

Training Of Trainers: A real Ice Breaker!

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The logistics industry in Pakistan is on an off-the-cuff progress even after more than sixty years of independence. Being the future trade corridor for South Asian countries, the need to promote proper freight training and education to private sectors, remains unfulfilled.

Training and education of the entrepreneurs in the field of freight forwarding was felt necessary and for this purpose Pakistan International Freight Forwarding Association (PIFFA) decided to upgrade the level of training courses available to them by thus joining hands with FIATA to bring forward a specially designed course for young entrepreneurs in order to train them to bring about a change in the field of local freight forwarding and to help them into challenging global hallmarks.

To serve this purpose the first TOT Program was initiated half a decade back, keeping in view the requirements of freight forwarding industry in order to educate and train the young entrepreneurs so to make them future trainers of this industry.

The first ever training course titled "Training of Trainers" or TOT Program was held in Karachi in December 2006, training at least some 27 new resource personnel from different companies. This activity turned lucrative and the Karachi faculty is now conducting 8th batch of PIFFA-FIATA Diploma Course.

The second TOT course was conducted recently in Lahore from February 21st, 2011 stretching up to 14 days with the courtesy of UNCTAD, PIFFA and FIATA aiming to train 28 more resource persons via live and short video presentations, lectures and orientations regarding land, air and sea freight, insurance of freight and worldwide cargo ports.

The TOT Program was aimed at preparing the trainers to self-design the different modules of FIATA diploma course by delivering information on freight forwarding and introducing instructional, evaluative and assessment methods and making the trainee familiar with the learning process all the while understanding the theories related to human learning and needs.

The participants of TOT Program were required to

give 15 minute presentations on different topic of interest with an objective to bring forth their self-esteem and to make them speak fluently before the bystanders or members of audience while conducting presentation. Besides this demo, there was a theoretical paper along with an MCQ's section by the end of the course as a Final Assessment.

The quality of the TOT course was remarkable in the sense that a relaxing and friendly environment was provided for the trainees and active participation by the learners was ensured by the course conductors. Lethargy was beaten off by insertion of wisecracks or humorous quips along with occasional tea breaks in between the ongoing session. It was a back to school experience for resource personnel without fear of homework or glaring looks of teacher.

The TOT Program ended with a dinner hosted by local freight forwarders at Avari Hotel where industry people including the local freight forwarders, representatives from Railway, Airline and Customs, were present.

Chairman PIFFA, Mr. Moin Malik, FIATA Vice President, Mr Babar Bedaat, Mr Jan Hoffman, Dr Muhammad Saeed , Mr Marcus Schoeni, Mr Nadeem Khan and Mr Touqir Lodhi distributed the certificates among the participants. All in all, it was an outstanding experience for all the participants.

I would like to shed light over the extra ordinary training skills showed by the Mr. Thomas Sim, the legendary global logistics Guru, who did a tremendous job in delivering the training sessions with all his zeal and uphill struggle. He left an everlasting impression in the minds of young trainers. Special thanks to Mr. Jan Hoffman, Dr. Muhammad Saeed and Mr. Vincent Valentine from UNCTAD and Mr. Marcus Schoeni from FIATA for their presentations and lectures during the course.

This TOT course was significant enough to train 28 professionals with a perspective to train more professionals to come, in an upcoming 240 hour diploma course corroborated from FIATA, in Lahore Northern region. The Chairman ABVT- FIATA, Mr. Thomas Sim left with an impression of a well organized, responsive and some of the best participants out of many, with whom he conducted this course with. As it aptly turned out, TOT Program in Lahore proved a real ice breaker in the arena of promoting education in freight forwarding of foreign standard, at home ground.