

MONTHLY PROGRESS REPORT

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• Highlights of the Month

• Pictorial Review

• Statistical Overview

• Graphical Analysis

1 **Social Media Marketing Workshop for Women Entrepreneurs**

IRM organized a one day workshop on “Social Media Marketing” as value addition for the women entrepreneurs of FWBL (First Women Bank Limited) and UNIDO. Apart from women entrepreneurs from women staff of IRM also attended the useful workshop at FWBL Business and Training Center, Islamabad. Workshop covered the contemporary topics of principles and channels of Online Marketing, Online Business monitoring and Live Guidance was provided to participants’ professional pages. Later question and answer session continued for the improvement of business pages.

Dr. Shahina Waheed (National programme Coordinator UNIDO) and Ms. Samina Fazil President Women Chamber of Commerce

were also present at the occasion. They appreciated IRM for providing this much needed initiative for nascent entrepreneurs.

2 **Know About Business Workshop (KAB)**

IRM-Management Development Programme conducted a 10-Day workshop on “Know About Business (KAB)” from October 08-18, 2012 at PVTTC, Lahore in collaboration with International Training Center of ILO, Italy.

KAB is an entrepreneurship course designed to give young people awareness and some practice of the opportunities, challenges, procedures, characteristics, attitudes and skills needed for successful entrepreneurship. 28 participants from PVTTC, Punjab TEVTA, PRGTTI, COTHM and LCWU attended the

KAB workshop.

3 **Executive Diploma of English Language Proficiency**

To help participants develop a positive, constructive and practical approach to effective written and oral communication in business and professional settings, Centre for Executive Education (CEE) of IRM in collaboration with Iqra University has launched a 3-month Executive Diploma in English Language Proficiency (EDELDP) for senior and mid-level professionals and students to enhance their written and oral English language skills. A total of 14 students are currently enrolled in EDELDP.

4 **Training series on Gender Sensitization**

Institute of Rural Management (IRM) has initiated a series of

training on Gender Sensitization to sensitize organizations across the country about stereotyping, oppression and gender relations with the objective to enable staff to understand Gender and Development issues, Gender Concepts and its relationship with development work. A workshop on 'Gender Responsive Governance' and the first of this series was conducted in Lahore on 22 – 23rd October, 2012 and a total of 18 participants attended the training. As part of this series, training workshops on 'Gender Responsive Governance' and 'Breaking Through the Glass Ceiling' will be conducted in various cities including Bahawalpur, Sukkur, Quetta, Rawalpindi and Peshawar.

5 **IRM – VTEC (RWP) conducted Trainings for the Youth of AJK** Institute of Rural Management in collaboration with Durawa Development Organization planned , designed and organized five types of training events for community members of district Neelum, AJK. 110 Community members were trained in five different fields as follows;

1. Hotel Management,
2. Cooking,
3. Receptionist
4. Waitressing House keeping
5. Tour guide and Marketing.

Professional trainers of IRM successfully delivered these courses in the month of October, 2012. Courses intended to enhance and build the personal

and professional capacities of the proposed community members hence indirectly supporting and enabling them in generating their decent livelihoods .

6 **Accelerated Learning Programme, FATA**

Director General FDMA, Mr. Asghar Khan visited Accelerated Learning Centers established in Bajaur/Mohmand Agencies of FATA region by IRM under Accelerated Learning Programme. These Accelerated Learning Centers are meant to cover primary schooling of the children in one year time. Mr. Asghar Khan appreciated the meticulous efforts of IRM field staff in running learning centers properly.

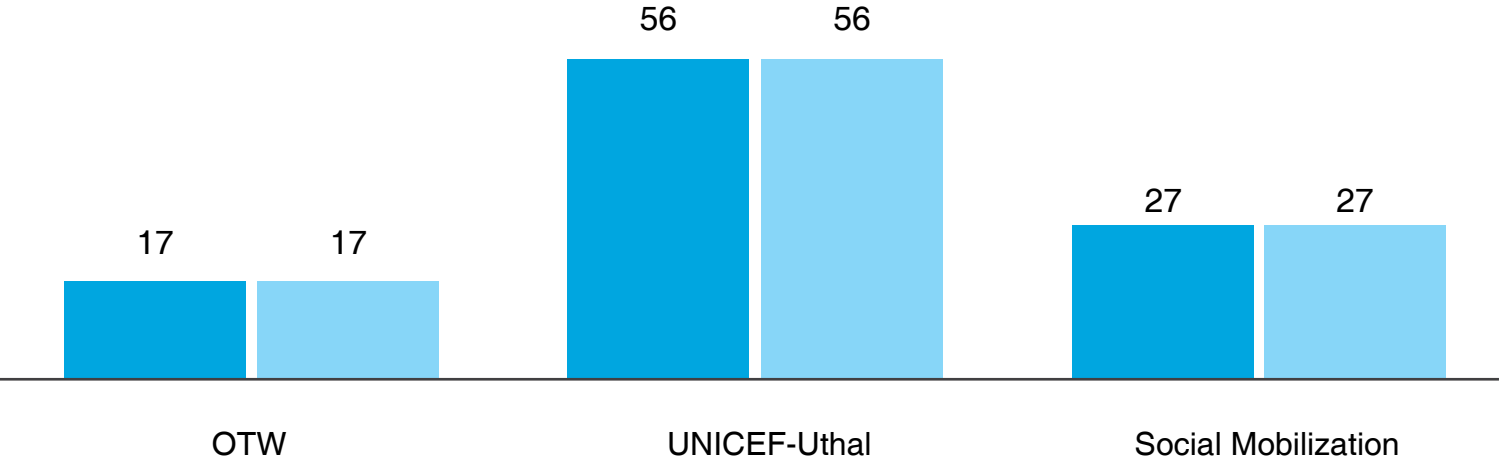


Sr #	Name of the Project	Project Client	Responsible Section	Project Duration		Total Target	Target As of September 2012	Achievement As of '12012	Target for September 2012	Achievement in September 2012	Overall Achievement
				From	To						
SMTP – Anwar ul Haq											
1	OTW	NRSP	SMTP	11-Jan	12-Dec	399	267	232	17	17	58%
2	Livelihood Enhancement and Protection	PPAF through NRSP	SMTP	11-Apr	13-Mar	16,565	1,786	1,782	0	0	11%
3	Unicef-Uthal	NRSP	SMTP	12-Sep	12-Dec	430	141	92	56	56	21%
4	Social Mobilization Training	NRSP-ILO	UCBPRP Team	12-Oct	12-Oct	27	27	27	27	27	100%
IRM Sukkur Team											
5	Combating Abusive Child Labor II	NRSP-ILO	Sukkur Team	11-Feb	13-Jul	5,490	2,729	2,735	126	126	50%
6	Sindh Coastal Community Development Project	NRSP	Sukkur Team	9-May	13-Apr	3,430	3,407	3,332	100	100	97%
7	TRDP	TRDP	Sukkur Team	12-Sep	112-Oct	111	111	111	44	44	100%
ENRM/Health – Abdul Bari											
8	Health Trainings	UCBPRP/SRSO/UNDP	ENRM/Health	On-going		9,000	8,500	8,328	0	0	92%

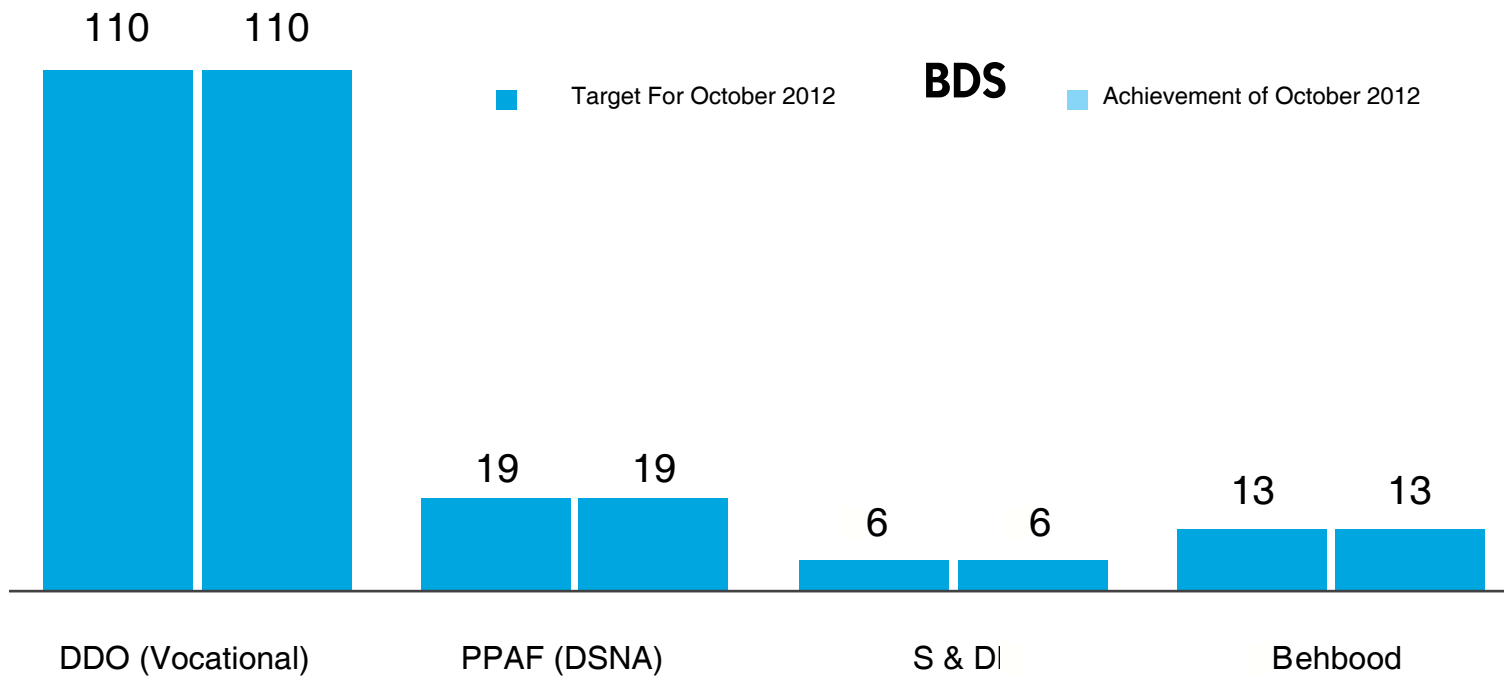
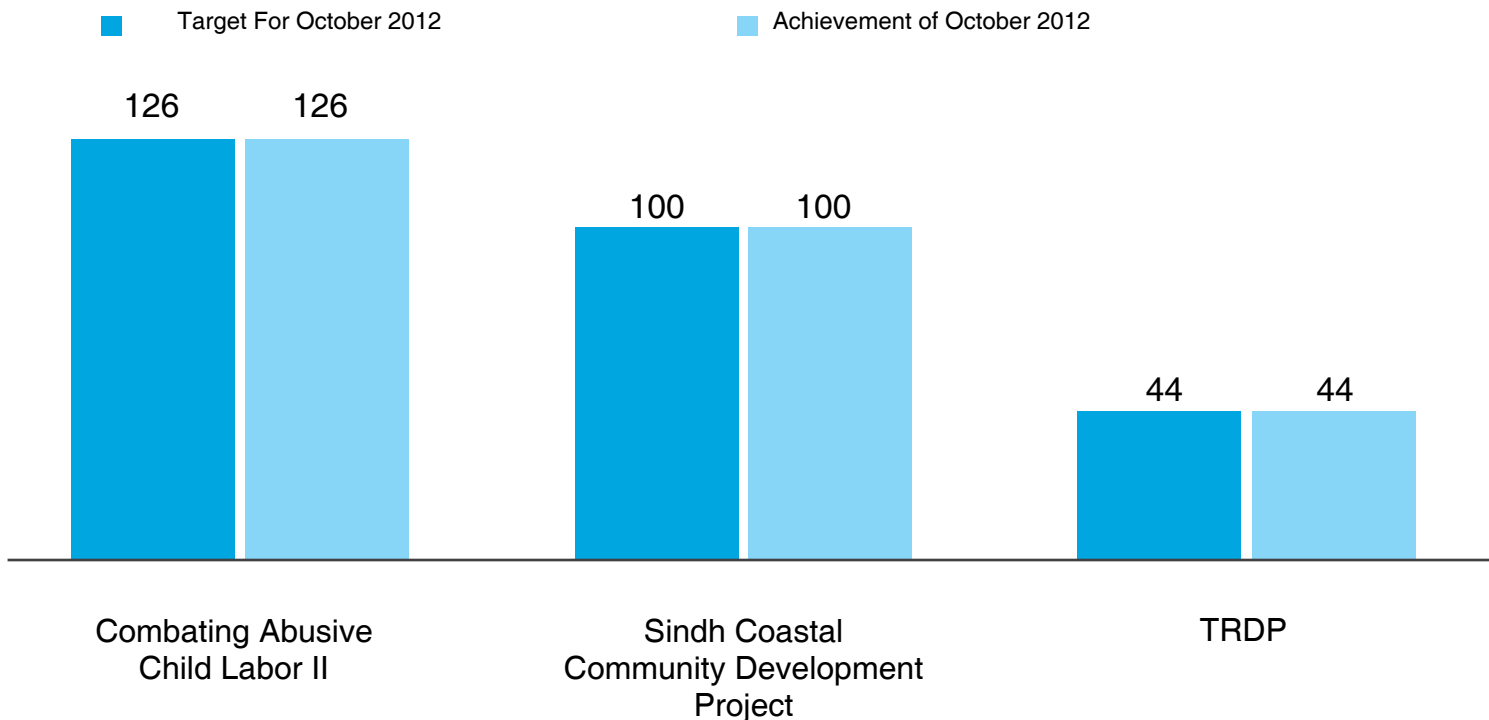
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				From	To						
Education – Gulfam Qureshi											
9	CombatiUNICEF FATA (ALP) Teachers Training	UNICEF	Education	11-Sep	12-Dec	150	123	123	0	0	82%
BDS											
10	DDO (Vocational)	DDO	BDS	On-going		129	129	129	110	110	100%
11	PPAF (Vocational)	PPAF-DSNA	BDS	On-going		39	39	39	19	19	100%
12	S & D	SND	BDS	On-going		6	6	6	6	6	100%
13	Behbood (Vocational)	Behbood	BDS	On-going		30	30	30	13	13	100%
MDP - Seerat Fatima											
14	KAB	ILO	MDP	12-Oct	12-Oct	28	28	28	28	28	100%
15	Magic of Social Media	FWBL & UNIDO	MDP	12-Oct	12-Oct	19	19	19	19	19	100%
CEE – Samia Imran											
16	CEE	IRM	Academics	On-going		75	75	88	14	14	117%

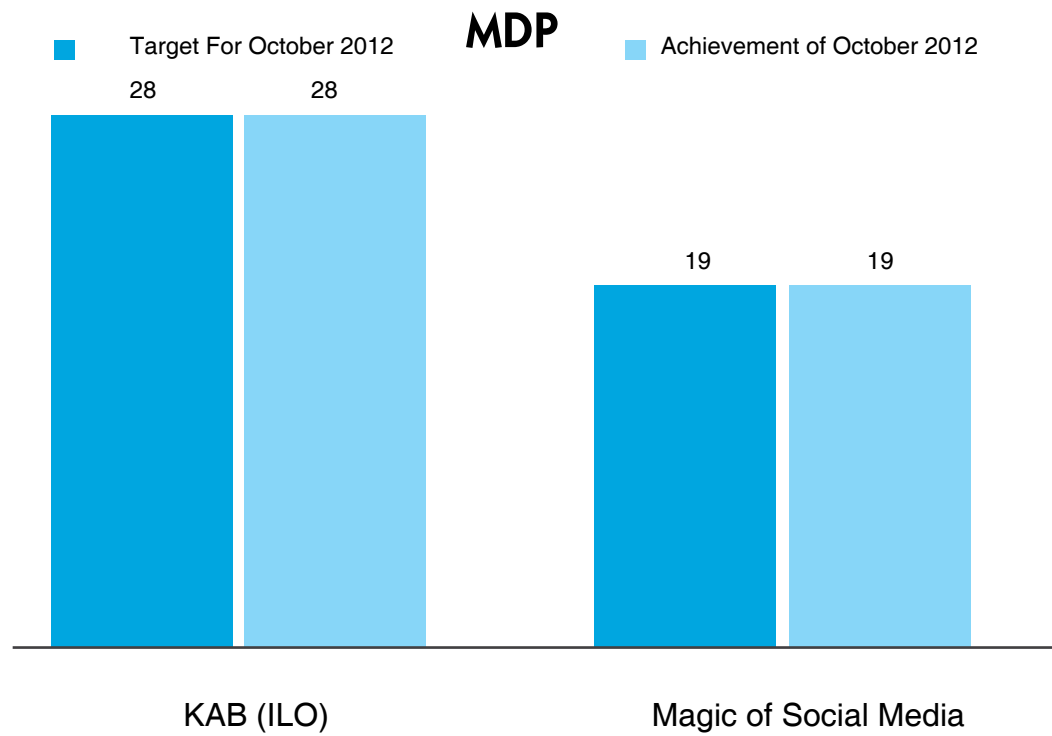
SMTF

■ Target For October 2012 ■ Achievement of October 2012

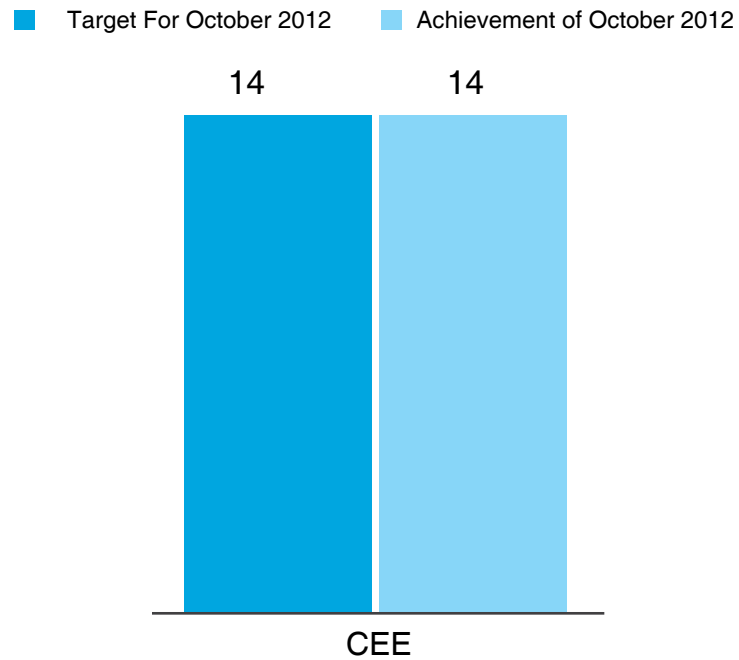


Combating Abusive Child (ILO)





Center for Executive Education





STAY CONNECTED WITH US



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