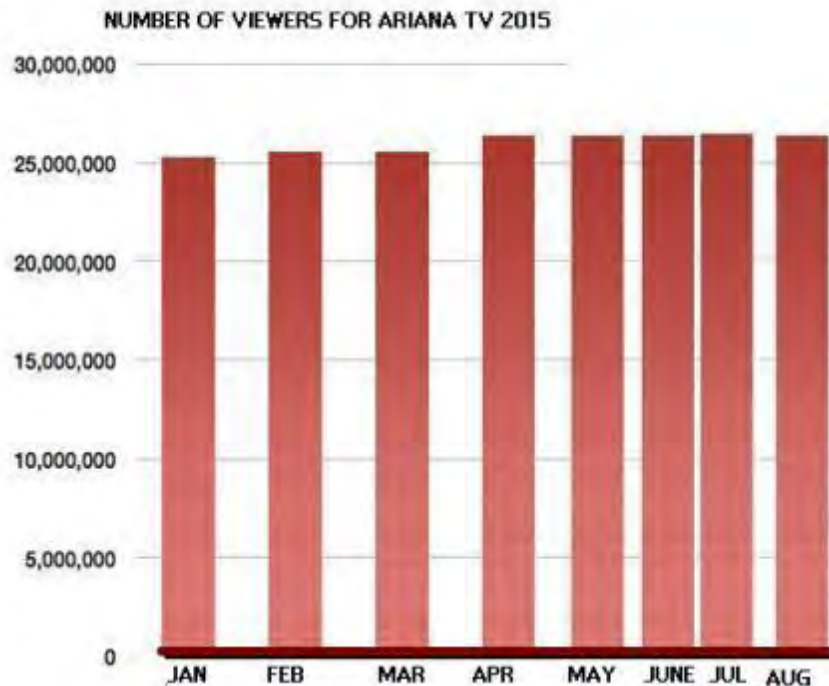
Third part: <https://youtu.be/5Bt7sK4Po> |

Fourth part: <https://youtu.be/Mjoc1j0qW4A>

Fifth part: <https://youtu.be/DhrKqxoce5U>



Website of the Ariana News Tv:  
<http://ariananews.af>



Estimated viewers of the Ariana News program:  
**3,000,000 (World Wide)** including  
Afghans and Dari speakers in Europe  
and USA

Estimated listeners of the program of Ariana FM  
Radio:

**50,000 (Inside Afghanistan)**  
(More another documents about the  
coverage area of the Ariana and Khurshid  
Radio- Tv are included with the submission.



## (4) Second TV and Radio program in Khurshid TV:



Link of the program in YouTube:

<https://youtu.be/ELO8FTzd-7c>

Note: The program in Khurshid TV was not uploaded in our Facebook Page because of the threats from some sources. We talked about Essay Writing Competition on extremism and other counter extremism initiatives that some sources are interested to know the people behind these initiatives to target them.



Website of Khurshid Tv:  
<http://www.khurshid.tv>

Estimated viewers of the program:

**500,000**

Estimated listeners of the program in Khurshid Radio:

**10,000**



# (5) Counter messaging Extremists in our Facebook Page:

Different contents were posted including the verses from Holy Quran (the great book of Muslims), Sayings of Prophet Mohammad (PBUH) and Imams (A.S). Using from these sources grantee the best effect of the campaign. Afghanistan is a religious country and they accept contents persuaded by their religion. Two official languages (Dari, Pashtu) as well as English were the languages used in the social media campaign.

**#IslamSaysNotoExtremism**

**STOP EXTREMISM**

مركز بین المللی مطالعات استراتژیک  
International Strategic Studies  
Non-profit Organisation

Education is the best way to defeat terrorism. Terrorists fear most.

STOP HIDING UNDER THE COVER OF RELIGION. NotoExtremism

سلام = صلح، دوستی و شفقت  
فراطرایی = جنگ، خشونت و کشتار

گروه های تروریستی و افراطی نمایندگان ایدئولوژی افراطی اسلامی نیستند. افغان ها بر علیه تروریسم و افراطیون مبارزه می کنند.

جنايات تان را به ثواب من و دين من انجام ندهيد.

Afghan people are the main sacrifices of Extremism and Terrorism in the world.

extremism in Islam, NotoExtremism

78% response rate, 47-min response time  
Respond faster to turn on the badge

53k likes +974 this week  
Amena Khavari and 355 other friends  
**53000 Likes**  
4 were here this week

See Pages Feed  
Posts from Pages that you've liked as your Page

Boost your post for \$4  
"...بیمای لستر" is performing better than 80% of your recent posts. Boost it to reach more...

Status Photo/Video Offer, Event+

Write something...

International Strategic Studies with Waheed Rahimi.  
Published by Mustafa Ghaznavy [?] · 6 April at 10:33 ·

"رقابت مقاله نویسی، اپریل 2016"  
فراخوان اشتراک در "رقابت مقاله نویسی، اپریل 2016":  
به منظور افزایش آگاهی جوانان، بسیج افکار عامه بر علیه افراطیت و تروریسم، ارتقای روحیه تحقیق، پژوهش و نویسندگی و جهت ایجاد انگیزه برای مقابله و بهتر شناساندن افکار افراطی، "سازمان لعل و انار" و "مركز بین المللی مطالعات استراتژیک" در میان افغانان یک مسابقه مقاله نویسی برگزار می کنند.

THIS WEEK

220,804 Post Reach

18,828 Post Engagement

0 Send Message

3 Website Clicks

79% Response Rate

Only in one week

47 minutes Response Time

Recent

2016

2015

**Name of the Page: International Strategic Studies/مطالعات استراتژی کبیرین المللی**

**Link of the FB page: <https://www.facebook.com/%D9%85%D8%B1%DA%A9%D8%B2-%D8%A8%DB%8C%D9%86-%D8%A7%D9%84%D9%85%D9%84%D9%84%DB%8C-%D9%85%D8%B7%D8%A7%D9%84%D8%B9%D8%A7%D8%AA-%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%DB%8C%DA%98%DB%8C%DA%A9-International-Strategic-Studies-882444755132247/>**

## We had four parts for the FB campaign as following:

### #AfghanyouthsagainstExtremism Campaign

100 Message of prominent Afghans youths from civil society activists and university students were posted to inspire others that Extremism is inhumane and un-Islamic.

1

### #IslamSaysNotoExtremism Campaign

Totally 200 posts from Islamic sources including (Holy Quran and Sayings of Prophet Mohammad (PBUH) were posted to Challenge Extremism. YouTube videos and sites were also included.

2

### #AfghanvoicesagainstExtremism Campaign

More than 1000 Afghans from different backgrounds and ages sent their messages to counter violent extremism and 100 top messages were posted to inspire others to Challenge extremism and terrorism.

3

### #Anti-War and women Rights Campaign

More than 50 different posts from (YouTube, news websites, Islamic websites) were posted as part of the campaign that all supported the symbiosis and love between human beings of east and west.

4

## Page details:

- \* Total likes of the page: 53,085 Likes
- \* Total Likes of all posts of the Campaign: 150,000 Likes
- \* Total videos viewed in the Campaign: 50,000 Views
- \* Total Post Reached for the Whole Campaign: More than 2.5 Million People
- \* Total Post Engagement: 300,000
- \* Languages used: English, Two official languages of Afghanistan (Dari and Pashtu)
- \* Response Rate of the page for answering the questions of the Fans: 79 %

**When moderates keep silent, extremists strongly claim that they are right!**

## **Objectives of the Campaign on “at Risk Youths”:**

- (1) To address the “at Risk Youth” about the fake and un-Islamic mission of Extremists
- (2) Creating a platform for everyone to vocalize and to state their ideas denouncing terrorism and Extremism
- (3) To initiate fruitful discussions on countering violent Extremism
- (4) Empower youths to launch their own narratives against Extremism
- (5) To actively counter message the different narratives of Extremist groups





مرکز بین المللی مطالعات استراتژیک  
**Strategic Studies**

Published by YouTube (?) - 24 April at 23:09

مسلمانان از سراسر جهان و از کشور های مختلف علیه عملکرد گروه های تروریستی می ایستند و متحد میشوند. ویدیو به زبان انگلیسی  
With violence being committed in the name of Islam making headlines, many Muslims are responding with social media campaigns to make clear .ISIL's actions do not represent the faith  
#IslamSaysNotoExtremism



**Muslims stand against ISIS**

<http://www.wewillinspire.com/> With violence being committed in the name of Islam making headlines, many Muslims are responding with social media campaigns to...

YOUTUBE.COM

1,845 people reached

Boost Post

Like Comment Share

زهرا سادات جعفری, Amena Khavari and 31 others

Top comments



مرکز بین المللی مطالعات استراتژیک  
**Strategic Studies**

Published by Mustafa Ghaznawy (?) - 22 April at 23:01

از متن مقاله "مهرافرز غنی"، محصل پوهنتون آمریکایی افغانستان از کابل :  
Meherafroz Ghani, Junior student at AUAF (American University of Afghanistan) - Essay Writing Competitor, writes her essay to Challenge  
.Extremism and Terrorism in Afghanistan

Second, Islam is not the religion of terrorism, but against it. Terrorism is" defined as use of threat, violence and force against civilians but we will never find such rulings in Islam. Islam is against violence and force and gives value to life of mankind. Taking the most obvious example form Quran, it says "whoever kills a person (unjustly)... it is as though he has killed all mankind. And whoever saves a life; it is as though he had saved all mankind" (Quran, 5:32). Not just this verse, if we go through the Islamic sources, we will find many examples supporting justice, fairness and rule of law. Islam introduced justice and human rights to mankind. If we go to history of the prophet (PBUH) and his khalifas, there was peace and order and justice was ruling. No one was punished and killed unjustly. The reason why now people think of Islam as terrorism is because, Islam is not just about faith like other religions rather, it is involved in politics and leadership. Islam also has history .of ruling over countries and colonized the non-Islamic countries

#IslamSaysNotoExtremism  
#AfghanyouthsagainstExtremism  
#AfghanvoicesagainstExtremism



**Saying Bismillah before drinking alcohol, doesn't make it Halal**



مرکز بین المللی مطالعات استراتژیک  
**Strategic Studies**

Published by YouTube (?) - 24 April at 19:38

این اسلام من نیست: پیامی برای گروه داعش و تمامی گروه های افراطی دیگر  
This is not my Islam: A message to ISIS and all extremists  
#IslamSaysNotoExtremism



**This is not my Islam: A message to ISIS and all extremists**

The Muslim Vibe presents 'This is not my Islam' by Sanasiino. A spoken word poem speaking out against the hijacking and tarnishing of the name of...

YOUTUBE.COM

1,619 people reached

Boost Post

Like Comment Share

زهرا سادات جعفری, Jawed Nz and 27 others



مرکز بین المللی مطالعات استراتژیک  
**Strategic Studies**

Published by YouTube (?) - 24 April at 16:13

امام مسجد الاقصی (بیت المقدس) خطاب به گروه تروریستی داعش: "فریب دادن مسلمانان را توقف دهید." (با زیر نویس انگلیسی) ویدیو به زبان عربی  
(Imam of Aqsa Mosque to ISIS: Stop Deceiving Muslims (English Subtitles  
#IslamSaysNotoExtremism



**Sunni Imam of Aqsa Mosque to ISIS: Stop Deceiving Muslims (English Subtitles)**

[Exclusive] One of the Imams of Al-Aqsa Mosque in Jerusalem, Salah al-Din ibn Ibrahim Abu Araf...

YOUTUBE.COM

1,608 people reached

Boost Post

Like Comment Share

Jawed Nz, Shefa Nasrat Zada and 27 others



# Screenshot from the insight of the Facebook page: (Success Demonstration of the FB Campaign)



The above depiction is a screenshot from the insight of the FB page that shows only the details of the page in a timescale of 7 days. However, the duration of the campaign was more than 42 days. If we count them totally, there will be a huge number and it all demonstrates the success of the Facebook campaign.

Details of the Five Generated Videos of team (TV Campaigns) which were directly uploaded in the page of the Campaign lecturing on “Extremism and the message of Islam for “At Risk Youths.”. The details are as following:

Screen shot from the insight of the FB page (Total Viewed and Reached)

Top Videos ➔ Video Library

Most viewed videos on your Page watched for 3 seconds or more, for videos posted between 4 April 2016 and 2 May 2016.

Published	Video	Targeting	Reach	Views	Avg Completion
27/04/2016 13:17	 قسمت پنجم (محور بحث): (1) "حمله استراتژیک به پاکستان بیگانه گزیده برای افغانستان" سه مرحله حمله		135.5K	19.4K	9% 30:28 / 35:28
26/04/2016 21:19	 قسمت اول: (محور بحث) (1) افغانستان فاقد دکترین امنیت ملی (2) لسی ترین انگیزه های یوسن افراد به گروه های		56.6K	11.6K	5% 30:19 / 36:00
26/04/2016 22:01	 قسمت دوم: (محور بحث) (1) عمق استراتژیک چیست؟ (2) شکایت افغانستان به شورای امنیت سازمان ملل، (3)		42.2K	7.3K	6% 30:22 / 36:19
27/04/2016 12:47	 قسمت چهارم: (محور بحث) (1) راهکارهای داخلی مبارزه با افراط گرایی و تروریسم (2) همگرایی جهانی برای		28.1K	5.5K	5% 30:19 / 36:20
17/04/2016 09:41	 اقراطیون تروریست کلمه "طبیبه" و "شهادت" را نمیدانند؟ پس اینها چگونه مسلمان هستند؟ اینها برای چی و چگونه		1.8K	466	32% 31:45 / 35:28

See more



## 5. Campaign in university campuses and religious establishments:

4 discussions and lectures were conducted at 4 universities in the two big states of the country.



## Campaigns: (lectures and debates for university students on Challenging Extremism)

Totally: 500 students benefited from the lectures

The main topics of the lectures were:

- The message of Islam for a peaceful and moderate living
- The message of Islam on Extremism and terrorism

Pictures in the  
above Page

## Campaigns (lectures in religious centers where, sometimes they are Extremists themselves.)

We organized the lectures with the mentors of the centers and gave our developed chapter “Islam Denounces Extremism” to the mentors of those religious learning centers to use the contents of the chapter in their lectures.

They didn't let us to use our English banners in the Campaign and we were not also permitted to lecture on these topics as a foreign partner. But the overall message of campaign reached by their mentors to the target group.

Totally: 1000 Religious students benefited from the lectures

The main topic of the lectures were: Islam is against Extremism and we need to fight against them

The main objective of the lectures and debates were to prevent the “at risk youth” to be recruited by Extremists.

The risk is still very high among students of religious schools.

Pictures in the  
following page



**6. Five lectures were helped and sponsored by the team in religious centers to challenge Extremism** (Note: English Placards and Banners were prohibited to be used in the campaign because some of the people there are against English Speaking countries.









## (7) Website:

Constructing a website page

Please check: <http://internaitonalstrategicstudies.org>



- To maintain the activities even after the campaign ends
- Using the contribution of team to updating
- Adding weblogs into the page
- Connect it with other international pages to make a remarkable difference in counter violent Extremism

3000 Website clicks

The website is in the air with several contents challenging Extremism and soon will be updated with different articles, messages and videos countering violent Extremism.



# (8) Developing a Chapter in the name of “Islam Denounces Extremism”

- To counter message the narratives of the Extremists that justify their actions in the of Islam.
- To combat against Islam Phobia
- To emphasize principles of Islam is based on the moderation and it condemns any violate/radical derives
- To reveal and highlight the true culture and ideology of Islam
- To denounce the violate acts/derived by extremist groups
- To change the minds/attitudes of potential target groups about the facts of Islam
- To minimize the opportunity of the terrorist groups to use Islam as a tool to approach their notorious sources and to implement their vicious strategies

Our Chapter “Islam denounces Extremism” was distributed to 5 different religious schools in Mazar-e-Sharif and other provinces. The name of the 5 religious schools which received our chapter is as following:

1. Jamiatul – Mustafa Religious school with (2000 preachers)
2. Assadia Religious school with (5000 preachers)
3. DarulHifaz – Rawza Mubarak with (340 preachers)
4. DarulKhidab – Hazrat Noh with (500 preachers)
5. Darul-Olom Hanifia with (1200 preachers)

**The “Islam Denounces Extremism” is a 100 page module developed by the members of the team using Islamic sources and teachings to Challenge Extremism.**



## Budget allocation:

The budget of the program was contributed by the team as well as the official 2000 USD.

The breakdown for the budget is as following:

- (1) Supporting team's research (30%)
- (2) Two boosted posts for the Campaign (10%)
- (3) Banners, advertisements and other campaign materials (20 %).
- (4) Prizes for the winners of the three first winners of the “Essay writing competition” (30%).
- (5) TV, Radio and Conference related campaigns (10 %)

**Contribution of the team: 1800 USD** – They were mostly used for transport, providing refreshments for the participants of the campaigns, providing refreshments for the Blood Donation Campaign and etc.



# Evaluation metrics: (Several documents are included with the submission)

However, measures for the success of each of our activity (FB, TV and Radio Program, Essay Writing Competition, blood donation campaign, website) are characterized in the end of that activity. But here we want to include some new aspects to showcase that the campaign was successful and result oriented.

- (1) Questionnaires: before starting the campaign especially our conferences both in universities and religious schools called Madrasa, we asked and assessed the ideology of the participants toward topics like: JIHAD, TERRORISM, ONGOING WAR IN AFGHANISTAN, TORTURING PEOPLE and other special questions that we wanted to see if we can moderate their ideologies towards these topics.

The result of the interviews that we had after the campaign was:

- 82 % of the participants told that they have been told new information that can change their ideology towards these topics
  - 12% of the participants told that they will further discuss these issues with elders of their community and family to be sure if they are acceptable or not.
  - 6 % of the participants tried to challenge the contents of the lectures and said No to any new change in their ideologies towards these topics
- 
- Most of the audiences of this campaign from different places said: “Participating in this discussion, enabled us to identify the potential challenges and now we are determined to combat against extremism.”
  - The audiences of the campaign in Heart said: “We learned that youths are the ambassadors of change to bring peace and stability by taking active role in denouncing extremism and terrorism in Afghanistan”.

Track of records from media and official governmental and non-governmental sources confirmed the success of the program on public. Different people and individuals appreciated this effort very much.

# Challenges we overcame:

- Constant security threats from the affiliates of the Taliban and ISIL for the members of Laaluanar Challenging Extremism team. (Four Northern provinces of Afghanistan are reported to be a battle ground for ISIL and 10 other provinces for Taliban.)
- Severe weather conditions
- Risk of being targeted and tortured by the local extremists.
- Several different networks tried to identify the people behind the campaigns.
- Being isolated by some of the community members because they disliked what we have achieved.
- Budget limitation – contribution of members
- Lack of access to social media for all audience groups
- Internet problems: as they are sometimes weak

Mahdi Haidarzai, 22 years old and member of the team was appointed to distribute the hard copies of the “Essay Writings Competition” to Balkh District so more students from suburb and rural areas could participate in the competition, but unfortunately he was beaten and injured by local extremists to give up and to stop working for the team. He was in hospital for several days.

The Challenging Extremism team was stationed in northern city of Mazar-e-Sharif which during the campaign, several neighboring provinces including their districts were active zones of war by terrorists and extremists. A district named “Aqcha District” in distance of 90 km (one hour distance by car) from Mazar was an active zone of war in the last days of the Campaign. (10-30 April) Campaign.

# Recommendations:

- Consider Afghanistan as an exceptional member of CVE initiative
- We have found in our researches that the best way to challenge Extremist groups like ISIL is to use the Islamic sources (Holy Quran and Sayings of Prophet Mohammad (PBUH)) to Challenge them and to showcase that they and their mission are fake and un-Islamic. Using another sources to challenge them are less effective because the religious societies seek for authentic sources and they sometimes think that another sources are deceptive. Islamic verses can effectively challenge them and can disclose their real identities.
- We have found that by more budget and resources, we can widen our activities and we can best challenge the Extremist groups in Afghanistan.
- Consider Afghanistan as the reign of terror and an active battle ground for Extremists and fundamentalists. More other programs are needed to be launched to denounce terrorism and extremism for ensuring the stability in Afghanistan and in the world.



# Supports, Partnerships and Appreciations:

The following universities and organizations declared their full support for continuing the Challenging Extremism Effort in Afghanistan.



- Aria and Rahnaward universities pledged to help us in continuing our efforts and to launch new campaigns for the rural public.
- ATN News Pledged to launch more TV programs including debates, discussions and campaigns to challenge Extremism in Afghanistan.
- ISS: (International Strategic studies) pledged to help us to deepen our researches on Extremism and Terrorism in Afghanistan.

We the members of Laal-u-Anar Foundation want to appreciate the philanthropic and altruistic efforts of the State Department, Edventure Partners and those involved in this great program. We really enjoyed implementing the Challenging Extremism Effort in Afghanistan.