

HRD COMMUNIQUE NewsLETTER

HIGHLIGHTS of the Quarter

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- ★ Something interesting: The Business of Aesthetics.



It's Summer time!

With the Spring season having bid us adieu and the Summer settling in fast upon us, this quarterly newsletter greets all its readers with updates, wishing them to brace the season with renewed hopes and spirits.

"In the depth of winter, I finally learned that within me there lay an invincible summer."
Albert Camus

01 Youth Economic Empowerment Project (YEEP) – Chakwal

Plan International Pakistan and Institute of Rural Management joined hands for the project called "Youth Economic Empowerment Project (YEEP) in Jan, 2015 in district Chakwal for enhancing technical capacity of existing TVET institutes and marginalized youth (Men and Women) of 3 Tehsils of district Chakwal i.e. Chakwal, Kalar Kahar and Choa Saidan Shah.

Two months Technical and Vocational Training of 90 participants (55 women, 35 men) in April & May 2017 in different trades (Machine Embroidery, Clinical Assistant, Office Management, computer software, Tailoring, Excavator operator, RAC, Civil Surveyor, Mobile Repairing, Motor Cycle Mechanic, Driving, Building Electrician, Cooking & Baking, Plumbing). This is ongoing and will be wrapped up in June, 2017.

One month on job training/attachment of 90 participants will be in June with different employers (such as Abbasi Medical Complex, Al-Madina Electric Work, Roxy Beauty Saloon, Jameel Gar-



ments industry, Sabahat Honda Service) of their relevant trade.

So far 412 participants (Men:172, Women:240) completed their technical training along with 32 Youth with Disability (21 men, 11 women) YEEP phase II.

Moreover, an awareness raising was initiated for YEEP and Vocational & Technical Training through FM-88 and Apna Chakwal Cable network. Preparation of IEC material and its dissemination regarding awareness of technical, vocational and educational training to seek economic opportunity is also underway.

02 Women Skills Development Centers in FATA

IRM with the financial support from FATA Development Authority has established Women Training Centers in the tribal area of Bajaur Agency to provide training in tailoring, dress making, hand/machine knitting, hand and machine embroidery to FATA women. The duration of training is six months. To date, IRM has trained 120 women against a total target of 360.



03 South Punjab Poverty Alleviation Project

The Government of Punjab, with financial assistance of the International Fund for Agricultural Development (IFAD), launched a project titled South Punjab Poverty Alleviation Project (SPPAP) in September, 2014 in districts Bahawalnagar, Bahawalpur, Muzaffargarh and Rajanpur in South Punjab. SPPAP is designed to assist the Government to achieve its objectives of economic growth and poverty alleviation. The overall goal of the project is to reduce rural poverty in Southern Punjab. The project will be wrapped up in Sep, 2017.

Component 1: Vocational Training Organization (VTO):

The purpose of Vocational Training is to provide employable skills to men and women so that they could start their work or business or get wage employment to earn their living and contribute to reduce the poverty. Vocational Training Programme arrange large number of vocational and technical skills trainings for community organizations and their youth contributing towards self-employment as well as wage employment. The organization gives great emphasis on ensuring that people are trained according to their needs, existing opportunities and market

demands. Post training services is an important part of the vocational training programme where individuals after completing training are linked with public and private entities through apprenticeship and job placements.

Under Vocational Training Organization component of SPPAP 7,310 men and 7,325 women have been trained from September, 2014 – June, 2017 with the total of 14,635 against set target of 14,555.

Component 2: Entrepreneurship Training Organization (ETO):

The purpose of Entrepreneurship Training Organization (ETO) is to create and expand economic opportunities for 4,081 pax (50% women and 50% men) by giving them quality entrepreneurship training and making them able to establish or expand their micro-enterprises for themselves.

Secondly, ETO aims to train Entrepreneur Activists (EAs) who will support in entrepreneurship development activities in their communities.

Under Entrepreneurship Training Organization Institute of Rural Management 2,054 men and 2,041 women have been trained from September, 2014-June, 2017 with total of 4,095 against set target of 4,081.



04 Institution Based Training



IRM with Financial support from FATA Development Authority started a six month training programme at VTEC – Azakhail from January – June, 2017 in the trade of Auto Electrician and Motor Cycle Mechanic and has enrolled 44 participants; the training will be completed in June, 2017.

05 United Nations Children's Fund

Under the long term agreement with UNICEF, IRM is working on two projects

- 1) Sehat Muhafiz Project
- 2) Training of AICs in KP and Fata

Polio Eradication Initiative: The world is closer to eradicating Poliomyelitis than it has ever been. It is evident that now only three countries, Afghanistan, Nigeria and Pakistan are accounted for Polio cases since last year. Behaviour change communication strategies through social mobilization of various community groups and targeted community engagement is essential for public to keep immunising their children. In this context, PEI UNICEF Pakistan is planning to involve children as mascot of change in existing communication interventions. In this regard, it is suggested that PEI in Pakistan will start social mobilization through school children as Mascot of Change – Young Sehat Muhafiz.

Young Sehat Muhafiz Activities: The approach to involving children consists of three activities - Health class, Sehat Muhafiz Games and Sehat Muhafiz Info Sessions. At the first stage, the teachers provide children with information (Sehat class). After this, they involve them and get them more

enthusiastic about their participation in fighting against polio (Sehat Muhafiz Games) and lastly, use their support and participation to influence the peers and parents/caregivers with children below five (Sehat Muhafiz Info Fairs).



IRM progress:

Under these projects IRM has completed the following activities 1) Training of Trainers 2) Training of Teachers for Sehat Muhafiz Games 3) Monitoring of Sehat Muhafiz Games activities in 14 schools of Peshawar 4) training of AICs in KP and Fata. The total Number of participants who attended in KP were 962 and in FATA were 480. IRM trained 25 teachers for sehat muhafiz project and trained 1442 AICs in KP and Fata during the month of April 2017.

06 IRM Smart Schools



Pakistan has the second largest out of school children in the world, 22.6 million children on the streets to be exact. The staff of IRM took the lead and collected donations from amongst themselves and from their friends and families, starting a low cost but technologically advanced school system called IRM Smart School. IRM has already established 45 Smart Schools in the neglected regions of Sindh and Punjab as of April 2017 and currently more than 1600 students have been enrolled in these schools. As part of its Social Initiative Fund (SIF), IRM is paying a monthly salary to the teachers to make sure they earn a decent livelihood for their families.

IRM also initiated Health Diagnostic Campaign for general medical check up of all students studying

in SMART Schools. This has been successfully done in Punjab with approximately 800 students checked by doctors till March 2017. IRM encouraged to undertake this critical task for two basic reasons i.e. hard financial constraints of the parents and ignorance about preventive health measures. IRM believes that regular check-ups and immunizations help to ensure normal development, healthy growth and protection from preventable diseases.

IRM is also raising donations to open more schools and to provide school uniforms, books, bags and breakfast to the students. Recently we have widened our scope to solicit donations and as part of our new strategy, we have approached big corporate names like Nestle Pakistan, Askari Islamic Bank etc. We are hopeful that this exercise will help in reaching out to more people and other organizations to increase donations.



★ New Business Research for Business Leaders: The Business of Aesthetics.

Pauline Brown, a former top executive with French luxury goods conglomerate LVMH Moët Hennessy Louis Vuitton, for the past two years has taught a popular elective course called The Business of Aesthetics to second-year MBA students and select applicants from Harvard's Graduate School of Design. The course looks at the role of aesthetics in strategy, organizational structure, succession planning, and investment allocations—and

considers ways in which aesthetic value creates financial value. As Brown often says, "Aesthetics matter."

You can have a well-developed sense of what is beautiful and pleasurable, but if you can't communicate it, you probably can't execute it, and you definitely can't scale it. Aesthetics cannot be outsourced to the creative department; it has to start with the leader.

All budding business leaders must read more on the concept.

For more details about our training programmes, please visit our website www.irm.edu.pk.



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