



SEIZING OPPORTUNITIES IN THE DIGITAL ERA

The digital landscape of Pakistan is transforming rapidly especially since the advent of Covid-19. With over 61 million active internet users, Pakistan has also become the 8th largest freelance service provider in the world (DAWN, Payoneer 2021)^{1,2}. Given this upsurge in digital activity, PSDF has launched into the world of e-Learning and is offering its learners three avenues of gaining critical digital knowledge skills to increase their market value as they enter the workforce. The three key programs being offered are: Coursera by PSDF, How to e-Lance and Entrepreneurship.

To empower and ready the nation's youth with these crucial skillsets, PSDF has activated strategic partnerships with the best online learning platforms and information technology partner. PSDF's new ventures in the digital field will provide learners with the ideal opportunity to build their skills and online portfolio, successfully preparing them to seize income generating opportunities.

1. COURSERA BY PSDF

Coursera is a leading platform in the domain of digital education, offering a wide range of specializations from 200 plus acclaimed universities globally, teaching 70 million learners from the past decade. Based on Coursera's Impact Report (2020)³, 84 percent of unemployed learners, who enrolled in Coursera courses, reported career benefits, after completing their course.



Given the rapidly growing scope of freelancing in Pakistan, PSDF partnered with Coursera to offer **13** specializations in the fields of IT, Digital Marketing, and Finance.



Noman Ijaz, a Coursera by PSDF graduate successfully secured a job after completing his course on Web Development



IT

Developing Android Apps | Python for Everybody | Web Design | Java Programming & Software Engineering

Google IT Support Professional Certificate | Game Design and Development Specialization



DIGITAL MARKETING

Graphic Design Specialization | Marketing Analytics | Search Engine Specialization

Fundamentals of Digital Imaging | Social Media Marketing Specialization



FINANCE

Financial Accounting Fundamentals

Excel/VBA for Creative Problem-Solving Specialization

ONLINE LEARNING CHALLENGES:

- Completion rate is low especially for lengthy courses.
- Low motivation levels to complete the course, as students have little accountability to report learning progress.
- Difficulties in understanding course content.

PSDF STRATEGY:

- Support system provided for learners through Hunar call center; regular reminder calls and SMS to motivate course completion.

IMPACT

PSDF by Coursera was launched in November 2020 and since then more than 8,068 people have applied for the program. Applications came from all citizens, including women, transgenders and men.

Coursera by PSDF learners have a **17%** enrollment to course completion ratio, which is amongst the highest in the world for online courses.



1. Khan, Khurram Zia, "CAN 'DIGITAL PAKISTAN' BECOME A REALITY?", DAWN. 25th July 2021. URL: <https://www.dawn.com/news/1636817>
 2. "Freelancing in 2020: An Abundance of Opportunities", Payoneer, 2021.
 3. "Coursera 2020, Impact Report", Coursera, 2020.

2. ENTREPRENEURSHIP COURSE

HBL

PSDF's Entrepreneurship course is playing a pivotal role in implementing Prime Minister's **Kamyab Jawan** scheme. The goal of the scheme is to nurture and financially support youth with entrepreneurial aspirations.

PSDF partnered with Pakistan's largest bank **HBL** to award the **Kamyab Jawan** loan to youth with scalable and profitable business ideas. PSDF evaluates and recommends loan applicants who have successfully completed their course, providing both technical skills to youth and linking them with **HBL** to avail their loan opportunity.

COURSE FEATURES:

- 1 Offered in English & Urdu
- 2 Interactive & activity-based
- 3 Accessible on all platforms: smartphones, laptops & tablets
- 4 Trains learners to write both an effective business plan and present plan to investors.
- 5 Trains learners to apply for Kamyab Jawan loan

CHALLENGES:

- Gap in market of a credible evaluation mechanism for loan application assessment.
- Youth interested in setting up start-ups and becoming entrepreneurs, do not have guidance or correct knowledge on how to effectively apply for loans available.
- Course completion rate is low, online learners do not have support.

PSDF STRATEGY:

- PSDF team provides effective loan and applicant assessment to HBL, recommending applicants with only financially feasible & innovative business plans.
- Through the course, applicants gain correct knowledge and skills to develop a business plan and apply for loans.
- PSDF team provides learner support through follow-up calls from Hunar call center to check on learner's journey and address any queries.

IMPACT

1228

Learners completed Entrepreneurship course

256

Short-listed and recommended by PSDF evaluators to HBL for loan

3. HOW TO e-LANCE **ZONG 4G** A NEW DREAM

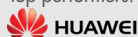
PSDF has partnered with **ZONG** to provide access to an online course titled, 'How to e-Lance' which will teach key digital skills to learners to become successful freelancers and thereby help them to launch their online careers.

PSDF developed the course and partnered with **gnowbe**, an award-winning learning platform that provides access to content for performance improvement. The course is open to all genders, age groups and educational backgrounds.

Discount Rate of PKR 1499.

Free Data provided by ZONG for the completion of this expected impact.

300 tablets in partnership with Huawei to be awarded to top performers.



Target of 10,000 students to be trained.

POTENTIAL IMPACT

This training will assist the potential trainees to:



Understand the landscape of the e-Lancing world.



Identify paid work opportunities, register and effectively use **Fiverr** and **Upwork** to earn a sustainable income.



Set up successful online careers as freelancers, earning up to PKR 50,000/month and potential of earning even more as the learner's career advances.

The advertisement features a smiling woman in an orange patterned dress holding a smartphone. The phone screen displays the Zong 4G logo and 'Free Zong Internet'. Above her, the text 'e-Lance With Free Zong Internet' is prominently displayed. Logos for PSDF, eTayyar, and Zong 4G are at the top. At the bottom, there is a list of social media handles and website links for PSDF and Zong, along with the 'Skills for Success' logo.

PSDF and Zong join hands to bring you an opportunity to enhance your digital learning for self employment.

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Skills for Success