

# project portfolio



## Gender



Empowerment thru  
Creative Integration



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**Gap Assessment in Sanitary Napkins Business**



For Association for Gender Awareness & Human Empowerment (AGAHE), ECI was contracted for conducting a gap assessment in District Muzaffargarh of the Sanitary Napkins Business. This was part of the 'Ensuring girl's rights through school & community based WASH and MHM' project being implemented with the technical and financial support of WaterAid in Pakistan. A toolkit was developed comprising of 5 surveys for the following stakeholders: Producers, MHM Promoters, Consumers, Shopkeepers and Agahe staff. A 3-day market study was conducted and 29 interviews were taken, based on which a gap assessment report was formulated that identified issues in the business cycle currently in practice and proposed solutions were shared.

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**Material Development for Awareness Raising on Personal and Social Development of Transgender Groups**



ECI was recruited for designing a series of brochures for creating awareness among the Transgender community. For this purpose, a Rapid Need Assessment was conducted in Islamabad and Rawalpindi and 3 FGDs were held in which 18 community members were engaged. The initial field study was used for development of 13 need-specific brochures and 1 poster on the following themes:

1. Rights and responsibilities
2. A productive citizen
3. Harmful habits
4. Social discrimination
5. Communication and negotiation skills
6. Assertiveness and anger management
7. Conflict Resolution
8. Police negotiation
9. Medical services
10. Bank Account
11. Access to Job
12. Health and Protection
13. CNIC and voter registration

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**Enhancing Capacity of Female, Youth Labor and Minorities Elected Representatives for Efficient and Accountable Democratic System**





Under USAID's Citizen Voice Project (CVP) Cycle 10, ECI was awarded grant to conduct trainings in District Mansehra, KPK. Training activities were conducted for the targeted beneficiaries in order to enhance the capacity of elected representatives and strengthening citizens' engagement for Transparent, Responsive, Efficient and Accountable Local Governments. A total of 123 1-day trainings were held for three tiers:

1. District Councilors
2. Tehsil Councilors,
3. Village/Neighborhood Nazims and Naib Nazims, Village/Neighborhood Councilors (male and female)

The trainees were trained on three modules designed specifically for their respective tier of LG. In total, 123 1-day trainings were conducted for 1023 beneficiaries on the following modules:

- LG Laws, Structure and Functions
- Resource Management and Transparent Budgeting
- Participatory Planning

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## Social Changemakers Program under Karachi Youth Initiative – Development Agency International



Based on the success of our previous grant with Karachi Youth Initiative (KYI) on "Social Changemaker Program", ECI was awarded the contract to implement the same program in District East (Gulshan Town – Sachal Goth) and District Korangi (Shah Faisal zone specifically the areas of Natha Khan Goth, Pak Sadat Colony, Reta Plot, Rafeh Aam). In this 6-month capacity building program, 63 selected changemakers underwent trainings and awareness sessions on CVE in order to equip them to implement 12 Social Action Projects (SAPs) effectively. For the first time, females were also engaged and 15 of the CMs were young girls. After completing the SAPs, 8 Community Show & Tell events and 2 Mega Show & Tell events were also designed.

Once equipped with the requisite skills, the Changemakers – along with ECI's team of mentors – helped to mainstream 5,391 beneficiaries (26% female participation) within the target communities to assist them in addressing issues of violence and extremism, and thereby become positive agents of change that could catalyze peace promotion activities

2016

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## Institutional Development Training for Farmers Milk Cooperatives



An initiative of PLAN Pakistan, "Rural Women's Economic Empowerment through Enhanced Participation in South Punjab's Dairy Sector" aims to increase access and control of economic resources for women. To this end, 250 institutions of Farmer Milk Cooperatives (FMC) were organized, which will serve as platforms to achieve the objectives of the project. For this purpose the capacity of 1,250 Executive Members of the FMC was built so that they can manage these platforms as formal institutions, on the following modules:

- 5-day training on "Organizational Management, Leadership & Conflict



Management"

- 4-day training on "Business & Financial Management"

FMCs also provide the sustainability factor to this project. After the completion of the project, the FMCs would take forward the agenda. Therefore, institutional development training of the FMC members was incorporated into the project so that they are better able to understand the organizational aspect of this platform; develop leadership skills; are better able to resolve conflict; take effective decisions regarding finances and understand the business cycle of the FMCs. For the purpose of capacity building of FMCs on the aforementioned aspects, PLAN hired Empowerment thru Creative Integration (ECI).

2015

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### Supporting Female Graduates Access into Information Technology (IT) Sectors through Internship Program



In collaboration with Aurat Foundation and GEP, this project is implemented for connecting IT graduates to the corporate market through job or internship opportunities. The project aimed to equip IT graduates with employable IT skills along with knowledge on women-friendly environment and sexual harassment at the workplace. For the said purpose, the female graduates first underwent multiple training courses, e.g. **"3-Day Training on Gender, Sexual Harassment, Labor Laws and Protecting Women Friendly Environment"** & **"3 week training on IT Employable Skills"**. Presently, 98 female IT graduates have been trained, and 75 among them are successfully placed at various software houses & IT companies in Islamabad & Rawalpindi.

The project also aimed at working closely with employers and IT companies in order to advocate for, and promote gender-sensitive HR policies and develop women-friendly workplaces. For this purpose **"1 day orientation Session on Gender, Sexual Harassment, Labour Laws and Protecting Women Friendly Environment"** was arranged simultaneously with the representatives & employers of the IT companies. The workshop specifically aimed at building the knowledge base and spreading awareness among IT employers pertaining gender & women friendly environment, labour laws and sexual harassment faced by women at the workplace.

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### 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, catering 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 have been 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.

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### Curriculum Development for Skills Enhancement of Female Beneficiaries involved in Marble Mosaic, Inlay and Handicrafts



ECI conducted Business Development Trainings for locally skilled women in Marble Mosaic & Inlay, working in rural areas of District Islamabad & District Abbottabad. The project helped build capacity of 580 women in 14 batches, 7 to be managed in Islamabad and the other 7 in Abbottabad. The Project had a two-pronged approach, where on one hand the women with technically sound skills of marble mosaic developed enterprise development concepts; and later on a formalized curriculum was designed and developed on the theme, ensuring Post-Training Mentoring Support.

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### Awareness Sessions on Gender Equality & Women Inclusion for PDI Beneficiaries



In an on-going capacity building endeavour for PDI (Trocaire partner) to raise awareness on Gender inclusive roles and responsibilities, ECI conducted a 2-Day awareness raising session on 'Gender Equality and Women Inclusion in Businesses' for 31 participants who enhanced their learning curve around Gender Awareness. Through the training, the essential need of women inclusion in all walks of life, specifically economic activity and promoting a gender based approach for socio-economic development was reinforced.

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### Awareness Sessions on Gender Mainstreaming for Women Beneficiaries of District Dadu



For 120 women beneficiaries of District Dadu, 06 awareness sessions were conducted to acquaint females with the essential aspects of women mainstreaming and inclusion and its long-term socio-economic benefits. The sessions helped develop an understanding amongst females to adopt more mainstream roles as contributing agents towards community upliftment.

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### 'Khwab Say Tabeer Tak' – a Training course for Adolescent Girls



As an open training course, ECI conducted a 7-day Training of Trainers (ToT) for 21 young girls in Hyderabad to help explore and develop their growth potential. This innovative initiative helped build the youth's knowledge-base on life skills, enhanced their confidence and leadership skills, and created awareness regarding professional development. Hence, a





holistic approach was developed that encouraged females to identify and avail opportunities for progression.

**2014**

**22**

## **Awareness Sessions on Gender Equality & Women Inclusion for PDI Beneficiaries**



In an on-going capacity building endeavour for PDI (Trocaire partner) to raise awareness on Gender inclusive roles and responsibilities, ECI conducted four, 2-Day awareness raising session on Gender Equality and Women Inclusion in Businesses for 122 participants including 70 females and 52 males who enhanced their learning curve around Gender Awareness. Through the training, the essential need of women inclusion in all walks of life, specifically economic activity and promoting a gender based approach for socio-economic development was reinforced.

**2013**

**21**

## **Decent Work & Effective Labour Inspection**



Under the project GE4DE, ECI designed and developed a 4-day module on 'Decent Work & Effective Labour Inspection' in collaboration with the four provincial Departments of Labour. The module aimed to help labour inspectors conduct their inspection duties in a systematic way and analyse information to identify gender disparities along the decent work framework. The reporting that ensues from gender responsive labour inspection will help Labour Department better obtain information on gender and the world of work and improve their reporting on compliance and progress on the application of international labour standards. A Training of Trainers of 16 Department of Labour staff from all over the country was also conducted by ECI.

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## **Gender Mainstreaming in Projects and Programmes**



A 4-day workshop was designed and conducted for the Swedish Committee of Afghanistan (SCA), entitled 'Gender Mainstreaming in Projects and Programmes'. The workshop comprised of gender concepts and simple tools and checklists that were relevant and can be applied by SCA for situation assessment and analysis, design, implementation, monitoring, reporting and documentation with a gender perspective. The workshop design was participatory, engaging and based on principles of adult learning, and comprised of exercises that helped in clearing the concepts of gender. Moreover, an exercise was incorporated where SCA staff was facilitated to develop an action plan for gender mainstreaming at provincial and sub-district levels.



2012

19

**'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 worked with local men and women to enhance income of the poorest 200 households across four villages while simultaneously building capacity in life skills as well as water-related issues. The project had a specialized focus on youth and women, in addition to awareness raising, capacity building and asset transfers 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 and advocacy strategies.

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**Good Governance & Gender Mainstreaming**



In order to ensure good governance and gender equality throughout its work, Afghan Aid (AAD) committed to integrating principles of gender and good governance across all its operations – organizationally and programmatically. To achieve this objective, AAD recognized the need to build its staff capacities in the relevant area. In this regard, AAD contracted ECI to conduct a training course for their staff on "Good Governance & Gender Mainstreaming". The 4-day training held in Kabul was delivered to 22 participants including; gender and governance focal persons, provincial and central office sector specialist, and SOs. The overall purpose of the workshop was to build the capacity of project staff, at different tiers and across AAD's four focus sectors (WASH, Agriculture, DRR, NSP), to mainstream gender and principles of good governance at all stages of the program cycle.

2011

17

**Gender Sensitization Trainings for PEPSICO Factory Workers and Frontline Managers**



Designed and conducted 2 one-day 'Gender Sensitization' trainings for 128 factory workers for PEPSICO in order to introduce participants to concepts of gender, diversity and inclusion so that they could become active facilitators in promoting PEPSICO's commitment to gender equality. The training provided a basic orientation to gender, diversity and inclusion, presented case scenarios that highlighted the similarity and differences between men and women and advocated a case for gender equity and elicited a list of specific measures that could be taken within the organization to create a more enabling and participatory environment for



women.

2010

16

### Capacity Building and Technical Support to WESS for Implementation of Women’s Economic Empowerment in Baluchistan (WEEB) Project



From 2009 – 2010, ECI worked with MEDA and FAO to support implementation of the USAID funded Women’s Economic Empowerment in Balochistan (WEEB) Project by providing technical assistance to and building capacity of Balochistan-based Water, Environment and Sanitation Society (WESS). ECI’s role in the project involved supporting WESS to effectively design the economic development intervention for 5000 marginalized women producers using the value chain approach. In addition to an intensive series of training on ‘Value Chain Assessment & Analysis’ for WESS office and field staff, ECI worked closely with the organization to implement programmatic activities including conduct of a market research, development of a project implementation plan for five districts in Balochistan, design and conduct of specialized workshops for rural facilitators and sales agents as well as providing mentoring and handholding support throughout the project.

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### Implementation of the USAID FIRMS Supporting Institutions as Change Agents Initiative



To support the USAID FIRMS Project, ECI worked with the FIRMS SME and Gender components and international consultants to design and implement the Supporting Institutions (SI) Initiative. This was an innovative competitive capacity building project for 10 selected supporting institutions for women entrepreneurship including chambers of commerce, women entrepreneurs’ subcommittees, business associations and university career development cells. Two workshops were designed and implemented by ECI for the selected SIs: ‘Supporting Institutions as Agents of Change’ as well as ‘How to Recruit, Retain and Grow your Members’.

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### Gender-Based Value Chain Research on the Gems & Jewelry, Marble Mosaic and Home-Textiles Sub-Sectors



A gender-based value chain research study was undertaken to identify areas for Women Entrepreneurship Development in the value chains for the marble mosaic, gems & jewelry and the home-textile sub-sectors. This provided comprehensive sub-sectoral mapping, identifying the key stakeholders, strengths, weaknesses and opportunities present in each value chain. This was to identify where there was space for introducing women in the value chains, as well as expanding their existing roles. The next step was to work with the relevant sub-sector organizations to facilitate technical and enterprise development training for women in each sub-sector. For this, ECI designed and conducted a 15 Day Training of Trainers for a selected





group of 30 vocational trainers.

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**Advancing Gender Diversity in the Power Sector - Energy Efficiency and Capacity (EEC) Project**



In collaboration with the USAID Energy Efficiency and Capacity (EEC) Project team designed and implemented a gender-focused training needs assessment followed by a series of specialized 2-day training workshops in Lahore, Multan and Hyderabad for women professionals working in the power sector. The training focused on professional capacity-building by addressing gender concerns in the workplace and orienting participants to the recently implemented sexual harassment policy of the Government of Pakistan.

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**Promoting gender justice through value chain development**



Designed and co-conducted (with Linda Mayoux) a 10-day workshop on “Promoting gender justice through value chain development: community led gender action learning” for the Oxfam Novib’s Women’s Empowerment Mainstreaming and Networking (WEMAN) programme in Uganda. The workshop included overview of Gender Action Learning System (GALS) development tools, value-chain framework, community-led action learning and planning for organizational implementation.

Also the material was localized and training was conducted in Pakistan in collaboration with a local NGO.

2009

11

**Support to the Implementation of GRAPS (SIG)**



**SIG A: Institutionalization of Gender Mainstreaming in Public Sector Institutions**

In order to support the Gender Reform Action Plans (GRAP) ECI worked with Semiotics consultant to design and deliver a capacity building program for gender mainstreaming in 20 selected public sector training institutions. The project focused on mainstreaming gender in institutional processes as well as selected training curriculum. At the end of the project, a national ‘Open Forum’ was organized in Islamabad where all 20 institutions as well as relevant stakeholders had an opportunity to share their learning & achievements vis-à-vis gender mainstreaming as well as ‘show & tell’ mainstreamed curriculum.

**SIG B: Institutional Strengthening of SW&WD Directorate of KPK**

In order to support the Gender Reform Action Plans (GRAP) ECI worked with Semiotics consultant to design and deliver a capacity building program for the Provincial Social Welfare





and Women Development Department of KPK by developing and implementing a specialized program for women-focused industrial training centers (ITCs). A 15-day enterprise and skills development training was rolled out for 105 representatives from 94 ITCs from across KPK. Through the training program participants had a chance to revisit ITC business plans with a view to organizational sustainability. Moreover, they were oriented to new techniques and skills that they could impart to their trainees.

### SIG C: Institutional Strengthening of SW&WD Directorate of Baluchistan

In order to support the Gender Reform Action Plans (GRAP) ECI worked with Semiotics consultant to design & Implement a specialized 3-day workshop on 'Managing Effective Gender Development' for the Government of Balochistan. Based upon an intensive TNA, the training focused on helping participants to proactively prioritize relevant areas for women's development in Balochistan, facilitate formation of a provincial human resource pool for development of gender-mainstreamed government planning documents as well as play a leadership role in taking forward the gender agenda in Balochistan.

10

### Enterprise Development Training Program



Designed and delivered a 6-Day Enterprise Development Training workshop for existing and potential micro women entrepreneurs working with the Behbud Association. During the designing phase of this training special care was taken to incorporate the concerns of home-based workers and prepare them to make the transition towards becoming entrepreneurs.

9

### 3-Day Training on 'Gender Mainstreaming in Project Cycle Management' for PPAF Staff



Design and implementation of 3-day training on 'Gender Mainstreaming in the Project Cycle' for PPAF staff and partner organizations. The highly experiential training focused on developing participants understanding of gender and gender issues as well as familiarizing participants with a range of tools for mainstreaming gender at all stages of the project cycle, i.e. situation assessment, resource mobilization, implementation as well as monitoring & evaluation.

2008

8

### Gender Based Governance



For the Gender Based Governance Systems (GBG) project and the Planning and Development Division, Government of Pakistan design and Development of cascade training program for all Union Council Secretaries across Pakistan. Project included a provincial training needs assessment, curriculum design, pilot testing and training of trainers



2007

7

**Mera Maan: Advanced Marketing Program for 1100 women entrepreneurs of Hazara, Haripur, Abbottabad, Quetta, Sukkur & Khairpur.**



The Asia Foundation

MeraMaan Livelihood Improvement Programme was conceptualized by ECI and supported by The Asia Foundation (TAF) and the Royal Norwegian Embassy for Haripur, Mansehra, Abbotabad, Chitral, Sukkur, Khairpur and Quetta. This program was directly implemented by TAF and ECI in Hazara and Chitral region, while MRDO implemented the program in Khairpur and Sukkur, and Rootwork implemented it in Quetta. ECI and TAF provided monitoring and mentoring to MRDO and Rootwork, in order to execute successful program in the regions. Through this initiative ECI has mobilized and formed 40 cooperatives (production and marketing units) for 1100 home based workers in four districts and further they were provided with different inputs i.e. enterprise development, skills enhancement, linkages, mobile business service unit etc.

2006

6

**Capacity Development of Micro-Entrepreneurs**



Design and implementation of a livelihood improvement program for 440 women microfinance borrowers of ORIX Leasing and Citizens Support Concern (CSC), through a holistic enterprise development program featuring training in micro-enterprise development, technical trainings, exposure visits to markets and potential product outlets, linkage building with support services as well as initial marketing of developed products through a specialized 'mela' and exhibition.

5

**Database of Women Entrepreneurs**



For the Leasing Association of Pakistan, ECI conceptualized and developed a Database of Women Entrepreneurs to support their record and program outreach in Karachi. As part of the project, ECI conducted primary research and collected information on 1000 women entrepreneurs from Korangi, Lyari and Orangi town, Karachi. At the end of the project, ECI presented LAP with the database along with an analysis of the different categories of women entrepreneurs in these areas, different business types, their working conditions, average income as well as access to support services.



4

## Jafakash Aurat Project



For the Women's Vocational Training Center (VTC) in Gwadar, design and implementation of a set of six vocational training courses tailored for women in and around Gwadar city. These programs were developed after an intensive TNA, and the objective behind the intervention was to leverage technical training as a means for income enhancement of local women through employment or enterprise development. Vocational training programs developed and implemented included courses in: office management, information technology, beauty culture, cooking and catering, teacher training and tailoring & design. Each course was reinforced by a mandatory enterprise development or job placement workshop.

3

## Curriculum Development for Women Political School



For the Ministry of Women Development redesigned and revised the existing curriculum for Women's Political School. Also training of trainers was conducted for WPS master trainers in NWPF, Punjab, Sindh & Balochistan. This training was implemented across Pakistan for ALL district, tehsil and union women councilors.

2

## Training on 'Gender Mainstreaming' for AKDN Managers



Design and implementation of a specialized training workshop on Gender Mainstreaming for Aga Khan Development Network (AKDN) senior level managers. The main objectives of the workshop were to facilitate the mainstreaming of gender within AKDN at the institutional, strategic and programmatic levels; to assist AKDN as contributor & partner in mainstreaming women in the social development and strengthening of civil society in Pakistan.

1

## Training of Trainers in Enterprise Development for Women in Northern Areas



Design and Implementation of a Training of Trainers in Enterprise Development for 30s selected women from the Northern Areas (Gilgit, Chitral, Skardu, Hunza). These trainers further delivered enterprise training to over 700 female clients of the First MicroFinance Bank. The project also supported the development of ten instructional business feasibility videos to guide future entrepreneurs.