



SAME PASSION
NEW LOOK

NEWSLETTER
Skilled
3RD EDITION | OCT-DEC '17

A large graphic on a dark blue background. It features a staircase of white 3D blocks ascending from the bottom left towards the top right. A large yellow sun is positioned behind the top block of the staircase. Below the staircase, the letters 'PSDF' are rendered in large, white, 3D block letters.

PSDF

Punjab Skills Development Fund, 21-A, H Block, Dr. Mateen Fatima Road, Gulberg II, Lahore, Pakistan.
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Skills For Success



CEO's MESSAGE

Skills education for income generation is at the heart of all PSDF work. It is our core belief that skills training without visible linkages to income generation pathways is a job half done. However, we cannot underestimate the complexity of completing the job: linking TVET graduates to the right and sustainable income generation opportunities. At PSDF, colleagues continue to work tirelessly to develop, test, and deploy different solutions to address this complexity.

Firstly, all Training Service Providers (TSPs) are making commitments to link a portion of their graduates to income generation opportunities. To ensure these commitments are honored, PSDF has linked a significant portion of training payments to validation of commitments. The move is gradually beginning to pay-off, as the needle on results-to-commitment ratio is moving up. Secondly, industry engagement at PSDF with all aspects of training-to-income generation value chain has moved away from the MOUs zone and has become a reality. Over 100 large and medium sized businesses are engaged in curriculum development, direct training, assessments, delivering employment and in some cases, making financial contributions to training. Thirdly, a lack of formal placement services in the skills space is compounding the employment outcome challenge. PSDF recognised the importance of linking skilled graduates to employment opportunities and contracted its first Placement Service Provider (PSP) in the two largest cities of Punjab. It will continue to catalyse the expansion of PSPs across Punjab so they can provide support services to all TVET graduates.

This is just a glimpse into some of the many initiatives undertaken by PSDF to ensure that the funding, whether from the Government or donors, is wisely spent and the return on skills investment can be maximised.

Jawad Khan



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ABOUT US

Punjab Skills Development Fund (PSDF) is a not-for-profit funded by:

- Government of Punjab
- Department for International Development (DFID)
- The World Bank

DEDICATED
\$200 MILLION
FOR SKILLS
DEVELOPMENT

OPERATIONAL
IN ALL
36 DISTRICTS
OF PUNJAB

250,000+
TRAINEES SO
FAR IN
250 TRADES,
OUT OF
WHICH
96,000+
ARE WOMEN
TRAINEES

TARGET BENEFICIARIES

- **Poor & Vulnerable** Youth of Punjab
- **18-29** Years of Age
- **Primary – Inter** (Education)
- Benazir Income Support Programme **Score Less than 40**

OUR PARTNERS

- **Industry** (Employers)
- **Formal Training Institutes**
- **Community-based Organisations**

INDUSTRY – TRADES

Supporting Training in **250+ Trades**

To name a few:

- **Textile** - Industrial Stitching Operator, Quality Control in Garments, Fashion Designing
- **Hospitality** - Chef, Waiter, Reception Operations, Food & Beverage
- **Construction** - Civil Surveyor, Quantity Surveyor, Earth Moving Machine Operator
- **IT** - Graphic Designing, Computer Hardware and Network Technician
- **Engineering and Automobile** - Industrial Welder, Industrial Electrician, Painter
- **Agriculture and Livestock** - Tunnel Farming, Farm Management, Citrus Processing



WHAT THE FUTURE HOLDS FOR PSDF

- To Train **400,000** Employable Youth by **2021**
- **No restriction** on Trades and Sector
- Focus on **40%** Women Training and Employment

Upcoming Industry Schemes:

- **Industrial Training Program (ITP) 2019**

Upcoming Institution Schemes

- **Punjab Skills Development Programme 2018**



HOW CAN PSDF HELP YOU

Providing:

- **Employable Youth** (Database of Already Trained Professionals)
- **Fully Funded Demand Driven Training Programme**
- **Training Resources** (Linkage to Institutes)
- **Attraction for Trainees** (Stipend, Uniform, Bags, Books)



HOW TO WORK WITH US

- Business With:
 - NTN/FTN
 - Proof of Financial Health
 - Proof of Legal Status
- Guarantee of 50% Employment

Partnerships

If the need is immediate, then work with us right away...

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PUNJAB SKILLS DEVELOPMENT FUND (PSDF) LAUNCHES **SKILLS ACTIVATION CAMPAIGN** IN PUNJAB

Punjab Skills Development Fund (PSDF) has successfully launched phase one of a Skills Activation Campaign (pilot-run) in collaboration with the School Education Department (SED), to reach out to students in the Higher Secondary Schools.

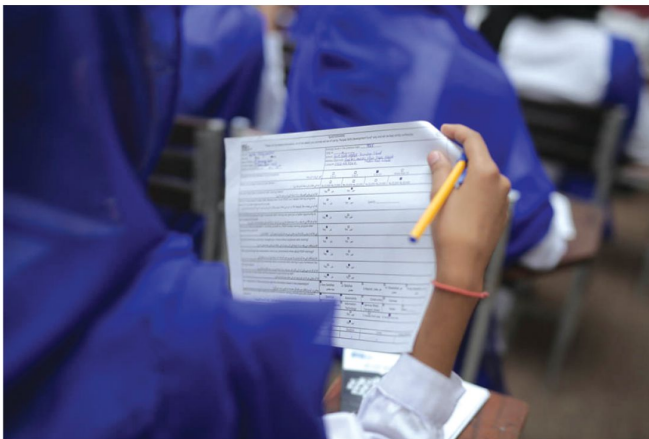
The launch ceremony of the campaign was held at Government Girls Higher Secondary School (GGHSS), Allama Iqbal Town (Umar Block), Lahore. The Minister of Education, Mr. Rana Mashhood Ahmed Khan inaugurated the campaign as the Chief Guest.

While addressing at the ceremony, Mr. Rana Mashhood said, "Successful nations pay great attention and importance to technical & vocational skills education. The Chief Minister of Punjab, Mian Muhammad Shahbaz Sharif is also passionate about creating opportunities for our youth to attain quality education as well as technical & vocational skills. I congratulate PSDF for taking the Chief Minister's vision and mission forward."

During the pilot phase, the campaign will be launched in five districts of Punjab; including Lahore, Gujranwala, Sargodha, Rawalpindi and Multan and will cover 50 higher secondary schools. The objective of this campaign is to introduce the benefits of technical & vocational training and linkages to promising

formal and self-employment opportunities at the right time. This campaign for Skills Activation is the first step towards sensitising our youth about the benefits of vocational training.





FACEBOOK AT WORK LAUNCH AT PSDF HIGHLIGHTS

The Information Technology (IT) team at PSDF in collaboration with the Marketing & Communications (M&C) team recently launched Facebook At Work as a medium for internal communications. By encouraging the team to share their thoughts and highlights from life at work, the hope is to bring the team closer as one team – a core value at PSDF.







RISOR

ORGANISATION-WIDE LEARNING INTERVENTION



At PSDF, our values lie at the heart of our business strategy. To ensure that the employees at PSDF embody these values during their day-to-day interaction with our stakeholders, the Human Resources (HR) Team hosted a two-day organisation-wide learning intervention on values and culture. The workshop was titled, RISOR – an acronym that represents each one of PSDF’s five values.

Conducted by Schuitema Pakistan, the two-day workshop was a great opportunity for the PSDF team to connect through team building exercises, thought-provoking role play and other learning activities.





SUCCESS STORIES MAKING A DIFFERENCE



Finding your true calling...

Waqas Ahmed, Gujjar Khan

As a child, Waqas had difficulty concentrating in school and eventually got dropped out. He would take up odd jobs to make ends meet, until his uncle – who was an electrician – took him under his wing. **“I learnt the basics from my uncle but always felt there was a gap in my understanding. This often hindered me from taking up jobs that paid more.”** shared Waqas.

His uncle then advised him to take up formal learning for his own betterment. Waqas learned about the free courses being offered by PSDF from his friends and enrolled himself in an electrician’s course.

“Attending this course was the best decision of my life, as I soon found a job and moved to Islamabad. The course also filled in the gap that I always felt – I am now qualified enough to even work with appliances.” expressed Waqas.

Waqas is currently employed full-time at Best Price Store – a leading departmental store in Islamabad, where he looks after the electrical work for the entire building.

A person in her own right...

Rashida Bibi, Faizabad

A resident of an extremely impoverished settlement of Faizabad, located on the outskirts of Bahawalpur, Rashida Bibi is the first woman amongst her community to set-up an independent business. Before her venture, Singhar Beauty Parlour, women in her community often had to travel to the main city, where the prices for beauty services are quite high.

Rashida’s husband works as a chemist at a local drug store but living in a joint family system, they were unable to meet the expenses. Rashida knew that if this kept up, she wouldn’t be able to send her son to school. Thinking of her son’s future, Rashida enrolled herself at Al-Kausar Welfare Organisation, where PSDF was offering a six-months beautician’s course, free of cost.

Today, Rashida is seen as a role model by many young girls in her community. Other than running her business, she also gives classes in self-grooming and finds joy in encouraging other women to become contributing members of their household.

“It was a wholesome learning experience. During the course, I learned the latest make-up techniques and skin care methods. Completing the course gave me the confidence to start my own business.” shared Rashida.



Where there's a will, there's a way...

Aqsa Shaukat, Bahawalpur

Being the eldest at home, Aqsa was determined to guarantee a reasonable living standard for her family.

"Due to lack of resources I couldn't continue my studies after matriculation. I am the eldest at home, so I decided to look for a job to support my father and provide for my siblings. But nobody wants to hire a simple matriculate." shared Aqsa.

During her tiresome job search, Aqsa came across an ad by the College of Tourism and Hotel Management (COTHM), which was offering free of cost courses in the hospitality sector, under the PSDF banner. She applied for a course in Food & Beverage Management immediately. After completing the course, Aqsa managed to secure a job at Pizza Hut as a front-of-house (FOH) member of the staff.

Aqsa has now continued with her studies and applied for a course in Restaurant Management at COTHM. Her story is a perfect example of the phrase – where there's a will, there's a way – as she is successfully juggling her career and studies while also focusing on her self-development.

"I feel very motivated in life now and hope to excel in my career with each new step." shared Aqsa.



Light at the end of the tunnel...

Mohammad Awais, Chakwal

Awais' life took a catastrophic turn following a terrible road accident, which disfigured his face and required him to undergo an intensive heart surgery.

"After the heart surgery, the doctors recommended bed rest for a whole year to reduce the swelling on my face. During this time, I lost my job, where I was working as a lab technician." shared Awais.

Upon recovering, Awais came to Islamabad where he tried to look for a job but due to the long break in his career he was unable to find anything suitable. His brother informed him about the free courses being offered at the Isra University, Islamabad - under the PSDF banner. Awais soon enrolled himself in the Optic Fiber Technician course.

After completing a six-months specialised course in the optic fiber technology, Awais is now employed at one of the main exchanges of PTCL in Islamabad. ***"Optic fiber is the technology of the future and I am positive that attending this course will benefit me a great deal in the coming years."*** said Awais.

MEET OUR TEAM MEMBERS



Muhammad Rizwan Akhtar
Associate (Procurement)

When you are inspired by a great purpose, an extraordinary project, all your thoughts break their bounds. The idea that my work has a profound impact on the lives of common people and helps them build a better life has inspired me to do my best. I am a member of the procurement team who works far beyond the traditional belief that procurement's primary role is to obtain goods and services. Knowing the fact that every penny saved through effective procurement has a deep effect on shaping the future of our youth makes me work even harder to bring that change.



Muhammad Adil Hassan
Associate (Information Technology)

PSDF gave me a great opportunity to be in contact with people from diverse backgrounds; interact with them, learn from them and help them through my organisation. It is because of this vast experience that I have developed my skills and improved myself as a person. Each day at work I feel like putting in my best effort to make some difference in the lives of others.



Sadia Afzal
HR Partner and Rewards (Human Resource)

My eight-months journey with PSDF has been quite challenging and interesting to say the least. Although I was hired for Rewards and HRIS, I got the exposure of Organisational Development and Learning as well. PSDF is the kind of place where no two days are similar and one gets to learn new things every single day. PSDF team is diverse and eclectic and the value-driven culture is a great reminder every day to walk the talk. There is no power distance in PSDF. In my opinion, PSDF is a warm and welcoming place for young professionals. I am hoping to leave my mark and legacy during my tenure at PSDF.