



PSDF

A SUCCESS STORY OF
PUBLIC-PRIVATE
PARTNERSHIP

TRAINING FOR
INTERNATIONAL
PLACEMENTS

PAKISTAN: YOUTH LANDSCAPE



210M

TOTAL POPULATION



65M

36%

POPULATION
BETWEEN 16 & 29 YRS



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

PSDF PURPOSE

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.**



RATIONALE FOR SETTING UP A SKILLS DEVELOPMENT FUND

DFID and Government of Punjab collaborated to set up the largest skills fund in Pakistan in 2010.

PSDF exclusively manages World Bank's skills related funding



PSDF OBJECTIVES

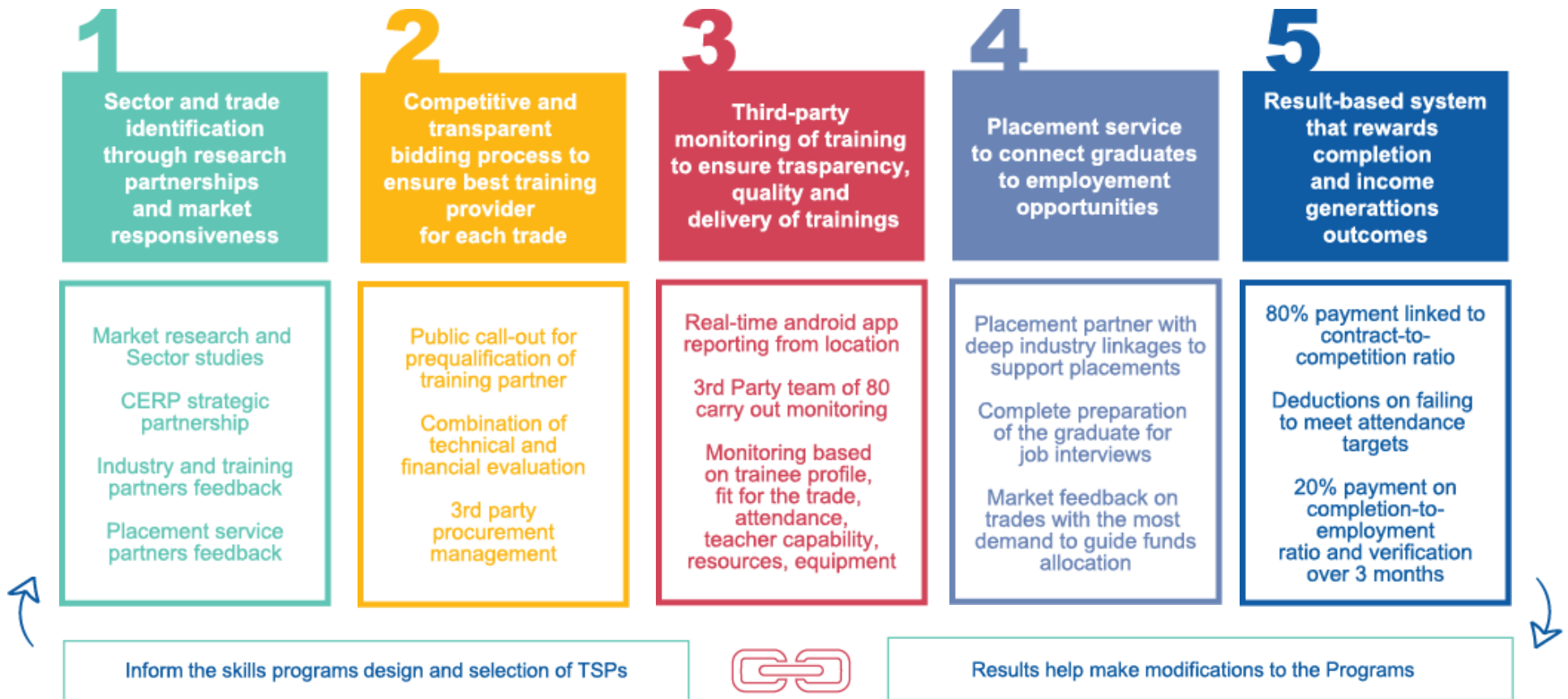
Reduce the cost of training by employing the most efficient training providers

Make skills training equally accessible to the youth from rural and urban areas

Engage industry to ensure the trainings are market relevant and demand driven.

Deliver these objectives through an organization that can run efficiently

PSDF OPERATING MODEL



PSDF IMPACT



300,000

GRADUATES FUNDED
IN 250 TRADES
ACROSS 8 SECTORS



PKR 20 BN

ANNUAL
INCOME
GENERATED



40%

OF THE GRADUATES
ARE WOMEN



65%

ENGAGED IN
INCOME
GENERATION

PSDF TRAINING ECOSYSTEM



450+

PRIVATE SECTOR
TRAINING PROVIDERS



97%

OF THE TRAINING SERVICE
PROVIDERS IN THE ECOSYSTEM ARE
FROM THE PRIVATE SECTOR



PSDF HAS

150 Employers

TRAINING YOUTH IN MARKET
RELEVANT TRADES



PSDF TRAINS IN

2,400 Locations

ACROSS RURAL, SEMI URBAN AND
URBAN PUNJAB



4000+

NEW PRIVATE SECTOR
JOBS CREATED



PKR 1 BN

ANNUAL INCOME GENERATED BY
PEOPLE ENGAGED IN TRAINING
FOR PSDF

CURRENTLY
SERVING

Rotana

ATLANTIS
THE PALM, DUBAI

One&Only
RESORTS



BENEFITS OF PARTNERING WITH PSDF

PSDF will mobilize candidates in line with Employer requirements

PSDF will train the candidates with high quality training providers

PSDF will arrange for meeting overseas employment services requirements

PSDF pays entire cost associated with training



- Training Cost savings
- Recruitment Cost saving up to 50%



Access to a pool of workforce trained according to the Employers' requirements



Third-party quality assurance of trainings is PSDF responsibility

INTERNATIONAL PARTNERSHIP MODEL



1
Need
Identification
of Partner

2
Mobilization
campaign to attract
candidates

3
Initial screening of
Trainees by PSDF

4
Assessment and in-
person screening for
aptitude and soft
skills by PSDF

5
Final pre-training
screening by
international partner

6
Third Party Private
Training Partner to
provide technical
training

7
On-the-job training
with leading 4 & 5
star hotels

8
PSDF appointed Overseas
Employment Promoter to arrange
all local pre-departure activities
including passport, travel
permissions, medical etc

9
Trained manpower
handed over to the
international
partner

ROTANA & PSDF CASE STUDY

Rotana

COMPETENCY FRAMEWORK FOR ROTANA



**SERVICE
FOCUS**



**INCLUSIVENESS
& TEAMWORK**



**STEWARDSHIP &
RESOURCES
MANAGEMENT**



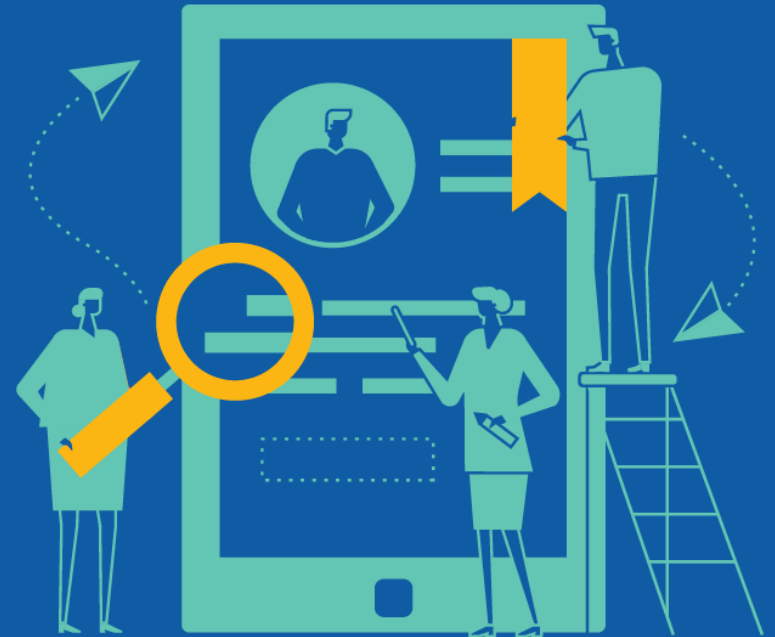
**SELF
MANAGEMENT**



**COMMUNICATION
EFFECTIVENESS**

ASSESSMENT CENTER EXECUTION BY PSDF

- 2,000+ resumes were screened by PSDF
- More than 1000+ candidates were shortlisted for next round
- 800 candidates underwent In-person assessments conducted by PSDF



ROTANA TEAM VISITS LAHORE

- Head of Corporate HR and General Manager of the Rotana in the Kingdom of Saudi Arabia visited for two days
- 170 candidates were assessed by the Rotana team across two assessment centers
 - ✓ Lahore
 - ✓ Islamabad



TRAINING SERVICE PROVIDER

- PSDF hired 'Hashoo Foundation' for the delivering the training programs
- Hashoo Group owns Marriott and Pearl Continental Hotels in Pakistan
- Two training programs were developed by the Hashoo Foundation:
 - Three months training program for Housekeeping;
 - 6-Month training program for Waiters & Commis III.

HASHOO
FOUNDATION

The Marriott logo features a red stylized globe icon above the word "Marriott" in a red, serif font.


Pearl-Continental

TRAINING PROGRAM - HOUSEKEEPING

- 3-month housekeeping training program designed with City & Guilds certification
 - ✓ First two months for classroom training & practical training
 - ✓ Third month for on-the-job training conducted at PC Hotel, Lahore
- Upon completion of the program, all students were successful in securing a job offer



TRAINING PROGRAM – WAITERS & COMMIS III

- Both trades had a 6-month training program with City & Guilds certification
 - ✓ 5 months of classroom and practical training
 - ✓ One month of on-the-job training held at PC Hotel, Lahore
- All Commis & Waiter graduates were successful in securing a job offer at various Rotana properties



ACHIEVEMENTS & RESULTS



97 Trainees Shortlisted by Rotana
under the following trades: Chefs | Waiters | Housekeepers

60%

Success rate achieved by Rotana on interview-to-selection : highest it ever achieved

70%

enrollment-to-graduation rate

98%

Retention rate post 6 months employment

TRAINEE VIDEOS

Click on the arrow to hear the story of
Sana Naaz,
Professional Chef



Click on the arrow to hear the story of
Umair Idrees,
Housekeeping



Click on the arrow to hear the story of
Talha Haseeb
F&B Steward



“
THANK
YOU
”

