



ANNUAL REPORT 2022

A year of Accomplishments!



Empowerment thru
Creative Integration

WELCOME TO 2023!!

Sticking with a resolution for 12 months might be a statistical long shot, but it's worth the effort. Setting goals has motivational benefits and accomplishing the right goal could have a profound impact on your life. To set a goal that has the most meaning, one should follow the latest fad and the never-ending quest for perfection and focus on your goals instead. This is what ECI has done and will be following as well. ECI's resolution for the new year is to Contribute to the vision of its workplace by mastering the challenging skills and expanding the outreach with amalgamation of all the contemporary ingredients mandatory to attain the ultimate success.



TABLE OF CONTENT

| | | |
|-----|---|----|
| 1. | Foreword - Evolution never stops-Neither we do | 01 |
| 2. | Our reach and scale in 2022 | 03 |
| 3. | Key achievements | 04 |
| | ▪ Transforming individuals and communities | 05 |
| | ▪ Focusing enterprise and financial development | 09 |
| | ▪ Communicate to accelerate | 14 |
| | ▪ Digital upskilling | 16 |
| | ▪ The framework of livelihood development | 18 |
| | ▪ Research and evaluation | 21 |
| 4. | Shaping the future | 23 |
| 5. | Unleashed Awareness | 24 |
| 6. | Charity begins at home (KASB) | 25 |
| 7. | The journey towards collaborations | 26 |
| 8. | We celebrate every moment | 28 |
| 9. | Strong team spirit fuels impressive growth | 29 |
| 10. | Our strategy for the new year | 31 |

FOREWORD

EVOLUTION NEVER STOPS - NEITHER DO WE

Greetings to you all and warm wishes for the new year.

The events of 2020 have tested the world in ways few anticipated. They also tested our resilience including the strength of our people and operations, though ECI responded with speed and agility to play its part. The next 2 years (2021-2022) proved to be a driving force to implement a progressive agenda with more vigor and high aims and undoubtedly outcomes were amazing and worth mentioning. 2022 has strengthened our commitment to reach out more people with diversity and a purpose-led approach with deliverability. We have continued focusing on deliverables and helped our clients achieving their targets by accelerating innovation and determination. As individuals, in teams and together with our clients we have embraced megatrends as opportunity for growths rather than perceiving them as limitations.

Our purpose is to make an impact for our clients, our people and eventually for our society, though this is not a new purpose for us but in the contemporary scenario it feels more relevant than ever. Our aspiration is to reach more people belonging to diverse communities and take lead from commencement till accomplishment of a project.

The road to success is long yet not impossible to commute on and knock at the destination. ECI's achievements in the year just passed remained prominent whether it be the women and youth empowerment, embracing the digital realities, enterprise or business development training, health awareness or many other aspects of human lives. Growing and moving ahead with a vision to transform lives of communities, societies and individuals ECI has achieved immense success and aiming to continue with this voyage of success because this success has direct association with many others waiting to have a platform from where they can start all over again and showcase their talent. In 2022, ECI completed many projects with different clients including Women Bridges Differences and Azm-e-Nawjawan with DAI, Business Development Trainings of Returnees and Local population with

GIZ, Adult Literacy and Numeracy skills with SRSO, Basic Literacy Skills with ITL, HERessentials pilot project with BSR, Capacity Building on Eco-tourism, E-commerce and Business Development with UNDP along with conducting various other training sessions. Apart from this many new ventures were initiated while collaborating with clients like KPITB, KPEC, UNDP, SMEDA, CAWST and many others.

The most imperative thing to mention here is that in 2022, ECI has pragmatically turned its focus from conventional businesses to E-businesses with all the related components including modules, delivery of the training as well as an overall theme. In total, ECI implemented **27 projects** across more than **25 Districts** and reached around **7500 individuals** directly in this year.

ECI also believes in enhancing capacity of its employees as well along with providing them a growth based and learning environment. For ECI. Its Employees are the most vital elements for its success. As an organization ECI plans strategically for future growth, employee engagement and productivity shoots to the top of the list. Encouragement of learning opportunities, performance-based incentives, career trajectory, effective communication and flexible timing are all motivators that serve to improve productivity at workplace.

Digital transformation is one of the most prominent focuses of ECI. Formation of ECI's Digital Studio is an example of how much the organization is engrossed on this particular phenomenon. Market penetration refers to the percentage of the potential audience reached by the information dissemination efforts. Along with using the digital platforms in order to Communicate the findings and successes, ECI will remain focusing on this not only in 2023 but also in years ahead to further strengthen this platform for clients.

One of the chief conquerors from Covid-19 globally was focus on e-commerce. Pakistan has not been omitted from this trend. ECI is also taking forward this trend by adopting and embracing this

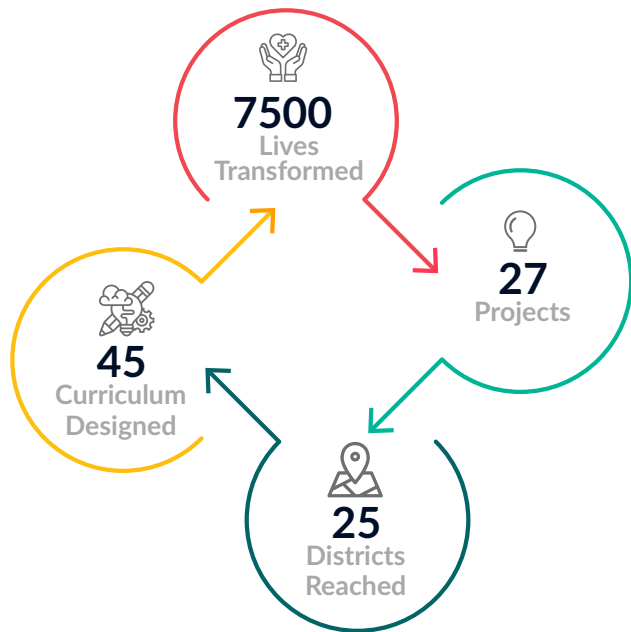
reality. Our emphasis is now to deliver our work on projects focusing E-commerce as we already started the trail last year.

Fintech is a portmanteau of the terms “finance” and “technology” and refers to any business that uses technology to augment or automate financial services and developments. The FinTech industry in Pakistan is developing rapidly, specifically in the backdrop of Covid-19. Ranging from branchless banking to financial inclusion, enhanced payment systems, adoption of financial tools, micro credit and savings, companies in Pakistan including banks, startups and telecom sector is offering online and mobile banking, micro lending, mobile wallets and payment gateways. According to SECP, there are **22 active** Fintech startups in Pakistan. However, more startups are rising above and getting funding. This also highlights the need for trainings for those ready to join this industry. Therefore, ECI will also be focusing on Fintech in 2023 to encourage and train more people so to expand outreach and striding ahead to an advanced world.

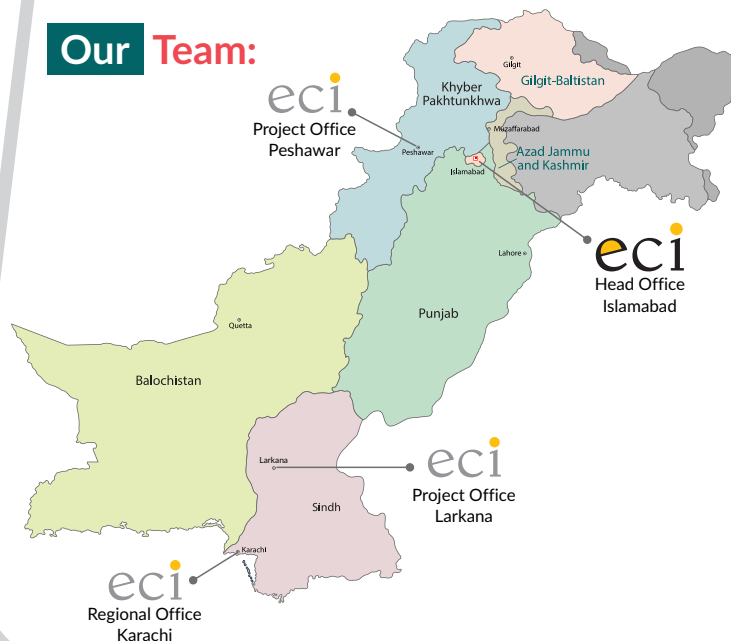



Saleem Jahangir
Managing Director

OUR REACH & SCALE IN 2022



Our Team:



Courses:



Digital Marketing



Freelancing



Digital Literacy



Ecommerce



Web Development



Graphic Designing



Animation

Areas under Focus:

Research & Evaluation



Livelihood Development



Communication



Digital upskilling & E-commerce



KEY ACHIEVEMENTS

ECI is working in different thematic areas and has established its niche in developing and designing curricula and conducting cascade roll-outs of training delivery and project implementation. Keeping this in mind, ECI is not only enhancing the scope of work to other thematic areas but also focusing on expanding the outreach. Our strategy remained with progressive based on several approaches:



Connecting for impact and this was possible due to the improved abilities to combine the deepest expertise and capabilities with our clients;



Diversity of thoughts as we kept a strong focus on our journey towards becoming a firm consisting of diverse talents and aptitudes;



Approach of investing in the future by innovating our services to be able to continue to accomplish the set goals with our clients.

Therefore, we shifted our focus on E-commerce and have invested in the technological platforms enabling a digitalized way of working in bringing in new competencies that attract the brightest talents and create an impact that matters for our clients and throughout the society.





Transforming Individuals & Communities!

Transforming life of an individual or community is indeed a greatest achievement and therefore should be carried out in a way where the recipients can get most out of it. We deliver trainings with regards to various projects and this is inspiring because these trainings help creating opportunities and deliver results that change lives. To build capacity of the vulnerable and marginalized community ECI provide them trainings under projects implemented by various prestigious organizations.

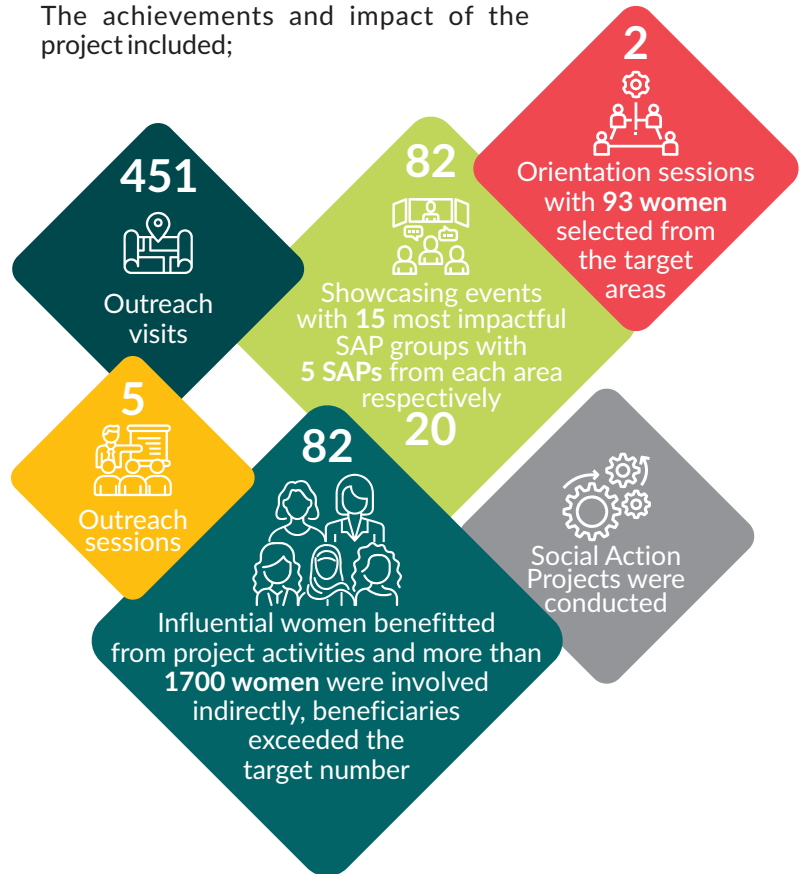


Women Bridging Differences (Karachi)



WBD was a social development project completed by ECI in collaboration with DAI. The project was implemented in three areas of Karachi i.e., *Pehlwan Goth, Chakra Goth* and *Ibrahim Hyderi*. The primary objective of the project was to create and promote inclusive peace-building processes that lead to more sustainable and effective efforts against violent extremism and conflict by specifically targeting women.

The achievements and impact of the project included;

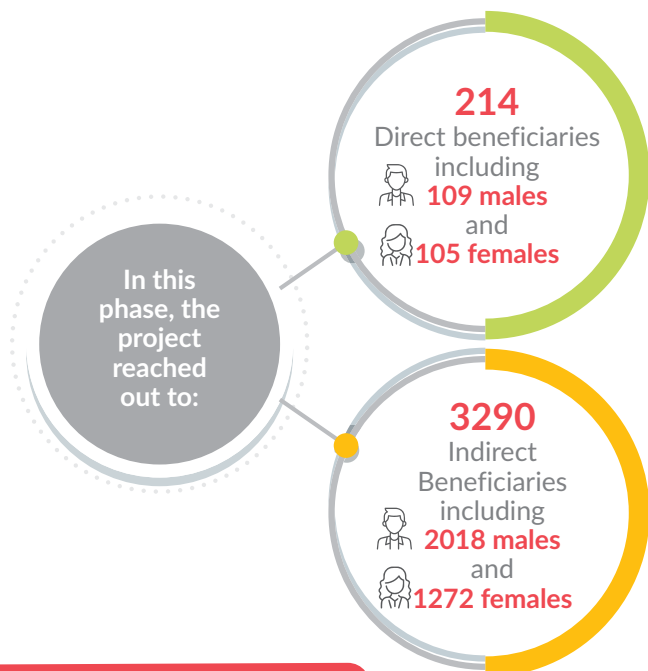


Azme Naujawan Phase – IV

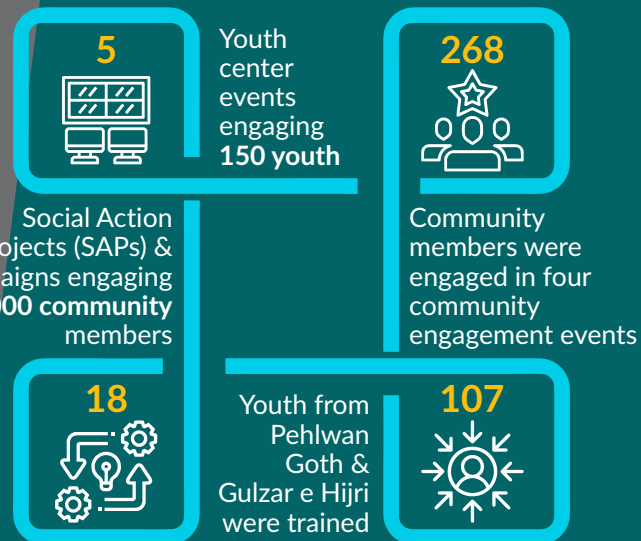


Shaping a more livable world.

ECI successfully completed fourth phase of youth development program titled Azme Naujawan funded by DAI. The purpose of this project was to provide capacity support and public space to youth for positive engagement and collaboration in social actions.



The achievements under this project are listed below:



- The youth committee from *Gulzar e Hijri* & *Pehlwan Goth* facilitated two awareness campaigns with **110** community members
- ECI Azme Naujawan team created a social media page to promote the vision and on-field activities of Azme Naujawan with the name of “*Goth se Oath*” along with the promotion on ECI & Azme Naujawan official Facebook pages. These online platforms supported in showcasing and reaching out to a wider audience for the program.
- An initiative of the “Community Youth Ambassador” was also part of the online platform to engage alumni and volunteers from communities of *Gulzar e Hijri* & *Pehlwan Goth* in a productive way. This has created an impactful outreach for the program and created support for the social action projects and campaigns. Further, it has developed a meaningful bridge for the private sector engagement.



Adult Literacy & Numeracy Skills (ALNS) Project

Adult Literacy & Numeracy Skills (ALNS) Project has successfully concluded this year. The ALNS program implemented by ECI in two target districts Larkana and Kamber Shahdadkot was aimed to benefit and equip **4000 females** with basic literacy and numeracy skills. For this purpose, ECI has established **200 Adult Literacy and Numeracy Centres** in the targeted union councils of both districts to achieve the mentioned target. The basic purpose was to enhance reading and writing skills in Sindhi, Mathematics and English languages, assist women for economic uplift, social and gender empowerment, support them for employment opportunities and self-employment initiatives. With regards to the teacher's training, **207 teachers** in both districts were trained in **2 batches**. **4320 females** were trained under this program now have the capacity to not only make a difference in their lives but also in the lives of those associated with them.



| | No of Teachers | No of Teachers certificates distributed | No of Learners enrolled | No of Learners certificate distributed |
|-------------------|----------------|---|-------------------------|--|
| Kamber Shahdadkot | 107 | 107 | 2417 | 2417 |
| Larkana | 88 | 88 | 1903 | 1903 |
| Total | 195 | 195 | 4320 | 4320 |

BSR | HERproject

Those who acknowledge not only the sacrifices of women but also men belonging to the marginalized communities are the true believers of gender equality, mainstreaming and sustainable world. BSR (Business and Social Responsibility) an organization working with its global network of the world's leading companies to build an equal and sustainable world along with ECI (Empowerment thru Creative Integration (ECI), its implementing partner in Pakistan are emulating the same voyage of believers to move forward in a progressive direction.

This pilot project was started with several kick off meetings with **7 selected workplaces**. After online interviews **350 individuals** were selected for virtual capacity building trainings. **10 Peer champions** from each workplace were also selected to further continue with the training at their places. Thereafter, multiple virtual capacity building sessions and refreshers were conducted with peer educators, workers and managements of various workplaces.





Being an imperative segment of this pilot project endline surveys were also done with all **7 workplaces** and the results were placed on the portal. Based on these results the endline survey reports were also documented to gauge the impact of the training along with highlighting the success stories of these workplaces separately. Close out meetings with all **7 workplaces concluded** the pilot project with these workplaces where BSR's journey with each workplace was presented along with distributing the training certificates among the peer champions to acknowledge their services.



Sapphire Finishing Mills



Azgard Nine Limited



Denim Clothing Company



Soorty Enterprises



Artistic Garment Industries Pvt Ltd

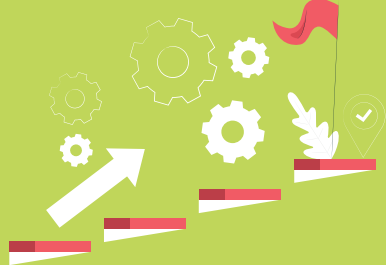


Artistic Milliners



Kings Apparel

SUCCESS STORY



Zaib Un Nisa has been working with Soorty Enterprise. She is the one participated in HERessentials training. While sharing her story Zaib Un Nisa said;

"I work at this company (Soorty). I have children and because of that I used to get very stressed whenever I received a call from home about them being sick or facing any problem. I would struggle to talk to my supervisor and ask for a leave"

She shared her experience with the training and revealed,

"However, after taking the training from the HERessentials program, I was taught how to talk to my supervisors and in-charges and how I could improve my communication skills. Now I don't face any problem while talking to them and get my leave approved easily which has reduced my tension, thanks to HERessentials".

Activities:

- 01 Kick-off meeting
- 02 Telephonic Baseline Surveys
- 03 Virtual Capacity Building Workshop
- 04 Monitoring Call by IP to Supervise Training Roll-Outs
- 05 Workers Training Roll-Outs on Eight Modules conducted in four roll-outs:
 - (i) How to Use a Tablet
 - (ii) Sharing Information with Others
 - (iii) Hygiene & General Health
 - (iv) Family Health
 - (v) Digital Financial Services
 - (vi) Managing Your Money
 - (vii) Stress Management
 - (viii) Building Harmonious Relationships

Provision of Basic Literacy Skills



In 2022, ECI concluded a Basic Literacy Program for workers of International Textile Limited (ITL). **20 sessions** were conducted with the workers for this purpose, which comprised of basic literacy skills for personal and collective growth of individual.



Focusing Enterprise & Financial Development

Financial sector development and financial inclusion matter for inclusive and resilient growth. ECI has expertise to train masses on enterprise and financial development so they can learn about the main challenges that enterprises, including small and medium-sized enterprises (SMEs), face accessing finance and how these challenges can be overcome by making financial products and services more attuned to the needs of the SMEs. ECI provide training services catering standard risk management methodologies for SME lending and review the use of technology in the financial sector.

Capacity Building Training on Enterprise and Financial Literacy



In partnership with Idara-e-Taleem-o-Aagahi (ITA), ECI led a three-day capacity building training on Enterprise and Financial Literacy for *Siyani Sahelian's* TVET trainers. The training participants were females from the areas of *Muzaffargarh, Bahawalpur* and *Rahim Yar Khan*. The three-day ToT was designed for **30 instructors** from each district representing various skill centers who were taught on basics of enterprise development and financial literacy skills. Towards the end, the instructors also presented their small business setups to the audience. These instructors were trained to teach these skills to ITA's TVET beneficiaries.



Business Development Trainings for Returning Migrants and Local Population

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

GIZ-PME (Migration for Development) has introduced a program through its implementing partner, ECI, to conduct business development trainings for economic reintegration of semiskilled migrant returnees and local population in *Islamabad* and *Lahore*. Additionally, the project also involved coaching sessions where

I want to express my appreciation towards ECI's professional team for their continued assistance during the project; consulting services on delivery of "Business Development & Management Training" sessions. The ECI's team worked closely with us throughout the entire process providing stable and consistent support.

I wish ECI all the best! And I hope to continue to work with ECI in future to support the semi-skilled returning migrants as well as local population.

Faisal Shabbir, Programme Migration for Development (PME)

the project beneficiaries were contacted to inquire about the current state of their business or career and provide them any support in terms of guidance and suggestions. By the end of 2022, ECI has successfully conducted:



Business Skills for People with Disabilities



MALC organized the Business Management Skills Training of Person with Disabilities in urban slums of Karachi conducted by ECI. ECI carefully considered the age, gender, education and fundamental limitations of the target group when designing the curriculum. The curriculum covered entrepreneurial skills, business ideas, resource mobilization, marketing, advertisement and basic finance and accounting. In 2022, two trainings were conducted with **55 participants** including **40 Males** and **15 females**.



Essential Business Skills for Small Scale Suppliers



The United Nations Development Programme (UNDP) Pakistan and the Government of Balochistan launched the Suppliers Development Programme (SDP) in 2016 in Quetta. The overall objective of this initiative was to improve stability in the province and promote economic development by providing technical assistance and support to small and medium enterprises (SMEs) in setting up and expanding their businesses.

After analyzing the ground realities and need for an intervention to increase the productivity Small Scale Suppliers (SSS) by applying supplier development program, UNDP joined hands with ECI to implement a specific methodology entitled “Growing with the Business” in Quetta. The aim was to address the private sector issues to create more inclusive markets by improving financial, administrative and productive skills of the SMEs to turn them into profitable entities through various activities.

As an initial step a one-day consultative workshop was conducted with **20 small scale suppliers** and **5 lead firms** for clear understanding of their basic capacity related issues, relevant solutions and training preferences. The findings of the consultative workshop identified potential gaps and needs along with the training requirements. In order to follow a clear course of action, the process of mapping and needs assessment of small-scale suppliers and lead firms was initiated by involving relevant stakeholders i.e., UNDP, Planning and Development department, Chamber of Commerce, suppliers, Lead firms and other public and private entities. And to carry out this need assessment process tools like KII's, questionnaire and guidelines

Suppliers Development Programme, UNDP's flagship initiative implemented in Latin America was adopted in Pakistan in 2016. SDP under the methodology of “Growing with the business” was conceived by UNDP and Govt. of Balochistan with the aim to capacitate small scale suppliers (SSS) and connect them with lead firms/business. Given the weak presence of private sector in the province, it was a huge task to identify, train and connect SSS with lead firms but ECI with its experienced team made it possible. The sectors selection reflects the true strength of the province, e.g. mining, construction, tourism, hotel management and ICT. I am confident that the SSS trained by ECI would demonstrate innovation in their businesses leading to expansion and employment creation for the capable youth of Balochistan.

Zulfiqar Durrani, Head of Office, UNDP Sub-Office Balochistan



for each targeted stakeholder were developed. An assessment report carrying necessary details of need assessment and major findings with regards to training and mentoring support of small-scale suppliers was also documented.

Based on all the mentioned activities and assessment curriculum on Essential Business Skills for Small Scale Supplier was developed and **4 training** sessions were conducted for selected suppliers by ECI in *Quetta* followed by mentoring and submission of project completion report.

Diagnostic Study of Clusters and Training on Enterprise Development Skills



Improved security situation in the newly merged region of *Khyber PakhtunKhawa* and CPEC investment paved way for future development in the region. *Khyber Pass Economic Corridor* (KPEC) is an utter need of the time. For initiation of the first component of KPEC project, a collaboration with ECI was made for diagnostic study of clusters and training on enterprise development skills in District *Khyber* and *Peshawar*.

The scope of work for this assignment is basically focusing on two pathways. The first pathway will be leading to execute the

assignment through second pathway. As part of the implementation phase, with presence of experts, ECI conducted a diagnostic study of **11 business clusters** in district *Khyber* and *Peshawar*. The study was done through a participatory process involving all the major stakeholders followed by several KII's and FDGs to assess existing jobs, potential for job creation, investment, economic viability, sustainability, gender, etc.

Based on the findings of this study, ECI is in the process of developing **11 cluster specific enterprise development skills curriculums** which will be rolled out to relevant businesses in the two districts.



Enterprise Development Training



To empower community especially women, AHKF arranged a 03-day Enterprise Development Training for its beneficiaries/ women entrepreneurs and staff members. This training was awarded to ECI. The purpose of this training was to train the group of female entrepreneurs in a way that help them to improve their businesses. Also, the training served as a ToT for the staff of the AHKF and they are now capable of replicating it at the field level.

Training on Human Resource Management for SME's



This program is being offered by SMEDA under National business development program for SME's (NDBP) to extend Non-Financial Advisory Support (NFAS) to small and medium enterprises. ECI has been awarded the contract to conduct **10 trainings** on Human Resource Management across Pakistan. This training program aims to equip participants with emerging concepts, proven skills and knowledge on human resource management for SME's.



Business Development Training for Afghan Migrants



IOM's Individual Livelihoods Assistance (ILA) aims to bring about socio-economic stabilization in communities in Pakistan where a large portion of the population consists of vulnerable groups, in particular Afghan refugees and migrants and host communities. Under this project IOM has joined hands with ECI to offer services for providing Business Development Service Training for Afghan Migrants in district *Peshawar, Nowshera, Charsadda, Quetta, Pishin* and *Rawalpindi/Islamabad*. This is an ongoing project in which ECI will have to conduct **35 trainings** to train **900 individuals** in the mentioned districts.





Communicate to Accelerate

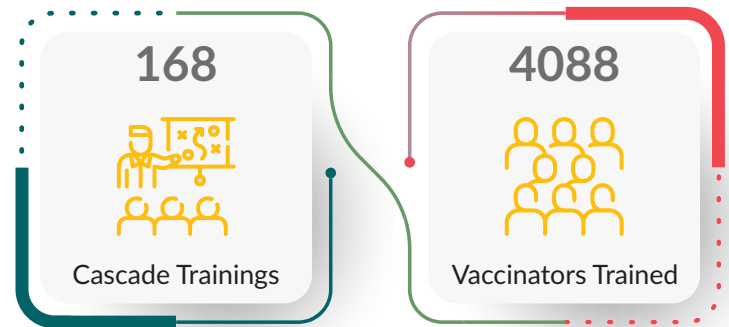
Communication is not simply a technique; it reveals your character, your values and your ability to inspire human engagement. Through effective communication much can be achieved. ECI is rigorously working on communication related project by various organization to enhance communication skills of the masses and make them enable to compete in the contemporary world.

Trainings on Interpersonal Communication for Immunization



ECI in collaboration with UNICEF completed a large-scale training rollout program in March 2022. Under this initiative, ECI designed a comprehensive and locally relevant toolkit for the immunization staff of Pakistan on Interpersonal Communication (IPC). The development of the toolkit aimed at addressing the communication needs of the vaccinators to boost and speed up the immunization procedure. Based on the finalized toolkit, ECI initially organized TOTs and subsequently conducted cascade

trainings in the provinces of KP, Punjab, Sindh and Islamabad. This phase has just commenced and will continue into the next year.



I would like to appreciate ECI team on the roll out of the Interpersonal Communication Skills training for Immunization (IPCI) for the Frontline Workers of Expanded Programme on Immunization (EPI) The global IPCI package was successfully localized and contextualized into the country's context. ECI team was proactive, creative and open to new ideas that contributed to the successful roll out of IPCI training across different districts of KP, Balochistan, Sindh and Islamabad. I appreciate everyone at ECI who remain involved throughout the training project in successful roll out of EPI's first ever IPCI training for vaccinators.

Waqas Shafi, C4D Officer - Health Section, UNICEF Pakistan



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 Balochistan 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. Further, innovative, gender-responsive and context-specific advocacy IEC including brochures, flyers, booklets, giveaways, folders. The purpose of this material is to sensitize government officials on importance of mandatory food fortification legislation and enforcement of wheat flour standards and allocation of resources for fortification and QAQC. Apart from this, 6 ToT's were also conducted in Karachi and Quetta.



Balochistan is mainly a range land and we desperately need to improve our agriculture practices to get more produce from our land and animals. Especially, we need to focus on water conservation and more efficient use of the available water for agriculture and domestic use. I am happy to see that these modules are very carefully prepared and that the trainer has the experience and skills required to develop and prepare other trainers who can impart and deliver these modules in their respective districts. We look forward to having more training workshops from ECI and ITC in other districts of Balochistan as well.

Muhammad Tayyeb Lehary, Secretary Livestock Balochistan



Communication Skills Training

Agricultural sector is indispensable to the country's economic growth, food security, employment generation and poverty alleviation particularly, at the rural level. Globally, this sector contributes **19.2 percent** to the GDP and provides employment to around **38.5 percent** of the labour force. More than **70 percent** of the population depends on agriculture for its livelihood. Knowing this reality, in 2022, ECI continued its collaboration with NARC and JICA and conducted **3** communication and facilitation sessions with farming Field Assistants from *Balochistan* to get them acquainted with the various components of farming and provide them a way on how this information can be conveyed to extending farming workers in easy to understand and comprehensive mode.



Digital Upskilling

It's a new world that needs new skills. The digital age has brought a glut of opportunities in learning, professional development and more. Digital upskilling can allow you to make the best use of these opportunities. So digital upskilling is about enabling people to operate in a world where technology is evolving rapidly. It is about continuous learning and adaptability. Many organizations in public and private sector are focusing on this and ECI is also focused to help these organizations by providing trainings on digital skills to upgrade and accelerate.

Building Capacities of Youth of Balochistan on E-Commerce



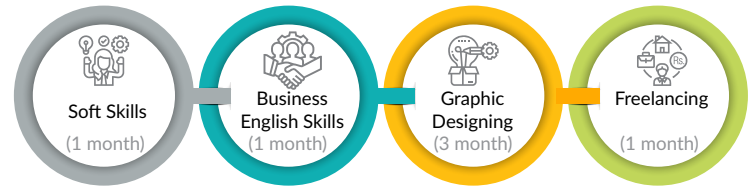
ECI successfully completed this project under UNDP's initiative to train youth from *Balochistan* province on e-commerce. Under Balochistan Sustainable Development Goals (SDGs), the project aimed to build capacities of the youth, enhance their existing skills and channelize their strengths to link them to the markets, especially virtual markets, through a bespoke e-commerce training program. To achieve the objective of the project, ECI was engaged to deliver five high quality trainings (each for 10 days) on e-commerce by involving the youth, both males and females, from the district *Khuzdar, Lasbela* and *Quetta* in *Balochistan*.



Employable Digital Skills Training for Youth



The evolving technology trends in the world are proving to become a driving force whether it be the Digital Economy or the concept of Startups, compute power is making its way far beyond the buzz words. In continuation of the same spirit and by acknowledging the contemporary realities, KPITB under its “KP Youth Employment Program” has contracted ECI to train **1,000 youth in 7 divisions** of Khyber Pakhtunkhwa on **4 employable digital skills** i.e., web development, graphic designing, animation and digital marketing.



Have had a great experience working with ECI. Engaged them in providing training services in two projects and I can say that all the colleagues that I worked with were thorough professionals. They understand the needs and priorities and deliver the best in their capacity. Colleagues also took care of the reporting and branding requirements and helped in producing good communication/reporting products for the beneficiaries.

Farhan Ali Baig, Project Manager, DAFI Plus

As per the contemporary trends and requirements these trainings will enable the Afghan refugees to build their capacity on these skills and start earning livelihood for their survival.

This is repeated collaboration of ECI and Inspire to implement DAFI+ program after the successful completion of the first phase.

Digital Skills Training for Afghan Refugees



ECI is working with Inspire Pakistan on their DAFI II program to train Afghan refugees youth on digital skills in Quetta. Out of the total **46 individuals, 25 would complete** six months of training, whereas **21 would only complete** a 1-month soft skills training. 6 months training include four main modules as per following:





The Framework of Livelihood Development

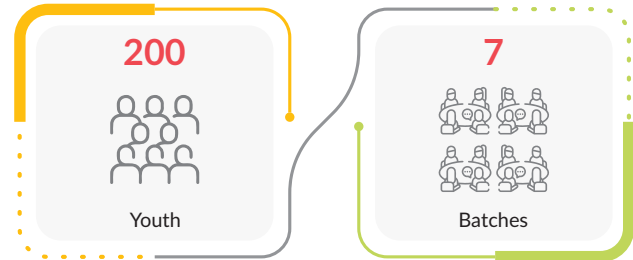
Livelihood development programmes are designed to help improve the quality of life for marginalized people by providing them with access to health care, livelihood opportunity and protection; thereby giving them hope to constructively contribute to their communities. ECI is also working with various organizations to provide livelihood trainings for community development and empowerment of the people. These training programmes are designed taking into consideration the community's capabilities (skill and investment capacity), available resources and local niche. These trainings also intend to disseminate knowledge on various relevant matters and develop practical skills for starting small home-based businesses, with the possibility of building local microenterprises.

Capacity Building of Youth on Eco-Tourism and E-Commerce



This was indeed one of the most prominent projects completed by ECI in 2022 which not only validated ECI's approach of shifting the mode from conventional business development skills to E-commerce business and related fundamentals. UNDP's Youth Empowerment Programme is aimed at reducing young people's vulnerability to involvement in anti-social behavior through a range of interventions aimed at creating opportunities for knowledge, skills and leadership development; active citizen and policy engagement; and economic empowerment as means and

ends to sustaining peace in Pakistan. UNDP has collaborated with ECI to develop skills of youth on Eco-Tourism and E-Commerce to enhance economic opportunities and green jobs in districts *Swat and Lower Dir*. ECI team designed and conducted **10-days training course on Eco-Tourism, E-Commerce, Business Development and trained:**



“UNDP Youth Empowerment Programme has been working towards the economic empowerment of youth in Pakistan with a focus on KP and the newly merged districts. The work done by our partner ECI on building capacities of youth for e-commerce and eco-tourism has been very well-received. Most impressive was their commitment to ensuring women participation in the trainings (over 32%)...”

Jehangir Ashraf, Youth Economic Empowerment Officer

Training on Entrepreneurship and Mentorship



ECI has been serving as a long-term technical partner to PMS for Entrepreneurship related trainings. In 2022, the team conducted two trainings for shared future project beneficiaries of PMS in Islamabad.



Training of Trainer (TOT) for BLEP's District and Field Staff



The Government of Balochistan (GoB) has received financing from the International Bank for Reconstruction and Development (IBRD) / International Development Association (IDA) collectively known as the "World Bank" and Multi Donors Trust Fund for implementation of the Balochistan Livelihood and Entrepreneurship Project (BLEP), to create employment opportunities for rural communities and achieve sustainability of enterprises in selected (08) districts of Balochistan.

One of the components of the project is to support local entrepreneurs and individuals to enhance viability through the provision of matching grants, business development support, vocational training and business support facilities. This Component has three sub-components. The first will be targeted to host communities and the second and third will support both host communities and refugees. At the community level, refugees who will be trained through the Project, can be employed as daily labor by the enterprises that are being supported by the Project in the same locality.

Development of Training Modules for Agriculture and Livestock



FAO has contracted ECI for development of the training modules for **11 commodities (7 agriculture and 4 livestock)** including session flow/steps, visualized handouts, exercises and worksheets in English based on provided handbooks. Apart from training module development, designing and translation of these modules in Urdu was also part of the awarded contract. These training modules will be used for trainings in Sindh and Balochistan. ECI has completed a large component of the mentioned task and is working passionately on the rest.



As part of this component, BLEP wanted to develop capacity of its district and field-based staff on livelihood and enterprise development. Since the hired staff will have to work with families and entrepreneurs in starting of the business and improving their livelihoods and therefore, in order to achieve the target efficiently and effectively, BLEP felt it obligatory that this staff should have conceptual clarity of the project, micro enterprises, business plans and livelihood investment plan and CIGs. Further, the staff is mandated to train the potential entrepreneurs and hence their training skills were also required to be polished before going into the field for practical work. For this purpose, BLEP acquired service of ECI Private Limited for design and implementation of two six days Training of Trainers (ToT) to enhance the capacity of the trainers on Business and Enterprise development with particular focus on Livelihood Investment Plan (LIP) and Business Plan (BP).

Training on Agribusiness Management and Marketing



Agribusiness management comprises of the business skills and topics for people interested in running their own farms or agribusinesses. It encompasses a wide range of topics, including supply chain management, value-addition, marketing, distribution entrepreneurship, microfinance, among other things. SMEDA contracted ECI to conduct 8-days training on Agribusiness management and marketing with **50 beneficiaries** both men and women in *Tando Muhammad Khan, Sindh*. These participants were those having small businesses and under this training they were equipped with the skills to induce innovation in their businesses along with focusing on the marketing and related compulsions. Business plan was also part of the training where participants was provided with an opportunity to work on it after attaining all the required information. It is also pertinent to mention that, Agribusiness professionals are in great demand. The agriculture sector has a gaping void due to trends such as an ageing workforce, fewer young individuals with agricultural experience and increasing urbanization.

50



Beneficiaries





Research & Evaluation

Research and evaluation is an important component of any project or study. At ECI we provide research and evaluation services to various organization, supporting them in understanding the impact that their projects are making. Our evidence-informed approach is central to research and evaluation and we weave research evidence, professional expertise and the views of those with lived experience throughout our evaluations. We take a mixed method approach to evaluations, incorporating evidence collection techniques. This includes interviews, focus groups, observations, case studies, surveys and statistical analysis of administrative data, to generate robust evidence around the impact of any service or programme along with its documentation.

Baseline Survey of the Project Livelihood of Marginalized and Neglected Communities



Empowering Livelihood of Marginalized and neglected communities is a project of Taangh Wasaib Organization (TWO) that focuses on the poor and deprived communities. The project's target areas are **2 districts of Punjab** including *Sargodha* and *Nankana Sahib*. The project has four major components- livelihood development, adaptation of climate change, leadership development and staff and organizational development. Under this project, a baseline survey was to be conducted to assess the current situation of the targeted project beneficiaries with regards to their livelihood and income generation, the impact of COVID-19 and climate change impacts on income generation.

To accomplish this activity, the TWO hired ECI to avail its professional services. Moving on with the given assignment, ECI

conducted a 02-Day Training for the staff of TWO on 31st Mar-1st April 2022 in *Sargodha* to build their capacity for essential skills to conduct the baseline survey. At the end of the training, the staff devised their data collection plan and conducted a baseline survey in the relevant targeted districts. Through the baseline survey, the data was gathered from a total of **150 respondents**. Following that, the data was entered in the database by TWO and shared with ECI for data analysis and formulation of the report. This report provides a detailed result of the analysis of data obtained in the baseline survey. The baseline survey report proposes to provide an information base against which the project's progress and effectiveness can be monitored during the implementation phase and after the activity is completed.

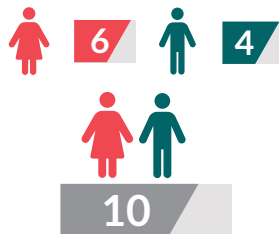
Training Participants



Sargodha



31st March to 1st April, 2022



Final Evaluation of Promotion of Alternative Agriculture & Livelihoods Project



NOAD along with its partners implemented a project titled Promotion of Alternative Agriculture and Livelihoods in *Khanewal, Vehari and Sahiwal* districts. On completion of this project, an end of project evaluation assignment was awarded to ECI. ECI conducted field research/evaluation with three different NOAD partners (NHWO, RDF, DAEP). Field and off field activities rendered by the NOAD project team were also evaluated under this assignment. On completion of the field evaluation ECI submitted an evaluation report. The completion of this assignment was another inclusion in ECI's achievements.

Comprehensive Eye Care (CEC) Situation Analysis



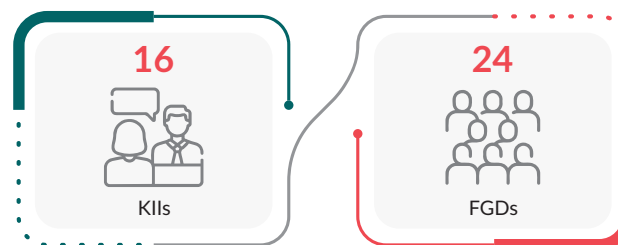
The Fred Hollows Foundation Pakistan has commissioned a situational analysis on Gender Equity and Inclusion for design of its new project. The purpose of the situational analysis was "to gather and analyze data about the barriers and enablers experienced by garment factory workers mainly women in accessing eye care services and propose recommendations to address those barriers and challenges

Undoubtedly, Health is a state of complete harmony of the body, mind and spirit. Under The Fred Hollows Foundation project of comprehensive Eye Care (CEC) targeting females working in garment factories, ECI conducted training and Pre-testing session of enumerators in *Lahore*. The enumerators were trained for baseline study/situation analysis for the CEC in garment factories located in *Lahore* and *Faisalabad*. Based on this training these enumerators performed the analysis which included mapping and more than **500 KAP** surveys. After the completion of this procedure and based on the findings of the survey, an evaluation report has also been submitted.

Final Evaluation of Shared Future Project



Rural Education and Economic Development Society (REEDS) and Pak Mission Society (PMS) initiated a project "Shared Future for Socio-economic Cooperation" among religious minorities and the marginalized majority at local and national level. On completion of this project ECI conducted an end of project evaluation and based on its findings an Evaluation report was prepared and submitted. ECI field team has visited the project targeted areas of *Islamabad, Rawalpindi, Rahimyar Khan and Gothki* to witness the different project related activities. The methodology used for this evaluation was based on **desk review, KIIs and FGDs**.



Study on Value Chain in Targeted Areas of Balochistan



In response to the priorities of the Government of Pakistan on poverty reduction, the World Bank in close consultation with Government of Balochistan (GoB) and relevant stakeholders have designed the Balochistan Livelihoods and Entrepreneurship Project (BLEP) focusing on improving livelihoods of rural communities by promoting employment opportunities and sustainability of enterprises in project districts. The project will be implemented in eight districts in the north of *Balochistan*, including *Killa Abdullah, Killa Saifullah, Chagai, Sherani, Pishin, Mastung, Zhob* and *Nushki* and will benefit rural households to promote livelihoods through enterprise development and job creation. BLEP hired the services of ECI to write a comprehensive report on "Handmade Carpets, Hand Embroidery / Needle Work and Tailoring" value chains.

SHAPING THE FUTURE

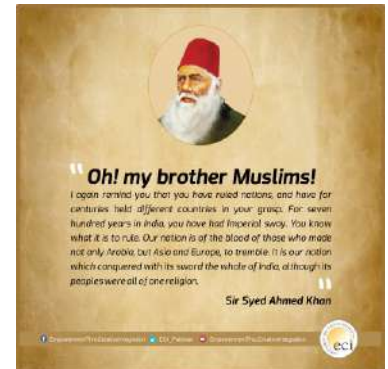
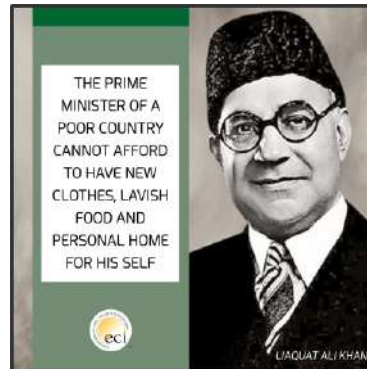
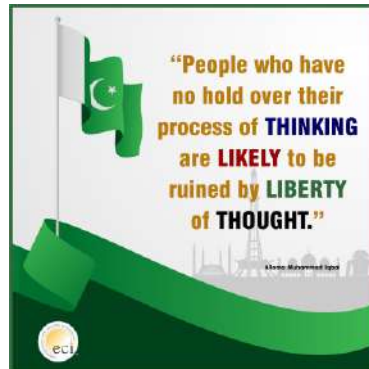
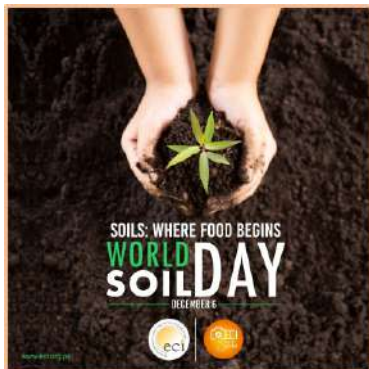
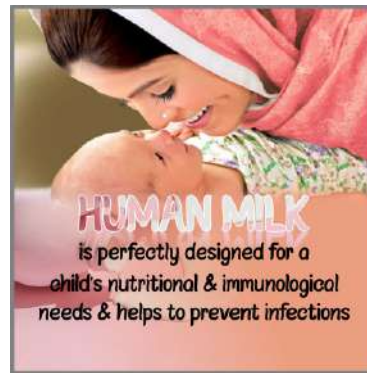
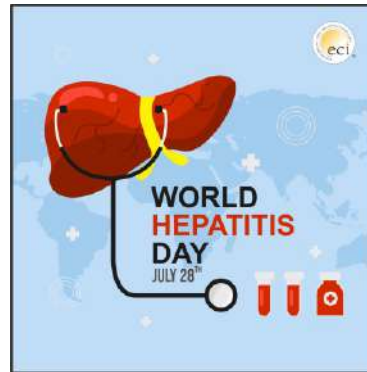
Pakistan's IT industry counts as the world's largest entity among its regular clients and supplies its services to **120 countries internationally**. The IT sector in the country has revealed considerable growth in the last few years. Technology and digital acceleration are among the vibrant trends that have developed in the backdrop of COVID-19 pandemic, with both remote workforces and customers pushing organizations of all sizes and industries to appraise their digital transformations. The changing consumer behaviors become a reason for companies to swiftly modify the way, they were dealing and running things previously. Acknowledging these changes is a new face of growth. Moving ahead, businesses will certainly have to plan for future growth in a much diverse way than they were adapted to. We at ECI are moving ahead with the same vision of transforming the working environments by accepting the virtual realities of the contemporary world. By emulating the same commute, ECI has established state of the art digital studio with the theme of "Unlocking the Possibilities to a Digital World, a Journey to Excellence" in order to prioritize digital veracity, enhance learning process, bring innovation in curricular Design and to provide a platform for acquiring modern studio facilities and digital services. Here is an opportunity for you all, believing in becoming a part of this digital transformation.

Be a
TECH
SAVVY
with us ●



UNLEASHED AWARENESS

ECI believes that public awareness raising has great importance as it makes people conscious about a problem or issue. For this very reason ECI has initiated many such campaigns during 2022 about certain topics and patriotism more visible within a community. The goal was to make people understand the importance of a certain issue and find support to address it.



CHARITY BEGINS AT HOME



Together we can make a difference and this is what ECI is not only imparting but practically implementing it to. Under KASB initiative of ECI, flood relief activities, *Ration* distribution, meat distribution on *Eid-ul-Adha* were carried out as an example of brotherhood. An appeal was also made to every Pakistani to donate generously for their brothers and sisters fighting hard against the devastation caused by floods in different parts of the country. This appeal was reciprocated very positively by the masses as a trust gesture.



THE JOURNEY TOWARDS COLLABORATIONS

We have got it covered!

A strong collaboration is critical to your success. There is a lot to consider and many steps to keep on track. ECI's journey with such collaborations is designed to ensure everything is thought of, catered for and addressed properly, so that we start our relationship on the right footing. Our framework keeps everyone updated every step of the way, from where we are in the process, what's coming next, to what we each need to do before we can start trading.

In 2022, many new projects have been started with either already existing or new clients. We know that every business is unique. That's why we make sure we fully understand yours!



Initiative of Safe Drinking Water Coverage in Pakistan



As a first step, ECI and CAWST Conducted a joint webinar in the month of June last year, focusing on increased safe drinking water coverage in Pakistan. The webinar was attended by key representatives of the organizations working for the same cause as well as the masses. The aim behind this effort was to promote



Household Water Treatment and Safe Storage (HWTS) in Pakistan. This is also part of ECI's commitment to work beyond borders. Such collaborations can engrave more opportunities and ultimately much can be attained. This step further paved a way for future initiative and a training course was initiated. Through this course, the fundamentals of HWTS, were imparted for the understanding of the participants so they can implement these at the individual level or for several other related projects. It was a **5 Weeks training course** with an amalgamation of online and face to face sessions with more than **25 participants**. Becoming part of the online workshop was a prerequisite for attending 3-days face-to-face training which has been conducted on completion of the online sessions. It was a great opportunity for government ministries and departments, fellows from diverse NGOs and private sector actors, including suppliers of HWTS technologies for more learning and focused approach. The training provided a platform to interact with international experts and trainers along with acquiring an international certification after successful completion of the training.

Fact Sheet

In Pakistan

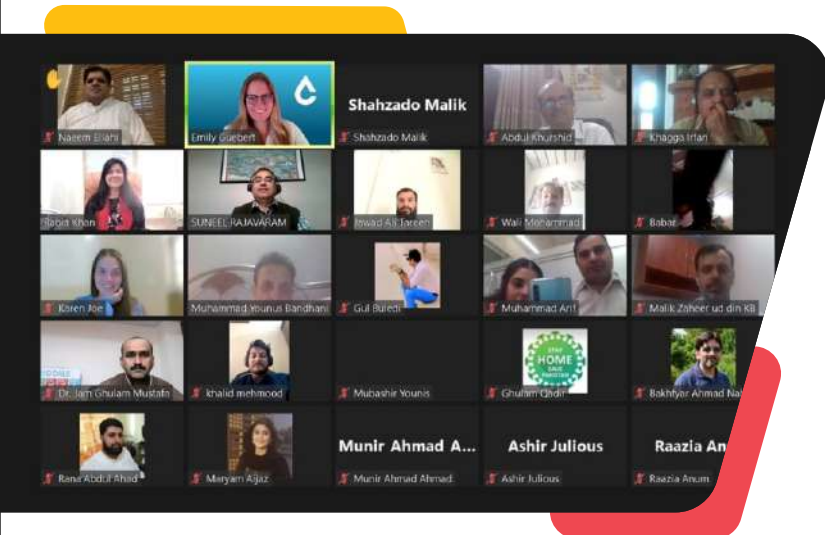
21 million

people don't have access to clean water close to home.

The per capita availability of fresh water in Pakistan has fallen below the water scarcity threshold (**1,000 cubic meters**), which was 3,950 cubic meters in 1961 and 1600 in 1991.

More than 80 percent of the country's population faces "severe water scarcity." Water availability in Pakistan has plummeted from **5,229 cubic meters** per inhabitant in 1962 to just 1,187 in 2017.

Pakistan's population is expected to exceed 380 million by 2050, according to a U.N. report. Moreover, by **2025** the demand for water in Pakistan is expected to reach **274-million-acre feet**.



WE CELEBRATE EVERY MOMENT

Celebration is an opportunity to cultivate an attitude of gratitude and gratitude has powerful effects on our performance. People with an attitude of gratitude experience less stress, more energy, better sleep, improved physical health and make superior progress toward accomplishing goals. At ECI, we celebrate every moment to engrave more positivity and productivity.

Here are few of the celebrations we did in 2022:

Women's Day 2022

ECI organized a small event on International Women's Day. The purpose of this day was to appreciate the social, economic, cultural and political achievements of women and raise awareness about women's equality. According to the theme of this day, all staff including male and female colleagues shared views about each other and articulated the vital role everyone plays in office work which helps maintain a positive work environment leading to ECI's success.



Independence Day

ECI has celebrated Independence Day of Pakistan with traditional zeal and fervor, with a cake cutting ceremony at its head office. On the occasion, the sacrifices rendered by our founding fathers under the dynamic leadership of Quaid-i-Azam were also remembered. ECI also reaffirmed its resolve to uphold Pakistan's ideology and to make the country into an ideal modern Islamic welfare nation-state.



STRONG TEAM SPIRIT FUELS IMPRESSIVE GROWTH

Teamwork is the oil that makes the team work. It is the secret ingredient in creating a successful project meal. Many great businesses were and are still being run with great collaboration and teamwork among team members.

Validating others helps to shape cultures within organizations. Over time, it builds the backbone of motivated and high performing teams, where each employee feels heard, valued and appreciated. At ECI we acknowledge and celebrate achievements of our workers.

Finding ways to increase motivation is crucial because it allows us to change behaviours, develop competencies, be creative, set

goals, grow interests, make plans, develop talents and boost engagement. Here at ECI, we also motivate and encourage our Employees to become part of the same drive.

Teamwork makes the Dream Work
- John C. Maxwell

Our 12 champions for the year 2022, made their way as employees of the month



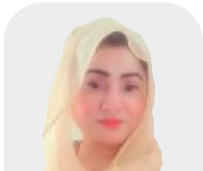
Irfan Ilahee
January



Tabish Mughal
January



Mohsin Mangi
January



Gul Saba
January



Bakhtyar Ahmad
February



Fawad Aziz
February



Haris Ali Dar
February



Usma Abro
February



Muhammad Arif
March



Um-e-Farwa
March



Bakhtyar Ahmad
April



Saira Arain
April



Yaqub Yousaf
May



Naila Solangi
May



Rauf Ahmad
June



Haris Ali Dar
July



Shahzaib Akhtar
August



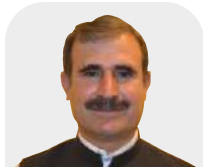
Muhammad Waqas
September



Ismat Bahar
September



Bakhtyar Ahmad
October



Farooq Shah
October



Rauf Ahmad
November



Naeem Ellahi
December



Mudassar Hassan
December



The Best Project Team of the Year

Each occasion deserves a personalized thanks and this is the right occasion for us to announce and pay regards to the best project team of 2022. Congratulations to ALNS project team on becoming best project team of the year. While we managed to complete the rollout successfully, it was far from an easy project. We faced a great deal of challenges along the way – integrating different needs of our stakeholders, agreeing on common processes, technical issues and many other challenges.

But ALNS team, finally made it happen and we can be very proud of what we have achieved together.

We want to thank every one of you for your excellent contribution and looking forward to working with you in future projects!



OUR STRATEGY FOR THE NEW YEAR

Through the past years, we have continued to stand strong on our purpose, aims and commitment. Performance and delivery for the coming year are expected to be on a par with this year. ECI is focusing on E-business, digital upskilling and FinTech more than ever before and these will be the priorities for the new year. We respect our clients, people and the society around us. Therefore, we stay in close dialogue with our clients and help them navigate complexities. We also continue to update our website and digital platforms to engage more people and communities. Moreover, to build awareness and help businesses we are also showing more commitment. To boost social cohesiveness and bring positive energy into the masses, our trainers also put all their efforts together. An enormous responsibility lies on our shoulders to ensure objectivity and provide credibility across the businesses and organizations we serve. Consequently, we strive to cement our position as the leading consulting firm every day by acting ethically and with integrity and serving as role models in our communities - while complying with many challenges and expectations. To ensure this, we have set clear standards for professional practice and behavior, which we will continue to uphold in future as well.





Empowerment thru
Creative Integration

Contact with us:

Address # 09-10, 2nd Floor, Al-Rehman Mall, Shabbir Sharif Road,
G-11 Markaz, Islamabad - Pakistan.

Phone +92-51-2362869-71

E:mail info@eci.com.pk **Web** www.eci.com.pk

Facebook [EmpowermentThruCreativeIntegration](#)

Twitter [ECI_Pakistan](#) **Linkedin** [ECIprivatelimited](#)

YouTube [EmpowermentThruCreativeIntegration](#)