Orientation Session on Gender, Prevention of Sexual Exploitation, Abuse and Harassment (PSEAH), and Code of Conduct

BWSPIP Component A organized an orientation session for project staff on Gender Equality and its Fundamental Concepts, Prevention of Sexual Exploitation, Abuse and Harassment (PSEAH), and the implementation of the project's Code of Conduct. The session aimed to enhance participants' understanding of gender-related concepts, promote professional and ethical behaviour, strengthen awareness of safeguarding responsibilities, and reinforce a workplace culture based on dignity, respect, equality and zero tolerance for sexual exploitation, abuse and harassment.

The session was attended by Mr. Barkatullah Kakar, Project Director, BWSPIP Component A; the Project Director of BWSPIP Component B; the Project Director of IFRAP; and staff members from across BWSPIP. Deputy Directors and representatives from the Agriculture, Environment and Irrigation Departments also participated, reflecting the importance of collective institutional engagement in promoting gender equality and safeguarding within project implementation.

At the outset, Mr. Barkatullah Kakar, Project Director, BWSPIP Component A, welcomed all participants and highlighted the importance of the orientation in strengthening staff understanding of gender equality, safeguarding principles and professional responsibilities. He emphasized the need to ensure that all project personnel adhere to ethical standards and contribute towards establishing a safe, inclusive and respectful working environment. He also acknowledged the importance of integrating gender considerations and PSEAH measures into project activities and institutional practices.

The orientation was facilitated by Ms. Saima Javaid, Gender Specialist, BWSPIP Component A. The session covered fundamental gender concepts, including the distinction between sex and gender, gender roles and stereotypes, gender equality and equity, and the importance of gender-sensitive approaches in development interventions. Particular emphasis was placed on understanding how gender inequalities and power imbalances can create vulnerabilities and barriers for women and other marginalized groups in accessing project opportunities and benefits.

A dedicated session focused on the Prevention of Sexual Exploitation, Abuse and Harassment (PSEAH), explaining key concepts, prohibited behaviours, forms of sexual misconduct, and the responsibilities of project staff in preventing and responding to such incidents. Practical examples and workplace-related scenarios were discussed to help participants understand how sexual exploitation, abuse, harassment, intimidation, coercion and misuse of authority may occur in project settings, including construction sites, field operations and interactions with local communities and beneficiaries.

The importance of the Code of Conduct was also highlighted, particularly its role in defining acceptable standards of behaviour for project personnel, consultants, contractors and other associated workers. Participants were sensitized to the importance of maintaining professional boundaries, respecting the dignity and rights of others, avoiding abuse of authority, reporting suspected misconduct through established channels, and ensuring confidentiality and protection against retaliation. The session further emphasized that access to employment, wages, project assistance, services or other benefits must never be linked to sexual favours.

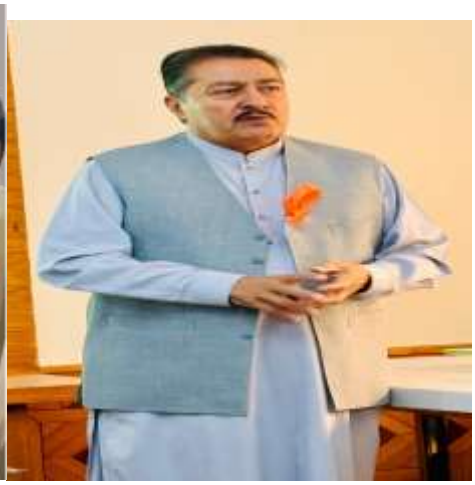
Participants actively engaged in the discussions and appreciated the initiative, recognizing the orientation as an important step towards strengthening institutional awareness, accountability and safeguarding practices. The session was considered highly informative and useful in enhancing participants' understanding of gender equality, PSEAH principles and their individual and collective responsibilities in ensuring a safe and respectful project environment.

Towards the conclusion, participants were also briefed on the significance of the **16 Days of Activism Against Gender-Based Violence Campaign (25 November–10 December)**. The discussion highlighted the importance of collective action, institutional commitment and sustained awareness-raising to prevent and respond to all forms of gender-based violence. Participants were introduced to the 2026 campaign theme and its relevance in strengthening advocacy, challenging harmful practices and promoting a society free from violence and discrimination.

To mark the campaign and demonstrate solidarity with the global movement to end gender-based violence, participants wore orange ribbons, symbolizing a shared commitment to a future free from violence. The event concluded with a cake-cutting ceremony, attended by representatives and Gender Specialists from other World Bank-financed projects, who joined the occasion in a spirit of solidarity and collective commitment to advancing gender equality, safeguarding and the prevention of gender-based violence.

The orientation served as an important awareness-raising initiative and reinforced BWSPIP's commitment to promoting gender-responsive project implementation, strengthening PSEAH measures and fostering a safe, inclusive and accountable working environment for staff, contractors, communities and project beneficiaries.


Prevention of Sexual Exploitation,
&
DE OF CONDUCT








CODE OF CONDUCT






CODE OF

