

HIGHLIGHTS

November 2009

A Monthly Newsletter for projects of Habib University Foundation

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INSPYRE and ILEAD are public-private partnership projects of the Youth Affairs Department, Government of Sindh and Habib University Foundation (H.U.F.) with technical support being provided by the British Council.



Inspiring Leadership, Empowerment and Development in Youth

- ILEAD focuses on promoting a healthy life style, leadership & personal development in youth through sports education and community service
- ILEAD will build partnerships with 5 colleges and 25 schools in Karachi and Hyderabad
- ILEAD aims to develop a sports education curriculum, organize sports weeks, summer camps, sports festivals, coaching camps etc. for youth



Inspiring Pakistani Youth to Reach Excellence

- INSPYRE aims at providing youth with a platform for their personal growth, career enhancement and social development
- INSPYRE provides free of cost career education to youth for their career building in Information Technology, Retail Management, Digital Media, Call Center Industry, Fashion and Textile Designing
- Internships are an essential component of the INSPYRE learning experience



Youth Affairs Department
Government of Sindh



Habib University Foundation

Technical Partner



Foreword

'HIGHLIGHTS' is the Monthly Newsletter of ILEAD and INSPYRE, two youth development initiatives of the Youth Affairs Department, Government of Sindh that are being implemented by Habib University Foundation (H.U.F.) with technical support provided by the British Council, Pakistan. 'HIGHLIGHTS' captures the important happenings of each month and updates the stakeholders about exciting activities happening in the field, and aims at sharing information regarding both projects with others engaged in youth development. October was another active month in the life of INSPYRE and ILEAD, with

abundant teaching, learning and sports activities taking place. It marked the consolidation of the activities initiated last month. Ground work completed in the previous months has paved the way for the efficient implementation of several ideas this month. This issue of 'HIGHLIGHTS' will update you on these activities. We openheartedly welcome your opinions and suggestions vis-à-vis these projects at yasmeenbano@huf.org.pk. Hope you will enjoy reading this issue of 'HIGHLIGHTS'!

Yasmeen Bano
Head Research and Projects

INSPYRE Highlights

INSPYRE Learning and Teaching

Several exciting activities happened under INSPYRE to engage students actively in their own learning process. Key activities included:

Launching of Leadership and Personal Development Module

After successfully completing the Career Development Module, the Leadership and Personal Development Module was launched in October. The School of Leadership (SoL) has designed and is implementing this 24 hour module spread over a course of 6 weeks. This is one of the most important components of INSPYRE learning framework. These sessions will play a key role in boosting students' confidence, leadership and self-awareness, hence encouraging them to positively contribute towards society.

The Personal Development module is divided into six units:

1. The spirit of oneness
2. Self and life balance
3. Visionary leadership
4. Leading change
5. Spirit of giving
6. Managing for impact

This module will also help students to enhance their productivity while undertaking any job. Five sessions of the module were conducted in October, during which students participated in various reflective and group activities to cultivate aspects of their personal, professional and social lives.

Getting Ready for Internships

Since October was the last month of current INSPYRE courses, the Institute was abuzz with students finalizing and preparing for their internships. After detailed consultations, students were placed at organizations that had committed to offering internships and jobs.



Students were also facilitated to appear for interviews for their final selection. So far several students have found internships and eight students from the Call Center course have been employed.

INSPYRE Highlights

Youth Development Activities

Engaging iACT Alumni

An important feature of INSPYRE is to build youth communities that can continuously meet and learn from each other. Establishing a strong iACT alumni body is one of the key strategies to building a youth community. iACT envisions an alumni framework which allows students from its various programs including INSPYRE to build a long lasting symbiotic relationship with the Institute. To initiate this framework, alumni from previous Call Center and IT courses were invited to iACT, in order to gauge the success of their professional lives and how they can be facilitated further. Faculty members discussed new ideas pertaining to their fields and shared possible internship and job opportunities. Alumni response was encouraging, and further steps will be taken to formalize the framework.



Introduction of Active Citizenship Program

The Institute has established a partnership with the British Council under its 'Active Citizenship Program'. The program will offer intensive learning sessions lasting one week to about 200 youth from Malir. The same program will be offered in other parts of Karachi and other cities of Pakistan. The program will cater to youth who are interested in building their capacity as proactive citizens of the society and who aspire to launch effective community development projects.

The program was introduced to INSPYRE students, who were told about the program's benefits. Students were encouraged to get enrolled in the program, as well as participate in future INSPYRE community development projects. iACT alumni have also been introduced to this program and have been encouraged to enroll in it to enhance their skills to serve the community.



Career Seminar

As part of the ongoing Career Seminar Series, the second seminar was organized in October. Sidra Iqbal, a dynamic youth leader, conducted the session. In her role as a leader, she has trained over 1200 young people nationally and internationally in communication and leadership skills. The theme of the seminar was 'professionalism at the workplace'. Sidra discussed the norms and ethics of a good professional. She helped the students understand ways of creating a collegial and collaborative work environment, so that they can make a positive difference at their workplaces in the future. She also shared tips on effective communication and networking strategies.

INSPYRE Highlights

Planning for the Second INSPYRE Cohort

Marketing of INSPYRE

Marketing INSPYRE to its potential students for the second cohort has been initiated strongly. The purpose is to introduce INSPYRE to a large number of deserving youth, and facilitating them to enroll in INSPYRE courses. INSPYRE has designed a multi-pronged marketing strategy targeting a large number of youth as highlighted in the diagram on the right.

Face to Face Marketing:

Organizing INSPYRE orientation sessions at various places is the key strategy of face to face marketing. These sessions highlight key features of the program and the courses offered. Participants are given a chance to put questions to the team regarding the program's various aspects. Prospective candidates fill out a registration form and provide their contact details. To date, ten organizations have been contacted, providing information about INSPYRE to approximately 1000 young people.

Diverse organizations have been selected for these sessions including

- Community-based foundations
- NGOs working for youth development in Goths and other underprivileged areas including Human Development Foundation, Karachi Rural Network and Health and Nutrition Development Society (HANDS)
- Educational institutes including coaching centers, language learning centers and vocational training centers

At each venue, prospective candidates, their teachers and other organizational members are involved in the discussions. Several community-based organizations have also committed to connect INSPYRE with various other youth groups who are presently looking for career support and guidance.



Media Marketing and Telemarketing

These strategies include the aid of websites, radio channels, newspapers and phone calls. Their implementation will take place from November onwards.

Academic Planning

The academic planning process for the next cohort has been initiated. INSPYRE team has begun reviewing the current courses for their further improvement. It is also engaged in developing the course outlines for new courses such as Retail Marketing, Web Designing, Fashion Designing, etc. Discussions are underway to offer Retail Management in collaboration with MAKRO.

Partnerships and Networking

Several organizations were also contacted in October for internships including The Citizens Foundation, Teacher Development Centre and Sky Computers. INSPYRE students profile was shared with them.

Dawood Family Takaful Ltd Representative Visits iACT

Mr. Munir Rehman, Assistant Branch Manager visited iACT and met with INSPYRE students. He gave an informative presentation on Dawood Family Takaful Limited and the exciting career and internship opportunities that are available to INSPYRE students. Dawood Family Takaful Limited later conducted interviews of INSPYRE students for internship placement at iACT.

Edexcel Pakistan Representative Visits iACT

Mr. Abid Ishaq, Regional Head visited the iACT facility this month. Edexcel is a Pearson company. It is United Kingdom's largest awarding body offering academic and vocational qualifications and testing services to schools, colleges, employers and other places of learning in the UK and internationally. Possibilities were explored vis-à-vis INSPYRE and Edexcel collaboration, especially with regard to obtaining certification/recognition for future INSPYRE courses.



ILEAD Highlights

ILEAD College Selection Process

One of the critical features of ILEAD is to establish partnerships with five colleges that will be actively engaged in all ILEAD activities. The Institute for Advancing Careers (iACT) is the main partner college. Finalizing the remaining four partner colleges was one of the key activities of this month.

ILEAD Partner Colleges

After a thorough assessment of the colleges that showed interest, the following four colleges were identified as ILEAD partner colleges in addition to the Institute for Advancing Careers and Talents. They have been invited to sign a formal agreement with ILEAD to undertake various sports activities. ILEAD awaits submission of their final consent and an NOC from their respective Directorates of College to formally establish the partnership.

Government City College for Boys, Karachi



This college was established in 1964. Catering to almost 1900 students at intermediate level and 800 students at degree level, the college takes a keen interest in sports. It organizes various sports activities using its own resources, and also participates in several inter-collegiate and inter-university sports competitions.

Government Degree Girls College, Mehmoodabad, Karachi



This college was established in 2005. It currently enrolls almost 450 students at the intermediate level. Since it is a newly established college, it does not have a proper sports infrastructure. However, the college is very passionate about launching a quality sports program as one of the key features of its learning environment and is enthusiastic about encouraging girls to become successful athletes and healthy members of society.

Government College for Boys, Kali Mori, Hyderabad



Established in 1917, Government College is one of Hyderabad's oldest colleges. Presently, it has an enrollment of 1400 intermediate and 550 degree students. Prominent personalities like Pir Mazharul Haq, Education Minister Sindh and Mazharul Haq Siddiqui, Vice Chancellor Sindh University are alumni of the college. It actively participates in sports activities, with many students holding titles.

Government Shah Abdul Latif Girls College, Hyderabad



Established in 1965, Government Shah Abdul Latif Girls College enrolls up to 2400 students, of which an equal number are enrolled in intermediate and degree classes. The college encourages girls to participate in various sports activities and competitions, and it has formed several partnerships with organizations for the promotion of sports.

ILEAD Highlights

Meeting Held with ILEAD Partners

A meeting was organized with key partners of ILEAD to share details regarding the selected partner colleges and to obtain their advice for initiating ILEAD activities. Attendees included Professor Ali Asghar Balouch, Regional Director Colleges, Hyderabad; Professor Anita Ghulam Ali, Managing Director, Sindh Education Foundation; Mr. Obaid Khan, Project Manager, British Council Karachi; Ms. Shahnaz Bhatti, Additional Director, Regional Directorate Colleges, Karachi; Mr. Shakeel Ahmed Memon, Assistant Director HR, Regional Directorate Colleges, Hyderabad; and Mr. Sikander Bakht, Cricketer and Cricket Coach.

ILEAD at the Institute for Advancing Careers and Talents

The Institute for Advancing Careers and Talents (iACT) has undertaken sports initiatives under ILEAD. In October, a few practice cricket matches were organized for iACT students to prepare for the upcoming T20 match scheduled for the first week of November. These matches allowed players to hone their skills and also gave the ILEAD team a chance to identify potential players for iACT cricket team. An interesting and heartening feature of these sessions was the high level of female involvement. Based on female talent, there is potential to form a girls' cricket team at iACT.



Sports Education Curriculum

Designing a National Sports Education Curriculum is one of the key deliverables of ILEAD. During this month, the team consolidated their initial efforts by undertaking several significant activities:



Focus Group Discussions with Students

ILEAD team organized discussions with approximately 60 students from various physical education institutes. The discussions revolved around the current physical education curriculum. Additionally, the design of a sports education curriculum in terms of its scope and content was discussed. Aspiring to serve at institutes as faculty for physical education in the future, these students shared valuable opinions regarding the subject. The discussions brought to the forefront several current challenges facing physical education.

Interviews with Key Government Officials

In order to explore the current methods used to implement sports activities at schools and colleges, interviews were held with certain government officials responsible for the promotion of sports at educational institutes. Two outcomes were realized from the interviews: 1) there is a lack of cohesive framework for promoting sports at schools and college levels, and 2) there is a need for greater collaboration between various people and institutes.

Exploring Various Models of Sports Education

During the month of October, ILEAD team conducted intensive research on globally employed frameworks and models for sports education. This furthered ILEAD team's understanding on how holistic sports education programs are being planned and implemented globally. It helped to broaden the team's conception of sports education. Two models that are currently being used in North America are Teaching Personal and Social Responsibility through Physical Activity and Process–Person–Context–Time. The team will study these programs further to help design various components of the sports curriculum. Additionally, programs for developing academic coaches are being studied, which include Sports United To Promote Education and Recreation, Play It Smart: Academic Coach Training and The First Tee Coach Training Program.

ILEAD Highlights

Focus Group Discussions with Educators of Physical Education Programs

Discussions were also conducted with educators in the field of Physical Education. Twelve lecturers, visiting faculty members and professors from several institutes participated. The discussions were meant for participants to share their views about the state of the present physical education curriculum, and to provide ideas for designing a sports curriculum. An important point emphasized was the need to raise the status of physical education in the overall learning framework of all educational institutes, an area that is greatly neglected. The insightful views of the participants on the subject proved useful to ILEAD team.



Developing Initial Framework for Sports Education Curriculum

Based on the situation analyses and research conducted to understand the current status of sports education as well as the structure of various sports education frameworks, ILEAD team has developed an initial framework for a sports education curriculum. The framework will be shared with several national and international experts for their reviews and comments.

The core components of the curriculum include the following:

- i) Healthy life and living,
- ii) Sports knowledge, skills, values and careers
- iii) Creating healthy communities

Partnerships and Networking

Forming an Eloquent ILEAD Resource Persons Group

During the month of October, the ILEAD Resource Persons Group was formed. Mr. Sikander Bakht was instrumental in facilitating ILEAD to form the group. The group held its first meeting during October, which was very productive. The group shared several ideas regarding the organization of sports activities and the development of a sports curriculum. The group emphasized that sports should be made part of the learning fabric of educational institutes in order to benefit a large number of youth. To this end, several ideas were proposed including:

- Designing a proper sports education curriculum
- Integrating research projects related to sports personalities and the history of sports as part of the curriculum
- Engaging youth in reflecting on their own experiences of participating in sports and the benefits they find
- Creating incentives to attract, engage and facilitate youth to participate actively in sports activities
- Counseling parents to facilitate their children in the participation of sports activities
- Making sports activities a regular feature of the timetable

Apart from this, the group also suggested that ILEAD should focus on the implementation of only one or two sports in its pilot phase in order to consolidate the program. Additionally, the group was of the view that ILEAD must create spaces to engage younger school-going children for the promotion of sports activities. It was noted that both partner colleges and schools will benefit from upcoming sports events and programs.

ILEAD Highlights

The ILEAD Resource Persons Group consists of the following:



Zubair Anwar Bawany

As a trustee of the KASB Foundation, Zubair Anwar Bawany overlooks KASB's football initiatives. Additionally, he holds a directorship with Eleven Sports Management, a company focused on promoting football in Pakistan. As part of the ILEAD Resource Persons Group, he will help refine ILEAD's sports strategy. He will also be sharing with ILEAD the strategies KASB uses for their football initiatives.

Arif Nakhuda

Arif Nakhuda is renowned for table tennis. He qualified as national champion thrice between 1981 and 1991 and led the Pakistani team in various international events from 1973 to 1993 including Commonwealth games and world championships. Mr. Nakhuda will support ILEAD in promoting table tennis.



Khalid Rehmani

Khalid Rehmani is the secretary of Pakistan Seniors Tennis Association, Sindh Tennis Association. He is also a certified sports administrator, a qualified level one coach and a qualified level one umpire for International Tennis Federation (London). He has pledged complete support to ILEAD vis-à-vis tennis, which includes helping colleges develop tennis courts.

Mashhood Rizvi

Mashhood Rizvi is the Provincial Director for Sindh and Baluchistan at the British Council. His prior experience includes conceptualizing, designing, implementing and supervising various development projects vis-à-vis community development, women empowerment, educational improvement and youth leadership both at the national and international levels. Mr. Rizvi is very keen to consolidate ILEAD, by helping it form partnerships with leading sports organizations in the United Kingdom.



Samiullah Khan

A key member of the ILEAD Resource Persons Group is famous Olympian Samiullah Khan. He has not only represented the country in several international hockey events, but has also served as the Manager of the Junior Hockey Team from 1973 - 1978. He is a strong proponent of sports promotion in Pakistan, and regularly facilitates youth in developing team building skills and raising their tolerance level through sports. Mr. Khan will be providing support to ILEAD regarding sports-related matters.

Sikander Bakht

A talented cricketer, Sikander Bakht represented Pakistan in 26 test matches and 27 one day internationals. He also served as the Coach for Pakistan's Under-19 cricket team and is currently the Chief Coach at South End Club. Mr. Bakht has offered his services to help design and organize ILEAD sports events. Moreover, he will help ILEAD build its network by reaching out to relevant people.



Upcoming Events & Activities

- Finalizing internships/jobs for first cohort INSPYRE students
- Completion of Personal Development Module for INSPYRE students
- Initiating the admission process for second Cohort INSPYRE students
- Capacity building session for INSPYRE faculty
- A 20/20 Cricket Match at iACT under ILEAD
- Acquiring NOC from regional directors of colleges for formalizing ILEAD partnerships
- Planning and research work for Sports Education Curriculum
- Meetings with EDOs Education Karachi and Hyderabad and District Officer Education for partnerships with public schools

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