

# Developing Skill Culture in Layyah



**AWAMMI DEELOPMENT ORNIZATION**



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## Developing Skill Culture:

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

Skills Training is the main component of Livelihood Employment and Protection (LEP) project funded by Pakistan Poverty Alleviation Fund (PPAF).

So ADO offers Skills Training to the underprivileged rural community specifically youth to empower them economically by generating self-employment opportunities. It has developed Skills 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.

**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.

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 better work future.

## Role in the Poverty Reduction:

ADO believes in the sustainable measures in the poverty reduction that has been made possible through vocational trainings. Its vocational Training for Rural Economic Empowerment and poverty reduction is a proven platform that assists those, working in poor rural communities to build the skills and 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' institute.

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 as Catalyst:

Awammi Development Organization having the same objectives initiated Livelihood Enhancement Program (LEP) in 05 Union Council 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 in to practice prolific livelihood strategies and Livelihood Investment Plans (LIPs) to reach at the graduation stage. Skills Training is also a major tool to reduced poverty.

## The Objectives:

- To provide the self employment to the youth of rural community and linked this Trained force at the national level.
- To reduce the hopelessness and joblessness in the marginalized sector of the rural community.
- To disseminate Appropriate Technologies for productivity enhancement to cope with poverty in the marginal sector of the community esp. youth.
- To provide Technical, financial and Support Services to rural masses and slums dwellers to improve their living standard.
- To create Awareness among the target groups about technological advancement and the importance of skills trainings in the struggle of poverty reduction.

## Selected Trades:

- Air-Conditioning & Refrigerator
- Mobile Phones Repairing
- Electrician
- Motor Cycle Mechanic
  
- Welding
- Beautician
- Tailoring and Embroidery
- Computer Software
- Computer Hardware
- Plumbing
- AutoCAD
- Motor winding
- CNG Kit Mechanic
- Steel fixer
- Solar Energy and UPS
- Leather work
- Artificial Jewelry
- Handy Crafts
- Hand Embroidery
- Auto Rickshaw Mechanic

# Employability through skills:

## Seminars about Skill Trainings

Numbers of Seminars of Skills Training were conducted by the ADO about the importance of skill trainings at community as well as at district level. People were well informed about the importance about the future of skill and vocational trainings and its role in poverty reduction. The large numbers of participants actively participated and ADO also shared the further incubation strategy.

## Job Placement Committee (JPC)

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, Europe and Saudi Arabia.

## Self-Employment (Within and outside village)

### Tool Kits Distribution Ceremony 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 assists transfer 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 trainings may also help them to start and flourish their business.

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 soft ware and hard ware short courses. Training cost, uniforms, books, note books and travelling cost were provided by the ADO in collaboration with PPAF.

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.

## Self-Employment within (UC/District/ country)

### Linkages with the industry

This committee has shaped a job placement for the trained personals at local which is working for the job placement of these pass out trainee at local as well as at national and international level. These trained professionals are linked and delivering there services in the local industry of Layyah like sugar mill, flour mill, Pesticides companies, CNG station, and local market and NGO sector. The job placement committee has plan to link these professionals at national level as well as at international level

### Innovative Initiatives

ADO has initiated an innovative approach in providing the self employment to the trained personals 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. The solution for life will be the centre of the processions trained in different trades will deliver their service and earned the livelihood.

## Exhibition of skill works:

Recently ADO has arranged 10 days exhibition at women community training centre Layyah. The female trained in the trades like embroidery and leather work, beautician, tailoring and boutique decoration are given the practical experience of the their own business .a great appreciation and the hot cake sale of these handmade products not only proved a profitable activity but also get a market value. The profit earned from this exhibition will also invest in the future business at community level



## Employment (Outside the Country)



Trades like general steel fixer, mason, electrician, welders, refrigeration & air conditioning and masons are in great demands outside the country like Gulf countries etc ADO has plan to assign agreement with these job providing companies outside the country. Recently in collaboration with ARABTEC, Arabian Requirement (pvt) limited ADO has contributed extra ordinary in the selection of Masons, Carpenters Steel Fixers. More than 50 qualified Masons, Carpenters Steel Fixers participated in the selection process on the behalf of ADO.



## Additional Trainings for the Foreign Market:

These trainees will also give additional trainings according to the foreign market like English language communication work ethics and other professional deficiencies.

## Career Counseling:

**فوری ضرورت گف سعودی عرب خواتین بیوٹیشن**  
ریاض، جدو، دام کے مشہور بیوٹی سیلون کو خواجگی بیوٹیشن کی ضرورت ہے۔ جو ہندی، میک اپ، فیس مساج، جینی کیور، نیڈی کیور اور مکمل کلور پر بیوٹی پارلر کا کام جانتی ہوں۔  
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**AGT**  
AGT (Abul Ghafoor Training) is a leading training center in the Gulf region. It provides various courses including A.C., Fash, Beauty, and Hair. The center is located in the UAE and has a long history of providing quality training to students. For more information, contact the center at the provided phone numbers or email addresses.

ADO has also established a career counseling centre which helps the candidates to get into a career that suited to their capacity, behavior, awareness and experience. A veteran team of professionals is performing the duties for the services to these trainees by providing them the relevant jobs information and updates.

## Achievements:

ADO has trained 817 students in different trades so far. After the provision of skill trainings in market driven trades a tool kit according to the requirement of their relevant trade has been distributed among the trainees for the establishment of their own small scale business. More than 100 trained persons are running their own business at community level and earning the livelihood.