



Empowerment thru  
Creative Integration



# Organizational Profile



Empowering individuals  
and enabling institutions  
for progressive growth.

## Empowerment thru Creative Integration

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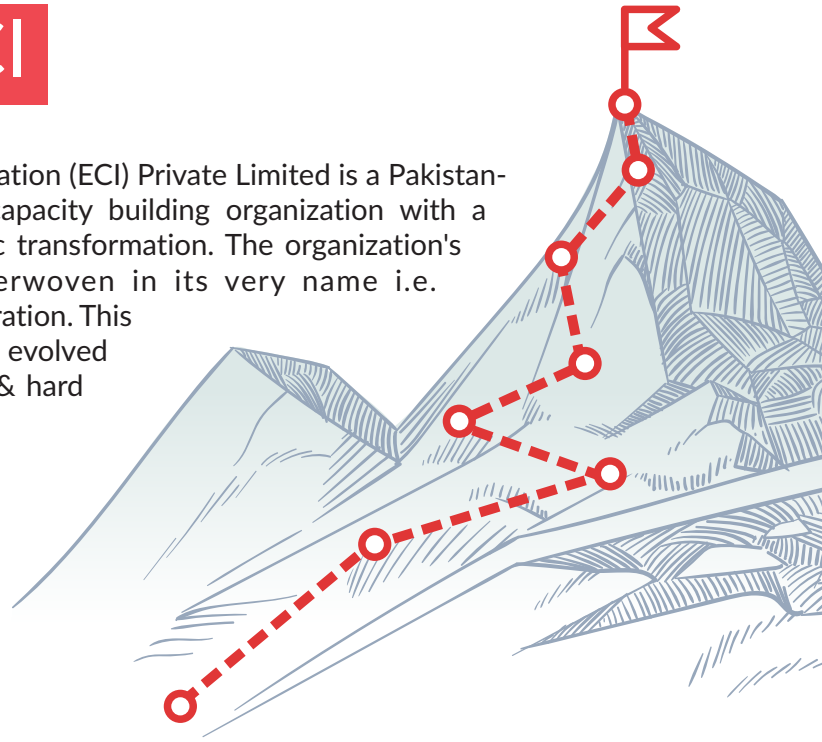
April, 2023



# The Journey of ECI

## About ECI

Empowerment thru Creative Integration (ECI) Private Limited is a Pakistan-based ISO 9001-2015 certified capacity building organization with a mission to promote socioeconomic transformation. The organization's philosophy and values are interwoven in its very name i.e. empowerment, creativity and integration. This organic, homegrown enterprise has evolved over 33 years of experimentation & hard work.



### EMPOWERMENT

individuals and enabling institutions for progressive growth.

### CREATIVE

solutions for socio-economic problems

### INTEGRATION

marginalized groups within the social fabric.

## Phase 1 Anchoring



Born in 1989 as a home-grown enterprise with sole proprietorship, ECI was set up to serve the development sector as a private sector Business Development Service Provider (BDSP). In 1992, ECI was registered as a partnership firm focused on development sector training & consulting, with a specialization in Enterprise Development

In 2004, ECI was registered as a Private Limited Firm with the Securities Exchange Commission of Pakistan (SECP) under the section 32 of the Companies Ordinance (XL VII of 1984). It expanded its services to Gender, Governance, institutional Development, Livelihood & Enterprise Development



## Phase 2 Nurturing

## Phase 3 Institutionalizing



The services provided by ECI were further expanded to Health & Nutrition and Peace, Education & Life skills. The firm took measures to strengthen the institution by devising advantageous policies and SOPs for staff including: provident fund, medical pool, life insurance for field staff, devising policy against sexual harassment and formation of harassment committee, protocols for field staff and many more.

# Our Scope of work and core values

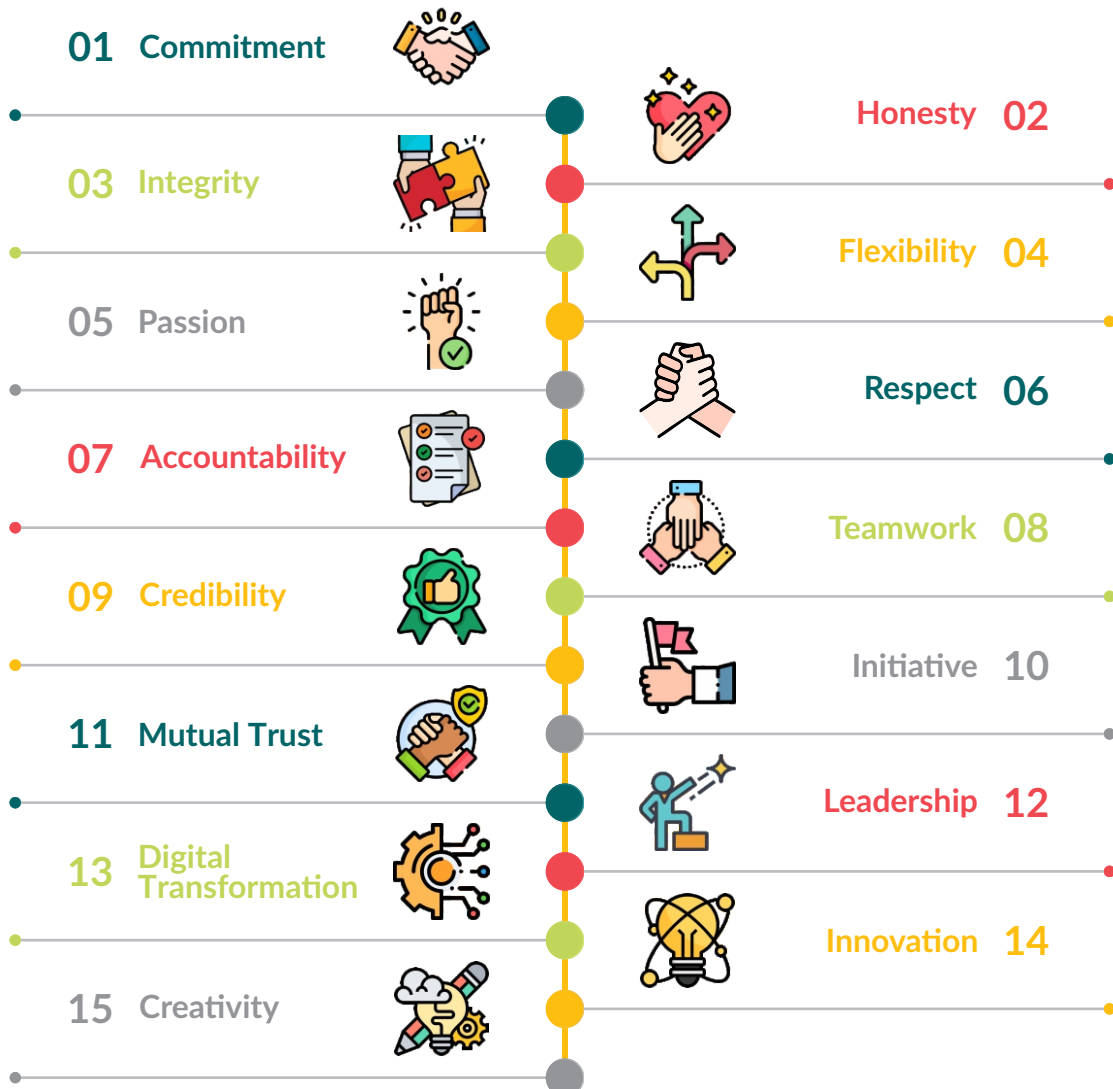
ECI is working in different thematic areas and has established its niche in developing and designing curricula and conducting cascade roll-outs of training delivery and project implementation. Keeping this in mind, ECI is not only enhancing the scope of work to other thematic areas but also focusing 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.

ECI is also focusing 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



■ The focus will be on:



# Thematic Areas of ECI

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. ECI is working in 8 thematic areas and its proven track record itself speaks volumes about the expertise and competence of the firm.

## Sustainable Livelihood & Enterprise Development



ECI is working to build capacity for the design and implementation of enterprise-focused livelihood programs. Responding to a realization that working only with organizational staff had implications for sustainability of enterprise interventions; in 2002 ECI started engaging itself in a deliberate strategy to train selected community members as enterprise trainers and business development support providers (BDSPs). ECI has worked with UNDP, BLEP, GIZ and many other prestigious organizations in this regard. ECI is building capacity of individuals through successive trainings and on-job mentoring. At present, ECI has an Associate network of more than 200 'Community based Enterprise Development Professionals in ALL districts across the country.

## Peace, Education & Life Skills



Education is the process of acquiring values, knowledge and developing attitudes, skills, and behaviors to live in harmony with others & with oneself too. With the express purpose of promoting peace & education for all, ECI's work has also evolved, implementing initiatives, emanating message of peace, tolerance and awareness among masses. ECI has worked with PMS, REEDS , SRSO on education and peace related projects.

## Gender & Women Development



ECI has focused specific attention to women emancipation and empowerment. Over the years, ECI has worked tremendously on building, strengthening and sustaining vulnerable and marginalized women with limited mobility to explore and enhance their livelihood options, bringing them into mainstream development activities through linkages building & various innovative interventions. This is an area so close to the hearts of everyone at ECI, therefore the organization worked with organizations like BSR and DAI to practically participate in this cause.

# Thematic Areas of ECI

## Good Governance & Institutional Strengthening



ECI has worked on capacity building programs and trainings for institutions of very diverse natures from well-established multinational employers to the members of young rural organizations, always leaving a healthy impact on participant's knowledge, skills and attitudes towards the work environment, stakeholders and institutions. ECI believes that it is strong institutions that enable people to work together effectively & peacefully. Keeping in mind the same vision, ECI expanded its work domain, encompassing 'Good Governance', strengthening the capacity of elected representatives, promoting a vibrant, diverse & independent government, thus translating commitment into action.

## Health & Nutrition



People around the globe are calling for a healthy lifestyle for everyone. ECI included "Health & Nutrition" in its portfolio way back with the aim to mobilize, build capacity and create awareness regarding healthy lifestyle among rural and urban communities, alike, of Pakistan. The focus is on young children, adolescents, parents and school teachers and bringing about attitudinal changes regarding the concepts of Health & Nutrition. The organization has worked with Nutrition International to put its efforts in order to develop material so to promote healthy trends among masses.

## Technical and Advisory Services for Microfinance



In line with the market demand, ECI added this thematic area in recognition of the need that skill development on "basic numeracy and bookkeeping" should be up-scaled. On the household level, the requisite impact was not visible and the grasp on financial management skills required further refining. To this intent, efforts were made to mold "Financial Literacy" towards "Financial Health" and a specialized portfolio for "Technical and Advisory Services for Microfinance" was formed. ECI is moving forward successfully in this particular thematic area.

## Child Protection



ECI believes in protecting the future of our country by ensuring child protection. To achieve this aim ECI designs and develops curriculum to create awareness in children, their parents' teachers and society as a whole. ECI works on advocacy, laws, policies, regulations and services needed across all social sectors – especially social welfare, education, health and security – to support prevention and response to protection-related risks. We design and deliver services for all actors that are responsible directly or indirectly for child protection.

# Thematic Areas of ECI

## Research Monitoring and 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. ECI has worked with NOAD, The Dred Hollows Foundation, REEDS etc. on research and evaluation assignments.

### ECI's 8 Thematic Areas

Sustainable Livelihood & Enterprise Development	Peace, Education & Life Skills	Gender & Women Development	Good Governance & Institutional Strengthening	Health & Nutrition	Technical & Advisory Services for Microfinance	Child Protection	Research Monitoring & Evaluation
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#### Curricula developed

215	31	32	51	07	13	03	12
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#### Project Implemented

270	55	52	78	29	25	11	22
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## The genres of Services we offer

ECI is known nationally & internationally as a premier training institution with our most outstanding work centered around building & enhancing capacities of trainees through designing the following activities:

### Open Courses

Based on a generic market assessment

### Customized Courses

As per need or requirement of the client

### Long-term Technical Assistance

Designing technical courses & training implementation

### Project Implementation

Based on a generic market assessment



# Services under one Roof



## Material Design & Development

ECI has gained national and international acclaim for this service. The Material Design team at ECI comprises of Content Experts, Instructional Designers, Graphics Team, Illustrator, Animators and Translator. The unit is continuously working towards developing new curricula and updating previously designed modules according to latest content and methodologies. Other than curricula, the firm has also designed and developed documentaries, training videos, innovative learning games, and is now moving towards animations.



## Cascade Trainings

Till now, ECI has rolled out over 100 cascade trainings. Under this methodology, a large number of people are trained in the shortest possible time where ECI not only provides training services but also takes care of all the logistical arrangements. These types of roll-outs have been possible because the firm has a network of associate trainers in all districts of Pakistan who can conduct trainings in local languages and according to cultural context. The firm also has a very strong Admin Department who manages the logistical aspect of these trainings.



## Long Term Technical Assistance

The firm has several long-term innovative projects in its portfolio where our team conceptualizes these ideas, mobilizes the local resources required to implement the project, designs curriculum, provides capacity building services, mentors & handholds the beneficiaries, monitors the results and documents the successes. ECI has been implementing such services for areas ranging from urban cities to vulnerable areas of KPK and Baluchistan.



## Printing & Stationery Services

To date, ECI has provided printing and stationery services for over 200 projects where the firm has provided in-house and off-set printing services including panaflex printing along with provision of training stationery. The printing service also includes delivery of the material anywhere in Pakistan.



## Research Monitoring and Evaluation Services

Research, monitoring and evaluation is a growing expertise of ECI. We offer customized studies based on client's specific needs. ECIs research evaluation and monitoring team includes internationally certified assessors who have competencies in designing research instruments and evaluation tools. The firm has a senior panel of monitoring experts and a field team of trained research associates and enumerators in all major districts of Pakistan who have expertise in conducting KIIs, FGDs and household interviews. The firm specializes in designing and conducting research programs related to:

- Program Evaluations
- Baseline Surveys
- Mapping and Scoping Studies
- Market Assessments
- Specially Designed Surveys
- Project Monitoring
- Third Party Monitoring





## Mass Media Services

ECI designs, develops and airs nationwide mass media campaigns. These campaigns involve radio programs, TV commercials and documentaries. The media team of ECI comprises of Content Experts/Script Writers and Graphic Team. The firm also has well reputed media partners on board who ensure quality production of the creative ideas and content. Well equipped with latest technologies, the teams are tirelessly working towards developing innovative content for media campaigns exclusively designed to meet project needs.



## Digital Studio

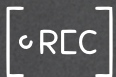
Be a  
**TECH SAVVY**  
with us

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.

# Unlocking Possibilities to Digital World

A Journey to Excellence

## OUR SERVICES



Video Recording



Voice Over Services



Still Photography



Video Editing



Documentary



Product Photography



Talks Show



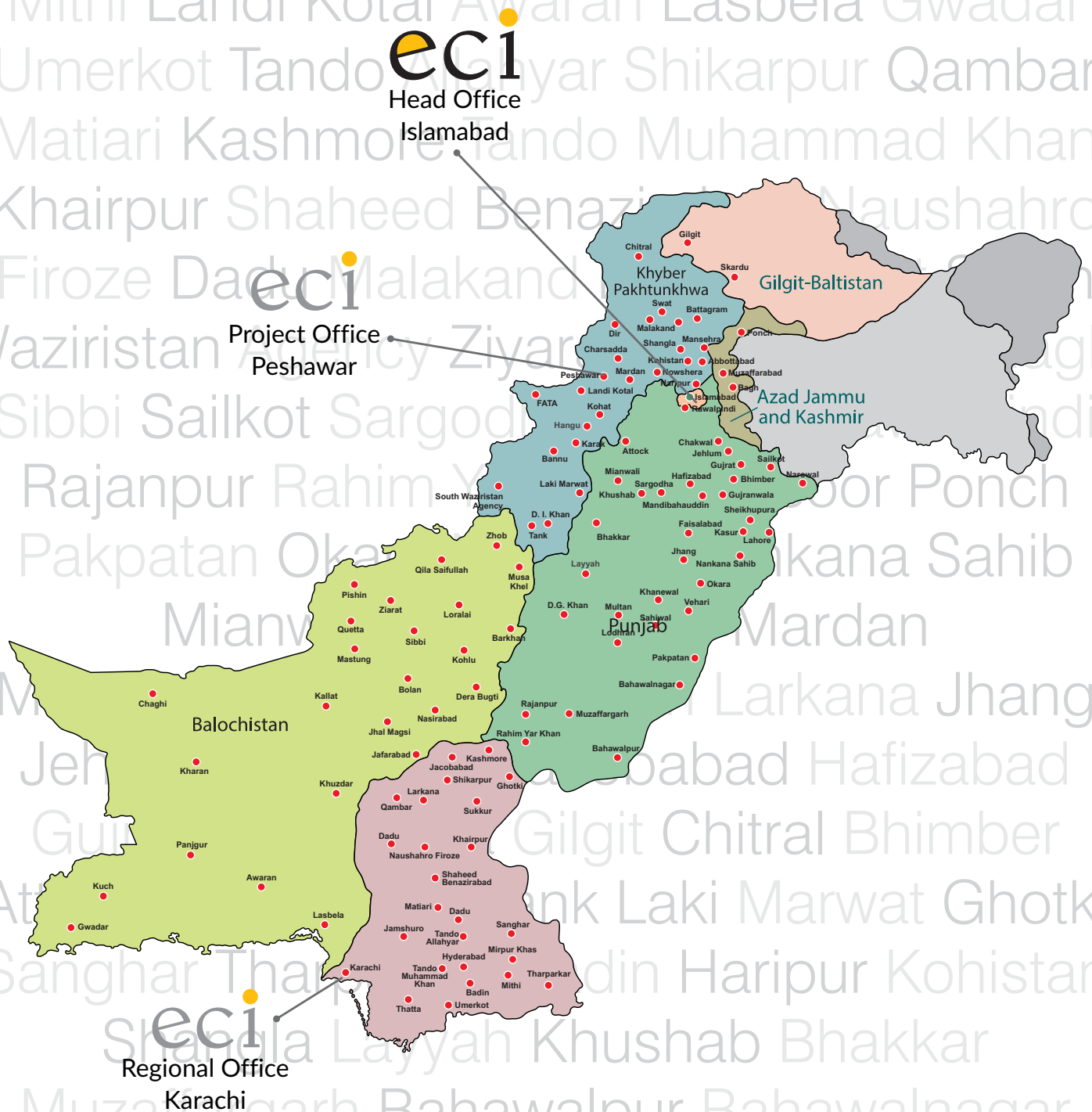
Podcast



TVCs



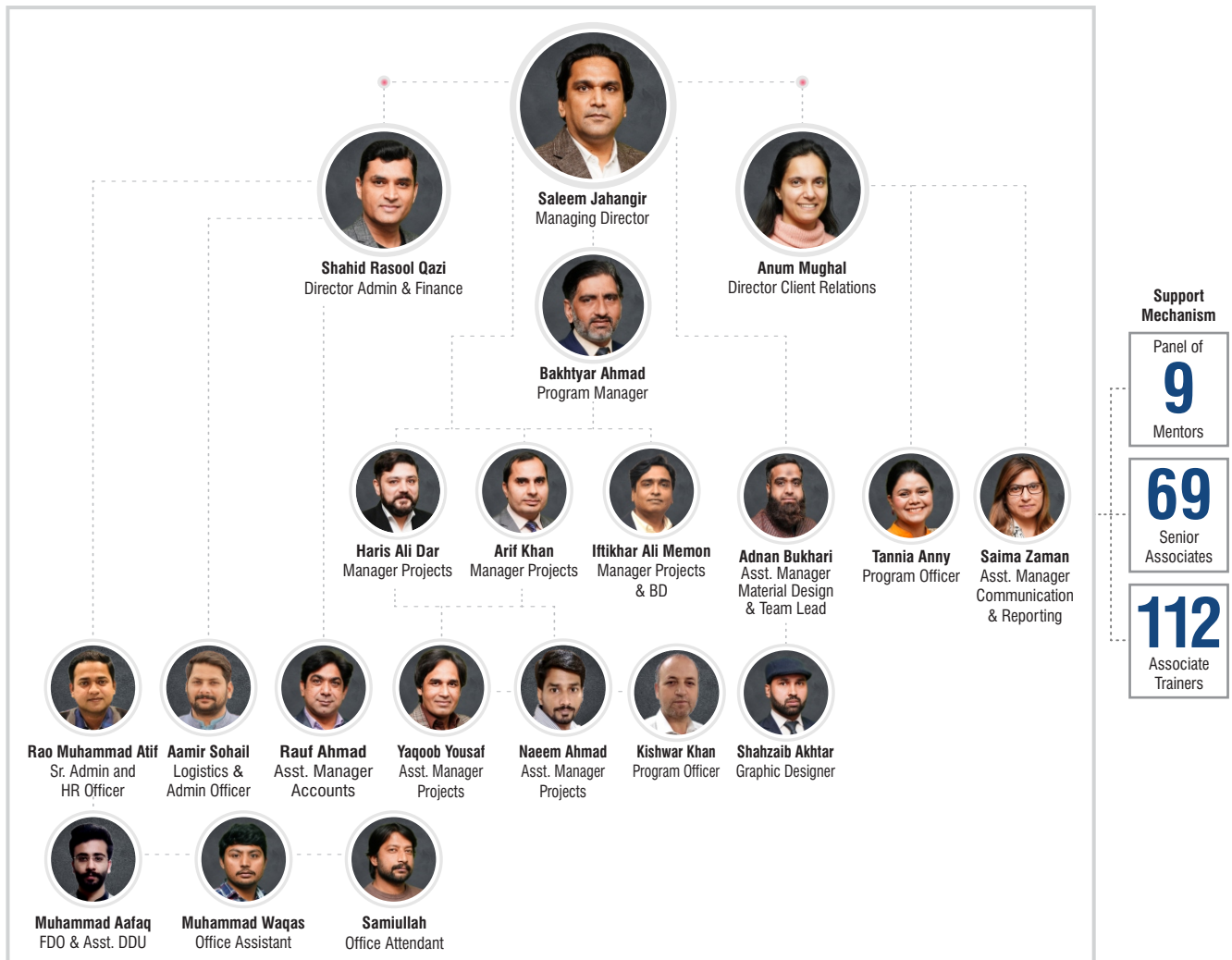
# Geographical Outreach



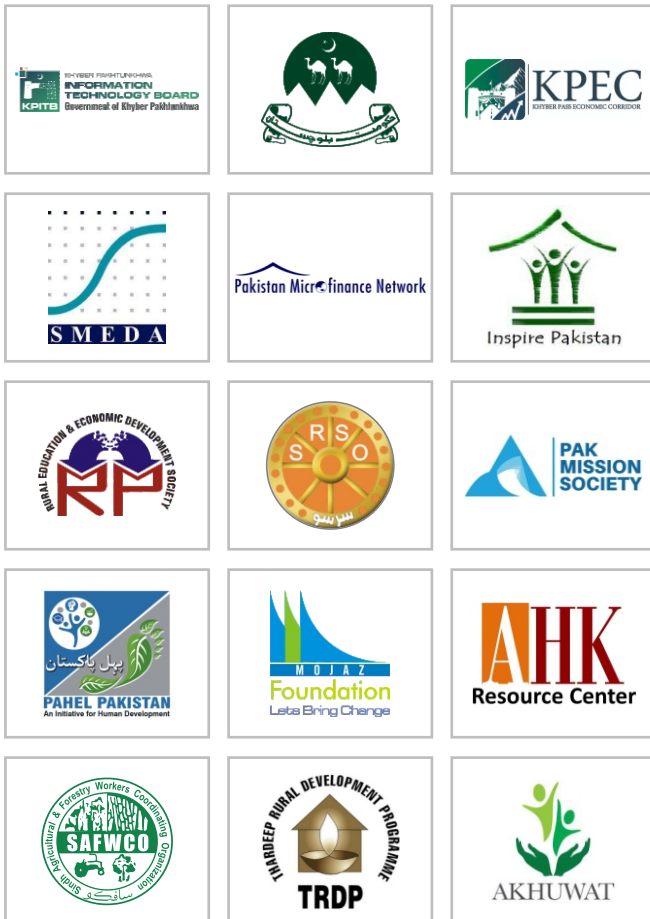
**This map shows the different geographical locations where ECI has worked so far.**

# Organizational Structure

The team is actively led by the Board of Directors who have vast programmatic, administrative and communication experience, along with a program department and an in-house digital design unit and state of the art digital studio.



# Our Clientele





# Testimonials

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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)*

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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*

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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*

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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*



I have worked closely with ECI and they have been such excellent partners as we have implemented a new program in Pakistan. I have so appreciated the hard work, diligence, and attention to detail of ECI staff. ECI has been crucial to the success of our program and I consider it a privilege to work in close partnership with such a talented team.

**Jessica Witten**  
*Manager BSR (HERessentials)*



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*

