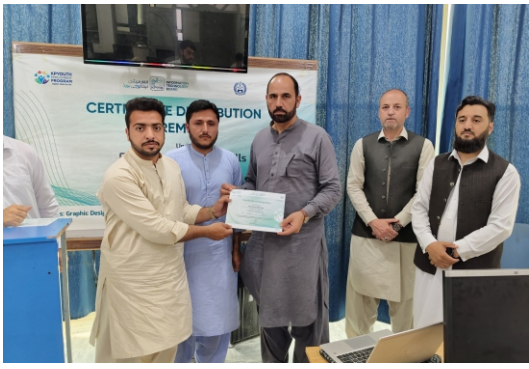
QUARTERLY NEWSLETTER APRIL – JUNE 2025

Empowered Voices, Connected Communities

In Focus:

The second quarter of 2025 was a period of meaningful progress and wide-reaching impact for ECI, as we deepened our partnerships and expanded our development footprint across multiple regions of Pakistan. With the continued support and trust of our esteemed partners-including SMEDA, Islamic Relief Pakistan (IRP), CARE Pakistan, RDF, WWF, BRSP, and the Pakistan Tobacco Control Cell. We implemented a range of high-impact initiatives focused on inclusive growth, skill development, and social empowerment. From training and mentoring over 3,800 individuals, including women, youth, farmers, and teachers, to conducting specialized vocational Training of Trainers (ToTs), our programs aimed to equip communities with tools for resilience and self-reliance.



This quarter also saw ECI undertake social welfare and advocacy efforts, such as the Ramadan and Eid drive under KASB initiative, where ration bags and Eid gifts were distributed to deserving families and children, followed by an Eid Milan celebration with ECI staff. Two digital campaigns-Media and Minds, focused on the influence of media in opinion shaping, and Plant with ECI, a tree plantation drive-amplified our voice for informed citizenship and environmental stewardship. Additionally, ECI's Managing Director, Mr. Saleem Jahangir, engaged the public through various radio platforms, sharing insights on development, inclusion, and civil awareness. Each of these activities reflects our belief in long-term, people-centered change-and our commitment to inclusive, community-rooted development.

Project Highlights

1. Training, Handholding, and Mentoring Services to SMEs - GRASP

Under the EU-funded GRASP initiative, ECI partnered with SMEDA to deliver enterprise support in Tharparkar, Khuzdar, Noshki, and Lasbela, focusing on agriculture and livestock value chains. The trainings enhanced entrepreneurial and technical skills of rural SMEs. A two-day Training of Trainers on micro agro-entrepreneurship was conducted with 52 participants, including 28 males and 24 females. This was followed by a five-day agripreneurship training with 80 participants (42 males, 38 females), and one-day handholding support sessions that engaged 79 participants (45 males, 34 females). A comprehensive three-month mentorship program was rolled out across 24 sessions in six districts, reaching 457 individuals. Finally, a four-day Level-2 SME Competitiveness Training was held with 53 participants, comprising 44 males and 9 females.

2. 8-Day E-Commerce Training for Farmer SMEs

ECI collaborated with RDF and Better Cotton to conduct an eight-day e-commerce training for smallholder farmers and rural SMEs in Tando Adam. A total of 30 participants benefited from the program, including 16 males and 14 females. The training focused on online business development, digital marketing, and the use of digital tools to support rural entrepreneurship.

3. Beautician and Stitching ToTs for PBM – WISE-II

Under the WISE-II project implemented by Islamic Relief Pakistan, ECI provided vocational skills training to female instructors nominated by Pakistan Bait-ul-Maal. A total of 12 women participated in two ToT programs. The beautician ToT was attended by 5 females and focused on salon management and contemporary beauty techniques, while 7 females took part in the stitching and tailoring ToT designed to enhance both technical skills and training methodologies.

4. Building SME Competitiveness for Small and Medium Enterprises of Baluchistan and Sindh

To support SME development in Sindh and Balochistan, SMEDA engaged ECI to conduct a series of training sessions and develop multilingual training materials. Two Training of Trainers sessions were held in Karachi and Quetta, with a total of 31 participants — 24 males and 7 females. Materials were delivered in English, Urdu, and Sindhi to maximize accessibility.

5. Empower Parents/Guardians of Persons with Disabilities (PWDs) for Enhanced Support and Inclusion

As part of WWF's GEDSI component under the Australia-Pakistan Water Security Initiative (APWASI), ECI conducted two inclusive one-day sessions for parents and guardians of persons with disabilities. Held in Farash Town (Islamabad) and James Town (Rawalpindi), the training reached 60 individuals, including 39 females and 21 males, using interactive and culturally relevant content tailored to varied literacy levels.

6. Capacity- Building through Business Skills Training and Entrepreneurship Development and Farmers Exposure visit from District Kacchi and Jaffarabad, Balochistan

In the flood-affected districts of Jaffarabad and Kacchi, ECI, under Islamic Relief Pakistan's partnership with UNDP, delivered a large-scale livelihood recovery program. A total of 100 one-day enterprise development sessions were held—54 in Jaffarabad and 46 in Kacchi—benefiting 3,025 participants. These included 2,714 males and 311 females. Furthermore, 105 personalized mentorship sessions were conducted, supporting 1,050 participants. In Kacchi, 550 individuals (490 males and 60 females) received mentoring, while in Jaffarabad, 500 individuals (491 males and 9 females) were engaged. Additionally, 254 participants were taken on exposure visits to various locations in Sindh to learn from functioning enterprises.

7. Strive Women Program under the Women-led Micro and Small Enterprises (W-MSEs) Capacity

To boost the digital and financial capacity of women-led micro and small enterprises, CARE Pakistan partnered with ECI for content development and training delivery. A pilot session was held in Islamabad with 22 participants, including 21 females and 1 male. Following its success, two five-day Training of Trainers sessions were conducted in Multan and Hyderabad, training 36 individuals—30 females and 6 males—on financial inclusion, mobile wallets, and entrepreneurial resilience.

Building on this momentum, a series of 3-day Business Management Skills Trainings (BMST) were conducted across multiple districts of Sindh and Punjab . Three sessions were held in Hyderabad, Jamshoro, and Matiari, reaching 95 participants (91 females, 4 males). 3 sessions were held in Multan and Lahore. These sessions trained 104 participants (101 females, 3 males).

8. Hiring of Training Institute for Provision of Middle School Teachers Training

BRSP, in partnership with ECI under the Education Can't Wait (ECW) project, conducted a 5-day teacher training program from June 16–20 in Loralai and Panjgur, Balochistan. The initiative aimed to enhance middle school teachers' instructional skills using modern teaching methods and assessment tools. Four gender-segregated sessions were held, with 57 teachers trained—41 from Loralai and 16 from Panjgur, including 22 male and 35 female participants.

9. RISE Digital Initiative

During this quarter, the following key activities were conducted under the RISE Digital Program at US Apparel Lahore:

- Kickoff Meeting
- Baseline Activity
- Capacity-Building Workshop for Modules 1 & 2 with Peer Champions
- Capacity-Building Workshop f or Modules 1 & 2 with WBC Members

A total of 85 participants took part in these activities, including 42 males and 43 females.

During this period, the following key activities were conducted under the RISE Digital Program at Alkaram Textile Mills Limited (Unit-3) and Yunus Textile Mills (Unit-7):

- Kickoff Meetings
- Baseline Surveys
- Capacity-Building Workshops for Peer Champions
- Training of Trainers (ToTs) on 8 Digital and Wellbeing Modules
- Worker Training Roll-outs on 8 Modules
- Outreach Sessions by Peer Educators and the RISE Digital Team
- Refresher Trainings for Champion Peer Educators
- Manager and Supervisor Trainings on Manager Modules

- Management Orientation and Touch Point Meetings
- Midpoint Meetings and Sustainability Discussions
- Endline Surveys and Reports
- Closeout & Graduation Ceremony (expected in July 2025)

A total of 1,960 participants were engaged through these activities, including 100 Peer Educators, 30 Managers, and approximately 1,700 random workers reached through outreach sessions across both factories.

10. IEC Material Development

ECI supported the Pakistan Tobacco Control Cell in designing and producing a range of IEC materials—brochures, pamphlets, leaflets, and visual aids—geared toward public awareness and health advocacy.

Quarterly Engagements and Social Impact

ECI-KASB Ramadan & Eid Initiative

Under this impactful initiative:

- Ration bags were distributed during Ramadan to support vulnerable families
- Eid gifts brought joy to children across targeted communities
- Eid Milan event was hosted for ECI staff, celebrating unity and festivity

Media Presence: Voice for Change

ECI's Managing Director, Mr. Saleem Jahangir, shared expert insights on various radio platforms, engaging in public discourse around development, inclusion, and entrepreneurship.

Digital Campaigns:

1. **Media and Minds**

   A digital awareness series exploring the role of media in shaping public opinion and its implications on social behavior and discourse.

2. **Plant with ECI**

   A tree plantation campaign aimed at promoting environmental consciousness and community-driven sustainability efforts.

Looking Ahead: As we step into the third quarter, ECI remains committed to innovating, collaborating, and delivering impactful solutions for inclusive development. Your support and engagement continue to drive our mission forward.

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