

Project Portfolio



Health, Nutrition and Safety



Empowerment thru
Creative Integration

www.eci.org.pk



EVIDENCE FOR CHANGE: ECI'S M&E PORTFOLIO

01 Introduction

Empowerment thru Creative Integration (ECI) is a national development organization with over 30 years of experience in empowering communities and strengthening institutions across Pakistan. With a rich legacy of advancing health, nutrition, and safety, ECI bridges community empowerment, institutional capacity building, research, and policy advocacy to promote equitable development and sustainable outcomes.

02 Why Nutrition and Food Systems Matter

Pakistan is currently grappling with a triple burden of malnutrition: undernutrition, overnutrition, and micronutrient deficiencies. This crisis costs the country an estimated \$17 billion annually in lost productivity and healthcare expenses. The need for holistic, evidence-based, and multisectoral interventions has never been greater.

Although ECI has not traditionally implemented stand-alone nutrition-specific interventions, its extensive expertise in community engagement, health system strengthening, and advocacy positions it as a capable and innovative actor in this space. The organization recognizes that addressing nutrition is not only a public health imperative but also a strategic investment in national development.

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03 Our Approach to Health, Nutrition, and Safety

ECI adopts a human-centered, systems-thinking approach that integrates health, nutrition, and food safety within broader development goals. The organization works at the nexus of research, advocacy, and service delivery, fostering inclusive and community-driven solutions.

04 Key Components of ECI's Strategy



Community Empowerment & Awareness Raising



ECI translates technical health and nutrition concepts into locally relevant, actionable knowledge. This is achieved through media campaigns, creative storytelling, and grassroots mobilization. ECI has successfully deployed multimedia IEC materials, community radio, and digital platforms to increase awareness on maternal nutrition, food hygiene, and anemia prevention.

Capacity Building for Health Workers & Service Providers



ECI is equipped to strengthen public health systems by building capacity at multiple levels. Through cascade training models and structured Training of Trainers (ToT) initiatives, ECI can prepare frontline service providers with practical skills and current knowledge. The organization has the expertise and resources to develop and deliver training modules on Infant and Young Child Feeding (IYCF), adolescent nutrition, and dietary counseling for pregnant and lactating women, supporting improved nutrition service delivery in communities.

Policy Advocacy, Thought Leadership & Technical Assistance



ECI is equipped to support policy advocacy, thought leadership, and technical assistance. The organization has expertise in engaging key government stakeholders, donors, and technical working groups to provide informed inputs for national policy development. ECI is capable of facilitating multi-stakeholder dialogues and supporting budget tracking and advocacy efforts focused on nutrition-sensitive programming. Potential collaborations include partnerships with relevant ministries and departments.

Strategic Curriculum & Material Development



Recognizing the diversity of its audience, ECI develops Urdu-language IEC materials tailored for youth, caregivers, and health professionals. Its participatory curriculum development approach ensures cultural sensitivity and pedagogical soundness.

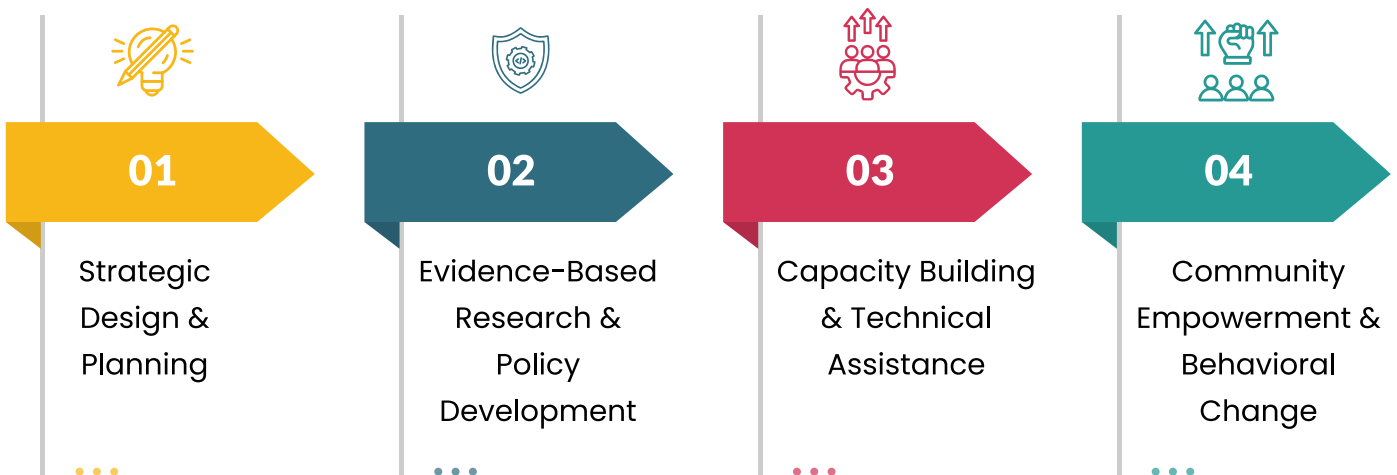
Research, Monitoring, & Evaluation



ECI is launching a Nutrition Knowledge Hub to support data-driven programming. It undertakes consumer dietary behavior research, evaluates nutrition interventions, and documents best practices. This evidence base informs program design and feeds into national learning agendas.

05 Strategic Framework

ECI's programming integrates four cross-cutting pillars that reinforce one another and support long-term, scalable impact:



06 Reach & Impact

ECI has trained over 4,000 community members, developed 250 master trainers, and supported 150+ institutions. Its initiatives span urban and rural areas, targeting vulnerable populations and bridging service delivery gaps. These numbers reflect ECI's strategic commitment to strengthening health systems and promoting equity.



07 Looking Forward

As ECI expands its focus within the nutrition and food systems landscape, it is committed to:

- Piloting targeted nutrition-specific initiatives in underserved and high-need communities.
- Strengthening partnerships with key health and nutrition platforms to amplify collective impact.
- Scaling the Nutrition Knowledge Hub to support data-driven decision-making and strategic planning.
- Enhancing internal capacity and resource mobilization to sustain and grow its programs.

Building on a strong foundation of innovation, impact, and integrity, ECI is dedicated to advancing health, nutrition, and food security for all communities across Pakistan.





2025

39

Training of Trainers on Conflict Sensitivity, Pre-Emption, Resolution, Mediation & Minority Rights



ECI delivered a Training of Trainers in Hyderabad, reaching 30 participants including 15 females and 15 males through 1 training. The programme strengthened skills in conflict sensitivity, early warning and prevention, mediation and negotiation, and inclusive peacebuilding approaches. Participants were equipped with structured tools for conflict analysis and stakeholder engagement, enabling safer community dialogue and problem-solving. The training design supported practical facilitation and action planning so participants could apply learning within their own community and institutional settings. The initiative strengthened local capacity to prevent escalation and respond through inclusive, rights-based resolution mechanisms.

38

Training of Trainers on Child Labour, Domestic Violence & Human Trafficking



ECI delivered a second Training of Trainers in Hyderabad, reaching 30 participants through 1 training, including 15 females, 13 males, and 2 transgender participants. The ToT strengthened understanding of child labour, domestic violence, human trafficking, and minorities' rights, with emphasis on legal frameworks and referral mechanisms. Participants strengthened facilitation and safe communication practices to support community-based prevention and response. The programme supported practical action planning so participants could promote safer, more informed and inclusive engagement within communities. The training strengthened institutional and community-level readiness to address protection risks through structured, rights-based approaches.

2024

37

Development of Promotional and Educational Materials



ECI has successfully collaborated with Rozan to develop a variety of materials aimed at enhancing their outreach and engagement efforts. In August, the team created several key assets, including one banner, one certificate, one backdrop, and one standee, which contributed to their promotional activities. Prior to that, in July, ECI produced one standee and one certificate, further supporting Rozan's initiatives.

In addition to these promotional materials, ECI designed eight educational modules-four in English and four in Urdu-during August and September, focusing on making content



accessible to diverse audiences. The creative team also designed a poster in July to further enhance Rozan's visibility.

Moreover, in September, ECI delivered an impressive array of materials, including 13 standees, a media wall, and invites and two posters which significantly bolstered Rozan's presence at their events. This comprehensive suite of materials showcases ECI's commitment to delivering tailored solutions that meet the specific needs of Rozan, ensuring impactful communication and outreach.

36

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



The joint effort between UNICEF's Child Protection Section and ECI aims to address pressing child protection issues in the digital environment, targeting adolescents aged 10 to 17. Initially, training manuals were developed, and pilot testing was conducted in Islamabad, Lahore, and DI Khan. Following this, a 10-day Training of Trainers (ToT) program was held in Islamabad, equipping 15 trainers with the necessary skills to conduct Training of Facilitators (ToF) sessions for groups of 20-25 individuals in their respective regions. Additionally, a 4-day training session for UNICEF partners, including PTA and Telenor, was conducted in Islamabad, with 39 participants in attendance. ECI has played a crucial role in supporting these efforts by providing training and resources.

35

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



Kangaroo Mother Care (KMC) effectively reduces neonatal mortality and severe morbidity, particularly from infection, in preterm and low birth weight babies. Nutrition International collaborated with ECI to enhance the capacity of healthcare providers in KMC across KP. Following the orientation of trainers, the existing curriculum underwent revision. Subsequently, meetings were held with the Technical Working Group and the Provincial Government Health Department to facilitate mobilization efforts. Eight Training of Trainers (ToT) sessions were then conducted in Hazara, South, Central, and North regions of Khyber Pakhtunkhwa (KP), training a total of 224 participants on crucial KMC topics including benefits, positioning techniques, vital signs monitoring, infection prevention, and caregiver counseling.

2022

34

Situational analysis for comprehensive Eye Care (CEC)



The Fred Hollows Foundation decided to conduct a situational analysis for the project of comprehensive Eye Care (CEC) targeting females working in garment factories. FHF has awarded ECI with a contract for training and Pre-testing session of enumerators in Lahore.



Therefore, the enumerators were trained for baseline study/situation analysis for the CEC in garment factories located in Lahore and Faisalabad. Based on this training these enumerators performed the situational analysis which included mapping and 500 KAP surveys. After the completion of this process and based on the findings of the Situational analysis, an evaluation report was prepared and submitted by ECI.

33

Support in the implementation of post N4G mobilization activities: Nutrition international



Nutrition international contracted ECI for supporting implementation of Nutrition International's post 'Nutrition for Growth (N4G)' advocacy initiatives by managing support services including administrative and financial matters of the project.

2021

32

HER Essentials Pilot Implementing Partner in Pakistan



ECI signed a contract with Business for Social Responsibility ("BSR"), a not-for-profit public benefit corporation, as the HER essentials Pilot Implementing Partner in Pakistan till March 31, 2022 in Sindh and Punjab. The main goal of this project was to train the factory workers on Financial Literacy through HER essential digital tools at the workplace and the application of HER essentials to be launched at Google Play Store using Tablets.

Currently, the pilot has been conducted in 5 factories in Pakistan (3 in Karachi, 1 in Kasur, and 1 in Lahore). After the pilot, the training will be scaled up in all of Pakistan.

This assignment is a move of ECI's financial literacy work towards digitalization. In activities including kickoff meetings, baseline survey, and virtual capacity building sessions, 479 participants (305 females) have been reached so far.

31

Community Engagement (Communication network and community-based vaccination)



In collaboration with UNICEF, ECI adapted and localized the international Inter-Personal Communication (IPC) Toolkit for Expanded Program on Immunization (EPI) into the Pakistani context. The toolkit included modules, resource cards, audio jobs, and animations. After the adaptation, ECI started the rounds of (TOT) all over Pakistan. The training includes trainees from different parts of Pakistan including GB, KP, ICT, Punjab, and Sindh provinces. EPI program officials are the target audience of the project. Almost 616 trainees (195 females) have been trained so far.



30

To support the implementation of NI's Advocacy Initiative to strengthen SUNCSA in Pakistan including Administrative and Financial management of Human Resources of the Program



Keeping in view ECI's professional expertise, the component covering the support in Implementation of NI's Advocacy Initiative to Strengthen SUNCSA in Pakistan Including Administrative and Financial Management of Human Resources of the Program, the technical assistance was provided by EC to NI.

29

Development of Three Audio-Visual Training Modules for Universal Salt Iodization Program in Pakistan



The Nutrition International (NI) in its project targeted districts Jhelum and Khushab in Punjab province of Pakistan, approached ECI (consultant firm) for one of its project's assignments named "Development of Three Audio-Visual Training Modules for Universal Salt Iodization Program in Pakistan." Under this project assignment, the NI aimed for ECI to develop modules for the Salt processors, Safety officers, and Lab technicians.

28

Capacity building of EPI FL worker on IPC



The project aims to capacitate the EPI vaccinators on Interpersonal Communications Skills. In this assignment global IPC material (training modules, audio, videos, FAQs) has been adapted and localized. Furthermore, the training aimed to build capacity building of EPI frontline workers on crisis communication and key family care practices to promote preventive health care.

27

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26

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ECI was contracted by TWO for the capacity building of TWO's project staff members for 2-day training session on baseline survey for one of their projects "Strengthening livelihood of marginalized communities."



2020

25 Design and development of posters/Leaflets with printing



This was designing, developing, and printing COVID-19 SOPs and instructions for transgenders so they can keep themselves and their neighborhoods and other communities protected. The short assignment was done by ECI's expert design team voluntarily. The target beneficiaries of these materials were the general populations and transgenders especially the semi or illiterate groups.

24 COVID-19 Response Technical Assistance



This project was undertaken by ECI in collaboration with the World Bank Group. The purpose was to deliver business continuity technical assistance sessions to MFIs and off-grid solar distributors to help them cope with COVID-19 related business challenges. There were 6 webinars (1-hour duration for each webinar) with post-follow-up technical assistance through phone call/Zoom for each organization that attended the webinar. More than 100 staff members benefitted from the sessions.

23 02-Days training on Stress Management



ECI was contracted by HANDICAP for a two-day training of its staff members including the field teams and program teams all spread across Pakistan on stress management during the prolonged COVID-19 period. The purpose of the training was to equip the participants to effectively deal with organizational stress, stress caused by lockdown, and other stressors triggering counterproductive practices in the organization's environment. ECI successfully delivered the training with 48 trainees exceeding their expectation in the critical times.

22 Delivering Accelerated Family Planning in Pakistan



It was an 8-day engagement in which Research Tools were developed and training was conducted with more than 150 trainers and professionals working on family planning from Islamabad, and other provinces including KPK, Sindh, and Punjab. The Research tool was designed particularly to focus on how to do the research on the target audience through tablet as a pilot project. The beneficiaries were Lady Health Workers, (LHWs) different vendors providing reproductive health (RH) supplies, and district level officials. One of the main purposes was to find out the effects of COVID-19 on different stakeholders in taking



and providing RH services, demand-supply and, the measures taken amid COVID-19. After the pilot, a 4 days training of data collectors was conducted based on the training received.

21 Stress Management, Persuasion & Motivation Skill training



ECI conducted this with SAFCO Support Foundation credit team and participated credit officers, branch managers and finance team. The key purpose of this training was to overcome stress in team and enhancement of persuasion skill and increase motivation level of staff.

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17

Delivering accelerated family Planning in Pakistan (Rabia - Individual)



The period of engagement was 8 days starting from 30th June 2020 to 10th July 2020. Research Tools were developed and a training was conducted on how to apply the research for target audience through tablet as a pilot project. The beneficiaries were Lady Health Workers, different vendors providing RH supplies and district level officials. The main purpose was to find out the effects of COVID-19 on different stakeholders in taking and providing RH services, demand supply and the measures taken amid COVID19. After a pilot a 4 days training of data collectors was conducted based on the training received.

16

Capacity building of EPI Frontline Workers on IPC, Crisis Communication and Key Family Care Practices to Promote Preventive Healthcare



ECI was contracted by UNICEF to build capacity of EPI Frontline Workers on IPC, Crisis Communication and Key Family Practices to Promote Preventive Healthcare according to the Global EPI ICI Toolkit.

15

Training of Data Collectors – Research and Development Solutions (RADS)



ECI was contracted by Research and Development Solutions (RADS) to facilitate them as a training consultant. During this assignment, ECI represented as a training consultant during which our trainer first received a ToT. Based on the received training, our trainer delivered a pilot training in Peshawar, following the delivery of online ToT for data collectors in different provinces on Reproductive Health Services and Family Planning Services amid COVID-19.

14

Capacity Strengthening of Khyber Pakhtunkhwa Social Welfare Department (SWD) on Social Mobilization for Birth Registration



ECI was contracted by UNICEF for capacity strengthening of staff of Social Welfare Department on Social Mobilization for Birth Registration. ECI had already conducted an in-depth assessment of key social norms, knowledge, attitudes and practices associated with birth registration in Peshawar. In 2020, training was provided to officials of Local Government Department on social mobilization activity in support of birth registration.



13

Career Counselling of Students and Teachers



ECI was contracted by Muslim Hands for the capacity building sessions for students and teachers of Wazirabad. Based on the need assessment conducted in 2019, monitoring of peers and counselors is also being done through career guidance sessions. Under 2 sets of trainings, 90 peer counselors (45 males, 45 females) have been trained so far.

2019

10

To support implementation of NI's Advocacy Initiative to strengthen SUNCSA in Pakistan including Administrative and Financial management of Human Resources of the Program



ECI was contracted by Nutrition International to “Support implementation of NI's Advocacy Initiative to strengthen SUNCSA in Pakistan including Administrative and Financial management of Human Resources of the Program” under which support was given to NI in recruitment of a Media and Communication Consultant and Admin Assistant, facilitation to NI for the capacity building of the key stakeholders on nutrition, for orientation and demand creation, for enabling CSOs to actively contribute to multi-sectoral and multi-stakeholder, nutrition sensitive programming, for reporting and contributing, for media sensitization, for review and planning of SUNCSA meetings and for the procurement of office supplies in Islamabad and the capital cities of all the provinces.

12

Training of Frontline Workers (Polio Eradication)



Under the Sehat Muhafiz programme being implemented by UNICEF, ECI was awarded a long-term agreement (LTA) for conducting trainings of Area in Charges (AICs). Under this agreement, multiple training roll-outs were held across KPK and FR at different times.

At the start of every Phase, a Training of Master Trainers was also conducted by UNICEF in Islamabad. The Master Trainers from UNICEF imparted trainings to the ECI's selected trainers so they can further train the AICs with the objective of capacitating and equipping them with the latest skills and information required to adequately perform their duties in the upcoming National and Sub-National Immunization Days (NIDs) on Polio.

Phase 1: Conducted across 7 districts of Khyber Pukhtunkhwa: Kohat, Bannu, Karak, Lakki Marwat, Dera Ismail Khan, Hangu and Tank. In Phase I am total of 34 02-Day trainings were conducted in which a total of 968 AICs were trained (810 males and 158 females).

Phase 2: Conducted across 9 districts of Khyber Pukhtunkhwa and FATA Region: Kohat, FR Kohat, Bannu, FR Bannu, Karak, Lakki Marwat, FR Lakki Marwat, Dera Ismail Khan, FR DI



Khan, Hangu, Nowshera, Tank and FR Tank. In Phase 2 a total of 54 02-Day trainings were conducted in which a total of 1352 AICs were trained (1116 males and 236 females).

Phase 3: Conducted across 13 districts of KPK: Kohat, Bannu, Mardan, Bajour Agency, Kurram Lower, Kurram Upper, Dera Ismail Khan, Tank and SWA WANA Belt and 3 districts of FATA Region: FR Tank, FR DI Khan, and FR Lakki Marwat. In Phase 3 a total of 52 02-day trainings were conducted in which a total of 1325 participants were trained (1169 males and 156 females). In this Phase, the Master Trainers also conducted a monitoring role, pre campaign (during trainings) and during campaign (post-training).

Phase 4: Conducted across 10 districts of KPK: Bajour Charsadda, DI Khan, FR Kohat, FR Peshawar, Hangu, ICT, Lakki Marwat, Mohmand, Nowshera and Orakzai. In Phase 4 a total of 67 02-day trainings were conducted in which a total of 1690 participants were trained (1360 males and 320 females).

Phase 5: Conducted across 9 districts of KPK: Bajour, FR D I Khan, FR Lakki, FR Tank, Mohmand, Charsadda, Hangu, Lakki Marwat and Mardan. In phase 5 a total of 40 trainings were conducted in which a total of 1077 participants (779 males and 298 females) were trained.

Phase 6: Conducted across 9 districts of KPK Charsadda, Kohat, Tank, Mardan, BAnnu FR, Tank FR, Kurram C & L FR, Orakzai FR and DI Khan. In phase 6 a total of 20 trainings were conducted in which a total of 454 participants (163 males and 291 females) were trained.

Phase 7: Conducted across 8 districts: Bajour, Bannu, Hangu, Islamabad, Karak, Nowshera, Lakki Marwat and FR Peshawar. In phase 7 a total of 61 trainings were conducted in which a total of 1514 participants (1289 males and 225 females) were trained.

Phase 8: Conducted across 6 districts: Tank, Mohmand, Nowshera, Lakki Marwat, Hangu and Charsadda. In phase 8 a total of 23 trainings were conducted in which a total of 513 participants (286 males and 227 females) were trained.

Phase 9: Conducted across 6 districts: Bannu, D. I. Khan, Hangu, Mardan, Mohmand and Nowshera. In this phase, total 67 trainings were conducted in which 1578 participants were trained out of which 1329 were males while 249 were females.

Phase 10: Conducted across 10 districts: Bannu, D. I. Khan, Hangu, Karak, Kohat, Kurram Lower and Central, Kurram Upper, Lakki MARwat, Orakzai and Tank. In this phase, a total number of 160 trainings were conducted in which 3,885 participants (1175 females and 2710 males) were trained.

11 Global Money Week



For Global Money Week (GMW), the annual flagship event of Child and Youth Finance International (CYFI), ECI conducted sessions on basic financial literacy for children and youth. These sessions were carried out in 28 districts across Pakistan and 194 schools during which 27,002 students were given orientation on money, saving, creating livelihoods, gaining employment and becoming an entrepreneur.



10

Capacity Strengthening of Khyber Pakhtunkhwa Social Welfare Department on Social Mobilization for Birth Registration.



ECI has been contracted by UNICEF Pakistan for Capacity Strengthening of Khyber Pakhtunkhwa Social Welfare Department on Social Mobilization for Birth Registration. Under this assignment, ECI developed assessment tools, conduct assessment and analysis of key social norms, knowledge, attitudes and practices (both positive and negative) associated to birth registration of girls and boys in the communities of district Peshawar, design/development of training and IEC material. ECI will provide training to Local Government Department's officials as master trainer on social mobilization activities in support of birth registration.

09

Enhanced Protection of Children through Community-based Mobile Child Protection Van in Areas of return in KPTD



ECI has been contracted by UNICEF Pakistan for Enhanced Protection of Children through Community-based Mobile Child Protection Van in areas of return in KPTD. UNICEF Pakistan adapted the "Stick & Stones Manual", originally developed by Plan Pakistan, to serve as resource to equip children and orient parents/community in KP-KPTD on personal safety measures for "Enhanced Protection of Children through Community-based Mobile Child Protection Van in KPTD". For this project ECI conducted TNA of project staff from SWD, developed resource material for the project staff, facilitated ToTs on the manual and will be conducting refresher trainings.

08

Behavior Change Communication (BCC) Campaign for Eye-Care Services



ECI in collaboration with Fred Hollows Foundation conceptualized and designed IEC material for BCC Campaign in 3 Districts Jhang, Khanewal and Sahiwal of Punjab for agriculture and cottage industry workers and District Hyderabad, Sindh for female bangle makers. This campaign focused on promotion of availing medical and health services related to eye care and protection. For this campaign ECI designed handbooks and brochures for the health workers, targeted audience, their families and influential figures from the community and ECI successfully piloted this material with 150 participants.



07 Social and Behavior Change for Child Stunting Prevention



ECI was contracted by UNICEF for the capacity building component of its program on Social and Behavioral Change Communication for Child Stunting Prevention, with funding from USAID, which focuses on imparting knowledge across different tiers so that mothers have adequate knowledge and adopt healthier child feeding practices to counteract child stunting. The main emphasis was to impart learning on the concept of 'Misaali Maa' or model mothers to social organizers, counselors, community resource persons and lady health workers who would further tap the local communities and disseminate learnings to them on this crucial topic.

The material development was done by White Rice, with the support of Unicef and ECI and a cascade training model was adopted. An orientation of the Lead Trainers was done, followed by a 3-day ToMT in Sukkur. After this, 9 Trainings of Social Organizers and Counselors were conducted for 242 participants (165 females and 77 males) and 65 Trainings of Community Resource Persons and Lady Health Workers were conducted.

4 Matawazan Ghaza Sehat Mand Zindagi



ECI undertook a self-initiative and designed orientation sessions which have been conducted across various districts of Pakistan. 30 awareness sessions were carried out that emphasized Health in rural and remote communities of Pakistan. It targeted 3,000 school children, adolescent girls & boys, parents and school teachers, with the aim to impart learning on importance of good health and nutrition.

06 End of Programme Evaluation for CRCFA Programme of UNICEF



ECI conducted an end of programme evaluation for a 7-year initiative of UNICEF. Under this evaluation a detailed survey has been conducted in 6 districts of Pakistan (Lasbela, Ghotki, Khairpur, Rajanpur, Rahim yar Khan and Bahawalpur). Over all the survey comprised of 1134 household survey questionnaires, 24 FGD's, 63 IDI's, 2 Meeting, 106 Observation checklists and 3 Case Studies. A holistic survey was conducted in Balochistan, Sindh and Punjab in the targeted districts of Lasbela, Ghotki, Khairpur, Rajanpur, Rahimyar Khan and Bahawalpur. The stakeholders involved in the survey included the community, community influential, district and national level government departments, staff of Implementing Partners and UNICEF staff at Country Office & Provincial Offices.



For analysis purposes the data from household survey was entered twice (double entry) to avoid any data collection & entry errors. The qualitative and quantitative data was corroborated to give findings of the evaluation.

2015

05 Life Skills Based Education (LSBE)



For Plan International, Empowerment thru Creative Integration (ECI) Private Limited, successfully devised and formulated a customized & user-friendly Life Skills Based Education training curricula, including sexual & reproductive health, followed by successful trainings of trainers benefiting 679 direct beneficiaries & 3,420 indirect beneficiaries. The trainings catered to the needs of young boys & girls belonging to three different age groups (9-13 years old, 14-16 years old & 17-19 years old). After a thorough Rapid Need Assessment & Curriculum review (of the curricula obtained from WPF, AHANG, ROZAN, FPAP & PLAN International), 06 detailed learner's workbooks & trainer manuals (03 for boys & 03 for girls) were formulated. Bearing in mind the sensitivity of a topic like 'reproductive health of youngsters' and the traditional & orthodox set-up of the concerned communities, it was ensured that everything was implemented in a culturally relevant context.

After devising the customized course, ECI went a step ahead and arranged a roll-out of two TOTs simultaneously, in District Thatta & Kot-addu, Muzaffargarh, in order to train the trainers for taking the said cause forward. A total of 110 beneficiaries were trained. The 03-day TOT was specifically designed to enhance the capacities & competencies of the trainees round essentially required training skills on Life Skills Based Education.

04 Matawazan Ghaza Sehat Mand Zindagi



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2013

03

Strengthening & Mentoring of Parent Teacher Councils (PTCs) – Phase I & II



The government of Khyber Pakhtunkhwa undertook an initiative, in collaboration with DFID and Adam Smith International (ASI), to improve the educational standard prevalent in the province through community/parents' involvement and ensuring effectiveness of Parent Teacher Councils. In this context, a training program was conceptualized for Deputy District Education Officers (DDEOs) and Assistant Sub-divisional Education Officers (ASDEOs) to increase the effective role of PTCs in imparting quality education. For this purpose, ASI involved Mr. Saleem Jahangir and Mr. Asfandyar Khan to conceptualize a 3-Day training module and deliver trainings to benefit selected participants in KPK from districts in phase I. The training focused on improving the physical structure and overall efficiency of the schooling system in KPK by ensuring involvement of PTCs. Here, the PTCs themselves would have to be made efficient by mainstreaming their systems and processes; including PTC planning, implementation and its overall management.

Phase-I Districts: Peshawar, Charsadda, Nowshera, Battagram, Torghar, Haripur, Dir Payan, Malakand, Buner, Kohat, Lakki Marwat, Karak.

Phase-II Districts: Mardan, Swabi, Mansehra, Kohistan, Abbottabad, Chitral, Shangla, Swat, Dir Bala, Bannu, Hangu, D.I. Khan, Tank

2012

02

From Dreams to Reality' – A Changemaker program in district Shikarpur, Sindh



In the aftermath of the 2010 floods, ECI has designed and implemented 'From Dreams to Reality', a one-year socio-economic transformation program for the Asian Development Bank. Designed using ECI's changemaker model, the project works through local men and women to enhance health conditions and income of the poorest 200 households across four villages while simultaneously building capacity in life skills as well as water-related issues. Cleanliness drives were initiated at the personal and household level shortly after the completion of the health & hygiene trainings. The project had a specialized focus on youth and women. In addition to awareness raising, capacity building and linkage building, with development projects as well as government organizations and the private sector, the project is focused on developing community centers (Sartiyon Centers) to provide a platform for villagers to come together for group formation, ongoing income generating activities, technical training; as well as developing village development plans, advocacy strategies and improving sanitary and infrastructural facilities.



01

Focusing on Health and Education at the College for Community Based Changemakers (CCBC)



ECI in partnership with Taraqee Foundation and Pakistan Poverty Alleviation Fund implemented a 01-year capacity building training project in Ziarat, Baluchistan with primary focus on Health and Education; as well as identifying business-oriented solutions (social enterprises) to address community problems. The first batch of 30 Changemakers were selected in this program for induction in the College for Community Based Changemakers (CCBC). They were bright, entrepreneurial men and women from the community who were selected in order to develop their potential to bring about sustainable social and economic transformation at the grassroots. Designed to facilitate community-led development, the CCBC aimed to promote indigenous solutions to address development issues, with a special focus on health & sanitation issues.

The project closed with the establishment of a Skilled Delivery Center for increasing child mortality and creating awareness on the importance of a hygienic environment provided to Mother and Child during and after Child birth. At the educational front, centers for coaching Language and Literacy were set-up for supplementing the educational needs of community. Round about 20 girls from far flung areas of Ziarat, were enrolled in Allama Iqbal Open University's distant learning course, where they are continuing education.

In order to make the change efforts sustainable after project close, dedicated effort was made towards identity creation and image development of Changemakers. Moreover, significant small interventions were carried out on health and hygiene in terms of raising awareness, setting up health camps and advocacy-based walks on health issues.