



CASE STUDY

INTERNATIONAL JOB PLACEMENTS: Elevating the Value of Pakistani Skills Abroad

OVERVIEW

There is a growing demand for skilled workers in the international job market, as companies are eager to recruit workers with market relevant skills that meet their needs. Pakistani workers are part of this global workforce. However, according to the International Labour Organization¹ (ILO), out of the 11 million Pakistanis working abroad, majority fall in the semi and non-skilled category. This has created a perception of the Pakistani worker with limited capabilities and competency in the international market. Globally, Pakistan leads in human capital with a population of 225 million and has the potential to meet this global demand for skilled labor. Thus, skills training is essential to boost the abilities of the national workforce, so they can successfully compete in the international job market and reap the benefits of the global economy.

The Labour Migration Report 2020² by the Bureau of Emigration & Overseas Employment (BEOE) Pakistan, reveals that 96.3% of Pakistani workers abroad are working in the Gulf Cooperation Countries (GCC) region. The Kingdom of Saudi Arabia and UAE continue to remain the most popular employment destinations amongst Pakistanis because of work opportunities available for non-skilled and semi-skilled workers and the existing cultural and religious affinity.

225 MILLION
TOTAL POPULATION OF PAKISTAN

11 MILLION
PAKISTANIS WORK ABROAD

96.3%
OF PAKISTANIS WORK
IN THE GCC REGION

FACT
Majority of workers are unskilled or semi-skilled

GLOBAL PERCEPTION
Pakistani workers have limited capabilities and competency

PSDF'S ROLE

PSDF elevates the skillset of Pakistani workers, training them across 250+ trades. So they are valued as professional and highly skilled in the global job market. Through our international job placements, we connect our international partners with candidates who have been thoroughly screened and trained in the right skills.

CREATION OF GLOBAL PARTNERSHIPS

PSDF began its international job placements program by partnering with Rotana in 2017 and since then has established successful partnerships with leading companies in the Gulf, including Atlantis, The Palm and Americana.

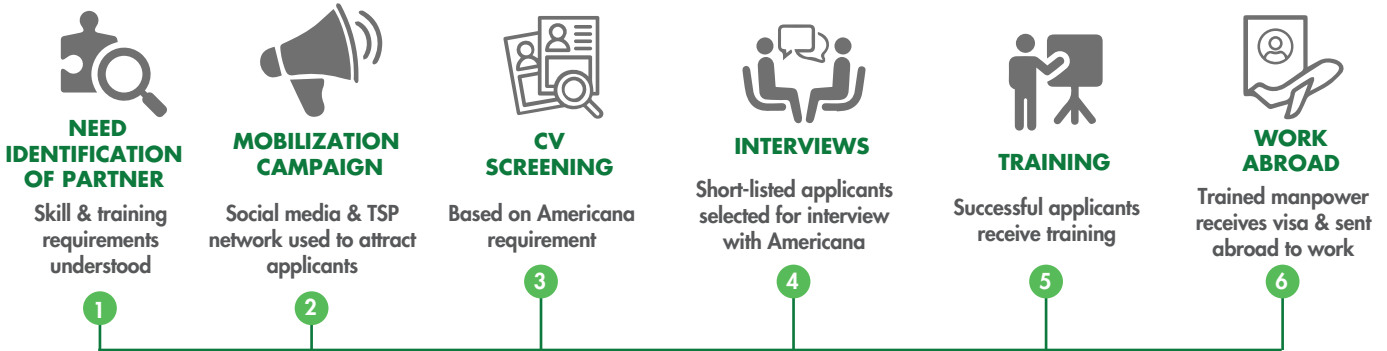
This case study outlines PSDF's work with Americana, one of the largest food manufacturing companies in the Gulf, operating popular fast food chains including KFC, Krispy Kreme, Pizza Hut, and Hardees.



1. <https://www.ilo.org/islamabad/areasofwork/labour-migration/lang-en/index.htm>
2. <https://beoe.gov.pk/files/statistics/yearly-reports/2020/2020-full.pdf>

PSDF PROCESS

Americana Recruitment Drive



RECRUITMENT & INTERVIEW

Prior to meeting with our international partner hiring team, PSDF short-lists applicants and briefs them. The applicants go through a rigorous screening process and are assessed in person and screened for aptitude and soft skills by PSDF team, before recommendation of interview with Americana.

TRAINING & ONBOARDING

After selection by Americana, the selected applicants go through a one-month training to equip them with the technical skills to perform their work abroad. Trainees selected to work at KFC Americana are trained by KFC Pakistan and undergo numerous sessions to improve their soft-skills and briefed with vital information to live and work in harmony in their job destination country. PSDF trains workers to become Ambassadors for Pakistan and maintains contact with them to ensure any concerns are addressed.

RESULTS



COHORT 1

126

PSDF TRAINEES RECEIVED JOB OFFER LETTERS



COHORT 2

90

PSDF TRAINEES RECEIVED JOB OFFER LETTERS



120

SELECTED APPLICANTS COMPLETED TRAINING TILL DATE

100

100%

PSDF TRAINEES WORKING ABROAD HAVE BEEN RETAINED

TOTAL: 105 PSDF TRAINEES WORKING ABROAD



18% QATAR



25% UAE



62% KSA

The program is currently in the process of training its third cohort of trainees, who will be working in KFC- Saudi Arabia. Due to the Covid-19 pandemic, the onboarding of trainees slowed down temporarily, as travel restrictions ease, this program is planned to be accelerated due to the positive feedback from our partners and trainees.



Muhammad Waheed
Cohort 2, KFC Saudi Arabia

“

I have been working here as a cashier for five months now. I'm really grateful to PSDF for helping me get this job. Back in Pakistan, I used to earn 10,000 PKR, I was having a tough time supporting my family. Now I earn 1500 SAR (62,000 PKR) per month and can take care of my family more comfortably.

I feel blessed to be working in the holy country of Saudi Arabia and to be working at KFC where I can get promoted if I perform well.”