

Daily Times

Your right to know A new voice for a new Pakistan

Daily Times - Site Edition

eLife Training Programme



By Rubina Dewan In Pakistan, Government and many civil society organizations are working for poverty reduction through the implementation of various vocational training programs. Marshall Direct Fund is one those who is supporting people in need of education and economic opportunities in order to ensure peace and prosperity over violence and despair. Pakistan is a country with a rich history and diverse cultures, but has been affected by an unstable and weak political environment and by natural disasters (droughts, floods, cyclones and earthquakes) that occur every few years. Some

reductions in poverty had been seen in the last decade but challenges such as rising inflation and unemployment, the food and energy crisis etc have led to increased poverty, and increasing crime and unemployment. According to the Human development Report 2011 of (UNDP) Pakistan is among the largest group of multi-dimensionally poor countries in the world, among the low human development countries, Pakistan is at number 145.

(<http://pakobserver.net/detailnews.asp?id=123824>) In Pakistan, the status of women varies as per their regions, customs and social disparities. The rural and urban women are divided due to uneven socio-economic development. Women in rural areas are significantly poorer than other big cities of Pakistan, with little or no control over household income, little access to credit, and very limited asset ownership. Poor women in Pakistan are responsible for the home, the children and all associated chores. In rural settings, they also form the primary source of unpaid agricultural labor on their own small farms or in the landowner's fields. Keeping in view the whole situation a 10 week eLife Training Program from Oct to Dec 2012 has been initiated by Marshall Direct Fund in Dheerkot and Ghaziabad (Azad Jamu Kashmir) in collaboration with IKI Foundation (Local Organization-Kashmir) by implementing eLife curriculum developed by Foundation for Social Change. The purpose of the training program was to build capacity of 200 women in underserved communities to develop tools necessary to start successful businesses, generate income, and send their children to school and lift their families and communities out of poverty and to improve employability skills by sharing knowledge on entrepreneurship and vocational skills. Ms. Rubina Dewan (Director Vocational Training & Market Linkages- MDF) went to deliver the sessions. 200 young girls and women participants participated in the training program and got valuable information on Life Skills Communication Skills, Financial Skills, Livelihoods / Vocational, Business and Entrepreneurship. Participants enjoyed a lot during role play and group work, they told that they had learnt a lot due to participating in role play and group work At the end of the training workshop participants were encouraged to develop their business plan and two business plans on Home based boutique and Beauty Parlor were developed by the participants. Ms. Fouzia: Our level of confidence has been enhanced and now we are able to explore vocational opportunities and choice career as per our skills and qualification! Ms. Zubaida: Although we were involved in business activities before this, but after participating in eLife training program our conceptual and theoretical understanding on Business and Entrepreneurship has been developed. Now we will become true business women in future. Ms. Faheem (Trainee): We were living in

darkness, meanwhile we felt a ray of hope and that was eLife training program because due to participating in this training program we came to know about our direction for a successful life. Such training programs should be continued for women's awareness in rural and urban communities of Pakistan. pr