

SCALING UP FOR
GENDER EQUALITY & INCLUSION
THROUGH LEARNING, LIFE SKILLS, AND LIVELIHOODS



Technical and Vocational Education and Training (TVET), Livelihoods and Enterprise

Creating Income Generating Opportunities and Livelihoods for Youth through market-driven skills training, LifeSkills, and Enterprise Development across Pakistan

Segment Overview and Objective:

The Technical and Vocational Education and Training (TVET), Livelihoods, and Enterprise component of Idara-e-Taleem-o-Aagahi focus on skills interventions across Pakistan for Youth (aged 14 to 30) emerging from vulnerable and disadvantaged segments of the society. The objective of this segment is to provide the youth with sustainable livelihood opportunities which is achieved through

1. Certified skills training of the market-relevant skills through linkages with government as well as private sector providers
2. Life skills training and enterprise development training programs
3. Digital Skills training
4. Provision of Financial Inclusion

Key Interventions:

1. Establishment of fully functional and upgraded TVET labs in currently in four districts of Punjab
2. Training needs assessments (TNA)
3. Registration of Labs/ skills centers with the relevant public authorities
4. 3 to 6 Months Certified Training Program Workshops all over Pakistan in partnership with different partners
5. Digital Courses on WordPress, Freelancing, Digital Marketing, Entrepreneurship, and various other tech relevant courses
6. Provision of consumable materials and equipment
7. Partnership with govt/private recognized organizations for certification
8. Customized training on Enterprise Development, financial literacy, and life skills in partnership with different public/private institutes
9. A 50-hour compulsory life skills course with EdTech
10. Product line creation- promotion on social media/websites
11. Digital platform for selling of products (*see below section on E-Platforms*)
12. Partnerships with local and e-markets, social enterprise incubators & local markets

Key Programs:

Guddi Baji Project: *ITA-Industry Collaboration (Unilever)*

Guddi Baji is Pakistan's first rural beautician program implemented by ITA and supported by Unilever. Around 3500 females were trained in the Beautician trade from 2011 to 2014 in **27** districts of Punjab.

Skills for Market:

ITA implemented the Skills for Market TVET program, supported by Punjab Skills Development Fund (PSDF), whereby **840** beneficiaries were trained on various skillsets including Beautician, Stitching, Block Printing, and Adult Literacy.

Siyani Sahelian:

The project is funded by Foreign Common Wealth Development Organisation (FCDO). The TVET segment of this project supports skills development for vulnerable and disadvantaged adolescent girls in rural areas of Muzaffargarh, Rahim yar Khan, and Bahawalpur. It's a 5 year funded project ending in the year 2022. ITA has trained 8000+ rural females so far in this program. Major skills sets include Beautician, Machine Embroidery, and Tailoring. ITA also has set up community centers each year for 3 to 6-month course duration for skill sets including Fabric Painting, Hand Embroidery, Kitchen gardening, Adda work, Poultry farming, Mukesh work, Digital Training, Art and Craft, Khussa Making, Chunri Making, Jewellery Making, Rally Work, Gotta Kinari and various other skills.

Uraan:

ITA in partnership with Oxfam Pakistan implemented a three-year project, "Women Leaders of Tomorrow (WLT)" from 2016-to 2019 in 2 union councils of Multan District. The 70 successful graduates of WLT span from grade 8 to college students. WLT in its sunset phase titled 'Uraan – Empowerment through Education, LifeSkills and Skill Development' focuses on the placement of the 70 girls into the relevant programs through life skills training and **skills development courses**.

NAVTTTC- 3 to 6 Months Courses:

ITA in collaboration with NAVTTTC has trained around 200 beneficiaries in Bahawalpur and Rahim yar Khan District under Beautician, Fashion Design & Tailoring, and Digital Skills in 2020-21.

Life Skills for Kids (LSK):

ITA in collaboration with Bhullay Shah Packages (BSP) initiated a project of Life Skills for Kids (LSK) at 8 selected target locations in Lahore targeting 640 children involved in the worst forms of Labor. Under this project, ITA has set up two skill centers for Machine Embroidery and Domestic Tailoring trade where 300 females relating to the same community have been trained. Under this project, 15 female beneficiaries are being trained in the 6-month beautician course certified by TEVTA. 25 male beneficiaries attended an 8-week electrician and AC/refrigeration course from the Pakistan Industrial Technical Assistance center (PITAC). Around 80 students are now being enrolled in certified fashion designing courses by ITA. Around 500 beneficiaries are also being trained in a digital literacy course.

Ilm-o-Hunar:

ITA In collaboration with Ilm-o-Hunar, Literacy Department, initiated a 6-month project for 50 beneficiaries (25 male) in Muzaffargarh under Sewing/Handicrafts and Electrician Trade.

Face Mask Retail Initiative:

ITA TVET segment was one of the first movers in the facemasks production space in response to the Covid-19 crisis. 8000 face masks produced by 30 ITA graduate artisans from 4 districts. Face masks were produced and sold to retailers and wholesalers

Digital Training Segment:

ITA has partnered with **Circle Women** for Digital and Entrepreneurial skills in Muzaffargarh, Bahawalpur, and Rahim Yar Khan. 260 females were trained on Word Press Development, Digital and Entrepreneurial skills, and freelancing. Almost 70% of them are engaged in freelancing, graphic designing, and other income-generating opportunities. Under URAAN Project, 30 trainees were trained in word press and freelancing skills and thus 30 laptops were provided to them post-training and examination. All 30 completed DigiSkills online training.

ITA has developed a 50-hour compulsory life skills course in partnership with EDtech Worx. The Kamyab Karobar is a state-of-the-art online course-created course covering elements of entrepreneurship and financial literacy. 102 female beneficiaries were given access to this course.

E-Platforms

1. Hunar Tarash

“Hunar Tarash” ہنرتراش (sculpting skills) links the LSK artisans to the market. The platform allows the sale and promotion of the items produced by the beneficiaries and their subsequent order taking and sale.



Encourage the work of underprivileged community artisans through online orders and purchase:

<https://www.facebook.com/hunartarashITA>

2. Nairang.pk



“Nairang” is an online platform promoting the work of rural artisans of Pakistan. This platform is comprehensively designed as a marketplace for all our TVET artisans to sell their products online and earn income. For the first phase of this project, ITA will be involved in the product display of its artisans’ products and managing the finances on their behalf. However, in the later stages, artisans will be directly connected with the buyers. For this purpose, a 5-day design workshop was conducted for all our current TVET beneficiaries to train them on digital marketing skills, photography skills, and packaging and finishing of products. This design workshop will enhance their capacity to sell their products online. The project is in its initial stages.

Employment and Income Opportunitites:

ITA through its all TVET Programs strongly focuses on the enterprise training and financial independence of its trainees. For this purpose, ITA designed enterprise and financial literacy training for all its TVET beneficiaries to inculcate in them the entrepreneurial spirit. Almost 80% of our TVET graduates are either formally employed or

self-employed. Through our digital training programs, several women are involved in freelancing, graphic designing, logo designs for different businesses and earn handsome amounts of money. Similarly, all our TVET graduates under Seyani Sahelian (SS) project are involved in product development whereby towards the end of their sessions, these products are displayed online for selling as well as in different exhibitions across Pakistan. Market linkage sessions are arranged for them to give them market exposure and most of these women are currently working in their respective communities. Many Women have already established home beautician studios, a small setup of tailoring machines, and also small setup boutiques at their homes.

TVET Certification Partners:



TVET Donors and Projects:

