

# HRD COMMUNIQUE

## *newsletter*

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### **More than 9,000 Marginalized Men and Women from South Punjab Receive Vocational and Enterprise Training**

Institute of Rural Management, in collaboration with the Government of Punjab, and financial assistance by the International Fund for Agricultural Development (IFAD), is implementing the South Punjab Poverty Alleviation Programme (SPPAP). The programme is being implemented in Districts Bahawalnagar, Bahawalpur, Muzaffargarh and Rajanpur. The programme aims to assist the Government to achieve its objectives of Economic growth and Poverty alleviation.

As part of the project, IRM was to provide vocational skills training to 11,555 and Entrepreneurship training to 3,081 (50% men and 50% women) from Sep,

2014-Jun, 2016. Moreover, IRM will also offer a two year Diploma courses to 56 selected entrepreneur activists. By March 2016, IRM will set up 350 field training centers in the most far flung vulnerable areas of the target districts. So far IRM has successfully trained more than 7,000 marginalized men and women from South Punjab in multiple vocational trades and almost 2000 men and women are also equipped with essential entrepreneurial skills to help them run their small businesses. The overall goal of the project is to reduce rural poverty in Southern Punjab. IRM, being one of the implementing partners of the Government of Punjab, is imple-

menting vocational and enterprise training for poor communities, hence contributing in generation of enhanced employment and self-employment opportunities to contribute towards the achievement of programme goals.



## Youth Economic Empowerment Project

Plan International Pakistan and Institute of Rural Management have joined hands for the project called “Youth Economic Empowerment Project (YEEP) in target district of Chakwal for enhancing technical capacity of existing TVETs and marginalized youth of three Tehsils of district Chakwal (Chakwal, Kalar Kahar and Choa Saidan Shah).

As a part of programme activities, a two months Technical and Vocational Training of 100 participants (44 female, 56 male) was conducted for different trades (Adda Work, Machine Embroidery, Clinical Assistant,



Office Management, computer software, Dress Designing, Excavator operator, RAC, Civil Surveyor, Mobile Repairing, Auto Electrician, Motor Cycle Mechanic, Driving, Building Electrician).

After the completion of the training, all the participants were placed with different

employers (such as Abbasi Medical Complex, Al-Madina Electric Work, Famous Beauty Saloon, Jameel Garments, Saba-hat Honda Service) to acquire practical knowledge about their trades. Further, a Job Fair for the local youth at Community Centre Chakwal was organized on 11th Feb 2016.

## IRM Schools Enrolls more than 1000 Out of School Rural Children

Believing on ‘Investing in people’s knowledge and skills to promote development’, IRM established Schools to bring out of school children back to mainstream education. The aim of IRM Schools is to mobilize the underprivileged rural communities and raise awareness regarding the importance of education. The driving force behind its concept is that IRM Schools will promote education at the grass roots level by involving local



youth particularly girls and encourage them to dedicate one room of their house for a classroom for few hours to provide primary education to children aged between 4 and 15. Through this initiative, IRM aims to mobilize the deprived rural communities and raise awareness on the importance of education.

IRM has already established 33 Smart Schools in the neglected regions of Sindh and Punjab as of Feb, 2016 and currently more

than 1000 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. In addition, IRM is training teachers on multi-grade teaching methodologies and also providing furniture and stationary to the schools. IRM is also raising donations to provide school uniforms, books, bags and breakfast to the students.





## More than 4,500 Young Entrepreneurs from FATA Receive Entrepreneurship Training at IRM's VTEC Azakhel

IRM, in collaboration with FATA Development Authority (FATA-DA), initiated an Entrepreneurship Training project in January 2012 to provide entrepreneurship training to 5,600 youth of FATA region for assisting them in setting up their own businesses.

The project is especially designed to enhance the entrepreneurial capabilities of existing and perspective entrepreneurs from FATA and provide guidance to the youth for finding jobs within the country and abroad through Business Management Skill Training (BMST)



and career counseling sessions. As a value addition, IRM is facilitating the entrepreneurs with market identification and product development and also helping them to develop linkages between the Microfinance Institutions (MFIs) and entrepreneurs for gaining access to finance for setting up small scale enterprises. Participants are also given regular exposure visits to various industries. As of Feb 2016 IRM has successfully provided Entrepreneurship training to 4,525 individuals from the FATA region.

## Eco-Tourism Conference

In Feb 2016, IRM organized a conference on "Thar issues and potential for Eco-Tourism in Thar". The aim of the conference was to highlight and explore the importance of eco-tourism and how it can be beneficial for the local communities of Thar. The conference was sponsored by TRDP, SUKAAR Foundation

HRDN, Pak Qatar and NRSP Bank. The conference was a one day event which helped the participants to prepare and discourse on ecotourism principles, sustainable tourism strategies for Thar, potential and issues related to tourism in Thar and other aspects of socio economic development through

tourism. The conference took place on 12th Feb, 2016 at TRDP regional office at Mithi. The conference was able to attract experts from research, academia, tourism, social sector and multi-lateral organizations. During the conference activities like festival, exhibition and exposure visits to historical sites also took place.





## Long Term Agreement with UNICEF

IRM was awarded Long Term Arrangement (LTA) by UNICEF Pakistan for the year 2015-16 to create an efficient system of training services required by all the sections of UNICEF through one window operation. The purpose of the programme is to



organize and conduct training for the Communication Network (COMNet) field staff at district; union council and community levels. In the coming month of March IRM would conducted 56 training events in KP and FATA under the LTA.

## One Week Recreational Trip to Thar

IRM organized a one week recreational trip to Thar for the staff members. One of the key features of the trip was the conference "Thar Issues and Potential for Eco-Tourism in Thar".

The recreational trip was an excellent chance for IRM staff to experience the cultural and ethnic heritage Thar has to offer. The IRM team had a joyful journey during which they explored the famous "Thar D's" i.e. Dhatkii (local languages), Dunes, Dust, Dusk, Desert,



Delicious ethnic food. During the visit the team visited Mithi, Goori Jain temple, Marvi Jo Khooh, Bhodesar Masjid, Pond and Temple, Village Qasbo, Jain

Temple Nagarparker, Sardharo, Islamkot, Sant Nenu Ram Temples and many more destinations. The team also enjoyed the thrilling desert safari, folk music and cultural features of Thar.

### Comment by trip participant:

Wandering in the dust, listening to tali, camel riding, watching sunset from high sand hill, making new friends, talking in sindhi "maroh na ayesha" reminded me of the simple pleasures of life. Hindu community of Sindh is very hospitable and they were very open to us. The demonstration of coexistence by Jain, Hindu and Muslim was

a treat to watch. The life of is Thar is simple and soothing, it was wonderful to disassociate from the urgencies of the urban life. I know it's hard to believe but life without Wi-Fi felt like a blessing. People here not critical about any language, religion or ethnicity. They welcome you with open minds and hearts. Thar I will miss you until I see you again!



For more details about our training programmes, please visit our website [www.irm.edu.pk](http://www.irm.edu.pk).



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