

Empowering Mirco, Small & Medium Enterprises (SMEs)

In 1989, ECI started off as micro-enterprise development firm in Pakistan where the aim was to make people aware and incubate their micro level businesses as source of income. During the 90's work was being done all over Pakistan on promotion of micro businesses. Fast forward to 2007-08, the micro enterprises established had transitioned to small or medium enterprises and their needs of operations changed. The difference between micro, small and medium enterprises is as follows:



Micro Enterprise

These are small businesses with minimal employees and minimal capital. A microenterprise usually operates with less than 10 people and is started with a small amount of capital.

ECI has been actively working on the capacity building of SMEs since 2009. In this year, ECI became a member of the IFC Business Edge program, which gave ECI the edge of being certified to train MSMEs/SMEs in various courses. The firm has a roaster of 36 training courses available in the following themes:

-  Personal Productivity Skills
-  Marketing Management
-  Human Resource Management
-  Financial Management & Accounting
-  General Management & Operations

Small Enterprise

Small enterprises exist almost in every industry. They can range from convenience stores to small manufacturing plants. It can be a local bakery that employs 10 people or a manufacturing unit that employs 50 people.

Medium Enterprise

The category of medium scale enterprises is made up of enterprises which employ fewer than 250 persons. These enterprises emerge from the slow and steady growth of successful small businesses.

Through the partnership with IFC, ECI has certified trainers of SME's as a part of its team and further ECI has a pool of SME trainers. The strength of ECI in terms of resources to implement projects/trainings is evident from the following:

Certified Trainers

29



MALES

10



FEMALES

Instructional Designers

03



MALES

02



FEMALES

No. of SMEs Experts

Empowerment thru Creative Integration

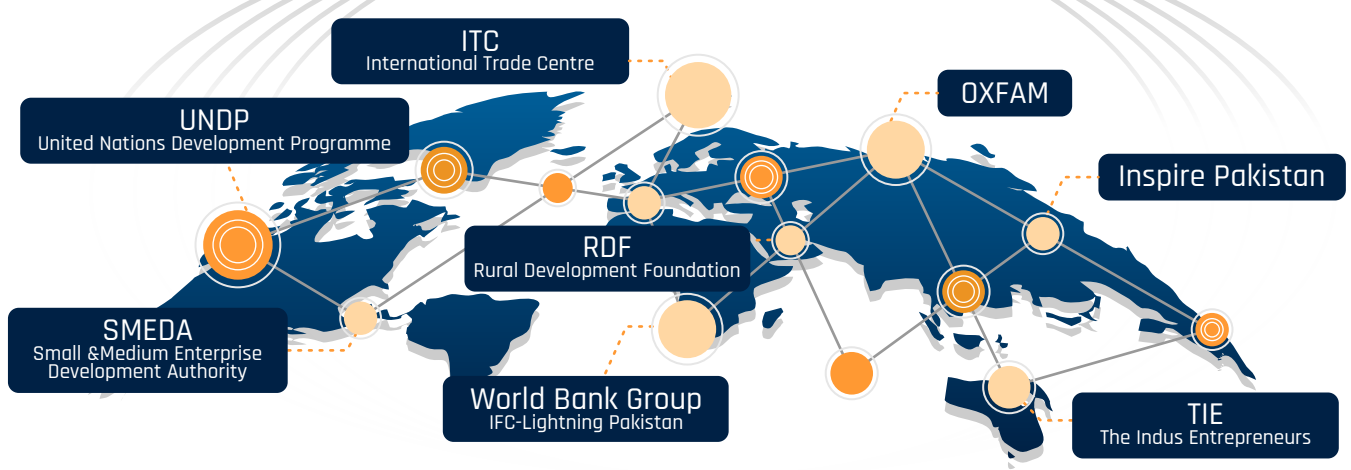
Empowering individuals and enabling institutions for progressive growth



Further, ECI has worked on various capacity-building initiatives of MSMEs across Pakistan in different districts of the provinces with different national and international clients. The following is graphical representation of ECI's work with SME's:



Renowned Clients



Geographical Reach

Balochistan, KPK, Punjab, Sindh

Languages

Urdu and English

Modes

Online and On-site

Age Groups

Youth (Novice) and SME Staff



16 manuals have been designed for building capacities of SMEs in the following:

- ▶ Enterprise Development (Financial Management, Cooperatives Management, Value addition and Innovation)
- ▶ E commerce and Social Media Marketing
- ▶ Strategic Planning
- ▶ Organizational Development
- ▶ Life skills (Effective Communication, Time Management, Human Resource Management)

Strategy for training of SMEs:

- ▶ Mobilization of SMEs by advertising the opportunity on social media and widely circulated newspapers.
- ▶ Design and development of market-based curriculum.
- ▶ Conduct of adult learning style trainings by certified trainers. All trainings are 60% activity-based for better understanding of content.
- ▶ Maintaining database of trained SME staff and sharing with them new training opportunities.

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