



Empowerment thru
Creative Integration

ANNUAL REPORT

2021





Empowerment thru Creative Integration (ECI) Private Limited is an ISO 9001-2015 certified company. Established in 1989 ECI is working to Empower individuals and enable institutions in sustainable development; Create innovative solutions for socio-economic development and Integrate socially and economically excluded groups in the mainstream development.

We envision a world where institutions, communities and individuals are more empowered and poverty, inequality and discrimination has been overcome.

Our mission is to bring about sustainable socio-economic change through capacity development initiatives for empowering individuals, institutions and communities.

Initiative, Innovation, Integrity, Accountability, Commitment, Passion, Teamwork and Flexibility are our core values.

We offer consulting and technical support in development initiatives focused on empowerment and socio-economic uplift of people and development of socially-responsible businesses in Pakistan and the world.



**Empowering individuals
and enabling institutions
for progressive growth.**

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Blessings and warm wishes for the New Year!

Two years back when we were celebrating ECI's 30th anniversary, we were not aware COVID-19 would bring a period of volatility and uncertainty. We had set big goals for our 4th decade. Our vision was that this will be a decade of vertical and horizontal growth for ECI. We will increase our geographic outreach to all of Pakistan and beyond. We had planned to have regional offices in all provinces. Programmatically we said we will pursue innovation and expansion of thematic portfolio. Investing in our people, systems and technology were identified as vehicles for growth. We had prioritized:

- ECI will expand its recognition as a human capital development institution that has the potential to offer onsite and online courses.
- We will innovate for the development of agriculture value chain and renewable technologies.
- We will become a partner of choice for development actors to implement projects in communities; and
- We will offer research & operational support to development partners.

The clarity of purpose and correct alignment of our priorities helped us steer through the current crises and sustain stability to stay on path to planned growth in 2021.

The pandemic meant restrictions on travel and on-site work. We used this as an opportunity to consolidate our online training programme and launched a comprehensive LMS portal (e-learning platform), e4eci. The LMS portal currently offers 30 scheduled facilitator-run online courses and self-taught self-paced training in different disciplines. More are being added.

Another success in 2021 was ECI moving beyond training, implementing a complete project cycle of the community based programme; from community mobilization to setting up facilities for adult learning, managing those facilities and documenting lessons learnt. ECI signed a partnership agreement with Sindh Rural Support Organisation (SRSO) to implement Adult Literacy & Numeracy Skills (ALNS) a component of EU funded SUCCESS project in two districts of Sindh. Under this component **200** adult illiteracy centres targeting **4000+** girls and women are established. This is a unique model where a Pakistani private firm is implementing a community based programme for a development organisation.

Overall ECI implemented **43** projects across **58** districts reaching **73713** people. These projects focused on strengthening agriculture value chain, supporting farmers in digital literacy, setting up micro and medium enterprises; enhancing business management skills of women, youth, people living with disabilities and the Afghan refugee population; imparting conflict resolution and peace building skills to women and providing technical skills to government departments and the development partners on EPI, food fortification etc.

True to its commitment for excellence in services, ECI continued its emphasis on quality assurance. One of our big achievements in 2021 was the award of ISO 9001-2015 certification. During the year we also invested in strengthening the financial management system, performance appraisal system and staff skill enhancement, facilitating 14 ECI team members to complete national and international skill development courses/certifications.

As we start 2022 ECI will continue to pursue innovation and excellence in management and thematic work. In coming years climate change and sustainable / renewable technologies will be a focus area for learning and innovation. As a first step we will be piloting a sand water filter model in south Punjab to address the clean drinking water problem. We will be expanding on our agribusiness, agriculture value chain and medium enterprise development work. ECI's e-learning division will prioritise fostering partnership with international educational institutes to offer internationally certified courses and building a mobile App to increase e4eci platform outreach and access. Entering new partnerships with the government and development organisations to implement community development

projects will also be at centre of our planning in the new year.




Saleem Jahangir
Managing Director

"People seek livelihood while the admirer seeks his/her beloved; the one seeking livelihood finds work which is his/her own, whereas the admirer finds work and his beloved both."

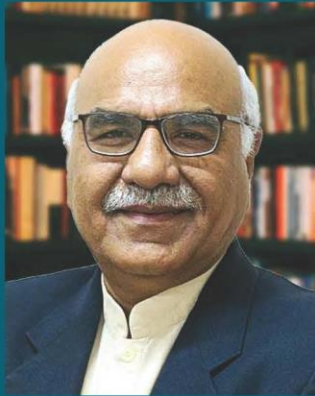
فرمان بزرگان دین

Saying of Buzurgan e Deen

"لوگ روزگار ڈھونڈتے ہیں اور محبت والا یار کو ڈھونڈتا ہے، روزگار والے کو روزگار مل جاتا ہے جو کہ اس کا ذاتی ہے جبکہ یار والے کو روزگار کے ساتھ یار کا ساتھ بھی عطا ہو جاتا ہے"

Words of Our Mentors

“ECI is one of those brilliant organizations which I have seen grow in recent times. The firm that started off as a micro-enterprise development organization, is now a well known management consultancy firm offering vast variety of services. The recent shift of ECI towards digitalization will open great avenues for the communities that the firm is working with. I fully trust ECI's services will be available to all development sector organizations and cater to their current needs.”



Dr. Amjad Saqib
Mentor - ECI
Founder of Akhuwat Foundation

“In the last decade, ECI has emerged as a one-stop-solution for various local and international organisations. The firm has built its capacity to cater to the upcoming themes of the development sector in terms of its HR capacity and outreach. Along with that, ECI has worked on its systems and processes in a way that other consultancies in the sector consider ECI as their benchmark. I wish ECI the same success in the future.”



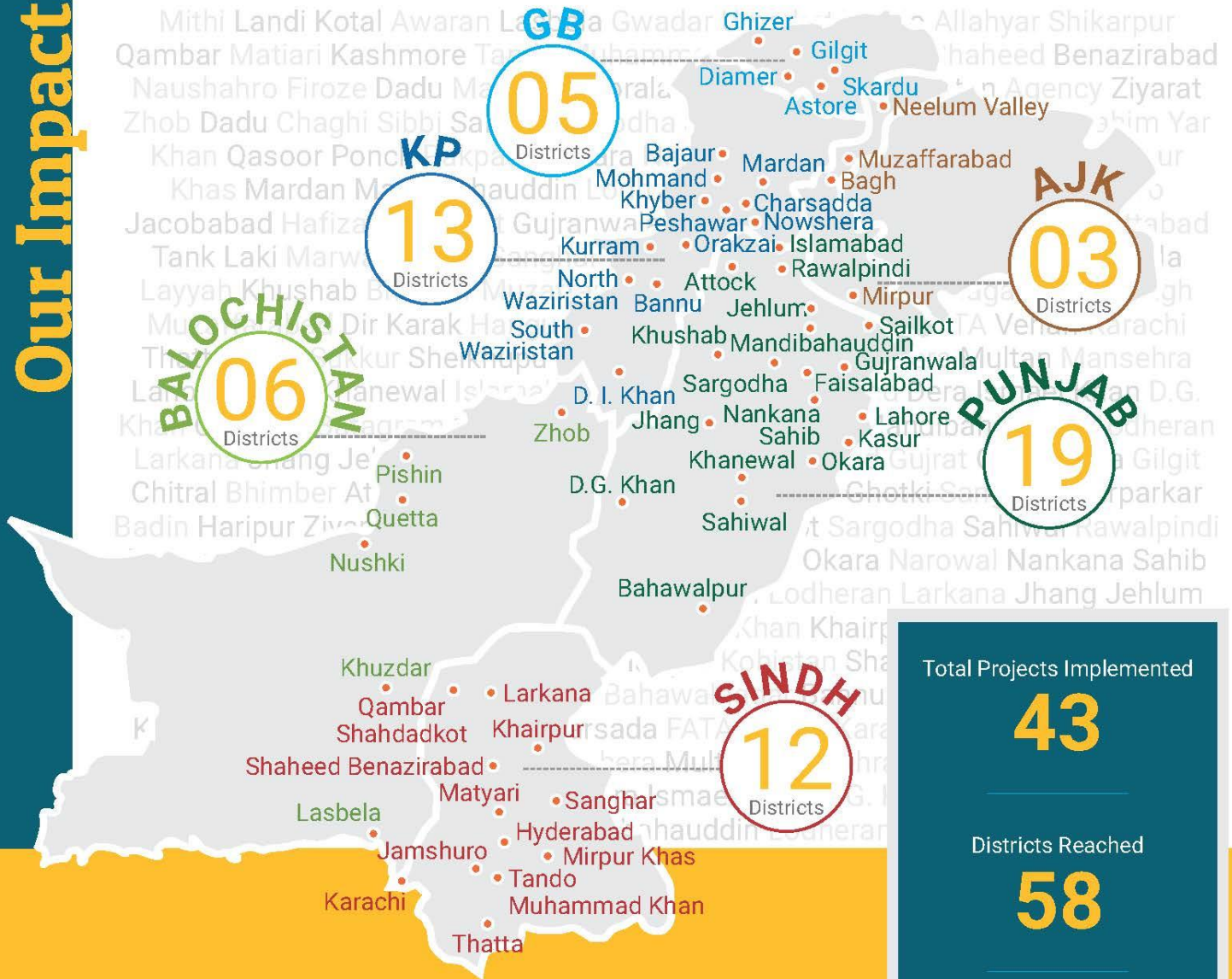
Dr. Sono Khangharani
Mentor - ECI
Chief Executive Officer
Thardeep Rural Development
Programme (TRDP)

“I am glad to see that ECI has evolved rapidly within a short period of time and now reached communities across the country. I would congratulate ECI for achieving the ISO 9001:2015 certification for quality assurance. ECI has kept its focus on value proposition. ECI team is well cognizant of achieving the mission of the industry it works with.”



Ramesh Singh Arora
Mentor - ECI
Member Punjab Assembly (MPA),
Chairman Training Committee
for Commerce and Investment,
Member National Commission
for Minorities

Our Impact



Total Projects Implemented

43

Districts Reached

58

People Reached

73713

Open Courses

Encouraged by the success of its online training programme, e4eci LMS platform started offering open courses to a vast majority of national and international client base. The first open course announced during 2021 was English for Development Professionals.

The course content focused on developing and improving the speaking skills of the participants for effective and persuasive communication, familiarizing the participants with the speaking style of accomplished professionals, improving pronunciation of English words and improving writing skills, particularly report writing.

In total 20 professionals from national and international development sector organizations participated in the course.

The e4eci platform now offers the following open courses. More will come:



COVID-19 has changed the way we work, plan or execute. Before COVID hit, businesses were gradually adopting the virtual platforms, facilitating staff sitting in different geographic locations to come together in virtual meeting rooms. Social media advancement has made interaction with colleagues and business contacts more robust. Yet jumping on a car or bus every morning to go to the office and spend the day interacting with colleagues and clients remained the normal norm. Then came COVID. For months everything was locked down. Workers were required to stay home and work from their bedrooms or lounges with kids playing around. Many organizations had to adopt the virtual working environment in rather haste.

At ECI we started using digital technology in 2017 when we started designing and delivering online courses. The first online course was delivered in 2018 using the interactive learning tools available in the public domain. When COVID reached Pakistan in February 2020 ECI already had developed the capacity to deliver online training sessions and a plan was in place to launch an independent virtual LMS platform in coming years. Postponement of several in person sessions and somewhat reduction in business activity due to COVID allowed ECI time to prioritize LMS development. Hence, the e4eci virtual learning platform was launched in 2021.

To join the e4eci a client needs to complete a simple registration process following which she/he is allowed access to the registered course.

The e4eci learning platform offers self-paced development programmes where a client can complete the course at their own pace and time. Besides tailor-

made courses, facilitated by ECI facilitators, in virtual classroom environments are also run.

ECI plans to take e4eci international through collaboration with international training institutes and universities and offer internationally accredited courses.

Here are a few examples of course ECI delivered virtually during the year 2021. While some courses which were of cross-cutting themes have been mentioned in upcoming sections.

HERessential



The HERessential project under BSR is one of its kind of regional project that includes implementing partners from Bangladesh, India and Pakistan. The aim of the project is to make the factory workers financially educated enough that they can take their own decisions with confidence. For this purpose BSR has launched an App which is being piloted in Pakistan through ECI. For the pilot, ECI organized a virtual kick off meeting with selected businesses involving the management and workplace leadership, where ECI and the partner business agreed on roles and responsibilities and expected results. This was followed by conducting baseline surveys with the factory workers and management staff of all 7 workplaces.

1 Artistic Milliners (3 units)	2 Azgard	3 Sapphire	4 Soorty	5 Denim
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A total number of **350** people were interviewed online. After the surveys virtual capacity building trainings were conducted with all **7** workplaces. Management staff called as HERessentials team and **10** Peer champions were trained to conduct the trainings with their peers.

After the trainings, the staff trained started a roll out of trainings in their workplaces, besides trainings dissemination of the information learnt from trainings were carried out at workplaces and at homes. Special jingles and YouTube video links were shared as dissemination material. Through this intervention a total number of **2,000** factory workers will be benefitted, out of which **70%** are females and **30%** are males.

“I congratulate ECI for completing the e-commerce training for the youth of Balochistan on time and budget. ECI met all project targets as per our expectations, despite many challenges and change in context. It is indeed commendable. I look forward to continue working with ECI in the future.”

Muhammad Riaz
Project Management Specialist
Crisis Prevention and Recovery Unit
UNDP Pakistan

Build Capacities of Youth of Balochistan on E-Commerce



ECI designed and implemented an E-Commerce course for youth in Balochistan under a contract with UNDP. This four months activity, implemented during the period September 2021 - January 2022, included design of a virtual handbook, training assignments, learning videos, PowerPoint presentations and pre/post tests.

A pool of young trainers were imparted essential e-commerce skills, including online advertising, digital marketing, independent design basics, product management and digital customer services. They were also trained on use of the virtual training materials and handbook to cascade the training.

These trainers will now be working with 100 youth, including 30 girls, from Balochistan through 5 cascade programs.



Digital Skills Training for Afghan Refugee Youth



Digital Skills for Afghan Refugee Youth program was originally designed as an in-person training in Quetta, Balochistan under a contract with Inspire Pakistan funded by GIZ. However, due to COVID realities, the program was converted into a hybrid learning model where some training activities were conducted in person while others were implemented virtually using the e4eci platform.

During this **17** week capacity building program, **61** Afghan youth, including **40** male and **21** female, participated in a training course covering **3.5** weeks for training on **soft skills**, **10** week on **digital skills** including **photography** and **graphics designing** and **3.5** weeks on **freelancing**.

Apart from imparting market-driven and innovative digital skills, the training course also consisted of entrepreneurial skills. These skills will not only help the Afghan youth while they are in Pakistan, but will also help them find sustainable livelihoods on their voluntary return to Afghanistan.

On completion of the course, ECI supported **17** participants, **09** male and **08** female, in placement with local businesses as interns to gain experience by applying skills they learnt.



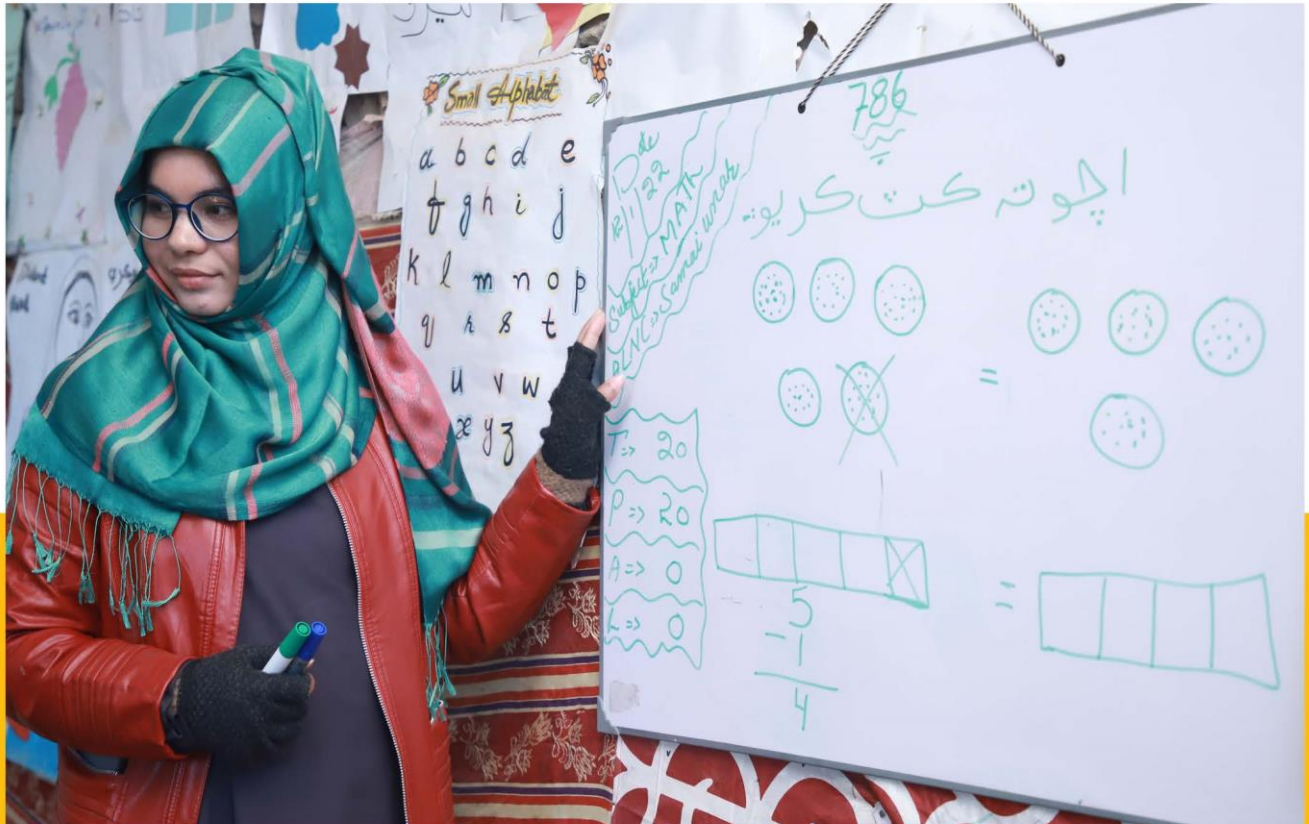
Setting its Vision 2030, ECI had resolved that in the fourth decade of operations ECI will profile itself as a private sector partner of choice for implementation of development organizations' community-based programs. Coming true to its vision ECI entered into a partnership with Sindh Rural Support Organisation for implementation of Adult Literacy & Numeracy Skills (ALNS) project in two districts of Sindh. The ALNS is a component of European Union funded SUCCESS program.

Adult Literacy & Numeracy Skills (ALNS) Project



Under the award, ECI has established **200** adult literacy centres in Kamber Shahdackot and Larkana districts in Sindh. The Adult Literacy and Numeracy Centres

(ALNCs) are targeting **4222** girls for imparting basic literacy and numeracy skills.



The target beneficiaries for the ALNS project include:

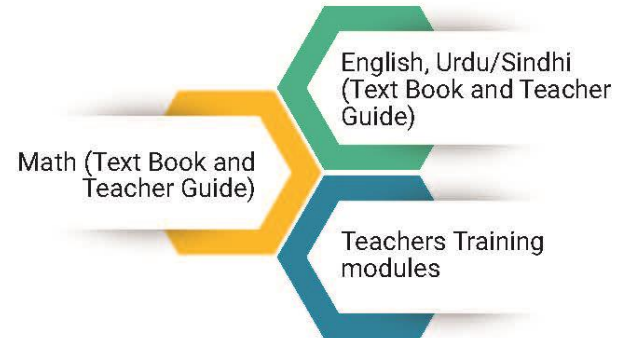
- Girls and women (age **16** years and above) members of the Community Organizations,
- Beneficiaries of Community Investment Fund (micro loans), Income Generating Grants, Micro Health Insurance, Technical and Vocational Skills Training.
- Other women and girls who either never been to school or dropped out before completing the **5th** grade

The project follows the community mobilization process for identification of ALNCs, teachers and beneficiaries. ECI field teams mobilized the Village Organisations in the target union councils to obtain community leaders buy-in of the project initiatives and support in convening of broad-based meetings at the community level. At the broad-based meetings community members were oriented about the ALNS project. As an outcome of these meetings the Education Committee comprising of community members were formed in each ALNC target community to watch function and results of the center. The community members also extended support in identifying potential teachers and beneficiaries.

The identified potential teachers went through a rigorous selection process, followed by a training program to implement the adult literacy and numeracy course. The training session covered content on classroom management (including time management and scheduling of batches), awareness on adult learning

principles, introduction of the curriculum and reference books.

ECI has adopted the Adult Literacy Curriculum, notified by the Directorate of Literacy and Non-Formal Education, School Education and Literacy Department (SE&LD), Government of Sindh. The curriculum covers:



The course being rolled-out at **190 ALNCs** is Eight Months with three hours daily classes whereas for additional **10 ALNCs** courses duration is Six Months with **4** hours daily classes.

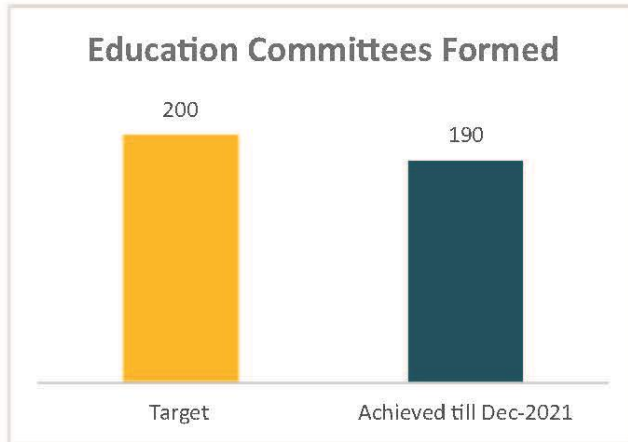
All the activities are running with close coordination of JICA and Directorate of Literacy and Non Formal Education.

Data of each center is periodically fed into Non-Formal Education MIS (NFEMIS) of JICA.

“ECI is implementing Adult Literacy and Numerical Skills component of SRSO SUCCESS Programme. It’s first time that we are jointly working for a very important component in rural areas of District Larkano and Qambar-Shahdadkot focusing women literacy and empowerment. The ECI services and flexibility in terms of enrolling few additional members without cost is highly appreciated. I believe we will have more opportunities to work together in future in order to get benefit of ECI’s enormous experience in terms of capacity building and enterprise development.”

Jamal Mustafa Shoro
Team Leader
SUCCESS Programme
Sindh Rural Support
Organization (SRSO)

Following is a graphical presentation of the project progress by end of December 2021.



Supporting the Agriculture Value Chain

Agriculture sector is the backbone of Pakistan's economy. It contributes **18.9** percent to GDP and absorbs **42.3** percent of the labour force. It is also an important source of foreign exchange earnings and stimulates growth in other sectors.

This central role of agriculture does not reflect in the social and economic development of the labour force engaged in the sector. The return on farming activity is very low mainly because the agriculture value chain is not connected to the grassroots.

ECI for several years has been making a concentrated effort to promote small and medium enterprises in the farm sector for development of farmer-centered value chain. 2021 was not different. In partnership with development organizations ECI implemented a number of projects to support the rural population to start farm business. Following are some of the highlights:

Horticulture & Livestock as Business-Key Business Skills



GRASP project being implemented by the International Trade Centre (ITC) – the joint agency of the United Nations (UN) and the World Trade Organization (WTO) – with an objective to promote micro-agro and farming businesses in Pakistan. ITC awarded ECI training component of the GRASP project to develop livestock and horticulture value chain in **05** districts of Balochistan. The training component targeted **250** farmers to be trained through **10** training sessions.

ECI over achieved the target training **266** beneficiaries, **51%** females and **49%** male. The mobilization component was with ECI, where the target of females

given to ECI was 30% but ECI's approach ensured enrollment of more females.

The training covered all the aspects of the value and supply chain, including market information, technical, financial and business management skills.



Development of Facilitator Guide to Establish the Farmer Field School(s)



Food and Agriculture
Organization of the
United Nations

Farmers Field School (FFS), a validated extension methodology proved quite successful in enhancing technical, observational, organizational and analytical skills of farmers. The facilitators and subject experts working with farmers (as their partners) to promote experimentation, validate learning, and encourage adaptation and contextualisation under the local conditions has contributed to success of the model.

FAO decided to replicate the model in KP and Newly Merged Districts and awarded ECI consultants a contract to develop a training manual in line with KP and merged areas context to facilitate establishing a farmer field school. The manual was developed in English and then translated into Urdu.

Design and Delivery of Digital Literacy Training Programme



Food and Agriculture
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United Nations

Nowadays mobile phones have become the primary way that connect people to the internet, with a rapidly growing number of unique subscribers worldwide. Considering this, FAO aimed to improve the digital literacy of the target audience, comprising of male and female representatives of Farmer Marketing Collectives (FMCs), Producer Marketing Groups (PMGs) in Pakistan. ECI has designed a need based digital literacy training manual and will further conduct the trainings for the participants in order to skilled them on digital literacy as entry points, ensuring that farmers accrue the benefits of enhanced digital interventions. This training and digital learning are stepping stones towards the digitalization of Value Chains and MSMEs (Micro, Small, Medium Sized Enterprises) in Pakistan. This will enable farmer groups to connect with markets so that they can facilitate more efficient introduction of Climate Smart Agricultural Practices and other information in the EU - GRASP project context in Sindh and Balochistan.

“I came to know about ECI activities already some years ago and as FAO project manager in Balochistan I have shown my FAO colleagues the comprehensive library of available ECI training materials on the ECI website. It appears to me that most of the current development topics are covered by ECI training manuals. But also that ECI trainings are hands on, practical and aiming for behavioral change of male and female farmers as well as impact.

Recently FAO has hired ECI consultants for the development of a training programme on Digital Literacy and e marketing of agricultural and livestock products.

The ECI consultants were good “value for money”, they produced high quality training modules and was impressed by the client orientation of ECI. The ECI consultants helped FAO to deliver the training sessions on digital literacy (and beyond) in rural districts of Balochistan and Sindh and to meet all deadlines.”

Marcel Stallen

Project Manager GRASP / acting FAO Officer in Charge Sindh
Food and Agriculture Organization of the United Nations (FAO)

Enterprise Development for Agribusiness Support Providers



Modular Training on Agribusiness Management and Marketing



Under the GRASP project ITC contracted ECI to work in six districts of Sindh to educate social activists and community leaders on agriculture and livestock enterprises. The trainings were implemented in Tando Muhammad Khan, Matyari, Nawab Shah, Khairpur, Sanghar and Mirpur Khas districts.

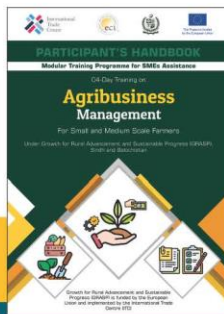
In total **90** social activists and community leaders, **15** in each district were trained.

“I was thinking that online training is just log in and then no need to participate but, in this training, we fully participated and training was so captivating it did not give us a chance to leave the session. Great engagement and connectivity.”

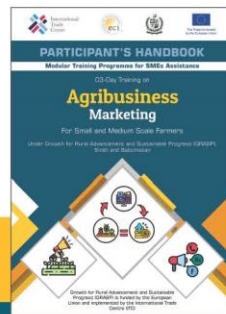
Fatima Ghazi
Trainee

The International Trade Center awarded the SME module development project to ECI. The project aims to develop Modular Training Curriculum and Materials for Training of Trainers and capacity building of small & medium scale farmers on agribusiness management and marketing.

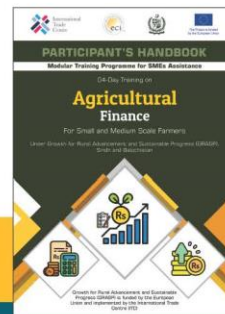
Currently training modules are under development. Once ready the training material will be pilot tested in Karachi and Quetta with **15 SMEs** (7 for horticulture, 8 for livestock). **05** micro enterprises, **05** small enterprises and **05** medium enterprises will be part of each pilot testing. The modules, after pretest and approval, will be translated into five languages: English, Balochi, Brahui, Pashto and Sindhi. This will be followed by four **7-day** Training of Trainers, two each in Karachi and Quetta.



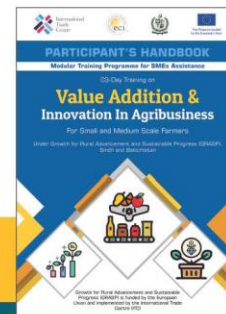
4-day Training on Agribusiness Management



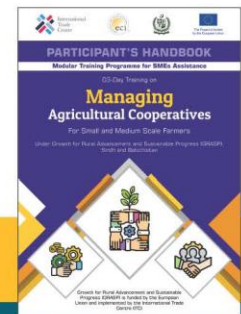
3-day Training on Agribusiness Marketing



4-day Training on Agriculture Finance



3-day Training on Value Addition and Innovation in Agribusiness



3-day Training on Managing Agriculture Cooperatives

Transforming lives is ECI's longest running programme that aims to empower women and youth with skills and tools to take charge of their lives and contribute to social and economic development of the country.

By all means it is the largest programme under ECI portfolio running a number of projects that promote reflective thinking and self-action by the target groups to resolve socio-cultural and economic issues affecting their lives. Examples of work under this programme include:

- i. Working with youth in universities and communities to craft their inspiring vision and translates it into actionable plans;
- ii. Empowering women to claim their socio-economic status and work for peacebuilding and conflict resolution in their communities;
- iii. Mentoring and technical support to youth in development of their business startups, upscaling their existing businesses or job placements.

Following are some of the projects implemented under this programme.

Azme Naujawan Phase-IV



DAI-funded Azme Naujawan is a youth development programme that aims to provide capacity support and public space to youth for positive engagement and collaborative social action. In 2021 ECI implemented the

4th phase of the programme engaging **12** youth groups and enrolled **212** youth from Gulzar e Hijri & Pehlwan Goth areas of Karachi. The participants of the programme are selected through a rigorous selection process assessing their leadership skills and motivation for leading drives for social good. ECI conducted community awareness sessions in the target



“Azme Naujawan is a life-changing programme. I feel very glad for being part of this programme. Apart from other things I have learned community etiquettes. I have started saying thank you and sorry where needed that made my relations with the family and the community stronger. I have shared the concept of team-building with my family members”

Rehman
Trainee

communities. These sessions helped identify **300+** youth fulfilling initial criteria for participation in the programme. The selected youth is taken through continuous, steady, and reflective processes to equip them with skills and tools for planning social action projects, team building and mobilizing the community in support of their projects. For training purposes, the youth was divided into **06** groups. Each group underwent a **50** hours/**12** days of capacity building programme on social, personal, and professional development.

Following the training the youth developed **42** social campaign and projects engaged **550+** community

members & youth on countering violent extremism, fostering resilience and encouraging women empowerment. ECI supported the youth with continuous mentoring support in implementation of Social Action Projects (SAPs). In total **36** mentoring sessions (both in person and virtual) were conducted. ECI brought in the learning from its work with youth in other parts of the country to make this project a success. The youth was supported to establish partnerships and mobilize local resources and funds in support of their SAPs. One such example was Akhuwat supporting a mental health awareness drive by the youth group

“This was the first time I participated in activities with boys. It was a good learning experience. I think we should work together in teams. Since we all possess different skills and expertise, by working together we can achieve more for betterment of our community. Teamwork is also important in our lives because we are connected in many ways. Azme Naujawan has provided an equal platform for females to participate.”

Tooba Sarmad
Trainee



Women Bridging Differences



The WBD is a social project to create and promote inclusive peace building processes that lead to more sustainable and effective efforts by mobilizing and training influential women to play an active role in promoting peace in their local communities. Currently, the local influential women are selected from Ibrahim Hyderi, Chakra Goth and Chakiwara, Karachi.

The **7-month** project has been conceptualized and designed 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 project have widely engaged influential women and worked towards encouraging the participation of women in peace building.



The Direct Beneficiaries involved:

20

Influential females from each area (total 60 females)

60

Females formed three groups to implement 20 SAPs

200

CVE Advocates were engaged by each group to implement SAPs

1700

Indirect beneficiaries reached out during the implementation of 20 SAPs

Conceptualization, adaptation and translation of Learn to Earn (L2E) & Financial Literacy Modules



Merger of the erstwhile tribal areas bordering Afghanistan with KP province created new challenges and opportunities for socio-economic development of communities in those areas. The tribal women who are bold and hardworking in their character are one particular group who traditionally had very little opportunity for education and skill development.

IRC is implementing the Women Economic Empowerment (WEE) programme in the Newly Merged Districts to support economic activity by women. IRC contracted ECI to implement two interventions in the WEE programme area:

Learn to Earn (L2E)

L2E training programme aims to develop business skills among women and men to plan and run viable and sustainable businesses. Under this training programme beneficiaries are imparted two type of skills:

1. Soft skills like risk-taking propensity, self-efficacy, creativity etc
2. Hard skills for creating and evaluating business plan, product marketing etc.

The training curriculum and content was developed keeping into consideration specific context of KP and Newly Merged Districts. Once the materials were developed, ECI organized two FGDs with project beneficiaries to pre-test the material. The material was finalized by incorporating beneficiary feedback. This

followed organizing a Training of Trainers to train project staff and community leaders as L2E master trainers, who will be replicating the training with beneficiaries.



“ECI and Tarqee foundation have worked together on various Enterprise Development trainings and implementation of Changemaker model in Balochistan. At that time we found ECI to be a highly professional firm true to its commitment. But over the years, we are very proud of ECIs growth; the firm has expanded its thematic areas and services. Organizations in Balochistan speak of ECI in high regard and we wish the firm best for its future.”

Amjad Rasheed
CEO
Tarqee Foundation

Financial Literacy Module

The Financial Literacy Module is designed to facilitate economic empowerment of women and help them enter gainful employment. ECI adapted its Financial Literacy Module into a user-friendly toolkit for imparting financial literacy skills to different groups of beneficiaries; illiterate, semi literate and literate women and project field staff. In designing the material specific context and socio-cultural sensitivities of communities in KP and Newly Merged Districts was kept into consideration.

The toolkit was pre-tested with a group of 21 illiterate and semi-literate women in Peshawar, following which the materials were finalized. On finalization of materials a Training of Trainers was conducted to train a group of master trainers to cascade financial literacy skills to women in project areas.



“It was a good session. I learnt preparation of the budget, benefit of savings and keeping a watch on expenses.”

Nazo
Trainee

Training E-Modules



ECI was contracted by Nutrition International (NI) to develop and adapt 3 e-modules for the Universal Salt Iodization Program (USIP) to enhance the capacities of salt processors, safety officers and laboratory technicians in factories. The three training e-modules on the above subjects were translated from English to Urdu:

- E-module for Salt Processors
- E-module for Safety Officers
- E-module for Laboratory Technicians

Later, based on the modules three audio visual aids were developed which were customized, engaging, interactive and self-explanatory. Three promotional videos for each AV training modules were also developed to be used in the trainings. For this assignment many tasks were conducted which included consultation meetings with client, identification of media partner, development of scripts and story boards and development of audio-visual e-modules which were handed over to NI.



Empower Youth for Work



Under this project ECI supported development of **50** youth-led business startups and placement of **137** (67 female and **70** male) on job.

ECI was contracted for this six-month activity in January 2021 to continue providing capacity enhancement support to youth, particularly girls, in Jamshoro, Sindh. The overall objective of the activity was to network the youth together for better youth empowerment, job readiness and enterprise development fostering the process of development at grassroots level.

28 youth leaders (**22** girls and **6** boys), were selected who went through a comprehensive training package that included 10-days Training of Trainers (ToT) on Life Skills, 3-days ToT on Entrepreneurship and 4-days ToT on Job Readiness.

By the project mid-line in March 2021 ECI organized six job fairs, which were not very successful. Accumulatively only **17** people could be placed on the job. ECI was targeting big industries and corporates for job placements.



At this point ECI changed its strategy and from among the training graduates selected **10** Star Social Entrepreneurs. These Stars were innovators screened through the indicators of connectivity, communication, and market linkage.

Stars supported in data collection on the supply side (people available for jobs) and subsequently using the data for lobbying with business for job placement. The strategy worked and the Stars were able to place **137** people (**67** male and **70** female) on the job. Contrary to earlier strategy of targeting big industries and corporates, the Stars targeted small and medium sector, where it was comparatively easy to build connections.

Jamshoro is primarily a rural economy and it was expected that the job placements will mainly be in nearby large centers of Hyderabad and Kotri. Contrary to this expectation, out of **137** people placed on job **41** were in their hometown Jamshoro.



The Art of Counseling



Career counseling is critical for helping youth understand their potential and the world of work that in turn facilitate youth to make informed decisions vis-a-vis career, education and their life.

ECI under a contract with Muslim Hands, an international relief and developmental organization, implemented a project to train a group of teachers in the Art of Counselling to establish career counselling for youth in Muslim Hands supported schools.

Following the training, the teacher counselors were provided tools to systematically assess students' situation and provide guidance. This followed mentoring sessions where ECI experts visited the Muslim Hands schools and observed teachers conducting counselling sessions. Teacher counselors were provided advice to improve their counseling services as required.



Business Development Trainings for Returning Migrants and Local Population



COVID induced economic crises in the Middle East and other countries resulted in job loss for a large number of semi-skilled migrant labour. Many returned to Pakistan as well. They had experience in professions like electrician, plumber, carpenter, mason etc.

The German aid agency, GIZ-PME, is implementing a programme for economic reintegration of semi-skilled returning migrants and local population in Islamabad and parts of Punjab province. GIZ-PME contracted ECI to implement the programme's capacity building component imparting business development training for **550** beneficiaries to prepare them for starting a business.

By the end of 2021 ECI conducted three trainings benefitting **70** people. A fourth training was organized in January 2022 benefitting **24** participants., thus overall, **94** participants have been trained. The remaining **18** trainings (each for three days) will be conducted by the end of August 2022 in Islamabad and Lahore.



Business Skills for People with Disabilities



MALC awarded Business Management Skills Training of Persons with Disabilities in Urban Slums of Karachi to ECI. In the six month activity to be completed in March 2022, ECI will be imparting business skills to **200** people with disabilities.

ECI considered age, gender, education and fundamental limitations of the target group while designing the curriculum. The curriculum covers entrepreneurial skills, business ideas, resource mobilization, marketing, advertisement and basic finance and accounting. It is designed to cover business skills needs of people with physical, hearing, speech, visual impairment and mental conditions of down syndrome and cerebral palsy.

In total eight workshops have been planned, of which by the end of December 2021 four workshops have been organized in which **110** people, including **22** females, have participated.



“I liked the Business Cycle component of the training. It enabled me to understand ways to grow my business.”

Safdar
Trainee

Campus Engagement Program



ECI under a contract agreement with UNDP implemented a multi-year Campus Engagement Program at the different public sector universities in the KP and Sindh provinces. In 2021 the program focused on public universities in Fata, Bannu, Charsadda, Dera Ismail Khan, Mardan, Nowshera and Peshawar. **5826** students (**3992** boys and **1834** girls) directly benefited from the project activities receiving training and technical support to develop and implement social action projects. Besides Social action Projects, Employability fairs were conducted in the universities where hundreds of students participated in the fairs taking information of universities, institutes offering internships and vocational training centers. Sports competition for boys and girls were also arranged where hundreds of students participated. Sports, employability fairs and social action projects implemented by these students benefitted another **4481** people indirectly, increasing the overall number of project beneficiaries to **10,307** individuals.



Power to the Youth



50 trainings were conducted in the two districts Mirpurkhas and Sanghar under one of European Union (EU) Funded 4-year project namely "Power to the Youth (PTY)". The training sessions were conducted in both districts evenly i.e., 25 in Mirpurkhas and 25 in Sanghar with almost 1250 participants (569 females). The trainings sessions were conducted in the months of October, November and December 2021. The trainings were aimed to target socioeconomic aspects and enhance the capacities of the low income and vulnerable groups especially young women, people with disabilities, transgenders and religious minorities. Each training comprised of 3-days led by the trainers from ECI's trained team of trainers.



Online Training of Trainers (ToT) on Business Management and Leadership Skills for Instructors



For PSDF's project namely "Improve Business Management Skills through three days online TOTs". ECI conducted 2 online ToTs for PSDF instructors. The training sessions were conducted online from the Islamabad ECI office for 50 females to develop their capacity to impart this training at field level for their community girls who were attending technical training at their vocational training centers.

ECI used PSDF's shared material on Business Management and Leadership Skills for this ToT which was developed by KASHF Foundation. Furthermore, ECI added training handouts and changed methodology of this module for better understanding of participants. Since this was online and full day ToTs so interactive methodologies were used which were essential for this session.



"The training was excellent and method of guidance by the trainer was effective. We cannot forget the experience."

Sonia
Trainee

Good Governance and Institutional Support is ECI's service area under which ECI in collaboration with development partners and multilateral agencies extend technical and capacity support to the government departments for better planning and execution of public services.

Trainings on Interpersonal Communication for Immunization



UNICEF has developed an Interpersonal Communication (IPC) Toolkit for Expanded Program on Immunization (EPI) which is being used globally. ECI adapted the toolkit, including training modules, resource cards, audio jobs, and animations to the Pakistan context. In collaboration with UNICEF Pakistan and Health Services

Academy, ECI then rolled out Training of Trainers (ToTs) to train EPI Programme officials from Gilgit Baltistan, Khyber Pakhtunkhwa, Punjab, Sindh and Islamabad Capital Territory (ICT) as master trainers.

6 ToT workshops were organized at four places, Islamabad, Karachi, Peshawar and Quetta. In total **143** master trainers, including **14** females, were trained. These master trainers then conducted **33** cascade roll-outs in all parts of the country by the end of 2021 providing interpersonal communication skills to **873** EPI workers. The cascade training workshops will continue in 2022.



“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

Training of Government Official and Community Members on GLOF



GLOF are sudden events which can release millions of cubic meters of water and debris, leading to the loss of lives, property and livelihoods amongst remote and impoverished mountain communities. Over 7.1 million people in GB and KP are vulnerable to GLOF related disasters.

The Government of Pakistan and UNDP are implementing the Scaling-up of GLOF Risk Reduction in Northern Pakistan to empower communities to identify and manage risks associated with GLOFs and related impacts of climate change, strengthen public services to lower the risk of disasters related to GLOF, and improve

“I attended a four-day training for DRM as an observer & I have to say that so far I have some positive feedback regarding the content. It’s been relevant to all line departments. The good thing about the training is that you have people attending from GB & KP from all different levels and the approach used was collaborative. It was interactive, the environment was also great where everyone felt comfortable in sharing ideas and experiences. I feel that people will come out learning a lot from each other and the training and I would like to thanks ECI for the organization of this training.”

Mariam Zafar
Knowledge Management Consultant
UNDP

community preparedness and disaster response. The project is supporting the development of sustainable options for livelihoods in project areas, with a particular focus on the participation of women in ensuring food security and livelihoods.

UNDP awarded a contract to ECI to develop and implement a training package on GLOF risk reduction. The overall objective was to support concerned government officials to develop the understanding and skills for disaster preparedness, response, recovery and reporting.

ECI conducted a training need assessment with the officials from GB, KP and federal government, based on which training module and handbook were designed. This followed the implementation of four sessions of training of trainers. In total 151 individuals against the target of 120, comprising officials from Provincial Disaster Management Authorities, the government line departments and community leaders attended the trainings.



ECI has been striving to serve as a one window service provider to meet all technical support needs of our clients. Apart from training and capacity building, ECI has developed capacity to implement community based projects, programme review and assessments, HR & financial management support, audio-video and graphics designing and material designing.

Some of our major programme review and assessment assignments during the year 2021 included:

End Evaluation – Alternate Dispute Resolution (ADR)



The Asia Foundation

Mainstreaming Alternative Dispute Resolution (ADR) for Equitable Access to Justice in Pakistan is The Asia Foundation's (TAF) 5 year project to promote alternative dispute resolution in Punjab and Sindh by increasing public awareness and providing capacity support to bar associations, law graduates and community leaders on alternative means of settling civil disputes.

TAF awarded ECI third party evaluation of the project to assess the relevance, performance, impact and management arrangements of the project and make recommendations for scaling up the ADR in Pakistan. The study also reviewed and documented implementation processes for stakeholder's engagement, capacity development, and lessons learnt.

The study was designed based on OECD evaluation criteria and included desk review, focused group discussions, key informant interviews, in-depth interviews & an online survey with project beneficiaries.



End Evaluation - Comprehensive Eye Care (CEC)



The Fred Hollows Foundation

Fred Hollow Foundation (FHF) Comprehensive Eye Care (CEC) project targets women in agriculture and cottage industry. The purpose of this evaluation was to determine the extent to which the project achieved intended outcomes, provide evidence of the effectiveness of the model and make recommendations for replication.

The study design was a mix of qualitative and quantitative assessment methodologies. Apart from secondary data review, key informant interviews and focused group discussions, a comprehensive beneficiary survey was carried out in the project target districts Lahore, Jhang, Khanewal, Sahiwal and Hyderabad. The results of the study were disseminated in two provinces Punjab and Sindh of Pakistan.

A learning event was organized in Islamabad to disseminate key findings of the evaluation and lessons learnt.



Evaluation of Strengthening Livelihood of Marginalized Communities' Program for Taangh Wasaib Organization (TWO)



Taangh Wasaib Organization

ECI carried out evaluation of Taangh Wasaib Organization (TWO) 03-year project Strengthening Livelihoods of Marginalized Communities in Lahore, Sargodha, Nankana Sahib and Mandi Bahauddin districts. The study systematically reviewed and assessed the results of the project to identify gaps, achievements and lessons learnt during the implementation process.



Management & Operational Support



ECI continued its management and operational support to Nutrition International (NI) providing administrative, financial and HR management support to its Scaling up Nutrition Civil Society Alliance (SUNCSA) secretariat in Pakistan.

Scaling Up Nutrition (SUN) is a global movement committed to improving global nutrition with a focus on reducing hunger and under-nutrition in children and other vulnerable groups.



"I have known ECI since last over one decade. Rutgers WPF contracted ECI in 2011 to review LSBE/CSE curriculum as per needs of adolescents and school mentors/teachers. Over the years, I have been following work being done by ECI and have seen that the firm has diversified its portfolio by keeping the demands of the market in consideration. Meanwhile, ECI has also expanded its work vertically and horizontally while investing in its institutional development evident from its ISO certification - a good indicator of ECI development. It gives me pleasure to appreciate ECI efforts and recommend it to our partners, CSOs and INGOs particularly working on youth development & entrepreneurship to benefit from ECI expertise."

Qadeer Baig
Director
Youth Engagement Program
Interactive Research
& Development (IRD)

KASB A CSR Initiative

KASB is the Corporate Social Responsibility (CSR) initiative of Empowerment thru Creative Integration (ECI) to support poorest segments of the communities with whom ECI works. In 2021 ECI implemented a "Project Qurbani" in collaboration with Muslim Hands to distribute sacrificial meat among most deserving families in Pind Dadan Khan. **50** households, including **10** widows, and **14** orphan led families benefitted.



During the fasting month of Ramazan ECI KASB with support from ECI staff, partners and friends implemented a Ramzan Ration Package under which **450** ration packs were distributed benefitting **1500** individuals.



Our Partners

International



National



"We are extremely pleased with the services of ECI has provided. They are professional, personable, resourceful, and always willing to help meet our training needs. The training content was excellent with a good balance between theory and practical application, which we think was a great way to learn. The ECI has given us a more cemented view in our role and helped apply marketing, motivating to decisions making."

Syed Sajjad Ali
 Managing Director
 Safo Support
 Foundation (SSF)

Our Team



Islamabad Team



Balochistan & Azme Naujawan Karachi Team



Women Bridging Differences - Karachi Team



Larkana & Qamber Shahdadkot Team

& 190 teachers unpictured

Annual Awards 2021

Our staff members nominated for the Annual Awards for their extraordinary performance and dedication in their respective field of work.

 <p>Employee of the Year 2021</p> <p>RABIA</p> 	 <p>Runner up (Employee of the year)</p> <p>IFTIKHAR</p> 	 <p>Best Performance on Project Implementation</p> <p>MUNAWAR</p> 
 <p>Best Logistics Support in Project Implementation</p> <p>IRFAN</p> 	 <p>Best Logistics Support in Project Implementation</p> <p>NAEEM</p> 	 <p>Punctuality and Work Habits</p> <p>WAQAS</p> 
 <p>Productivity and Creativity of Curriculum Design</p> <p>TEHMEENA</p> 	 <p>Team Building Award</p> <p>IFTIKHAR</p> 	 <p>Support in Business Development</p> <p>BAKHTYAR</p> 



Support in Business Development

IFTIKHAR



Dedicated Efforts 24/7

RAUF



Best Support in Project Implementation

NAEEM



Best Support in Project Implementation

ARIF



Best Support in Project Implementation

YAQUB



Best Project Implementation (Lead & Support)

HARIS



Revitalizing of Associate pool

IFTIKHAR



Support in Creation of Digital Content

ABDUL QAYYUM



Support in Promotion of Digital Content

BAKHTYAR



Employee of the Month

ECI's staff members that were nominated as Employee of the Month from Islamabad, Karachi, Larkana and Quetta during the year for their excellent performance.



ECI arranged different cultural and official events and visits for its staff and project teams. Similar events including Milad e Mustafa (Prophet ﷺ Birthday), Annual Retreat, Sindh Team Retreat, Sindh Cultural Day, Annual get together was organized by the management in 2021 to get together and have fun in a non-stressful work environment. At Karachi Office, Larkana Office and Head Office Islamabad, the team celebrated Sindh day followed by Annual day out which was the perfect opportunity for everyone to break away from the doldrums of daily work life. Different activities, games, food and chatters were part of the year events.



Milad E Mustafa



Head Office Team Retreat



Sindh Team Retreat



Sindh Cultural Day



Direction of 2022

The direction of ECI for 2022 is multifold. We are working towards building an institution which can provide online and offline roll-outs more effectively. For online trainings we already have a platform but we aim to strengthen it further by enhancing the technology. For material development, monitoring & evaluations, and trainings for SME's, ECI is further strengthening its pool of experts so that this year we can increase the themes in which we work. The work on production studio of ECI is also being materialized so that the firm can produce AV and learning aids internally.



Empowerment thru Creative Integration



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