



iLearn Profile

PLAN 2014 – 2015

www.ilearnpakistan.org

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1. iLearn Glimpse



iLearn Pakistan was incorporated as a one of its kind charitable organization. We are proud to offer services as pragmatic education and training specialists.

iLearn was founded on the offering best practices and disciplines normally associated with legacy mainframe of Not –for-profit organization. We work in co-operation with local ministries, partners and the international donor community to stimulate economic growth and alleviate poverty in all disadvantaged areas of the Pakistan.

iLearn work is community-centered, focusing on projects that meet fundamental rights- such as education, sports and community development .

2. iLearn Priorities

2.1 Changing Youth changing Communities Project

The mission of changing youth changing communities' project is to use the power of youth to produce a sustainable network of young leaders and aspirants developing community solutions. Changing youth changing communities is a robust and strong project with a network of influential community youth at different levels in society, for example: teachers, students, government officials, policy leaders and community leaders.

The project will address global issues, such as global warming, climate change, disaster management, pollution, tolerant society which support local, national initiatives, particularly around international agreements (MDG's). This vision will be delivered through creative public/private partnerships.



What does it do?

Changing youth changing communities engages the power and creativity of youth and leaders in finding community issues and gives their networks and contacts a voice. It offers them opportunities to devise and implement projects that address the community issues and through them raise awareness. By facilitating mutual understanding and knowledge, developing shared engagement and trust and generating solutions through shared creativity, innovation and action, the project can make a positive difference to people's lives and influence decision-makers to take much-needed action on underlying community issues.

Objectives

1. To initiate long-term projects for the development of rural and urban youth
2. To bring together youth from diverse backgrounds and enable the exchange of ideas amongst them
3. Addressing issues facing the youth through group action

4. Empowering the youth by providing them with a platform to implement projects and facilitating their participation in the decision making process
5. To inculcate a creative and problem-solving attitude in the youth, equipping them with the skills required to deal with different issues

2.2 English for Learning Project

Pakistan and Afghanistan has a large youth population and high levels of youth unemployment; many young people do not possess the skills required for the knowledge economy; lack of competence in English is a significant area of concern. English is viewed by governments, educators and the corporate sector as a central component of economic development.

Learners from poorer backgrounds with no access to resources will have more opportunities to improve their language skills. Young people will improve their skills and cultural awareness and will mature into global citizens and to contribute, in life and work, to a global society and economy.

iLearn reach Head teachers, Teachers and Learners through both face-to-face training and encourage them to benefit from online courses and resources. We extend our influence with policy/decision-makers through policy dialogues and by working directly with education and other relevant ministries. We aim to reach millions more learners through digital and broadcast channels in the future.

3. Career Counseling

- Our career counseling team brings you the latest news and advice on visas, scholarships, applying for courses, choosing accommodation, learning English, immigration and much more around the Globe!
- Get a head start in your career with universities and colleges known as a world-leader in innovation with state-of-the-art facilities for students.
- iLearn gives you wide range of undergraduate and postgraduate courses on offer gives you great flexibility.

4. Transforming English Language

At iLearn center, we develop understanding of English grammar and pronunciation, and expand range of vocabulary. We teach adult students, 16 years of age and over, at a variety of levels, from Elementary to Advanced. General English courses are designed and build on each other, so students can start at the level best suited to their ability and need.

We encourage our students to use English in the classroom through pairing, group work, task-based activities and projects.

We also prepare students for IELTS, TOEIC and TOEFL. We are an official IELTS registered centre of British Council.

5. Communication and Messaging Strategy

- Relevant print and electronic media within each district are extensively used. . High profile events for acquiring further support from Local district and provincial Govt.
- Steadily increase wider visibility through publication and radio and TV broadcasts – notably radio and TV
- Creating web magazine, newsletters, Facebook page, Twitter, Linked in for mass audience.

6. Partnerships



iLearn team with Honourable Governor and Information Minister Balochistan



Meeting with US Consulate General Karachi

7. Performance Targets

The scale of iLearn work

From 2014 to 2015, we plan to increase the number of people, partners and donors we work with while maintaining quality and impact.

Who we work with

we target the following main groups to work with:

- Head Teachers , teachers and learners
- Youth , young community leaders, influencers
- Provisional ministries, district government , policy and decision makers
- International and local donor agencies
- Digital World – people participate through digital channels: social networks, websites

We aim to work through the above group to reach many more and maximize the impact we make.

8. Sustainability

Selected projects play a significant role in two major areas of Pakistan and Afghanistan i.e education and community development sectors. English and community development, each one brings great opportunities to build bridges and reach people, often in difficult environments and markets; show standing; and attract the interest, commitment, financial and project delivery support of partners, donors and ministries. We routinely partner in these areas for expertise and funding. We innovate new, inspiring ways of working and create more partnerships for sustainability.

9. Financial Plan

iLearn team spends and devotes time to research iLearn projects in support of international donor's priorities. We plan to seek seed-funding to support our projects for two years. For effective, meaningful and successful delivery of the project, following potential delivery/funding partners and stakeholders are identified.

These include:

- Federal/Provisional Governments
- International donor agencies

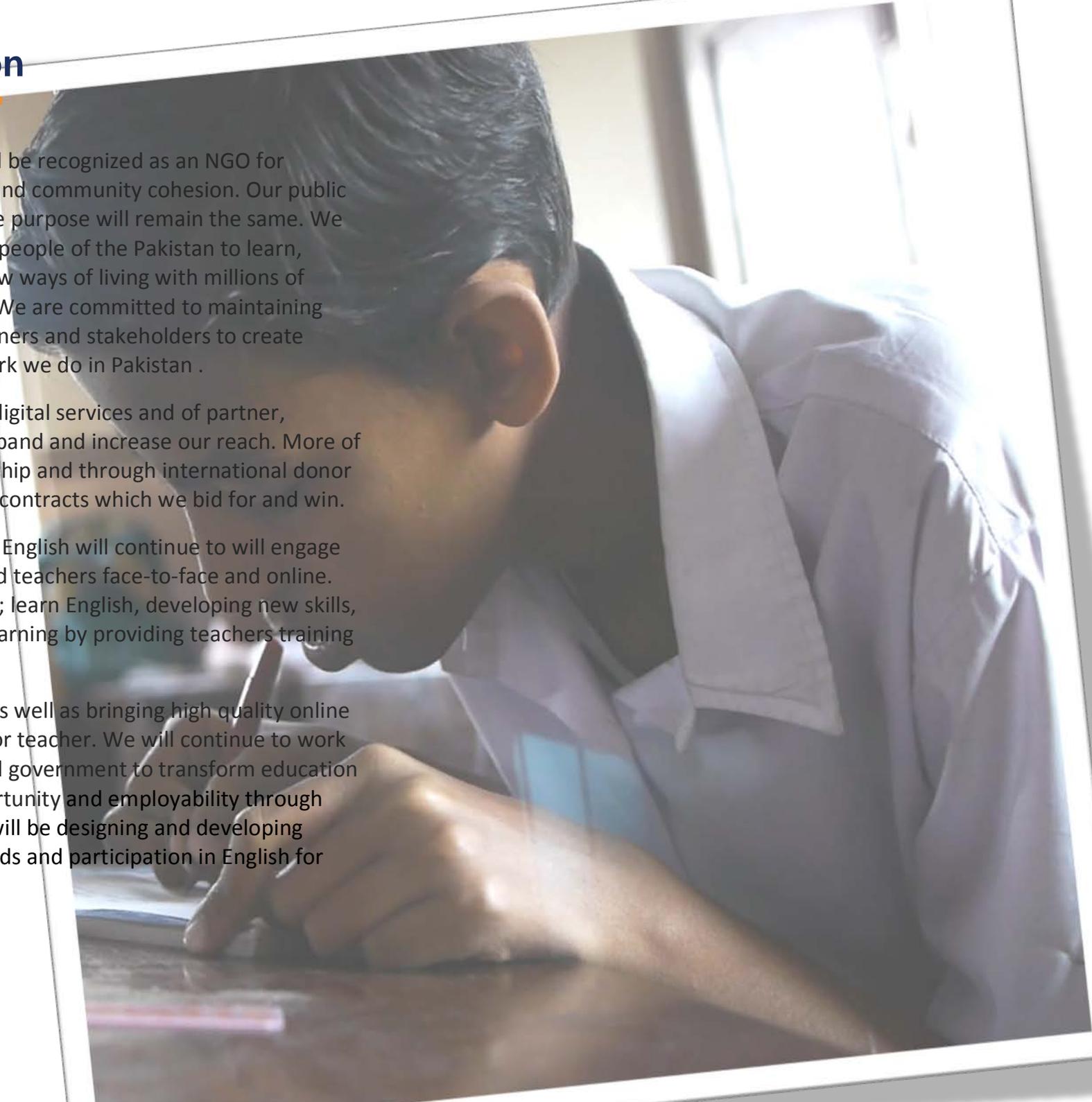
10. iLearn Vision

In 2015, iLearn Pakistan will be recognized as an NGO for educational opportunities and community cohesion. Our public service ethos and charitable purpose will remain the same. We will continue to enable the people of the Pakistan to learn, share, and succeed with new ways of living with millions of people, around the Globe. We are committed to maintaining our unique network of partners and stakeholders to create bigger, better impact of work we do in Pakistan .

We will make more use of digital services and of partner, government agencies to expand and increase our reach. More of our work will be in partnership and through international donor agencies and development contracts which we bid for and win.

At school level, our work in English will continue to will engage students, teachers and head teachers face-to-face and online. We will help our customers; learn English, developing new skills, experiencing new way of learning by providing teachers training at school level.

We will attract customers as well as bringing high quality online English services to learner or teacher. We will continue to work with local, state and federal government to transform education systems and increase opportunity and employability through English as a language. We will be designing and developing policy, professional standards and participation in English for learners and teachers.



11. Accomplish vision 2015

To accomplish iLearn English vision for 2014 we will:

- Prepare to invest to respond to the almost unlimited demand for English language at institutional level
- Maximize face-to-face trainings, events and exhibitions work to interact, engage and impact lives of millions in Pakistan and Afghanistan.
- Work with partners to establish digital resource centres for learners.
- Capitalize on quality digital and broadcast content which teaches English, inspires and educates, learners and teachers
- Create more partnership and through contracts with governments, donors, and foundations, for a much bigger, better and greater impact than it could achieve alone.

To accomplish iLearn community development vision for 2015 we will:

- Increase the international outlook, voice and leadership potential of young people and social actors, through youth and alumni networks enabling them to respond to global and local agendas and act as advocates to address community issues.
- Contribute to ensuring secure and stable societies in which young people can prosper, through governance reform and access to skills for employment and enterprise, meeting the needs of large young populations
- Expand iLearn partnership working for development, delivery and funding, including across the private, public sectors
- Increase impact in education and community by extending our digital working and by building relationships with existing and new partners to double our target reach.
- Help build new skills and more confidence through volunteering, training, coaching, mentoring and exchanges
- Arrange more youth policy, round tables and symposia, dialogues, social media networking.



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