

Unlocking  
Your True Potential

2 0 1 4

# Catalogue



IRM is the largest skill enhancement and capacity development training Institute in the not-for-profit sector in Pakistan. The programmes offered by IRM aim at reducing poverty and enhancing human and organizational productivity.

**For systems development and customized training, please contact:**

Management Development Programme  
Entrepreneurship and Vocational Training  
Gender and Development  
Center for Executive Education  
Social Mobilization  
Micro Finance, Banking and Marketing  
Health  
Innovation Center of Education  
Environment and Natural Resource Management

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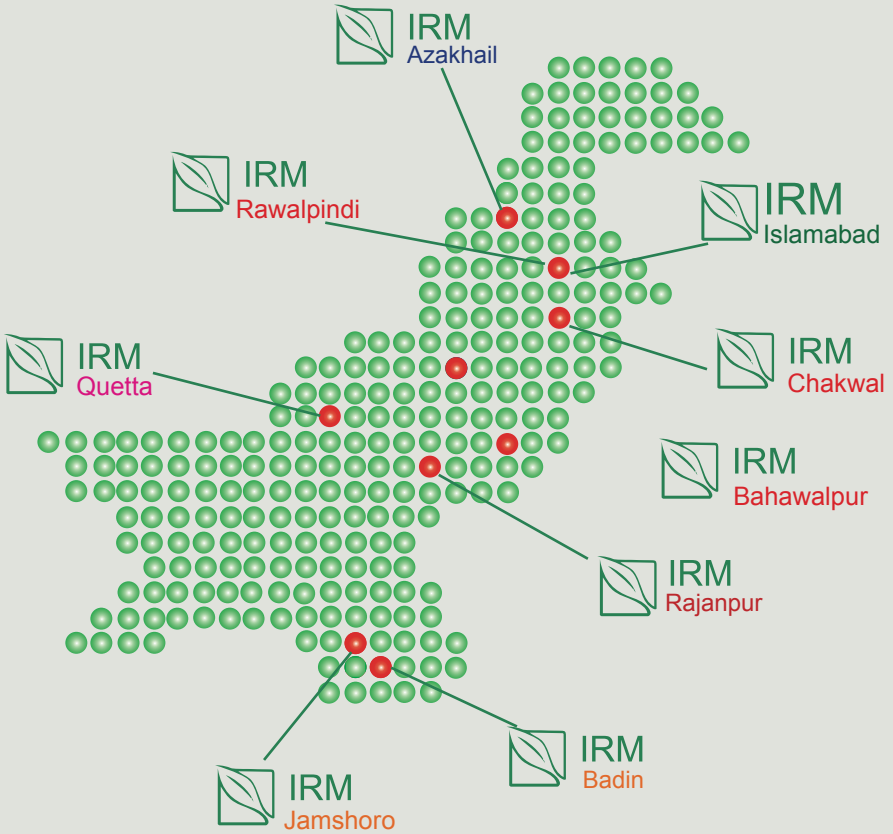
**Designed by:**  
Ayesha Siddiq

Photography by:  
Khalid & Rezwana

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# IRM Presence in Pakistan



IRM has presence all across Pakistan through its partner RSPs

# About IRM

Institute of Rural Management (IRM), established in 1993, is the leading capacity development and learning facility in India committed towards building the capacity and effectiveness of members of rural communities and professionals for unlocking their true human, social and economic potential.

IRM works in over 100 districts and offers a diverse range of training programmes that are especially designed to cater to the needs of rural community members and professionals from national and international organizations. IRM specializes in designing and conducting training programmes in Agriculture, Extension, Demics, Social Mobilization, Vocational Training, Micro-Finance, Management Development and Natural Resource Management.

Our training programmes are based on a combination of formal interventions like training workshops and informal interactions.

IRM has always focused on adding value

to the entire pyramid of the development sector, from marginalized rural communities to improve the quality of training systems by developing and transferring innovative policies, demand driven courses, teaching

professionals, right up to the senior organizational management, IRM helps individuals and organizations in maximizing their potential.

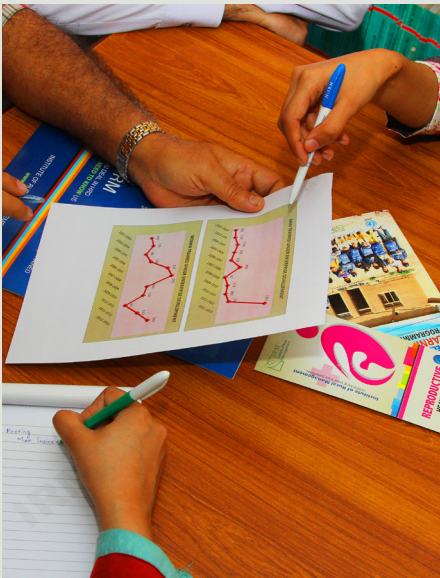
IRM and conducts up to 500 different types of training with an annual turnout of around 100,000 professionals. Over the past two decades, IRM has built the capacity of more than 1 million development professionals.



# IRM Learning Approach

The world is becoming increasingly challenging and acquiring more knowledge in these circumstances is vital for keeping up with the ever evolving global trends, new opportunities and adapting to rapidly changing circumstances.

We need to harness these opportunities through a desired pedagogical framework of learning to the trainees which contain several key elements:



## KNOWLEDGE FOR CREATING CHANGE

IRM provides need based knowledge that equips people to promote themselves, their communities and their organizations. It helps them learn about new global trends in rural/urban markets and opportunities to bring about change.

## TRAINING IS LEARNER CENTERED

Individual and organizational learning needs are systematically assessed and matched with the design of the activities. The content, method and language of our training programmes are based on the needs of the learners.

## LEARNING IS EXPERIENTIAL

IRM is practice-oriented and makes extensive use of information and communication technology to the inputs that are necessary to support your individual and organizational learning. The time is used for structured facilitated learning, sharing knowledge and experience.

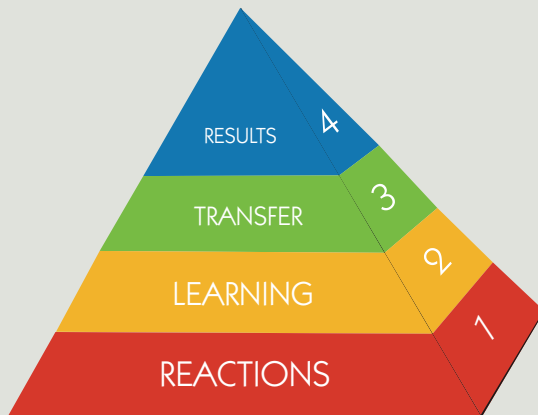


# Training Evaluation Model

For enhancing the capacity of institutions, IRM training programmes focus on capacity building of the individuals to enable them to contribute positively to the learning outcome of its programmes, IRM evaluates its training events with a focus on individual performance and the overall training event in light of the training reports are compiled which include

IRM training events are evaluated simultaneously by participants and trainers on encompass training sessions, training materials and resource persons, thus focusing on overall strengths and weak-

an important role in enabling IRM to IRM Training Model is designed based on - in this model that lead us from input to output, from output to outcome and





# MANAGEMENT DEVELOPMENT PROGRAMME

Contact: [mdp@irm.edu.pk](mailto:mdp@irm.edu.pk)







# ENTREPRENEURSHIP & VOCATIONAL TRAINING

Contact: [anwar@irm.edu.pk](mailto:anwar@irm.edu.pk)



## Business Development Services

Business Development Services (BDS) are a set of services designed to help entrepreneurs and small businesses start and grow their businesses. These services can include a wide range of activities, such as:

- Market research and analysis
- Business plan development
- Financial modeling and forecasting
- Legal and regulatory advice
- Marketing and sales strategy development
- Operational and management consulting
- Access to financing and investment opportunities
- Networking and business development opportunities

### OBJECTIVES

The primary objective of the BDS program is to equip participants with the skills and knowledge necessary to successfully start and operate a business. The program aims to achieve the following objectives:

- Provide participants with a comprehensive understanding of the business environment, including market trends, opportunities, and challenges.
- Develop participants' ability to identify and evaluate business opportunities.
- Equip participants with the skills to develop a viable business plan and financial model.
- Provide participants with access to financing and investment opportunities.
- Facilitate participants' networking and business development opportunities.
- Support participants in the implementation and growth of their businesses.

**Pre-training:** Participants receive pre-training on basic business concepts and skills, including market research, business plan development, and financial modeling. This training is conducted through a combination of classroom instruction and hands-on exercises.

**Training:** Quality training conducted at properly equipped institutes with all necessary resources and facilities. The training is designed to be practical and relevant to the needs of small businesses.

**Post-training:** Facilitating trainees to start their own enterprise or need advice and support. This phase involves providing ongoing support and guidance to participants as they implement their business plans. This support can include:

- Access to financing and investment opportunities.
- Networking and business development opportunities.
- Operational and management consulting.

### METHODOLOGY

The methodology consists of a set of procedures for systematically identifying employment and income generating opportunities. The methodology is based on the following principles:

- Systematic identification of opportunities.
- Practical and relevant training.
- Ongoing support and guidance.

## TRADES OFFERED

### Fast Track Intensive Courses

#### 15 Days

Diesel Engine Repair, Welding, Motor Vehicle Body Repair, Car Body Repair, Car Painting, Car Detailing, Car Wash, Car Tyre Repair, Car Air Conditioning, Car Brake Repair, Car Suspension Repair, Car Steering Repair, Car Wheel Repair, Car Exhaust Repair, Car Engine Repair, Car Transmission Repair, Car Clutch Repair, Car Gearbox Repair, Car Fuel System Repair, Car Ignition System Repair, Car Battery Repair, Car Electrical System Repair, Car Air Filter Replacement, Car Oil Change, Car Spark Plug Replacement, Car Timing Belt Replacement, Car Water Pump Replacement, Car Radiator Replacement, Car Windshield Wiper Replacement, Car Headlight Replacement, Car Tail Light Replacement, Car Bumper Repair, Car Dent Repair, Car Rust Repair, Car Paint Repair, Car Upholstery Repair, Car Carpet Repair, Car Window Repair, Car Door Repair, Car Lock Repair, Car Key Repair, Car Alarm Repair, Car Immobilizer Repair, Car ABS Repair, Car Air Bag Repair, Car Air Filter Replacement, Car Oil Change, Car Spark Plug Replacement, Car Timing Belt Replacement, Car Water Pump Replacement, Car Radiator Replacement, Car Windshield Wiper Replacement, Car Headlight Replacement, Car Tail Light Replacement, Car Bumper Repair, Car Dent Repair, Car Rust Repair, Car Paint Repair, Car Upholstery Repair, Car Carpet Repair, Car Window Repair, Car Door Repair, Car Lock Repair, Car Key Repair, Car Alarm Repair, Car Immobilizer Repair, Car ABS Repair, Car Air Bag Repair.

#### 30 Days

Diesel Engine Repair, Welding, Motor Vehicle Body Repair, Car Body Repair, Car Painting, Car Detailing, Car Wash, Car Tyre Repair, Car Air Conditioning, Car Brake Repair, Car Suspension Repair, Car Steering Repair, Car Wheel Repair, Car Exhaust Repair, Car Engine Repair, Car Transmission Repair, Car Clutch Repair, Car Gearbox Repair, Car Fuel System Repair, Car Ignition System Repair, Car Battery Repair, Car Electrical System Repair, Car Air Filter Replacement, Car Oil Change, Car Spark Plug Replacement, Car Timing Belt Replacement, Car Water Pump Replacement, Car Radiator Replacement, Car Windshield Wiper Replacement, Car Headlight Replacement, Car Tail Light Replacement, Car Bumper Repair, Car Dent Repair, Car Rust Repair, Car Paint Repair, Car Upholstery Repair, Car Carpet Repair, Car Window Repair, Car Door Repair, Car Lock Repair, Car Key Repair, Car Alarm Repair, Car Immobilizer Repair, Car ABS Repair, Car Air Bag Repair.

Mobile Phone Repairing, Mason Train-  
 ing, Interior Designing, Tile Fixing, Fumigation  
 Photography, Photo Framing/Mounting,  
 Generator Repair & Maintenance, Screen  
 Printing, Rilli Making, Road Driller Op-  
 erator, Grader Operator, Shovel  
 Dozer Operator, Crane Operator, Driving  
 Training, Ching chee/Rikhshaw mechanic,  
 Receptionist, Marketing and Tour



Interior Designer, Tile Fixer, Fumigation  
 Generator Repair & Maintenance, Screen  
 Printing, Rilli Making, Road Driller Op-  
 erator, Grader Operator, Shovel  
 Dozer Operator, Crane Operator, Driving  
 Training, Ching chee/Rikhshaw mechanic,  
 Receptionist, Marketing and Tour

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 Camera Installation and Maintenance,  
 ለሰው ልማት ስራዎች ለማስፈጸም  
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 Cooler Repairing

### 45 Days

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### 60 Days

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 ing (person should get 60 days tailor-  
 ing training) Civil Draftsman, Machinist,  
 ለሥራ ስራዎች ለማስፈጸም  
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 (person must be trained in basic civil  
 surveyor ) Mechanical Draftsman, Opti-  
 ለሥራ ስራዎች ለማስፈጸም  
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### 90 Days

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 (person must get 60 days Refrigeration  
 ስራዎች ለማስፈጸም  
 have 2 to 3 years practical hands on  
 experience)



## TECHINICAL PARTNERS

IRM vocational trades are recognized and supported by the federal authority of Skills Development and Training. The program is designed to provide trainees with the skills and knowledge required for employment in the IT sector. The program is implemented in collaboration with various technical partners across the country.

- Government of Punjab
- Government of Sindh
- Government of Balochistan
- Government of FATA
- Government of Islamabad Capital Territory
- Government of Khyber Pakhtunkhwa
- Government of Northern Areas
- Government of Punjab
- Government of Rajasthan
- Government of Uttar Pradesh
- Government of West Bengal
- Government of Assam
- Government of Jharkhand
- Government of Odisha
- Government of Karnataka
- Government of Andhra Pradesh
- Government of Telangana
- Government of Maharashtra
- Government of Gujarat
- Government of Haryana
- Government of Himachal Pradesh
- Government of Jammu and Kashmir
- Government of Ladakh
- Government of Chandigarh
- Government of Delhi
- Government of Puducherry

## VTEC SERVICES

clean, quiet, safe and comfortable envi-

ronment which are important components of the VTEC program. The program is designed to provide trainees with the skills and knowledge required for employment in the IT sector. The program is implemented in collaboration with various technical partners across the country.

employment counseling including work values, trainees' expectations, relations and ensure spotlessly clean and tidy environment.



Owing to current aggravating security situation, preemptive measures are taken to reliable security system to monitor all to trainees keeping in mind the taste variation in different geographic localities medical emergency faced by participants available (so that trainees can be taken to Outdoor physical activities are encouraged to stimulate young minds and city exposure visits are regular feature of life





# GENDER & DEVELOPMENT

Contact: [nausheen@irm.edu.pk](mailto:nausheen@irm.edu.pk)



# Gender And Development



world, women usually lack voice and decision-making ability in the household and in the workplace. This is not only unfair but also hampers the economic and social development of a country.

To address gender related issues, IRM offers women focused training programmes to cater to the needs of those ambitious and motivated women professionals who wish to advance their careers.

## OBJECTIVES

- To provide an understanding of gender, its relation with governance and understanding key terminologies which are used in different gender related issues.
- Identify appropriate strategies for gender equality at work through advanced training.
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- Identify appropriate strategies for gender equality at work through advanced training.

## TRAINING OFFERED

IRM offers a variety of gender related training programmes. This section offers specialized as well as tailor-made gender related training programmes which are especially designed to cater to the needs of the individuals.

- Gender Responsive Governance
- Gender Mainstreaming
- Gender and DRR
- Gender Mainstreaming



# CENTER FOR EXECUTIVE EDUCATION

Contact: [cee@irm.edu.pk](mailto:cee@irm.edu.pk)

# Center For Executive Education



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demic needs of university students and management needs of professionals from banks, local and International NGOs, Rural Support Programmes, Government agencies, etc. IRM is known for its partnership with various national and international academic institutions and is known for its

To offer high quality education, IRM has developed meaningful partnerships with various national and international academic institutions and is known for its partnership with various national and international academic institutions and is known for its

## OBJECTIVES

To provide high quality education and enhance the capacity and knowledge of participants. IRM provides a positive, constructive and practical approach to effective written and oral communication in business and management tools, which empowers participants. IRM provides a positive, constructive and practical approach to effective written and oral communication in business and management tools, which empowers participants.

## DIPLOMAS OFFERED BY CEE

Some of our programmes include: IRM provides a positive, constructive and practical approach to effective written and oral communication in business and management tools, which empowers participants. IRM provides a positive, constructive and practical approach to effective written and oral communication in business and management tools, which empowers participants.

For updates regarding our Diploma programmes, please visit [www.irm.edu.pk](http://www.irm.edu.pk)



# SOCIAL MOBILIZATION

Contact: [george@irm.edu.pk](mailto:george@irm.edu.pk)

# Social Mobilization



Social Mobilization (SM) is the pioneer training programme of IRM and has been

implemented in various communities across the country since its inception in 1998.

The SM section works with communities at grass roots level to enhance their managerial and entrepreneurial skills, which are vital constituents for participatory development.

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## OBJECTIVES

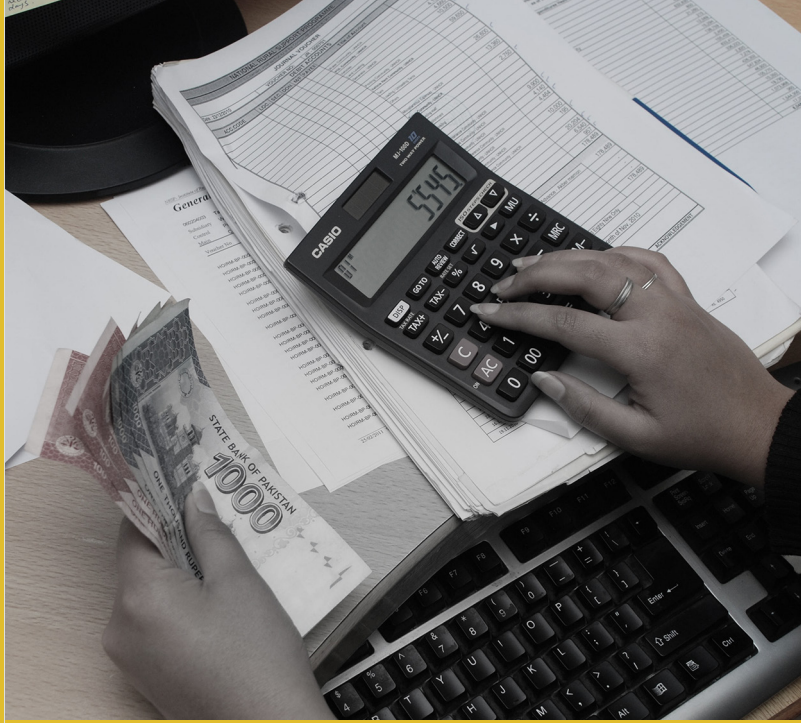
To enhance the skills and practical knowledge of the participants to become community development practitioners who are able to mobilize resources and concept of Community Mobilization, Participatory Development and its implementation of community development mainstreaming the Disaster Risk Reduction and Management concepts, principles and practices in planning and implementation of community development.

## TRAINING OFFERED

For effective management of community initiatives, SM offers a variety of trainings for capacity building of the members of the main SM Training includes:

- Community Management Skills
- Community Investment Fund Management
- Village Development Planning
- Institutional Development at Government level





# MICRO FINANCE, BANKING & MARKETING

Contact: [israr@irm.edu.pk](mailto:israr@irm.edu.pk)

# Micro Finance, Banking & Marketing

## Introduction

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designed comprehensive training courses to meet the demands of marginalized

Micro Finance Institutions (MFIs) and Micro Finance Banks (MFBs) to meet the demands of marginalized

## OBJECTIVES

To familiarize participants with various

Micro Finance Institutions (MFIs) and Micro Finance Banks (MFBs)

effectively with different kinds of credit

Micro Finance Institutions (MFIs)

Micro Finance Institutions (MFIs) and Micro Finance Banks (MFBs)

about the loan recovery process to

Micro Finance Institutions (MFIs)

Micro Finance Institutions (MFIs) and Micro Finance Banks (MFBs)

ing of different tools and techniques

to analyze and evaluate information

Micro Finance Institutions (MFIs)

Micro Finance Institutions (MFIs) and Micro Finance Banks (MFBs)

Micro Finance Institutions (MFIs) and Micro Finance Banks (MFBs)

Micro Finance Institutions (MFIs) and Micro Finance Banks (MFBs)

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Micro Finance Institutions (MFIs) and Micro Finance Banks (MFBs)

Micro Finance Institutions (MFIs)

## TRAINING OFFERED

IRM offers a variety of training pro-

grammes for staff of national and inter-

national Micro Finance Institutions and

Micro Finance Institutions (MFIs)

offered by IRM include

• Financial Literacy Training

• Islamic Mode of Financing

• Micro Finance Institutions (MFIs)

• Micro Finance Institutions (MFIs)

• Micro Finance Institutions (MFIs)

• Micro Finance Institutions (MFIs)

• Power Selling





## HEALTH

Contact: [bari@irm.edu.pk](mailto:bari@irm.edu.pk)



# Health

## HEALTH SERVICES

The poor and underserved people, especially women and children, need basic and essential health services. Health services should be provided to the remote rural communities, and improving and expanding the existing health services and providing essential health services to the underserved people.

The Institute is working partnerships with many governmental and non-governmental organizations and working with the government and non-governmental organizations to provide health services to the underserved people.

### OBJECTIVES

To provide health services to the underserved people and to improve the health status of the community. The objectives of the program are to provide health services to the underserved people and to improve the health status of the community. The objectives of the program are to provide health services to the underserved people and to improve the health status of the community.



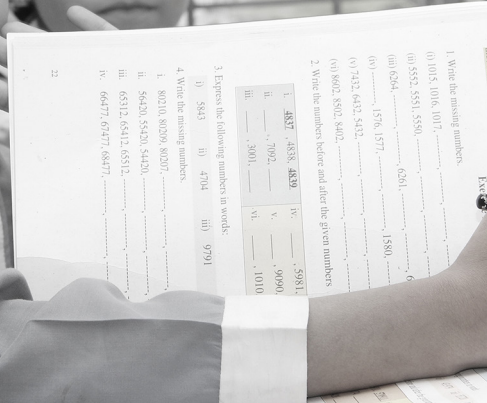
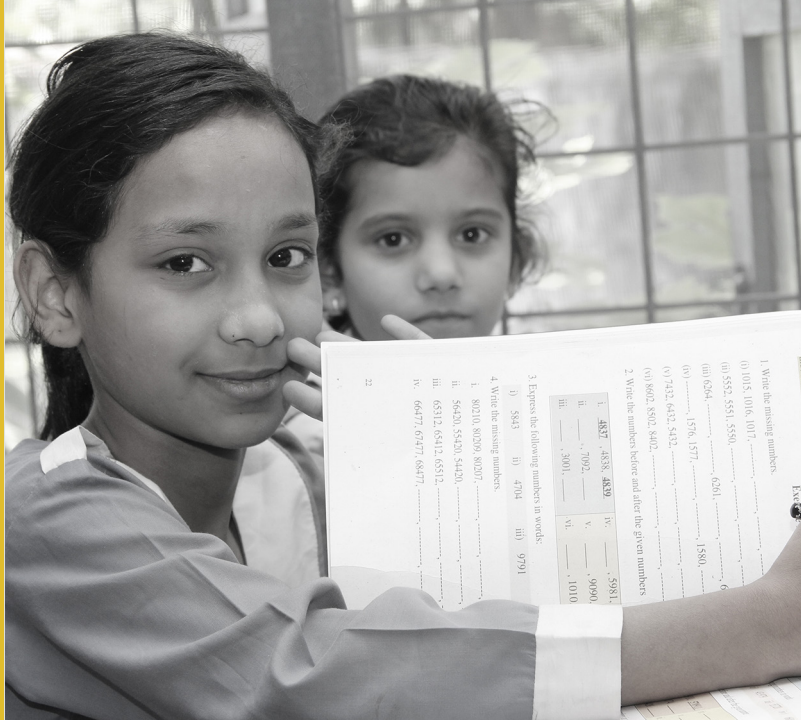
### TRAINING OFFERED

The Institute offers training in health services to the underserved people. The training is provided in collaboration with registered Government and Non-Government institutes and organizations.

For more details, please visit [www.irm.edu.pk](http://www.irm.edu.pk)

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edu.pk or contact Mr. Abdul Bari at [bari@irm.edu.pk](mailto:bari@irm.edu.pk)



# INNOVATION CENTER OF EDUCATION

Contact: [sabiha@irm.edu.pk](mailto:sabiha@irm.edu.pk)

# Innovation Center of Education

## Participation and Persistence

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on participation and persistence in education, enrolment and other measures of

enrolment and persistence in education, enrolment and other measures of

enrolment and persistence in education, enrolment and other measures of

enrolment and persistence in education, enrolment and other measures of

### OBJECTIVES

for raising the standard of education

enrolment and persistence in education

enrolment and persistence in education

enrolment and persistence in education

enrolment and persistence in education

enrolment and persistence in education

enrolment and persistence in education

enrolment and persistence in education

### TRAINING OFFERED

programmes for primary and secondary school teachers on various thematic

areas including:

- Teachers Capacity Development
- School Management Committees
- Multi-Grade Teaching
- Reading Skills
- Classroom Management
- Continuous Professional Development



# ENVIRONMENT & NATURAL RESOURCE MANAGEMENT

Contact: [bari@irm.edu.pk](mailto:bari@irm.edu.pk)

# Environment & Natural Resource Management

## WATER & FORESTRY

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to ensure optimal utilization of available resources at the local level and provision of services to the community. The program focuses on the development and strengthening of local capabilities for sustainable resource management through prevention of losses in natural resources, productivity enhancement in agriculture & livestock practices and reducing its impact on environment.

The program aims to provide training and technical assistance to the community members in the area of water and forestry management. It focuses on the development of local capabilities for sustainable resource management through prevention of losses in natural resources, productivity enhancement in agriculture & livestock practices and reducing its impact on environment.

### OBJECTIVES

- To introduce the participants to new / time tested and environment friendly technologies and practices for water and forestry management.
- To provide training and technical assistance to the community members in the area of water and forestry management.
- To enhance the knowledge and skills of the community members in the area of water and forestry management.
- To develop the local capabilities for sustainable resource management.
- To reduce the impact of natural resource management on the environment.

### WATER & FORESTRY

stock, Forestry and Watershed Management

### TRAINING OFFERED

- To promote sustainable agriculture and forestry, the program offers various training courses including:
- Water and Soil Conservation
  - Crop Maximization Techniques
  - Integrated Pest Management
  - Fish Farming



# FACILITIES

IRM is situated near mega attractions of the country's capital such as the Paki-

IRM also has a splendid cafe which is a fantastic place to carry out group work or simply network! Once out of training hall, the participants can refresh themselves with an assortment of drinks and delicious food within cafe or simply take a walk in our well



## **GETTING TO IRM**

IRM is situated in the footsteps of famous Margalla Hills and is within close proximity to the City Center. Owing to the perfect location of the Institute, it hardly takes half an hour to commute between IRM, the Benazir Bhutto International Airport and the places of interests.

1 MILLION  
PEOPLE  
TRAINED



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One of Asia's Leading Capacity Development Institutes



IRM is an ISO Certified Organization