

Vision

ECDI's vision is an equitable society that creates space for and empowers women and the poor to attain their socio economic potential.

Mission

The organization's mission is directed towards its emergence as a recognized leader within the Enterprise and Pro-Poor Market Development fields and with the primary aim of creating an enabling environment for the economic advancement of women in Pakistan.

Background

The Entrepreneurship and Community Development Institute (ECDI) is a pioneer, not-for-profit capacity and knowledge development organization. The institution facilitates the economic and social empowerment of women and the poor through Micro and Small Enterprise (MSE) development and advocacy for their integration into mainstream markets.

Since its inception in 1990, ECDI has developed and implemented many successful programs and projects to build the capacity of individual women entrepreneurs and MSEs. Skills enhancement programs have been offered to other development organizations in research, HR, management, leadership, gender and development. Also, a range of initiatives have been undertaken to integrate best practices and knowledge from international and national industry for the production of locally contextualised resource materials.

In recent years, ECDI has acquired specialist status in the development of pro-poor markets and in stimulating competitiveness among key market players. It has moved from a core Business Development Services (BDS) focus to more nuanced attention to the development of action learning systems for private sector growth and for making markets work for MSEs. As the BDS field has gradually subsumed into frameworks that focus on broader market development and poverty reduction strategies, ECDI has sought to integrate small producers within sustainable, commercially viable markets by adopting Value Chain development approaches.

Objectives

ECDI believes that entrepreneurs are not just born but can also be developed through well-conceived interventions. Contingent on this belief, the broad objectives of the Institute are:

- * To advance the managerial and leadership capabilities of micro and small-scale entrepreneurs and expand the social base of the Pakistani entrepreneurial genre;
- * To enhance the number of motivated, competent women entrepreneurs in the country through intensive training and skill enhancement programs;
- * To support the development and promotion of consumers markets for small and micro-enterprises, especially those which are owned and managed by women;



- * To promote the fair integration of women, particularly those from rural areas, in mainstream markets by piloting and documenting new approaches to market access and by disseminating best practices in the area;
- * To contribute to new knowledge and insight in entrepreneurial theory, BDS market development and sub-sector/value chain practices through research and pilot projects;
- * To enlarge the existing cadre of local trainers, community motivators and institutions to undertake entrepreneurship and value chain development;
- * To network both individual entrepreneurs and development organizations to share learning for the accomplishment of common goals; and
- * To advocate for greater policy and resource focus on women empowerment through awareness-raising and sensitization on a range of gender and other developmental concerns

Major Thrust Area

ECDI is deeply committed to education, research and capacity enhancement for the social and economic advancement of local communities, especially women. Major focus areas include technology dissemination, women entrepreneurship, BDS promotion and consumer market development. All ECDI interventions have a rigorous gender focus and aim to empower women to take control of their lives and destinies. As leading economic development practitioners, ECDI ensures that lessons learned from the field on stimulating competitive markets, reducing distortion and lowering the dependency of the poor are shared widely within national and international development industry circles.

Structure and Governance

ECDI's Head Office and training facilities are based in Karachi but activities and interventions are undertaken all over Pakistan through regional facilitating offices in Sindh (Hyderabad and Thatta), Punjab (Multan and Bahawalpur) and Balochistan (Quetta). ECDI has 16 full-time staff members, 2 part-time staff, 6 active consulting staff, a resource person roster of 40 trainers and a wide network of field associates throughout Pakistan. The institution is governed by its Board of Directors, who provide advisory services and are in charge of formulating its policies. The President, supported by senior management, oversees the day to day administration of the institution. Clients are treated as partners and enabled to make informed choices based on complete and accurate information.



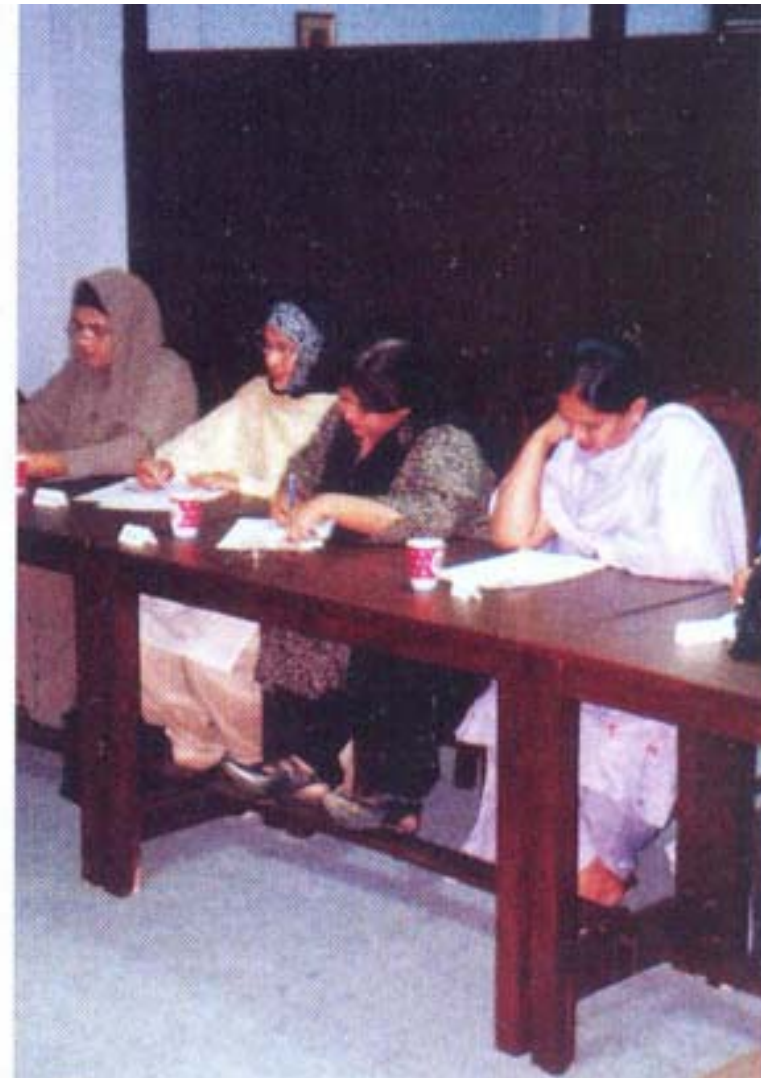
Past experience

The core focus of ECDI's interventions has traditionally been Micro Enterprise Development (MED) and facilitation of linkages to BDS and product markets in a way that enables women-owned MSEs to engage with and acquire benefits from diverse value chains. The services may be fee-based such as consultation charges for innovative designs or embedded i.e. provided as part of a package.

ECDI has also offered a wide range of training programs (short, refresher and advance courses) for individuals seeking entrepreneurial careers and institutions working within the Women in Development (WID), MED and Micro Finance (MF) sectors in Pakistan. ECDI has been a member of the SEEP Practitioners' Network, Washington since 2002.

Select Achievements

- Over 2000 individual women entrepreneurs trained and 180 MED trainers developed of whom many are now running successful ventures.
- Designed and undertook detailed Market Assessment of BDS markets catering to four different sub-sectors in Pakistan
- Over 6000 homebound, rural women embroiderers across Pakistan supported through a mobile women "Sales Agents Network" to augment their incomes and social status.
- An Association of Women Entrepreneurs in Small and Micro Enterprise (AWESOME), a membership-based association for women entrepreneurs with chapters in Quetta, Multan, Hyderabad, and Karachi.
- Successful partnership with several private MFIs and the First Women's Bank Ltd. for training women entrepreneurs, enabling them to obtain loans for setting up small businesses.
- Provision of support and advisory services to Women Technical Training Centres (Directorate of Manpower and Training, Labour Department, Sindh) since 1993
- Workshops on gender sensitization for line department officials, NGOs, banks and police officers in collaboration with bilateral partners
- Specialist trainings and workshops in collaboration with organizations such as ILO, UNICEF, CIDA, Shore Bank, LUMS, Behbud, SESSI, PAVHNA, Aga Khan Foundation and Aga Khan National and Regional Councils etc



For more information, please contact:

75-J, Block 2, PECHS, Karachi

Ph: +92-21-4539419

Fax: +92-21-4539492

email: ecdi_pak@yahoo.com