

PSDF DRIVES 'ENTREPRENEURSHIP ON WHEELS' TO SPUR YOUTH INCOME AND EMPLOYMENT

OVERVIEW

The transport sector in any country is the backbone of the economy, and closely linked to economic advancement and progression. In Pakistan, the transport sector contributed 22.3% to the service sector GDP, and accounted for 6% of the nations total employment¹.

In both urban and rural areas, rikshaws represent one of the primary modes of transport; even though a vast number remain unregistered, rikshaws are one of the highest registered vehicles on the roads (after cars and motorcycles²). Employment within the sector, however, is often volatile and provides an unstable source of income for drivers.

Moreover, there are no formal TVET programs that focus on self-employment skills, utilizing youth affinity with technology and smart phones.

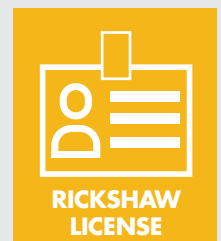


OUR APPROACH

In recent years, ride-hailing services have revolutionized the local transport system, allowing for wider use, increasing mobility and accessibility for customers, and providing a stable and dignified source of income for drivers.

To leverage youth's savviness with technology and unlock income generation opportunities, PSDF launched a unique scheme titled Entrepreneurship on Wheels in partnership with Uber. The scheme enabled trainees to secure their commercial rikshaw license after extensive training on driving skills and road safety and then onboarding them on to the ride hailing platform to earn a sustainable living.

ELEMENTS OF PSDF ENTREPRENEURSHIP ON WHEELS SCHEME

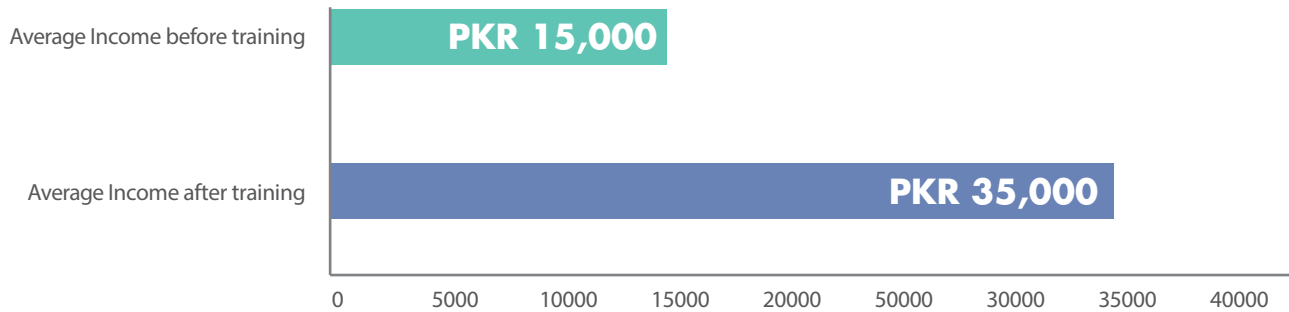



RESULTS

Under the first phase of the scheme, 140 trainees across Lahore and Faisalabad were trained in both core skills such as driving and basic mechanical maintenance, and soft skills such as road ethics, signs and anti-harassment. The training culminated in successful onboarding of the trainees onto the Uber platform.

Following is a snapshot of pre and post training:

AVERAGE INCOME INCREASE POST-TRAINING



92% TRAINEES

Successfully
Completed
Training



100% GRADUATES

Received
their driver's
license



78% GRADUATES

Successfully
onboarded to
Uber

NASIR IQBAL AND HIS STORY:

Nasir Iqbal belongs to Lahore and lives independently with his wife and three children. Before receiving the training, Nasir worked as a daily wage laborer to bring home a meager wage to support his family. He learnt about PSDF and Uber's joint training from a friend of his, who was undergoing the same and convinced him to sign up.

Nasir recalls the training being both extremely useful and convenient; he would work in the mornings and take the training classes during the afternoons to improve his skillset. Taking an average of 6-7 rides per day, Nasir now earns an average of PKR 1100-1200 per day, thus bringing in a total monthly income of PKR 35,000.



“Normally all sorts of people drive a rickshaw on the streets and learn how to get by. Through PSDF's training, though, we learnt not only to drive a rickshaw and observe road safety, but how to repair the vehicle, check the batteries, install a stepney, etc. Overall the training really gave us an edge and confidence to drive on the roads.”

Nasir Iqbal, Former PSDF trainee under
“Entrepreneurship on Wheels” scheme.

¹“National Transport Policy of Pakistan 2018”, Planning Commission, www.pc.gov.pk/uploads/downloads/policy.pdf.

²Compendium On Environment Statistics Of Pakistan 2015. [online] Available at: https://www.pide.org.pk/pdf/enveco/compendium/compendium_environment_2015.pdf