



# PSDF

A SUCCESS STORY OF  
PUBLIC-PRIVATE  
PARTNERSHIP

FROM FAMILY BURDEN  
TO BREAD EARNER:  
SKILLS FOR MARKET  
LINKAGES (SFML)

# 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

# DEFINING THE PROBLEM

PAKISTAN HAS ONE OF THE LOWEST WOMEN LABOUR FORCE PARTICIPATION RATE IN THE REGION



95M  
OF THE POPULATION  
IS WOMEN (48%)



WOMEN  
REPRESENTATION  
IN THE LABOUR FORCE

WOMEN LABOUR FORCE PARTICIPATION RATE OF OTHER COUNTRIES IN THE REGION

INDIA

24%

BANGLADESH

29%

SRI LANKA

34%

MALAYSIA

38%

INDONESIA

38%

# PSDF PROBLEM SOLVING APPROACH



FOR SELF EMPLOYMENT IN RURAL COMMUNITIES

SKILLS FOR  
MARKET LINKAGES  
(SFML)



# SFML OBJECTIVES

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Provision of demand-driven trainings to rural women in the garment sector

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Engage specialised community-based training providers

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Training program includes training in core technical skills, business skills and project work

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Establish market linkages with product buyers

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Provision of micro-finance for establishing new businesses

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Train in business skills to empower women to become entrepreneurs

# GEOGRAPHIC FOCUS

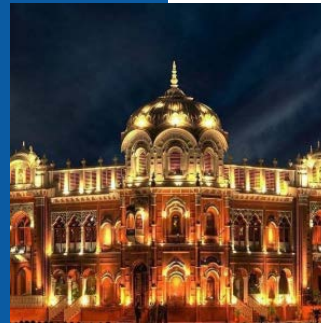
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## LAHORE DIVISION

**TARGETING: 8M**

Sheikhupura, Nankana Sahib,  
Kasur



## BAHAWALPUR DIVISION

**TARGETING: 5M**

Bahawalpur, Lodhran



## MULTAN DIVISION

**TARGETING: 14M**

Multan, Khenewal, Dera Ghazi  
Khan, Muzaffargarh

# ABOUT THE SCHEME

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PSDF engages with specialised community-based training providers for the provision of skills to females in three different trades



**Commercial Tailoring**



**Hand Embroidery**



**Adda Work**



# SCHEME OVERVIEW

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PILOT SCHEME TARGET  
**3,440 Trainees**



START OF TRAINING  
**March 2018**

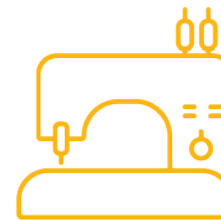


SCHEME DURATION  
**1 Year**



## Classroom Training (4 Months)

- Classroom training on core skills



## Hands-on Training (2 Months)

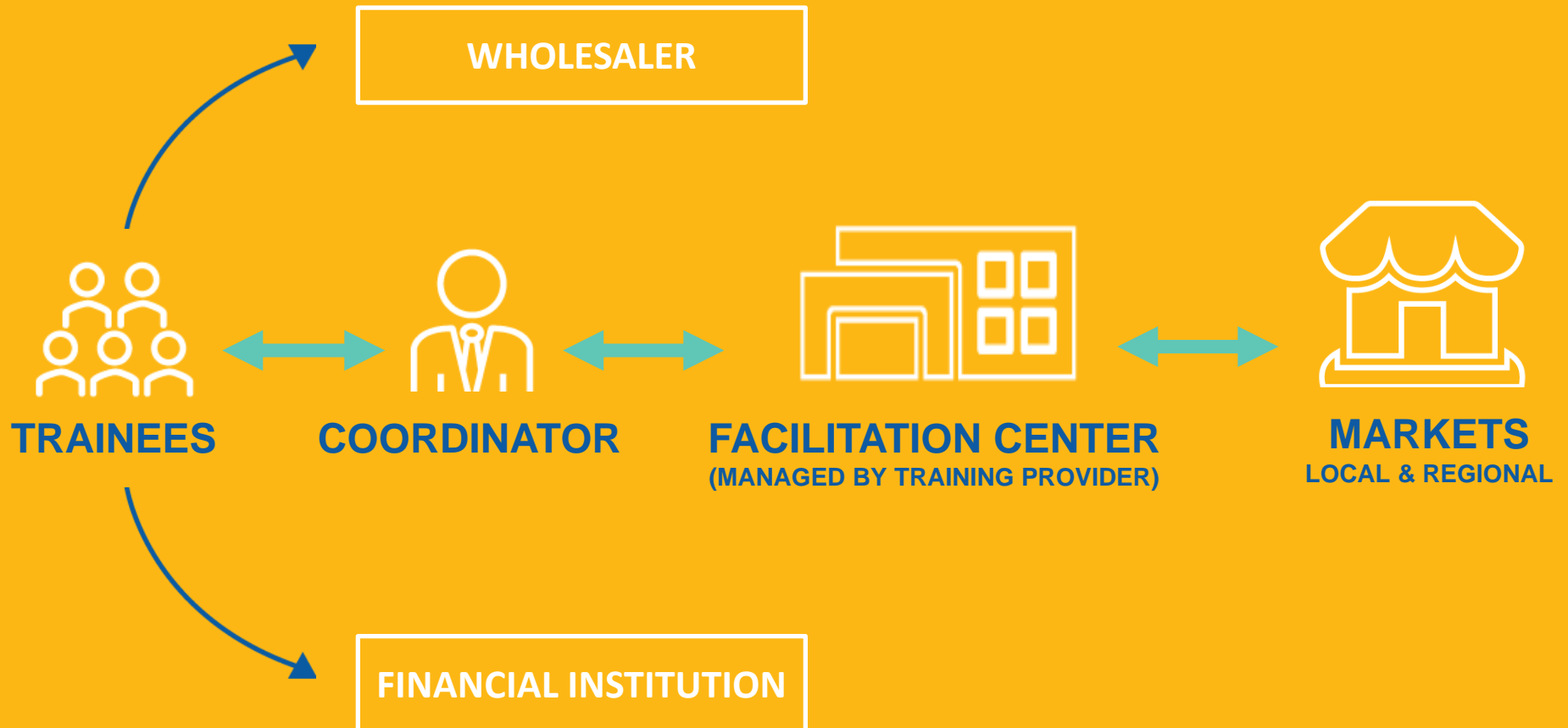
- Catalogue preparation
- Business development
- Marketing & entrepreneurial skills training



## Market Linkages (6 Months)

- Assignment completion based upon market demand

# SCHEME ECOSYSTEM



# CONTRACTUAL TRAINEE SPREAD

TOTAL  
CONTRACTUAL  
TRAINEES  
3,440



TOTAL CONTRACTUAL  
TRAINEES IN  
HAND EMBROIDERY  
1,025

TOTAL CONTRACTUAL  
TRAINEES IN  
ADDA WORK  
1,055

TOTAL CONTRACTUAL  
TRAINEES IN  
COMMERCIAL TAILORING  
1,360

# ACHIEVEMENTS & RESULTS

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80% out of 3,440

Women will enter the sustainability phase



PKR 6,500/Month (USD 48)

Average income commitment



+150,000

Orders completed by trainees in the  
6 months market linkage period

# WITNESS THE LIFE CHANGING STORY OF RUBEENA – SFML GRADUATE



“  
THANK  
YOU  
”

