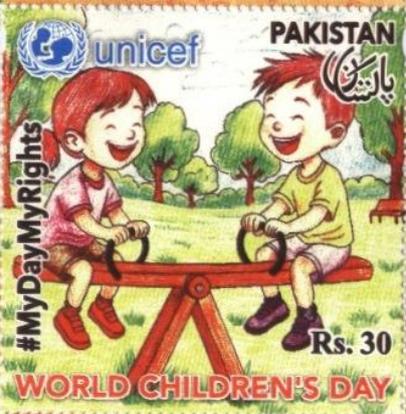
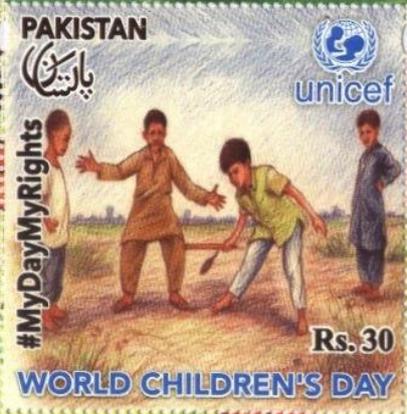
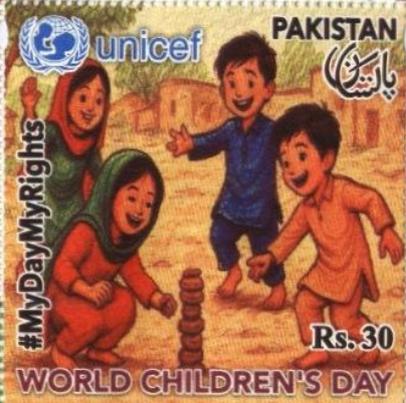
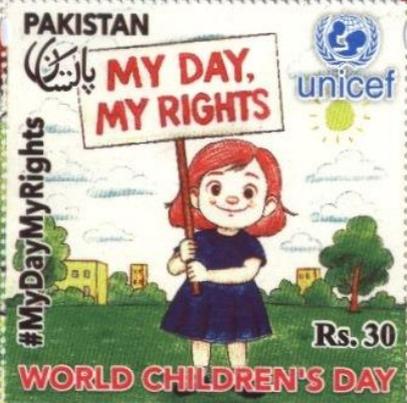




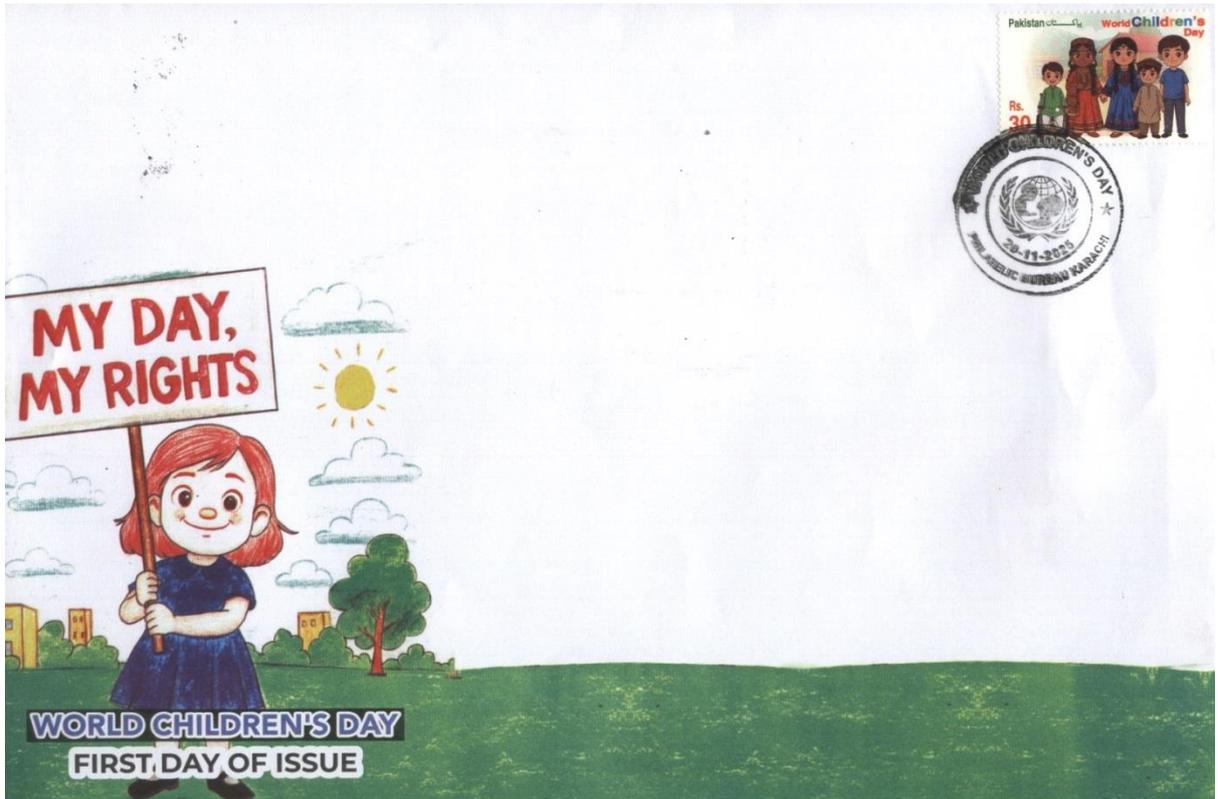
WORLD CHILDREN'S DAY PAKISTAN

MY DAY, MY RIGHTS

پاکستان



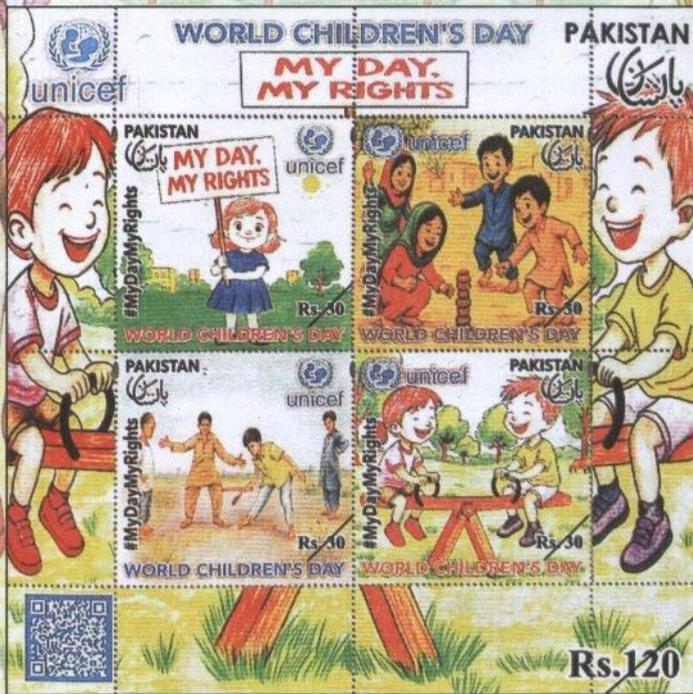
Rs.120



2025-24



WORLD CHILDREN'S DAY  
COMMEMORATIVE POSTAGE STAMP  
AND SOUVENIR SHEET  
NOVEMBER 20, 2025



**WORLD CHILDREN'S DAY  
COMMEMORATIVE POSTAGE STAMP  
AND SOUVENIR SHEET  
NOVEMBER 20, 2025**

**SALIENT FEATURES**

Size of Stamp : 49 x 30.8 mm

Size of Print : 46 x 28.8 mm

Number of Stamps :

in a Sheet : 4 x 5 (20 Stamps)

Perforation : 13 C

Denomination : Rs.30/-

Size of Souvenir Sheet : 165 x 165 mm

Denomination of Souvenir .

Sheet : Rs. 120/-

Perforation of

Souvenir Sheet : 13 C (Elliptical)

Number of Stamps

in the Souvenir Sheet : 2 x 2 (4 Stamps)

Colours : CMYK

Printing Technology : Lithography Offset

Paper : 100 GSM Water Mark

Gummed Paper

Gum : PVA

Quantity of Stamps : 0.05 Million (50,000)

Quantity of Souvenir Sheet : 10,000

Stamp Design : Supplied by Customer

Designers of Souvenir Sheet : Abu Obaidah Ayyaz &

Hasnain Mahmud

Artwork, illustrations : Mubashair Naseer

(clockwise stamp1,4)

Printer : Pakistan Security Printing

Corporation, Karachi

**WORLD CHILDREN'S DAY  
COMMEMORATIVE POSTAGE STAMP  
AND SOUVENIR SHEET  
NOVEMBER 20, 2025**

**World Children's Day: Commemorating Children's Rights and National Commitments**

World Children's Day, observed annually on 20 November, is a global observance dedicated to promoting and protecting the rights of children across the world. First established in 1954 by the United Nations, the day was created to foster international solidarity, increase awareness among children and adults alike, and encourage nations to take action toward improving children's welfare. This date is also historically significant because it marks the adoption of two key instruments:

The UN Declaration of the Rights of the Child (1959), and The UN Convention on the Rights of the Child (CRC) (1989), the most widely ratified human rights treaty in history.

These instruments affirm the inalienable rights of every child to survival, development, protection, and participation—regardless of race, gender, nationality, or social background.

World Children's Day is not only a celebration of children but a call to action. It urges governments, organizations, civil society, and individuals to renew their efforts to ensure that every child is given the chance to grow up in an environment that nurtures their potential, protects their dignity, and empowers their voice.

**Pakistan's Commitment to Children's Rights**

As a signatory to the Convention on the Rights of the Child, Pakistan has long recognized the importance of protecting the rights and well-being of its youngest citizens. With children accounting for nearly 40% of Pakistan's population, their development is vital to the country's future.

Over the years, Pakistan has taken several key steps at the federal and provincial levels to fulfill its commitments to child rights, with notable progress in legislation, education, health, and child protection.

### **1. Legislative Measures**

Pakistan has enacted several laws to institutionalize child rights and protection frameworks. Notable among these is the National Commission on the Rights of the Child Act, which led to the establishment of the NCRC — a statutory body responsible for monitoring child rights and advising on policy improvements. Provinces such as Punjab, Sindh, and Khyber Pakhtunkhwa have also enacted child protection laws and set up child protection bureaus to provide shelter, legal support, and rehabilitation for vulnerable children.

### **2. Education Initiatives**

Education remains a central focus of Pakistan's child development strategy. Programs like the Ehsaas Education Stipend and Waseela-e-Taleem aim to reduce dropout rates and encourage school enrollment, especially for girls in underserved communities. The government is also working on curriculum reforms, teacher training, and inclusive education practices to ensure quality learning for all.

### **3. Health and Nutrition Programs**

To address child mortality and malnutrition, Pakistan has implemented nationwide immunization drives under the Expanded Programme on Immunization (EPI). Nutrition-focused initiatives target stunting and wasting in early childhood, with a special emphasis on maternal and child health. These programs are supported by development partners like UNICEF, WHO, and GAVI.

### **4. Child Protection Mechanisms**

Pakistan has made efforts to build institutional mechanisms to protect children from abuse, exploitation, and neglect. Child protection units, helplines, legal aid centers, and safe shelters have been established in

various districts. The government also works in collaboration with civil society organizations and international partners such as Save the Children and UNICEF to train law enforcement personnel and build community awareness.

#### **Pakistan Post's Role in Public Awareness**

In 2025, Pakistan Post contributed to these national efforts by issuing a commemorative postage stamp on the occasion of World Children's Day. The stamp is more than a collectible—it is a symbolic and educational tool that carries an important message across the country and beyond.

The issuance of this stamp not only commemorates the day but also serves to raise awareness, spark national conversation, and promote empathy toward the realities children face in Pakistan and across the world.

Pakistan Post has a longstanding tradition of using philately as a platform for social messaging, and this stamp continues that legacy by highlighting children's rights and the importance of collective responsibility. It's important to highlight that Pakistan Post is issuing a souvenir sheet which showcases the traditional games of Pitthu Garam and Gulli Danda. Aim is to preserve and promote Pakistan's cultural heritage and signify the country's vibrant traditions to the world.

World Children's Day is a global reminder that every child matters. It's a day to reaffirm the belief that children are not just passive recipients of care—they are individuals with voices, rights, and dreams that deserve protection and realization.

Pakistan's ongoing efforts—in legislation, education, health, and awareness—demonstrate a growing national commitment to building a better future for all children. The release of the commemorative stamp by Pakistan Post is a creative and meaningful way to extend this commitment beyond policy and into the public imagination. By celebrating World Children's Day with purpose and action, Pakistan sends a clear message:

We hear our children. We stand with them. And we are working for a future where every child can thrive."

### **My Day, My Rights**

From the moment the sun rises, children wake up to a world shaped by choices they didn't make. But every child, everywhere, also wakes with rights. Including the right to be protected, to learn, and to have their voice heard.

It's time to listen to children. To understand what their lives are like and how their rights are present, missing, or pursued every day.

Let's amplify children's voices and stand up for the rights of every child. Due to the same reason, Pakistan Post decided to issue the Souvenir Sheet that figures the World Children's Day 2025 theme: My Day, My Rights.

On World Children's Day, Pakistan Post is issuing a Commemorative Postage Stamp, denomination Rs. 30/- and Souvenir Sheet of denomination Rs. 120/- on November 20<sup>th</sup>, 2025.

#### **TERMS OF SALE**

This Commemorative Postage Stamp and Souvenir Sheet will be available for sale from November 20<sup>th</sup>, 2025 at all important Post offices in the country.

Overseas orders for Postage Stamps and Souvenir Sheets, First Day Issue Covers and Leaflets should be addressed to the Manager, Philatelic Bureau Karachi, GPO or Manager national Philatelic Bureau, Islamabad GPO, accompanied by a Bank Draft or Crossed Cheque encashable in Pakistan.

Issued by  
**THE DIRECTOR GENERAL, PAKISTAN POST, ISLAMABAD**  
[www.pakpost.gov.pk](http://www.pakpost.gov.pk)