

Support to Pakistan Carpet Manufacturers & Exporters Association (PCMEA) for establishing a Carpet Weaving Training Institute in Punjab



AT A GLANCE

→ Partners

Pakistan Carpet Manufacturer & Exporting Association (PCMEA), Carpet Training Institute (CTI), Provincial Labour Departments, Employers' Federation of Pakistan, Pakistan Workers' Federation, Punjab Vocational Training Council (PVTCT), Punjab Technical Education & Vocational Training Authority (TEVTA)

→ Donors

Pakistan Carpet Manufacturers & Exporters Association (PCMEA)

→ Duration

July 2014 to June 2015

→ Target beneficiaries

Carpet weavers, Employers' and Workers' organisations, Provincial Government

→ Geographical focus

Punjab Province



PROJECT OBJECTIVES

Handmade carpet manufacturing is the largest cottage industry in the rural areas of Pakistan. During the peak time of 2007-08 the industry generated around US\$300 million in export revenue and provided employment for about 400,000 people, supporting the livelihoods of 2 million rural people. However subsequently exports plummeted to US\$120 million and half the workforce were laid off, as a result of out-of-date skills and a lack of creative designs.

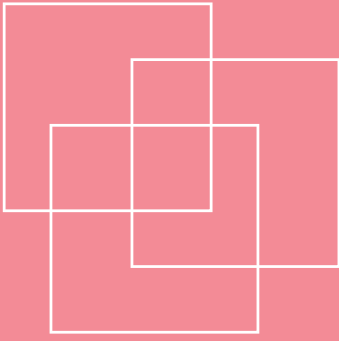
In face of this challenge the Pakistan Carpet Manufacturer & Exporting Association (PCMEA) requested the ILO to provide technical assistance for the establishment of a Carpet Weaving Training Institute in Punjab Province to introduce the workers new skills and designs, so they can reclaim their position in the international market.

The cooperation between PCMEA and the ILO is based on their successful partnership built during a previous project to combat child labour in the carpet industry. That project not only put children back to school but also provided financial support to their families.

The main objective of this project is to support PCMEA in establishing an industry-led, sustainable, competency-based training institute for young women and men, especially those from vulnerable communities. A two-pronged strategy will be used to meet the objectives:

- The implementation of a "Training Needs Assessment" study.
- The design of a framework, using a consultative process, for the establishment of a training institute for PCMEA.





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MAIN ACTIVITIES

- Conducting a demand assessment based on available literature, statistics and administrative records.
- Analyzing the advantages and drawbacks of similar training programmes in existing institutions.
- Recognizing partners and relevant stakeholders for the establishment and sustainability of the institute.
- Identifying different interest levels among employers, government and other important stakeholders.
- Identifying important internal and external factors affecting the institute's sustainability.
- Developing a feasible strategy for establishing the training institute.
- Conducting a tentative cost estimate for the establishment of the training institute and identifying associated, foreseeable opportunities and risks.

PROJECT OUTCOMES

- Setting up a supervisory and implementing mechanism for the establishment of the institute.
- Selecting training courses to be presented at the training institute.
- Preparing “competency-based” training standards and curriculum.
- Hiring and training the instructors.
- Conducting training for the carpet workers.
- Providing equal training opportunities for both women and men.
- Forging a close link with industries and government bodies (such as the Ministry of Textile Industries) to ensure the smooth transition of trainees into employment.
- Establishing collaboration with existing training institutions in Punjab, including the Punjab Technical Education and Vocational Training Authority (TEVTA) and the Punjab Vocational Training Council (PVTC).

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