

INSTITUTE OF RURAL MANAGEMENT

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Editor: Seerat Fatima

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INSTITUTE OF RURAL MANAGEMENT

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An Interview

IT Wizard Ms. Nighat Daad. She provides an insight into the complicated matrix of social media, online privacy, gender and greening IT.

02

Collaboration

ITC- ILO (Turin) Collaboration updates. Ms. Aalia shares her experience being part of Skill Development Academy Team.

06

Recognition

Pakistan's Print media recognizes IRM's work of skill enhancement as one of largest training institute in not-for-profit sector

08

Venture

GE4DE (Gender Equality For Decent Employment) Project Bahawalpur is equipping 200 women with income generating skills

13

THEME

SOCIAL MEDIA

An Interview

with the IT Wizard

Tell us something about Bytesforall Pakistan.

Bytes for All (B4A), Pakistan is a human rights organization with a focus on Information and Communication Technologies (ICTs). It experiments and organizes debate on the relevance of ICTs for sustainable development and strengthening human rights movements in the country.

At the forefront of Internet Rights movement and struggle for the democracy, B4A focuses on capacity building of human rights defenders on their digital security, online safety & privacy. B4A is working on different important campaigns particularly against Internet censorship and surveillance in Pakistan. B4A continues to work on cyberspace issues, awareness raising and policy advocacy from civil liberties & human rights perspective.

Since you have been very close to high ranking officials of organizations; what part do you think Pakistani Managers generally overlook while promoting themselves on social media?

Pakistani managers/bosses commonly overlook the fact that social media is a high level playing field vs regular electronic media. And if emphasis is not put upon customer relations, even the smallest of gaffe online can prove fatal to

the brand image. I think in this modern age social media can represent the organizations in many ways, and in developed countries high ranking organizations are widely focusing on advertising their brand on social media very effectively.

In Pakistan the image of Social media is still in an emerging phase and organizations have not yet taken it very seriously, they are still hesitant to utilize this tool for the marketing of their brands.

community to drive sales, propagate marketing, or crowdsource operations is the true power of social media.

Please comment on Gender role in social Media. Does society easily allows women to be active on social media?

In Pakistan, it is mostly the upper middle class or elite that utilizes social media channels. Gender, too, is found to play a

Nighaat Dad is a lawyer by training with extensive experience in criminal, civil and Cyber crime matters. She has been working with Bytes for All since 2009 and her role is as a Lead Researcher at Bytes for All (Pakistan's leading not-for-profit organisation on internet governance). She has a twin focus on addressing Internet Governance issues (Internet Freedom of expression, Privacy and digital security) and articulating civil society's concerns over government policies that hamper citizens' use of ICT.



She is committed to promoting the role of ICT as a powerful enabler of human and civil rights, particularly concerning women's rights and the increasing tendency of governments to try to constrain and filter internet use in Pakistan and elsewhere. She has also acted as legal advisor to various corporate entities and civil society organizations in the country. She also produces regular policy updates for Privacy International on behalf of Bytes for All, documenting the current state of internet in Pakistan and its impact on the country.

I think our organizations need to develop an effective social media strategy and hire a social media expert who only works on marketing the brand on online platforms. Organization must ensure that the person leading the brand on SM must be aware of building online community. It is the very first step and using that

vital role in access to communication yet I feel that women often have limited or secondary access to resources, and despite narratives of ubiquity, this includes access to mobile phones.

Gendered dynamic affects not only women's access to infrastructure, but

also their role in content creation – perhaps even more so for rural women and women with disabilities.

But another positive development is the impact of social media on gender equality as many female users started participating in online chats, social networks and blogs in Pakistan too. In Pakistan 'Bytes for All' have been implementing take back the tech 16 days of activism since 2006 with the help and

This campaign claims the right to shape, define, participate, use and share knowledge, information and technology, and to create digital spaces that are safe and equal. Take Back the Tech! calls all users of information and communications technologies (ICTs) -especially girls and women but also men and boys- to take control of technology and consciously use it to change unequal power relations.

Take Back the Tech! Is happening all

media? If yes how you responded to it?

No I have never been into dangerous situation due to my activism online yet I feel that my constant appearance as an activist helped me spread the word around different issues and injustices prevailing in our society and not only people support our cause in an online sphere but also assure their help in an offline world.

I strongly feel that Social Media is an incredibly powerful tool to spread the word out yet there are several risks involved using social media for defending human rights.

In Pakistan many activists are using mobile phones and social networking sites to guard Human Rights without knowing the potential dangers they expose themselves to. At 'Bytes for All' we are not only focusing on ICTs but we have also started several workshops on Digital Security as how activists, journalists and women can secure themselves while being online.

Internet users who speak out 'access restricted content' can face serious consequences if they are identified. Thus, the ability to use ICTs securely and safely is essential.

What can be the best tool for promoting NPOs (Nonprofit Organizations) through social media in contemporary Pakistani scenario?

Best practices in integrating social media with fundraising campaigns by Nonprofit



collaboration of other organizations.

<http://content.bytesforall.pk/>

<http://takebackthetech.pk/>

Take Back the Tech! is a collaborative campaign for anyone specially focusing on women using the internet and technology to protest violence against women (VAW). Initiated by APC's women's programme (APC WNSP) in 2006, and built by a diverse movement of individuals, organizations, collectives and communities. The campaign is part of the UN-sanctioned 16 Days of Activism Against Gender-based Violence which begins on November 25 each year.

over the world, including in Argentina, Brazil, Colombia, Cambodia, Democratic Republic of Congo (DRC), Republic of Congo, Malaysia, Mexico, Pakistan, Philippines, South Africa, Uganda as part of APC WNSP's efforts to achieve Millenium development Goal 3 to promote gender equality and empower women.

Have you been in a dangerous situation due to social media? Or your organization's good name was jeopardized due to social

organization have been witnessed during the flood relief efforts in Pakistan. South Asia Relief Coordinating Disaster Relief for South Asia <http://www.sarelief.com/> had been raising funds successfully from social media with the help of prominent blogger Awab Alvi during severe floods in Pakistan. Guilt-free desserts were an effort started by Ameena Ghaffar who undertook the responsibility to bake in order to raise money for the cause and she was also one of the first few to compile a list of organizations where the people abroad could donate funds. The Islamic Relief <http://www.islamic-relief.com> efforts supported by Mujahid Ghazi, journalist and public figure in Chicago have helped raise awareness and money to be sent to those affected in Pakistan. Social media networks had really helped bring people together during the flood time and in that time of dire need we witnessed these support systems (SM) come alive.

Most of the professionals are aware about the advancement and innovativeness of west in benefitting from Social Media. How much



organizations/industries in Pakistan need to learn to reap the fruits of Social Media?

Using Social Media to ones business is no longer a unique marketing strategy. This has simply become one of the standards in Internet Marketing. Social Networking sites like Facebook and Twitter became a special tool for internet marketers because it helps them get in front their customers and at the same time build relationships with them. While Business-to-Consumer (B2C) Companies have been in the forefront of social networks for years, a lot of Business-to-Business Companies (B2B) are still behind the fence being held back wondering how can they capitalize on the strength of this new platform.

Though companies differ from B2C companies in terms of the scale of their businesses, social media for B2B efforts has no significant difference from that of B2C. It's just a matter of shifting focus. Two of these B2B companies were featured during the Social Media Success Summit 2011.

Here are some important insights on social media activities that have impact on B2B marketing:

Listening & Monitoring: It

may sound so cliché, but this is the main reason why you bring in Social Media to your business. Since you are eyeing on getting leads or partners, the best way to get in front of them is through Social Listening. With active listening process, you gain insights about their view points and sentiments about your product or services.

Creating & Sharing: Social Media is the perfect space for you to create and share your technology that aims to help small businesses, whatever type of niche you have. B2B companies can make use of Social Nets for research reports, newsworthy items and the best industrial practices so customers and partners could increase their consideration on their products or services.

Engaging: B2B companies should look no further. Social Media is your tool to engage your customers/partners. The



INTRAC

International NGO Training and Research Centre



Mr. Nadeem Abbas from MER Section attended Advance Monitoring and Evaluation Course, 10-14 October, 2011 from INTRAC, Oxford UK. INTRAC is accredited as a non-collegiate provider for Independent further and higher education. Objectives of the course were to enable the participants to define the main terms and concepts associated with the processes of M&E projects and programmes, were able to select and prioritize among a range of tools and apply results of M&E processes to both accountability and organizational learning.

The core content covered definitions and purpose of M&E, how it fits into the project cycle, hierarchy of objectives (including log framing), approaches and methods, how to select and use various methods and tools for data collection, drawing up a terms of reference and ensuring M&E leads to organizational learning. This course was ideal for M&E consultants as well as managers who are managing monitoring staff.



By:
**Samia
&
Nausheen**

Ms. Nausheen Azam and Ms. Samia Imran attended a feminist Capacity Building Course on "Gender, Sustainable, Livelihood, Human Rights and Peace" from (September 3 - October 3, 2011) in Dhulikhel Resort on the outskirts of Kathmandu, Nepal. 35 participants (development workers, lawyers, media persons and university teachers) from Afghanistan, Bangladesh, Bhutan, Burma, India, Maldives, Nepal, Pakistan, Sri Lanka and Turkey attended this 13th annual month-long course

The course covered subjects of: Patriarchy, gender, masculinity, femininity, Neo-liberal paradigm of development and its impact on poverty and gender, Climate Change and implications on South Asia, VAW and the legal framework, human rights, CEDAW and other UN Conventions, religion, secularism and spirituality, militarization, identity politics, conflict transformation and peace, Self-awareness, mental and emotional health; sexuality and politics of the body, organizational development and feminist training methodologies. Songs, dance, plays, visits to local NGOs, posters and films were used throughout the course. Yoga was the part of the daily schedule.

These courses help the participants develop a strong gender and human rights perspective, which they take to their organizations. The alumnae of these courses strengthen the South Asian Solidarity by cooperating in many cross-border activities every year.



By: Nadeem Abbas

ITC-ILO Collaboration Updates

IRM has a Memorandum of Understanding (MoU) with the International Training Centre of the ILO. Faculty exchange programme is one of the features of the framework of this MoU. Ms. Khushbakht Aalia was nominated for this exchange programme on the basis of her outstanding performance in Training of Trainers (TOT-17). She got the opportunity to work with ITC for two and half months to learn and contribute in an international organization.

The major assignment for her secondment was to facilitate in the conduction, pre training arrangement and post training reporting and evaluation of ILO Skills Development Academy which was conducted from October 24 - November 4, 2011. It was an enriching experience to go through the whole process of an international training with participants from 4 continents (25 countries). The attachment started with a small overview about ITC-ILO and its Skills and Employment Development Section by Ms. Alessandra Molz (supervisor), followed by meetings with professionals about lesson learnt and challenges on organizing an academy (being a first time mega event). Meeting with the evaluation unit in order to learn about their evaluation systems was also the part of assignment.

The IRM experience helped her a lot as daily routine at ITC was quite similar to IRM. The overall experience has been wonderful. Ms. Aalia is quite determined to replicate and implement some specific elements of the training cycle at IRM.



By Khushbakht Aalia

ITC – ILO for the first time organized a 'Gender Academy' from November 21-December 2, 2011. Ms. Nausheen Azam and Ms. Samia Imran from IRM got an opportunity to attend this international event on gender, work and employment. The focus of the Academy was on “how to”, critically reviewing available tools and practical methods in promoting gender equality. A range of elective workshops offered additional insight into specific subjects in English, French and Spanish. The Participants from (25 countries) were exposed to advanced international knowledge and best practices in areas related to the promotion of gender equality at work. Participants acquired tools and practical methods, successfully designed and tested in other national or regional contexts which were adaptable to their own environment.

The 2 week long Gender Academy was of a combination of master classes and round tables (in plenary session, with simultaneous interpretation) from leading international experts. Elective workshops (in one or two languages) were chosen from a wide range of topics, according to the organizational needs and preferences. Participants had a choice of



one workshop in the morning and one in the afternoon. Gender academy had structured knowledge-sharing opportunities, knowledge fair (based on the open space methodology) and study visits related to the Gender Equality in the World of Work were also part of the Academy.

Participants shared experiences and information with individuals and organizations with interests in mainstreaming gender equality and identified appropriate strategies for collaboration. Throughout the course research, networking, and knowledge sharing were used to assemble appropriate resources on mainstreaming gender equality.



By Nausheen & Samia

IRM CROSSES MILLION MARK

This is with reference to 'The News' February 1, 2012, IRM is pleased to share that Pakistani print media is acknowledging that IRM has crossed the mark of training ONE Million people and enriching their lives through provision of high quality training.

But the million mark holds 18 years of continuous hard work of IRM Team as well as resource persons, social mobilizers, field staff of RSP family that work in close collaboration with IRM coordinators.

For us it's a beginning, as we will continue to build a portfolio of valuable and wholesome training solutions. We respect, support and invest in the local communities where we operate, by listening to local people, creating training programmes designed according to local needs.

**"Heartiest
congratulations
to all"**

Warm regards
Shoaib Sultan
Khan

**"Congratulations
and I wish you
all the best in
your future
endeavours!"**

Agha Ali Javad
GM NRSP

**"Congrats!!,
Great News,
Let's think about agribusiness
& Value Chains!! IRM can be a
single renowned institute in
Pakistan!!"**

Dr. Babar Bajwa

**"Well done! keep it up this is all because of
your restless efforts May u always be a
source of Pride for the entire nation"**

BAIG Asif
FCCA-FMAAT

**"Many Many Congratulations on achieving this Huge
Landmark. I really feel proud to be a small part of IRM.
Credit goes to you sir for your extreme level of
commitment and dedication. And i have no doubt in saying
that YOU made the Training & Capacity building as Vital
part of Development Cycle. Wishing my IRM to grow
more....."**

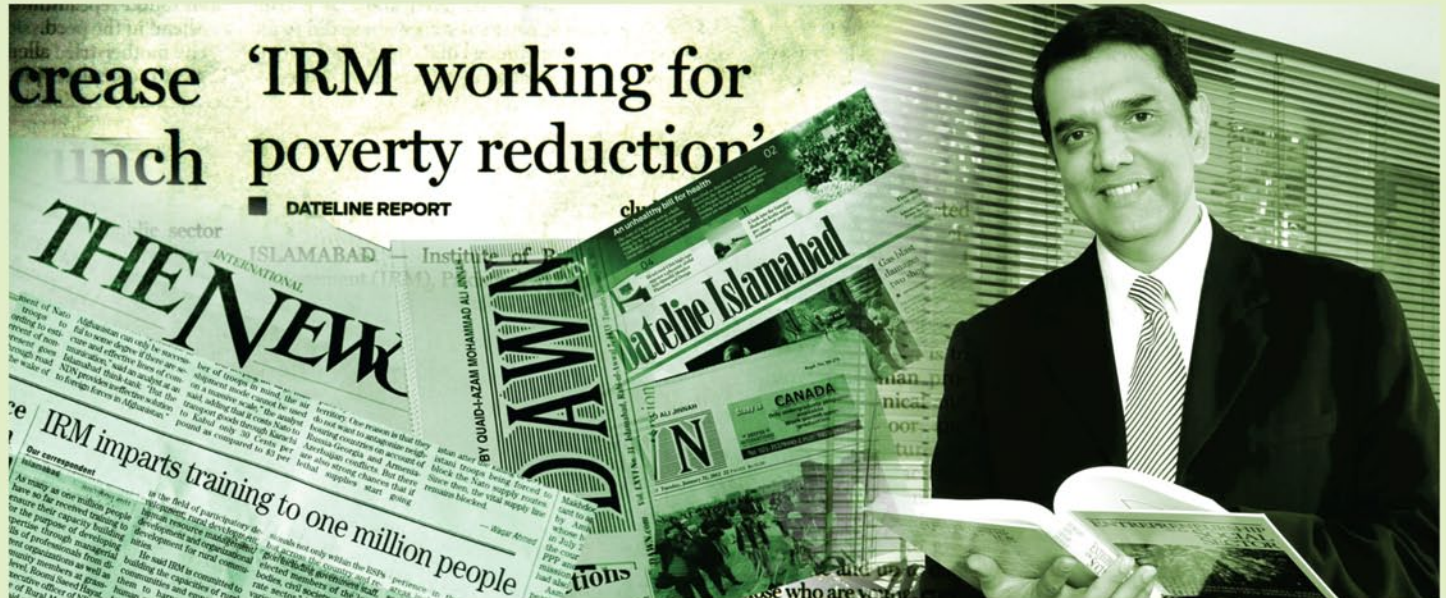
Kamran Malik
Country Director

**"Amazing Job with with
excellent leadership Skills. I
have always admired the
amount and Quality of work
that your staff and specially
female staff does in your
organization. Unlike the
traditional Pakistani set-up.**

**I really hope that IRM
reaches the 1 CRORE figure
very soon. "**

Kashif M. Khan
Iqra University, Islamabad

IRM CROSSES MILLION MARK



“Accept our felicitation!”

ANIKAH KHAN
Donors & Gender
Coordinator

“This is great and marvelous news.”

Syed Nadeem Abbas
Programme Officer, Planning
Monitoring Evaluation &
Research

“Congratulations!!!”

Salma Khalid
Programme Manager
Gender & Development
National Rural Support
Programme

“My heartfelt congratulations to you and your team on achieving the one million milestone. Sky is the limit. Keep it up - --”

Hidayat Ullah Khan
National Coordinator
Community
Restoration Cluster
UNDP

“Congrats a million on such a huge achievement. You and your team deserve a big applause for it.”

Munawar Sultana
Senior Programme Officer
ILO

“Wow - that is really impressive. Many congratulations! Much credit to your leadership too..”

Kamyla Marvi

News Feed

IRM's First Annual General Meeting

Hosted its first AGM (Annual General Meeting) at the Resource Block of IRM Head office on October 20, 2011. Honorable Board Members were updated on programme and projects. It was finalized that N-IRM will now be IRM (Institute of Rural Management only) and to approve the name from SECP accordingly.



Experience sharing

Keeping up with tradition of experience sharing workshops, Ms. Khushbakht Aalia invited all professional staff of IRM and HRDN on December 20, 2011 for a formal presentation of her experience sharing. She discussed in detail about her routine and lessons learnt during the secondment period. The Q&A session was mostly about IRM and ITC comparison regarding scale and innovation of training activities.



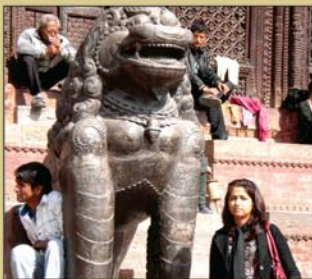
Inter Office Promotional Celebrations

IRM celebrates each step of the progress of its staff members with equal enthusiasm. The promoted staff included Mr. Tahir Khan, Ms. Tehmina Iqbal, Ms. Amina NK, Mr. Anees Ali Bangish, Mr. Israr Hussain Tunio, Ms. Sabina Peerzada and Ms. Sumera Bukhsh. The recently promoted staff gave the party to all staff members. We congratulate the promoted staff and wish them best of luck for future promotions!



Christmas Party

To celebrate the cultural festive IRM greeted the friends, employees and participants by organizing this auspicious occasion. Christmas Party was a good initiative for promotion of religio-cultural diversity. The event was arranged at IRM Islamabad in Management Block Lawn!



Shaping South Asia Future by SAARC HRDC

Ms. Mehreen Raza attended three days workshop on "Shaping South Asia Future: Revisiting the young minds through promoting peace education" from November 21- 23, 2011, 2011 in Nepal. Such workshops prove to be fruitful for increasing the exposure and networking of the staff members and strengthen the ties between IRM and SAARC HRDC.

Since the SAARC secretariat is in Nepal, therefore Kathmandu the capital was chosen as the venue. The workshop was attended by delegates representing the respective youth ministries of five of the SAARC countries excluding India, Bangladesh and Afghanistan.

Kathmandu is a city of marvels, a capital with beautiful sync of three different religious communities i.e. Hindus, Buddhists and Muslims living together in complete peace and harmony. Besides Mount Everest the presence of holy sites like Pashmunath Temple, Buddhanath Temple, Royal museums, Buddha Stupas and Tibetan architecture just adds to the attraction of Nepal. The market places are surprisingly cheap. All in All Kathmandu offers a lot to people who like to study and experience fusion of cultures.

IRM Facilities

Café...is splendid place to do group work or simply network!

Lawn...Participants can refresh themselves by simply walking in our well kempt picturesque lawn.

Buzz Room... Staff Guest House has this well equipped room that is ideal for informal strategic meetings and planning sessions.

Library ...the running library hosts more than 9000 books/Reports on Development issues focusing South Asia.



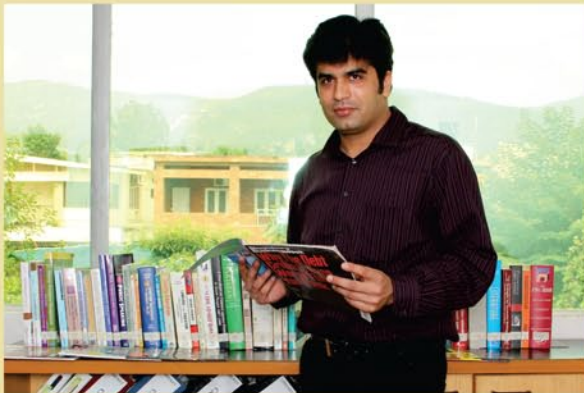
Gym...is opened as latest facility for outstation participants who have to maintain their fitness routine

Computer Lab... can train 30 participants at a time.

Training Hall...it hosts 30 participants and is equipped with touch multipurpose white board and wifi.

Bookstore...offers IRM insignia souvenirs and corporate stationary

CEE : Center for Executive Education



Center for Executive Education (CEE) is one of the running programmes of IRM which has streamlined linkages with reputable Universities for a diverse assortment of diploma and degree courses. CEE offers a number of exclusively tailored courses for executives, business leaders and functional managers. These courses are thoughtfully designed to enhance leadership quality and management skills of undertakers' in order to help them develop organizational capabilities and increased employee efficiency in terms of knowledge, skill and attitude. Excellent blend of theoretical knowledge and practical experience offered by CEE make these courses uniformly serviceable for Mid-level professionals and aspirant students.

S.#	Programmes	Scheduled Dates
1	Executive Diploma in English Language	13th Feb, 2011- 2nd May, 2012
2	Diploma in Project Management	6th Feb, 2012- 28th Mar, 2012
3	Diploma in NGO Leadership Management	2nd Apr, 2012 - 3rd May, 2012
4	Summer Internship Pogramme	25nd Jun, 2012 - 3rd Aug, 2012
5	Diploma in Human Resource Management	6th Aug, 2012 - 26th Sep, 2012

By: Faryal Gohar



Skill Development



Gender Equality 4 Decent Employment (GE4DE)

صحتی مساوات برائے باعزت روزگار

IRM in collaboration with ILO initiated a project (September 2011 – February 2012) to train 200 women in traditional skills of hand embroidery, Adda work and Tailoring in Bahawalpur district. These trainees were screened through Local Support Organizations (LSOs). Establishment of market linkages for selected trainees for sustainable income generation is an important and challenging component of the project. We acknowledge NRSP Bahawalpur region for the support they are extending. The project is part of ILO's GE4DE project across Pakistan.

By: Manzar Abbas



ENHANCING MANAGERIAL SKILL

ToT For Sindh TEVTA

IRM conducted Training of Trainers (ToT) for the staff of Sindh TEVTA from September 14 - 24, 2011 at IRM Islamabad.



The glimpses of the sessions, group work, teaser session and final closing of 10 days ToT are shared on our website:
<http://irm.edu.pk/gallery/Sindh-TEVETA/Dynamic/index.html>



Management of Training Institutes

IRM in collaboration with ILO is offering Training (December 12-20, 2011) for "Management of Training Institutes" in Lahore, for the Staff of Sindh TEVTA, Punjab TEVTA. This training programme aims to contribute positively to the effective management crisis in the VET institutes by efficiently upgrading the participants' management abilities. This training will equip



participating vocational institutions with a skill-set that will help them produce a skilled workforce essential for the complex demands of the local labor market.



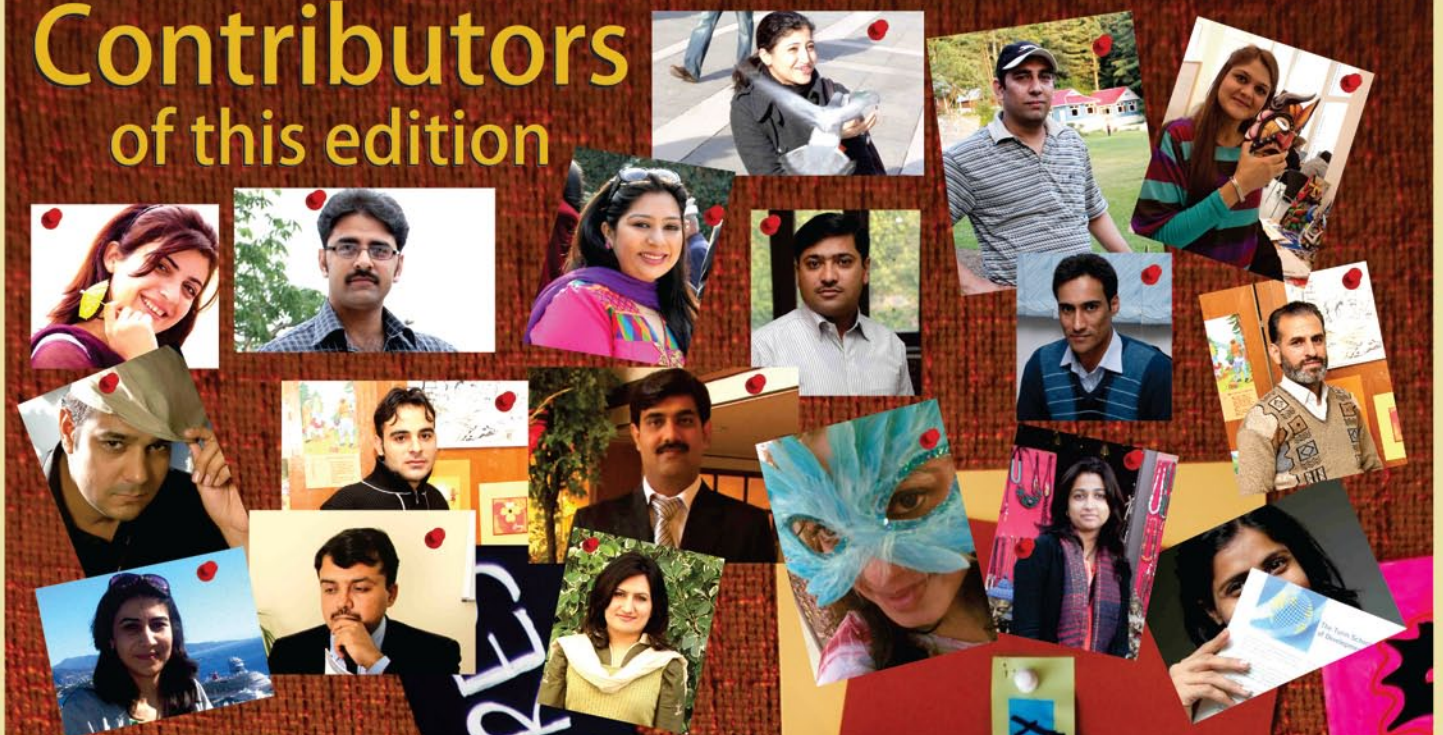
EDUCATION UPDATES

IRM in collaboration with NRSP is conducting training component of Punjab Education Sector Reforms Programme (PESRP). The project aims to increase education accessibility by allocating more financial resources at the provincial & district level, to improve governance, access and the quality of education system in the Punjab province.

The components of the project implemented in last quarter were School Council Capacity Building Programme (SCCBP), Head Teacher Capacity Training and Education Officials' Training in districts (R Y Khan, Bahawalpur, D G Khan, Mianwali and Rawalpindi) of the Punjab. The number of officials trained till last quarter was: 6294 SCCBP, 1553 Head Teacher Capacity Training, 149 AEO's, DMOs, EDOs, DEOs and DDEOs.



Contributors of this edition



Book Review Viral Loop

Author: Adam L. Penenberg

Price: \$ 16.88

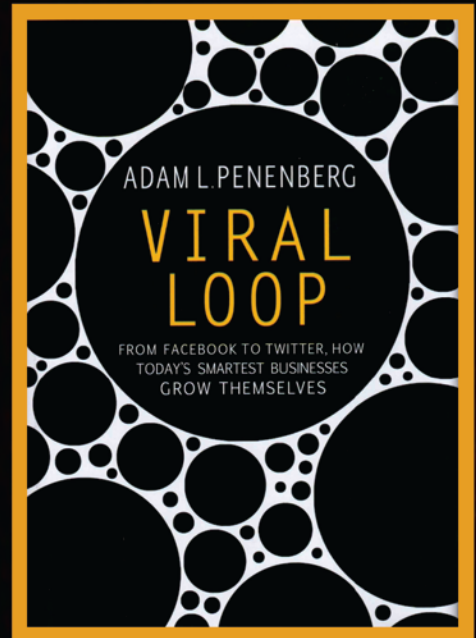
ISBN-13: 978-1401323493

Publisher: Hyperion October 13, 2009

Here's something you may not know about today's Internet. Simply by designing your product the right way, you can build a flourishing business from scratch. No advertising or marketing budget, no need for a sales force, and venture capitalists will flock around you. Many of the most

successful Web 2.0 companies, including MySpace, YouTube, eBay, and rising stars like Twitter and Flickr, are prime examples of what journalist Adam L. Penenberg calls a "viral loop"—to use it, you have to spread it. After all, what's the sense of being on Facebook if none of your friends are? Many of the iconic companies of our time—eBay, Facebook, MySpace, PayPal, Flickr, Twitter—unleashed what is known as a "viral expansion loop."

"Penenberg discovers the perpetual motion machine for business and marketing... Buy this book. Catch a virus. Make a fortune." -- Jeff Jarvis



Web Watch

www.charitynavigator.org

Mission: Charity Navigator works to guide intelligent giving. The website help charitable givers make intelligent giving decisions by providing information on over five thousand charities and by evaluating the financial health of each of these charities. The website ensure that their evaluations are widely used by making them easy to understand and available to the public free of charge. By



guiding intelligent giving, we aim to advance a more efficient and responsive philanthropic marketplace. On the website you will find:

What Kind of Charities Do We Evaluate?,

Rate Charities? Financial Ratings Tables, Tips for Donors, How Do We Rate Charities' Accountability and Transparency? How Do We Calculate the Overall Score and Star Rating? What Do Our Ratings Mean?, Tax Benefits of Giving, Guide to Donating Noncash Items, Guide to Volunteering, Guide to Giving In the Workplace and A Donor's Bill of Rights. You can also write review of the charities to help donors find worthy charities.

Tech Talk DIGITAL ROLL LAPTOP

You would be pretty shocked if someone came out and said that a laptop is cylindrical or tube shaped and that it rolls up like a scroll. That just isn't an image the masses are likely to have in mind at all when you mention a laptop and yet that is exactly the design that computer scientist and designer Hao Hua has come up with. Ok so it's still at the conceptual stage and not a reality yet but what an exciting idea.



<http://lookingforanswer.com/2011/10/08/roll-laptop-is-amazing-new-technology-2012/>

RSP Voice

IRM is offering excellent marketing platform to all RSPs.

Now you can publish your HRD events/updates in IRM's newsletter free of cost. Send the desired data/pictures or texts to editor@irm.edu.pk



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6, St # 56, F-6/4 Islamabad, Pakistan. Email info@irm.edu.pk
Phone +92 51 282 27 52, 282 27 92 | Fax +92 51 282 33 35

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editor@irm.edu.pk

