

# Project Portfolio



## Agriculture and Livestock



Empowerment thru  
Creative Integration

[www.eci.org.pk](http://www.eci.org.pk)



2023

34

## 8-day training on Agribusiness Management and Marketing



In order to enhance the capacity of those related to agribusiness, (farmers, Agri workers and home-based workers) SMEDA launched a project and hired ECI for the purpose. These trainings were conducted separately in Khairpur, Shahdadpur, Sanghar, Khuzdar and Pishin with presence of male and female participants. In these trainings 450 participants were trained. These trainings enabled participants to explain the concepts of agribusiness and business management. They got to know about the agribusiness marketing, innovation and value addition along with importance of agribusiness marketing and key linkages.

2022

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## Training Module Development of 11 Commodities



FAO is implementing selected outputs of an EU funded project titled 'Growth for Rural Advancement and Sustainable Progress (GRASP), managed by ITC, in Balochistan and Sindh. The GRASP program goal is to contribute to "Reduction of poverty through developing sustainable economic growth in rural areas of Pakistan". ECI team members were awarded this assignment where the team is working with FAO Sindh and Balochistan for revamping of 11 commodity modules on horticulture and livestock. Once the modules are completed, the team will deliver Training of Trainers so that these modules can be disseminated to a larger target audience.

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## Customization and production of existing behavior change communication (BCC) materials to promote fortified wheat flour in Pakistan



ECI was contracted by Nutrition International for Customization and production of existing Behavior Change Communication (BCC) materials to promote fortified wheat flour in Sindh and Baluchistan Province of Pakistan and Developing IEC Material for advocacy with Government. For this assignment, ECI consulted the relevant Government Departments, Millers Associations and the target audience of the BCC material. Based on the findings of these consultations, ECI team customized the existing BCC material including modification of available audio and video material. Further, innovative, gender-responsive, and context-specific advocacy IEC (brochures, flyers, booklets, giveaways, folders etc.) material was also developed.



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**Agriculture training programme for SMEs in Pakistan**



ITC with the support of the European Union has designed a GRASP project to reduce poverty and improve agribusiness practices of farmers and SMEs in 10 districts in Balochistan working on selected value chains. ECI has developed the modules for this training and has delivered trainings. For horticulture and livestock SMEs, ECI conducted a 17-days training program consisting of five modules. The training was focused on curriculum for agribusiness management, marketing, agriculture finance, value addition and innovation, and managing agriculture cooperatives.

2021

30

**FFS Manual Translation**



CEO of ECI was awarded a project to develop a training manual on setting up a Farmer Field School (FFS) in KP Pakistan. This training manual is being translated in Urdu.

2020

29

**Communication/Facilitation Skill - FA3-s2 Training**



The training covered the essential aspects of understanding the concepts of training and facilitation including adult learning approaches and the use of facilitation techniques for effective conduct of trainings.

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**Trainers - Farm Business School**



ECI conducted two 10-day training of trainers for FOOD AND AGRICULTURE ORGANIZATION (FAO) field team and made them aware about the key concept of Farm Business School. After this training the trainees conducted session with farmers in their respective areas like North & South Waziristan, Khabar & Kurram Agency and Bannu.

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**Training for management development**



ECI conducted ToT on livestock & Agriculture & livestock as Business with 28 trainers in Quetta. The trainees belonged to district Quetta, Pishin, Khuzdar, Zhob and Lasbela. In the second round of trainings, ECI conducted 10 1-day training (2 in each district with males and females) from the above-mentioned districts and trained 266 participants.



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**Delivery of 5 days five ToTs on Enterprise development**



These Training were conducted in Nawab shah, Sanghar, Mirpur Khas, Khairpur and Tando Muhammad Khan. The trainings covered the content regarding Livestock and Agriculture project implemented by CSSP.

2019

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**Training on Facilitation Skills for Agriculture and Livestock Officers**



ECI conducted four 02-Day Sessions on "Facilitation Skills for Staff of Department of Agriculture, Baluchistan" in NARC where JICA in coordination with NARC is working to develop the capacities of the Agriculture and Livestock Officers. In these four batches of trainings, 105 agriculture and livestock officers were trained (25 in first batch; 30 in second batch; 25 in third batch and 25 in fourth batch).

24

**08-Day Training on PC-1 Preparation and Proposal Writing – DoA, Gilgit Baltistan**



Under Economic Transformation Initiative (ETI-GB) of Directorate of Agriculture Extension, Government of Gilgit-Baltistan, ECI was contracted by DoA to conduct 08- day Training of Trainers on PC-1 Preparation and Proposal Writing for 10 senior staff members of the Agriculture Department, Gilgit-Baltistan. ECI develop training curriculum for 08-Day training including participant handbook and tools of financial and economic analysis. The 08 Day Residential Training was conducted by ECI in Islamabad. The purpose of the training was to equip the agriculture and livestock staff with skills related to proposal writing.

2017

23

**10-Day ToT on "Effective Facilitation Skills"**



A 10-day ToT was conducted for Agriculture Officers from Department of Agriculture Gilgit-Baltistan (DoA GB) under the Economic Transformation Initiative Gilgit Baltistan funded by IFAD. This 10-Day Training of Trainers developed the capacity of 20 agriculture extension and livestock staff so they can facilitate different awareness, training and orientation sessions on extension topics. A module was adapted for the purpose and an exposure visit was also conducted.



After the successful completion of the first batch, ECI was also recruited to conduct another ToT on the same theme for another batch of 20 staff members of DoA-GB.

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## Material Development for Promotion of Value-Added Fruits and Extension Skills for Farmers



For National Agricultural Research Centre (NARC) and with the support of Japan International Cooperation Agency (JICA), ECI designed and translated a booklet on the subject of "Compost". This booklet was distributed among farmers of KPK for developing their skills on effective farming techniques and increasing their productivity.

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## Half- Day Training Session on Facilitation Skills



For NARC, under JICA Project, Empowerment Thru Creative Integration (ECI) Private Limited, successfully devised and delivered 10 half-Day training sessions on 'Effective Facilitation Skills' for the Agriculture and livestock Officers (NARC) in Islamabad. The crash course was specifically designed to enhance the capacities & competencies of the trainees around essentially required facilitation & training skills.

2016

20

## Institutional Development Training for Farmers Milk Cooperatives



An initiative of PLAN Pakistan, "Rural Women's Economic Empowerment through Enhanced Participation in South Punjab's Dairy Sector" aims to increase access and control of economic resources for women. To this end, 250 institutions of Farmer Milk Cooperatives (FMC) were organized, which will serve as platforms to achieve the objectives of the project. For this purpose, the capacity of 1,250 Executive Members of the FMC in Muzaffargarh, Layyah and Vehari was built so that they can manage these platforms as formal institutions, on the following modules

2015

19


## 5-day Training on Effective Agriculture Extension Skills



The JICA team assessed the need for training extension workers in Gilgit Baltistan, who are/will be engaged in mentoring and handholding of farmers in Gilgit Baltistan. It was realized that the extension workers required improvement in their facilitation skills, as well as other relevant soft skills, in order to perform their extension service effectively. In this regard, Empowerment thru Creative Integration Private Limited was contracted to impart the "5-



Day training on Effective Agriculture Extension Skills" for 26 selected extension workers for filling out the identified gaps.

<b>18</b>	<b>Half- Day Training Session on Facilitation Skills</b>	 <b>NARC</b> Nepal Agricultural Research Council
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For NARC, under JICA Project, Empowerment Thru Creative Integration (ECI) Private Limited, successfully devised and delivered a half-Day training session on 'Effective Facilitation Skills' for the Agriculture and Livestock Officers (NARC), on 16th Sep, 2015 in Islamabad. The crash course was specifically designed to enhance the capacities & competencies of the trainees around essentially required facilitation & training skills.


<b>17</b>	<b>Training on Value-chain &amp; Marketing in Agri-Business for Farmers</b>	 <b>SRSP</b> SARHAD RURAL SUPPORT PROGRAMME <b>SDF</b>
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As an open training course, Empowerment thru Creative Integration (ECI) carried out a "4-Day Training on Value Chain & Marketing in Agri and Livestock businesses" for SRSP & SDF beneficiaries in Islamabad. The training was aimed at brushing up the marketing skills of 31 farmers and livestock owners.

The main focus of this training centered round facilitating farmers and livestock owners in grasping the core concepts of value chain analysis, screening their farming products & effectively marketing them, and maximizing profit and output.

<b>16</b>	<b>Training on "Value Chain in Livestock Fattening Business"</b>	
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As an open Training Course, ECI conducted a 2-day Training on "Value Chain in Livestock Fattening Business" in Soon Valley, Khushab, which helped equip 18 beneficiaries with the essential skills required to devise Value Chain Mapping.

<b>15</b>	<b>Training focused on Value Chain in Livestock</b>	
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For SVDP, ECI conducted a "2-day Training on Value chain in Livestock Fattening Business" for the express purpose of enhancing the capacity of 21 members of SVDP Staff regarding value chain development, in district Khushab.

<b>14</b>	<b>Capacity Building of Extension Workers in Gilgit-Baltistan for JICA</b>	
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The JICA team assessed the need for training extension workers in Gilgit Baltistan, who are/will be engaged in mentoring and handholding of farmers in Gilgit Baltistan. It was realized that the extension workers needed improvement in their facilitation skills and other




relevant soft skills in order to perform their extension service effectively. In this context, Empowerment thru Creative Integration Private Limited was contracted to impart the “5-Day training on Effective Agriculture Extension Skills” for 22 selected extension workers that would fill the identified gaps.

2014

13	<b>Effective Agriculture Extension Skills for Agricultural Extension Workers</b>	
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JICA, an international organization, assessed the need for training extension workers in Gilgit-Baltistan, who are/will be engaged in mentoring and handholding of farmers in Gilgit-Baltistan. It was realized that the extension workers required improvement in their facilitation skills, as well as other relevant soft skills, in order to perform their extension services effectively. In this context, Empowerment thru Creative Integration Private Limited was contracted to impart trainings for selected extension workers that would fill the identified gaps. To this end, ECI designed and delivered the 6-Day training on Effective Agriculture Extension Skills to train 11 extension workers.

12	<b>Agri-Business Development for Tunnel Farmers</b>	
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The USAID Agribusiness Project (UAP), in collaboration with the Agribusiness Support Fund (ASF), aims to enhance completeness of agricultural value chains in Pakistan with a focus on horticulture and livestock. In the first year of this five-year project, UAP is focusing on providing technical assistance in order to ensure agribusiness capacity building and developing a partnership window through cost-sharing grants for innovative farmers. As part of their capacity building initiatives for the grantees, ASF partnered with ECI for conducting Enterprise Development Training workshops for these farmers focused on high-tunnel farming. For this purpose, ECI designed and developed a specialized curriculum for the farmers after conducting an in-depth Training Needs Assessment which comprised of group activities, case-studies, and exposure visits to major markets in the locality. A total of 90 farmers were trained from KPK, Punjab and ICT regions.

11	<b>Center Assessment, Value Chain Research &amp; Capacity Building of Partner Organizations</b>	
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ECI designed and developed toolkits for carrying out area assessment and value chain research for TroCaire, followed by enterprise development trainings for 8 Partner Organizations of TroCaire:

- Feasibility study on economic and social profile of area for BHS
- Feasibility study of tailoring and embroidery products and feasibility of a vocational center for BHS



- Enterprise Development Trainings of BDSPs for BHS
- Developed Business Skills Curriculum for BHS
- Developing a marketing plan for entrepreneurs by BDSPs through market surveys for BHS
- Business Skill Trainings for GRDO
- 2 days training on Risk Management and 1-day workshop and 2-day mentoring support for GRDO
- Central Assessment component for the project "Developing milk value chain for sustainable livelihood for RWF"
- Refresher Training Plan for TOT Enterprise Development and Livestock Management for RWF
- Market Analysis, Mapping and Value Chain Analysis for PFF
- Market Analysis for RDF
- Enterprise Development & Business Planning Training for RDF
- Advance ED Training for Partners
- Enterprise Development Training for PDI
- Conduct FGDs, Center Assessment and Enterprise Development Trainings for IRC
- Developing marketing plan for entrepreneurs by BDSPs through market surveys for IRC
- Development of tools, orientation and supervision of baseline survey for 8 POs of TroCaire

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## Agri-Business Development for Tunnel Farmers



The USAID Agribusiness Project (UAP), in collaboration with the Agribusiness Support Fund (ASF), aims to enhance completeness of agricultural value chains in Pakistan with a focus on horticulture and livestock. In the first year of this five-year project, UAP is focusing on providing technical assistance in order to ensure agribusiness capacity building and developing a partnership window through cost-sharing grants for innovative farmers. As part of their capacity building initiatives for the grantees, ASF partnered with ECI for conducting Enterprise Development Training workshops for these farmers focused on high-tunnel farming. For this purpose, ECI designed and developed a specialized curriculum for the farmers after conducting an in-depth Training Needs Assessment which comprised of group activities, case-studies, and exposure visits to major markets in the locality. A total of 90 farmers were trained from KPK, Punjab and ICT regions.

2012

9

## Training on "How to be an Effective BDSP & Tips and Techniques of | Tunnel Farming"



A capacity building program for raising awareness and technical know-how of Business Development Service Provider (BDSPs) regarding 'Tunnel Farming' was designed and implemented by ECI. The 5-day training covered the following: importance of tunnel farming with respect to modern agriculture techniques and economic growth, tunnel





farming procedures, feasibility and business plans for different types of tunnels, designing of a marketing strategy for selling of tunnel farming related services, compilation of a list of suppliers and service providers of tunnel equipment, and list of prospective buyers of the equipment and services.

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## Opportunities to Finance Hybrid Value Chains in Pakistan



As a peer reviewer and local partner, ECI worked closely with the Pakistan Microfinance Network (PMN) and Hystra – an international consulting firm – to adapt international hybrid value chains to the Pakistani context. Funded by the State Bank of Pakistan and DFID, this project aimed to introduce the transformative concept of hybrid value chains into Pakistan through pilot projects that will be implemented in the near future. Working closely with stakeholders from the development, private and government sectors the project aimed to develop hybrid value chain models for Pakistan in the following sectors: Safe drinking water, agribusiness an access to markets for farmers, financial inclusion of the poorest, dairy development and affordable housing. In addition to supporting PMN vis-a-vis identification of appropriate stakeholders for the workshop, ECI also added local context and experience of working across Pakistan to the project team.

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## Formation & Strengthening of Farmer Enterprise Groups (FEG)



In continuation of ECI's long-standing Farmer Enterprise Group (FEG) project where ECI has worked with ASF to mobilize over 4000 farmers into enterprise groups, the organization worked with the USAID 'Agribusiness Support Project' to work with 3 women's FEGs from the villages of Jabbi, Booni-Behek and Chirah situated outside of Islamabad and Rawalpindi. Once formed, FEGs were taken through a capacity building program featuring enterprise development training, technical training in pickle-production as well as exposure visits and linkage building activities. Marketed under a newly established brand 'La Jawaab Achaar' this pickle is made by groups at three village-based production centers and sold in both Islamabad and Rawalpindi.

2011

6

## Competency Based Enterprise Development Trainings



Under the Women Entrepreneurship Development Project, World Vision contracted ECI to conduct ten 6-days Competency Based EDT's for 136 female participants in four Union Councils of tehsil Abbottabad: Nathiagali, NamliMera, Bagnoter and NagriBala. Women were trained in three competencies "Power, Planning & Achieving" for enterprise development in order to help them in planning and executing their business at local level



and also help them learn about the pre-requisite skills of successful entrepreneurs in business trades of tailoring, embroidery, candle making, goat fattening, crochet & bead work. These trades were identified after a detailed market assessment of each union council.

5

### Formation & strengthening of 340 Farmer Enterprise Groups (FEG)



From 2007 – 2011 ECI has worked with the Sarhad Rural Support Program and Agri-Business Support to implement a specialized capacity building program for small-landholding farmers that focused on formation and strengthening of 340 Farmer Enterprise Groups in Charsadda, Peshawar, Nowshera, Haripur, Mansehra, Mardan, Abbottabad, Battagram, Upper Dir and Karak districts of KPK. Once formed, each group was given need-based team-building, organizational development, management, enterprise development and technical trainings in order to facilitate the development of a group business plan based upon which each group received a grant from ASF.

4

### Capacity Building Program to Support implementation of Oxfam's 'Food Security' Project



From 2010 – 2011, ECI worked with Oxfam GB to support the organizations 'Food Security' project via a multi-tiered agri-business-based capacity development initiative in Sindh and Baluchistan with the following components:

Capacity Building and Group Strengthening of village-based small landholding Farmer Organizations (FO) with a special focus on collective enterprise development. Fifteen 2-day workshops were designed and implemented by ECI in Dadu, Sanghar and Musakhail. Experiential training material was designed especially for the semi-literate audience and focused on key issues that might hamper the success of any FO, highlighted bottlenecks and potential sources of conflict and worked with Farmers to identify possible solutions.

Capacity Building and Group Strengthening of district-based Producer Organizations (PO) – an apex body with representation from each partner organization. ECI worked closely with Oxfam's implementing partner organizations to select 2 individuals from each FO – using the personal entrepreneurial competencies approach – for membership of the PO. A total of 524 participants from newly-formed POs in Dadu, Sanghar and Musakhail were mobilized for collective actions such as group buying and selling, linking with bigger buyers and other key value chain actors, support services and enablers. Further selected PO members were trained as enterprise trainers with a special focus on the entrepreneurial approach, systematic planning and management, acquiring market information as well as the 'PO' as business entity.

Capacity Building of Oxfam's Partner Organizations (SAFWCO and BEEJ) for effective implementation and monitoring of the enterprise-based Food Security project.



3

## Orientation to Enterprise Development Models in Pakistan

**Afghanaid**

To further support an on-going institutional development program for Afghan Aid – a UK-based Afghan NGO – a 14-day “Orientation to Enterprise Development Models in Pakistan” was designed and implemented for Afghan Aid head-office and field staff members. In addition to a classroom component that focused on training in enterprise concepts; the pros and cons of different livelihood models implemented in Pakistan and training in program management, the capacity building experience featured a practical dimension of exposure to the field. Participants had a chance to meet the stakeholders and beneficiaries associated with enterprise development programs, and evaluate their progress. This involved visits to the Farmer Enterprise Groups created in KPK, community-based Business Development Service Providers like Badbaan in Haripur and exposure to an ongoing training designed to improve livelihoods of the vulnerable target beneficiaries of the Benazir Income Support Program. Participants were also given an orientation to the operating mechanisms of organizations like Akhuwat, which provides interest-free microcredit; Behbud, a philanthropic organization promoting the products of home-based workers; and Tarnab Farms, a research institute that is an example of an important linkage for those involved in agribusiness. The training was conducted by experienced facilitators in English, Dari and Pushto.

2

## Market Survey & Market Strategy for Household Enterprise Development and Women’s Enterprise Development

**World Vision**

World Vision contracted ECI (Empowerment thru Creative Integration) to formulate a Market Strategy Plan for ten selected villages in four union councils (Bagnoter, NamliMaira, Nathiagali and Nagri Bala), Abbottabad. This research was to identify means of achieving the objectives of both Household Enterprise Development (HED) and Women Entrepreneurship Development (WED) in the region. Using a specially designed tool-kit, the ECI team of 13 people conducted a Centre Assessment and Market Research for the ten selected villages. A total of 20 FGDs and 80 individual interviews were conducted during the center assessment, half with women and half with men. The market research was carried out with objective to create a market profile and identify sub-sectors for intervention, within which feasible businesses could be developed for WED and HED respectively. Specific products were identified in each subsector on the basis of the area profile and general household profiles, available skills, resources, facilities and demand. A marketing strategy and business feasibilities were prepared for the viable introduction of enterprise in the region.

A one-day stakeholder workshop was held in Nathiagali to share the research findings and the Project Implementation Plan (PIP) with key stakeholders, including representatives from the villages and local development organizations. Their feedback and input were taken on board to validate the findings and finalize recommendations for future action.



1

## Capacity Development of community-based Business Development Service Providers (BDSPs)



For the Baluchistan Rural Support Program (BRSP), ECI worked to design and implement a community-based capacity development program that focused on developing capacities of community-based activists working with BRSP for enterprise development. Through a 9-day training intervention, activists were given specialized training on how to initiate, form and build capacity of small-landholding farmers and livestock owners by organizing them into Farmer Enterprise Groups (FEGs). Further, ECI mentored and provided technical support to the second phase of the project that organized 300 farmers into FEGs who developed and implemented collective agri-businesses.