



HASHOO HUNAR ASSOCIATION

Annual Report 2019

M&E Department



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Acronyms

HHA	Hashoo Hunar Association
HHTC	Hashoo Hunar Technical Center
HMTTP	Hospitality Management Training Program
ECD	Early Childhood Development
TEVT	Technical and Vocational Education Training
UNDP	United Nation Development Program
TEVTA	Technical Education & Vocational Training Authority
AJK	Azad Jammu & Kashmir
NAVTC	National Vocational and Technical Training Commission
FATA	Federally Administered Tribal Areas
FATA DA	FATA Development Authority
BRSP	Baluchistan Rural Support Program
NOWPDP	Network of Organizations Working with Persons with Disabilities, Pakistan
SBP	State Bank of Pakistan
PMI	Phillip Morris International
UNHCR	United Nation High Commission for Refugees
AKEPB	Agha Khan Economic Planning Board
ACTED	Agency for Technical Cooperation and Development
FC	Frontier Constabulary
PAF	Pakistan Air Force
MSP	Marble Shine Program
JPC	Job Placement Cell
YDC	Youth Development Center
YDP	Youth Development Program
GB	Gilgit Baltistan
CPEC	China Pakistan Economic Corridor
TDP	Temporary Displaced People
AOS	Accommodation Operation Services
ROS	Reception Operation Services
F&B	Food & Beverages



Message from Country Director

Dear Readers,

Hashoo Foundation (HF) is a progressive not-for-profit organization, working for human development and poverty alleviation by implementing viable economic development, educational and capacity building programs. HF has established independent entities such as Hashoo Trust (for its Humanitarian, education & Sustainable Livelihoods Program) Hashoo Hunar (for its Skills and Human Capital Development Program) and Umeed-e-Noor (For children with disabilities). Under the theme of social development HHA focuses to equip youth with employable skills that leads to creation of opportunities in employment and self-employment.

Social harmony, wealth, competitiveness, and high employment rates are all factors that determine the prosperity of a given economy, skills development is the key factor among these. Nowadays Youth unemployment is of particular concern and a lack of training is a frequent cause. Various skills and proficiencies are necessary to gain a hold in the labor market and find success later as a thriving member of society. Improved employability of youth contributes to poverty reduction if the economy is growing, the placement of skilled personnel into the labor market is functioning and young people can find decent work. Hashoo Hunar Association (HHA) promotes economic, social, and environmental development by successfully integrating people, particularly youth into local commercial life. HHA creates opportunities for youth by providing skill training, to improve their living conditions. Hashoo Hunar has the training facilities which are internationally accredited trainings enabling target beneficiaries to access national and international markets. Enabling access to the labor market and creating the conditions for gaining an occupation and earning an income is the key Objective of Hashoo Hunar.

Moreover, HHA ensures inclusivity of the interventions for targeted communities through Hospitality Management Training Program, Technical and Vocational Skills Training Program and Job Placement Cells. HHA is focusing on imparting skills to unskilled and unemployed youth through the funding support of Hashoo Group (HG), Punjab Skills Development Fund (PSDF), National Vocational Technical Training Commission, Pakistan (NAVTTTC), TEVT and City & guilds and many other donors to reach common goals of preparing an employable youth workflow. The objectives of Skills development program are aligned with the strategic goals of HHA with the slogan of “We Develop Skills to Shape Careers.”

HH programs provides marketable skills to the unskilled and semi-skilled youth and individuals through its regular and donor funded projects. The trainees enrolled under the trainings are hailing from remote districts of Punjab, AJK, GB, KP, Sindh and Baluchistan. Further to this, Hashoo Hunar has sustainable attitude of linking its trainees (graduates) with the renowned market sectors for employment purpose, which ultimately leads to the income generation of skilled workforce.

Hashoo Hunar experienced major achievement in terms of outreach, outcomes, and impact on the lives of people across Pakistan. HF has the training facilities which are offering internationally accredited trainings enabling targeted beneficiaries to access national and international markets. It has been widely recognized due to its strong youth development and skills development institution.



Executive Summary

In 2018, Hashoo Hunar was established as the center of excellence for providing skills trainings to the unemployed, able, and deserving youth of the country. The Hashoo Hunar (HH) functions with an enhanced scope of work towards providing skills ranging from inhouse (with in HHA) to community-based trainings. Through its vast network of centers stretched far and wide across the country, the organization caters to the needs of skills enhancement in different fields, ranging from hospitality management, Early Childhood Development, and other vocational and technical arena. The prime focus of the program is to produce skilled individuals ultimately to provide them with respectable and sustainable livelihood opportunities.

Dynamically driven by the annual work plan and reinforced by the management directions, the year 2019 was embraced with programmatic regimes in Hashoo Hunar (HH) under the strategic focus of partnerships, program strengthening, business development and outreach. To help quantify the deliverables, the organization carried out a comprehensive annual work planning exercise for the year 2019. The workplan document defined the organizational targets in 6 major outputs, where program design, implementation, quality assurance, business development and monitoring and evaluation were the major constituents. The designated outputs contributed to the programs of HH such as: Skills Development Program and special projects Program, Quality Assurance, Business Development, and Job placement cell. The HH in 2019 hence reached out to benefit a total of **9188** individuals which included **7887(M:5538, F:2349)** direct beneficiaries, whereas **1301** community members were indirectly engaged.

The skills development program incorporates Hospitality Management training program, Early Childhood Development Program and Technical and vocational trainings. The Program implemented a market driven training regime, whereby, national, and international certifications in HMTP and ECD were provided to the unskilled youth, by linking them with the industry. In addition to that, capacitating the unskilled communities to access income sources through technical and vocational trainings also remained the key programmatic objective. The program has therefore benefited **8364 (M: 5443, F: 1620)**, out of which **7063** have directly been benefited, while **1301** were indirectly engaged through different programs and projects across the Hashoo Hunar Training Centers (HHTCs) during the year 2019.

The Youth Development Program, Mountain Organik, and Marble Shine come under the purview of special program of HH. The special program of HH reached out to benefit a total of 824 (M: 95, F: 729) individuals. The youth development program aims to promote and catalyze the holistic development of the deserving students thereby providing them with enabling environment through the provision of accommodation facility at par with the best standards in affordable charges. Stretched across the country, through its hostel chain, the program benefited **789 (M:124, F; 665)** students in the reporting year. Similarly, Honeybee Farming is the flagship intervention under Mountain Organik Program of Hashoo Hunar. The intervention is designed to reach poor women in the rural areas to open for them new avenues of employment. Consequently, the program added 20 women to their beneficiary base and procured a handsome amount of PKR (9.91) million for the organization during the reporting quarter. Likewise, the Marble Shine Project (MSP) aims to provide employability prospects for the individuals hailing from underprivileged backgrounds having minimal level of education. With its 73 company of trained staff, the project offered marble polishing services to the Hashoo group of properties, thereby generating a handsome revenue of PKR (71.56) million during the year.



The Job Placements cells are the key units of Hashoo Hunar operating to link and place the trained youth by various HHTCs with the employers. The number of individuals trained under the skills development program were successfully linked with employers for employability and income generation ultimately. In the year 2019, a total of 274 (M:170, F:104) individuals were placed in different properties which included **27 (M: 25, F: 2)** overseas employment and the rest across Pakistan through the established Job Placement Cells (JPCs).

The programs of Hashoo Hunar were leveraged through business development and partnerships. The business development enabled the programs to outreach and establish sustainable linkages within the industry. Consequently, the program during the year 2019 partnered with different donors and multinational companies. Among them are: NAVTTC, PSDF, PAF, TEVTA AJK, Baluchistan FC, UNDP, FATA DA, BRSP, SBP, PMI, UNHCR, and ACTED to render services in Hospitality Management and technical and vocational trainings in its different centers such as: Karachi, Lahore, Muzaffarabad, Rawalpindi, Peshawar, GB and Chitral. As A Result, a funding of **PKR 370 million** was secured for the organization.



Progress Towards Annual Work Plan 2019

- **Output 1:** Market position of HHA enhanced by the end of 2019 (*50% of the baseline*)
- **Output 2:** Youth have better access to career pathways through market driven trainings regime.
- **Output 3:** Quality control framework is in place and aligned with market standards.
- **Output 4:** Policies for organizational development are functional employee oriented.
- **Output 5:** Established sustainable Partnerships/ engagements with potential partners.
- **Output6:** Comprehensive and responsive M&E framework in place for quality enhancement, timely decision making and strengthening of programs and projects.

Highlights 2019



M:202, F: 154, T: 356
ECD & HMTP



M:11, Total: 11
HMTP



M:283, F:173 T:456
HMTP



M: 77. C: 6160, T: 6237
TVET & ECD



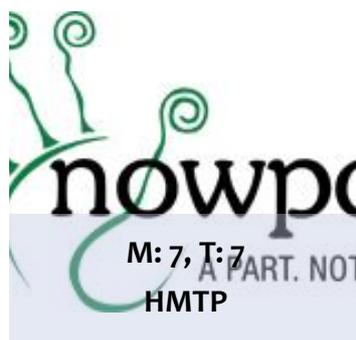
M: 314, T: 314
HMTP



M: 129, T: 129
HMTP



M: 51, T: 51
HMTP



M: 7, T: 7
HMTP



M: 45, T: 45
HMTP



M:61, F: 8, T: 69
TVET



M: 272, F: 109, T: 381
HMTP & TVET



M: 88, F: 178, T: 266
TVET



M:40, F:5, T:45
HMTP



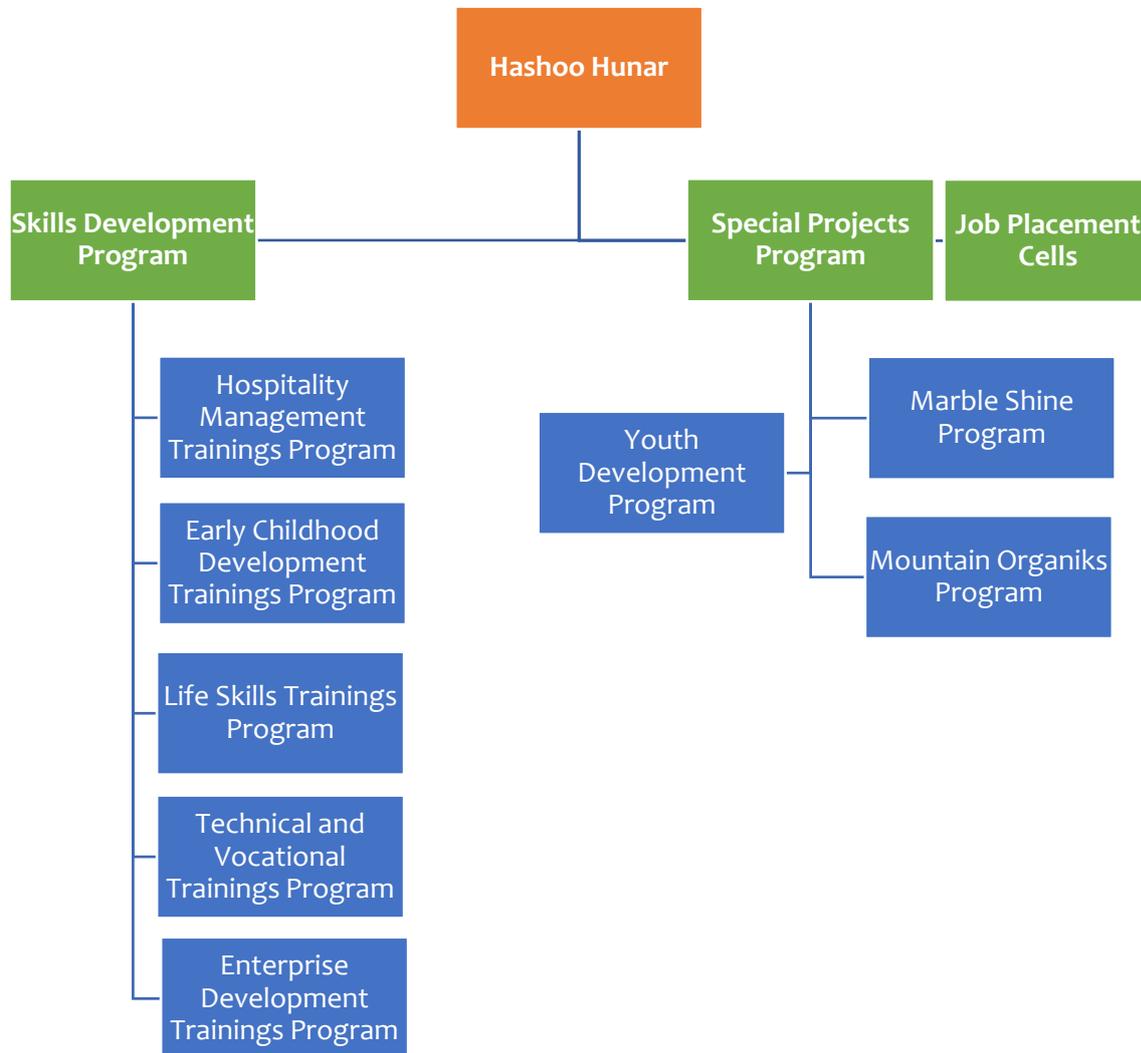
Governance and Management Reforms in 2019

The year 2019 in the Hashoo Hunar witnessed a substantial transformation in terms of policy formulation and management after splitting to become a separate entity in 2018. All the skills development programs of Hashoo Foundation were combined under the umbrella of Hashoo Hunar. Being registered under Section 42 of the Companies Act, as an affiliate of Hashoo Foundation, the HH hence placed its major focus on skill delivering projects to develop platforms for Skill Acquisition and Skill Enhancement. Subsequently, it takes forward the vision of Hashoo Foundation “to enable and empower communities to be independent by facilitating equitable access to opportunities” through imparting knowledge and skills.

Anchored by the strategic focus and management directions, the HHA in the year 2019 devised policies and reforms which considerably contributed to the strengthening of governance and management in the organization. The existing set of drafted HR policies were reviewed and tailored to fit in to the requirements of the Hashoo Hunar. Job descriptions were revised, and Key Performance Indicators were defined, and the staff was oriented on the newly drafted policies. Besides the HH broadened its employer base to meet the increasing employment demands through engagement with diverse employers from other parts of the country. Subsequently, in addition to the existing JPCS, the organization has established Job Placement Cells in HHTC Peshawar and Karachi, thus by increasing the number to four. Furthermore, to rationalize the scope of work as the training service provider, the name of all the offices under HHA were changed from regional office to Hashoo Hunar Technical Center, so as the designation of regional manager to center manager. Similarly, as per the requirements of the new projects, a full-fledged office for the Marble Shine project has been established under the HHTC Rawalpindi. Likewise, the scope of skills development program has been stretched to KP, through establishment of full-fledged technical center in Peshawar. In addition to that, with the aim to establish clear rules to deal with disciplinary matters (such as suspension/ expulsion), a policy document titled, “trainee’s policy, rules and regulation for attending training course’ has been drafted, and approved by the higher management, which is followed by all the centers across the country. Apart from that, to acquire a competitive edge in the skill development industry, the branding of all the centers with a special focus on the flagship hospitality management training program has been carried out. Furthermore, in addition to national and international donors, various partnerships have been forged with armed forces of Pakistan, such as PAF, FC to collaborate in the areas of mutual interests.

Programmatic Progress Analysis

Organizational Organogram



Programs

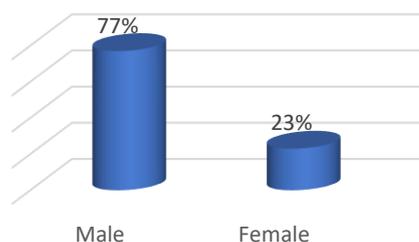
Skills Development Program

Program Results 2019

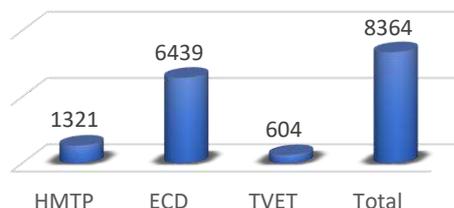
8364 individuals have been benefited through skill enhancement trainings

Extended its outreach to train the youth of far flung areas of FATA and Baluchistan.

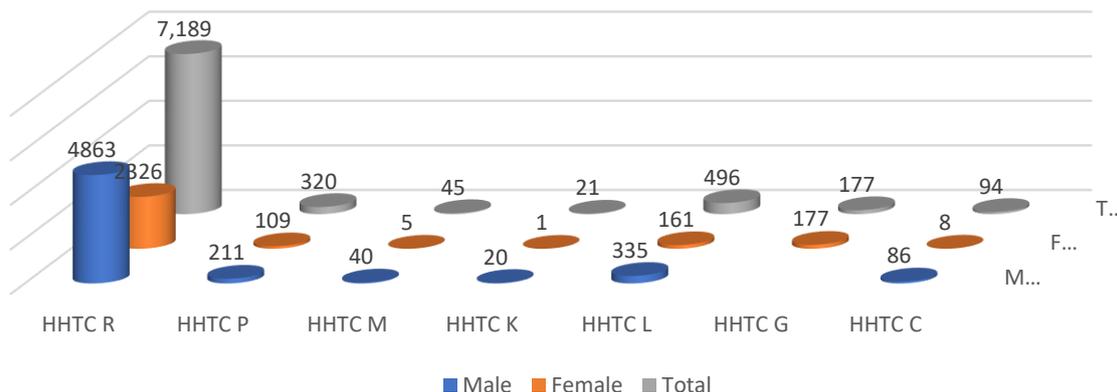
Male Versus Female Ratio



Cummulative Beneficiary Outreach 2019



Beneficiary Outreach Across Regions 2019



The skills development component of the Hashoo Hunar aims to impart marketable knowledge and skills to the deserving and potential youth through different trainings and awareness raising programs. Among the sub programs under skill developments are Hospitality Management Training, Early Childhood Development Program, Technical and Vocational trainings. Steered by the annual workplan 2019, the program mobilized and inducted trainees under its funded as well as regular Hospitality management, Early Childhood Development and Technical and Vocational Training Programs through systematic marketing and mobilization campaigns, which extensively contributed to the organizational goals. To help achieve the regular program target outlined in the AWP, the teams through SMS marketing, personal contacts, print and electronic media campaigns mobilized and enrolled as per the stipulated targets. Besides, to attain the obligated targets under donor funded projects, the skill development team went beyond the existing practice of marketing and personally visited the far flung and hard areas of former FATA Districts, and different refugee camps across KP and successfully achieved the targets. Subsequently, the program reached out to benefit a total of **8364 (M; 5543, F: 1620)**, out of which **7063** have directly been benefited, while **1301** were indirectly engaged in imparting training in HMTP (1321), ECD (6,439) and TVET (604) across the centers.

Detailed province wise Programmatic Beneficiary Outreach

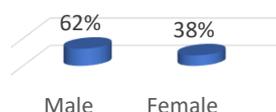
Province	District	Training Type	Donor	Male	Female	Total
Punjab	Rawalpindi	HMTTP	Regular Program	79	15	94
	Rawalpindi	ECD	Regular Program		148	148
	Rawalpindi	Carrier Counselling and Job Hunting	Regular Program	3	5	8
	Rawalpindi	HMTTP	PSDF	51	35	86
	Rawalpindi	HMTTP	UNDP	187		187
	Rawalpindi	HMTTP	FATA DA	51		51
	Rawalpindi	HMTTP	UNHCR	45		45
	Rawalpindi	HMTTP	FC Quetta	11		11
	Rawalpindi	HMTTP	PAF	58		58
	Rawalpindi	TVET	SBP	88	178	261
	Lahore	HMTTP	Regular Program	103	23	126
	Lahore	HMTTP	PSDF	232	138	370
Sindh	Karachi	HMTTP	Regular Program	3	2	5
	Karachi	HMTTP	NOWPDP	7		7
KP	Peshawar	HMTTP	Regular Program	14		14
	Peshawar	HMTTP	PAF	70		70
	Peshawar	HMTTP	UNDP	127		127
	Peshawar	TEVET	NAVTTTC	209		209
	Peshawar	TEVET	PMI	77		77
	Peshawar	TEVET	NAVTTTC		91	91
	Swabi/Mardan/Charsadda	ECD	PMI			6162
	Chitral	TVET	ACTED	61	8	69
	Chitral	Honeybee Farming	Core Office		20	20
	Chitral	TVET	AKEPB	25		25
Gilgit Baltistan	Gilgit	ECD	Regular Program		127	127
	Gilgit	TVET	Regular Program		18	18
	Gilgit	HMTTP	NAVTTTC		25	16
Baluchistan	Gwadar	TVET	NAVTTTC	13	1	14
AJK	Muzaffarabad	HMTTP	TEVTA	40	5	45

Program Results 2019

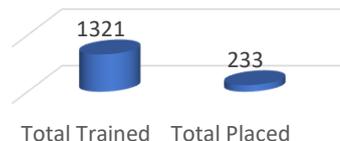
1321 individuals have been trained in different trades of hospitality management under the regular program and donor funded projects.

Successfully carried out training program for the kitchen staff of PAF

Male Versus Female placement Ratio



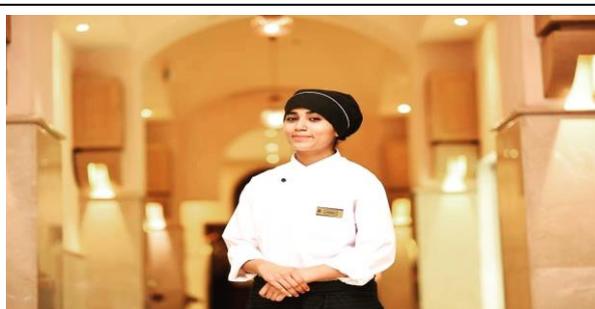
Total Trained Versus Placed



Hospitality Management Training Program (HMTMP) is one of the flagship programs of HF aimed at imparting knowledge and skills to young women and men and providing them opportunities to learn & practice the skills required for the hospitality industry in Pakistan and abroad. HMTMP was initiated in 1999 by introducing practical training in Marriott and Pearl Continental Hotels across Pakistan. Currently HH is offering trainings in various marketable trades of Hospitality Management. The program in the year 2019 extended its sphere to reach out to the youth of the far-flung areas across Pakistan through the technical centers to impart training to 1321 (M:1078, F: 243) individuals under the regular as well as funded projects.

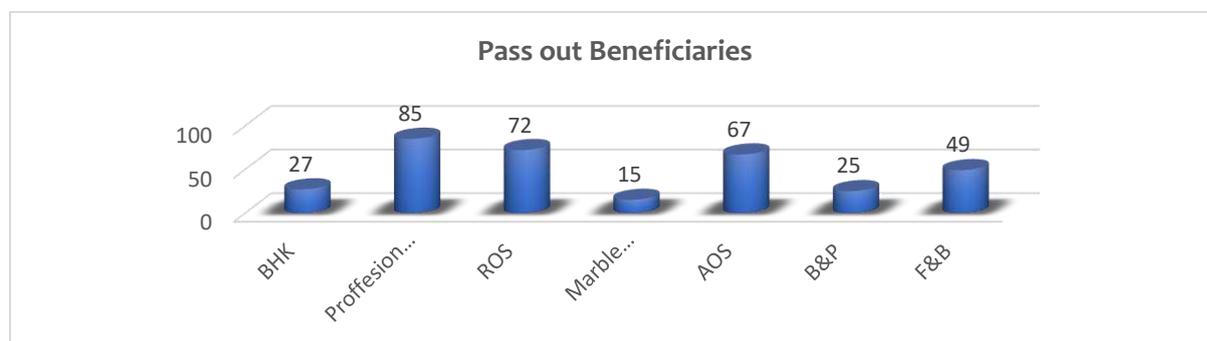
The attainment of Skills by the youth of FATA Districts contributed to the resilience and economic revitalization of Tribal Districts of KP.

Hashoo Hunar in collaboration with UNDP with the funding support of USAID, trained 340 individuals in hospitality management and marble shine with the aim to provide sustainable livelihood opportunities to the youth of the FATA districts. The basic objective of the project is to reinforce the government efforts in FATA to implement the Sustainable Returns and Rehabilitation Strategy (SRRS) by providing improved



Ms. Sania Rasheed is 20 years old, energetic, goal driven and humble person, who believes in the sanctity of honesty and hard work. Born to a financially unstable family, her childhood period was entangled with multitude of adversities, poverty being at the head of the list. Her father is a retired soldier, who could barely meet the daily expenses of the family. Sania Rasheed did her matriculation from a government school in Rawalpindi. While talking about her memories, she reluctantly relates the hardships, he faced during her childhood. She wanted to continue her studies after matriculation but could not pursue her dreams due to financial constraints. Hence, desirous to assist her father, Sania, after matriculation, deliberated over the available opportunities to tap into, to get employment. Given that, she had been passionate about cooking since childhood, so she decided to try her luck in the field. Subsequently, she joined the professional cooking course under the donor funded project in Rawalpindi center. After completion of the six months course, she was sent to PC Burbhan for three months internship program by the HH job Placement cell. "In addition to the training I received in the center, the internship program also added to my learning and at the same time broadened my horizons and open up Infront of me new avenues of employment", She happily recounts. When she finished the internship, she was placed in Salt & pepper restaurant, from there on her good days started. During her employment in the restaurant, she came across a good opportunity in Serena Hotel and was selected for the position of chef helper. She now earns a monthly salary of PKR 35000. Part of the income she receives goes into helping her family meet the daily needs. "I am glad that, I got this opportunity to start a new career, which helped me shape and prepare myself for the hospitality industry and also infused in me the idea of starting a new startup, which has now become one of my future goals", she thankfully and passionately narrates. Besides, owing to her extraordinary abilities, Sania has been representing serena hotel in different national competitions. She has grabbed the first position in few of the competitions.

access to non-farm livelihood and income opportunities to the returning TDPs, thus by contributing to their resilience and economic revitalization. The project targeted youth of the three districts namely Khyber, North Waziristan, and South Waziristan.

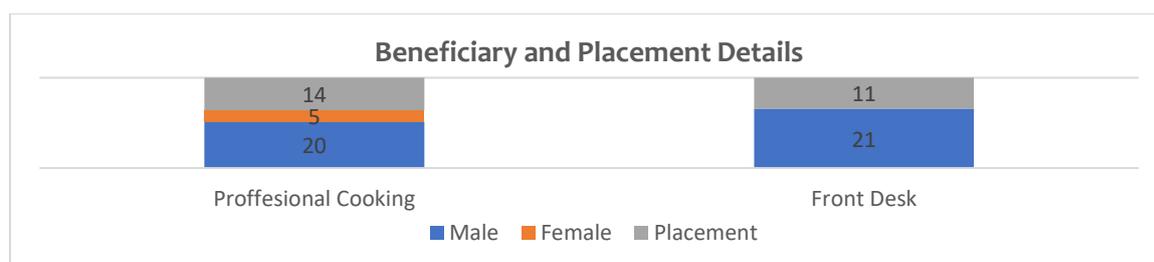


Afghan Refugees from Khyber Pakhtunkhwa have Improved employability prospects through the Hospitality Management Training program

Given the prevalence of poverty in the refugee camps due to dearth of livelihood opportunities, UNHCR joined hands with Hashoo Hunar to train selected 50 Afghan refugees in professional cooking. The main purpose of the project was to enhance the skills, capacities, regarding food and nutrition. The project extended over a period of six month, during which, the trainees went through theoretical as well as practical sessions which honed their knowledge and skills. By the end of the training, 45 of the individuals completed the training program and were declared successful.

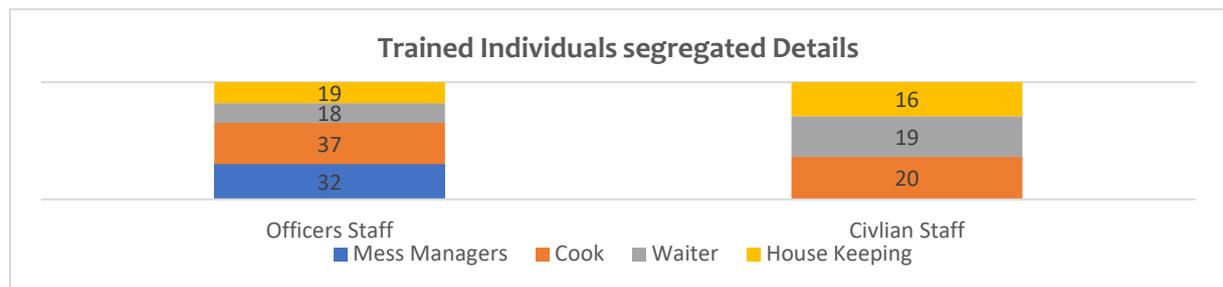
The selected youth of Azad Jammu & Kashmir gained knowledge and Skills in Hospitality management and linked to employers.

The project targeted youth of AJK to train them in two trades of hospitality management- Professional Cooking and Receptionist. The project started on 22nd of February 2019, stretching over a period of six months concluded by 22nd August 2019. The training program followed the standard curriculum whereby, the trainees simultaneously carried out their practical, in addition to the theory taught. A total of 46 trainees completed the course and received the six months diploma in hospitality management. The interested trainees have been linked with the employers through JPC for enhanced employability prospects.



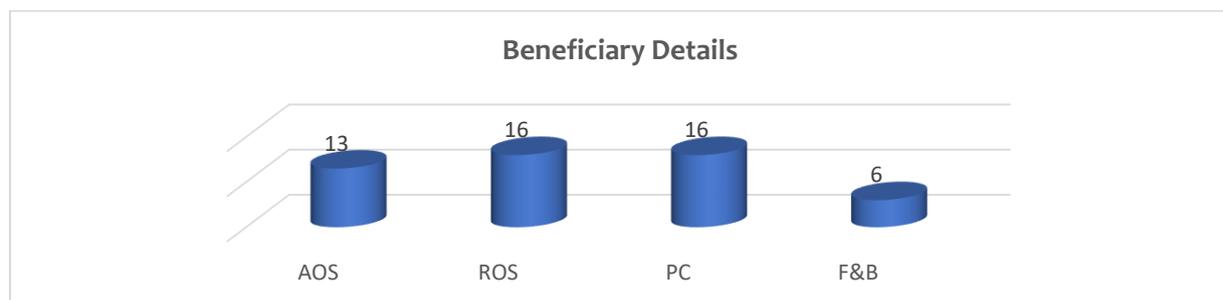
Mess Managers and Kitchen staff of PAF have improved skills and knowledge of the advanced hospitality practices.

HHA forged partnership with Pakistan Air Force to cooperate in the matters of mutual interests. Subsequently, the officer and civilian staff of the PAF were trained in advanced hospitality management practices in different phases at two locations. In the initial phase, trainings for the civilian staff were arranged in PC Peshawar, followed by the same in PC Rawalpindi for the officer’s staff in the second phase. The training program was designed in such a way as to orient the trainees on the hospitality industry advanced etiquettes and best practices.



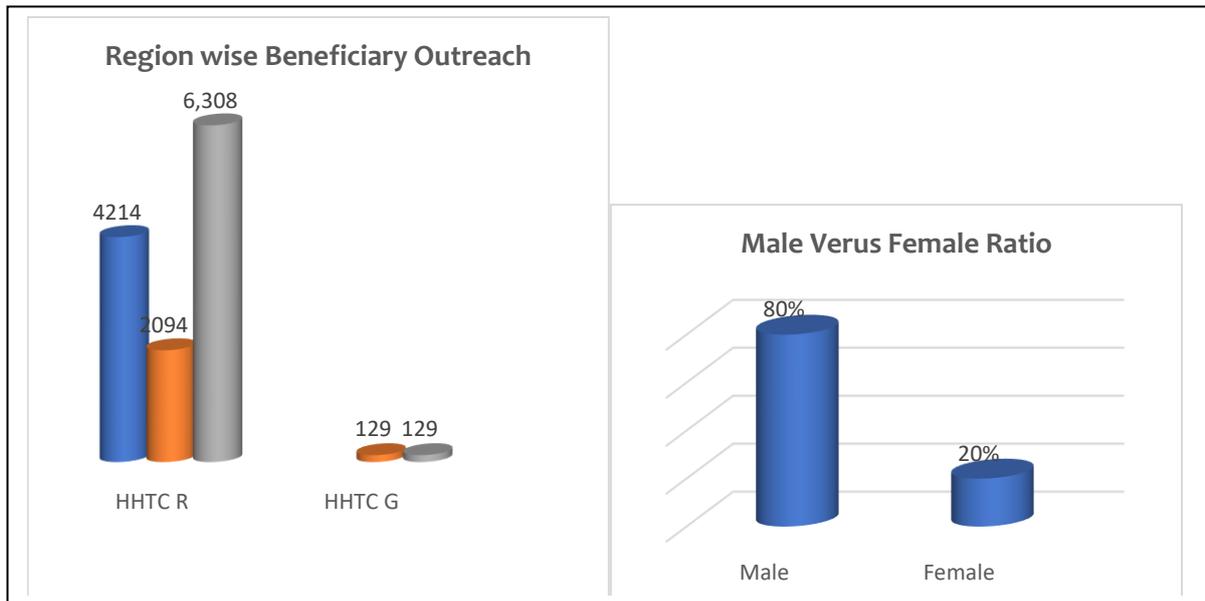
HH Joined Hands with FATA Development Authority to provide alternative livelihood opportunities to the youth of FATA Districts through hospitality management training program.

The project aimed to provide alternative livelihood opportunities to the youth of the FATA Districts through the hospitality management training program. The program was stretched over a period of six months, where the trainees were trained in different trades of hospitality management such as, Accommodation Operation Services, Reception Operation Services, Professional Cooking and Food & Beverages Services.



Early Childhood Development Program

Program Results 2019		
<p>277 Individuals have successfully been trained in advanced themes of ECD</p>	<p>ECD Program successfully launched and concluded the summer school program in three districts of KPK, wherein 6162 individuals were sensitized through different learning events</p>	<p>Hashoo Hunar Association Centre, Rawalpindi and Lahore ECD program successfully affiliated with TEVTA</p>



Early Childhood Development (ECD) Program promotes a multi-tiered approach. Given the advancement in the education arena, the early childhood development is considered a cornerstone for a child’s performance & lifelong learning at school as unprepared children tend to fall behind. Over the past decade the HH through its Rawalpindi office has built an enviable track record in training young women in ECD. Most of the graduating young women have gone on to secure employment with local schools, while some more have established their own pre-school facilities in local areas.

The program during the year 2019 in addition to the regular program, expanded its scope to reach out to the children of age group 5-14 of three districts of Swabi, Mardan, and Charsadda to sensitize the children and their parents about the significance of learning and education. Subsequently, the program directly benefited 5,138 (M: 4103, F: 1035) and indirectly engaged 1301 community members through the ECD program, out of which 41 trained women have successfully been provided employment in different schools.

Kids and their parents were made to be engaged in an environment that promoted and inculcated in them the significance of Learning and Education.

HH has successfully launched “Summer Schools Program & Kids Fun Days-2019 project” with the funding support of Philip Morris International (PMI) in three districts of Khyber Pakhtunkhwa i.e., Swabi, Mardan and Charsadda. The purpose of the project was to raise awareness about the ills of Child labor among the parents and their children in a bid to engage them in an environment that facilitates Learning & Education and promote Agricultural Labor Practices (“ALP”). The project team in consultation with the donor agency identified 31 schools of the three districts of KP and mobilized and motivated the parents to encourage their children to be part of the project. Following that, summer school events were organized, wherein the students were engaged in different recreational, educational and sports activities such as kids’ fun day, health screening, art, and crafts exhibition, and inter school competitions aimed at their holistic development. Besides, joy rides were installed in all the selected schools, as part of the designed project to make the schools a fun place and hence improve attendance. Consequently, the kids under the age of 5 to 14 and their parents were made aware and inspired to stay away from child labor. Moreover, the project promoted importance of education through awareness and motivational sessions. In addition to that, through health awareness sessions, the consumption of unhealthy food in the children drastically dropped. It is worth mentioning that a total of **6162** individuals that included regular beneficiaries directly engaged through program were **4,861** (M:4103 F: 1035), whereas the program also involved **1301** persons in community level. As a result, directly benefited children, and indirectly engaged, Teachers, Parent’s teacher council members and parents and siblings of the children collectively made the figure to 6162 individuals.



Inam Khan, son of Khadim Hussain is the student of G.P.S Per-Abad Amanullah Banda, a rural area of district Mardan. He belongs to a poor and uneducated family having no awareness about the importance of education. Inam was an irregular and a shy kid with zero interest in studies.

After the opening of summer school, the project team approached his parent and convinced them to enroll him. Inam was closely monitored and was encouraged to participate in different activities and competitions. After some time, his hidden talent begun to be appearing and he developed more engagement with learning activities. His handwriting considerably improved. He has become punctual in class and is now able to make charts. The summer school proved to be a great source of improvement for him and has made tangible impact on his personality. He appears to be physically strong and socially groomed. His hygiene level has also improved. In short, Inam is completely a transformed student now.

Technical and Vocational Training Program

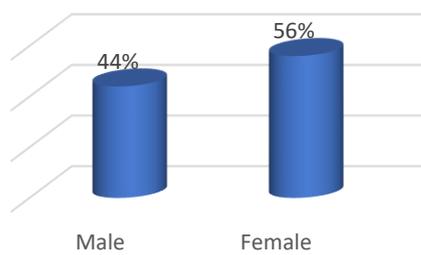
Program Results 2019

Successfully benefited 515 individuals hailing from remote areas of FATA, GB and Chitral in marketable trades

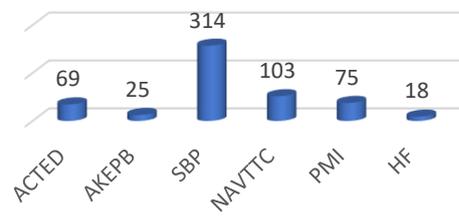
75 rural farmers are able to perform mushroom farming through inclusive trainings and technical support

14 individuals have enhanced employability prospects through proficiency over Chinese language

Male Versus Female Ratio



Beneficiaries Outreach Under Different Projects





Technical and Vocational trainings under the programmatic regime of HH remained the core area of intervention. HH has the largest chunk of trainees being trained in technical and vocational trainings through its institute based and community-based trainings. During the reporting period the program has reached to the individuals of farthest communities in provision of skills such as mobile repairing, beautician, building electrician, online earnings etc. which would enhance their income. HH has therefore partnered with AKEPB, ACTED, NAVTTC, SBP, and Philip Morris International (PMI) to extend the scope of technical and vocational trainings through its training's centers. During the year 2019, the program under the Technical and vocational trainings reached out to train 604 (M:262, F: 342) under different projects.

Women from rural areas of KP can earn through the knowledge and skills acquired from the training program.

Hashoo Hunar, with the funding support of NAVTTC implemented a training project for the selected women of KP. The main purpose of the project was to empower the women, thereby providing them with sustainable and culturally accepted skills including beautician, fashion designing and dress making through which they could be able to earn. The project trained 89 women in the field of Beautician (24) and fashion designing and dress making (65).

The rural farmers possess the required skills and tools can carry out mushroom farming for their domestic as well as commercial purposes.

HH with the financial support of Phillip Morris Pakistan Limited lunched a project on Mushroom Farming at district Swabi. Under this project, a four-day training was conducted on “Mushroom Farming” at three different locations, Yar Hussain, Chota Lahore and Charbagh. Training was delivered to a business group of 25 farmers selected from each area. The purpose of this training was “to subsidize these farmers for enhancing their livelihood in the off season of tobacco”. As a result, each farmer received 50 Mushroom quality substrate bags and 1 Mushroom toolkit, which will cover all the requirements of Mushroom farming. Besides, a mushroom lab was established, form where farmers received technical assistance.



Training Trade	Total Targeted Trainees	Training Stations						Total No of drop-out Individuals
		Chota Lahore		Charbagh		Yar Hussain		
		Male	Female	Male	Female	Male	Female	
Total Trainees	75	25	0	25	0	25	0	0

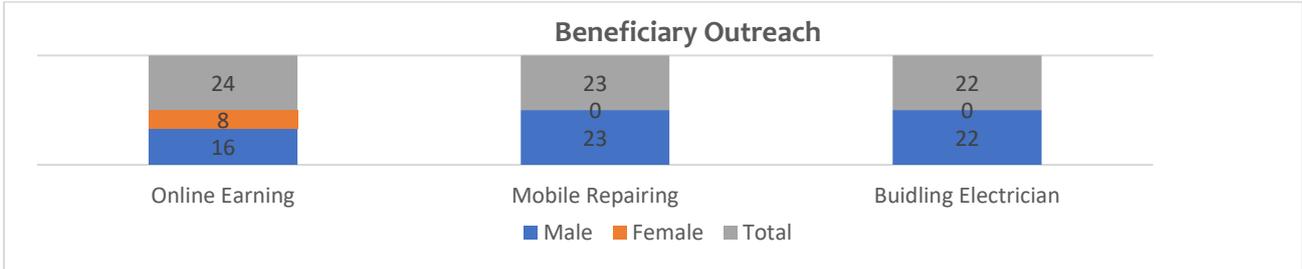
Youth have enhanced employability prospects through proficiency over Chinese language.

Given the increased significance of Chinese language in Pakistan, due to CPEC, a language course was initiated for the youth of Baluchistan to improve their Chinese language skills. The training program was funded by NAVTTC, whereby the course stretched over a period of two months, wherein out of total 19 enrolled, 14(M: 13, F: 1) completed the course.

Technical Skills have helped the youth to possess a substantial advantage in the competitive job market.

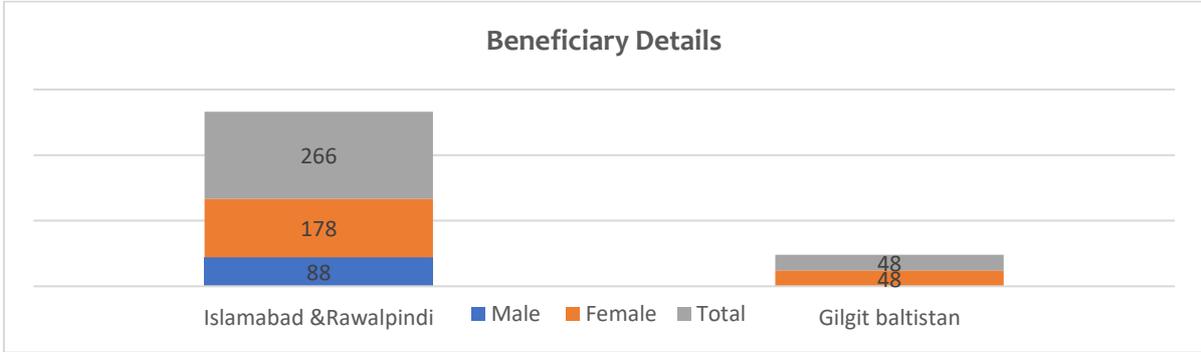
“Through online delivery service, we have initiated our own business and started to earn and managing our educational expenses by our self.”— said Chitral Public Bazar members”. Livelihood prospects especially for the students are often believed to be non-existent in the remote areas of Pakistan. However, in the era of information technology, through internet connectivity, opportunities can be created. The only need is to think creatively. This has been proved by a group of classmates in Chitral. Included in the coterie of enthusiastic friends are Mr. Jamil Ahmed, Asif Nayab and Nasir Nawaz. Hailing from remote area of UC Shoghore, District Chitral, they are students who come from lower middle-class family. Shortage of financial resources always haunted them. Having the passion to open new avenues of earning, they joined the three months online earning course in Chitral center. After completion, they created an online delivery Facebook page named “Chitral Public Bazar”. The page was advertised in social media and through personal contacts thereby creating linkages with households in Chitral city. Consequently, in no time, they started to receive online orders, which they successfully delivered to the full satisfaction of their customers. Up till now, they have delivered orders worth around one lac rupees, resulting in earning 22000 and the customer base is constantly on the rise. The delivery system is planned to extend to other parts of Chitral, where internet connectivity is available.

With the aim to impart specialized skills to the youth, HHA with the funding support of ACTED Pakistan arranged technical training in Chitral. Included in the project were training in Online Earning through social media marketing, mobile repairing and Building electrician. The training program was stretched over a period of three months, which commenced in September and concluded in November 2019.



Financial awareness raising sessions were organized under the National Financial Literacy program funded by State Bank of Pakistan.

HH implemented the project under the aegis of local commercial banks in Islamabad, Rawalpindi and Gilgit Baltistan, wherein different sessions were organized to increase financial awareness among the people.



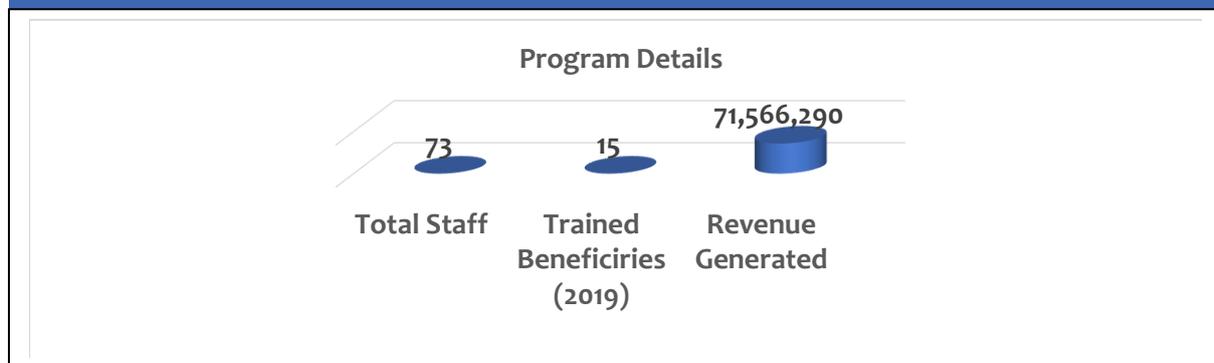
Special Projects Program

The Hashoo Hunar Special Projects Program is a self-sustaining revenue generating entity, which encompasses Marble Shine Project, Mountain Organik, and Youth Development Program. The special project program in the reporting year benefited a total of 824 (M: 95, F: 729) individuals through MSP (15), Mountain Organik (20) and YDC (789).

Mable Shine Project Program

Program Results 2019

Revenue of PKR 71,566,290 has been generated during 2019	15 trainees of Marble Shine trade have completed their training.	Extended the services to PC Malam Jabba
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Marble Shine Project (MSP) aims to provide employability prospects for the individuals hailing from underprivileged backgrounds having minimal level of education. The MSP encapsulates a unique training to employment creation project, which offers high quality floor polishing services (marble, granite, and chips) to commercial, government and private clients. Operating since 1999 by Hashoo Foundation and now shifted to HHA in January 2018, MSP works with 5-star hotel chains, private hospitals, and governmental facilities, as well as commercial buildings. The aim of this program is to train unemployed youth in marble polishing, installation so that they could earn and make a living out of the said skill. The project has trained more than **233** underprivileged young individuals as employees. MSP uses the latest technology, equipment, and the finest abrasives to restore the natural beauty of installed marble stones. Currently MSP has a staffing of about 73 and provides training to unemployed youth up to 30 trainees annually, however in the reporting year, the program has trained 15 youth hailing from FATA, which have successfully received on-job trainings in Hashoo Group of Hotels. Besides, 142 trainees are receiving training in tile fixing and marble polishing.

MSP, supervised by the team of skilled professionals, operates in all the major cities of Pakistan like Karachi, Lahore, Islamabad, Peshawar, Bhurban (Murree), Muzaffarabad, Rawalpindi and Gwadar and earned a handsome amount of PKR 71,566,290. The surplus from this social enterprise modeled initiative is reinvested in the projects/programs to support other development initiatives of HH as well as in the provision of better machinery and staff capacity building.

Revenue of PKR 9,912,307 has been generated through the sale of honey

20 women have been trained in Honey bee farming and were provided with Bee-Hives



Honeybee Farming is the flagship intervention under Mountain Organiks Program of Hashoo Hunar. The intervention is designed to reach poor women in the rural areas where conditions for honeybee farming are supportive with prevalence of appropriate flora. HH honeybee program provides resources and trainings to the selected entrepreneurs to set up enterprises. HH therefore markets and sells honey on behalf of the female entrepreneurs through its established marketing and packaging “Honeybee Unit” where the honey is tested and packaged into presentable form. The buyers include individual customers and hospitality industry of Hashoo Group (HG). To start new Honeybee Farming enterprise, 20 new women were identified and selected to train in bee keeping and enterprise development. All the trainees have successfully established enterprises soon after the training.

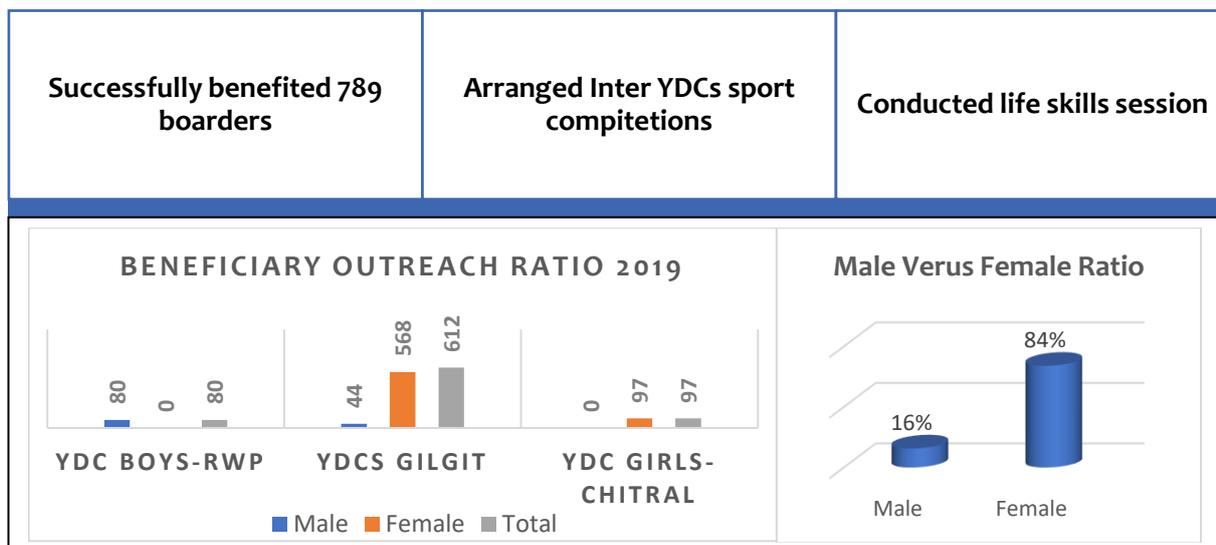


Hailing from the remote area of Reshun Chitral, MS. Hoor Pari aspires to provide the best available education to her children. She is 52 years of age and raises three children. Her husband is a retired School teacher who earns barely enough to meet both ends. She has been rearing poultry and cattle to sell them and assist her partner in providing sustenance to her children. However, desirous to establish a sustainable source of income through any culturally accepted entrepreneurial ventures, she came across one of the Hashoo Foundation funded honeybee farming projects. She completed the training and received three beehives, which with the passage of time multiplied through brooding and now she owns six boxes. The honey has been extracted three times after receiving the hives, cumulatively making a 50 kg. “The income generated through the sale of honey, though is meager, but somehow has helped to contribute the little it could to the education of my children”, she says. Since the business is in the initial stage, and she hopes that, she will have enough boxes to receive maximum production in near future, which would help her finance her kid’s unmet educational expenses”.

“Since we, the women of the village are mostly illiterate, hence are unable to go outside to earn through other means. It is the esteemed organization, that has empowered us through training and provision of boxes, for which each one of us owes a great deal of respect and therefore pay huge tribute to the organization.

Youth Development Centers

Program Results 2019



HH's Youth Development Program (YDP) provides safe and conducive learning environment to boarding individuals hailing from remote areas of Pakistan. The centers adopted a holistic framework to prepare boarders for future challenges through imparting. The centers provide boarders with the opportunities to participate in games, competition and prospects of networking and engagement with their peers.

Hashoo Hunar has existing 3 YDCs fully operational in GB, (YDC girls in Gilgit City and YDC Boys in Ghakuch, District Ghizer) and in Rawalpindi for boys. These centers provide safe and conducive learning environment to the boarders. The YDP, during the year 2019 continued to provide its services to the able and deserving students across Pakistan through the chain of its youth development centers.



Mirza Aslam Baig is the student of second year and is the resident of youth Development Centre Rawalpindi. He has reported to set a world record by achieving the 1st position in a 21 km category marathon race which was organized in Khunjrab Pass, that sits at an elevation of 4693 meters from the sea level. As per the press release, the world witnessed a momentous event, where in 154 athletes from 17 countries made history by performing at the world highest altitude marathon. It is worthwhile to mention that Aslam has also been representing YDC in many national events. For instance, he grabbed the third award in a marathon race recently organized by Serena hotel Islamabad in Margalla Hills.

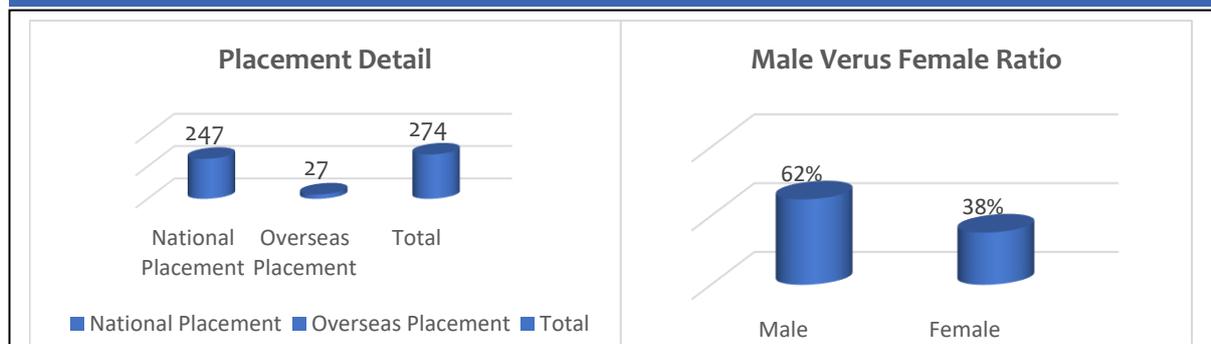
Job Placement Cells

Program Results 2019

Successfully placed 27 trainees abroad, and 247 individuals across Pakistan

Established Job Placement Cell (JPC) in Karachi and Peshawar.

A substantial increase in employer networking from 102 in 2018 to 380 in 2019.



The Job Placements cells are the key units of Hashoo Hunar operating to link and place the trained youth by various HHTCs with the employers. As outlined in the AWP document, the cell enhanced the job placement ratio through standardization of the JPC road map.

During the reporting year, the Job placement cell with the aim to broaden its scope of work and to meet the increasing employment demands, engaged with diverse employers from other parts of the country where JPC was earlier nonexistent. Subsequently, the HH has established JPCs in HHTC Lahore, Peshawar, Karachi, and Rawalpindi. The number of individuals trained under the skills development program were successfully linked with employers for employability and income generation ultimately. In the year 2019, a total of 274 (M:170, F:104) individuals were placed across Pakistan through the established Job placement Cells (JPCs). It is worth mentioning that, in addition to local placements, a substantial number of 27 (M:25, F: 2) have been given overseas employment in UAE, China, and Malaysia.

Total Trainees Placed/Employed locally and overseas

Trade Wise Placement Details during 2019

Project Name	Type of training	No of Trainees Placed/Employed
Bakery & Pastry	HMTTP	44
AOS	HMTTP	16
Basic House Keeping	HMTTP	17
ECD	ECD	41
F&B Services	HMTTP	35
FP&CA	HMTTP	49
Professional Cooking	HMTTP	19
ROS	HMTTP	26
		274 (International Placements Included)

Quality Assurance Program

Program Results 2019		
<p>Introduced the Psychometric test as a tool to ensure quality induction</p>	<p>Launched new program called Such Gup focusing on challenging myths & breaking boundries with HF knowledge series</p>	<p>Designed and developed Quality assurance framework, its tools and timelines</p>

Hashoo Hunar 'Quality Assurance' department supports in maintenance of a desired level of quality in training especially by means of attention to every stage of the process of delivery or production; in respect of provider-owned quality assurance. HH owned quality assurance program extends to specific areas including teaching, assessment, curriculum, learning environment, relevant human resources, and learner support services. The fundamental purpose is to ensure that students receive integrated, coherent learning experiences that contribute towards their personal, academic, and professional learning and development. The Key objective of QA, Curriculum & JPC department is to work closely with the program lead and training teams of all HH regions (Rawalpindi, Peshawar, Lahore, Karachi, Gilgit & Chitral) to ensure timely & smoothly execution of quality assurance activities.

Mandated to institutionalize the quality control and improvement in the training regime, the quality assurance team in the year 2019 designed, & developed HH Quality Assurance Framework. The purpose of the framework is to align the training quality at par with the existing standards. Incorporated in the frameworks are certain tools, techniques, and procedures, which have been devised to improve and ensure the quality, right from the induction, to training and finally placement of the pass out trainees. To this end, the team evaluated the existing protocols and identified gaps relating to quality control in the training regime. To help bridge the loopholes, certain steps were taken to streamline the process. Subsequently, the existing curriculum was updated and standardized according to available trades and market needs thorough endorsement from concerned authorities. Moreover, to keep pace with the changing needs, the curriculum has been updated and trainers have periodically been oriented on the revised curriculum. In addition to that, standard operating procedures were defined for the trainers, classrooms, and training centers. Besides, defined in the annual workplan, the team established a pool of qualified trainers through periodic assessment of the trainers and thereby arranging capacity development trainings according to the individual needs.



Business Development

Program Results 2019

Successfully secured 19 projects during the year.

Funding worth 370 million acquired for the organization through different projects

Forged sustainable partnerships with armed forces of Pakistan

The business development program of Hashoo Hunar is a unit devoted to bringing about business development, coordinate CSR initiatives, and advance sustainable partnerships with donors. The programs of Hashoo Hunar were leveraged through business development and partnerships in the year 2019. The business development enabled the programs to outreach and establish sustainable linkages within the industry. The team guided by the AWP 2019 reoriented its strategy and established linkages and partnerships with bilateral donors, multilateral companies, and government agencies through comprehensive donor engagement strategies. The team improved the resource mobilization capacity of the organization with the help of identification of relevant funding opportunities through market surveys and opportunity analysis thereby devising strategies accordingly and translating them into tangible results in the form of more partnerships and procurement of adequate funds. Moreover, the business development team broadened its partnership base and forged partnerships with the armed forces of Pakistan such as PAF and FC Quetta.

Resources

2019 Funding Received (PKR)



Skills For Success
PKR 2,996,242,5



PHILIP MOORE
INTERNATIONAL

PKR 1,276,723,93



PKR 51,130,311

