



# PSDF

A SUCCESS STORY OF  
PUBLIC-PRIVATE  
PARTNERSHIP

ENTREPRENEURSHIP ON  
WHEELS  
MY RIDE MY PRIDE

Skills For Success

# PSDF PURPOSE

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We **shape** the future well-being of our **poor and vulnerable youth** by giving them **access to skills training** of the **highest standard** so they can find **sustainable employment** and **income generating opportunities** in **Pakistan and beyond.**



# PAKISTAN YOUTH LANDSCAPE

210M

TOTAL POPULATION



65M

POPULATION  
BETWEEN 16 & 29 YRS

36%



2M

ENTERING WORK FORCE  
EVERY YEAR

## YOUTH EDUCATION ATTAINMENT LEVELS

PRIMARY

60%

SECONDARY

28%

TERTIARY

12%



60%  
IN UNSTABLE OR  
LOW PAID JOBS



35%  
UNPAID  
JOBS

# PAKISTAN DIGITAL LANDSCAPE



**210M**  
TOTAL POPULATION

**RURAL**  
60%

**URBAN**  
40%

## DIGITAL

**64M**  
INTERNET USERS

**31%**  
INTERNET PENETRATION

## MOBILE / TABLET

**60M**  
SMARTPHONE SUBSCRIBERS

**154M**  
MOBILE SUBSCRIBERS

## SOCIAL

 **37M**

 **3.1M**

 **6.3M**

 **1.8M**

 **38M**

**1 in 2**  
PEOPLE HAVE  
USED THE  
INTERNET IN  
URBAN PAKISTAN

**62M**  
3G + 4G USERS

**67%**  
ACTIVE INTERNET  
USERS  
USE SMARTPHONE  
AS THEIR PRIMARY  
ACCESS DEVICE

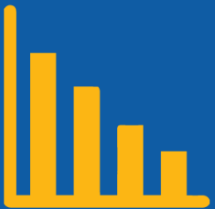
# DEFINING THE PROBLEM

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1.5-2M

Every year, a large number of youth is entering the workforce



3-4%

Pakistan economy is growing at 3-4% per annum which is not fast enough to create jobs for the entire youth workforce

Service industry is increasingly becoming more attractive for young people than the traditional manufacturing sectors

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No formal programs that support identification of entrepreneurs

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No access to finance and market linkage networks

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No orientation on how to leverage technology to unlock new avenues

# PSDF PROBLEM SOLVING APPROACH

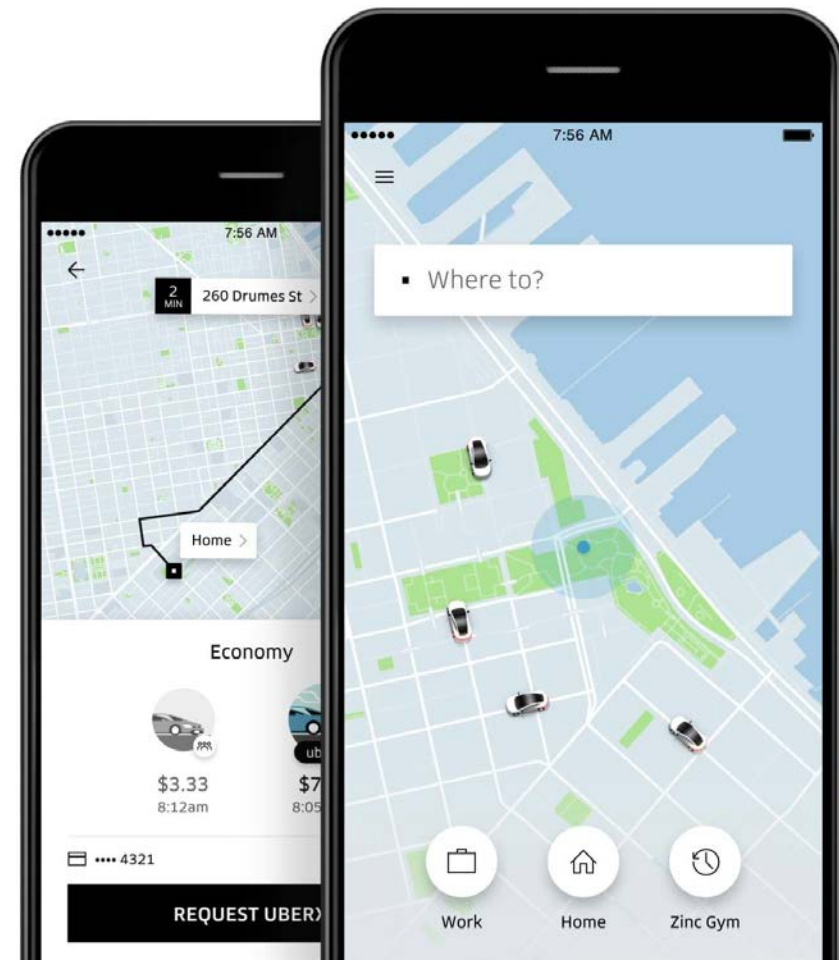
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LEVERAGE YOUTH'S  
SAVVINESS WITH  
TECHNOLOGY TO  
UNLOCK INCOME  
GENERATION  
OPPORTUNITIES:

ENTERPRENUERSHIP  
ON WHEELS



Uber



# SCHEME OBJECTIVE

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ECOSYSTEM  
APPROACH TO  
ADDRESS  
ENTREPRENEURSHIP  
IN PARTNERSHIP  
WITH UBER AND  
APNA BANK TO  
PROVIDE MARKET  
LINKAGES AND  
ACCESS TO FINANCE





# GEOGRAPHIC FOCUS

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**LAHORE**  
**TARGETING: 11M**



**FAISALABAD**  
**TARGETING: 7M**



# SCHEME OVERVIEW

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PILOT SCHEME  
TARGET  
**1,000**



## Classroom Training (2 Weeks)

- Classroom training on road ethics, anti-harassment, road signs



## Practical Training (6 Weeks)

- Driving skills
- Basic mechanical skills



## Market Linkages (6 Weeks)

- Provision of microfinance
- Join Uber platform

A man with a beard, wearing a white kurta, stands next to a blue bus. The bus has a decorative roof with colorful patterns and a red sign on the windshield. The background shows a residential area with brick buildings and trees.

PSDF SUCCESSFULLY  
NEGOTIATED CUSTOMIZED  
FINANCIAL LOANS FOR ITS  
GRADUATES WITH  
MINIMUM UPFRONT  
AMOUNT AND  
AFFORDABLE MONTHLY  
PAYMENTS

# ACHIEVEMENTS & RESULTS

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92% Resources

Successfully completed training



100% Graduates

Received their drivers license



78% Trainees

Successfully on boarded to Uber



60%

Microfinance uptake



160%

RETURN ON  
SKILLS  
INVESTMENT

# HEAR FROM THE GRADUATES



“  
**THANK  
YOU**  
”

