



HRD COMMUNIQUE

newsletter
www.irm.edu.pk

Editor's Note

Dear Readers!

Like corporate sector, recently lot of small scale organizations especially Non Profit Organizations are taking help of ICT (Information Communication & Technology) tools to promote their work and networking because they feel they must. But what leaves them behind is that they spend a few days setting up their profiles on internet and then abandon them when other tasks call. From business point of view the real motivation for any social networker is connection: You should want

to connect with like-minded people who can help your business and whose businesses you can assist. We all face challenges regarding what, when and how of ICT in our own organizational setting.

And those of you who are facing contemporary ICT issues will find answers in the light of expert opinion shared by Mr. Rehan Allahwalah, exclusively for HRD Communiqué. Being CEO of SuperTech and owner of more than 50 businesses across globe, he shared various set practices with business managers. We will share second part of this seminar with readers in our next newsletter in which Dr. Zsuzsanna Fajcsak will share how she

used ICT and social media for her growing businesses venture ALIVETM.

Our regular feature Newsfeed will keep you updated on IRM activities. You will find very refreshing experiences of about Cape Town (South Africa) Annual Trainer's Retreat. We have highlighted PSDF Project, HID training for the staff of NRSP and inter- sectoral Module Development Workshop. Online performance, Happiness Index were also added as IRM's innovative organizational practices.

We welcome your suggestions and comments at editor@irm.edu.pk

Happy Reading

An interview

With ICT Icon Mr. Rehan Allahwalah. He is CEO of Supertech. As CSR he has set target of initiating one million new businesses in three years.

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Training

IRM trained 400 women and men from Bahawalpur, Bahawalnagar, Lodhran and Muzaffargarh under PSDF Project.

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Venture

IRM is implementing Accelerated Learning Project FATA in collaboration with UNICEF.

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Collaboration

IRM signed MoU with Bradford University, UK and UVAS (The University of Veterinary and Animal Sciences, Lahore) Lahore for joint ventures

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An Interview

With An ICT Icon
Rehan Allahwalah

Tell me something about yourself.

I am the founder and president of Super Technologies Inc which is a US based company and works in the field of software solutions for the telecom industry. I'm an entrepreneur with an appetite for starting new businesses. I started my first company at the age of 13 named Pakistan Computers in Pakistan and by the age of 16, I had created Commodore Computer Accessories including voice digitizers, modems and speed increaser whilst I was in high school. I am a high school dropout and I have learnt everything myself and through my mentors. Now, I own 51 businesses in 6 countries and I am constantly looking for new ventures. I have taken the challenge of opening million businesses in three years (2011 - 2014).

51 businesses in 6 countries?

WOW! That's impressive. Can you name few of your businesses?

Some of my apparent and most significant ventures include DIDx.net, Virtual Phone Line, Super Phone, Muntwo Video Productions, Techistan Magazine, TV Pakistan, Paki.com, IP PABX, Health Management System, School Management System, Building Management System and Rehan Autos.

Mr. Rehan Allahwala is the Founder and President of Super Technologies Inc. a United States based company started in the field of software solutions for telecom industry.

He is an entrepreneur with a seemingly insatiable appetite for starting new businesses.

He is the President and CEO of different companies around the world including United States, Malaysia, Singapore, Dubai, Europe and Pakistan. Rehan Allahwala is the expert in the field of VOIP, ERP Systems, CRM Systems Architecture, VOIP Network Design and International Marketing. He regularly speaks on these topics in conferences and seminars around the world.

He is a keen contributor in philanthropic works and supports various NGOs and charity foundations. He founded the SuperTechnologies Foundation with the mission to eradicate poverty from the world and is working on an almost impossible mission of creating processes to help create 1 million new businesses by 2014, each starting with only 100 Dollar and generating at least 300 dollar a month.



How do you manage to run so many businesses across the world?

People always ask me how I manage to be at different places. Well, I have a cloning device. In fact, you all have it in your pocket. A normal mobile phone with a high resolution camera. I call it a cloning device because it allows me to be at any place at any time. I can instruct people, give information etc. I have 37 phone lines on my phone. If you call my Singapore, US, Malaysia or any other number, it rings here. It all comes here on my phone. So I can be anywhere at any time.

You must have visited a number of organizations across the country to promote the use of ICT and social media in their respective enterprises. Do you think people are willing to adapt to the new technology?

When I go to organizations, especially in the government sector, most of my time is spent on switching on people towards the use of ICT. People are not ready to change their mindsets. But at IRM, it seems different. Here everyone seems switched on and ready to move forward. I keep telling people that we need to understand that the tools which were not available in past are now available to everybody. We simply need to tap in the ICT power for our benefit. Yes convincing people to reap ICT fruits in their respec-

tive enterprise is still a big hindrance in Pakistani scenario.

You have made a huge number of educational videos. Where did you get your inspiration from?

Video to me is like religion! I got lots of

Do videos have any significance in enterprise development?

Sure! You can use them for anything. You can use them for teaching, branding, enjoyment, anything for that matter. Contemporary businesses are using videos for marketing and business expansion plans.



inspiration from 'Khan Academy'. It is an online academy which has taught 350 million people and it only has one person in their faculty. This is some food for thought. If 1 person can teach 350 million people, why haven't we been able to get our people out of illiteracy in the last 60 years? I was also inspired from Whole in a Wall experiment by Sugata Mitra.

I moved one step ahead. I combined entertainment with education because I think fun element in entertainment is very important. So edutainment became our specialty. Now a days it's more fun for the students to learn on the internet at their own pace.

tion plans. Videos take your message to wider audience in less amount of time and money.

The whole paradigm of knowledge has changed. Earlier, it was push based learning where we were told what to study, for example, there were not many universities and everybody became a doctor or an engineer but now there are choices. Now because of the internet, it's no longer push based learning, its pull based. So people can actually choose what they want to do rather than being told what to do.

What we do is that we create portals of

knowledge and put all that knowledge in one space so that anybody who wants to learn can come and take that knowledge, just like Wikipedia. I created rehantraining.com which has over 2500 videos which include training videos on electrician, plumbing, carpentry, housekeeping etc. I have organized them in a way that anybody can go and learn anything they want to learn. For example, if someone wants to learn what an electrician is, there is a 16 seconds long video for that. It's on the website and you can watch it as many times as you want.



Secondly, in the west and even in the developing countries, cable tv is becoming very expensive as compared to the internet. People don't have cable tv anymore. They just go on youtube, spend time on it and see all kinds of crazy stuff. And if you make crazy videos and monetize it, it actually makes sense. What I have seen is that people actually like comedy and that's why we started rehancomedy.com. We started using comedy for branding. This whole idea of using comedy came from the 'retarded horse' video which has 40 million views. So I thought that if 40 million people can find out about this video, why can't we put our own videos

up there and use them for branding.

Teaching through videos only covers theoretical part of a course but do not give practical experience to students. Don't you think that the quality of education would suffer?

We just cover the theoretical part but not the practical part because there are more than 2000 institutions that are involved in the practical part. We just help them with the theoretical part. We want a person who has never been to school to be able to watch a video and learn from it. This can enable us to cover a massive part of the population. I think that we should reduce the use of books and increase the use of films because it can increase the retention of knowledge. Students can watch the videos over and over again and develop better understanding about the topic. But I agree with you. There is no replacement for the practical part and videos just facilitate and speed up learning.

You emphasized a lot on videos and youtube, how this particular social media tool can be useful in promoting business. What can be the role of videos for institutes like IRM?

Content reading is decreasing all over the world and marketing professionals are focusing more on conveying message through audio visual means.

Videos can be very useful for IRM. You can conduct more than 500 training every year. You already have the material and knowledge. You can make videos for the training you conduct and put it up on the web. Anyone who wants to learn that skill can just go online, watch the video and learn from there. And this can be done at a very low cost. You just need a good video department for that. Through videos, you can not only teach people, but can also generate revenue. A good video department can act like a production house. You just need 2 good managers and a junior team which can do all the editing. You can hire interns and train them.

In future, do you think social media will be a reliable tool for business marketing?

It will be. Things evolve. 100 years ago, a man coming on a horse with a sealed envelope was considered reliable. It's not like that anymore. This is called evolution. Things always change and they will keep on changing. I think in the future, it will be considered as a reliable source.

Thank you for talking to us!

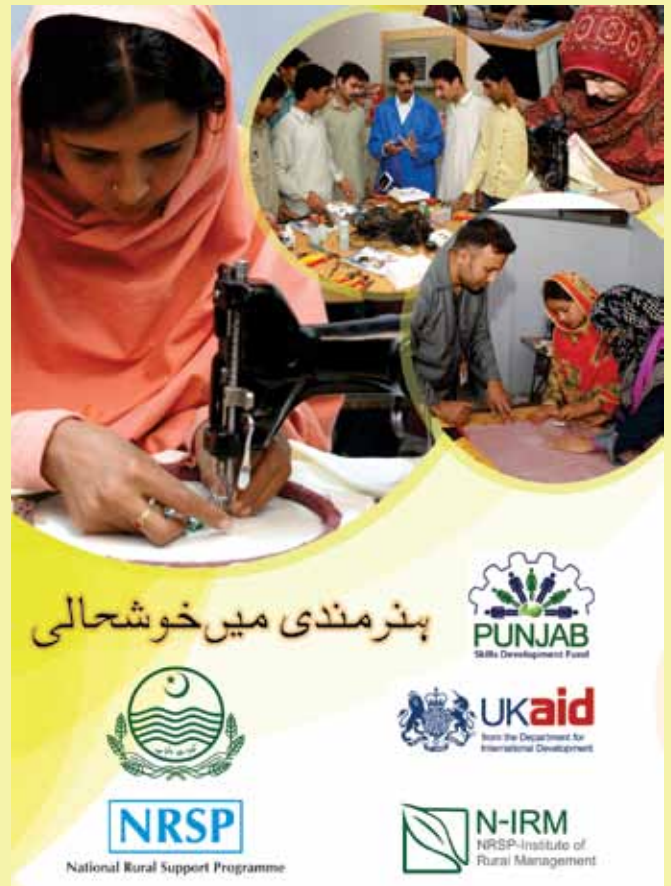
Thank You!



PSDF PROJECT

Punjab Skills Development Foundation

IRM undertook a Punjab Skills Development Foundation project in collaboration with NRSP which was aimed at building capacity and enhancing the ability of the poor unskilled people living in the rural areas of Bahawalpur, Bahawalnagar, Lodhran and Muzaffargarh. The 4 month project started in December 2011 and provided training to 400 participants in 4 different trades; building electrician, basic tailoring, advance tailoring and machine embroidery. The long term goal of the project is to enhance human resource development and provide self employment opportunities to the participants.



MODULE

Development Workshop

Keeping tradition of updating organizational resources and systems to keep abreast with time, IRM hosted a Module Development workshop. Mr. Manzoor Khaliq from ILO and Mr. Waqar Haider Awan conducted sessions in this one day workshop on Module Development on 25th January 2012 at IRM, Islamabad. It was coordinated by Ms. Maria Qibtia. Different modules developed by IRM sections i.e. Health, Education, Social Mobilization, Vocational Training Programme and Management Development Programme were presented for critical analysis.



Technical sessions

elaborated the differences between Module, Manual, Guidebook, Trainees Manual, Trainers Manual as well as International Standards for Module Development. Discussions relating to necessary actions needed to reform and improve the existing modules made the workshop more worthwhile.





GREEN IRM

Green IRM was a long awaited and an innovative introduction at IRM for the promotion of environment friendly practices at the work place. A greener workplace means a healthier and more productive place to work. To make this initiative successful, we encourage our employees to embrace this new policy. These practices help contribute in overcoming the environmental challenges faced in the world today. It is our mission to conserve and protect resources for future generations. Green IRM will help to change our personal and organizational ways so that our future generations can live in a cleaner and greener country. It will assist us all in our lives by reducing waste and saving up on natural resources and energy.

EVALUATION

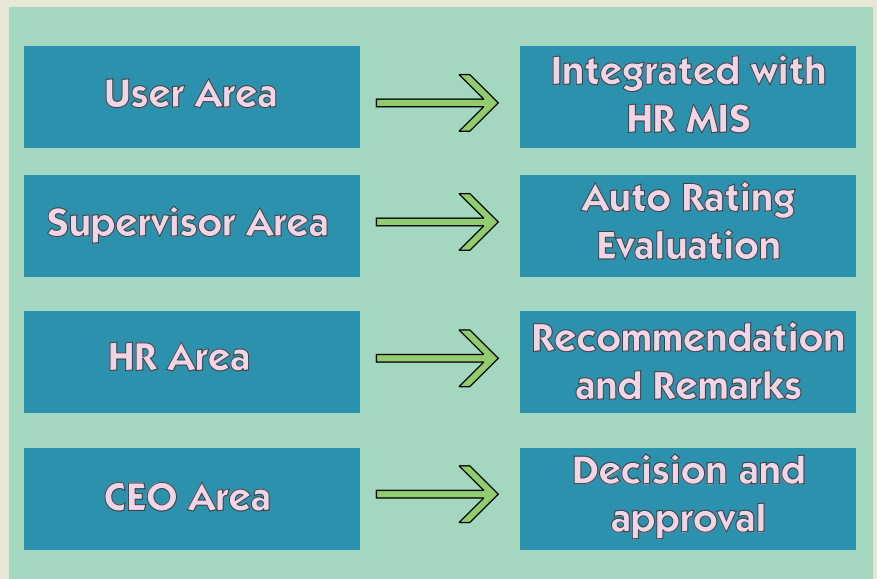
Online Performance

Evaluation system has been adopted by HR section of IRM. It is a great initiative to estimate and measure the efficiency and performance of each and every professional working at IRM. As the software for evaluation is accessible online to all employees and the employer, it has greatly encouraged a culture of transparency and increased fairness as everyone is being reviewed at the same time, using the same format, in one system.



Happiness Index is yet another innovative initiative by HR to take the pulse of the organization every month to measure staff sentiments.

HI is focused on gathering staff feedback about how they feel and think about their overall happiness and satisfaction at work place, fair



distribution of responsibilities, and sense of ownership in progress of IRM, learning opportunities provided by IRM and freedom to speak out problems and issues to higher management. At the end of every month, all the staff has to fill an online Happiness index to give their feedback



Training

H R D C O M M U N I Q U É

HUMAN Institutional Development



Social Mobilization - Human Institutional Development (SM-HID), funded by PPAF is a capacity building project focusing on enhancing the core competencies of NRSP staff to help strengthen the institutional maturity through skill enhancement and knowledge management involving social mobilization as the cross cutting theme.

A total of 600 Staff members of NRSP belonging to eight different regions will be trained within a time-span of one year i.e. March 2012- April 2013, in seven different topics such as



Livelihood Enhancement & Protection Orientation of Staff, Village Development Plan and Proposal Writing, Enterprise and Business Development, Social Mobilization, Financial Management, Credit Appraisal and Recovery techniques.

The Project also includes exposure visits of staff to different regions of NRSP in order to promote and encourage the sharing of best practices and lessons learnt during community mobilization and developmental interventions.



Newsfeed

KADO share their experience

Representatives from Karakoram Area Development Organization visited IRM on 10th January 2012 and met with the Senior Management of IRM. Staff members from both organizations shared their mission, vision and current projects. Various avenues of mutual collaboration in the field of rural development specially entrepreneurship were explored during this visit.



Social Initiative Fund

IRM has initiated a Social Initiative Fund (SIF) of Rs. 5 million to build the capacities of the marginalized youth of community-based organizations in the rural areas of Pakistan. This fund will help the deserving poor who cannot get employable skills training due to the funding restrictions. SIF will also cover youth that are not part of any Rural Support Programme (RSP) project area.

Knowledge Management Workshop

One day Intersectoral workshop on Knowledge Management was held at IRM on 1st February 2012. Participants of the workshop shared their experiences and discussed the emerging concepts and frameworks of knowledge management. In addition to this, they learnt how to develop strategies, processes and mechanisms for knowledge sharing. Various case studies and best knowledge management practices at ITC-ILO were shared with the participants.



Diploma in NGO Leadership and Management

Diploma in NGO Leadership and Management commencing from April 2 to June XXX, 2012 in collaboration with Iqra University, Islamabad. 10 Professionals from various development sector organizations joined this 2 months long diploma programme. This course was part of series of Diploma programmes offered by CEE in collaboration with Iqra university Islamabad and upcoming programme will be Diploma in Human Resource Management. For details, contact cee@irm.edu.pk.



secretary to PM secretariat and ED HRDN also attended the seminar. At the end shields were presented to honorable guests.

healthy ingredients. VTEC Rawalpindi Team with their Dish Saag won the 2012 trophy for delicious tsate and stylish

Ideas on ICT & Enterprise Development

IRM has always been one step ahead of its per organizations for bringing in new ideas. In this regard IRM- Center for Executive Education organized a very motivating and interesting Seminar on "Social Media and ICT Innovations" on February 8th, 2012. International speakers, Dr. Zsuzsanna Fajcsak and Mr. Rehan Allahwala shared their experiences. After delivering inspirational talk



presentation. This Competition is one of the most popular feature of IRM's Fun

Cooking By Trainers

IRM Staff had an annual cooking competition on 15th March, 2012. This year's theme was "Pakistani Regional Food". Each dish was critically judged on taste, team work, presentation style, and



Calendar to promote healthier and happier inter office environment.



very interactive Q&A session continued till lunch break. Mr. Saleem Ranjha Joint



ACCELERATED

Learning for FATA



IRM in collaboration with UNICEF initiated an Accelerated Learning Programme (ALP) (September, 2011 to November, 2012) to bring 1000 out of school children back to education in South Waziristan, Orakzai, Bajaur and Mohmand Agencies.



Due to the prolonged conflict in FATA, poverty and lack of opportunities a substantial number of children, especially girls, have been forced to miss their precious schooling years.



The aim of this project is to create 25 accelerated learning centres in FATA, train 50 teachers in modern teaching techniques and provide 1000 students with an opportunity to complete high quality and comprehensive primary education in a span of 12 to 15 months.



Climate Change Concerns in Cape Town

HRDN organizes an Annual Trainers' Retreat (ATR) once a year where trainers and seasoned professionals from different walks of life get an opportunity to come together and learn new

Town. Apart from IRM participants from NRSP, SRSO, Saiban, TRDP, PEACE, CRDO, RCDS, WESS, TRDO, CERD and other civil society attended ATR 2012.



developments and emerging concepts in the field of Human Resource Development. A number of formal and informal learning opportunities in ATR enhances trainers' skills and knowledge through experience sharing in a joyful environment. This year's ATR was held in Cape Town, South Africa from 15 – 19 April, 2012. The theme of this year's conference was Climate Change – A Point of Concern. 70 professionals made this exotic trip to Cape

Ms. Khushbakht Aalia hosted the conference. Mr. Rashid Bajwa, Mr. Roomi S. Hayat delivered thought provoking talks on climate change concerns and how Pakistani Development Sector can devise mechanism to cope with it. In addition to the conference, gala dinner, sightseeing trips to Table Mountain, Penguin Island, Cape of Good Hope, Seals' Island, Robin Island, Safari and city tour will also be included in the ATR.

PARTNERSHIPS



MoU with University of Bradford, UK

IRM has signed a Memorandum of Understanding (MoU) with the University of Bradford, UK. This MoU is part of a series of international networking initiatives of IRM with reputable institutions for joint ventures. Both the institutions have developed an operational framework through this MoU to provide educational opportunities for students and young professionals. Joint Courses, exchange of Guest Lecturers and Knowledge Transfer Activities were some of the identified salient features of mutual collaboration.



This MoU will prove to be a beginning for a long-term cooperation between the Bradford University, UK and Institute of the Rural Management, Pakistan.

MoU with University of Veterinary and Animal Sciences, Lahore

IRM has signed a Memorandum of Understanding (MoU)

with the University of Veterinary and Animal Sciences, Lahore (UVAS) on for providing quality training in the field of animal health. The MoU was signed on 26th April, 2012. IRM has always endeavored to establish linkages of rural community members with related public and private sector organizations.



As part of the MoU, UVAS will provide its facilities and expertise to IRM for improved quality of Community Livestock Extension Workers (CLEWs) training. Accreditation from reputable Animal Health Institutes like UVAS will definitely establish reliability for IRM training in animal health and production trades.



Trip to SEWA India

A team of 6 members from NRSP went to India for an exposure visit of Self Employed Women's Association (SEWA) from 27 January to 4 February 2012. The objective of the visit was to understand the working mechanisms of the organization and its various groups. SEWA is a trade union of women workers in the informal sector. The objectives of this one week visit were to understand the working of SEWA and its various groups.



During their visit, the team members visited Shree Vanlakshmi Ganeshpura Mahila SEWA Tree Growers Cooperative Ltd, Gandhi's Ashram, SEWA Trade Facilitation Centre (STFC), Hansiba (SEWA's clothing brand), Rudi Processing Unit in Pij Anand village, Community Training Centre in Patan District, Kutch District to meet salt farmers, SEWA's Livelihood Initiative in Surendranagar and Shri Mahila SEWA Sahakari Bank Ltd.

By Saira Abid



HRDN in collaboration with IRM is launching first time nationwide Summer Internship Programme (SIP).

Under SIP 2012 around 200 students will be attached to professional working environment for six weeks in HRDN's Partner organizations all across Pakistan in these major cities: Abbottabad, Bahawalpur, Hyderabad, Islamabad, Karachi, Lahore, Mansehra, Multan, Murree, Peshawar, Quetta, Rahim Yar Khan, Rawalpindi & Sukkur. This six-week long Summer Internship will provide interns with an independent research experience under the direct mentorship of established experts in different areas of social and management sciences. It enable the interns to have an insight of working in the field, understand the culture of the development organizations and gain valuable career related skills.

By Faryal Gohar

Reviews

H R D C O M M U N I Q U É

BOOK REVIEW

Small and Medium Enterprises and ICT

This book is donated by UNDP Asia-Pacific Development Information Programme (UNDP-APDIP) to the community.

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ISBN 978-974-8283-93-7

is located at <http://www.apdip.net/publications/iespprimerseprimer-sme.pdf>

The books describe in detail that SMEs can benefit either as producers of ICT or as users of ICT for purposes such as increased productivity, faster communica-

tions and reaching new clients. However, it must be noted at the outset that not all SMEs need to adopt ICT tools to the same degree of sophistication. The most basic ICT tool according to author is having communication capabilities through fixed lines or mobile phones, whichever is more cost effective. SMEs may then use a personal computer (PC) with basic software for simple information processing needs such as producing text or keeping track of accounting items. Internet access enables SMEs to have advanced communication capabilities such as email, web browsing and launching a website. SMEs in manufacturing can benefit from more

advanced ICT tools such as Enterprise Resource Planning (ERP) or inventory management.



Small and Medium Enterprises and ICT

Vadim Kotelnikov

Foreword by
KIM HAK-SU

WEB WATCH

<http://www.smetoolkit.org/smetoolkit/en>

The SME Toolkit is a program of the International Finance Corporation (IFC), a member of the World Bank Group, and is available in multiple languages through local partners around the world.

SMEToolkit helps you to learn the basics of how to start your own business with their free computer training course. They also teach you about business plans.

Tech Talk

A possible Solution!

Wagan's Tech Portable Solar Power Generators – Solar e Power Cube 1500 and Solar e Power Case 450 –are easy to use and can be installed and set up very quickly. They feature solar panels,

SMetoolkit allows you to find about accounting and finance, business planning, human resources, exporting, legal and insurance, Marketing and sales, Operations, technology, women owned busi-

nesses and small business news. This website also give an opportunity to attend their workshops and trainings. You must visit this website SMETOOLKIT Build Your Business.



an AGM/gel hybrid battery as well as Wagan's legacy power inverters. These generators are a great way to use the solar energy for powering a home or any other space during a power outage. Both the generators come along with compact compartments that can fold out to display the solar cells.



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IRM is an ISO Certified Organization