



TAF Foundation Vocational Training Institute Project Brief and Summary

ABOUT TAFF

TAF Foundation (TAF) began as the Abbassciy Family Foundation in the year 2010 and served as a charitable organization to the underprivileged. In 2015, the Abbassciy Foundation was restructured into a philanthropic organization focused on long-term development initiatives.

Renamed the TAF Foundation, TAF aligned its mandates to Education, Health, and Social Consciousness and now concentrates on sustainable programs which help to create upward social and economic mobility.

VOCATIONAL TRAINING INSTITUTE PROJECT BACKGROUND

TAF is currently engaged in developing a demand-led Vocational Training Institute (VTI) for underprivileged women. *The VTI is different to other VTI's in that it will secure placement for its graduates at premium salaries.*

TAF has identified an unmet need in the employment markets most typically occupied by women, thus the institution and related course curriculum is being built to address this gap. Courses in development are in fields deemed 'culturally-acceptable' vocations for women within particular socio-economic sectors. Essentially, this initiative is institutionalizing the domestic help industry in Pakistan.

Courses such as cooking/culinary management, housekeeping, elderly care, child care and other vocations are in high demand; yet a significant shortage of a qualified workforce exist to fill the same. Higher socio-economic sectors of PK address this gap this by importing domestic help from other countries (i.e., Philippines, Sri Lanka, Bangladesh, etc.). Whereas, if effectively trained and placed, skilled and trained Pakistani women should be able to fill this space in the Domestic Help Industry.

THE VTI PLAN

The three-tiered Vertical Partnership of the VTI is built around 1) recruitment, 2) training, 3) placement - TAF's objective is to not simply provide the training but to **ensure placement for graduates** through our horizontally integrated partner value-chain (*detail below*).

Our graduates are anticipated to be placed into employment with premium remuneration, i.e., PKR 20K – 30K (vs. current rate of PKR 12-15K), along with becoming contracted employees of respective households, with contracts managed by the VTI's Career Placement Center– essentially shifting the paradigm for domestic help in Pakistan.

The value of our VTI graduates is related to the Vertical Partnerships we are seeking for the *development* and *execution* of in-depth vocational courses. Horizontal Partnerships will be introduced for graduate job placement (*detail below*).

A Committee of Sponsoring Organizations (COSO) will include a member representative from each Sponsoring Organization. The COSO will be in place to ensure the integrity of the VTI standard with



regards to maintaining reputational value of the individual partners and the Institution. The brand value of the VTI, along with the quality of the graduate ensures their placement and salaries well above the market rate.

RECRUITMENT

VTI will work with urban-area women between the ages of 18 and 40. Through a well-defined process of sourcing and recruitment, women are being identified based on their existing skill sets, education and socio-economic background from cross section of townships in Karachi.

Partnerships are being established with organizations which have databases that can be recruited from, **Aurat Foundation, HANDS**, and others.

TRAINING

Below are anticipated VTI courses along with the names of confirmed or anticipated course sponsors/course developers:

i. Vocational Skills Training:

1. Domestic - **Zia-ul-Haq and Sons /COTHM-College of Tourism and Hotel Management**

- a. Cooking/Culinary Management
- b. Housekeeping

ii. Soft Skills Training:

1. Life Skills -

- a. Legal - Basic legal rights as a citizen, as a woman and in marriage – **HH Law**
- b. Financial Awareness – Savings and Current accounts account opening/ check writing/Investing/etc. - **Khushhali Micro Finance Bank**

The above vocational training is identified as Tier 1.

Tier 2 shall expand into non-domestic fields such as Rickshaw driving school and subsidized vehicle financing through financial partners. Baking, Beautician, and other fields will be introduced over the next tiers which will enable women to become entrepreneurs. Tier 2 is anticipated to include requisite entrepreneur training and home business courses.

PLACEMENT

The placement mechanism is also built around Horizontal Partnerships. Graduates names will be placed into databases subsequently provided only to major corporations and multinationals, i.e., **Unilever, GSK, Engro, Byco** etc. HR departments are able to provide their own employees access to the list as a part of company HR Work/Life Balance Initiatives.

Employees wishing to hire VTI graduates will contact the VTI placement center, be matched with the required skill sets and when finalized, the VTI placement center will maintain the employment contract between the employee VTI graduate and employer. This mechanism ensures the rights and



responsibilities of both parties and a means of recourse for domestic help - an aspect which is currently non-existent in today's domestic help sector in Pakistan.

Continued Learning Courses (CLC) at VTI every 3 months for graduate's are mandatory in order to retain active status of their certificates. The CLC requirement allows the VTI to track and maintain status updates of its graduates as well as ensure those graduates retain the standards of the VTI.

PROJECT STATUS

Vertical Partnerships required for course curriculums are being secured as the project takes on national momentum. Involvement of partners is pitched to corporates as an aspect of their own Corporate Governance CSR requirements which can subsequently be executed by TAFF. In addition to curriculum building, various Partners' CSR includes constructing classroom style kitchens, classroom home interior, and ensuring a safe and timely transportation mechanism for students.

This is the first of its kind initiative where reputable Corporates, Foundations, Law Firms, Banks etc. have aligned themselves to one single women's empowerment initiative which closes the gap between supply and demand in a non-institutionalized industry. The reputation of the program and its partners ensures sustainable employment for program graduates and continued success of students.

As the project gains attention, corporates and institutions from around Pakistan have identified it as an opportunity to partner with TAFF for, 'one of the most innovative integrated social development projects in the country'.

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