



TAKING THE  
**DIGITAL WAY**  
FORWARD

NEWSLETTER

# SkilledEd

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**Punjab Skills Development Fund**

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Skills For Success

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## CEO's MESSAGE

With the incoming government, the importance of skills development in the national context has received new impetus and renewed vigour. The recognition that skills development is the only viable route to put poorly educated youth into sustainable income generation opportunities is finally spreading beyond Punjab. PSDF is playing a very active role in spreading awareness through its representation on the National Task Force on skills development along with brainstorming and consultation sessions with the leadership of other provincial governments. I have been writing extensively in leading national newspapers on matters relating to governance and funding of national skills development programmes.

PSDF's engagement with the industry has grown rapidly in the last six months. The cost-sharing partnerships programme is gaining attractiveness with the industry as more leading players from the manufacturing and services sector have come on board. The training partners within the Industry Training Programme are also graduating and moving into cost-sharing partnerships.

PSDF and its international partner, Generation You Employed, in collaboration with leading microfinance banks in Pakistan, have trained loan officers on full-cost reimbursement basis upon employment. The first cohort of the Programme got a 100% employment response from the banks, with full training cost reimbursed to PSDF.

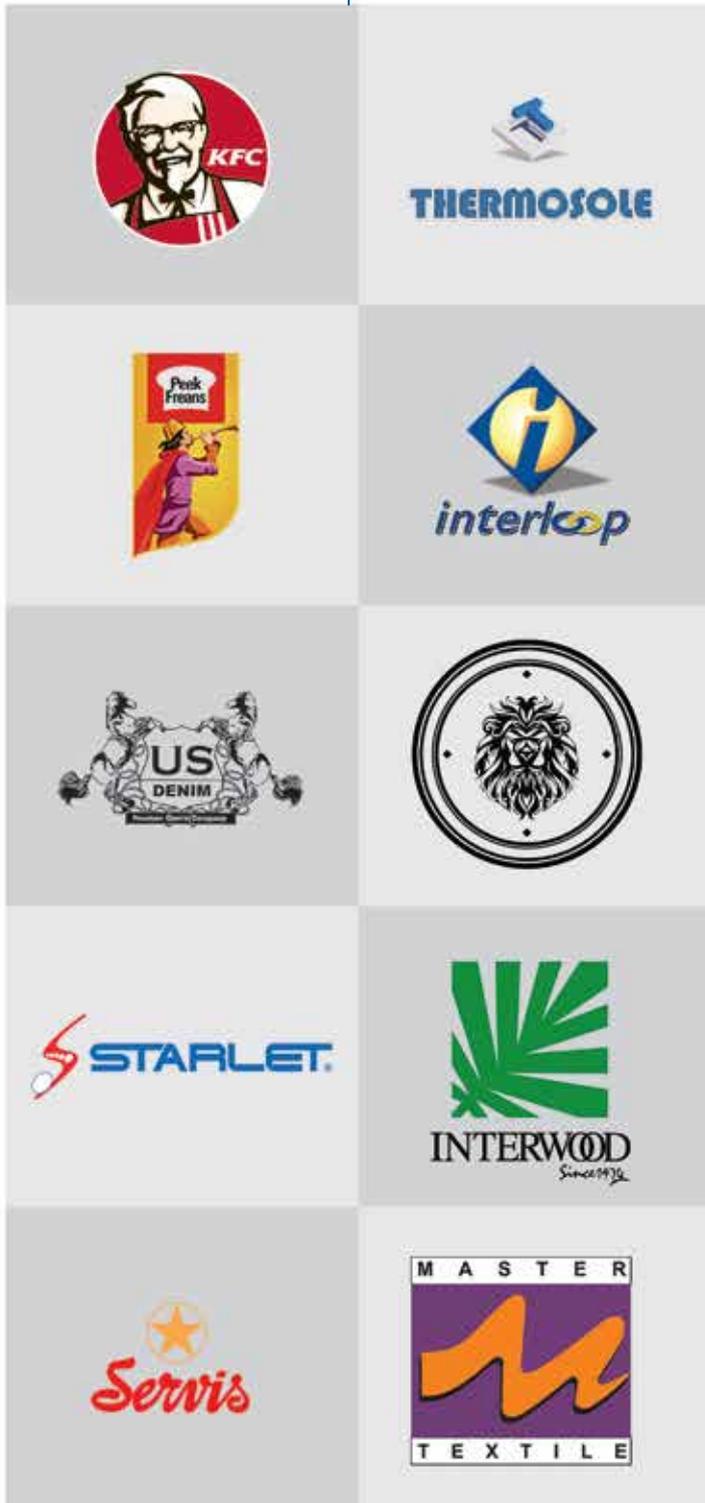
PSDF's self-employment programmes are also starting to deliver results. The 'Entrepreneurship on Wheels' will be graduating its first cohort in February 2019. Upon graduation, the trainees will become asset owners of auto rickshaws and will be onboarded by Uber right away. Another successful programme is the women-specific 'Skills for Market Linkages' programme that has seen high enrolment and training completion rates, and the interest of beneficiaries in getting actively involved in commercial activities has been truly inspiring.

PSDF's international placement drive for skilled workers is also expanding to other hospitality players in the Gulf region. In December 2018, PSDF signed an agreement with one of the most reputable players in the resort industry. The training for housekeeping and food & beverage stewards will start in March 2019.

PSDF also hosted its first international conference on sending skilled workforce to the Gulf, in October 2018, in Lahore. The Conference was widely attended by high profile panellists from international organisations, international and local industry and high-powered decision makers from national and provincial governments. The Conference report and the panellists identified key opportunities and challenges in sending skilled workforce to the Gulf and agreed to put forward wide-ranging and practical recommendations.

The next six months will see key technology initiatives come to fruition at PSDF. Despite budgetary challenges, PSDF will deliver on its annual targets for 2018-19. The PSDF team continues to push the innovation frontiers of skills development by creating new solutions and programmes to put the disenfranchised youth into sustainable income generating opportunities.

Jawad Khan



## PSDF's PARTNER PORTFOLIO

PSDF's current partner portfolio consists of 34+ organisations under the cost-sharing model. Some renowned names working with us currently include:

- KFC
- Thermosole
- English Biscuit Manufacturers
- Interloop
- US Denim
- US Apparel
- Starlet
- Interwood
- Service Industries Limited
- Master Textiles

Consequently, students with an employment outcome of 84% have graduated through programmes in partnership with these renowned names.

## LOCAL PARTNERSHIPS

### Cakes and Bakes

Local Partnerships team recently launched a programme with 'Cakes and Bakes' on 1<sup>st</sup> September, 2018 with the first batch of 140 trainees. The successful trainees completed their training in the end of November with the graduation ceremony held in the first week of December with completion certificates and appointment letters for the graduates.

**The trades include:**

- i) Basic Technique of Retail Sale
- ii) Production and Food Handling Techniques Bakery and Confectionary

**Total trainee target:**

1,680

**Duration of each batch:**

One month for each trade



### Entrepreneurship on Wheels (EOW)

The scheme was launched on 17<sup>th</sup> December, 2018 with the objective to allow individuals to gain necessary skills of Rikshaw Driving and benefit from the E-Hailing facilities offered by Uber. Also, under the programme, the trainees would be able to make use of microfinancing via 'Apna Bank' to purchase a rikshaw. The trainees would also be a part of an orientation provided by the Uber team and the microfinance-institution in the premises of the training organisation during the programme.

**Total trainee target:**

1,000 for a year

**Duration of each batch:**

Two months





**Target area:**  
27 Districts in 14 different zones of Punjab

**Total Trainee target:**  
22,000 women

# NEW SCHEMES

## Women Centric Programme

PSDF proudly launched a programme on 26<sup>th</sup> July, 2018 dedicatedly designed for females, living in the rural areas of Punjab. The programme came into shape in 9 assiduous months with the aim to train women with market’s best practices for animal’s increased milk productivity and better health conditions. To ensure efficacy, in-depth primary and secondary research was strictly taken into consideration while shaping the programme. Consequently, curriculum was diligently designed in consultation with the experts and approved by “University of Veterinary and Animal Sciences”. Several certification agencies including renowned public sector universities specialising in Livestock/Veterinary Sciences have been taken on board to conduct exams and certify the graduates. In total, 10 TSPs were on-boarded for the programme.

**Primary Research:**

- Field visits to training locations
- Focus group discussions with the relevant stakeholders
- Meetings and discussions with livestock experts
- Interviews with milk collection businesses
- Consultation sessions with Market Development Facility (MDF), Agriculture Value Chain Collaborative Research (AVCCR) program, and MAXIM International (Pvt) Ltd.

**Secondary Research:**

- The extensive study “Pakistan’s Dairy Sector: Lessons from the Past to Build a Resilient Dairy Industry” by LUMS Professor, Dr. Abid A. Burki
- Statistics from Pakistan Economic Survey 2016-2017
- Punjab Province Livestock Census 2006
- Pakistan Bureau of Statistics

## Skills for Persons with Special Needs

Devoted programmes for minorities have always been the key priority of PSDF and Department for International Development (DFID). Customised scheme for special persons was launched in October 2018 and capacity building sessions were conducted in Multan, Islamabad and Lahore with different institutes and Disabled People's Organisations specialising in the provision of vocational training to special persons.

### Aim of the scheme:

- Impart technical and vocational skills to persons with special needs
- Include them in the mainstream economic activity
- Provide them equal income generation opportunities in the market

### Programme offerings:

- Formal employment opportunities
- Accessible class buildings
- Customised trades
- Travel expense and stipend to each special trainee



**Total Trainee target:**  
2,000 special persons

## THE GULF CONFERENCE



PSDF hosted its first ever international conference on 18<sup>th</sup> October, 2018 on Employment Opportunities for Pakistanis in the Gulf. The conference represented a remarkable achievement of PSDF and brought together international players, policy makers, industry leaders and players from the TVET space, research firms and academia. During the conference, a broad spectrum of experiences was shared in vast amounts of information to identify challenges in skills-based employment, deliberate solutions and carve the way forward.

Overall, the platform served panel discussions with dedicated moderators and panelists consisting of leaders of the local business industry, government officials, academia and international speakers from the US and UK. The power-packed panels discussed and debated the future of skills in the era of the 4<sup>th</sup> industrial revolution, the high potential industries and sectors in the Gulf countries and the importance of soft skills training in addition to technical training in capturing higher paid jobs. The discussion demonstrated the universality of concern regarding the Employment Opportunities for Pakistanis in the Gulf for an exponential increase in foreign remittances.

Mr. Jawad Khan, CEO, PSDF highlighted that "PSDF has adopted a results-based funding mechanism and is actively managing the entire skills value chain to train and employ skilled Pakistani youth in the Gulf". With its aim to provide quality skills and vocational training opportunities to the poor and vulnerable youth of Punjab, PSDF is geared up to work with all relevant stakeholders in the public and private sector to help Pakistanis capitalize on the vast ocean of opportunities available to our workers in the Gulf.

## Marketing and Communications Head's Remarks

The conference had a big turnout with over 200 attendees and marked a huge triumph for PSDF, with over 90% success in terms of effectiveness. It not only highlighted PSDF's capacity to host a large-scale conference but also magnified our excellence and pursuit of knowledge, specifically in the skills market.

The conference attracted PR from top-notch publishers, journalists, and media houses - generating free of cost PR; online and print, worth over PKR 3.3 Million. Social media was thoroughly integrated to serve as a platform for communication amongst stakeholders by sharing live insights from the conference on all PSDF digital handles. It also led to capturing attendees' real-time feedback, support, and acknowledgement of PSDF's remarkable contribution in sustaining Pakistan's vulnerable youth.

Another stepping stone at the conference was unveiling of PSDF's new logo. After successfully imparting skills and training to the underprivileged youth, for 8 years, starting from 4 pilot districts to all 36 districts of Punjab, the CEO of PSDF proudly announced the launch of the new logo as part of the ongoing evolution of PSDF. The stakeholders welcomed the new logo in admiration as it represented the mutual journey to success for PSDF and all its stakeholders. The brand transformation and logo captured the essence of the evolutionary process that PSDF went through and represents a future forward approach, creating a path to growth and success.

Subsequently, an outcome document was developed that meticulously articulated the recommendations and decisions took during the discussion, to carve the way forward to mitigate deficiencies in skills development. PSDF will continue to facilitate best practices and create platforms that bring together the key stakeholders for discussing and planning ahead to tackle the challenges faced by Pakistan's youth in skills development.

**Madiha Sarim**



“

I worked with Marketing and Communications (M&C) Department and got insight of the digital hemisphere which was a wholly new field of learning for me. I befriended some amazing people, got trained by highly qualified mentors and acquired new skillset. I am grateful to M&C team for giving me a taste of professionalism by not merely treating me as an intern but rather as a regular employee.

**Rimsha Arif**

My 6 weeks here, working in the Programme Development (PD) Department, gave me direct insight on how social interventions are designed, how to navigate through the different challenges that arise and how to account for them beforehand. Along with the invaluable real-life experience gained, I also got to work with a wonderful team of individuals that was always there to offer guidance and support which made the whole experience more enjoyable.

**Maheen Zahid**

My internship journey at PSDF's Monitoring & Evaluation (M&E) Department has been a satisfying learning experience. Being a part of PSDF gave me a sense of fulfillment and achievement because of the cause it works for. I found the entire organisational culture to be supportive and open to new ideas and discussions. It was truly an honour to have been given a chance to be a part of the PSDF family for six weeks.

**Asad Ullah Khan**

PSDF was a phenomenal experience, not only was it great exposure in terms of practical life but I also made friends for life here. Business Development (BD) & Partnerships has a brilliant team and through the various meetings I attended with them I learnt negotiation skills and was able to take their cause forward by working on a partnership contract. It was an insightful experience which added to my growth as a person.

**Eeman Shahzad**

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## PSDF'S YOUNG LEADERSHIP

### Internship Programme

This year, PSDF's internship programme once again proved to be a success. We had four interns, all from LUMS, involved in many opportunities PSDF has to offer. The internship programme enabled the internees to perform the job responsibilities and develop professional competencies gained through a real-world working experience while positively contributing to the PSDF's business objectives.



## DIGITAL WAY FORWARD

### Performance Dialogue - SuccessFactors

PSDF has always aimed to become a world-class organisation within the development sector and the adoption of SAP SuccessFactors is another step towards this objective. PSDF went live in collaboration with a leading consultant firm, Abacus on 17<sup>th</sup> December, 2018 at Royal Palm, to digitally transform the Performance Dialogue. It will result in better goal alignment and continuous performance improvement by providing PSDF employees opportunities to acquire and share ongoing coaching and feedback.



DIGITAL TRANSFORMATION

### iHR – Digital Transformation

PSDF firmly believes in optimum use of resources which led us to transform from conventional methods to a paperless environment. Saving paper doesn't just mean paper being saved, but a multitude of other benefits gained with the help of a Software as a Service (SAAS), improving the employee life cycle by ensuring an efficient recruitment, employee's management, training and development module.



## PSDF Leadership Way - Leadership Intervention

PSDF firmly believes that “great leaders develop people” and on this account, an intensive experiential two day intervention took place to demonstrate formidable challenges associated with leadership roles. The intervention focused on exploring leadership in the real world, its dilemmas and inculcating applicable strategies and tools. It was held from 13<sup>th</sup> to 14<sup>th</sup> September, 2018 by Syed Asim Rasheed, a senior trainer of Ascend Group.

## NOTEWORTHY EVENTS

### UMT Career Fair

PSDF participated in the UMT career fair in December. It was a one-day event intended to attract recent graduates and under-graduates. We shared with them the kind of work PSDF has been doing, the results this company has achieved, since its inception and our journey to become the largest fund in Pakistan. It was a successful day where we improved our corporate image amongst the students and the industry, both public and private. At the fair, we received an overwhelming response from graduates who would, one day, want to be a part of our team which signifies the mark PSDF is leaving in the job market.



## SUCCESS STORIES



**Dilshad Bibi**

**Profession:**

Instructor

**District:**

Bahawalpur

My name is Dilshad Bibi and we are a large family of 8 members. My brother's untimely accident triggered me to work and give financial support to the family. My neighbour informed me about free training courses, funded by PSDF, at the Karvan Training Institute. I enrolled in the Fashion Designing course and completed it successfully. I now work at the same institute as a Vocational Trainer. In addition to income generation, I now feel confident about my designing skills and competent enough to start my own boutique.



**Wahab Mehmood**

**Profession:**

Mobile App Developer

**District:**

Rawalpindi

My name is Wahab Mehmood and we are a family of 6 members. At my previous job I felt unrewarded and underpaid and it was difficult to meet the household expenses. When I found out from a friend that PSDF was offering free-of-cost courses, I immediately applied for the Mobile App Developer course with the confidence that I would get a good job. Today, I am working as a Team Lead at Net Sol Technologies with a team of 10-15 people. I am very happy now and satisfied with my career growth and where it is heading as I find it very rewarding.



**Rubeena**

**Profession:**

Self employed

**District:**

Kasur

My name is Rubeena and we are a big family of 7 members. My father broke his leg in the farms which eventually led to his death. Around the same time, my elder sister was diagnosed with cancer and we did not have enough money for her treatment. Challenged by my disability, I thought I could not do anything for the family. Luckily, someone referred me PSDF's "Skills For Linkage Program" where I was given four months of training followed by two months of project work, which helped us make a catalogue to showcase our work to a local vendor. Consequently, I started getting orders and began to earn around 10,000 to 12,000 per month.

**Amna Shahid**  
Management  
Associate  
Research,  
Documentation &  
Reporting  
Graduate of  
Punjab University



I believe PSDF is one of the best organisations to work for, in the development sector. From professional development trainings to coaching and mentoring by the best industry professionals to setting cross-functional objectives for more concentrated growth, PSDF provides a myriad of learning opportunities. PSDF's strong mandate to focus on employee development and skilling for people for success is what makes me want to be a part of this company.

**Aqsa Majid**  
Management  
Associate  
Monitoring &  
Evaluation  
Graduate of  
Forman Christian  
College



I love PSDF's exuberant culture because it gives me a sense of belonging and identity. Employees at PSDF are frequently reminded and recognised for their dedication and made to feel valued for their contributions. I enjoy coming to work every day because I feel I'm part of an extremely impactful and important value chain i.e. helping and uplifting the marginalised youth.

**Uswah Nasir**  
Management  
Associate TSP  
Payments  
Graduate of  
Punjab University



It is hard to find organisations that exemplify teamwork, and this is the most exciting part for me to work at PSDF. I constantly try to seek the expertise and wisdom of my seniors and they always go out of their way to lend a helping hand. At PSDF, we celebrate shared success and build on each other's strengths.

**Wafa Imran**  
Management  
Associate  
Research,  
Mobilisation &  
Surveys  
Graduate of  
Lahore School of  
Economics



I believe my growth as a professional is bigger than the productivity and proficiency I display at my desk. PSDF constantly invests in your professional development to pave your way up the organisational ladder and upskills you for potential roles within the business. Trainings and other educational opportunities provided by PSDF alongside the practical work, have been instrumental in expanding my responsibilities and equip me for my way up to the next best role.

## MANAGEMENT ASSOCIATE PROGRAMME

Gender - balanced culture is a key priority of PSDF; resultantly, we onboarded four brilliant and competent women in the Management Associate Programme. The programme is designed to provide fresh graduates an accelerated, all access pass to fast track their careers and prepare them for future supervisory and managerial roles. Thus, it is an all rounded, structured and future-focused programme to elevate the job-experience of the candidates from diverse knowledge groups. This year more than 600 fresh graduates and young professionals from renowned educational institutions of Pakistan applied; whereby, four women outperformed the rest of the candidates. We welcome these bright freshly minted minds at PSDF and wish them a great career with the company!