



Empowerment thru
Creative Integration



34
YEARS OF
EXCELLENCE



Organizational Profile



Empowering individuals
and enabling institutions
for progressive growth.

Empowerment thru Creative Integration

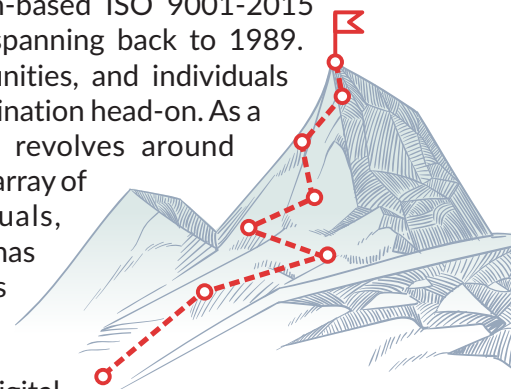
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The Journey of ECI

About ECI

Empowerment thru Creative Integration (ECI) is a Pakistan-based ISO 9001-2015 certified training and consultancy firm with a rich history spanning back to 1989. Committed to fostering a world where institutions, communities, and individuals thrive, ECI endeavors to tackle poverty, inequality, and discrimination head-on. As a development consulting organization, ECI's core mission revolves around catalyzing sustainable socio-economic change through a wide array of capacity development initiatives, empowering individuals, institutions, and communities alike. Since its inception, ECI has been at the forefront of providing consultancy services such as baselines, researches, assessments, and mapping studies, alongside curriculum design, digital studio, and training services tailored for the development sector. Leveraging its digital design unit and in-house digital studio, ECI excels in branding, design, and digital outreach to meet contemporary demands. Their interventions span macro, meso, and micro levels, prioritizing inclusion and integration, all guided by the principle of delivering better, cheaper, faster solutions. ECI's reach extends from non-literate individuals at the grassroots level to government functionaries across Pakistan, reflecting their commitment to inclusivity and scalability. With a remarkable track record of over 650 large-scale projects completed across eight thematic areas for both international and national clients over the past 34 years, ECI stands as a trusted partner in driving meaningful and lasting change.



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

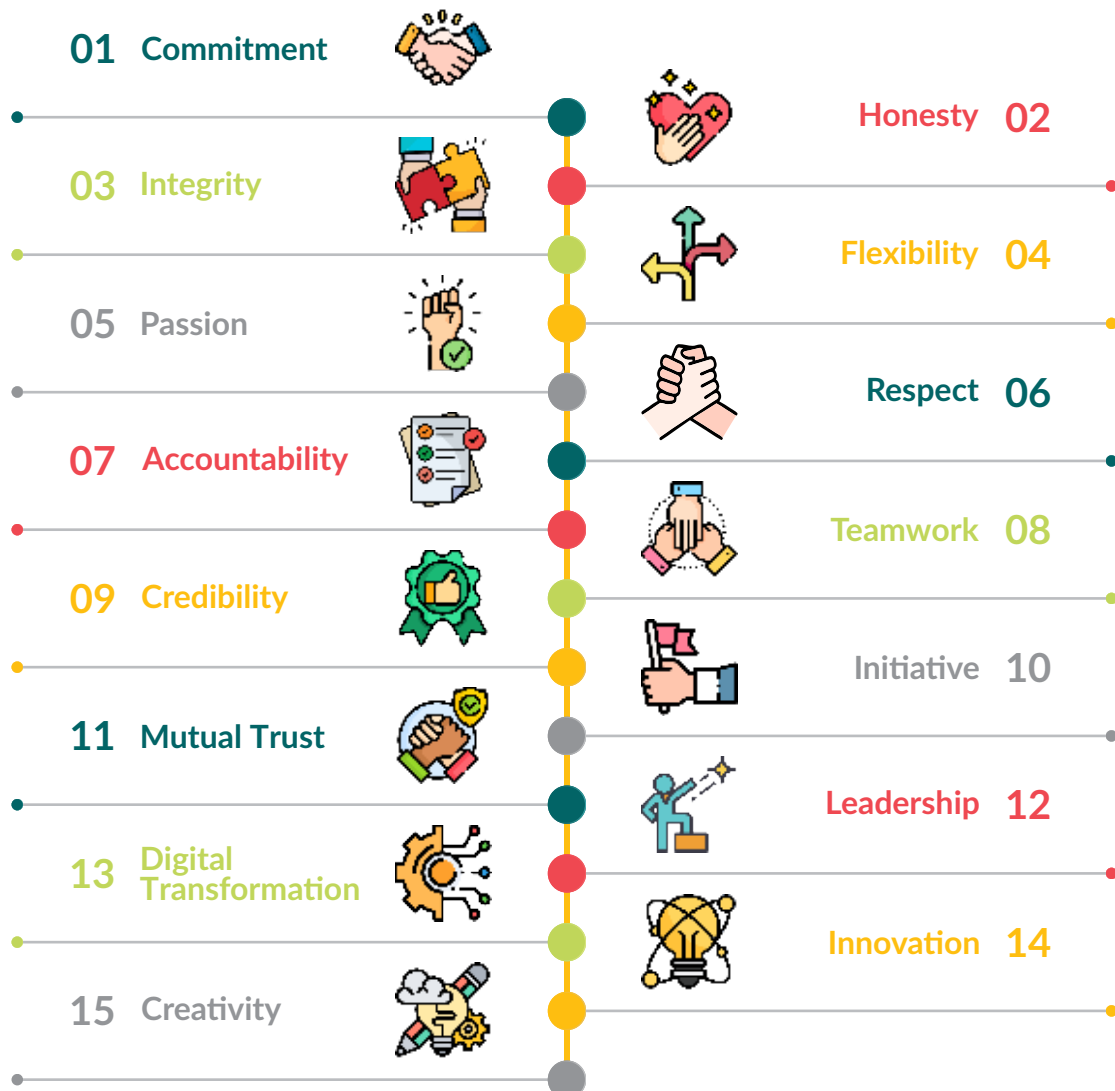
ECI is working in different thematic areas and has established its niche in developing and designing curricula and conducting cascade roll-outs of training delivery and project implementation. Keeping this in mind, ECI is not only enhancing the scope of work to other thematic areas but also focusing 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 6 thematic areas and its proven track record itself speaks volumes about the expertise and competence of the firm.

Climate Resilient Livelihood and Business Development



ECI is actively committed to enhancing the capacity for the design and implementation of climate-resilient livelihood and business development programs. Recognizing the imperative of inclusivity for the long-term sustainability of enterprise interventions, ECI initiated a strategic shift in 2002. This involved extending its focus beyond organizational staff to include the training of selected community members who now serve as enterprise trainers and business development support providers (BDSPs).

In collaboration with esteemed organizations such as UNDP, BLEP, GIZ, and others, ECI has played a pivotal role in advancing the field of climate-resilient livelihood and business development. The organization's approach involves successive training sessions and on-the-job mentoring to ensure a comprehensive skill set among individuals.

Presently, ECI boasts a robust Associate network comprising over 200 Community-based Enterprise Development Professionals strategically positioned across all districts nationwide.

Peace, Digital Education and Life Skills



Education, as envisioned by ECI, transcends the mere acquisition of knowledge; it is a transformative process that instills values, develops attitudes, and fosters skills and behaviors essential for individuals to coexist harmoniously with others and with oneself. With an explicit commitment to promoting peace and ensuring education for all, ECI's mission has evolved to include initiatives that propagate messages of peace, tolerance, and awareness among diverse communities.

Collaborating with esteemed partners such as PMS, REEDS, and SRSO, ECI has been actively engaged in projects that bridge the nexus between education and peace. The organization has directed specific attention toward women's emancipation and empowerment, recognizing the pivotal role of education in fostering positive change. Additionally, ECI has collaborated with organizations like BSR and DAI to actively participate in the cause of women's empowerment, demonstrating a tangible dedication to advancing peace, digital education, and life skills among the marginalized sections of society.

Thematic Areas of ECI

Governance & Institutional Strengthening



ECI has been at the forefront of capacity-building programs and training initiatives, catering to institutions spanning a diverse spectrum – from well-established multinational employers to members of emerging rural organizations. In every instance, ECI has consistently left a positive impact on participants, enhancing their knowledge, skills, and attitudes towards the work environment, stakeholders, and institutions.

Through its endeavors in governance and institutional strengthening, ECI actively contributes to the development of not just individuals but also the systems and structures that underpin successful collaboration.

Health, Nutrition and Safety



In response to the global call for a healthier lifestyle, ECI has been a trailblazer in incorporating "Health & Nutrition" into its portfolio, aligning with the collective goal of promoting well-being worldwide. The organization has been at the forefront, mobilizing communities, building capacity, and fostering awareness about healthy living in both rural and urban settings across Pakistan. ECI's targeted efforts extend to young children, adolescents, parents, and school teachers, aiming to instigate attitudinal changes regarding the crucial concepts of Health & Nutrition.

In collaboration with Nutrition International, ECI has played a pivotal role in developing materials geared towards promoting healthy trends among the masses. However, ECI's commitment to a holistic approach goes beyond physical health—it extends to ensuring the safety and protection of children. ECI recognizes the paramount importance of child protection in securing the future of the country. To fulfill this commitment, ECI actively designs and develops curricula aimed at creating awareness among children, parents, teachers, and society as a whole.

Technical Services for Microfinance and FinTech



ECI strategically expanded its thematic areas to address the critical need for upscaling skill development in "basic numeracy and bookkeeping." Recognizing that the impact on the household level was not as evident as desired, and acknowledging the necessity for enhanced financial management skills, ECI took proactive measures to refine its focus. This led to the evolution of "Financial Literacy" into a more comprehensive framework centered around "Financial Health." Subsequently, ECI established a specialized portfolio dedicated to "Technical Services for Microfinance."

As ECI progresses in this domain, the organization remains dedicated to staying at the forefront of advancements, particularly in the realm of FinTech. By leveraging technology and adopting innovative approaches, ECI is poised to make lasting contributions to the financial inclusion and empowerment of individuals, ensuring a resilient and thriving financial ecosystem.

Thematic Areas of ECI

Research, Monitoring and Evaluation



Conducting research and evaluation constitutes a pivotal aspect of any project or study. ECI plays a crucial role by offering comprehensive research and evaluation services to various organizations, aiding them in comprehending the impact of their projects.

Embracing a mixed-method approach, we employ diverse evidence collection techniques such as interviews, focus groups, observations, case studies, surveys, and statistical analysis of administrative data. This multifaceted approach ensures the generation of robust evidence regarding the impact of any service or program, accompanied by thorough documentation. ECI's commitment to research and evaluation is underscored by its collaboration with esteemed organizations like NOAD, The Dred Hollows Foundation, and REEDS, where we have undertaken various research and evaluation assignments.

ECI's 6 Thematic Areas

Climate Resilient Livelihood and Business Development	Peace, Digital Education and Life Skills	Governance & Institutional Strengthening	Health, Nutrition and Safety	Technical Services for Microfinance and FinTech	Research, Monitoring & Evaluation
Curricula developed					
215	63	51	10	13	12
Project Implemented					
270	107	78	40	25	22

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

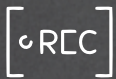
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TECH SAVVY
with us ●

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



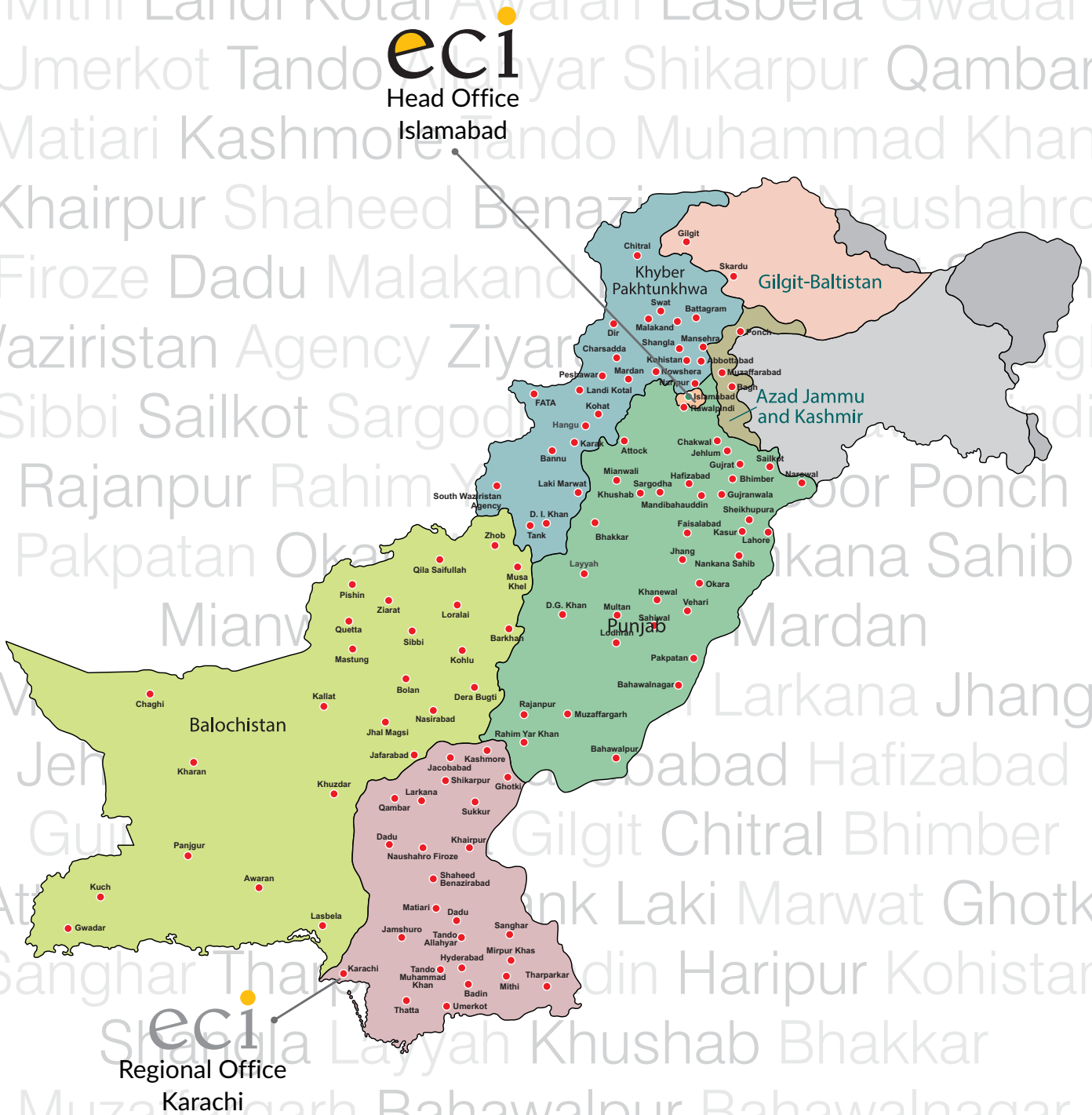
Podcast



TVCs



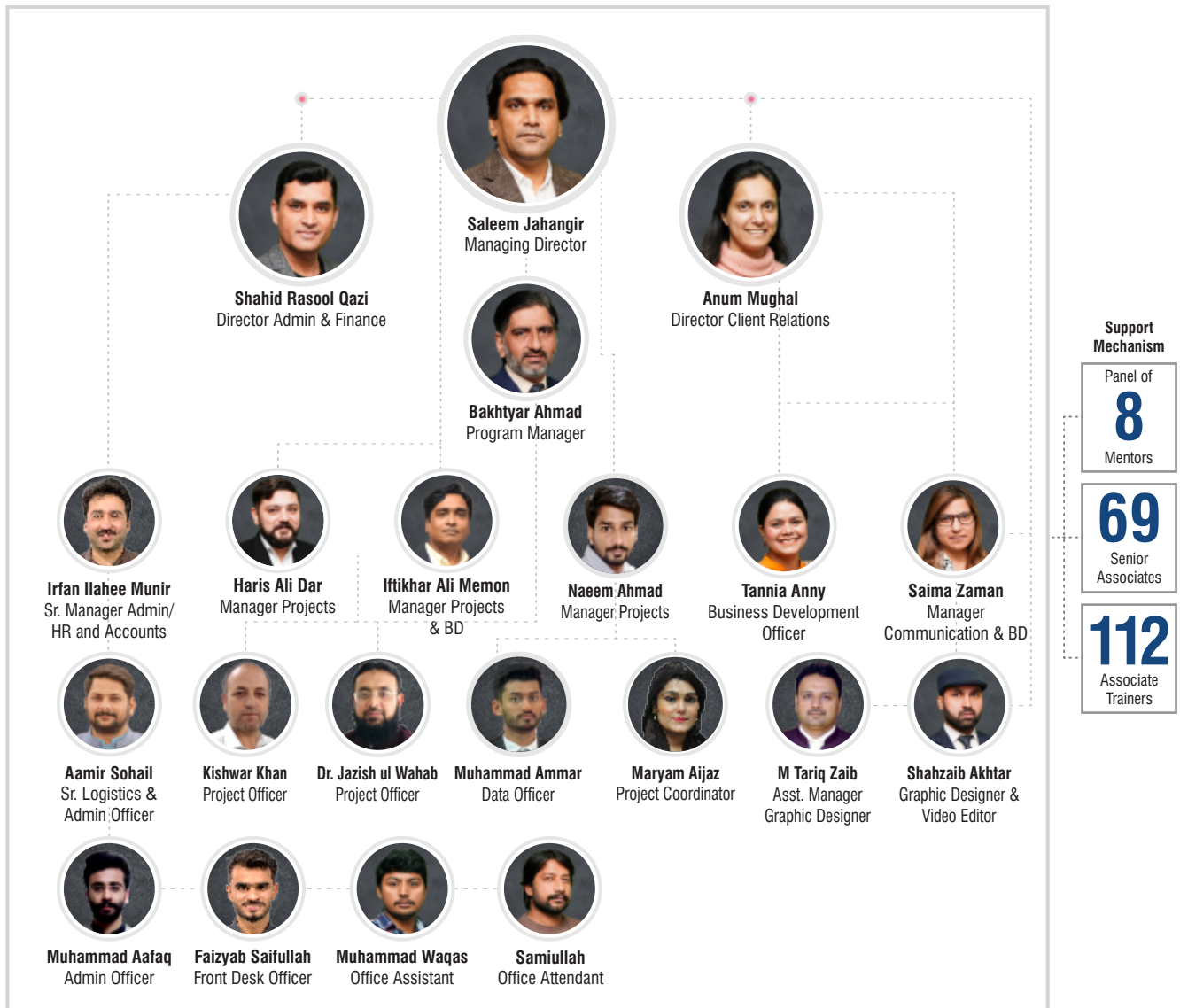
Geographical Outreach



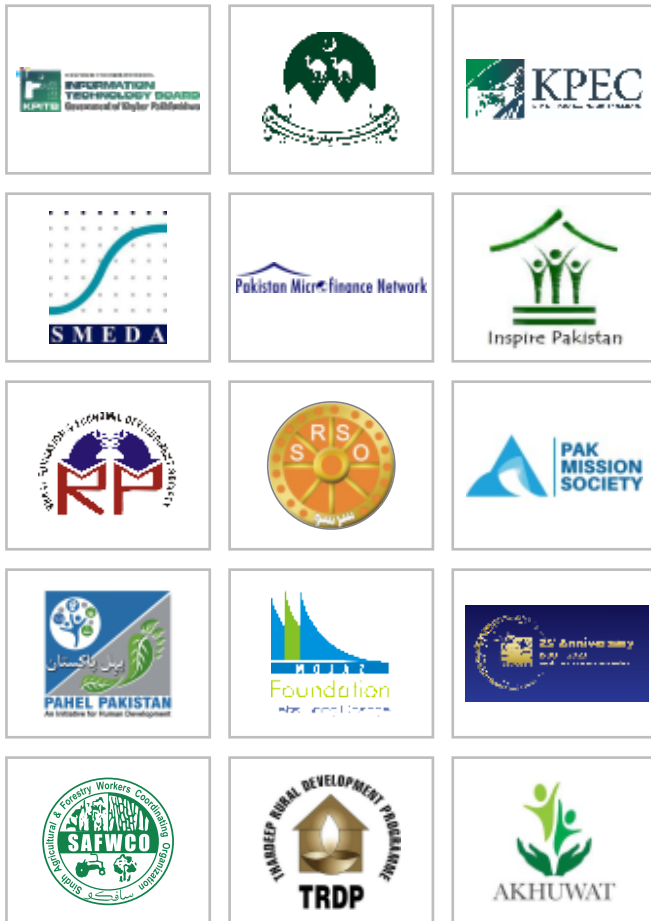
This map shows the different geographical locations where ECI has worked so far.

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

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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)

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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

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