



Empowerment thru
Creative Integration



ORGANIZATIONAL PROFILE



***Empowering individuals
and enabling institutions
for progressive growth***

A Legacy of Purpose, Progress and Impact

Empowerment thru Creative Integration (ECI) is a Pakistan-based, **ISO 9001:2015-certified** consulting and capacity development organization with **37 years of excellence, growth and innovation**.

Established in 1989, ECI has evolved from a purpose-driven local enterprise into a nationally recognized development partner, delivering high-quality services in capacity building, research, technical assistance and project implementation.

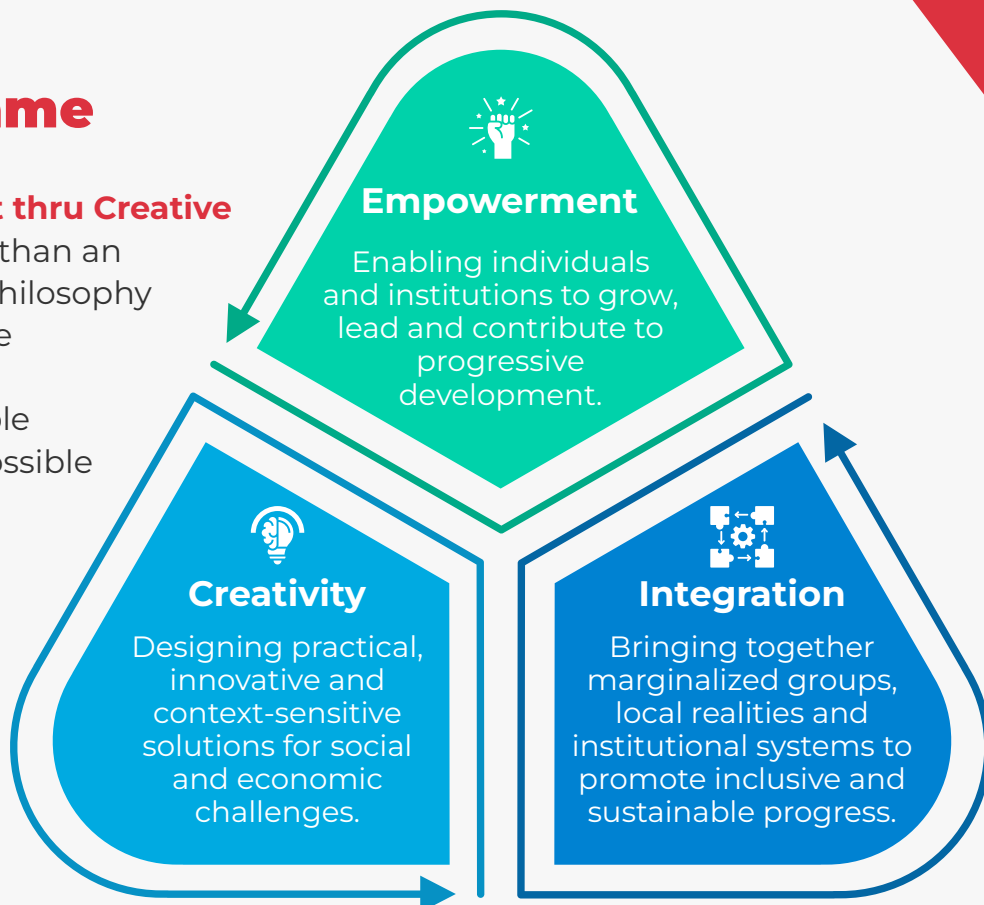
Over the years, ECI has successfully delivered more than 700 large-scale projects for government institutions, development agencies, INGOs, NGOs and private sector clients. Through its work, ECI has remained committed to strengthening individuals, institutions and communities by designing practical, innovative and context-responsive solutions that create lasting impact.

With strong nationwide outreach, multidisciplinary expertise and growing digital capability, ECI continues to respond to emerging development needs through integrated programming, evidence-based planning and adaptive implementation approaches.



The Thinking Behind Our Name

The name **Empowerment thru Creative Integration** reflects more than an identity; it expresses the philosophy that guides ECI's work. The organization believes that meaningful and sustainable development becomes possible when people are enabled, ideas are innovative and systems are inclusive. This philosophy is reflected through three defining pillars:

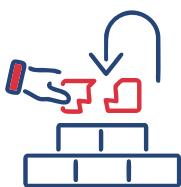


The Journey of ECI

From Vision to Institutional Excellence

Over the past 37 years, ECI has grown through a journey of purpose, expansion and institutional strengthening. Its development can be understood through the following phases:

Phase I:



Laying the Foundation (1989–2005)

ECI started as a micro-enterprise focused initiative, establishing its core values, field presence and community-driven development approach.

Phase II:



Growing with Direction (2005–2015)

ECI expanded its scope, strengthened its structure and built a broad network of trainers, becoming a trusted provider in development services.

Phase III:



Advancing with Excellence (2015–2026)

ECI became ISO-certified, enhancing its expertise, systems and digital capabilities to become a modern, impactful development partner.

Where We Work Best

Our Core Scope

ECI works as a multidisciplinary organization with expertise in capacity building, training design and delivery, research and assessments, project implementation, curriculum and content development and digital communication support. The organization's approach combines field experience, technical rigor and innovation to address both longstanding and emerging development challenges.

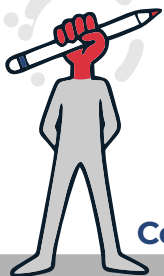
ECI has established its niche in designing customized interventions that are practical, scalable and aligned with the needs of clients, institutions and communities. Its work spans community-level programming, institutional strengthening and system-oriented support.

In response to changing development and market dynamics, ECI is increasingly focusing on digital skills, digital learning, digital communication and technology-enabled capacity building. This direction reflects the organization's commitment to preparing institutions, youth and communities for future opportunities in an increasingly digital world.



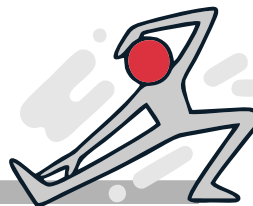
Core Values

The following values shape ECI's culture, partnerships and service delivery. They define how the organization works and what it stands for.

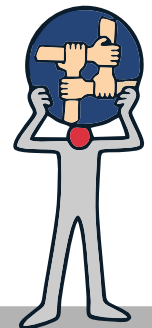


Commitment

Flexibility



Teamwork



Innovation



Integrity

Initiative



Accountability

Respect



Passion



How We Deliver

Impact Across Interventions

At the heart of ECI's work is an experiential, holistic, and results-driven approach that guides the design and delivery of its interventions across sectors. ECI believes that effective development support must be practical, participatory, context-sensitive and sustainable. For this reason, its interventions are designed not only to deliver activities, but also to strengthen systems, build capacities, support implementation and generate long-term value for individuals, institutions and communities.



Whether through research, capacity building, technical assistance, project implementation, digital learning, or stakeholder engagement, ECI applies an integrated approach that combines evidence generation, contextual design, participatory delivery, practical application and continuous follow-up. This ensures that every intervention is grounded in real needs, aligned with local realities, and focused on measurable outcomes.

Our Intervention Journey



This journey reflects how ECI moves from understanding the context to designing relevant solutions, delivering quality interventions, supporting application and promoting long-term sustainability.

Why This Approach Works

ECI's overall intervention approach is:



ECI's experiential and holistic approach reflects its commitment to lasting development impact. Through research-led planning, customized design, participatory execution, digital integration and follow-up support, ECI ensures its interventions strengthen capacities, improve systems, engage communities and deliver sustainable outcomes.

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 dedicated to strengthening climate-resilient livelihoods and business development, expanding its efforts since 2002 to train community members as business development support providers (BDSPs). Partnering with organizations like UNDP, GIZ and WWF, ECI focuses on delivering practical training and mentorship to enhance climate resilience. Through its strategic initiatives, ECI aims to build sustainable enterprises that thrive in the face of climate challenges.

Peace, Digital Education and Life Skills



ECI's mission goes beyond education to foster peace, tolerance and empowerment, especially for women and marginalized groups. By collaborating with organizations like PMS and REEDS, ECI bridges education with peace-building, focusing on digital education and life skills. ECI's initiatives aim to promote social cohesion, empowering communities with the knowledge and skills to contribute to peaceful, inclusive societies.

Governance & Institutional Strengthening



ECI is committed to enhancing the capabilities of organizations ranging from multinational companies to rural institutions through comprehensive training and capacity-building programs. The organization focuses on strengthening governance structures, fostering collaboration and improving the knowledge and skills of individuals. ECI's work ensures that institutions are better equipped to address challenges and drive sustainable development.

Health, Nutrition and Safety



ECI leads efforts to promote health, nutrition and child protection across Pakistan, targeting various communities with awareness programs on healthy living. Partnering with organizations like Nutrition International (NI) and UNICEF, ECI works to instill positive attitudes toward health, especially among children, parents and educators. The organization is committed to ensuring that safety and well-being are integral components of community development.

Technical Services for Microfinance and FinTech



Expanding its focus, ECI addresses the critical need for financial literacy and management skills, with an emphasis on microfinance and FinTech. ECI's evolution toward "Financial Health" aims to empower individuals with the tools for sustainable financial management. Through innovative solutions and strategic partnerships, ECI is driving financial inclusion, promoting resilience and enhancing economic opportunities through technology.

Research, Monitoring and Evaluation



ECI specializes in conducting comprehensive research and evaluation services, playing a pivotal role in assessing the impact of various projects. Using a mixed-method approach, we gather robust evidence through techniques such as surveys, interviews, focus groups and statistical analysis. Our dedication to research and evaluation is reflected in our collaborations with esteemed organizations like WWF, RDF, NOAD, The Dred Hollows Foundation and REEDS, where we deliver thorough documentation and insightful project assessments.

Curricula
Developed



618

Project
Implemented



696

Services under one Roof

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:

Material Design & Development



ECI has gained national and international acclaim for this service. The Material Design team at ECI comprises Content Experts, Instructional Designers, a Graphics Team, Illustrators and Translators. ECI develops training manuals, handbooks, toolkits, visual aids and digital content, ensuring materials are user-friendly, contextually relevant and aligned with project objectives.

Cascade Trainings



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.

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.

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.

Research Monitoring and Evaluation Services



We offer customized studies based on client's specific needs. ECI's 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:

- **Baseline Surveys**
- **Market Assessments**
- **Mapping & Scoping Studies**
- **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 Video Editors/Graphers. 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!

Changing consumer behaviors are driving companies to modify how they operate. Recognizing this shift is key to growth. ECI is moving ahead with this vision by embracing virtual realities and transforming working environments. ECI has established a state-of-the-art digital studio, "Unlocking the Possibilities to a Digital World, a Journey to Excellence," to enhance learning, innovation in curricular design and modern digital services, offering an opportunity to be part of this digital transformation.

Unlocking Possibilities to Digital World

A Journey to Excellence

OUR SERVICES



Video Recording/
Editing



Documentary
Production



Voice Over



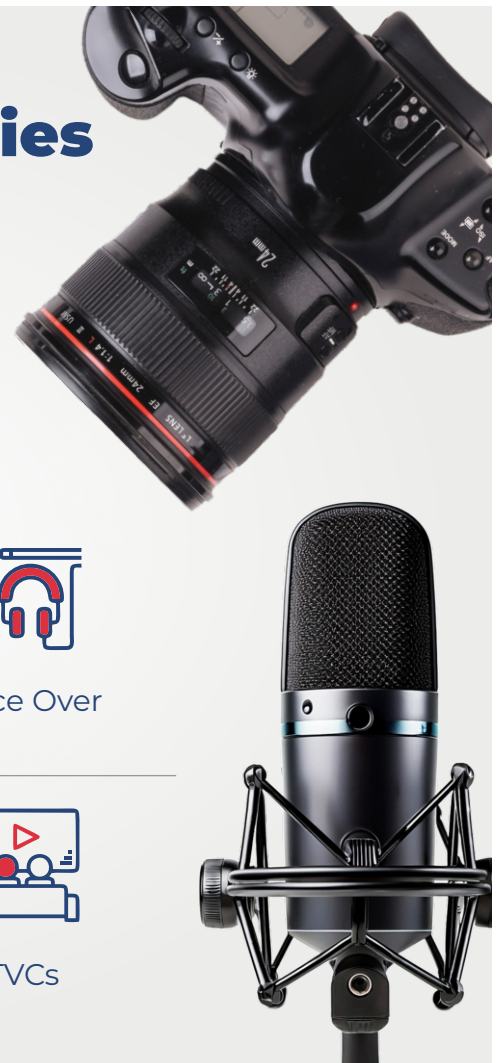
Talks Show



Podcast

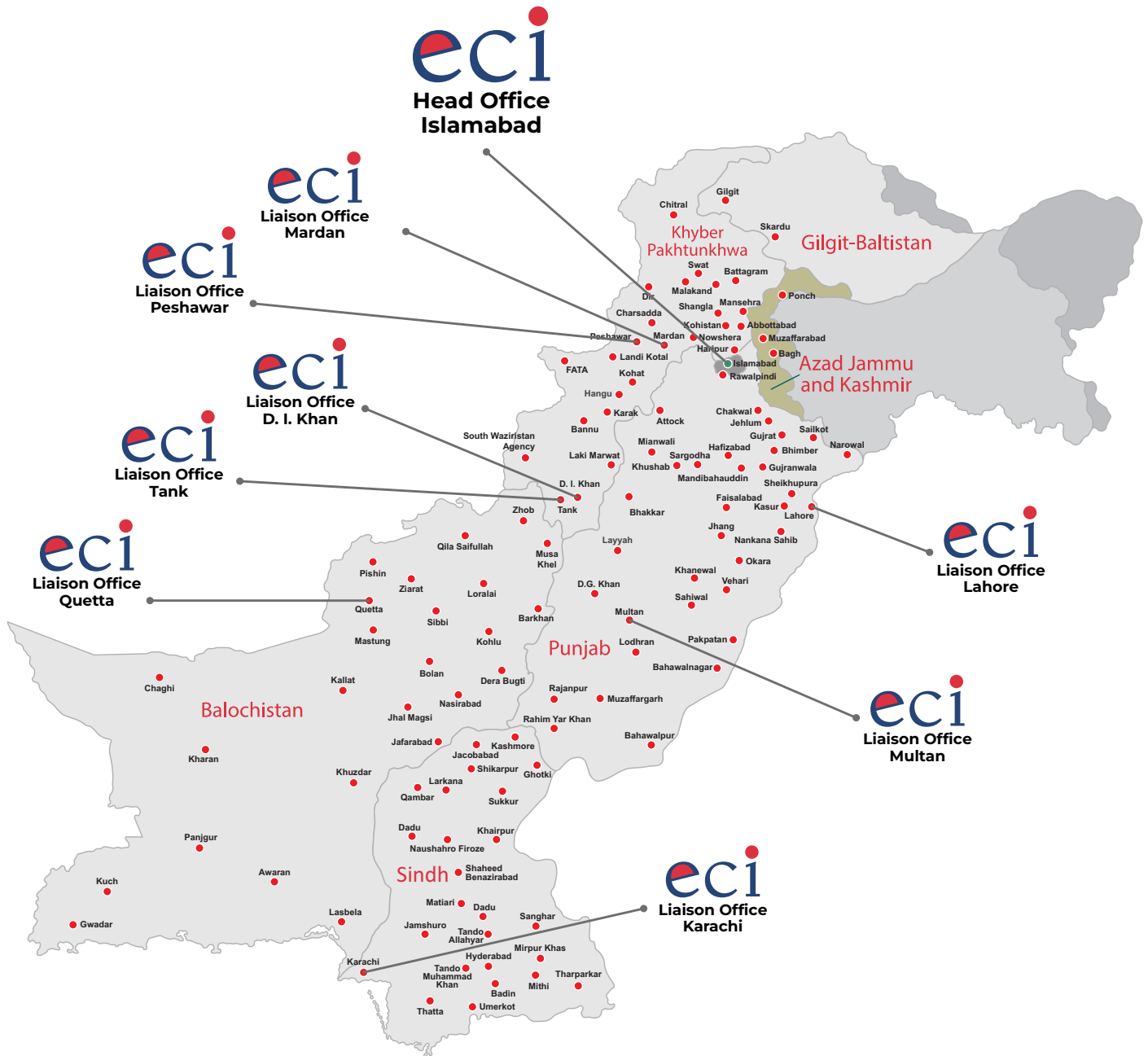


TVCs



Geographical Outreach

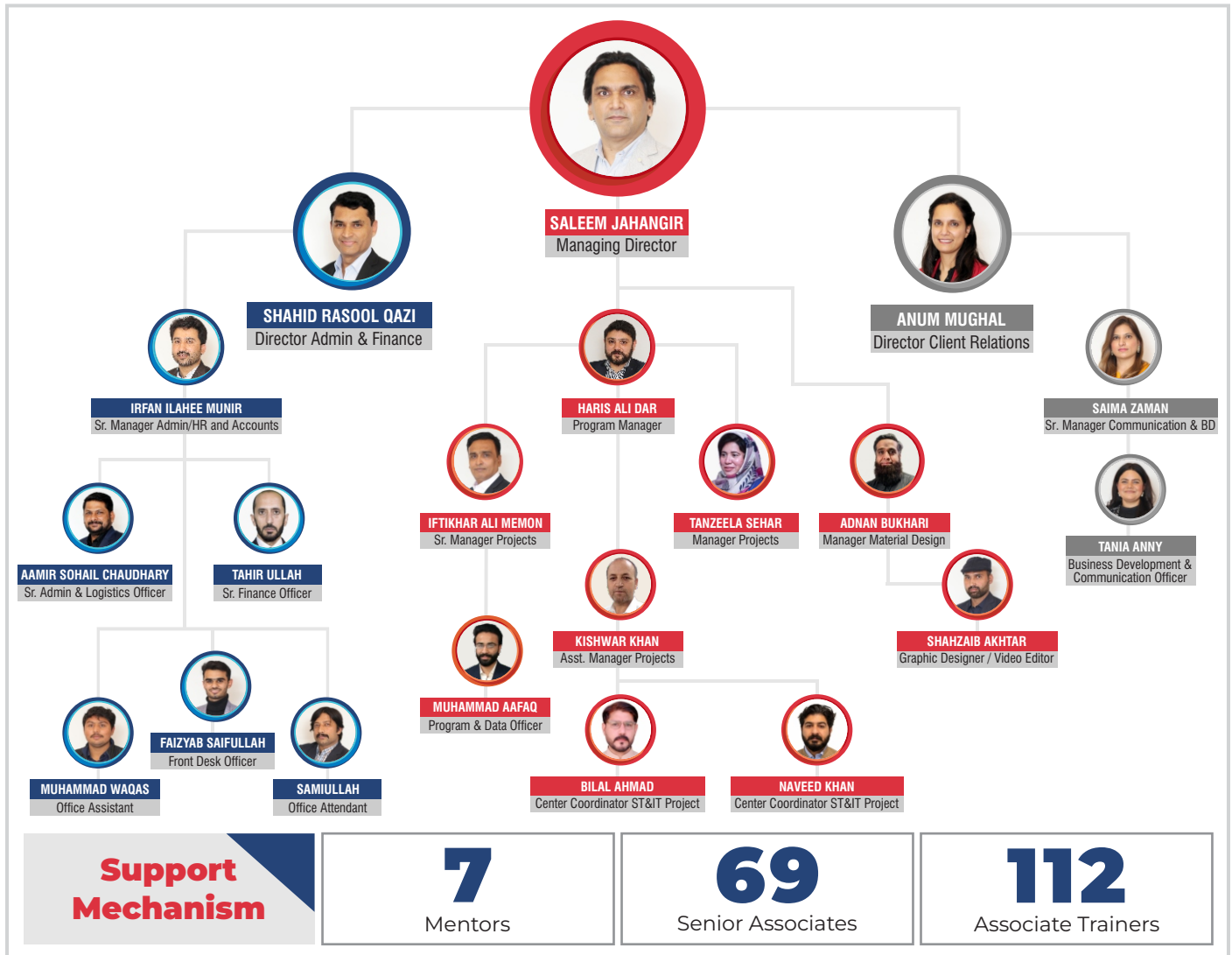
This map shows the different geographical locations where ECI has worked so far.



**“Keep your face always toward
the sunshine and shadows
will fall behind you”**

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.



**“Individually we are one drop.
Together we are an ocean”**

Our Clientele



Testimonials



ECI successfully implemented the “Digital Skills Training for the Youth of Khyber Pakhtunkhwa” project. The project was executed effectively and the overall performance was assessed as very good.

Kanwal A. Kazmi

Head of Procurement Unit



Under the STRIVE Women Project, ECI delivered trainings on sales techniques, gender mainstreaming and financial literacy across multiple districts. Overall, ECI demonstrated strong technical expertise and effective delivery, contributing meaningfully to women’s economic empowerment.

Muhammad Azeem Faisal

Senior Project Manager



We appreciate ECI for the effective implementation of the youth capacity-building initiative under our orphan sponsorship program in RWP and Muzaffarabad. The team conducted a comprehensive TNA and delivered customized modules on leadership, communication, fundraising and entrepreneurship. ECI demonstrated strong professionalism and high-quality delivery.

Shahnaz Kausar

Child Care Coordinator



ECI is sincerely appreciated for its outstanding role as a Training Partner under KPITB’s Youth Employment Program, delivering high-quality digital skills training to 1,000 youth across KP. Through professionalism, technical excellence and innovation, ECI successfully translated training into real opportunities for employment and entrepreneurship.

Shoaib Yousafzai

Project Director

مثبت دیکھا جائے، مثبت بولا جائے اور مثبت لوگوں میں بیٹھا جائے نتیجے کے طور پر سلامتی آجائے گی،
معاشرہ بن جائے گا جہاں سب سلامت ہوں اسلام یہی ہے۔
معاشرہ یعنی محبوب سے ہی شرع اور اسی سے معاشرہ
(قول: بزرگانِ دین)

One should look positively, speak positively and sit among positive people. As a result, peace and well-being will emerge, and a society will be formed where everyone is safe and secure. This is what Islam teaches. Society itself comes from love and from this love arise both the Shariah and society.
(Quote by Buzurgan-e-Deen)



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