





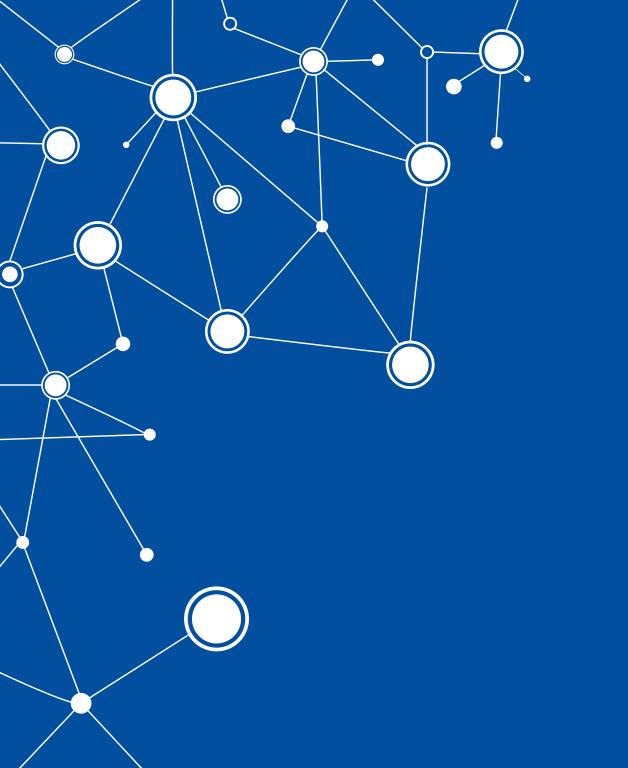




Uniting Knowledge and Potential









A Message from the Heart:

"A Year in Review"

Steering Through Challenges and Conquests

As we reflect on the past year at ECI, I take great pride in embodying our core theme: "Connecting Dots: Uniting Knowledge and Potential." This theme signifies our unwavering commitment to bridging gaps, fostering collaboration, and harnessing the collective strength of our diverse stakeholders to empower the masses. In 2024, we significantly enhanced our impact across various sectors, reaffirming our dedication to driving positive change in the masses we serve.

Throughout the year, we successfully engaged over 8,132 individuals (Male: 3,345; Female: 4,787) across 92 districts, implementing 23 impactful projects. Our efforts have made meaningful differences in the lives of small and medium enterprises (SMEs), youth, educators, parents, students, adolescents, caregivers, professionals, and factory workers.

Our strategic partnerships with esteemed organizations such as UNDP, UNICEF, GIZ, Rise Digital, Nutrition International, SMEDA, FDO, KPITB, KPEC, ITC, LAS, UNIDO, CWSA, GBRSP, and White Rice have been pivotal in this journey.



Among our notable achievements was the inaugural Job Fair and Bootcamp conducted under the UNDP Digital Skills Project, which brought together over 500 participants. This initiative successfully connected youth with employers, contributing to local economic growth and enhancing employability. Additionally, our collaboration with GIZ focused on the revision and contextualization of enterprise development modules, resulting in the creation of engaging e-learning videos that significantly enhance the accessibility and effectiveness of our educational resources.

Our efforts extended to maternal health and safety, where we provided technical support to Nutrition International, strengthening their initiatives to improve maternal and newborn health. In institutional development, we introduced a tech-based Project Management Training for FDO, equipping their teams with essential skills for digital transformation. Furthermore, we prioritized capacity building for youth and SMEs, ensuring they are equipped with the knowledge and tools needed to thrive in a competitive landscape.

In collaboration with UNICEF, we introduced a groundbreaking Online Child Protection Project, the first of its kind in South Asia. This project addresses critical issues related to child safety and digital awareness, providing invaluable resources and training to protect children in the digital age.

To strengthen our capabilities, we increased our pool of experts by incorporating professionals in climate science and communications, as well as specialists in digital media. This strategic expansion enhances our ability to tackle pressing challenges and communicate our initiatives effectively.

Our outreach initiatives, such as the Ramadan and EID Charity Drive, further exemplified our commitment to social responsibility. We executed various campaigns to raise awareness on pressing health issues, including a two-week "Empower Her" campaign focused on Polycystic Ovary Syndrome (PCOS), the "Voices of Climate Resilience" campaign, which featured a series of interviews with climate experts and universal children's day campaign.

In 2024, ECI Green Energy Solutions introduced affordable energy solutions for the masses. Operating under the EGES banner, 11 solar systems were installed in the Federal Capital and Punjab.

Throughout the year, we made a concerted effort to connect with our trainees from the UNDP Entrepreneurs Project in Sindh and the Enterprise Development Skills Project for KPEC to gather case studies that showcase their remarkable success stories. We also prioritized digital data management to enhance our internal operational functionality, utilizing TMS and ERP systems and developing various tools across departments.

As we look ahead to 2025, our focus will remain on leveraging digital tools and innovative strategies to further amplify our impact. We aim to deepen our engagement with masses and stakeholders, expand our program offerings, and continue addressing emerging challenges with creative solutions. We will be focusing on the economic development of SMEs and youth, institutional strengthening, collaboration, child protection initiatives, as well as mass media awareness campaigns.

I extend my heartfelt appreciation to each of you. Your dedication, hard work, and innovative spirit are the driving forces behind our success. Together, let us continue to pursue our shared vision of empowering masses and transforming lives. Here's to a year filled with promise, progress, and the relentless pursuit of excellence. Let us strive to reach new heights and make an even greater impact in the lives of those we serve.

Warm Regards,

Saleem Jahangir Managing Direcotr



Tribute to Muhammad Parvaiz

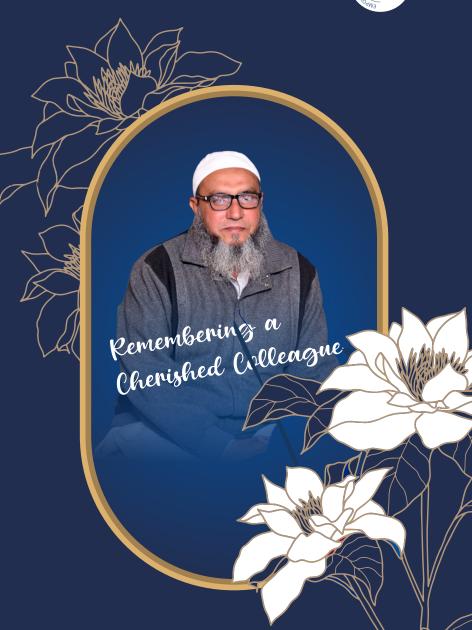
"In Memoriam Honoring a Valued Associate"

As we reflect on the past year at ECI, we take a moment to honor the memory of our dear colleague, Muhammad Parvaiz, who sadly passed away this year. A dedicated member of our team for many years, Pervaiz, personified the values we hold humility, kindness, and firm commitment to our mission.

His presence enriched our workplace and touched the lives of everyone around him. He was not only a skilled professional but also a trusted friend and mentor. His simple yet profound approach to life inspired us all to strive for excellence while remaining grounded and compassionate.

Through his contributions, Muhammad Pervaiz played a vital role in advancing our initiatives and fostering a collaborative spirit within the team. His legacy will forever remain in the hearts of those who had the privilege to work alongside him.

As we move forward, we carry with us the lessons he imparted and the memories we shared. We invite you to join us in remembering Muhammad Parvaiz, a cherished colleague whose impact will resonate throughout our organization and beyond.

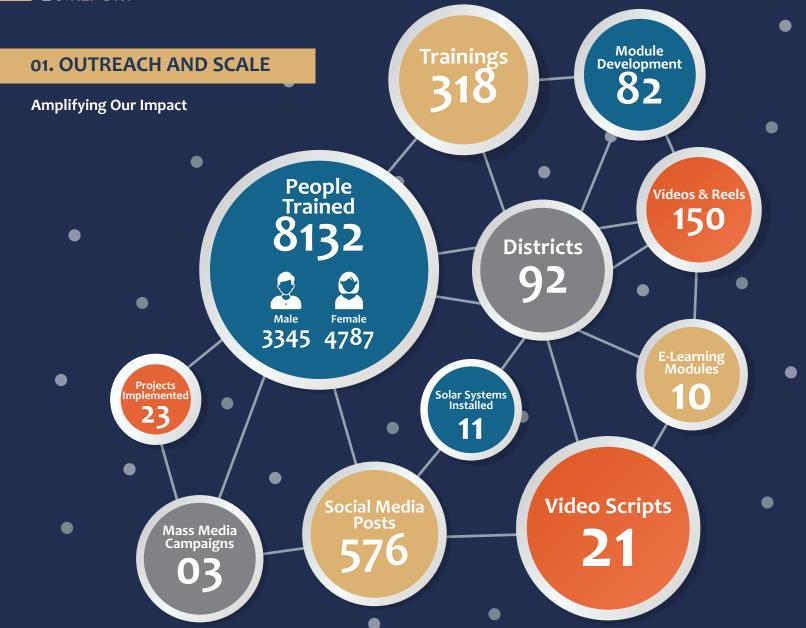


| 01 | Outreach and Scale | 06 |
|-----|---|----|
| O I | Amplifying Our Impact | 06 |
| 02 | Notable Achievements | 07 |
| 02 | Celebrating Our Legacy of Success | 07 |
| 03 | For Building Tomorrow | 08 |
| U3 | Empowering Communities Today | 00 |
| | ■ Wellness Matters: Advancing Health for All | 10 |
| | ■ Education for Everyone: Bridging the Gap | 11 |
| | ■ Digital Savvy: Equipping Minds for the Future | 12 |
| | Safeguarding Our Future: Protecting Children Today | 16 |
| | ■ Together for Change: Community Actions for a Greener Future | 17 |
| | ■ Behind the Scenes: Ensuring Smooth Operations | 17 |
| 0/ | Material Development and Digitization | 40 |
| 04 | Innovating Knowledge Access | 18 |
| | | |
| 05 | Echoes of Excellence | 21 |
| 03 | How Our Clients Define Our Legacy | |
| 04 | Voices of Our Trusted Collaborators | 23 |
| 06 | Shaping Success Together | 2) |
| | Internal Staff Trainings: | |
| U/ | Investing in Our Most Valuable Asset | 24 |
| | v | |



TABLE OF CONTENTS

| В | usiness Meetings | 25 |
|----|--|----|
| C | ollaborating for Success | -) |
| c | elebrating the Moments | 26 |
| A | Year of Togetherness | 20 |
| | Recreational Activities: Building Bonds Beyond Work | 27 |
| | Eid Celebrations: Embracing Unity and Joy | 27 |
| | Independence Day Celebrations: Celebrating Freedom and Unity | 28 |
| - | KASB Charity Initiative: Lighting the Way for those in Need | 28 |
| Α | dvocacy And Empowerment Campaigns | |
| _ | oices For Change | 29 |
| Fı | rom Dreams to Reality | 24 |
| A | Tribute to Future Change-makers | 31 |
| o | UR DIGITAL CONNECTION | 22 |
| R | eaching the Heart of the Audience | 32 |
| E | CI GREEN ENERGY SOLUTIONS | 22 |
| SI | haping a Sustainable Future with Renewable Energy | 33 |
| Le | ooking Ahead | 24 |
| _ | ogether We Thrive | 34 |





02. NOTABLE ACHIEVEMENTS

Celebrating Our Legacy Of Success



- Digital-Driven Project Management Training
- Digitization of Material
- Digital Skills for Youth



Inclusive Education and Child Protection

- Inclusive Education Environment
- Online Child Protection



Enterprise Development and Economic Growth

- Capacity Building of Enterprises
- Technical Support for Business Planning



Sustainable Practices and Community Engagement

Awareness on

- Climate Resilience
- Polycystic Ovary Syndrome
- Universal Children's Day



Learning and Development Resources

- Innovation in Learning
 Modules
- TMS and ERP Implementation



Impact Measurement

- Showcasing success of our Trainees
- Over 650 youth placed in jobs and internships
- CoP initiative praised at UNICEF Headquarters

03. FOR BUILDING TOMORROW

Empowering Communities Today



Training on Enterprise Development, Value Chain and Linkages Development



Multan

Activities



Curriculum development



2 separate trainings on value chain and linkages building



















Agribusiness Management and Marketing Training for Agri – Workers



SMEDA

Sujawal, Thatta, Kharan, Panjgur Musakhel, Naushki and Zhob



of Trainings 07













Skills Imparted

- Agribusiness Marketing
- Value Addition & Business Development





Diagnostic Study of 11 Clusters and **Training on Enterprise Development** Skills of 500 MSME's



Peshawar & Khyber



of Trainings 20













Gemstones





Furniture











Automobiles



Reached Out: 11 business clusters

Designed: 11 cluster-specific enterprise development curriculums

Trained: 30 Master Trainers

Conducted: Training for 500 participants

Conducted: A post-assessment of 455 businesses Hosted: A closing ceremony at Serena Peshawar









Provision of the Technical Assistance to SMEs

Provided: Comprehensive Technical Assistance (TA) to SMEs

Offered: Documentation guidance for PAIDAR grant

Delivered: Market analysis, technology assessment, feasibility studies, financial planning, and application preparation.

Finalized: Business plans for 16 SMEs









Awareness Sessions on Safe Migration -Safe Future



Dera Ghazi Khan, Rajanpur, Bahawalnagar Kurram Agency, Chitral, Hangu



of Trainings 18









Prepared: Handbooks, leaflets, PowerPoint presentations in multiple languages

Conducted: Team orientation and mobilization of Participants

WELLNESS MATTERS

Advancing Health for All



Capacity Building of Health Care providers on Kangaroo Mother Care (KMC) Services



26 Districts **Across KP**



of Trainings 08



Conducted: Meetings with the Technical Working Group and the Provincial Government Health Department

Revised: Existing curriculum

Imparted: Knowledge on vital signs monitoring, infection prevention, and caregiver counseling









EDUCATION FOR EVERYONE

Bridging the Gap



Training on inclusive Education in schools



Umerkot



of Trainings **30**



Mal

Femal

Refresher Training for Teachers: 10 sessions with 250 teachers
Training for New Teachers: 10 sessions with 220 teachers
School Management Committees (SMCs) Training: 10 sessions with 211
Post-Assessment: With 24 schools and interviewed 75 individuals
Issues Addressed: Marginalization, social exclusion, rights of religious minorities











Adult Literacy and Numeracy Training of Women



Karachi, Larkana and Shaheed Benazirabad



20 Females

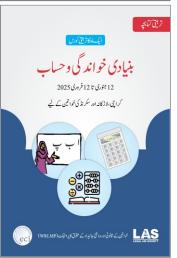


O1 Month



Curriculum Development Venue Identification Training Sessions





DIGITAL SAVVY

Equipping Minds for the Future



Capacity Enhancement of Factory Workers on Financial Health



Lahore **Faisalabad** Multan (Completed) Karachi (Ongoing)



Nishat Chunian Interloop and M.G Apparel

> YTML & Al-Karam





350



• Kick-off Meetings

- Baseline Surveys
- Formation of Worker-Based Committees
- WBC orientation
- Selection of Peer Educators (PEs)
- Training Sessions for Managers
- Trainings on Tablet Usage
- Capacity Building Sessions
- Refresher Sessions
- Outreach Sessions
- Sustainability Plan
- Endline Surveys















Tech-based Project Management for Senior & Middle Level Managers



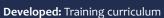












Achievements:

- Effective pilot implementation
- High participant satisfaction
- Uniformity in training delivery



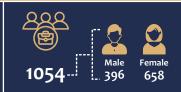
Employable Digital Skills Training for Youth Across KP



08 Districts of KP



of Trainings 48





Conducted: Awareness sessions and social media campaigns for youth engagement **Identified:** Universities and training Institutes

Formulated: A team of 11 experienced trainers

Conducted: In-person training sessions in 4 cycles, spanning 15 days each

Imparted Knowledge on: Web development, graphic design, animation, and digital marketing

Conducted: 3 mentoring sessions for each skill

Managed: Post-training database

Outcome: 300 youth gained employability through this program, securing jobs and internships











Trainings on Digital Skills and Establishing Job linkages for the Youth of Khyber Pakhtunkhwa



Nowshera, Charsadda, Tank, D.I. Khan, Khyber, **South Waziristan** and **North Waziristan**

Activities in Phase I



Phase I Phase II

Phase I - Completed Phase II - Ongoing

Phase I



of Trainings **85**

Opening ceremony: At Marriot Islamabad Conducted: 54 mobilization sessions with Youth



2300



1244







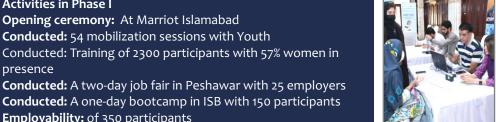














presence

Nowshera, Charsadda, Tank, D.I. Khan, Khyber, **South Waziristan** and **North Waziristan**

Phase II

Employability: of 350 participants



of Trainings 12

Female

208







Digitization of Material for Training Workshop



ECI's Contribution to the GRASP Project

Objective: Strengthening agribusiness management and

marketing skills

Developed: 11 video scripts to support capacity building





TOT on effective facilitation, **Financial Literacy and Digital Learning**



Karachi



of Trainings 01











Focus: Equipping trainers to support marginalized and vulnerable individuals in accessing justice services, digital and financial learning for their growth.



SAFEGUARDING OUR FUTURE

Protecting Children Today



Production and Dissemination of Awareness Raising Content on Child Online Protection for Children, Caregivers and Educators









Female

At National Level

of Trainings **12**

Focus: Tackling critical child protection issues in the digital era **Key Activities:**

- Conducted: Desk research of 11 national and international materials
- Developed: 14 training Materials
- Conducted: Pilot Testing involving 46 adolescents, 46 caregivers/educators in Islamabad, Lahore, and DI Khan for 5 days each
- Conducted: A 10-day ToT in ISB involving 15 Master Trainers
- **Conducted:** A 4-day training of UNICEF staff and Partners (PTA, Telenor) with 39 participants
- **Conducted:** Training of Facilitators (ToF) with 149 participants across Pakistan
- **Conducted:** 60 Awareness sessions through Master trainers
- Developed: TMS for the data management and sustainability of the project

















TOGETHER FOR CHANGE

Community Actions for a Greener Future



Social Mobilization for waste segregation in Bahawalpur and Water Conservation in Rawalpindi



Rawalpindi & Bahawalpur



- Hiring & Orientation of Team
- 2. Mobilization of the Participants
- 3. Awareness Sessions
- 4. Spot Checks













BEHIND THE SCENES

Ensuring Smooth Operations



Technical Support for Maternal and Newborn Health and Nutrition (MNHN) Program



Swabi, Khairpur, Jamshoro, Ziarat, Lodhran and Quetta





04. MATERIAL DEVELOPMENT & DIGITIZATION

Innovating Knowledge Access



Designing of Agriculture and value chain Manuals



Designed:16 training manuals
in both English
and Urdu



Focused Areas:
Agricultural
production, access
to local markets



Additional Support: Development of 8 presentations



Material Development and TOT on Agripreneurship and Life Skills



Karachi & Quetta



of Trainings **02**



Developed: Comprehensive Agripreneurship material

Imparted knowledge: on agricultural entrepreneurship, soft skills and life skills







giz

Contextualization and Revision of Entrepreneurship Module and Development of E-learning Manuals







Reviewed: Existing manuals, assessing their relevance

Documented: Trends in entrepreneurship training and changes required

Revised: Trainers Manual in both Urdu and English for effective facilitation

Developed: Scripts for 10 Videos

Produced: 10 e-learning modules



Development of Promotional and Educational Materials



- Outreach & Engagement Materials including banners, media walls, posters, certificates, backdrops, and standees.
- 8 Educational Modules (four in English and four in Urdu) to ensure content accessibility for diverse audiences







Development and Designing of Financial Literacy Module for Small Enterprises



A financial literacy module for small enterprises in Urdu to ensure easy understanding for the target audience





Development of Training Module on Building SME Competitiveness & Conduct of Training of Trainers



Project Focus: SME Competitiveness



1. Module development in English and translation in

Urdu or Sindhi

2. Conducting ToT (Training of Trainers) sessions





05. ECHOES OF EXCELLENCE

How Our Clients Define Our Legacy



ECI demonstrated professionalism and cultural sensitivity in executing community outreach activities as a service provide for the Global ZME programme. Despite many challenges, their team successfully designed and delivered tailored IEC materials and interactive awareness sessions in local languages across six districts in Punjab and KP. Their dedication, adaptability, and commitment to excellence were truly commendable, and their team made valuable contributions in the outreach of programme.



Faisal Shabbir | Flight & Migration Advisor - GiZ



ECI has been instrumental in developing comprehensive training manuals for master trainers and facilitators across Pakistan. Their exceptional expertise, content and dedication in curating and executing multiple training sessions under the Child Online Protection project have been truly impactful. We deeply value this partnership and the outstanding impact that we have created together. I eagerly anticipate collaborating with them on future endeavors.





Areej Khan | Chief People Officer - Telenor Pakistan





I am pleased to share, our experience with ECI remain very good. Their approach was not limited to just conducting training sessions but extended to follow-up visits to ensure the effective implementation of the learnings of participants. The sessions were marked by their profound expertise, unwavering commitment, and practical applicability. As a result, the training participants and other stakeholders provided very positive feedback.

Kiran Bashir | Project Manager - CWSA





RISE worked with ECI to implement our RISE Digital program. Together, we have made a transformative impact in the communities of Multan, Faisalabad, and Karachi by empowering individuals through digital skills training. By delivering RISE Digital, ECI has played a key role in bridging the digital divide, offering practical solutions that are changing lives. We look forward to continuing our partnership with ECI as they continue to drive meaningful change across Pakistan.



Kamrul Hossain Shuvo | Implementation Manager - RISE Digital



ECI has provided an insightful training on Tech Based Project Management to our staff. This training fostered creative thinking and focused on optimizing WhatsApp groups for task management and study circles, integrating software like TMS/ERP, maximizing AI utilization, implementing online forms for enhanced efficiency, and establishing effective mechanisms for debriefing and task allocation.









I would like to express sincere gratitude for the outstanding work that ECI has done in designing a variety of IEC (Information, Education, and Communication) materials and event materials for our initiatives. Your team's creativity, attention to detail, and commitment to excellence have truly enhanced the impact of our programs. We look forward to continuing this fruitful partnership with ECI and hope for more successful collaborations in the future.

Rizwana Aziz Khan | Program Manager-AANGAN - Rozan



Ghulam Mustafa | Chief Executive Officer - FDO



06. VOICES OF OUR TRUSTED COLLABORATORS

Shaping Success Together



ECI's organized approach and trust in vendors make collaboration enjoyable. Supplying general order items to them has been smooth and rewarding. Their prompt payment system reflects their reliability and professionalism, making them a vendor's ideal partner.

Muhammad Kashif, Oceanic Ventures





I have had the privilege of collaborating with ECI Green Energy Solutions on numerous projects. Their stock quality is excellent, and their payment schedule is both transparent and timely, ensuring all payments are settled upon completion of work. The professionalism and positive attitude of their staff further enhance the experience. It has been a pleasure working with ECI Green Energy Solutions, and I look forward to continuing this productive partnership.

Muhammad Sajid Hussain, Trios Solar Energy





Working with ECI has been a seamless experience. Their professionalism, timely communication, and commitment to quality make them a valued partner. Additionally, their timely payments ensure a hassle-free collaboration. We are proud to support their impactful projects through our printing services.

Shahid Bhatti, Owner, MashaAllah Printers



07. INTERNAL STAFF TRAININGS

Investing in Our Most Valuable Asset



Session on Business Development and Communication



Session on Leadership impact



Session on Time and Team Management



Session on Dealing with Public Sector Organizations



Session on Time and Team Management



Session on Artificial Intelligence for the staff



o8. BUSINESS MEETINGS

Collaborating for Success



Meeting with Relief International



Meeting with Smile Foundation



Meeting with Representatives of Agahe Pakistan



Meeting with CSSP



Meeting with KPEC Peshawar



Meeting with Inspire Pakistan



Meeting with Arooj Saqib



Meeting with Representative of Kerk in Actie



Meeting with Country Representative of FAO

09. CELEBRATING THE MOMENTS

A Year of Togetherness































RECREATIONAL ACTIVITIES

Building Bonds Beyond Work











EID CELEBRATIONS

Embracing Unity and Joy







INDEPENDENCE DAY CELEBRATIONS

Celebrating Freedom and Unity







KASB CHARITY INITIATIVE

Lighting the Way for those in Need













10. ADVOCACY AND EMPOWERMENT CAMPAIGNS

Voices for Change

ECI initiated a thorough two-week awareness campaign focused on **Polycystic Ovary Syndrome (PCOS)**, which included interviews with medical experts such as gynecologists, psychologists, and physiologists.







ECI has successfully launched the "Voices of Climate Resilience" initiative, featuring a series of interviews with climate experts. These discussions address the challenges of climate change, promote resilience, and explore various adaptation strategies. This initiative aims to raise awareness and engage the public in meaningful climate action by sharing valuable insights and expert knowledge.







ECI has launched a special campaign to mark Universal Children's Day, spanning from November 20 to December 10. The initiative features expert interviews and engaging Facebook posts, aiming to raise awareness and inspire action. The purpose of this campaign was to aware masses about their responsibilities being parents, caregivers and individuals.







THE CHAMPIONS



Secured Employee of the Month in 2024



NAEEM AHMAD



MAHREEN TAHIR











IFTIKHAR MEMON





NAEEM AHMAD



11. FROM DREAMS TO REALITY

A Tribute to Future Change-makers

Building Inclusivity

Dua's Entrepreneurial Journey



Dua Shams Din Qureshi, a 21-year-old entrepreneur from Sukkur, embodies the spirit of inclusivity through her journey in the business world. After participating in UNDP Entrepreneurial Development Training (EDT) program, she launched a small beauty salon that serves as a welcoming space for everyone, including marginalized communities. Dua's experiences highlight the profound impact of education and empowerment. "Equal opportunities are not just ideals; they are essential for true progress," she asserts. "This training has equipped me with the skills to not only thrive but also uplift others." Dua's journey reflects the transformative power of targeted support for aspiring entrepreneurs, particularly for transgender individuals, emphasizing that everyone deserves a fair chance to succeed.

Building Pathways

Muskan's Entrepreneurial Success



Muskan Kumar, a 24-year-old entrepreneur from Tharparkar, embraced her entrepreneurial spirit through a training program that enhanced her business skills, particularly in digital marketing. After successfully launching an online clothing boutique, Muskan reflects on her journey with optimism and determination. "Success is a journey, and every step forward counts," she shares. "The skills I gained from the training have been invaluable." Muskan encourages other young women to pursue their goals with tenacity, believing that continuous learning is key to success. Her story is a reminder of the importance of resilience and the power of education in opening doors for aspiring entrepreneurs.

Empowering Growth

Kaleem's Journey Through Training



Kaleem Ullah, a Custom Clearing Agent from Khyber District, has long facilitated crossborder trade at the Pak-Afghan Border in Torkham. Despite his dedication, his unregistered business struggled to grow due to outdated marketing strategies and limited business management knowledge. This changed in August 2023, when Kaleem attended a three-day business skills training. The program introduced him to modern business practices, including strategic planning and digital marketing. "The training opened my eyes to the potential of digital tools," Kaleem recalls. Motivated by what he learned, Kaleem began promoting his services on WhatsApp and social media. This shift quickly paid off, boosting his monthly income from PKR 20,000 to PKR 35,000. With newfound confidence, Kaleem plans to further expand his business, considering formal registration and deeper engagement with digital tools. "I'm determined to keep learning and adapting," he says, aiming to build a reputable and sustainable business. Kaleem Ullah's journey highlights the transformative power of education, demonstrating how strategic training can unlock an entrepreneur's potential and drive significant business growth.

12. OUR DIGITAL CONNECTION

Reaching the Heart of the Audience























13. ECI GREEN ENERGY SOLUTIONS

Shaping a Sustainable Future with Renewable Energy









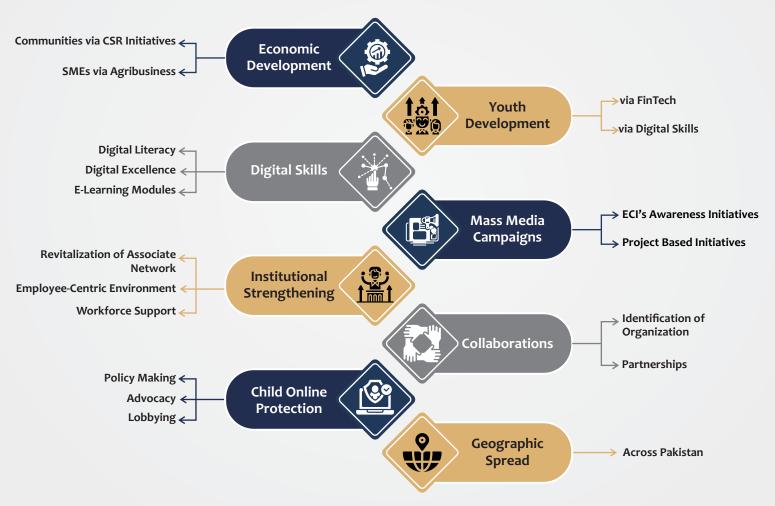


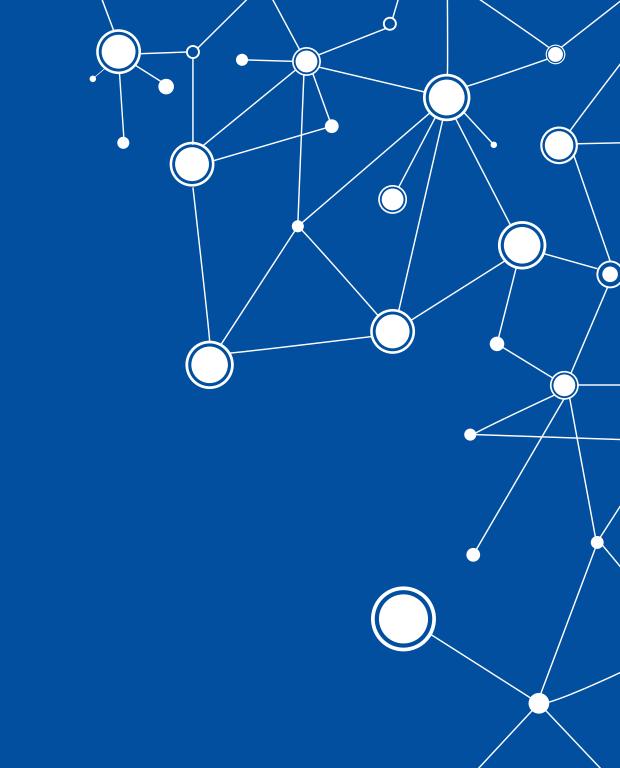
At ECI Green Energy Solutions, we believe that when you control your energy, you control your future. Since our entry into the renewable energy sector in 2024, we have remained committed to driving the transition towards a sustainable and eco-friendly future. In 2024, we successfully installed 11 solar systems, marking a significant milestone in our journey to empower communities with clean, renewable energy. Through flexible installment plans, we have made solar energy accessible to lower-middle-class families, providing them with reliable and affordable energy sources while contributing to environmental sustainability.



14. LOOKING AHEAD

Together We Thrive







MAB Fire Protection Pvt. Ltd.



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