

EMPLOYABILITY THROUGH SKILL TRAINING



AWAMI DEVELOPMENT ORGANIZATION (ADO)
Bypass Road Layyah (Punjab - Pakistan)

Tel: +92 606 412571
Fax: +92 606 411571

E-mail: info@awammi.org
web: www.awammi.org



AN INITIATIVE OF
AWAMI DEVELOPMENT
ORGANIZATION





AWAMI DEVELOPMENT ORGANIZATION (ADO)

Bypass Road Layyah (Punjab - Pakistan)

Tel: +92 606 412571

Fax: +92 606 411571

E-mail: info@awammi.org

web: www.awammi.org

Prepare By: Mazhar Abbas Hashmi

Design By: Muhammad Irfan ul Haq

TABLE OF CONTENTS

Sr.	Detail	Page #
1.	Crux of the Discussion	02
2.	Definition of the Skill Training	03
3.	Importance of the Skill Training	03
4.	Impacts on the Community	03
5.	ADO approach towards Skill Training	04
6.	Background of Skill Training	04
7.	Objectives of Skill Training	04
8.	The Training Process	05
9.	The Training Cycle	06
10.	The Selected Training Institutes	07
11.	The Areas of Skill Training	
12.	The completed Training in different Trades	
13.	Job Placement Opportunities	
14.	Self-Employment (Tool Kits Distribution)	
15.	The Success Stories	

CRUX OF THE DISCUSSION

Awami Development Organization was established in 1996. It is registered under the social welfare ordinance 1961. It is a non-government and non profit organization operational in different fields like women rights and empowerment, poverty reduction, youth and employability, infrastructure development, education, health and disaster response.

Skill Training is the main component of Livelihood Employment and Enterprise Development (LEED) project funded by Pakistan Poverty Alleviation Fund (PPAF).

So ADO offers Skill Training to the underprivileged rural community specifically women to empower them economically by generating self-employment opportunities. ADO has developed Skill Training modules in 15 different trades on the basis of a system of labor market survey and feedback from community. The Vocational Training provided by the ADO are offered on the premise that better skills leads to better jobs, greater earning capacity and the opportunity to achieve on the basis of individual's ability in the better living standard and poverty reduction.

Actually a vocational skill teaches students the skills they require for a specific job. Most vocational courses are centered on practical training and offer students the opportunity to find jobs in fields such as welding, electrician, carpentry, plumbing, electronics, computer, tailoring and beautician etc for their earning & better livelihood.



SKILL TRAINING

Training is the attainment of knowledge, skills, and capabilities as a result of the teaching of practical skills that relate to specific useful trade. Training has specific goals of improving one's capability and economic performance. In addition to the basic training required for a trade, occupation or profession leads the marginalized people of community to the graduation stage from the vulnerability.

IMPORTANCE.

With a young population and PPAF's focus on skills development, ADO has the potential to become a leader in vocational education in district Layyah.

ADO increasingly demanded the best-training institutes and trained personnel in the relevant trades. ADO has done this only with the trained professionals that meet the quality standards demanded internationally. Thus, acquisition of skills is the future of the poorest community in the employability and job placement.

Education and skills can enable the working poor and vulnerable groups, such as persons in rural communities, persons with disabilities, or disadvantaged youth to escape the vicious circle of inadequate education. Women in these groups have categorically additional facilities or assistance in accessing the good quality training and using it to secure their livelihood.

SKILL TRAINING IMPACTS ON THE COMMUNITY

ADO believes in the sustainable measures in the poverty reduction that has been made possible through vocational training. Its vocational Training for Rural Economic Empowerment and poverty reduction is the proven platform that assists those, working in poor rural communities to build the skills and polish abilities for employment and income generation. Starting with institutional arrangements and planning among community organizations (COs) at the UC and hamlet levels, ADO aim is to systematically identify potential

economic opportunities at the community level, design and deliver community-based vocational training through local public and

private training providers' institutes.

The project is to develop the capacity, opportunities, assets and productivity of poor community to reduce their vulnerability to shocks, improve their livelihoods initiatives strengthen their business practices and need assessments of livelihood related skills, knowledge and practices in 05 union council of district Layyah because a livelihood can be classified as sustainable, when it is resilient in

the face of external shocks and stresses, when it is not dependent upon external support, when it is

able to maintain the long-term productivity of natural resources and when it does not undermine the livelihood options of others.



ADO APPROACH TOWARDS SKILL TRAININGS

Awammi Development Organization having the same objectives initiated Livelihood Enhancement Program (LEP) in 05 Union Councils of District Layyah by signing financial agreement with Pakistan Poverty Alleviation Fund (PPAF). The prime objective of the program is to

enhance livelihoods of ultra and vulnerable poor by putting into practice prolific livelihood strategies and Livelihood Investment Plans (LIPs) to reach at the graduation stage. Skill Training is also a major component to reduced the poverty.

BACKGROUND OF THE SKILL TRAINING

Pakistan Poverty Alleviation Fund (PPAF) intervention in the poverty reduction and the practical achievements of the Millennium Development Goals MDGs leads to start the LEP project in the poverty stricken districts of Pakistan. Along with the provision of assets to the poor in their poverty reduction, vocational training were the vital segment of this project. For this purpose at the beginning ADO

organized Tailoring and Embroidery Training in 01 UC with the cooperation of SanatZar and Vocational Training Institute (VTI) Layyah. These training have played a significant role for the empowerment of women and there was an ample need of such type of training to contribute in improving the socio economic conditions of vulnerable and under privileged people in the targeted area.

THE MAIN OBJECTIVES OF THE SKILL TRAINING

To provide the self employment to the youth of rural community specially women.

To reduce the hopelessness and joblessness in the marginalized sector of the rural community.

To disseminate Appropriate Technologies for productivity enhancement regarding the poverty deduction.

To provide Technical, financial and Support Services to rural masses and slums dwellers to improve their livelihood.

To create Awareness among the target groups about technological advancement and the importance of skills training.



THE TRAINING PROCESS

SELECTION PROCESS

- Following is the minimum criteria for the selection of candidates in any Vocational Training.
- Guidance and the counseling of the potential candidates in relation to their aptitude and academic background.
- Unemployed /underemployed youth 18-35 years
- People interested in Skill Enhancement.
- Belonging to residing area.
- Willingness to utilize the Training after completion.

THE PROCESS
The poorest amongst the poor households are selected from the PSC. Resolution adopted by the respective CO/VO/LSO regarding the validation process.

THE TRAINING CYCLE



AREAS OF SKILLS TRAINING

- Motor Cycle Mechanic
- Air-Conditioning & Refrigerator.
- Mobile Phones Repairing.
- Electrician.
- Welding.
- Beautician .
- Tailoring and Embroidery .
- Computer Software.
- Computer Hardware.
- Plumbing.
- AutoCAD.
- Motor winding.
- CNG kit Mechanic
- Lather Work



TRAINING INSTITUTES SELECTED BY ADO



THE PROFESSIONALS INSTITUTE LAYYAH



THE VOCATIONAL TRAINING INSTITUTE (VTI) LAYYAH



LICCS INSTITUTE OF MODERN TECHNOLOGY LAYYAH



SANAT ZAR LAYYAH

NO OF COURSES COMPLETED (MALE)

Sr.	Course / Trade Name	Duration in Months	# of Students
1.	Electrician	6	29
2.	Mobile Repairing	6	21
3.	AutoCAD	6	11
4.	Computer Software	3	93
5.	Computer Hardware	3	10
6.	AC & Refrigerator	6	10
7.	Auto Electrician	4	03
8.	Motor Cycle Mechanic	6	39
	Total		216

NO OF COURSES COMPLETED (FEMALE)

Sr.	Course / Trade Name	Duration in Months	# of Students
1.	Beautician	6	96
2.	Domestic Tailoring	6	27
3.	Computer Operator	4	47
	Total		170

TOTAL NUMBER
OF TRAINEES
COMPLETED
TRAININGS

386

EVALUATION AND CLOSING SEMINAR OF SKILLS TRAININGS.

Numbers of Evaluation and closing Seminars of Skills Training were conducted by the ADO. The trainers asked participants to give their verbal feedback, and evaluation forms were subsequently distributed amongst the participants. Informal closing ceremonies

were held at first badge of the passing out Trainees seminar. **Mr. Ahmad Hassan Klasra and the Project Co-Ordinator LEED Mr. Kashif Rafiq** was the chief guest of the closing ceremony. The participants asked some question about upcoming projects and they shared the further incubation strategy.



JOB PLACEMENT OPPORTUNITY

ADO has established job placement committee consisting of VO and CIGs members, ADO core staff, and the Training institute Experts and the industry stakeholders. All these are trying their best to provide the jobs to pass out trainees in their relevant fields. This committee is also working on the job placement of these trained poor students outside the county like Oman, Emirates and Saudi Arabia.

LINKAGES WITH THE INDUSTRY

This committee has done the job placement of these students in the local industry of Layyah like sugar mill, flour mill, Pesticides companies, CNG station, local market and NGO sector.

INNOVATIVE ACTIONS

ADO have initiated an innovative approach in providing the self employment to the trained trainees by establishing the "solution for life" centre where all the technical solution for the domestic needs will be provided at the door step like Electrician, Motor winding ,A.C & refrigerator and other home appliances repairing.



AN EFFORT IN HELPING THE SELF-EMPLOYMENT

Self employment means enabling a trainee to start his /her own work /business and to generate income on a regular basis. In this scenario Toolkit could be a major source through which they can start their own independent business. Village level livelihood improvement plan will guide the trainees, about the trades which have the potential for entrepreneurship. However enterprise development training may also help them to start and flourish their business. In this regard a ceremony was arranged at the learning school system TLS play ground for the distribution of tool kits among the students who has passed out from the professionals institute Layyah. The poorest students selected from 05 union councils for the trade trainings in Domestic Electrician , Motor cycle Mechanic ,AC & Refrigerator Technician , Embroidery ,

Beautician and Beauty parlor and computer software and hardware short courses. Training cost, uniforms, books, note books and traveling cost were provided by the ADO in collaboration with PPAF to the trainees

It is a remarkable achievement of ADO in this remote area of the Punjab said Director NEF Malik Faisal Awan the chief guest of the ceremony. ADO has developed itself at the national level and it is a blessing for the marginalized communities in the most deprived district of the province.

More than 300 students were provided the tool kits and the LEP team of ADO also linked them with the local market to enhance and protect their business. People from different walks of life participated in the ceremony and appreciated the efforts of ADO.





THANKS TO THOSE WHO MADE POSSIBLE THE DREAM OF MY HOME-BASED BUSINESS, SAYS BEAUTICIAN ALMAS RASHEED

Almas, a 22-year-old from union counsel Ladhana. She has passed her intermediate examination two years ago but could not continue her study further due to family's financial constraints. Her father's meager salary was not enough to cover even the cost basic needs of the family.

She came to know about Awami Development Organization ADO-vocational training courses for females through a relative. These courses were offered by a local training institute in Layyah. she found it a rare opportunity and applied for admission in a Beautician Course. She got admission at the Vocational Trainings Institute (VTI) Layyah.

Almas completed her six months training so that she could follow her dream of being the best beautician in village during the training course she spent a very hard time because she had to travel of 40 K.M daily from her home to training institute. Many times she got frustrated but did not give up her struggle to obtain her dream.

After the completion of her training, she started her own home-based business of beautician with the financial assistance of ADO in the form of tool kit provision. She loves the art of makeup beautician. Her hobby has flourished into a profession which brings her a constant stream of income.

Talking to ADO staff, she was very excited while sharing her business success. She thanked ADO and PPAF for making her dreams true. Almas wants to inspire other girls who want to be financially independent. She adores the feeling and is now confident, being the earning member of her family. Now along with her father she have business plan for the future to enhance and protect her current business. She also wants to establish a beauty salon with the skill training centre.



"MY SKILL TRAINING PROVED A BLESSING TO ME AND MY FAMILY" ZAINAB.

Zainab has got the sewing and embroidery training from SANATZAR Layyah. She belongs to a village Shehbaz Abad. Her village is a typical village where Baradri system is strictly followed and women are not allowed to do jobs and to participate in social and economic activities. She is 22 year old and living with her 5 siblings, a mother and father. Her father is physically handicapped and her mother is patient of stomach Ulcer.

Zainab used to remain quite all the time and was much depressed about her family circumstances. She had no elder brother to lend her hand to run the family economic circle. She worked hard all the daylong in agricultural fields, burns the mid night oil and could not face the economic frustration.

ADO provided her the sewing and embroidery machines at the tool kits distribution ceremony and also the Enterprise Development Training so that she could establish her own small business. During expression of her dreams tears were shedding from her eyes at the tool kits distribution ceremony. After establishing a stitching & embroidery center she started to earn with providing quality services at village level. She also wants to transfer her skills to other poor girls of the village so that they could also spent a independent and respectable life, she took an initiative with the collaboration of ADO and open a training center and 12 female students are learning the sewing and embroidery.

Now she is a master trainer and preparing and teaching new designs of clothes. She is earning more than five hundred (500) rupees per day. Now her father is getting medical treatment and her brother is studying in a private college as a regular student. Her father told the survey team that he is proud of her daughter and very thankful to ADO efforts. Zainab is struggling hard day and night and she wants to establish a Boutique Center. Strong determination and will power of Zainab is showing that she can do that. It was the moment of joy when her father claimed with smiling face that she is not my daughter but my great son and I proud of her.

"NO MORE HOPELESSNESS AND FAMINE IN MY LIFE" SAYS MUHAMMAD ARSHAD .

Muhammad Arshad is son of a late peasant .His father has died since his childhood when he was only 6 year old .Now is 18 years old and living with his 5 siblings and old mother who often remain sick. His elder brother is physical handicapped and mentally abnormal .He is the only economic supporter of his family. Physically his face looks pale due to depression and hopelessness. He told that he is very depressed due to miserable conditions of his family .Many time he tried to suicide himself but emergency first aid saved him .He says that I cannot bear the heavy economic loads of my family "People of my village taunting me and consider me an idle man who cannot do anything for his desperately poor family" They mostly ignored me instead of helping me labeled me a parasite and unemployed evil spirit person .I used to go to Layyah in search of wages and often remained fruitless to do so .

"Sometimes I returned back to my home with a heavy heart due to my empty pocket and could not afford the van Fare even".

ADO arranged three month skill training (hair dressing) in Layyah city for him and also provided him six days enterprise development trainings so that he could get basic tips to start the new business. After the completion of trainings he was urgently provided all the requirements of a barber shop at the tool kits distribution ceremony.

Now he is earning 400 to 500 Rupees daily. His younger brother and sister have started going to school. He is providing medical treatment to his mother from famous and qualified physician of the district and is very happy because his basic human needs of life are being full filled .He has afforded books, bags , school uniform and shoes to his school going sisters and brothers .

Now people respect him and consider him a hardworking and successful man .He told that he has a business expansion plan. He desired to develop a series of hair dresser outlets and beauty salon (named 9X) in District Layyah where quality services will be delivered and he will be the owner of that beauty salon having numbers of employees and will start this through his own saving from this shop in near Future.

