PSDF | e-tayyar

Foreign, Commonwealth & Development Office

THE WORLD BANK

coursera

Empowering Pakistan's Youth with Digital Skills

Online education and certifications have become valuable and gained credibility for their labor market value in the last decade. The advent of Covid-19, virtual learning has become a necessity and the key mode of learning for many people. Online learning enables people from all social backgrounds to enroll in courses and gain access to in demand learning content and gain accreditation from top institutes at a lower financial cost.

A key goal for PSDF in 2020, was to bring digital learning opportunities to youth in Punjab and direct them towards learning courses that are valuable in the rapidly technology driven job market. Internet penetration in the country has increased significantly from 2020-2021. Today 54% of Pakistanis have access to Internet (Kantar-Google 2021) making it the perfect time to use this accessibility to provide quality education to PSDF's target beneficiaries.
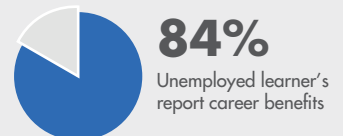
INSIGHTS

PSDF offers 13 specializations in partnership with Coursera at discount price, training youth in-demand digital skills

Hunar helpline leads students to overcome online learning challenges, resulting in a high course completion rate

Pakistan is rapidly establishing itself as the hub of professional freelancers globally, ranking as the 8th fastest growing freelancing country in the world (Payoneer 2020).   Subsequently, PSDF partnered with Coursera to leverage this opportunity to offer a selection of 13 specializations, from three industries seeking digital skills.

COURSERA BY PSDF

Coursera has established itself as a leading online educational platform,giving access to certifications awarded by 200 plus global institutes. 70 million learners have used the platform and Coursera has partnered with top industries like Google, IBM, Intel, & Facebook.

87% Learners report career benefits

88% Learners withou a bachelor's degree report career benefits

91% Learners in emerging markets report career benefits

84% Unemployed learner's report career benefits

Coursera Impact Report 2021

The specialization areas were chosen based on their market value for learners seeking work as professional freelancers and those aiming to work as entrepreneurs.

INFORMATION TECHNOLOGY

- Developing Android Apps
- Python for Everybody
- Web Design
- Java Programming & Software Engineering
- Google IT Support Professional Certificate
- Game Design & Development

DIGITAL MARKETING

- Graphic Design
- Marketing Analytics
- SEO Specialization
- Social Media Marketing
- Fundamental of Digital Image & Video Processing

FINANCE

- Financial Accounting Fundamentals
- Excel/VBA for Creative Problem Solving

To raise awareness amongst our target audience about this opportunity, a special landing page was launched with detailed information on the specializations available and the application process.

PSDF

HOME   FAQs

UNLOCK POSSIBILITIES WITH ONLINE LEARNING!
- Learn at your own pace
- Stipend upon completion of Coursera courses
- Limited seats

UNIVERSITY OF VIRGINIA   Duke UNIVERSITY   Google   M MICHIGAN   IBM

CHALLENGES

Though online learning offers many benefits, there are several challenges that learners face during their journey towards course completion.

Overall, completion rate of online courses after enrollment is low, specifically for courses that are longer then 3 months.

Low motivation level amongst learners, as students are not accountable to report learning progress.

Difficulties in understanding course content.

- https://about.coursera.org/press/wp-content/uploads/2020/09/Coursera-Impact-Report-2020.pdf
- https://pubs.payoneer.com/docs/2020-gig-economy-index.pdf

PSDF STRATEGY

PSDF implemented a student engagement strategy to encourage registered students to successfully complete their course.

STEPS TAKEN BY PSDF:

1 **Stringent deadlines:**
Learners have 7 days to enroll into their course after confirmation of eligibility

2 **Student activity monitored:**
learners that are inactive for 21 days are dropped out of the course

3 **Course completion deadline:**
Learners have 4 months to complete the course to obtain course completion certificate & stipend

4 **Progress Check and Customer Service:**
Calls by PSDF team & regular sms sent to notify students of deadlines and response to queries regarding course content

5 **Financial incentive:**
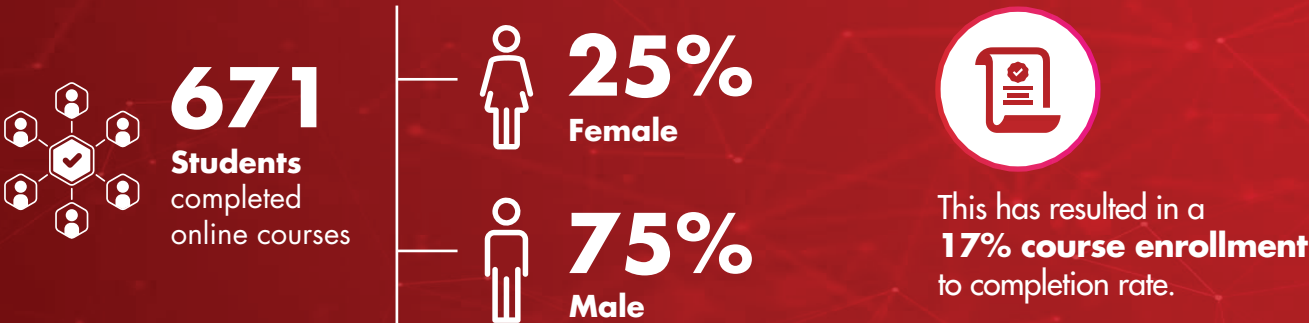Stipend of PKR 6000 offered upon course completion.

The key element that has resulted in the success of the high completion rate of the PSDF led Coursera program is the consistent follow-up and motivation offered by PSDF's Hunar call center. The call center directly notifies learners about significant information and speedily responds to student queries.

Hunar call center team in Lahore

RESULTS

PSDF launched its partnership with Coursera in November 2020, since the launch, over 8068 people have applied. Applications came from a widespread demographic that included women, transgenders, and men, highlighting the appeal and interest in online learning courses focused on digital skills.

671 Students completed online courses

25% Female

75% Male

This has resulted in a **17% course enrollment** to completion rate.

PSDF COURSERA GRADUATE

Nouman Ijaz is from Shaher Sultan, Muzzafargarh, a small village in south of Punjab. He learned about Coursera by PSDF, from his friends and decided to register for the course in Web Design and Development. He encountered several challenges as he took up the course, with limited access to the internet, Nouman would download the video tutorials at his uncle's shop and study from there.

> "I always wanted to specialize in Computer Sciences, so that's why I chose to do the course in Web design. Throughout this time, I was applying for jobs but not getting any response. Once, I completed my course and updated my resume, I began to get call back from job interviews and was employed by Quantam Intelligence a software house in Lahore as a Full Stack Developer. Currently, I am earning PKR 60,000 per month. I want to take this further and hope to start my own software business in the future".

To learn more about Nouman's journey head to PSDF's YouTube channel:
https://www.youtube.com/watch?v=3DYlNE2jT9c&ab_channel=PunjabSkillsDevelopmentFund

- https://about.coursera.org/press/wp-content/uploads/2020/09/Coursera-Impact-Report-2020.pdf
- https://pubs.payoneer.com/docs/2020-gig-economy-index.pdf