

## A DECADE OF **SKILLING THE NATION**



# ANNUAL REPORT **2020**



#SKILLSFORSUCCESS

ANNUAL  
REPORT  
**2020**

10 YEARS OF COMMITMENT


**Alina Fayyaz, 24**  
Training course: Food & Beverage Captain  
Location: Lahore



“ Skills have become the global currency of 21<sup>st</sup> century economies. They transform lives and drive economies.

- ANGEL GURRIA  
OECD Secretary General





This Annual Report has been structured into three parts to represent PSDF achievements over the past decade and the work delivered in the year 2019-2020, followed by realignment of strategy since Covid-19 and future projects for the next year.

**20** **9 MONTHS**  
JUNE 2019 TO MARCH 2020

**20** **3 MONTHS**  
APRIL 2020 TO JUNE 2020

**2021**

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## Board of Directors



**Dr. Ijaz Nabi**  
Chairman



**Ms. Khawar Mumtaz**  
Director



**Dr. Naved Hamid**  
Director



**Ms. Ghazala Rehman**  
Director



**Ms. Aqueela Mumtaz**  
Director



**Mr. Shehryar Ali Buksh**  
Non-Executive Director



**Mr. Monis Rahman**  
Non-Executive Director



**Ms. Zahra Zaidi**  
Non-Executive Director



**Ms. Rabia Zia**  
Non-Executive Director



**Mr. Jawad Khan**  
Chief Executive Office



**Director**  
Government Secretary  
Livestock



**Director**  
Government Secretary  
Finance



**Director**  
Government Secretary  
Planning & Development



**Director**  
Government Secretary  
Industries



## Senior Management



**Mr. Jawad Khan**  
Chief Executive Officer



**Mr. Ali Akbar Bosan**  
Chief Operating Officer



**Mr. Syed Farrukh Mehdi Jafri**  
Chief Financial Officer



**Ms. Anika Maqsood**  
Chief Internal Auditor



**Mr. Faisal Rafiq**  
Head Procurement



**Mr. Syed Shams Uddin Ahmad**  
Head Digital Programs & IT



**Mr. Asim Saifeer Pasha**  
Head Human Resources



**Ms. Cally Ispahani**  
Head Program Development  
& Partnerships



**Mr. Mirza Akbar Hussain**  
Head Marketing & Communications



**Ms. Mashal Yousaf**  
Head Research, Policy &  
Donor Management



**Mr. Abdul Rauf**  
Head Monitoring & Evaluation



## Our Story

Punjab Skills Development Fund (PSDF) was launched in 2010 initiating operations with only four districts in Punjab: Bahawalpur, Bahawalnagar, Lodhran, and Muzzafargarh.

Today, the fund is a full-fledged organization with 100 employees and is funding trainings in all 36 districts of Punjab. We are working in partnership with the best private sector companies in Pakistan and overseas to provide critical skills trainings to youth in 250 + trades. PSDF headquarters are in Lahore, with another office in Bahawalpur.

We invite you to view  
our timeline and reflect  
on our journey as we  
commemorate

**10** YEARS **OF SKILLING  
THE NATION**



PSDF

# Our 10 Year Journey



## 2010

Pakistan's largest skills development fund launched by Government of the Punjab (GoPb) and UK Government – operations begin in 4 districts



## 2011

Skills for Employability launched



## 2012

Hunar mela in Bahawalpur – first TVET player to connect trainees with TSPs and industries



## 2016

1. Start of Cost-Sharing Programs with Industry partners
2. PSDF becomes operational in all 36 districts of Punjab



## 2017

1. Launch of International Job Placement Programme – First partnership with Rotana
2. Re-branding of PSDF



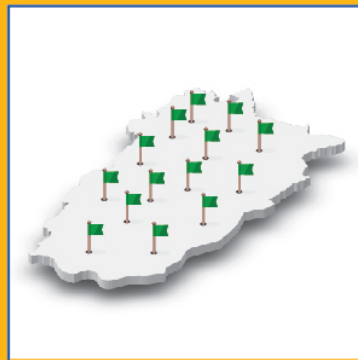
## 2018

1. Launch of Hunar call center
2. International conference on employment opportunities for skilled Pakistanis in Gulf



## 2013

1- PC-1 approval for PSDF operations expansion from 4 to 10 districts  
2- Office moved from Bahawalpur to Lahore



## 2014

PSDF operations expand to 14 districts in Punjab



## 2015

Launch of Punjab Skills Development Project (PSDP) with the World Bank



## 2019

Partnership with WEF - PSDF becomes National Secretariat to close the skills gap, launch of Parwaaz



## 2020

In-person trainings paused due to COVID-19, PSDF kickstarts digital trainings Partnership with Coursera & Gnowbe

# 10 Year Results



**TOTAL TRAINED**

**460,056**

**Graduates**



**MEN**

**268,832**

**58%**



**WOMEN**

**191,229**

**42%**

\*AS OF JUNE 2020



**Formal Training  
institutes**

**266,476**

**Graduates**



**Industry Driven  
Programs**

**90,920**

**Graduates**



**Community-based  
Programs**

**102,686**

**Graduates**



**Training Locations  
across Punjab**

**2,500+**



**Private Training  
Providers**

**600+**



**Industry Partners  
& Employers**

**200+**



**New Private Sector  
Jobs Created**

**4,000**



**Number of Trades  
(trainings delivered in)**

**250+**

## Origins of PSDF

PSDF was launched to provide quality skill trainings, that equip the youth in Punjab with job market relevant skills.

Over the past decade, PSDF has made significant contribution in transforming the Technical, Vocational, Education and Training (TVET) landscape in Pakistan by creating a skill development system that focuses on delivering high quality and market-relevant skills training to the youth.

### Characteristics of the Traditional TVET Sector



Limited to the public domain



Institutes located in urban & semi-urban areas



Emphasis on 1-3 years programs



Curricula developed by public sector



All expenses paid by Government

Since our goal was to support trainees in securing employment, PSDF has equally focused on collaborating with industry partners “the employers”, which gives us direct access to employers and insight into the market needs of the country. This has enabled us to effectively connect our trainees with employers and bringing trainees closer to job opportunities.

### PSDF Goals



Reduce the cost of training by partnering with the most efficient training providers



Make skills training equally accessible to youth from both rural and urban areas



Engage industry to ensure the trainings are market relevant and demand driven



Deliver these objectives through an organization that can run efficiently

**Ahmad Ali, 24**  
Training course: Steel Fixer  
Location: Lahore





## Contribution to TVET landscape

PSDF has elevated the skill development landscape through introduction of four key interventions:

### 1 Creation of a TSP Network

PSDF Training service providers (TSPs) play a vital role, as their technical ability to train and impart knowledge can have a great impact on the level of skills and expertise of trainees. Thus, PSDF has established a system that rewards and hires TSPs based on a number of Key Performance Indicators (KPIs), which ensures that only quality trainings are delivered and only technically capable TSPs are part of our network. Today, PSDF has created a network of over 600 TSPs from the private sector.



## 2 PSDF's Results Driven Approach



### Embedded Employment and Income Generation Outcomes

Every training partner contractually commits to employment & self-employment results.

#### Training Partners

- Formal training institute
- Industry/ Businesses
- Cost-sharing partner
- Community based organisations



### Results Based payments to Training Providers

PSDF pays its training providers 80% of contractual price based on the successful delivery of the KPIs.

#### Key Performances Indicators

- Contract to enrollment ratio
- Enrollment to completion ratio
- Completion to certification ratio
- Completion to verified income generation ratio (20% of the contract price)



### Investment On Return Calculated for Every Training Programme

PSDF calculates Return in Skills Investment (ROSI) for every programme it undertakes, and programme continuity is based on high ROSI and investment payback

#### ROSI

- Annualized income of PSDF graduates, post-employment verification and after deducting opportunity cost is considered proxy for PSDF income
- Total cost includes all direct and indirect costs associated with the execution of the training for each graduate.

### 3 Cost- Sharing Partnerships

For the first time in TVET sector, PSDF introduced cost-sharing partnerships with industry partners. The cost-sharing method meant that employers would support in funding trainings and be required to hire a percentage of trainees. This addressed the existing problem for both employers and employees – bridging the disconnect between the two by connecting skilled and trained workers with companies actively looking to hire.

This system is new within the country's TVET sector, as it places industry leaders at the forefront of designing and conducting trainings, ensuring that skills needed by the employers are taught to the emerging and future workforce.



Equal portions of risk and reward for PSDF and the private partner



Curriculum is independently developed by the private partner



Scheme achieves shared goals through a combination of co-funding, strict oversight, higher employment outcome and higher retention rates



Work closely with businesses to develop a model where they can either choose to conduct the training in-house or through a formal training service provider



PSDF maintains an accountability system to measure how firms spend resources



## 4 International Job Placements

In June 2017, we launched the international job placements program, by establishing partnerships with leading F&B companies in the Gulf region. PSDF has connected skilled workers with companies like Rotana, Atlantis, The Palm and Americana. The aim of this program is to create a space for Pakistani workforce in the international job market, so the national workforce can successfully create careers abroad and benefit from the growing job opportunities in the global economy.

Another objective was to elevate both the image and the value of Pakistani workers, by connecting only the best and trained workers with international partners, making Pakistan the go to location for skilled labor.

PSDF uses a rigorous selection system to recruit candidates for the international placement program. From the hundreds of applications that are received for this program, PSDF business development team short-lists candidates, mentors these candidates on how to present and prepare for their interview with the international hiring team. This ensures that only the best candidates are presented to the hiring team, increasing the likelihood of selection for employment, and establishing the reputation of Pakistani candidates as the ideal choice for the international work force.

Rotana

ATLANTIS  
THE PALM, DUBAI





# **YEAR 2019-2020**





**Ali Ahmed, 28**  
Training course: CNC Machine Operator  
Location: Sheikapura





**Ahmad Razaq, 24**  
Training course: Forging Shop Operator  
Location: Sheikapura



## Chairman's Message

DR. IJAZ NABI

It has been ten years since the launch of Punjab Skills Development Fund (PSDF) and over the past decade the organization has gone through a remarkable transformation. The year 2019-2020, pushed us to re-route the way we deliver our trainings, but it did not stop us from reaching our goal of providing quality and market-relevant skills training to the most vulnerable and resource limited youth in Punjab.

In the decade that PSDF has been operational, we have trained more than 460,056 people across 250 plus trades and at least 40% of these trainings have been dedicated to equipping women with skills. The cost of training a PSDF trainee is 30% less in comparison to trainings conducted by the public sector and the organization has a competitive and rigorous approach to selecting Training Service Providers (TSPs) to ensure that our graduates gain the right skills. The numbers however do not fully illustrate the impact that I believe PSDF has made in people's life by giving them a chance towards creating a sustainable future.

As a developing country we are navigating several challenges, but the central challenge that remains and will continue to exist for us is



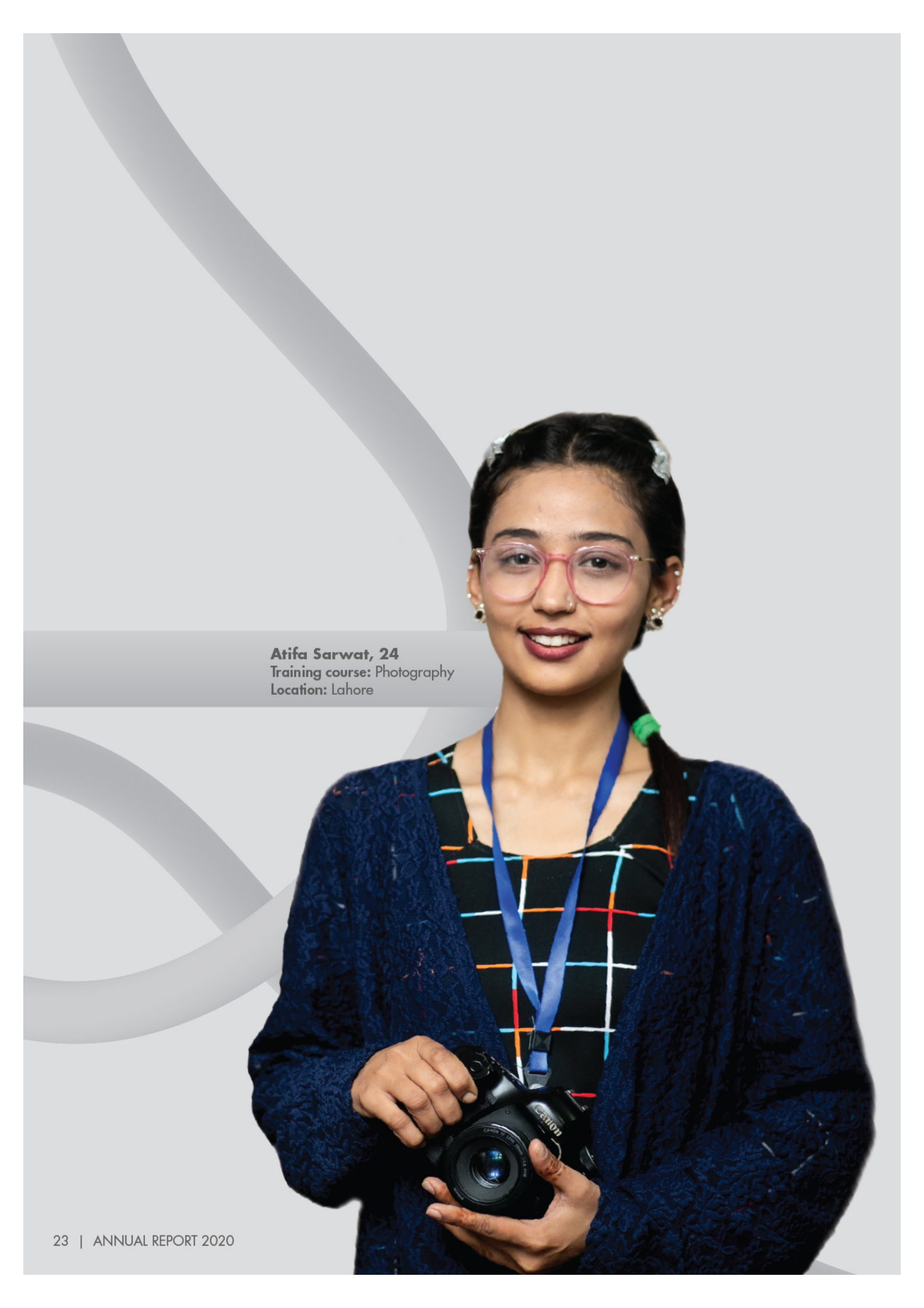
**It is our responsibility to guide the youth and provide valuable skills-enhancing opportunities that will equip them with the ability to carve out a place for themselves in the world economy."**

creating sustainable economic opportunities for the country's growing population. Pakistan's young population presents an opportunity to shape the direction of the country's socio-economic landscape for prosperity and to prepare a national workforce that is technically competent and market capable.

The pandemic has created a global shift- the world economy has taken a severe hit, increasing the unemployment rate and accentuating inequalities that existed. To address this PSDF has re-oriented its training delivery approach and began focusing on creating hybrid programs that incorporate online learning and offer self-employment work opportunities for its trainees.

The skills development sector globally must adopt to this challenge. PSDF will continue to fund and develop trainings with our partners that are cost-effective, market-relevant and most of all open job opportunities for its graduates.

People with proficient skills that are in tune with market needs will always find ways to earn an income and create a successful future for themselves and this is exactly what PSDF is focused on.

A portrait of a young woman, Atifa Sarwat, smiling and holding a Canon camera. She is wearing a blue cardigan over a black top with a colorful grid pattern. She has pink-rimmed glasses and a blue lanyard around her neck. The background is a light gray with a large, faint, curved graphic element.

**Atifa Sarwat, 24**  
Training course: Photography  
Location: Lahore



## CEO's Message

JAWAD KHAN

The world around me has transformed, gripped by an unexpected challenge which most of us recall only from history books. For some of us, the central challenge is Covid but for most of the world it is an addition to a life that is already shaped by inequality and limited opportunities.

As the chaos and uncertainty of the pandemic continues to unfold, PSDF is ready with a response. Though the physical doors of classrooms may have been shut, we are ready with a digital strategy to connect our trainees with the resources and people they need to continue move ahead – despite the challenges.

PSDF's approach to development moves away from the traditional perception of people with limited opportunities. We recognize that the people we aim to support are not poor in talent or drive. To address their needs and connect to the talent we aim to develop, six specialized program areas of PSDF were launched: **URAN, AGHAZ, E-TAYYAR, MAHIR, HARYALI** and **UMEED**. Each offering training programs for the diverse talent pool of people we aim to empower. Furthermore, PSDF is working on creating job opportunities for our youth in the global job market. We launched international job placement programs in partnership with **Americana**,



**PSDF recognizes that the people we aim to support are not poor in either talent or drive, with access and awareness of the right opportunities, they can flourish."**

**Rotana**, and **Palm Atlantis**. PSDF is sending skilled and trained workforce to the Gulf offering the opportunity for graduates to create a career abroad and gain international work experience.

The pandemic accelerated PSDF's digital strategy and pushed us to forge partnerships that would cater to the skill needs of our learners, given the restrictions of the pandemic. So, we partnered with Coursera, the world's leading online learning platform to launch **Coursera by PSDF**. Coursera by PSDF gives our learners access to the best learning content developed by the world's top universities. The courses offered are specifically curated by our team because of their market relevance, so PSDF learners gain skills in professional fields that are in demand by employers globally.

PSDF has been able to achieve the results it has because of the strong and challenge ready team that it comprises of. What motivates us is that we are active participants in creating a more secure future for our people, nurturing their talent, and giving their skills visibility so they can succeed.

Simply, the work we do is changing people's lives for the better. This is what drives us to continue and do more. I am hopeful, that the pandemic will strengthen and unite us, as it is shared experiences of challenges and joy that often truly bring people together.

## ■ Our Purpose

We shape the future well-being of our poor and vulnerable youth by giving them access to skills training of the highest standard so they can find sustainable employment and income generating opportunities in Pakistan and beyond.

10 YEARS OF THE



**Muhammad Ilyas, 32**  
Training Course: Tenat Farm  
Location: Sargodha



## PSDF Values

PSDF values are the foundation of the organization and the people it comprises of our values give us a direction and a benchmark to aspire in all our actions within and outside the organization.



### Results

We always have our eyes on the results. We will be resilient, persuasive, and persevering until we get the results we are looking to achieve, individually and as a team.

### Innovation

We welcome and push for change. We encourage our people to be entrepreneurial, take some risks and learn from mistakes. We constantly look for new ideas, and value 'out-of-the-box' thinking.

### Striving for Excellence

We will always challenge the status quo and continuously strive to be the best. We take pride in every-thing we do; from our people, to our services and in our relationships with our partners.

### One Team

We value team results over individual results, are loyal and open-minded towards each other, give and get honest feedback, proactively help and support each other to deliver results.

### Respect & Fairness

We will always be fair in our dealings with everyone we work with and with each other. We will deal with one another with honesty and mutual respect.



# Operating Model

PSDF's operating model is constructed on result-based funding. Training contracts are awarded through a competitive and transparent bidding process.

PSDF trainings focus on poor and vulnerable youth in Punjab, targeting youth between the ages of **18-35**, who have attained education up to grade 8-12, and are members of households that rank between 20-40 on the poverty score.

We have a goal to ensure that **40%** of all PSDF trainings serve women. Along with this, PSDF also funds skilling programs for non-muslim youth, transgenders and youth with disabilities.

## 01

### Sector & trade identification through research partnerships & market responsiveness

- a. Market research & sector studies
- b. CERP strategic partnership
- c. Industry & Training partners feedback
- d. Placement service partners feedback

## 02

### Competitive & transparent bidding process to ensure best training provider for each trade

- a. Public call-out for prequalification of training partner
- b. Combination of technical and financial evaluation
- c. 3<sup>rd</sup> Party bid document management

## 03

### Third party monitoring of training to ensure transparency, quality and delivery of trainings

- a. Real-time android app reporting from location
- b. 3rd party team of 80 carrying out monitoring
- c. Monitoring based on trainee profile, fit for the trade, attendance, teacher capability, resources, equipment

## 04

### Placement service to connect graduates to employment opportunities

- a. Placement partner with deep industry linkages to support placements
- b. Complete preparation of the graduates for job interviews
- c. Market feedback on trades with the most demand to guide funds allocation

## 05

### Result-based system that rewards completion and income generation outcomes

- a. 80% payment linked to contract-to-completion ratio
- b. Deductions on failing to meet attendance targets
- c. 20% payment on completion-to-employment ratio and verification over 3 months

# Governance Policies

01

Board Charter

02

Board Audit & Finance Committee (BAPC) Charter

03

Human Resource Committee (HRC) Charter

04

Nomination Committee Charter

05

Program Design & Procurement Committee

06

Whistleblowing Policy

07

Anti-Fraud, Bribery & Corruption Policy

08

Anti-Money Laundering & Counter Finance Terrorism Policy

09

Communication Policy

10

Health, Safety & Environment Policy

11

Code of Conduct

12

Conflict of Interest Policy

13

Capital Expenditure & Acquisition Policy

14

Related Party Transaction Policy

15

Audit, Risk & Compliance Charter

10 YEARS

OF SKILLING  
THE NATION



**Hammad Hussain, 28**  
Training course: CNC  
Programming  
Location: Sheikapura

**Salman Sarwar, 30**  
Training course: CNC Machine  
Operator  
Location: Sheikapura


**Muhammad Ahmad, 29**  
Training course: CNC  
Programming  
Location: Sheikapura

## Organizational Priorities

The goals for the year 2021 were to continue the strengthening of the organization by embracing digitization to increase efficiency and boost partnerships, create market linkages for and equip trainees with skills to access income-generating opportunities in the mainstream job market and self-employment or launching a business.

Another key priority was to change the image of skills amongst our targeted beneficiaries and raise awareness on the positive impact that market driven skills trainings can have in creating income and employment opportunities for youth.

- 1 Embracing the Digital Revolution
- 2 Growing International Partnerships
- 3 Engaging the Industry
- 4 Organizational Strengthening
- 5 Knowledge Creation
- 6 Changing the Image of Skills & Vocational Trainings



**Rayan Ali, 22**  
Training course: CNC Programmer  
Location: Sheikapura

## Training Priorities

PSDF's approach to funding skills development program is unique as we aim to have an overarching impact in the Punjab region. The region is divided into seven regional clusters, where we have identified the key trade sectors namely, Agriculture/Livestock, Services, Textile, Light Engineering and Construction. The trainings must address the skills gap across both clusters and sectors, as well as be inclusive of both men and women.

### Focus Areas



Agriculture/ Livestock



Services



Textile



Light Engineering



Construction

## Trainee Footprint

- 26% Southern Belt
- 23% Greater LHE & FSD
- 16% Northern Belt
- 11% South Western Belt
- 23% Golden Industrial Triangle
- 8% Agri Heartland
- 7% Eastern Belt



## Completed Projects

This year, PSDF successfully achieved its training targets for both Skills Development Programme (SDP) and the disbursement link indicator for the World Bank funded, Punjab Skills Development Project (PSDP).

### Skills Development Programme (SDP)



**69,741**  
TRAINEES



**52%**  
MEN



**48%**  
WOMEN

### Punjab Skills Development Project (PSDP)



**11,200**  
TARGET TRAINEES



**13,606**  
TOTAL TRAINED

# 1 Embracing the Digital Revolution

Today, 61.34 million people are using the internet in Pakistan, the country's internet penetration currently stands at 27.5% (World Bank, 2020).

As, more people are using the internet in the country, e-commerce has started to boom over the past few years, highlighting the need for technologically competent and skilled workers in this emerging field. Given the global direction, digitization is here to stay.

The digital world presents an opportunity for the youth population who are generally more familiar with the online world to both learn and use the platform to earn an income.

Under our digital programs, this year we piloted two projects: Amazon Virtual Assistant and Foodpanda Home Chefs program.







PILOT PROGRAM

## Amazon Virtual Assistant Training



**PKR  
60,000**  
AVERAGE EARNING  
GENERATED PER MONTH



**100**  
WOMEN TRAINED  
IN PILOT PROJECT



MAKING WOMEN  
SELF-SUFFICIENT  
AND ECONOMICALLY  
INDEPENDENT



EMPOWERING  
WOMEN WITH  
SKILLS TRAINING

The pilot project for Amazon VA, launched an online training for 100 women to become Amazon Virtual assistants. The training offered women skills ranging from Online Communication, Customer Service, and E-Commerce landscape to Amazon Product Research Tools, creating Listings and Order Management. The training model was online and home-based and was offered for a duration of 2.5 months.

### Short and immersive training offered in the following subjects:





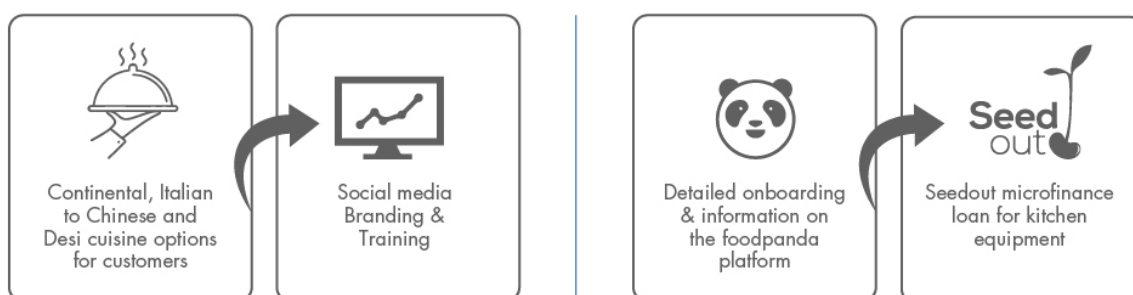
PILOT PROGRAM

## Home Chefs Training Program



PSDF launched a home chefs training pilot in collaboration with Foodpanda of 50 women trainees. The week-long training program equipped trainees with the necessary skills required to launch their own brand on Foodpanda's food delivery app.

The pilot saw promising results, 100% of the trainees were onboarded on Foodpanda with an average income of Rs. 20,000 per month in the nascent stages of onboarding (Actual income may vary with number of hours operational per day).





**Muhammad Usman**  
Training course: HTV/LTV Driving  
Location: Sheikapura

PILOT PROGRAM  
**Entrepreneurship on Wheels**



**92%  
 Trainees**

SUCCESSFULLY  
 COMPLETED TRAINING



**100  
 Graduates**

RECEIVED THE  
 DRIVER'S LICENSE



**78%  
 Graduates**

SUCCESSFULLY  
 ONBOARDED TO UBER

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.

Under the first phase of the scheme, 140 trainees across Lahore and Faisalabad were trained in both core skills such as driving, 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.



CLASSROOM  
 TRAINING



PRACTICAL  
 TRAINING



RIKSHAW  
 LICENSE



MARKET  
 LINKAGES



ACCESS TO  
 MICROFINANCE

## 2 Growing International Partnerships

### Generation

#### Partnership with Generation

PSDF partnered with Generation on two key programs this year. Generation is working to transform education to employment systems to support both workers and employers. Generation is working on preparing and supporting people enter careers and help unemployed and underemployed people gain new skills so they can move from unemployment to employment.

#### Microfinance

Generation and PSDF managed the training program for 131 graduates through Rural Community Development Program (RCDP). Employment MOUs were signed with FINCA Microfinance Bank, Khushali Microfinance Bank, U Microfinance Bank, Telenor Microfinance Bank, and other microfinance institutions. Prior to the covid crisis, 80 % of graduates were retained at work, after six months on the job. Some graduates have won awards as top performers, and all candidates from our first 2 cohorts have consistently outperformed their peers. PSDF received PKR 34,000 per graduate hired by employers during the pilot phase.



**131**  
**Graduates**



**80%**  
**Graduation**  
**Rate**



**PKR**  
**34,000**  
PER GRADUATE HIRED  
DURING PILOT PHASE

#### Retail Sales Associate Program

Generation managed the training program for 132 graduates through Star Farm (a subsidiary of Metro Cash & Carry), a PSDF selected third party training organization. Employment MOUs were signed with Sapphire, AK Marketing (Mango, Splash etc.) Sefam, and several leading fashion brands with 79% graduation rate before the COVID-19 crisis. PSDF received PKR 25,000 per graduate hired by employers during the pilot phase. Before the COVID-19 crisis, exploratory conversations were underway with large-scale employers including Khaadi, Al-Karam and Al-Fatah to expand the scale and scope of the program, to match their hiring requirements. A total of Rs 0.6 million has been raised from employers through placement of graduates.



**132**  
**Graduates**



**79%**  
**Graduation**  
**Rate**



**PKR**  
**0.6 Million**  
TOTAL INDUSTRY  
CONTRIBUTION



**160**  
**PSDF Trainees**

RECEIVE JOB OFFER LETTERS



**120**  
**Selected Trainees**

COMPLETED TRAINING




**100%**  
**Retention Rate**

## Partnership with Americana

PSDF partnered with Americana Group which oversees a conglomerate of fast-food restaurants throughout the Middle East which includes KFC, Krispy Kreme and Hardees amongst others. PSDF screened applicants for aptitude and soft skills. PSDF recruitment process ensured that only the best candidates were short-listed and recommended for interviews with Americana hiring team. After successful selection by Americana, applicants went through a rigorous one-month training to equip them with technical skills needed to perform their duties. 120 candidates were trained at KFC- Pakistan out of which 105 are currently working abroad in UAE, Saudi Arabia and Qatar.

The on boarding of trainees to their work abroad countries, was slowed down due to the outbreak of the pandemic and the travel restrictions that were enforced. This partnership is expected to grow rapidly due to the great feedback from Americana in the next year and as travel restrictions ease.



A photograph of a man with a beard and mustache, wearing a blue and white striped shirt, smiling while operating a white sewing machine. A yellow measuring tape is draped around his neck. The background is a blurred workshop or classroom setting with shelves and posters. A semi-transparent grey box contains text about the man's training course and location.

**Ahsan Khan, 27**  
Training course: Industrial  
Stitching Machine Operator  
Location: Lahore

### 3 Engaging the Industry

#### Working with Industry Leaders

The strength of PSDF's approach is the direct connect with industries, which allows us to create mutually beneficial and collaborative cost-sharing partnerships. These partnerships enable the funding, training, and employment of our beneficiaries with strong financial support from the industry.

PSDF actively works to engage industry partners across priority sectors and has collaborated with them to develop and implement skills trainings that meet their hiring needs.



**97**  
INDUSTRY  
SERVICE PROVIDERS



**18,986**  
TRAINED

#### Growth in Cost Sharing Partnerships

Under the cost-sharing program, we worked with 34 businesses this year, this number has steadily grown over the years as businesses recognize the value of employing trained workers under this program. Business partners contribute around 50-70% of the training cost.



**9,784**  
GRADUATES IN 9 MONTHS  
(July 2019 - March 2020)



**15,576**  
TRAINEES IN 9 MONTHS  
(July 2019 - March 2020)



**PKR 447 MN**  
COST SAVING IN 9 MONTHS  
(July 2019 - March 2020)



## **4 Organizational Strengthening**

As an organization PSDF continuously strives to be innovative and future-ready, by streamlining our processes we aim to be more efficient and impactful in the skill and vocational development sector. During 2019-2020, the key focus was to improve the user experience of our TSPs and beneficiaries, steps were taken to ensure that stakeholders are engaged in a transparent, time and cost-effective way. Digitizing our systems supported this goal.

Prior to the digitization of core processes in the organization PSDF relied on a paper-based system that made it difficult to track and monitor its work across several areas, as well as coordinate with its vast network of TSPs and trainees.

## BEFORE PROCESS AUTOMATION



### PROCUREMENT OF TRAINING SERVICES

Paper-based & slow



### MANAGEMENT INFORMATION SYSTEM (MIS)

Only stores data, unable to run advanced analytics



### PAYMENT TO TRAINING SERVICE PROVIDERS (TSPS)

Paper-based, unable to view payment processing



### MONITORING & EVALUATION

Physical verification of trainees



### STIPEND DISBURSEMENT

TSP disburses stipend manually to trainee, paper-based record system



### EMPLOYMENT VERIFICATION

Paper-based dependency on TSP to verify & retrieve record

## AFTER PROCESS AUTOMATION



### E-PROCUREMENT

e-procurement is faster, transparent; training service providers & vendors can view application status



### BUSINESS SUPPORT SYSTEM (BSS)

Integrated system to store financial, trade & class data with business intelligence, mapped with payment mechanism for SAP



### INVOICE PROCESSING SYSTEM (IPS)

Partners can view progress on purchase orders & invoice submission



### DIGITAL VERIFICATION & VALIDATION SYSTEM (DVV)

DVV device connected with NADRA system, trainees verified via thumbprint, verification of identity & attendance stored



### DIGITAL STIPEND DISBURSEMENT



Stipend directly transferred to trainees via easypaisa



### EMPLOYMENT REPORTING PORTAL

Online, allows verification of employment status

## **5 Knowledge Creation**

For any organization within the development sector, it is imperative the programs that are designed and implemented address the challenges and gaps it aims to provide solutions for. PSDF implements an evidence-based approach to design and execute its skills trainings programs.

The objective of knowledge creation is to share and assess the impact of a program. Through evaluations, we can identify the strengths and weaknesses of programs, trace patterns and contribute to the knowledge of development sector. Three key studies were carried out that aimed to assess the overall labour force participation, employment rate (pre and post training) and income generation effects (post skills training program).

### **1. Rapid Assessment of Punjab's Technical and Vocational Education and Training (TVET) Program**

PSDF is taking the lead in procuring third-party services to assess Government of Punjab's existing strategies for skills development and future priorities. This study will assess the impact and quality of vocational skills provision by the three major public-sector entities involved in skill provision on the provisional level: Punjab Technical and Vocational Training Authority (P-TEVTA), Punjab Vocational Training Council (PVTC) and PSDF. The three agencies are leading the training of the 2 million youth targeted by the Government of Punjab's Growth Strategy.

### **2. Women's Study**

PSDF led a comprehensive research study examining the employment trends for women in urban areas, across different priority sectors. The study identified the key inhibiting and enabling factors that play a role in women's ability to access income generating opportunities. Two key factors soft skills and technical training emerged as key enablers in securing employment for all categories of jobs. The lack of linkages with employers, awareness of the job market and inadequate facilities for women at workplace were identified as the key inhibitors for women in accessing sustainable employment opportunities.

Based upon these findings, the study recommends tangible programmatic and policy recommendations that should be incorporated and adopted by the government and relevant labour market stakeholders to improve the efficacy of programs directed at increasing women's labour workforce participation.

### 3. Case Studies

As the country's largest skills development fund, PSDF is funding a diverse number of trainings. This brings forward an opportunity to share with key stakeholders and partners critical lessons learned, challenges faced, and insights from each programme.

Case studies were introduced to share valuable insights in a comprehensive and reader friendly format. PSDF case studies are exclusively designed for each program area and outline key facts, data combined with lessons learned from the programs executed.

This year 10 case studies were published and disseminated across all social media platforms and were also republished by other research institutes like CERP.

**Digital in Work, Skill Development of Punjab's Transgender Community**

**OVERVIEW**  
Punjab's transgender community has remained outside the state's professional work force. Digital in Work, a joint initiative between PSDF and Unicef, aims to provide digital skills training to the transgender community in Punjab. The program is designed to help transgender individuals gain digital skills to enhance their employability and participate in the digital economy.

**FACT**  
The program is a joint initiative between PSDF and Unicef. It aims to provide digital skills training to the transgender community in Punjab. The program is designed to help transgender individuals gain digital skills to enhance their employability and participate in the digital economy.

**KEY TAKEAWAYS**  
The program has successfully trained a large number of transgender individuals in digital skills. This has helped them gain confidence and improve their employability. The program has also helped to raise awareness about the digital economy and the importance of digital skills.

**PSDF'S ROLE**  
PSDF played a key role in funding and implementing the program. It provided the necessary resources and support to ensure the program's success.

**PSDF | UNICEF**  
The partnership between PSDF and Unicef has been instrumental in the success of the program. It has allowed for the sharing of expertise and resources, ensuring the program's effectiveness.

**SEIZING OPPORTUNITIES IN THE DIGITAL ERA**

**OVERVIEW**  
The digital era has opened up new opportunities for businesses and individuals alike. However, many people lack the necessary digital skills to take advantage of these opportunities. This case study highlights a program that provides digital skills training to help individuals seize these opportunities.

**1. COURSE BY PSDF**  
The course is designed to provide participants with the necessary digital skills to succeed in the digital era. It covers topics such as basic computer skills, internet usage, and digital marketing.

**KEY TAKEAWAYS**  
The program has successfully trained a large number of individuals in digital skills. This has helped them gain confidence and improve their employability. The program has also helped to raise awareness about the digital economy and the importance of digital skills.

**PSDF'S ROLE**  
PSDF played a key role in funding and implementing the program. It provided the necessary resources and support to ensure the program's success.

**INTERNATIONAL JOB FACILITATORS - Elevating the Value of Pakistani Skills Abroad**

**OVERVIEW**  
This program aims to help Pakistani professionals find international job opportunities. It provides them with the necessary skills and support to succeed in the global market.

**KEY TAKEAWAYS**  
The program has successfully helped a large number of Pakistani professionals find international job opportunities. This has helped them improve their quality of life and contribute to the global economy.

**PSDF'S ROLE**  
PSDF played a key role in funding and implementing the program. It provided the necessary resources and support to ensure the program's success.

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

**OVERVIEW**  
This program aims to provide youth with the necessary skills and support to start their own businesses. It provides them with the necessary resources and support to ensure their success.

**KEY TAKEAWAYS**  
The program has successfully helped a large number of youth start their own businesses. This has helped them improve their income and employment status.

**PSDF'S ROLE**  
PSDF played a key role in funding and implementing the program. It provided the necessary resources and support to ensure the program's success.

**SKILLING WOMEN FOR THE DIGITAL ERA**

**OVERVIEW**  
This program aims to provide women with the necessary digital skills to succeed in the digital era. It provides them with the necessary resources and support to ensure their success.

**KEY TAKEAWAYS**  
The program has successfully trained a large number of women in digital skills. This has helped them gain confidence and improve their employability. The program has also helped to raise awareness about the digital economy and the importance of digital skills.

**PSDF'S ROLE**  
PSDF played a key role in funding and implementing the program. It provided the necessary resources and support to ensure the program's success.

**e-PROCUREMENT - Creating a Transparent and Efficient Public Procurement System**

**OVERVIEW**  
This program aims to provide a transparent and efficient public procurement system. It provides the necessary resources and support to ensure its success.

**KEY TAKEAWAYS**  
The program has successfully implemented a transparent and efficient public procurement system. This has helped to reduce corruption and improve the quality of public procurement.

**PSDF'S ROLE**  
PSDF played a key role in funding and implementing the program. It provided the necessary resources and support to ensure the program's success.

**EMPOWERING PAKISTAN'S YOUTH WITH DIGITAL SKILLS**

**OVERVIEW**  
This program aims to provide Pakistani youth with the necessary digital skills to succeed in the digital era. It provides them with the necessary resources and support to ensure their success.

**KEY TAKEAWAYS**  
The program has successfully trained a large number of Pakistani youth in digital skills. This has helped them gain confidence and improve their employability. The program has also helped to raise awareness about the digital economy and the importance of digital skills.

**PSDF'S ROLE**  
PSDF played a key role in funding and implementing the program. It provided the necessary resources and support to ensure the program's success.

**EMPOWERING PAKISTAN'S YOUTH WITH DIGITAL SKILLS (continued)**

**OVERVIEW**  
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**KEY TAKEAWAYS**  
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**PSDF'S ROLE**  
PSDF played a key role in funding and implementing the program. It provided the necessary resources and support to ensure the program's success.

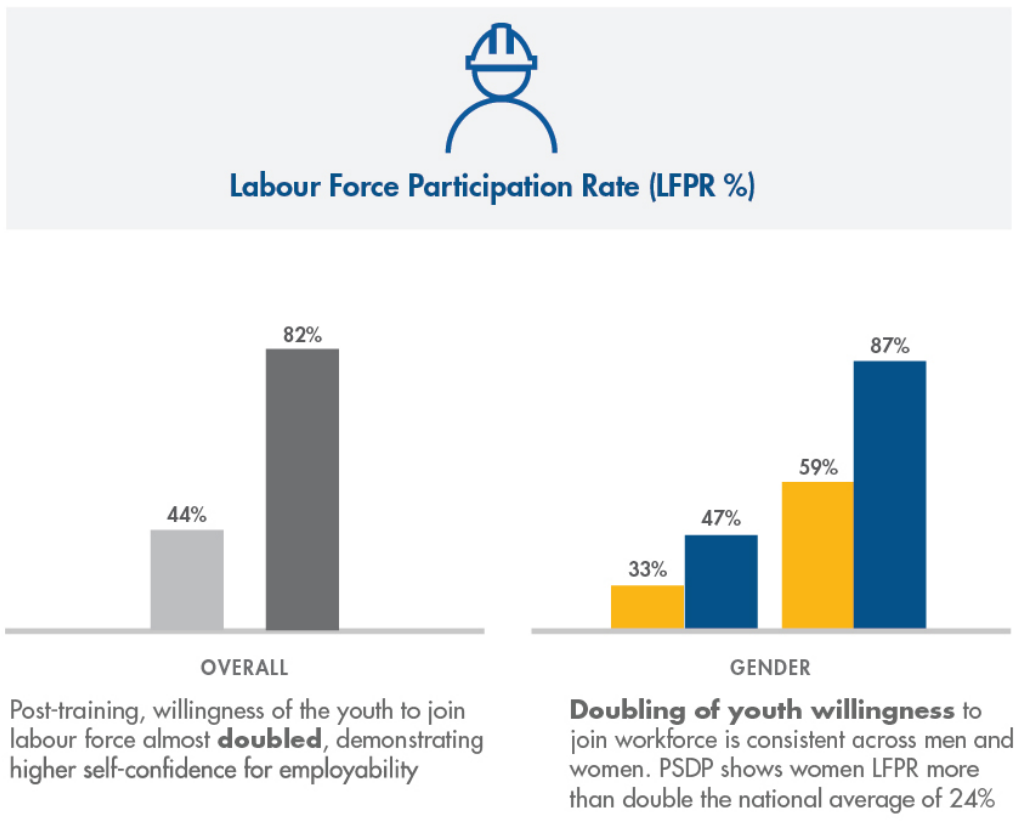


#### 4. DFID-SDP Graduate Tracer Study

The Skills Development Programme's (SDP) objective was to improve employment and income opportunities for the poor and vulnerable population in Punjab. The five-year project was funded by DFID from August 2016 to June 2020, with PSDF as the implementing partner. The Graduate Tracer Study reported findings from a midline tracer survey of the SDP.

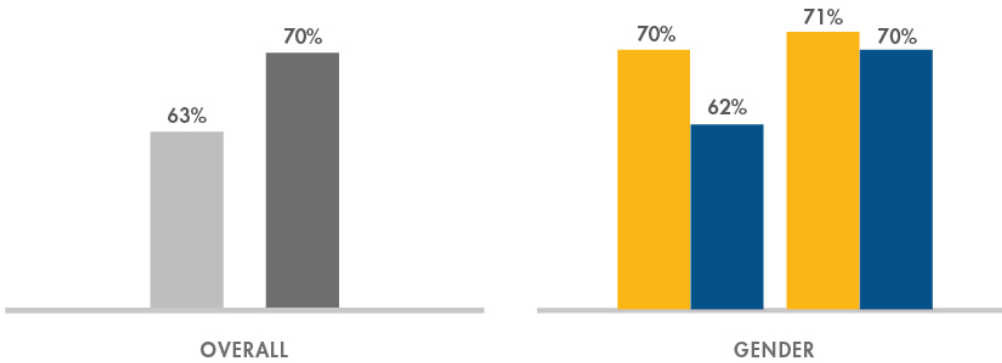
Fame Consultancy PVT LTD hired to conduct this 3rd party, independent survey. Sample size for the survey included interviews with 4, 438 trainees and 106 employers.

● Before training    ● After training    ● Male    ● Female





### Employment Rate (%)

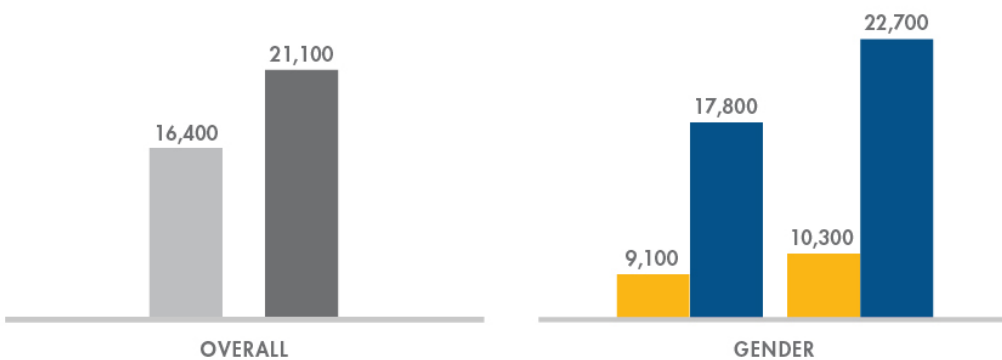


Despite doubling of LFPR, employment rate is also increasing, **demonstrating that youth seeking work are finding income generating opportunities**

Employment rates are over 70% for both men and women. **More women joining the workforce are also able to find income generating opportunities**



### Income Effects



**Average income premium after acquiring skills is 28%. Acquisition of skills is clearly resulting in higher income generation**

Average increase for men after skills training is **27%**. **Average income increase for women is also significant given that almost half of the ones in labour force were not earning anything before training**

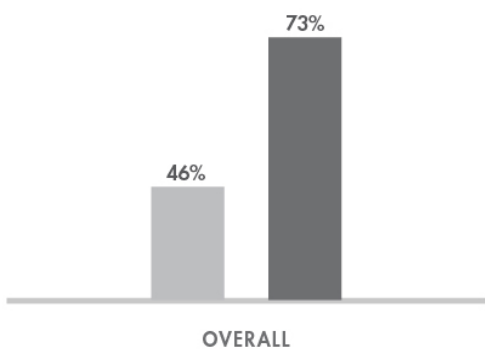


## 5. WB-PSDP Graduate Tracer Study

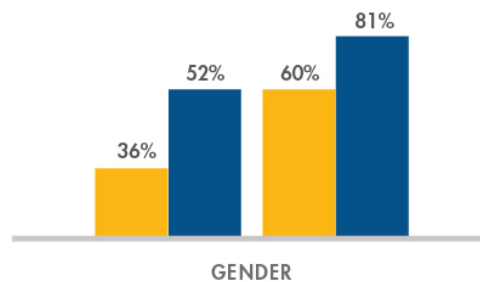
The Punjab Skills Development Project aims to strengthen the skills training system and to improve the quality, labor market relevance of and access to skills training programs in priority sectors. Its objective is to benefit youth who wish to gain and improve job specific skills to increase their earning capacity. The graduate tracer study will report findings from a mid-programme survey for the project. The program is funded by the World Bank.

PWC was hired as the third-party independent survey contractor. Sample size for the survey included, 1,023 trainees, 35 employers, and 37 TSPs.

● Before training    ● After training    ● Male    ● Female



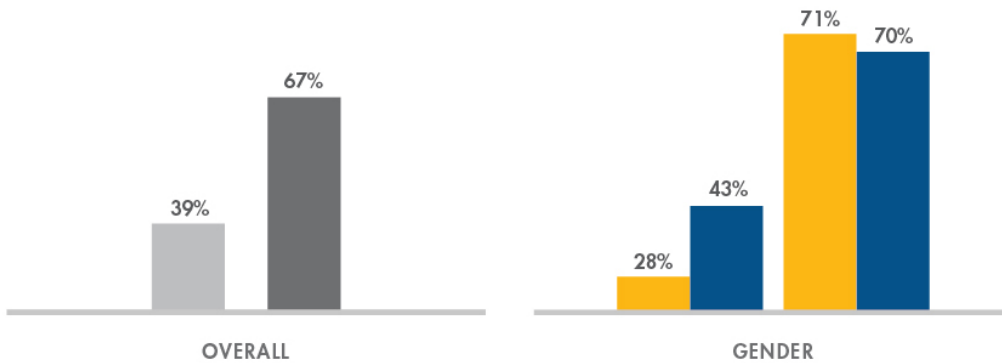
Post-training, willingness of the youth to join labour force **increased 60%**, demonstrating higher self-confidence for employability



**Women LFPR almost doubled post-training.** This demonstrates significantly improved self-confidence in their job readiness



### Employment Rate (%)

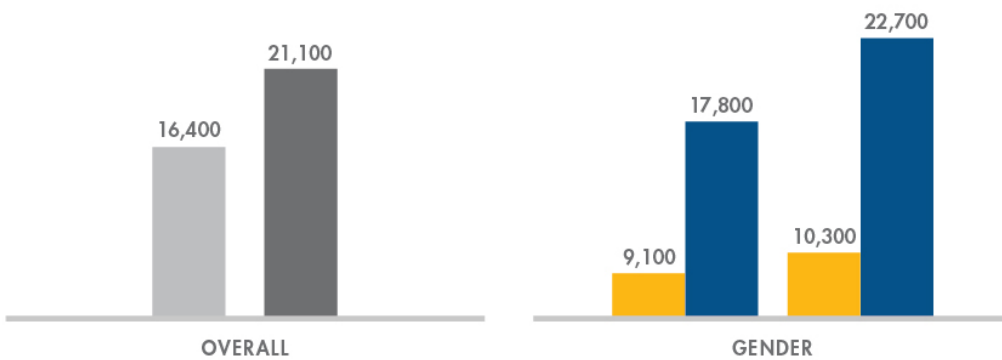


**Employment has risen by 70% post skills training**, demonstrating that youth seeking work is able to connect with income generating opportunities

Whereas aggregate employment has gone up, **women employment has more than doubled**. Women feel more job ready and likely to find income generating opportunities



### Income Effects



**Average income premium after acquiring skills is 30%**. Acquisition of skills is clearly resulting in higher income generation

Average income increase for men after skills training is **25% and for women is 71%**. Income gap between men and women **has reduced to 25% post training from 70% before**

## 6 Changing the Image of Skills & Vocational Training

Globally, it has become evident that the business-as-usual approach to educating a future workforce is outdated and unproductive. Formal education in the forms of degrees is perceived as more valuable, even if they are unaffordable, time-consuming, and not relevant to the hiring needs of the industries.

Specialized skills and knowledge are what will ensure that citizens have a competitive advantage of gaining sustainable employment in the country and abroad. When it comes to the skills development sector, many misconceptions exist regarding the value of vocational trainings and who can participate and benefit from them. PSDF is playing an active role in nurturing and expanding the skills ecosystem in Pakistan.

### Awareness Roadshows

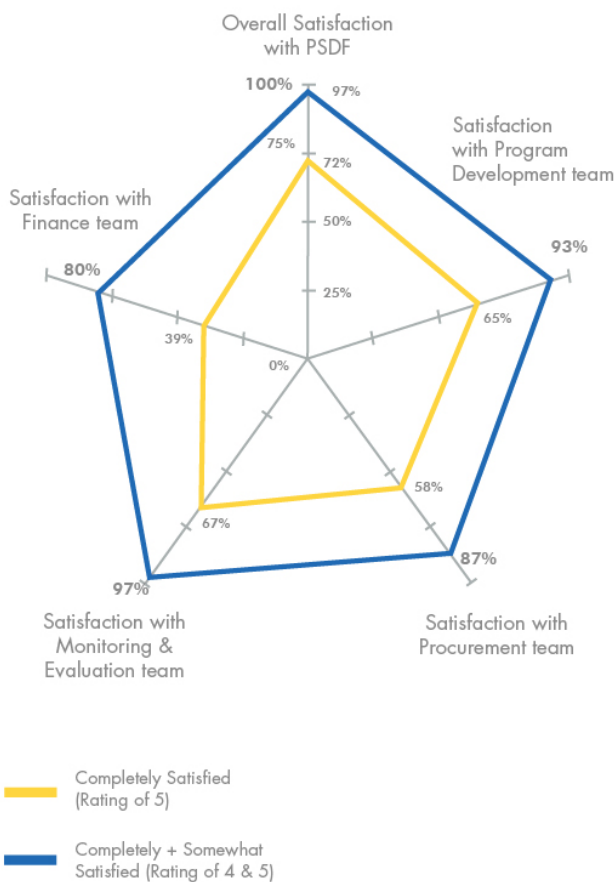
PSDF also conducted road shows, personalized sessions, and town halls across Punjab with industry players and training partners to create awareness about PSDF programs and mechanisms to participate. Prequalification was introduced every quarter to expand the ecosystem of TSPs and improve the speed of launching the scheme.



## TSP Pulse Survey

The objective of the TSP Pulse Survey was to understand the established relationship between PSDF and our TSPs to identify areas of strengths and further improvement. PSDF conducted the Pulse Survey to track the performance of the major internal departments that engage with TSPs (Program Development, Procurement, Monitoring & Evaluation and Finance). The survey was sent to 271 TSPs and was conducted by a third party.

217 TSPs took part in the survey and shared their working experience and satisfaction levels with PSDF.



**97%**

Training Service Partners satisfied with working with PSDF

**72%**

Overall, the functional appeal of PSDF was found high as indicated by its satisfaction score

**81%**

of Training Service Providers were satisfied with the Punjab Skills Development schemes

**71%**

of Training Service Providers attended the orientation sessions and high satisfaction with the quality of information provided (70% - Rating of 5)

**79%**

of the Training Service Providers not only attended the Business Rules Orientation Sessions regularly but were also highly satisfied (74%- Rating of 5) with the clarity of information delivered during these sessions



## **Efforts towards more inclusion**

PSDF is at the forefront of changing the perception of vocational and skills training in Pakistan. Despite offering quality and free of cost skills development trainings, bringing our target beneficiaries on board can be challenging especially when programs are aimed at the most marginalized and isolated communities.

This year we launched three training programs that were aimed at members of the transgender community, non-muslim youth and people with disabilities.

### **Challenges**

One of the biggest challenges we faced in implementing the following programs was connecting with our selected beneficiaries. There is a sense of distrust and fear amongst many members of these communities that they may be taken advantage of or discriminated against if they participate in the trainings. This is due to years of neglect and non-inclusion in educational programs and the general lack of accessibility to formal job opportunities.

We mobilized grass roots organizations to engage transgender community and raise awareness on the trainings PSDF offered. For our program targeted at non-muslim youth, we also engaged with community leaders including the local church authorities to connect and bring on board beneficiaries for the training program.



## **Skills for Persons with Special Needs**

PSDF has contracted 12 training partners for the training of more than 1,000 special needs trainees. Braille learning, Tailoring, Wheelchair Repair and Making, Computer Graphics, Arts and Crafts, Computer Applications are some of the trades that have been offered under this scheme. With the employment commitment of 20%, trainees are motivated for their contribution in the mainstream economic activity after the completion of this training program.



## **Employability Skills for Non-Muslim Youth**

This program targets to train 5000 trainees of which 40 % are females, with trainings from formal training institutes and business/industries. 20% of graduates of this program will be provided employment by the Training service providers.



## **Training for Transgenders**

PSDF piloted an initiative "Changing the Image of Skills & Vocational Training" to train a cohort of transgender trainees as "Grooming and Makeup Artists". We launched the program in July 2019, with International Fashion Academy of Pakistan as the training partner. This program was a bold and inclusive effort to provide skills training for members of the transgender community and gave them access to training that would enable them to enter the formal job market.



EFFORTS TO BE MORE INCLUSIVE

## Training Program for Transgenders



**100%  
Trainees**

SUCCESSFULLY  
COMPLETED TRAINING



**76%  
Transgenders**

PERCENTAGE OF  
TRAINEES EMPLOYED



**Interest  
Free Loans**

MAKEUP KITS AND  
LOANS PROVIDED WITH  
SEEDOUT AND ICARE

PSDF piloted a skills training for transgender beneficiaries to become "Grooming and Makeup Artists". The training was developed in consultation with members of transgender community, as many expressed interest in learning makeup skills. As many of the trainees were dependent on daily wages to earn a living and unable to afford the transportation cost to the trainings. PSDF facilitated them by providing a travel allowance and stipend. The trainees were able to secure jobs with popular salon chains like Nirvana, Arammish, Sahi and Hair Mechanic.



Classroom  
Training

Classroom training, core skills of makeup and soft skills



Practical  
Training

- Makeup
- Hair styling
- Beauty asethetics



## A People-Centric HR

Another key step that PSDF took was the implementation of best **Human Resources Practices** to both attract new talent and enhance the capacity of present employees. Our objective is to increase the performance capabilities of all PSDF staff and continue to invest in the people.

We employed 26 new team members, utilizing the online psychometric assessment system to select the best candidates, and set in place a succession plan to attract and maintain a pool of talented people. A dedicated training and development budget was allocated by the Board in Technical Assistance.



Three key steps were taken:



### Launch of Online Library

The online library offered different international courses, that employees could enroll in to increase their knowledge and skills in their domains. Over 40% of our employees enrolled in the courses and we were able to effectively utilize our learning budget by more than 80%.



### Lead Program

The aim of this program is to identify and develop the skills of aspiring leaders within the organization. Employees with a blend of aspiration, ability, and people engagement at PSDF are given an opportunity to become future change leaders. The program is competitive and the performance of leads is weighed against several interventions.



### Employee Engagement

An independent third-party employee engagement survey was conducted and achieved 86% engagement score, as a result of different successful HR interventions and digital employee engagement activities. **"Let's isolate together"**, was one digital campaign to engage employees during quarantine.

Online games and activities with prizes to keep staff motivated and engaged were implemented, with a 94% engagement rate, this was a success.



# **EMBRACING THE NEW NORMAL**



## Response to Corona Virus

In March 2020, the impact of corona virus became visible in Pakistan. The country went into a nation-wide lockdown, government, academic institutes, along with restaurants, and non-essential businesses were closed. Due to this, many of our onsite training programs were paused this included the onboarding of PSDF trainees for the international job placement program in the Gulf and the continuation of the pilot Salon and Beautician Program for the community as salons were shut-down.

For PSDF, all on campus classes were shut down from April 2020 and immediate re-alignment of programs was put in action to adapt to the new circumstances.

## COVID-19 Action Plan

- New SOPS set up to ensure safety of trainees and trainers.
- Focus on developing trainings that can lead to self-employment, as slow economic growth is expected in the traditional job sector for the next year.
- Implementation of digital and blended learning training delivery models. This will address two key priorities of keeping our trainees safe during the pandemic but also continue skills development within the digital realm.
- Re-strategizing our communication and mobilization strategy.



## Development of New Monitoring and Evaluation Rules

Corona virus essentially challenged the PSDF team to both transform and adapt the way we deliver skill training programs to our learners.

To mitigate the effects of the corona virus and ensure the safety of all trainees, instructors, employees and visitors SOP's were developed in line with government guidelines. Prior to the re-start of classes, PSDF utilized the service of Third-Party Monitoring Firm (TPM) to verify the readiness of training service providers. The SOPs were applicable for all programs under PSDF including Industrial Training (ITPs), Formal Training Institutes (FTIs) and Community Based Programmes.

All trainees and trainers were required to complete the Gnowbe and PSDF course on infection prevention and transmission within three days of the start of trainings. Awareness Campaigns were also conducted for all through virtual meetings.

On-site classes are expected to resume in October 2021, only TSPs that comply with 100% SOP guidelines will be allowed to operate.



## Digital & Hybrid Learning Programs

**gnowbe**



PSDF collaborated with Gnowbe to develop and provide access to a free online course in Urdu to give vital information on preventing the spread of Corona Virus. This 30-minute course was made available to everyone and upon completion trainees were awarded completion certificates from Singapore's Ngee Ann Polytechnic Institute.

## Partnership with Coursera

**coursera**



This pandemic gave PSDF, a unique opportunity to re-align our training delivery model from brick and mortar to online and develop ways to deliver quality trainings remotely. While online learning is a relatively new phenomenon in Pakistan, amidst the current COVID-19 pandemic, interest and necessity have jointly dictated the shift to online learning particularly for school, colleges, and universities. PSDF launched its partnership with Coursera to offer quality courses free of cost to trainees. Our objective was to reach youth and support their continued skill development, and enable them to navigate and access self-employment opportunities, increase their income, and enable them to continue to advance their careers through this.

Courses on Coursera are taught by top instructors from 190 world-class universities and organizations (University of Virginia, UC Davis, Google, IBM etc.) with over 40+ Million learners till date. Learners can take advantage of learning at their own pace through on-demand video lectures, homework exercises, and community discussion forums.



< BACK

gnowbe

## ڈیجیٹل اور مالی خواندگی



!ہنی ڈیجیٹل اور مالی مہارتیں سیکھیں

MINUTES  
137

SESSIONS  
15

اسی ایس ڈی ایف (ڈیجیٹل اور مالی خواندگی) ، ایک آن لائن کورس۔ یہ کورس آپ کو اسمارٹ فون  
مسل کرنے کے طریقے اور پیسے سے متعلق معاملات کو سمجھنے کے بارے میں بنیادی معلومات سکھانے کا



## **Paving path for Self- Employment**

The long-term impact of the pandemic is expected to reduce traditional employment opportunities. Prior to the pandemic, securing sustainable work opportunities was already a challenge and now with the world retreating even more and work from home becoming the new norm, self-employment has become both a necessity and a solution.

PSDF had already initiated e-learning programs teaching freelancing opportunities but with the pandemic in full force, we accelerated our efforts to deliver more of these programs. Micro-entrepreneurship activities will be created and provided for the youth to be engaged. A total of 15 trades have been shortlisted that provide the most self-employment opportunities. To ensure the right candidates are enrolled for the program that will eventually create businesses after training has been completed, PSDF will engage a consultancy firm to develop a psychometric test that will assess entrepreneurial traits.



## Strategic Branding of PSDF

As we worked on re-aligning PSDF's work for the "new normal", it became evident that we will need to rely more heavily on highly effective online communication strategies to connect with our targeted beneficiaries and mobilize them to fully participate in the training opportunities developed for them.

### Research on Consumer Profile and Segmentation

PSDF is pushing itself to be the most innovative organization in the Pakistan's skill development sector and to effectively do this we need to understand the interests and needs of our target trainees better.

The aim of PSDF is to empower youth and provide skills that will help them gain employment and pull the most vulnerable out of the poverty cycle. Simultaneously, we are educating and raising awareness amongst our target beneficiaries about the training courses and why skill-based training can help them access more job opportunities.

To achieve this, research led by a third party will be undertaken to create consumer profiles of our target trainees. This will allow us to create communication campaigns that resonate with the target audience, elevating PSDF's ability to disseminate information on the trainings it offers.

### Why Six Program Areas?

PSDF recognizes the diversity of its target audience and to effectively connect and raise awareness on the skills development programs that we offer, we launched six specialized program areas to address the specific needs of our potential and current trainees. The rationale behind this move was based on two elements; to increase the reach of our programs and to create skill development programs that impart relevant and market valuable skills that appeal to youth. Each program area will be used to communicate and appeal to our target audiences to increase the efficiency of program reach and highlight the value of skills program.



PURSUING **GLOBALIZATION**  
WITH **AN ACCESSIBLE,**  
**STANDARDIZED AND**  
**QUALITY EDUCATION** FOR  
ALL, PREPARING TALENT FOR **A**  
**DIGITALLY TRANSFORMED**  
**FUTURE.**



## FUTUREISE

e-Tayyar is the program area dedicated to offering skills trainings through digital programs and offers e-learning and hybrid learning opportunities. The objective is to provide access to standardized, quality education for all and to prepare talent for a digitally transformed future. Under e-Tayyar, all our new digital courses spanning from financial literacy to entrepreneurship will be incorporated along with Coursera courses and any new courses that are part of hybrid trainings.

**All digital trainings.**

The logo for URAAN ENABLER features a stylized purple 'U' with a pink and purple flourish above it. Below the 'U' is the word 'URAAN' in a purple serif font, and below that is the word 'ENABLER' in a grey sans-serif font.

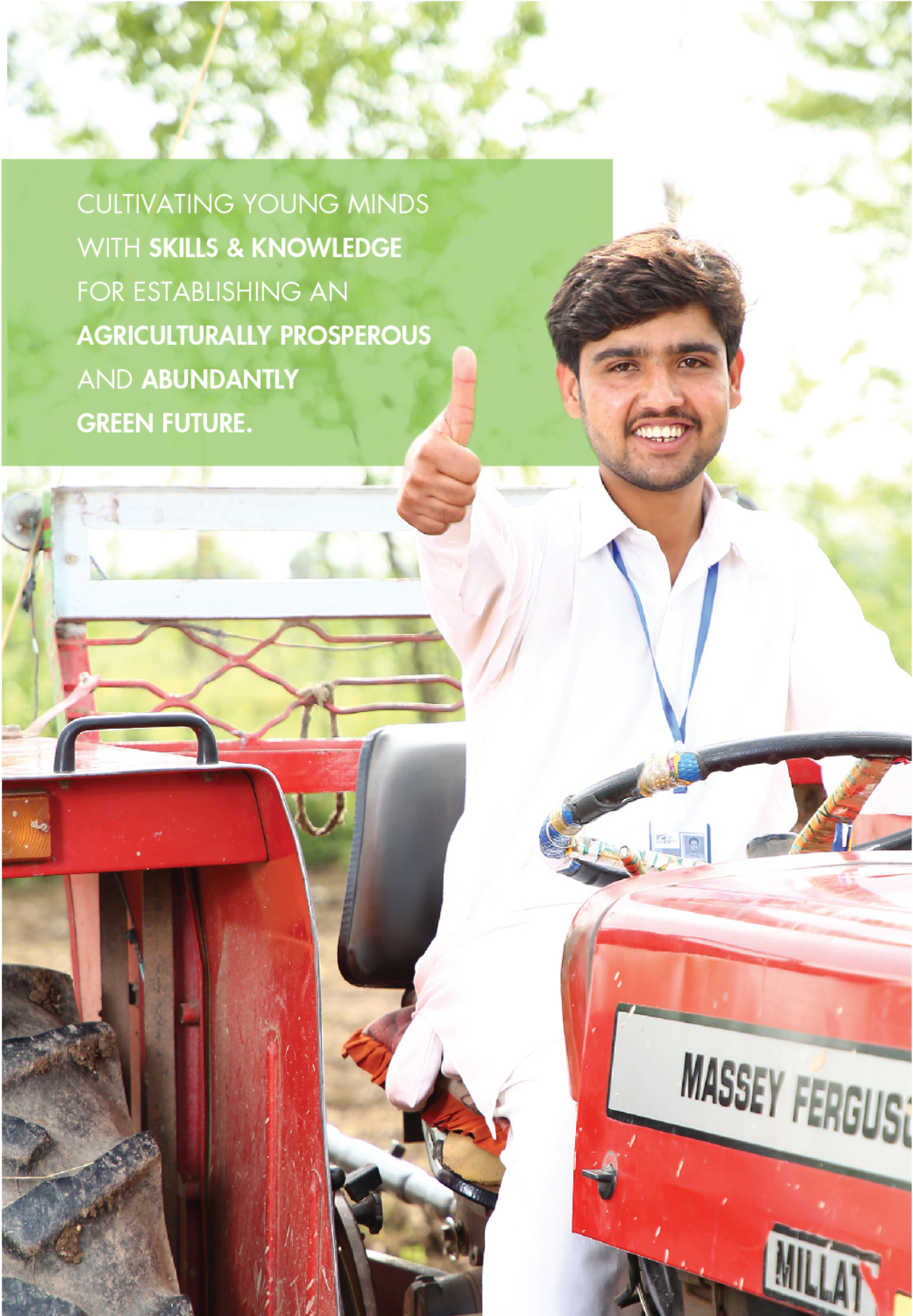
# URAAN ENABLER

Uraan is the program area dedicated to providing skills trainings to empower women and create sustainable socio-economic opportunities for them. The objective is to develop women's skills and transform their ability into expertise for an economically and socially sustainable future. Under URAAN, the Amazon VA program will be scaled up along with the Home-Chefs Training program that also focused on women trainees.

**Specialized trainings in formal and self-employment.**

DEVELOPING **WOMEN'S SKILLS**  
TO TRANSFORM **ABILITY**  
INTO **EXPERTISE** FOR AN  
**ECONOMILCALLY AND SOCIALLY**  
**SUSTAINABLE FUTURE**





CULTIVATING YOUNG MINDS  
WITH **SKILLS & KNOWLEDGE**  
FOR ESTABLISHING AN  
**AGRICULTURALLY PROSPEROUS**  
AND **ABUNDANTLY**  
**GREEN FUTURE.**

The logo for 'HARYALI PROSPERITY' features the word 'HARYALI' in a light green, sans-serif font. A stylized green plant with three leaves is positioned to the left of the 'H'. Below 'HARYALI', the word 'PROSPERITY' is written in a dark grey, sans-serif font.

# HARYALI PROSPERITY

Haryali is the program area dedicated to providing skills trainings for individuals working in the agriculture and livestock sectors. The objective is to cultivate young minds with skills and knowledge to establish an agriculturally prosperous and abundantly green future. Under Haryali, the programs Women's Training in Livestock Management (WTLM) and Big Push for Rural Economy (BPRE) will be incorporated.

**Specialized trainings for  
agriculture and livestock sector.**





# AGHAAZ

## ENTERPRENEUR

Aghaaz is the program area dedicated to offer skills trainings to individuals interested in becoming entrepreneurs and launching their own start-ups. The objective is to empower individuals to initiate ventures by imparting stimulating knowledge and confidence, leading them to independence and prosperity. Our programs Entrepreneurship on Wheels and Skills for Self-Employment will be incorporated and promoted through Aghaaz.

**Specialized trainings for entrepreneurs and self-employment.**

EMPOWERING INDIVIDUALS  
WITH **SKILLS AND CONFIDENCE**  
TO TAKE THE FIRST STEP TOWARDS  
**INDEPENDENCE & PROSPERITY.**



**EXCEL AND EXCEED AS  
LEADING EXPERTS FOR A  
PROFESSIONALLY  
SUSTAINABLE FUTURE.**





# MAHIR

## EXPERT EASE

Mahir is the program area dedicated to providing skills training to create experts in several vocational fields. The objective is to impart expertise for a professionally sustainable future. Under Mahir, the Generation-You Employed, and Skills for Market Linkages Program (SFML) will be incorporated.

**Specialized trainings for traditional vocational skills.**



The logo for Umeed features a stylized lowercase 'i' in orange and blue, followed by 'meed' in blue. Below it, the word 'EQUALITY' is written in a grey, sans-serif font, with 'ALL' in a bold weight.

# Umeed

## EQUALITY

Umeed is the program area dedicated to providing skills trainings for non-muslim and disadvantaged groups. The objective is to upskill and uplift the marginalized communities for employability, empowerment and provide them an equal right to dignity. Under Umeed our training programs delivered to the transgender community, people with disabilities, and non-muslim youth will be scaled up and promoted.

**Specialized trainings for transgenders, non-muslims and people with disabilities.**

AN ENDEAVOUR TO  
UPSKILL AND UPLIFT  
THE MARGINALISED  
COMMUNITY FOR  
EMPLOYABILITY,  
EMPOWERMENT  
AN AN EQUAL  
RIGHT TO DIGNITY.



## **Incorporating Soft Skills in Trainings**

The way a job candidate presents her/himself during an interview, communicates and engages with both customers and fellow employees is becoming a defining selection criterion for many employers. These attributes known as “soft skills”, combined with technical ability is what will create a higher chance of job securement for jobseekers.

Based on the industry feedback and evaluations of our trainees, we have decided to incorporate courses on enhancing the soft skills of our trainees along with the technical skill development courses that we already offer.

All courses will feature a soft skill component along with group activities and assessments to provide a holistic training experience and prepare trainees in all capacities. Two online training programs on Soft Skills; one for the manufacturing and one for the services sector is planned to be developed, once developed all programs will include a soft skills module depending on course requirement.





**Maria Agha, 25**  
Training course: Entrepreneurship  
Location: Lahore



# PSDF DIGITIZATION

**& AMBITIONS  
FOR 2021-2022**





## Key Digital Programs for Scale Up

### 01 Amazon Virtual Assistants Training



This program will be scaled up to 500 trainees and 50% of the trainees will be female.

### 02 Home Chefs Training Program



This program will be scaled up to 500 trainees in partnership with Foodpanda and partnership with other food delivery businesses will be pursued.

### 03 Entrepreneurship on Wheels



Through this program, we aim to train 1,500 riders in partnership with Careem. Partnerships with other ride hailing partners will also be pursued.

## New Programs

### 01 Hybrid Skills Training Model

This is a blended learning model that combines online learning with limited hands-on practical training for a wide array of learners. The model facilitates the trainees by providing access to course material online, covering theory and practical. Also limited on-site practical training is provided complementing the online training. 3 trades will be developed into hybrid training programs which include trainings for:

- Beautician
- Professional Cook
- Mobile Phone Repair

### 02 Expanding Cost-Sharing Program

For 2020-21, PSDF under the cost-sharing partnership is now aiming to provide trainings to at least 10,000 trainees in 9 months under a seven-sector model.

### **03 Digitize PSDF**

PSDF will continue its efforts to become a paperless environment and strategically digitize key processes.

### **04 Development of Business Support System (BSS)**

PSDF is working on devising a customized solution that can fulfill its current business needs and at the same time be flexible enough to support PSDF's future needs.

After the development of Business Support System (BSS) PSDF will have the following benefits:

- Trends, analytics & statistics
- Operational monitoring & control
- End-to-end core business process automation
- Operational agility
- System based workflows
- Return on Skills Investment (ROSI) based on all possible data segments
- Information driven management centralization
- Cross functional standardization
- Configurable role management & business rules
- Provision of Application Program Interface (API)
- Digital dashboard with live facts & figures

PSDF will continue its efforts to become a paperless environment and strategically digitize key processes.

### **05 E-Tendering**

The objective of procuring the E-tendering solution is to ensure process efficiency, provide equal opportunities to potential bidders, reduce cycle time, promote paperless environment, and ensure an error free business award with a complete audit trail. User acceptance test have been done and after completing all prerequisite formalities (successful pilot) all procurement will be done through E-Tendering portal.

The benefits of the E-Tendering project are as following:

- Transparent procurement
- 100% audit trail
- Transaction speed
- Streamline electronic paperwork and reduce margin of error
- Standardized buying
- Reduction in physical (paper based) submission & evaluation of bids.
- Records to be saved and stored electronically.
- Business intelligence module for reporting & analysis



## Development of New Website

A first of its kind, bilingual website is to be launched, which has been exclusively designed keeping user experience in mind. The website features the complete trade taxonomy of the 250 trades that PSDF funds trainings in, making it the first for any TVET organization in the country to provide information on trade, requirements, job opportunities and employment of each skill to prospective trainees.

The website also includes a comprehensive search engine which allows users to directly search for trainings available by their desired location and commencement date.

## Collaboration with UNICEF

PSDF and UNICEF's collaboration is a groundbreaking and new project that aims to provide access to education, skills training and employment opportunities for out-of-school young people in Pakistan. This program targets those children and young people who have never attended any schools or dropped out of the formal school system.

This is a unique endeavor as for the first time, children from the ages of 10-19 years who are outside of the formal education system will be given access to learning and age-relevant skills trainings.

Depending on the age bracket of the child, he/she will receive accelerated learning and be directed either to further continue in the formal education system or skills training programs. For children aged 16 and above after completion of their accelerated learning program, they will have the chance to move towards employment and self-employment skills training opportunities.

## Launch of More Digital Programs

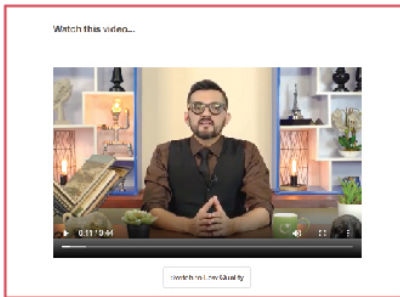
### Digital & Financial Literacy

The digital part of the course focuses on essential functions of mobile phone that everyone should know along with different applications necessary for personal and professional purposes. The financial literacy content literacy focuses on providing a complete understanding of money, savings, banks, loans as well as mobile wallets where each trainee will create his/her own mobile wallet.



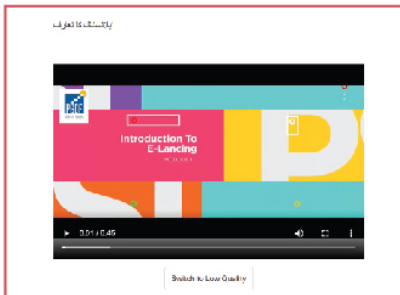
### Entrepreneurship

For trainees that come through Punjab Skills Development Fund, self-employment, entrepreneurship programs, this training will train them to setup their own businesses and manage each aspect of the business lifecycle including arranging financing, hiring teams, opex/capex, taxation, and ethical business practices.



### How to E-lance

This course is aimed at closing the digital divide equipping the emerging workforce with skills to create successful livelihoods in the growing freelancing economy. 10,000 youth in Punjab will be trained to use Fiverr and Upwork, through its "How to E-lance" course, learners will also be provided free data to complete the course. Additionally, 300 smart tablets in collaboration with Huawei will be provided to learners. The objective is to provide learners the resources they require to be active participants in the digital economy. The trainings are expected to be launched in February 2022.



### How to find a job

Finding a job is a challenging task, many people in Pakistan find employment through informal and reference-based methods. With this training, trainees will learn how to find jobs through both online and offline methods.

