

HIGHLIGHTS

July 2010

A Bimonthly Newsletter for collaborative projects of Habib University Foundation and Youth Affairs Department Government of Sindh

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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 fields
- ▶ Internships are an essential component of the INSPYRE learning experience



Youth Affairs Department
Government of Sindh



Habib University Foundation

Technical Partner



Foreword

I write this foreword with immense delight as iLEAD and INSPYRE have completed one year of their implementation. This journey of both projects was replete with excitement, learning and inspiration. As they enter their second year, INSPYRE and iLEAD teams are enthusiastic and more confident about planning and undertaking several youth development activities. The first year of implementation proved fruitful for the teams such that they were able to not only establish a solid foundation for both projects, but also cultivated Habib University Foundation's relationship with the Youth Affairs Department, Government of Sindh. The Foundation is thankful to the Department for its complete support and cooperation and for demonstrating keen interest in project activities.

This issue of HIGHLIGHTS presents the activities undertaken by both of the projects during May and June, and provides a glimpse of upcoming activities planned for July and August 2010.

We open-heartedly welcome your opinions and suggestions vis-à-vis both projects. Please share all of your thoughts at yasmeenbano@huf.org.pk.

Hope you will enjoy reading this bimonthly issue of 'HIGHLIGHTS'!

Yasmeen Bano
Head Research and Projects
Habib University Foundation

Facts and Figures

INSPYRE

- ▶ 122 students have completed six INSPYRE Cohort II courses
- ▶ 64 students have secured internships and jobs
- ▶ 15% of INSPYRE graduates have opted to initiate their own business
- ▶ Over 2000 youth visited the iACT premises and its website to obtain details vis-à-vis Cohort III admissions process
- ▶ 170 students have been enrolled at iACT for Cohort III classes

iLEAD

- ▶ 41 iLEAD sports faculty members participated in IAAF Kids' Athletics training
- ▶ 150 children from SoS Village participated in an iLEAD sports summer camp

INSPYRE Highlights

Successful Completion of INSPYRE Cohort II



Six different courses were offered to INSPYRE Cohort II, out of which four courses namely Fashion Designing, Textile Designing, Call Center Agent Training and Retail Store Operations were completed in April 2010. The remaining two courses, Web Designing and Graphic Designing were completed in June 2010.

Students of the latter two courses delivered their final project presentations at the end of their courses. These were evaluated by industry experts and the INSPYRE team, who provided valuable feedback. A total of 122 students completed their courses and have opted for jobs and internships.

Facilitating Youth for Better Economic Opportunities

INSPYRE Cohort II Students Undertake Entrepreneurial Initiatives

Approximately 15% of INSPYRE graduates have opted to initiate their own business, or improve their family business. 15 students from Textile and Fashion Designing have opened their own tailoring shops and are supplying dresses to various boutiques. Some

are developing dresses using textile printing and painting techniques and selling them from home. One student has initiated an online software solution business, whilst another has initiated web designing services.

INSPYRE Highlights

INSPYRE Cohort II Graduates Acquire Internships and Jobs



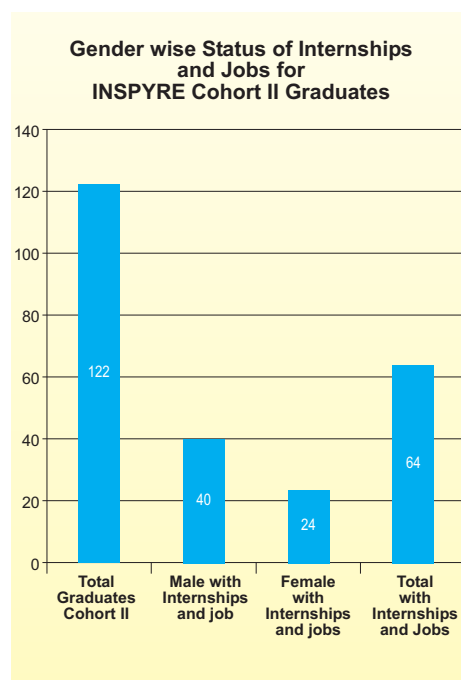
INSPYRE aims to develop its students into employable and marketable young men and women of Sindh. In order to facilitate students for jobs and internship, the INSPYRE team at the Institute for Advancing Careers and Talents (iACT) contacted several employers in Sindh. The INSPYRE team devoted April, May and June 2010 to identifying internship and job placement opportunities for students. In this regard, several organizations were contacted and oriented about iACT's program.

A job fair was organized for Web Designing and Graphic Designing students, where employers such as Vervedia and Pixel Logo Design set up stalls. These organizations provided useful feedback to the faculty on how to further develop course contents. The fair proved effective in boosting the motivation level among students, as they had never participated in such an event before. Out of 64 students 27 obtained jobs, while 37 got internships.

Facilitating Young Entrepreneurs to Develop Their Business Ideas

To promote entrepreneurship among youth, iACT organized a "Bright Ideas Workshop" for a group of 40 INSPYRE students in collaboration with Tameer-Shell LiveWIRE Trust. From among this group, 15 students showed interest in starting their own business. These students were facilitated through idea building sessions at iACT and faculty and peer review.

Tameer-Shell LiveWIRE Trust facilitated five students to obtain technical advice from Small



and Medium Enterprise Development Agency (SMEDA). These students shared their project ideas with SMEDA experts, obtaining critical feedback from them.

The business ideas presented by students included setting up a software for conducting science practicals, setting up an Arabian juice center, providing hand printed scarves to the local market, supplying Italian bakery items to hotels and supplying dresses to overseas Pakistanis.

Success Stories of INSPYRE Graduates

Waqas - A Budding Entrepreneur of Memon Goth

Waqas envisions establishing a factory to develop bakery products in Memon Goth, for which he has developed a plan that includes marketing, customer service, costing, labor management and implementation. Waqas has begun distribution on a small scale, and is confident that he will see succeed in the future.



Kulsoom - An Energetic Entrepreneur from Malir

Kulsoom has a dream. She wants to improve her family's financial situation. After completing her Textile Designing course at iACT, she has initiated her own business of printing and dyeing scarves. Kulsoom has built linkages with local vendors to display her material for sale, and is slowly but surely translating her dream into reality.



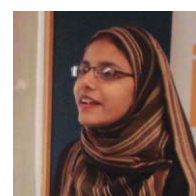
Shabbir - A Happy Employee at Pelikin Knitwear

Shabbir, from Thatta, enrolled himself in the Textile Designing course at iACT. Due to his outstanding performance, he was placed at Pelikin Knitwear as an intern. Upon completion of the internship, Shabbir was offered a permanent job in the dyeing department of the same firm.



Ain ul Huba - Floor Supervisor at United Mobiles

Ain ul Huba is one of iACT's successful Call Center graduates. She was offered a job on trial basis at United Mobiles, and within two weeks was offered a job as Customer Care Executive. Since then she has received a promotion as Floor Supervisor. Ain is enjoying her new responsibilities.



INSPYRE Highlights

Initiation of INSPYRE Cohort III

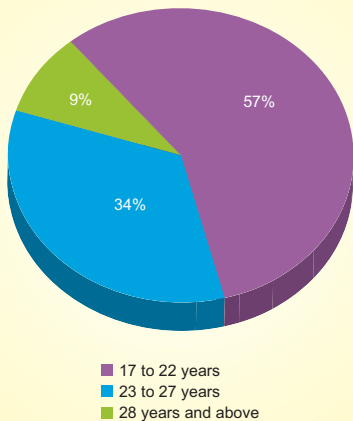
Admission Process of INSPYRE Cohort III



INSPYRE Cohort III admissions began in May 2010 for nine diverse courses. A comprehensive and systematic admission process was designed by the iACT team to undertake all admission activities. iACT alumni supported the iACT team during the admission process, putting their newly acquired skills to use. A large number of students visited the iACT website as well as the campus to obtain admission forms.

As per the graph given below, about 57 % applicants fall in the 17 to 22 years age bracket, 34 % were from ages 23 to 27 and only 9% were above 27 years. In Karachi most of the applicants were from Malir Town, Shah Faisal Town, Bin Qasim, Landi, Korangi, Gulitsan-e-Jauhar, Gulshan-e-Iqbal and F.B. area.

Age Profile of INSPYRE Cohort III

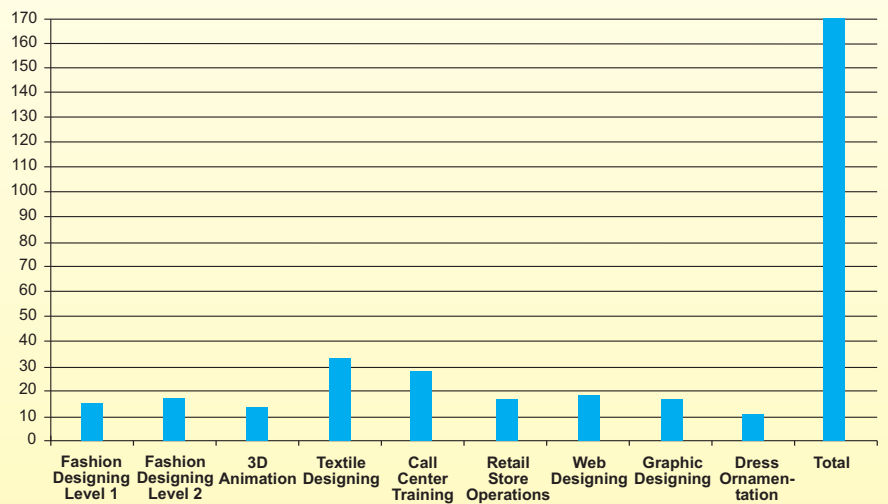


Orientation of INSPYRE Cohort III

The orientation for INSPYRE Cohort III students was held on 14 July 2010. The session was initiated by Mr. Naveed Khan, Center Head, Institute for Advancing Careers and Talents (iACT). During the session, students were given a detailed overview of iACT's academic framework by the faculty. The team of iLEAD – Inspiring Leadership,

Empowerment and Development in Youth- also made a presentation about sports programs designed for the students. Students were also briefed on what to expect beyond the iACT experience i.e. internships, job placements and a sustained alumni relationship.

Overall Student Enrolment of Cohort III at iACT



Commencement of Classes

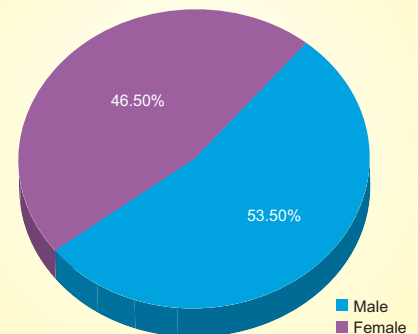
Following the orientation session, regular classes for INSPYRE Cohort III commenced. Nine different courses are being offered which are listed below:

- Graphic Designing
- Web Designing
- 3D Animation (Autodesk 3ds Studio Max)
- Call Center Agent Training
- Retail Store Operation
- Fashion Designing Level 1
- Fashion Designing Level 2
- Dress Ornamentation
- Textile Designing (manual fabric printing and painting)

The student strength of this Cohort is 170, of which 55% are on INSPYRE scholarship. Students from remote areas of Sindh joined

their Karachi classmates with a spirit of learning, aspiring to make a difference in their personal and professional lives. The INSPYRE program embraces diversity, a fact that is reflected with each new Cohort.

Gender wise Enrolment of Cohort III Students at iACT



INSPYRE Highlights

Telenor Team Visits iACT



20 Telenor professionals visited iACT in June 2010 whilst INSPYRE classes were in session. Ms. Rehana Khatoon, District Officer, Social Welfare CDGK accompanied them, introducing them to the iACT faculty. Mr. Naveed Khan, Center Head iACT shared details about INSPYRE, its implementation, student life, placements and alumni relations.

Telenor lauded the efforts of the Youth Affairs Department and Habib University Foundation towards youth development. iACT is keen on developing a durable relationship with Telenor in the future.

“A great job done. You’re making our youth confident and independent.”
Maimoona Qadeer, Telenor

INSPYRE Marketing & Networking

Marketing for INSPYRE Cohort III was initiated in April, 2010. Prospective students were provided information vis-à-vis the admissions process and the iACT learning framework. The main objective was to spread awareness of the project amongst

a large number of deserving youth. Multiple strategies were used to promote INSPYRE throughout Sindh including face to face marketing, telemarketing, print and electronic marketing.

Face to Face Marketing Sessions



Face to face awareness sessions were organized at institutes across Karachi, Hyderabad, Larkana, Sukkur and Khairpur. Students from INSPYRE Cohort II volunteered to visit local community coaching centers to distribute flyers and talk to students about their experiences at iACT. iACT/INSPIRE alumni and community members also spoke to their friends and employers about the Institute.

Other Marketing Strategies

A mix of marketing approaches were used to raise awareness about INSPYRE among the masses. The tools used were:

- Advertising in newspapers (Jung and Kavish) and on the website of Institute for Advancing Careers and Talents (iACT)
- Making phone calls to the community (community based organizations and foundations, local NGOs working for youth development and contacts in underprivileged areas)
- Developing a potential applicant database
- Advertising on cable television
- Displaying banners at selected locations

An excellent response was received after implementation of these marketing techniques: over 2000 youth visited the iACT institute and its website, with 1284 individuals visiting the premises, and 1004 individuals visiting the iACT website.

Tale of a Successful Entrepreneur



Mr. Faisal is a young entrepreneur who runs a fashion design business and serves as a visiting faculty member in leading fashion designing institutes of Karachi. Mr. Faisal visited iACT and spoke to Textile and Fashion Design students about the technical aspects of this field. Mr. Faisal shared ideas of starting a business in Textile and Fashion Designing by working at home and organizing small exhibitions. The session provided important tips to students on how to move forward professionally in the fashion design field.

iLEAD Highlights

iLEAD Activities

During May and June 2010, several exciting activities took place engaging both the teachers and students of iLEAD partner colleges and schools:

IAAF Kids' Athletics Training takes place at iLEAD Partner Institutes



- 41 iLEAD sports faculty and team members participated in Kids' Athletics Training
- Out of 41 participants, 18 were male and 23 were female
- 16 and 25 trainees participated from Hyderabad and Karachi respectively

Adequate financial and spatial resources are two major obstacles that prevent youth from engaging in healthy physical activities. To demonstrate innovative ways of engaging youth in physical exercise to iLEAD partner institutes, iLEAD team organized a four-day training program in Karachi and Hyderabad.

The session was organized in collaboration with IAAF Kids' Athletics. International Association of Athletics Federations (IAAF) designed the program. The program explored

methods of employing limited spaces and low of cost resources to practice basic athletic movements such as sprinting, jumping and throwing.

The purpose of this training was to demonstrate to faculty members the value of Kids Athletics' events. The partner institutes participated in all activities to gain a firsthand experience, and were given the opportunity to organize an event for their students under the supervision of their trainers.

Sessions were facilitated by Ms. Amna Mukhtar, a certified trainer of IAAF Kids' Athletics. Overall, the program proved fruitful for the participants. It invoked creativity and problem solving skills amongst faculty members. From August 2010, all iLEAD partner schools will implement IAAF Kids' Athletics activities at their schools, thereby promoting love and interest for sports and physical activity.

iLEAD Colleges and Partner Schools Collaborate



- iLEAD partner colleges organized meetings with their partner schools in collaboration with the iLEAD team. These meetings aimed at familiarizing schools to understanding iLEAD philosophy and planning various sports activities for children.
- ILEAD sports faculty also engaged students from partner schools in sports activities, introducing them to several games and physical exercises. Some partner colleges offered the use of their sports facilities to partner schools and provided opportunities to children to participate in sports activities.

iLEAD Highlights

iLEAD Community Service: Sports Summer Camp Organized at SoS Village



An integral aim of iLEAD is to engage youth in community service through the medium of sports. In this regard, the iLEAD team and Karachi-based partner colleges organized a summer camp for the children of SoS Village Malir, Karachi. 150 children participated in the camp, of which 86 were boys and the rest girls.

During the weeklong camp, children learnt how to play hockey, football, basketball and

volleyball. They also participated in friendly matches and sports competitions, with avid interest and enthusiasm.

Some children were also engaged in Kids Athletics activities, for which the iLEAD faculty of Institute for Advancing Careers and Talents developed high quality low cost resources. Upon completion of the camp, all participants were awarded with iLEAD certificates.

“It was a completely new experience for me. I had never been to such places before. I am glad that I joined Sports Youth Council of iLEAD. iLEAD gave me the opportunity to experience a whole new world and a chance to help others.”

*Fatim-ul-Zahra
Student XII at GDGC Green Belt*

”جو کھیل ہم نے کبھی نہیں کھیلے وہ بھی ہمیں سکھائے گئے۔“

زیادہ مزہ فٹبال کھیلنے میں آیا۔“

بلال راؤ - طالب علم

”بہت اچھا لگا۔ بچوں میں مقابلے کا جذبہ پیدا ہوا۔“

بیچے خوشی خوشی تیار ہوتے تھے۔“

باؤس مدر

iLEAD Sports Faculty Develop Low Cost Sport Resources

After having completed the Kids' Athletics training, iLEAD faculty is now enthusiastically developing low cost resources which will enable more children to take part in creative athletics activities.

Muhammed Adnan Asharaf and Aly-e-

Mustafa of the Institute for Advancing Careers and Talents used a variety of low cost material to engage children in summer camps. The material was also presented in the international training course of Kids' Athletics as an example of creativity.



iLEAD Sports Summer Camp at Government College Hyderabad

The enthusiastic and committed faculty and Sports Management Committee of Government College Hyderabad organized a sports summer camp during June 2010 through self financing. 30 boys from the College's partner schools participated in the camp. The camp focused on teaching participants table tennis techniques.

iLEAD Highlights

iLEAD Faculty in Action

- ▶ Aly-e-Mustafa of Institute for Advancing Careers and Talents attended the International Kids Athletics training organized by IAAF to enhance his skills and earn international recognition.
- ▶ Wajiha Siddiqui, Director Physical Education Government Degree Girls College Green Belt Karachi worked as Media Coordinator in Sindh Games.
- ▶ Ayesha Razzak, Director Physical Education, Government Shah Latif Girls College Hyderabad served as Deputy Chief Mission in Sindh Games for Hyderabad region. As an athlete she also participated in throw ball, netball and handball.
- ▶ Quratulain Razzak of Government Shah Latif Girls College Hyderabad participated as an athlete in Sindh Games in throwball, netball and handball.

Sports Education Curriculum: A Curriculum for Nurturing Healthy Minds and Bodies

Developing a sports education curriculum is the core deliverable of iLEAD. Our team is working intensively on shaping a curriculum using a research based approach. The following steps were taken in this regard:



Engaging School of Leadership for Reviewing and Advising on the Life Skills Component of the Curriculum

A major part of the 'Healthy Minds and Bodies' curriculum is related to life skills, mental skills and inculcating values. iLEAD has established a formal partnership with School of Leadership (SoL) for reviewing the life skills component of the curriculum. SoL will review the curricular material, helping to enhance its quality. iLEAD team and SoL teams have begun to jointly review and refine the curricular material.

Engaging Sports and Games Experts in Reviewing the Curriculum

A key component of the curriculum is to develop learning standards for various games. After thorough research, iLEAD team has developed standards for certain games. During May and June, the following experts reviewed several sports-related aspects of the curriculum:

▶ Mr. Tariq Lutfi Reviews the Curriculum Framework

Mr. Tariq Lutfi is a FIFA certified coach who has coached the National Football Team. Mr. Lutfi reviewed the curriculum framework and provided valuable feedback on how it can be further refined. Mr. Lutfi introduced the iLEAD team to relevant resource people in the arena of games and sports, and assisted the former in establishing relationships with the latter. He praised iLEAD's program philosophy and pledged complete support to the program.

▶ Mr. Jawed Iqbal Reviews the Badminton Curriculum

Mr. Jawed Iqbal is a Badminton National Champion and has represented Pakistan in many international

events. Currently working as a badminton coach, Mr. Iqbal shared insight into badminton coaching techniques in light of the curriculum. He also extended his willingness to support iLEAD team in its endeavors.

▶ Mr. Sikander Bakht Reviews Cricket Curriculum

Mr. Bakht reviewed the curriculum developed for cricket and identified several additional resources available to the team. Mr. Bakht recommended the iLEAD team to integrate problem solving aspects at an advanced level of learning such that youth get the opportunity to sharpen their analytical skills and apply conceptual understanding in solving real problems.

Upcoming Events & Activities

- ▶ Faculty training program for piloting curriculum ideas
- ▶ Sessions on leadership skills for Sports Youth Councils
- ▶ Initiating Kids' Athletics Activities in partner schools
- ▶ Launching of 'Be An Entrepreneur' program at iACT under INSPYRE project
- ▶ Initiating Active Citizens Program at iACT in collaboration with British Council
- ▶ Mid course assessment of INSPYRE & iACT Cohort III students

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