Punjab Skills Development Fund

Final Report
Study on Women Employment Trends in Urban Areas

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List of Abbreviations/Acronyms

F2F	Face-to-Face
FCDO	Foreign, Commonwealth and Development Office
FGD	Focus Group Discussions
LFPR	Labor Force Participation Rate
PSDF	Punjab Skills Development Fund
SDP	Skill Development Program
SFML	Skills for Market Linkages
TSP	Training Service Providers
TVET	Technical and Vocational Education and Training
UNDP	United Nations Development Program
WFEDT	Women Focused Employment Driven Training

Chapter 1
Executive Summary

1. Executive Summary

1.1 Background and Purpose of the Study

In 2017, Punjab Skills Development Fund (PSDF) launched its Women Focused Employment Driven Training (WFEDT) scheme as part of a larger effort to increase employment opportunities for women. The scheme was designed and implemented in 9 cities across Punjab to equip women from economically vulnerable groups with skills that would allow them to access employment opportunities more easily. In this regard, the scheme offered trainings in 43 trades that were identified keeping in view the high-income generation opportunities in those trades and sectors. The program was designed with employers playing an integral role to ensure market linkages.

While the scheme intended to train a total of 10,000 women above the age of 18 and achieve at least 50% employment, at its conclusion, 8,107 women had graduated, and only 35% were employed. The low employment ratio raised concerns regarding the program's efficacy and prompted a deeper exploration of the underlying factors affecting women's employment to offer policy and design recommendations for future programs. The main objectives of the study, as a result, were to:

► Identify challenges of program design and understand the socio-economic, geographic, and demographic factors that inhibited PSDF graduates from securing employment.

► Determine the factors that facilitated PSDF graduates in securing employment.

► Determine the factors that led to the successful employment of women who were not PSDF graduates.

► Conduct demand-side analysis with employers on women's employability and its associated challenges.

► Identify areas of improvement in the PSDF training program to ensure better service delivery–one that is based on the perception of women graduates–in the future.

1.2 Methodology

To meet the study's objectives, a comprehensive methodology was developed that drew on elements of an exploratory and mixed-methods research design. Key aspects of research strategy were as follows:

► Field survey questionnaires for all categories of respondents were developed and focus group discussions were held with TSPs to gain a deeper insight.

► PSDF provided samples for the following respondent categories: PSDF graduates, employers and TSPs, while non-PSDF graduates where identified through the research firm. In addition to the randomly selected sample for PSDF graduates, we later adopted a snowballing method.

► Multiple training sessions were conducted for field enumerators to ensure efficient and ethical data collection. Quality assurance mechanisms were also set up for the field activity.

► The study was piloted in 2 urban districts, Lahore and Bahawalpur, to streamline the survey instruments further and test the field strategy.

► Respondents were reached out for either face-to-face or telephone interviews.

► After the collected data was cleaned, statistical analysis tools (STATA and Jamovi) were used to quantify and analyze the data.
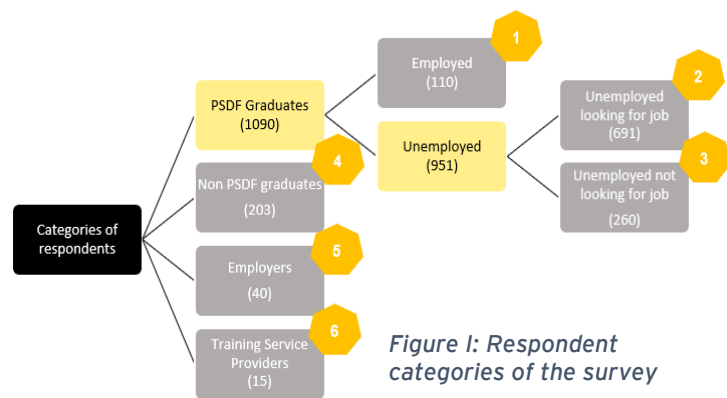
Figure I: Respondent categories of the survey

1.3 Analysis and Study Findings

For this study, we developed an analytical framework based on a comparative cross variable/respondent category analysis of the significant factors affecting women's employment. This framework was used to analyze data within broader themes across six respondent categories (Figure I). The study findings were then used to develop programmatic and policy recommendations to improve the effectiveness of similar future programs.

Challenges of Program Design

► **Targeting strategy adopted by TSPs was not informed by socioeconomic profiles**. Socio-economic analysis of PSDF graduates within our study revealed that previous work experience, being unmarried, family income and living in a rented house increases the chances of employment.

► Majority of unemployed PSDF graduates not looking for a job did not cite employment as one of the reasons for joining the training program, revealing **critical gaps in the selection strategy regarding trainee's motivation**.

► The success of the program design is heavily **dependent on the training ecosystem,** whose effectiveness has a significant bearing on the program's success.

► A trade-wise analysis identified that **specific trades had higher employability rates** as compared to others.

Enabler / Inhibitor of Employment

► Majority of the employed graduates identified **technical skills as a significant enabler** in securing employment.

► Soft skills were also cited as an important factor that facilitated PSDF graduates in securing employment. However, an **expectation gap related to soft skills** was observed between the level of skill demanded by employers and those possessed by the PSDF graduates.

► **Awareness of and linkage with the job market were identified as key enablers by employed PSDF graduates, whereas lack thereof was cited as key inhibitor by those who were unemployed but looking for job**. Where employers complained of low turn-out, unemployed PSDF graduates' claim of low job opportunities indicated weak linkage nexus.

► **Domestic responsibilities, restrictions, and marriage significantly limited graduates' employment** as identified by unemployed graduates. Additionally, family support was identified as an enabler by employed PSDF and non-PSDF graduates.

► **Gender bias present at the employer's end hinders women's increased participation in the workforce**, however, gender-friendly workplace environment can play a favorable role in attracting and retaining female employees.

► **Contrary to existing literature, mobility was not identified as a key inhibitor by employed PSDF graduates**. Mobility was, however, identified by the TSPs as a key inhibitor in attracting the talent pool for trainings.

Impact of PSDF Training

► **56% increase in the average salary** of employed PSDF graduates was calculated.

► Women contributing to household had a positive correlation with increased household decision making.

Future Trends & Impact of Covid-19

► In the wake of **Covid-19**, market demand needs to be **evaluated and emerging trades** identified for future skills programs with a focus on self-employment & entrepreneurship as echoed by all respondent categories.

► Given the changing circumstances and limitations faced by women in seeking formal employment, **entrepreneurship could allow more women to be involved in income-generating activities.**

1.4 Recommendations

The following recommendations were developed in response to the above analysis:

Programmatic recommendations:

► Review PSDF's targeting strategy keeping in view women that are seeking work. PSDF can potentially play an important role in supporting TSP mobilization efforts to enroll the right profile of beneficiaries.

► Integrate soft skills and entrepreneurial skills in the curriculum across all trades.

► Devise a quality management system for trainings to ensure consistency between trainings offered by different TSPs.

► Regularly analyze employability trends across all schemes and re-evaluate trades to be offered in different cities.

► Review training portfolios, keeping in view future jobs, to incorporate new skills such as digital skills, freelancing, and remote work in the post Covid-19 scenario.

► Stakeholder engagement to connect graduates and employers with job placement offices through an e-portal.

► Raise awareness about the benefits of pursuing income generation opportunities post training such as a more financially sustainable household and better well-being of women and children.

► PSDF should also consider taking steps such as introducing travel stipends and create employers' database in target areas to improve women's access to employment in nearby areas.

► Promote gender inclusivity by organizing counselling sessions and awareness campaigns with various stakeholders, particularly employers.

Policy recommendations:

► Integration and increased collaboration of vocational training eco-system with industry stakeholders to ensure need-based skills training in formal and informal TVET sector.

► Strengthening accreditation bodies to improve training quality suitable for local and international markets.

► Improving women's mobility for enhanced access to the job market.

► Promoting gender inclusivity in collaboration with the government and the civil society through advocacy, awareness and enforcement.

Chapter 2
Introduction

2. Introduction

2.1 Background

In continuation with its efforts to improve poor and vulnerable women's employability and income-generating opportunities, Punjab Skills Development Fund (PSDF) launched a Women Focused Employment Driven Training (WFEDT) scheme in 2017. Through this program, PSDF sought to train 10,000 women in technical and vocational skills while also linking at least half of them with sustainable employment opportunities. While the scheme successfully trained 8,107 women in different trades over two years, only 35% of its graduates reported having secured employment. PSDF fell short in meeting the required employment target.

This tracer study was, as a result, designed to comprehensively explore why the scheme fell short in achieving the targeted employment ratio and suggest programmatic and policy changes that could be adopted to improve results in similar future programs.

This report is structured as follows:

❖ **Section 2** provides specifics on:

  ○ The socioeconomic, cultural, and geographic factors impacting women's employment rates in Punjab,

  ○ Concerned government interventions,

  ○ PSDF future employment perspective, and

  ○ An overview of the Women Focused Employment Driven Training scheme, its objectives and scope.

❖ **Section 3** discusses the approach and methodology used to conduct this study.

❖ **Section 4** provides a detailed analysis of the findings of the study focusing on enablers and inhibitors of employment for PSDF graduates.

❖ **Section 5** concludes and provides recommendations.

2.2 Overview of Women's Employment Landscape in Punjab

The data presented below offers a brief overview of key economic indicators and socio-demographics that are associated with women's employment in Punjab to gain a better understanding of the current landscape within which they seek employment.

Women in Punjab

► Punjab hosts around 53% of the country's total female population[1].

► Out of the total female population in Punjab, 36% resides in urban areas[2].

Women's employment at first glance

► Punjab tops the provincial charts with 28% women comprising of the total labor force of Punjab.

► A very high percentage i.e.,75% of women in urban Punjab are not part of the labor force[3].

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[1] https://www.pbs.gov.pk/sites/default/files//population_census/National.pdf

[2] https://www.pbs.gov.pk/sites/default/files//population_census/District%20Wise%20PunjabTable01%202017%20-Final.pdf

[3] https://hasankhalid.github.io/pcswVisPortal/sunburst.html

► The Labor Force Survey further indicated that within urban Punjab, women make up only 15%[4] of the total employed workforce.

► Women in Punjab are primarily engaged in agriculture, forestry, fishing, manufacturing and education.

This means that despite a favorable picture in comparison to other provinces, Punjab still has a long way to go in terms of increasing female employment, especially in urban centers.

Socioeconomic, cultural, and legislative factors impacting women's employment in Punjab

To contextualize existing patterns in women's employment- all of which indicate limited women's labor force participation- it is important to identify the factors that shape them. Research shows that a combination of socioeconomic, cultural, and legislative factors creates barriers for women in both seeking employment and trying to work effectively.

Socioeconomic factors:

► **Lack of education:** A low level of education means that more than half the population of Punjab lacks a solid foundation upon which to build their technical skills, resulting in low returns for working women and a reluctance on the part of the employers to employ them[5].

► **Occupational Choice:** At all levels of education, women face limited and less diverse occupational choices as compared to men.

Cultural and normative factors:

► **Marital status:** According to the Labor Force Survey, nearly the same percentage of married and unmarried women, 86% and 87% respectively[6], stay out of the labor force, however, 20% of those in the labor force who were single were unemployed as compared to around 12% of the married women[7]. This indicates that single women are more likely to drop out of the labor force by a slight margin.

► **Domestic Responsibilities:** A range of housework and childcare responsibilities inhibit the ability to work for both married and unmarried women. **Marriage** can further limit women's labor force participation owing to additional household responsibilities and limited freedom to make independent decisions. Many married women opt to work from home in order to balance caring responsibilities with economic opportunity, but this restricts the type of jobs they can avail, often forcing them into underpaid, precarious work that prevents upward mobility.

► **Family attitudes:** Family attitudes towards women working, particularly outside the home, play a crucial role in women's labor force participation. A lack of family support for women's employment can significantly discourage women from working.

► **Mobility:** Mobility restrictions for women resulting from lack of safe and secure transport and access to affordable transport, has been associated with lower levels of participation in the labor force for women.

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[4] https://www.pbs.gov.pk/sites/default/files//Labour%20Force/publications/lfs2017_18/TABLE-6_perc_R.pdf

[5] The World Bank. (2018). FEMALE LABOR FORCE PARTICIPATION IN PAKISTAN: WHAT DO WE KNOW? Pakistan Gender and Social Inclusion Platform & Social Protection and Jobs teams. Retrieved from:
https://documents1.worldbank.org/curated/en/444061529681884900/pdf/Female-labor-force-participation-in-Pakistan-what-do-we-know.pdf

[6] https://www.pbs.gov.pk/sites/default/files//Labour%20Force/publications/lfs2017_18/Table-37_perc-r.pdf

[7] Ibid.

► **Concerns of safety:** Limited mobility is also linked to concerns of safety which further hinders women's labor force participation. Women who feel safe while walking alone outside are more likely to work than women who do not[8].

Legislative factors

► **Implementation of laws: T**he poor implementation of laws, coupled with lack of awareness amongst target groups, contributes to women's low labor force participation**.**

In light of this situation, the Government of Punjab has been striving to improve women's employment rates by:

(i) Legislating laws and policies that encourage and enable women to work such as The Punjab Protection Against Harassment of Women at the Workplace (Amendment) Act, 2012; Punjab Fair Representation of Women Act, 2014; The Punjab Maternity Benefits (Amendment) Bill; and Punjab Women Development Policy, 2018, which helps in the implementation of the previous policies.

(ii) Collaborating with national and international bodies–including non-governmental organizations, international donor agencies, and the private sector–to provide women with skills training and better access to employers. Punjab Skills Development Fund (PSDF) is one such body.

2.3 About Punjab Skills Development Fund

Punjab Skills Development Fund (PSDF) is a not-for-profit organization and the largest skills development Fund in Pakistan. It invests in the development of vocational skills of the youth of Punjab; the largest province of Pakistan with a 110 million population. PSDF is a USD 170M fund, set up in year 2010 by the Government of the Punjab, in partnership with Foreign, Commonwealth and Development Office (FCDO), (previously DFID, UK Aid). In addition, the Fund also exclusively managed the USD 20M skills development funding of The World Bank. The entire focus has been to invest in skills trainings that lead to sustainable income generation opportunities for the graduates either through formal or self-employment opportunities. Till date, PSDF has completed over 500,000 trainings across 10 sectors, in over 250 trades with approximately 42% females.

2.4 Overview of the Women Focused Employment Driven Training Scheme

Women Focused Employed Driven Training (WFEDT) Scheme was introduced by PSDF in 2017 under its Women Focused Programs. The WFEDT scheme was implemented in 9 urban districts of Punjab, namely: Lahore, Rawalpindi, Islamabad, Faisalabad, Gujranwala, Multan, Gujrat, Bahawalpur and Rahim Yar Khan.

At its inception, the WFEDT Scheme aimed at equipping 10,000 women aged 18 and above in large urban centers with the critical skills that facilitated women in seeking formal employment and engaging in other income generation opportunities. It also attempted to create market linkages by developing a consortium of industry training providers to improve trainees' chances of employability. Robust criteria for the eligibility of Training Service Providers (TSPs) were further developed to ensure the selection of TSPs that would be most likely to ensure job placement following graduation.

Upon commencement in 2017, the WFEDT Scheme provided skills training in 43 unique trades through 20 TSPs. Trades such as jewelry design, e-commerce, dress design, and tailoring were offered to target

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8 The World Bank. (2018). FEMALE LABOR FORCE PARTICIPATION IN PAKISTAN: WHAT DO WE KNOW? Pakistan Gender and Social Inclusion Platform & Social Protection and Jobs teams. Retrieved from:
https://documents1.worldbank.org/curated/en/444061529681884900/pdf/Female-labor-force-participation-in-Pakistan-what-do-we-know.pdf
14 Director's Report, FY 2019-20 https://www.psdf.org.pk/wp-content/uploads/2021/03/Directors-Report-Signed-FY-2019-20-min.pdf

seven key sectors: manufacturing, education, retail, health, hospitality, travel and information and communication.

While the Scheme attracted trainees in all nine districts for multiple trades and witnessed an 82% contract to completion ratio, the targeted employment rate (50%) for the Scheme could not be met after three months of its completion. Only 35% of trainees reported being engaged in gainful employment. The Return on Skills Investment was also estimated to be only 27%. This prompted a closer examination of the efficacy of the program.

Figure 1: Outcome details of the Scheme

82%

Contract to completion ratio
The scheme imparted training to 8,107 trainees against the aimed 10,000 trainees.

35%

Reported employment
Nearly only one third of those who received the training either got employed or started their own business.

2.5 Objectives and Scope of Study

The objective of this tracer study is to gain insights into the low employment results of the scheme and to improve the program design for future women focused interventions. The study aimed to understand and evaluate the experience of the trainees from attending the trainings to finding employment and analyze the factors that facilitated the trainees in securing economic opportunities.

This study will revolve around four target groups, namely:

1. PSDF Graduates (Employed)
2. PSDF Graduates (Unemployed and seeking work)
3. PSDF Graduates (Unemployed but not seeking work)
4. Non-PSDF Graduates

In addition to gathering insights on improving program design and informing future targeting strategies, this study also aims to identify and analyze the set of inhibiting and enabling factors that facilitated/hindered the prospects of employment for these groups of people.

To evaluate and improve the efficacy of the program, the tracer study focused on the following:

► Determining the socio-economic, geographic, and demographic factors that inhibit PSDF women graduates from securing employment.

► Determining factors that led to the successful employment of women who are not PSDF graduates.

► Conducting demand-side analysis with employers on women employability and challenges.

► Identifying areas of improvement for the PSDF training program for better service delivery based on the perception of survey respondents. To explore the trades and skills preferences of urban women, especially in the wake of the COVID-19 pandemic.

Methodology

Chapter 3

3. Methodology

3.1 Research Methods and Instrument Development

To guide the scope of this study, our team developed a detailed analytical framework based on an exploratory design and mixed methods approach. This facilitated the development of comprehensive survey tools that would help gather data that would be useful for comparative and cross-variable analysis at later stages. The bulk of the data for this study was to be collected through field survey questionnaires that were designed for all categories of respondents. Table A1, Annexure A summarizes the variables assessed in each questionnaire and helps demonstrate their exploratory and complementary nature across respondent categories.

Once finalized, the questionnaires were translated from English to Urdu to overcome any literacy constraints that could arise during data collection given the socioeconomic characteristics of our target population. This would ensure maximum participation.

The questionnaires were then coded on to an open-service software platform, KoBo Collect, to enhance efficiency. Digitizing the survey tools meant that data could be collected and recorded by enumerators in real-time using handheld tablets.

3.2 Sample Details

A thorough sampling methodology was devised to reflect both the geographic spread of the study and the four categories of respondents. Samples were provided by PSDF for graduates, employers and TSPs while non-PSDF graduates were identified by the research firm. In addition to the randomly selected sample for PSDF graduates, a snowball sampling technique was used to achieve the minimum survey response rate (sample details for each category are discussed in more detail in Annexure B).

A two-pronged outreach strategy was used for all respondent categories whereby interviews were carried out face-to-face and/or telephonically. Table 2 provides details regarding the number of respondents in each category interviewed through either of the two methods.

Table 1: Sample details

Respondent category	Sample to be drawn	Minimum sample to be achieved	Actual sample achieved				
			Sample achieved	Response rate	Face-to-Face		Telephonic
PSDF Graduates	1,500	975 (65%)	1,090	53.8%	Sample	328	543
					Snowball	219	
Non-PSDF graduates	300	195 (65%)	203	-	199		04
PSDF Graduates' Employers	50	40 (80%)	38	63.5%	36		02
Training Service Providers (TSPs)	20	20	15*	83.3%	15		-

3.3 Capacity Building and Quality Assurance

Training of enumerators

Once recruited, female field enumerators were:

► Put through multiple training sessions to brief them on the objectives of the study, survey instruments, and ethical guidelines to be followed while in the field.

► Offered training in the principles of gender-sensitive communication to ensure that they were able to gain the respondent's trust and adequately address questions on delicate topics such as harassment.

► Made aware of EY and PSDF's policies to protect them against harassment.

Quality assurance mechanism

To ensure that standards of care and control with which the research had to be conducted were adhered to:

► The field team had a tiered structure with a field supervisor managing the enumerators directly and reporting to the project coordinator.

► Once on the field, activity was regularly checked against a daily field plan.

► Geospatial and pictorial evidence was collected for both face-to-face and telephonic surveys.

► Recorded data was checked periodically for completeness and inconsistencies.

3.4 Pilot Test

A pilot-testing was conducted in two geographically diverse districts, Lahore and Bahawalpur, to (i) assess the validity and reliability of the survey tool, (ii) evaluate the field activity strategy, and (iii) gain a better understanding of the field.

The pilot-testing used the sampling and outreach strategy decided by PSDF in the RFP. 50% of the interviews were to be conducted face-to-face and the other 50% telephonically.

While sample targets were met for PSDF female graduates and TSPs, the PSDF female graduates' sample was predominately, i.e., 78.4%, collected via telephonic interviews, all the TSPs interviews were conducted face-to-face. The target sample was not achieved for non-PSDF graduates and employers with only 52% of the sample size achieved for non-PSDF graduates and 70% of the target sample achieved for employers.

Some of the major impediments in achieving the desired sample size, across all categories of respondents, were refusal to participate, unreachability and unavailability. Table C4, Annexure C provides a more detailed list of reasons for unsuccessful contacts with PSDF graduates, non-PSDF women, employers, and TSPs.

The results of the pilot testing confirmed both survey instruments' validity and reliability and were further used to improve the survey tools, training of enumerators, and response rate.

Table 2: Mapping issues identified with the questionnaires and their solutions

Issue	Questionnaire category	Solution
Low response rate	PSDF Graduates Questionnaire Non-PSDF Graduates Questionnaire Employer's Questionnaire	► Extract information from trainee records ► Another question used as proxy ► Better training of the enumerator to extract an answer
Sequence of the questions	PSDF Graduates Questionnaire	► Change in the positioning of some of the questions within the questionnaire
Changes in attributes of the question	PSDF Graduates Questionnaire Employer's Questionnaire	► Provide more relevant and streamlined options
Redundancy	Employer's Questionnaire	► Changing the attributes or removing the question

Field activity and data analysis

Once the survey tools were updated and finalized, our team carried out field work in the 9 urban districts of Punjab over the span of 4 weeks. Data for the survey was collected on Tablets using the KoBo Collect android application and was later cleaned and coded into the statistical software Jamovi and STATA for further analysis.

The analysis process was divided into three stages:

► First, an initial assessment of the results from field survey provided a baseline for basic analysis and set the direction for the application of more complex data analysis tools

► Second, data analysis software such as Jamovi and STATA were used to extract deeper insights regarding enabling and inhibiting factors, market demand and performance of PSDF training programs.

► Third, policy analysis was conducted based on the findings of the first two stages to identify areas of intervention that could result in the greater employability of PSDF graduates in Punjab.

3.5 Limitations

Limitations relevant to sampling and survey methodology are given as follows:

► Sample for PSDF graduates and Employers was provided by PSDF. Availability of updated contact information of PSDF graduates and employers was an active constraint in reaching respondents within the stipulated timelines. To remedy this, sampling with replacement and snowballing approach were used.

► Ideally, the sample of non-PSDF women employees was to be proportionately sampled from different size of employers i.e., from SMEs to large scale employers as stipulated by PSDF. However, the final sample was based on the availability of and accessibility to non-PSDF graduates.

► The study and specifically the fieldwork were carried out when the country was faced with the third wave of COVID-19. Consequent lockdowns of varying degrees caused logistical and health related hindrances in the smooth execution of the fieldwork. Therefore, alternative approaches i.e., telephonic interviews and snowballing approach were used to cover the sample size requirements.

Analysis & Study Findings

Chapter 4

4. Analysis and Study Findings

The following chapter discusses i) the Analytical Framework used for evaluating and analyzing the results of the survey, and ii) Study findings emanating from analysis of the survey result as based on the above-mentioned framework. The study findings are presented based on variables in the latter half of the chapter.

Figure 2: Structure of the chapter

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                              Chapter 4

         Analytical Framework              Study Findings

         PSDF Graduates                    Challenges of Program Design

         Non-PSDF Graduates                Enablers / Inhibitors of Employment

         Employers                         Impact of PSDF Training

         Training Service Providers (TSPs) Future Trends and Impact of Covid-19
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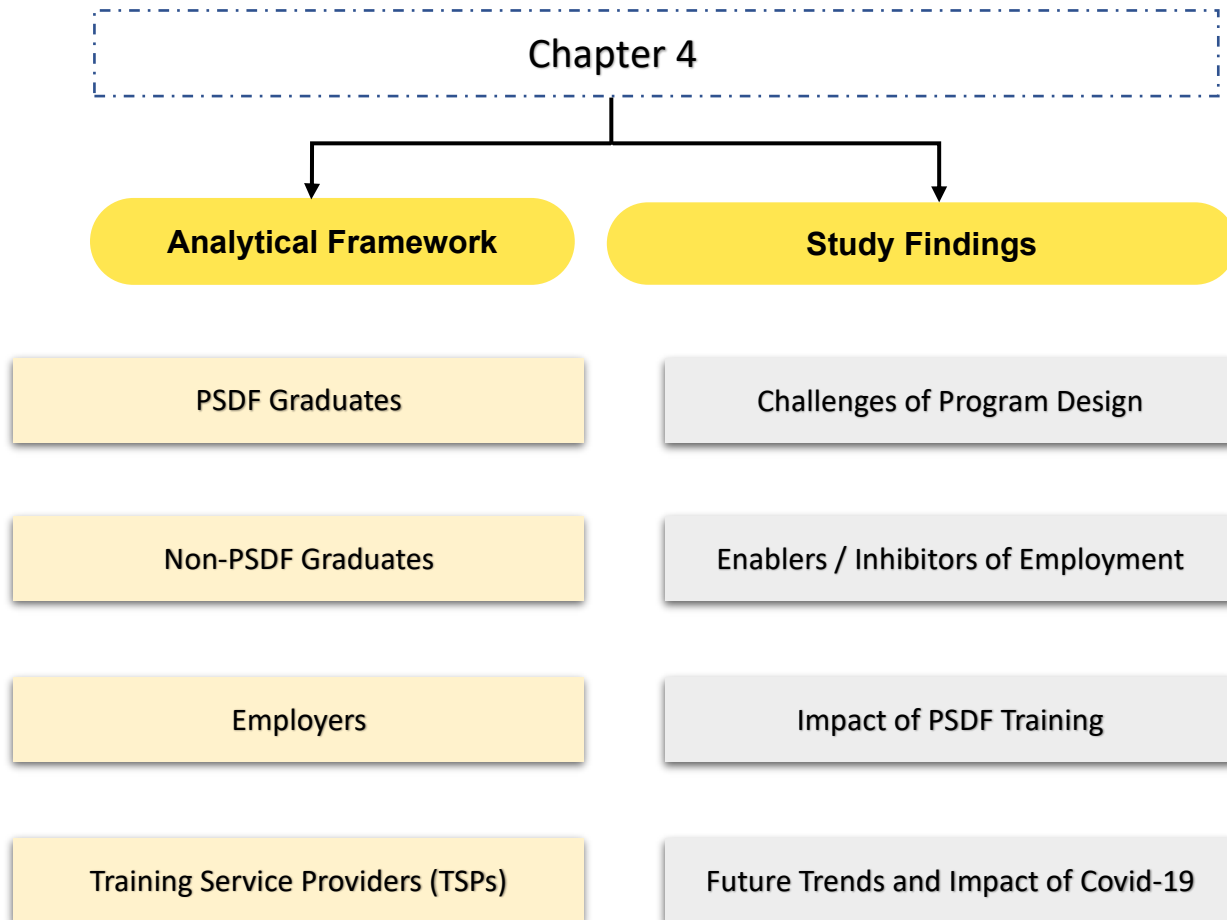
4.1 Analytical Framework

While paying special attention to the study's objectives, our team developed a comprehensive analytical framework to guide the collection and analysis of data. The analytical framework was based on comparative and cross variable/respondent category analysis of the significant factors that affected employment. Each variable that emerged as a significant factor affecting employment was catalogued into broader themes (see table 4) and assessed across different respondent categories (see table 3).

Table 3: Bifurcated sample details

Type of Respondents	Survey Results	Frequency
PSDF Graduates	Employed	110
	Unemployed and looking for job	691
	Unemployed and not looking for job	260
	Self employed	12
Non-PSDF Graduates	Non PSDF employed women	203
Employers	Employers of PSDF graduates	40
Training Service Providers (TSP)	TSPs who gave the training	15

This thematic analysis was later drawn on to develop programmatic and policy recommendations that were in line with the study's findings.

Table 4: Analysis framework simplified

Variables Affecting Employability	Categories of Key Interest			Categories of Interest		
	Employed PSDF graduates	Unemployed and seeking work	Unemployed & not seeking work	Non-PSDF employed women	Employers	TSP
Socio-Economic Analysis	✓	✓	✓	✓		
Motivation for joining the training	✓	✓	✓			✓
Trade-wise analysis	✓	✓	✓		✓	✓
Technical skills	✓	✓	✓	✓	✓	✓
Linkages with and awareness of the job market	✓	✓	✓	✓	✓	✓
Domestic/family dynamics	✓	✓	✓	✓	✓	✓
Soft skills	✓	✓	✓	✓	✓	✓
Gender friendly work environment	✓	✓	✓	✓	✓	✓
Mobility	✓	✓	✓	✓	✓	✓
Impact of covid-19 and future trends	✓	✓	✓	✓	✓	✓

Figure 3: Snapshot of identified enablers and inhibitors of PSDF female graduates' employment
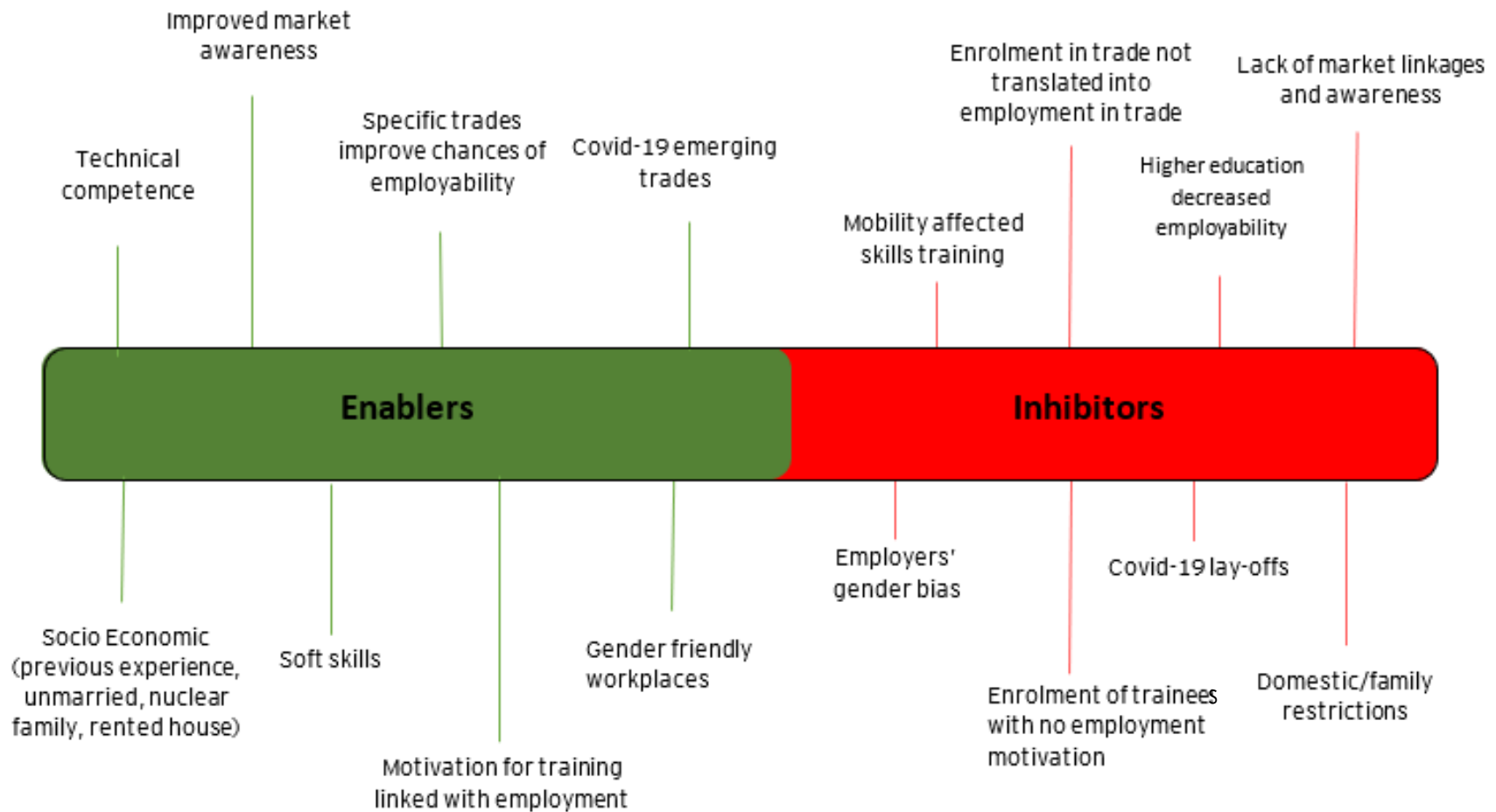
4.2 Study Findings and Results

4.2.1 Challenges of Program Design

The design and execution of different activities and segments under a training program ultimately shape its success. This necessitates a closer examination of PSDF's program design and development, with a focus on its WFEDT scheme.

PSDF acts solely as a facilitator in providing vocational training in that it provides funds to existing private, public, and not-for-profit training service providers (TSPs) to deliver quality training in various trades across Punjab.

The trades in which TSPs offer trainings should be suggested either by PSDF or the TSP especially, to identify courses where employability might be low, or better-performing courses can be taught. Classes for this training were held throughout the week at fixed timings. 15% of the non-PSDF women claimed that they did not enroll in the training because they could not step away from their jobs long enough to attend the classes at their specified times. For the WFEDT scheme, the curriculum was designed either by the TSPs themselves or by a government body (such as TEVTA or NAVTTC) and approved by PSDF. Once these training sessions were launched, process-based monitoring was carried out by a third party to ensure that there was compliance against operational factors as per the set criteria.

During the execution of these trainings, process-based monitoring was carried out. To qualitatively gauge the success of these trainings, PSDF relied on passing percentage per scheme as an indicator. For this scheme, trainee examinations and consequent certifications were carried out either by TSPs themselves, Punjab Board of Technical Education or a third party.

Overall, an effective marketing and communication strategy was adopted for the scheme

Targeted marketing and outreach activities are critical for attracting the right kind of candidates. Our study found that the majority (60%) of them learnt about the program through the various marketing strategies–door-to-door campaigns and advertisements on multiple platforms–employed by PSDF.

Word-of-mouth through relatives and friends was also a popular, albeit secondary, mechanism for raising awareness about the training program among PSDF graduates (39%).

Figure 4: How did PSDF graduates find out about the PSDF training program
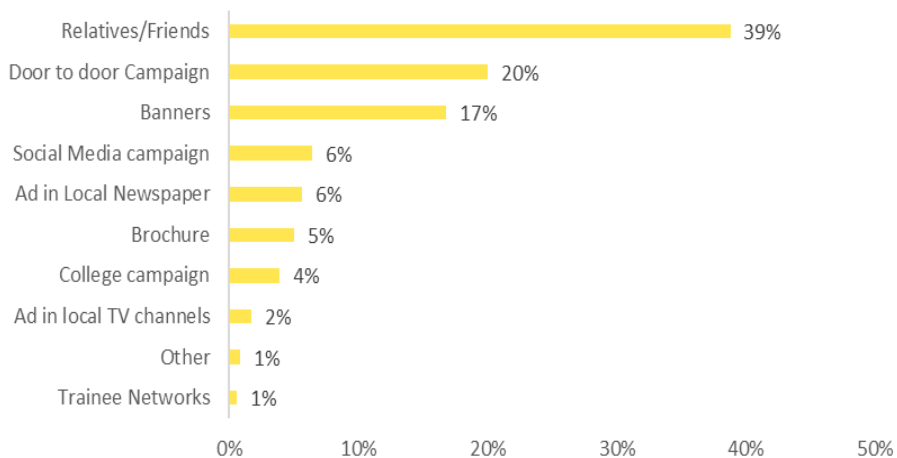
Trainee targeting strategy followed by TSPs was not informed by comprehensive socio-economic profiles

An analysis of socio-economic and demographic profiles demonstrates significant differences between the three categories of respondents as bifurcated based on post-training employment status. As such, variables of interest include:

Education: Results of the survey revealed that education had no direct impact on being employed or unemployed as 58% of the survey respondents who were employed and 53% of those be unemployed and seeking work, both had same level of education equal to or greater than intermediate level.

Marital Status: While the marital status of the overall sample had an almost equal distribution of single and married women, the vast majority of employed PSDF graduates were single, pointing to a correlation between the two. As shown in the figure below, highest proportion of single women belong to the category of employed PSDF Graduates.

Figure 5: Marital Status- Percentage of single* PSDF graduates

Marital Status- Percentage of single PSDF grduates
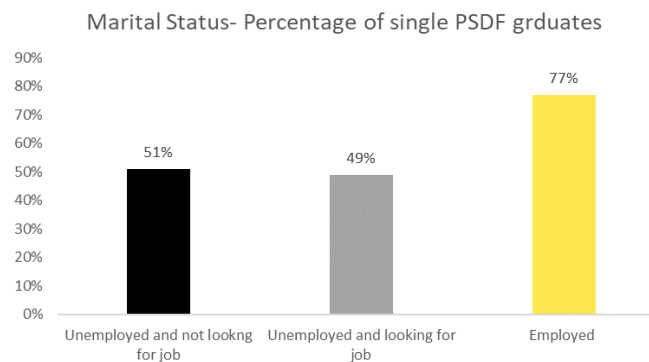
*Single women= never married + widowed + divorced

Household Income: Employed PSDF graduates have a higher proportion of earning members greater than 1 and the highest household income across the three categories, as shown in the figure below.

Figure 6: Household Income

% of PSDF graduates with earning household memerbers >1
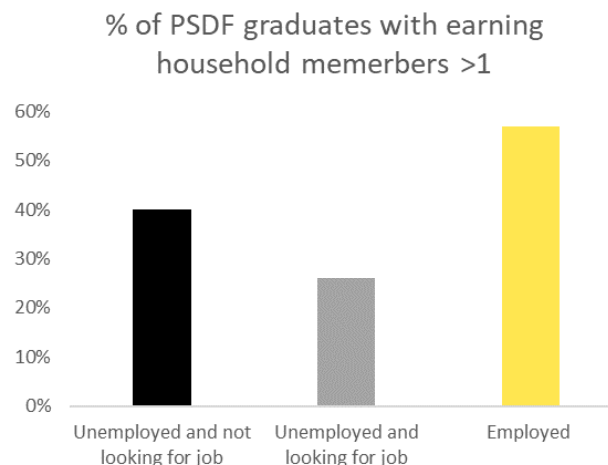
Average Income (PKR)		29,951
Unemployed and not looking for job	Unemployed and looking for job	Employed
29,731	29,236	35,000

Previous Experience: Previous employment experience is linked with securing employment as the employed graduates had a greater proportion of those who had some previous job experience (see Annexure D, figure D2).

Residential Status: More employed women lived in rented houses than unemployed women (see Annexure D, figure D3), suggesting that the incidence of rental accommodation that increases inelastic household expenditure provides an economic incentive for women's employment.

Access to Internet: Majority of the PSDF graduates in each employment category had access to internet. However, 50% of those unemployed and looking for work did not have access to internet whereas 72% of employed and 92% of women doing their own business had access to internet thus implying that access to internet is positively correlated with securing employment and self-employment as shown in the figure 7 below.

Figure 7: Access to Internet- Category wise
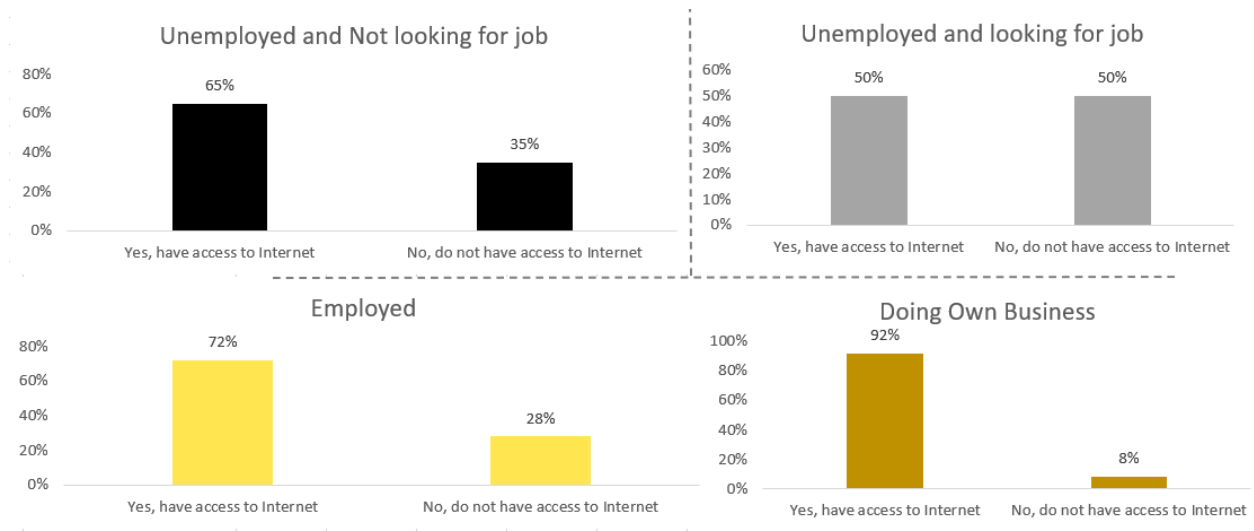
Trainees' motivation played a critical role

Figure 8: PSDF Graduates' reason for joining the training
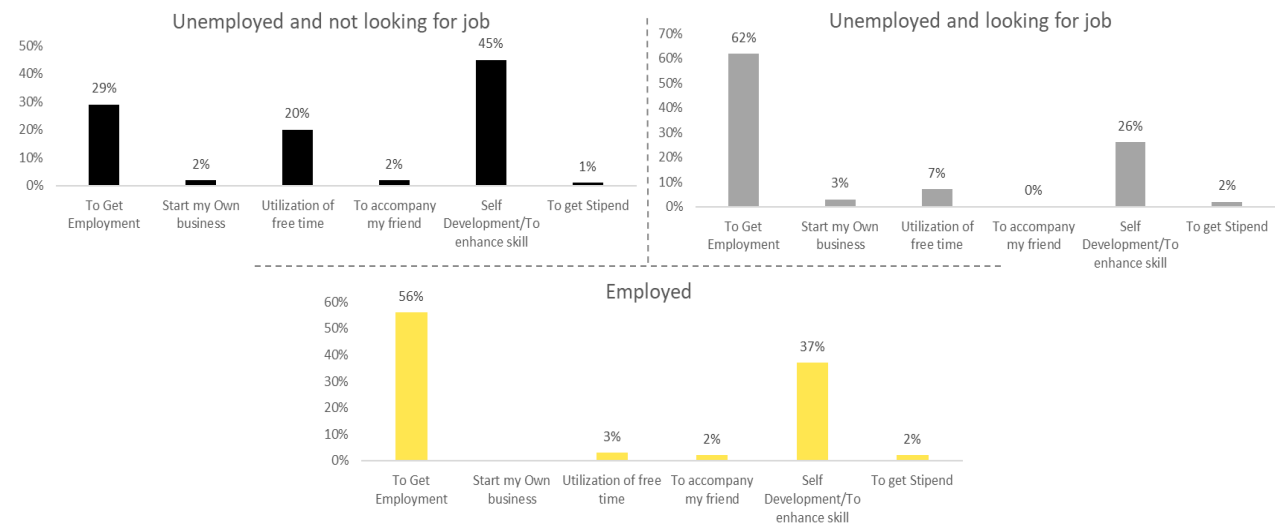
As shown above in figure 8, 45% of the PSDF graduates who were unemployed and not seeking work cited 'self-development and enhancement of skills' as the primary reason, followed by 29% who cited employment as the main reason for enrolling in the training. On the other hand, 62% of the PSDF graduates who were unemployed and seeking work as well as 56% employed PSDF graduates, cited 'to get employment' as the primary reason behind enrolling in the training.

Figure 9: Reason for choosing a specific trade

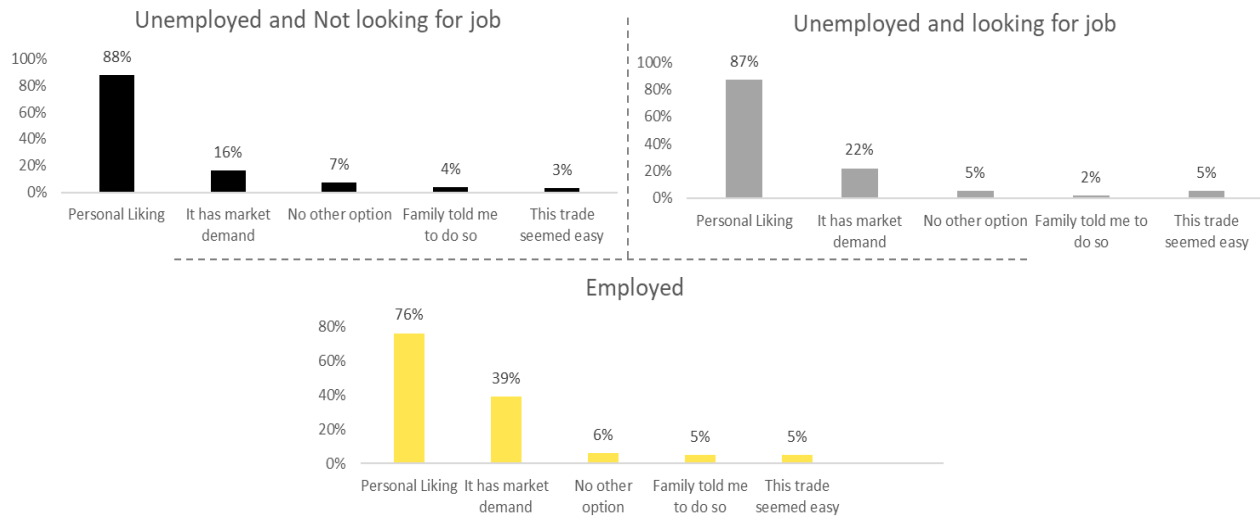Motivation levels also corresponded with the respondent's interest in a particular trade. As demonstrated in figure 9 above, 88% of the unemployed and not seeking work, 87% of the unemployed and seeking work and 76% of the employed PSDF graduates chose a trade because of personal liking. Whereas only 39% from the employed category chose the trade because of its market demand. Thus, indicating one of the key reasons for low employment outcome of the scheme and its increased significance for the TSPs to strengthen their targeting strategies and ensure enrollment of those target beneficiaries who are looking for income generating opportunities through market relevant skills training.

Figure 10: Reason for choosing TSP
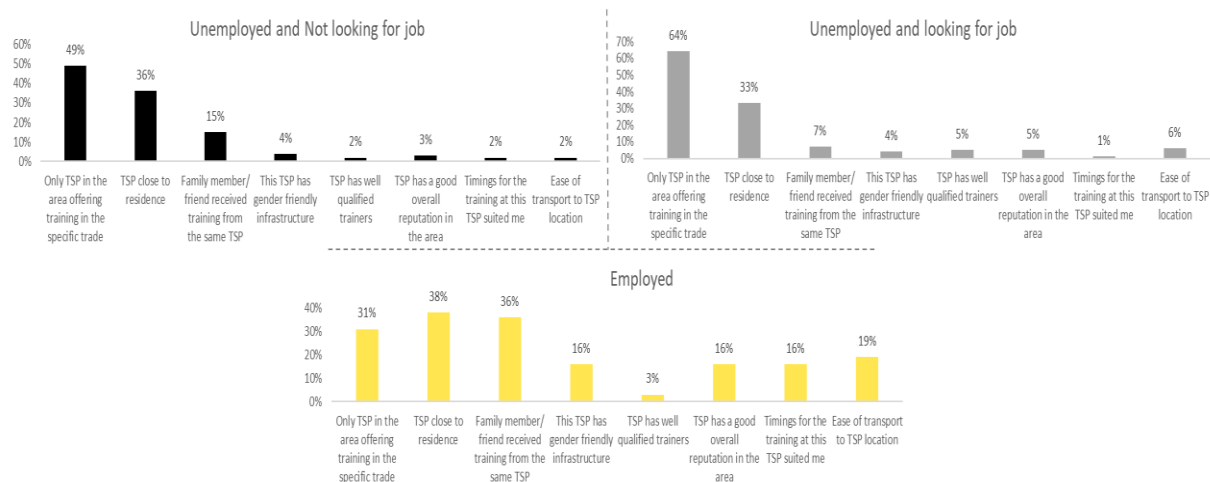
As shown in the figure 10 above, another variable of interest is the reason for choosing a particular TSP. Majority of the respondents in all three categories chose a specific TSP either because it was the only TSP in their area offering their trade of interest or because it was the only TSP nearby to their residence.

High level analysis of sectors and occupations where women could access income generation opportunities relatively successfully

The study included PSDF graduates belonging to the 43 trades in which training was offered under this scheme.

As shown below in figure 11, the highest level of enrollment was observed in industrial stitching machine operator whereas employment in that trade was only 25%. Similar results can be seen in mobile application development even though it is a market relevant and high demand trade. While it has high levels of enrollment, trainees were still not able to secure income generating opportunities in the same. Similar trend was observed in other trades as well. This indicates that a high number of enrollments in a particular trade does not necessarily translate into securing employment in that particular trade due to the varying motivations of trainees regarding employment.

Figure 11: Analysis of Employment Vs Enrollment in various trades offered.
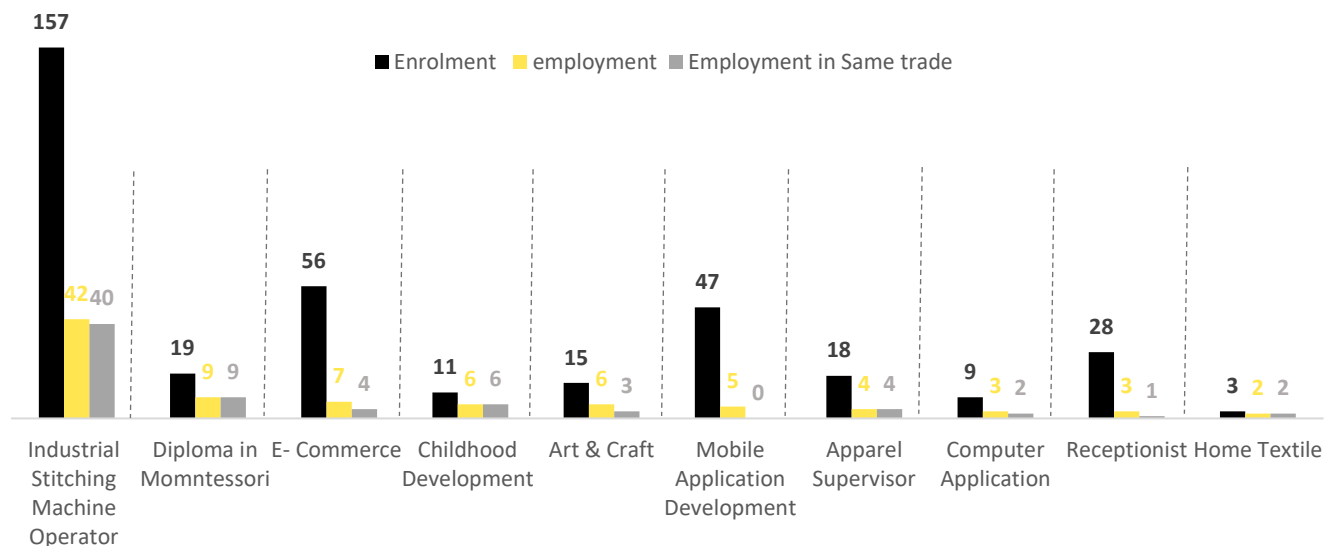
Trades with low employment rates were further cross-tabulated with district of residence to identify where the majority of unemployed graduates for these trades resided (see Table E3, Annexure E for complete results). This helped determine if women graduating in a specific trade belonged to areas where demand for that trade was sufficient.

For example, as survey results indicate that PSDF graduates trained in hand-stitched football belonged to Gujrat and Gujranwala, while a larger number of employment opportunities for this trade were concentrated in Sialkot as it is one of the industrial hubs for export related activities in Punjab. This leads us to conclude that TSPs should be chosen in the same district where the trade has a high market demand as mobility is often a hurdle for women (discussed in section 4.10), and thus, trainees can't travel long distances to seek employment in that particular trade.

In this way, it is made clear that the choice of trades could be linked to the chance of employability. Logistic regression was carried out using the data gathered (see Annexure E, table E3) to assess the employability of all trades (see Annexure F, table F2).

According to the regression results, all trades improve chances of employment except for handicraft and stitching, in which none of the trained graduates were able to secure a job. However, the probability of chances of employment varies from trade to trade (see figure 12 below).

Figure 12: Trades with highest chances of employment
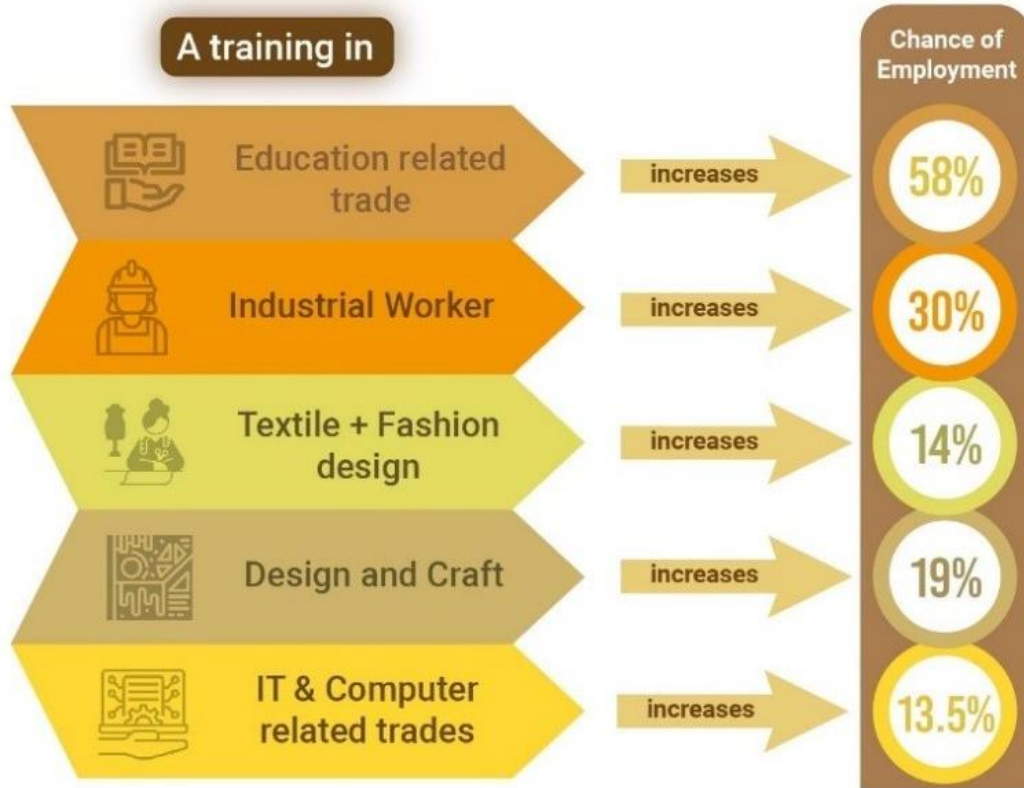
4.2.2 Enablers/Inhibitors to Employment

The following chapter examines the most significant factors that emerged as either enablers/inhibitors for PSDF graduates in securing employment:

Technical skills through PSDF trainings

As shown in the graph below, 70% of the employed PSDF graduates, stated that acquiring better technical skills under the WFEDT scheme was the predominant enabling factor that aided them in securing employment.

Figure 13: Employment enablers identified by employed PSDF graduates
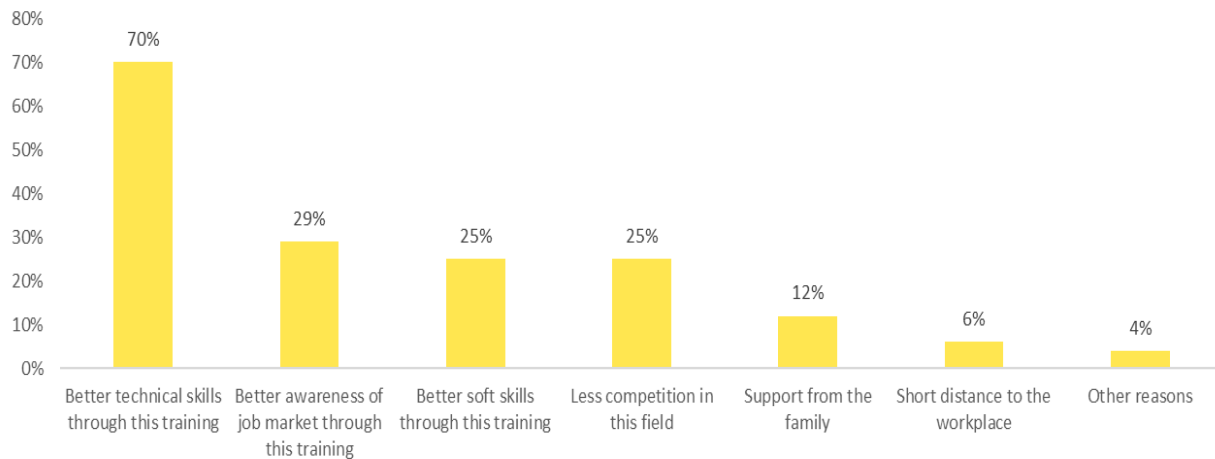
As illustrated by the graphs below (figure 14), 75% of the employed PSDF graduates stated that the PSDF training curricula was very helpful in securing a job. 84% (practical training 50% and technical skills 34%) of the respondents stated that PSDF training was very helpful, cited practical training and technical skills being part of the curriculum as major contributing factors towards their employment.

Figure 14: How helpful was the PSDF training in getting employment
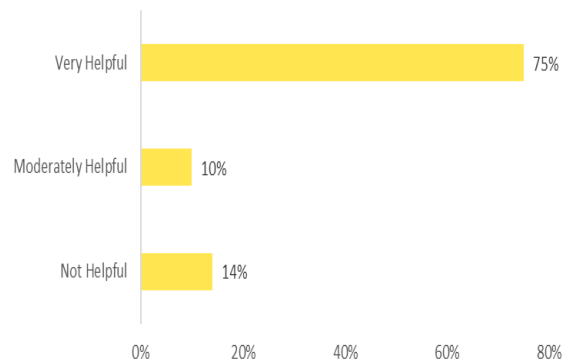
Figure 15: Aspects of the training that helped employed PSDF graduates secure a *job*
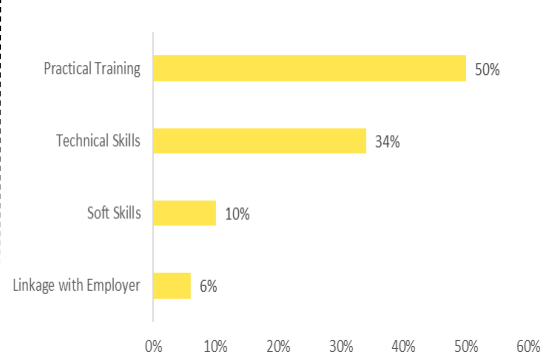
Employment status before training

As shown in the figure below, employed PSDF graduates who were looking for work prior to the training, 40% identified lack of technical skills as a reason for not being able to find employment, while 29% of the

employed graduates stated lack of sufficient formal education and 13% stated that there were fewer job opportunities in the market followed by reasons such as lack of required experience and mobility.

Figure 16: Reasons given by employed PSDF graduates for not being able to secure employment prior to training
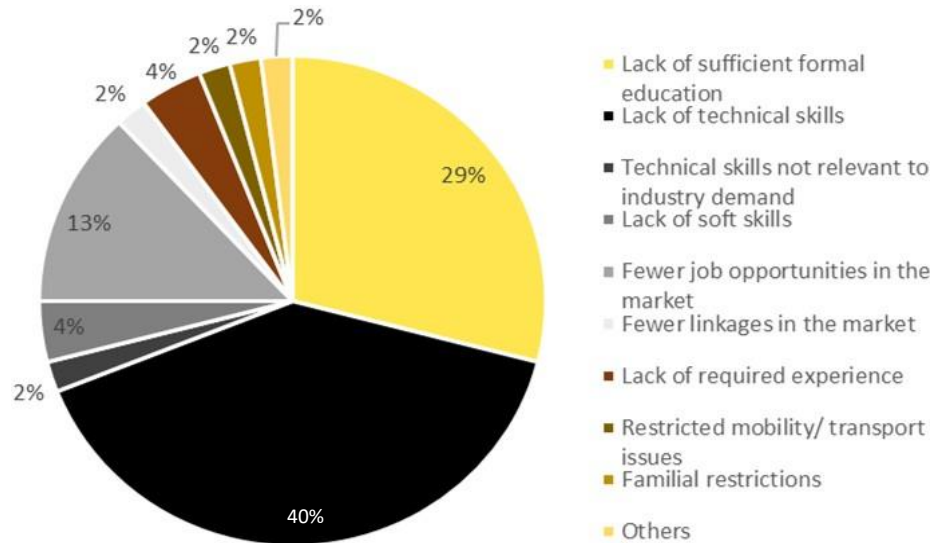
Furthermore, as shown in the figure below, 90% of the employers stated that they were satisfied with the technical skills that PSDF graduates possessed, and among those employers 68% also stated that the training was relevant to a large extent.

Employers that stated that the training was not relevant, identified lack of practical training as a major area of concern.

Figure 17: Employers' opinion of whether PSDF female graduates had the required skill set
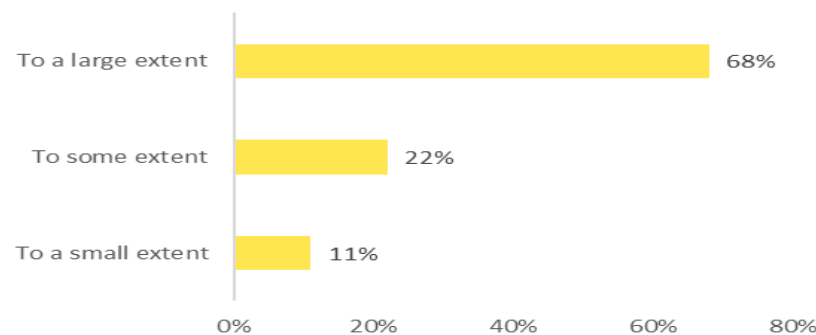
Importantly, lack of relevant technical skills has also been cited as a hurdle in successful retention of PSDF graduates as shown below in figure 18.

Figure 18: Challenges faced by employers in retaining female PSDF graduates

Challenge	%
Technical competency related challenges	32%
Poor soft skills	30%
Employee unable to work after marriage	19%
Familial/ domestic responsibilities of the employee	19%
Lack growth potential of the employees	16%
Transport not available	14%
Distance from residence to workplace too long	11%
Other reasons	8%

Thus, technical knowledge of the PSDF graduates helped them secure employment. Since technical training was cited as a major impediment (refer to figure 18) in retention of PSDF graduates, but identified as such in the hiring process by only a small proportion (refer to figure 21) of employers, challenges of technical competence are linked to on-the job performance which further evidences the need to focus more on the practical and soft skills experience during trainings.

Awareness of and linkages with the job market

As shown in figure 19 below, 22% of PSDF graduates unemployed and looking for work identified fewer job opportunities in the market as a primary reason behind their unemployment. Moreover, 18% among those believed they could not find a job due to poor awareness of and linkages with the market.

Figure 19: Reasons cited for not finding a job by graduates who were unemployed and looking for job

Reason	%
Fewer job oppoutunities	22%
Family restricions	21%
Fewer linkages in the market	18%
Limited job in the trade	13%
lack of required experience	8%
Lack of required soft skills	5%
Technical skills not relevant to industry demand	2%
Lack of sufficient formal education	2%
Lack of required technical skills	2%
Others	7%
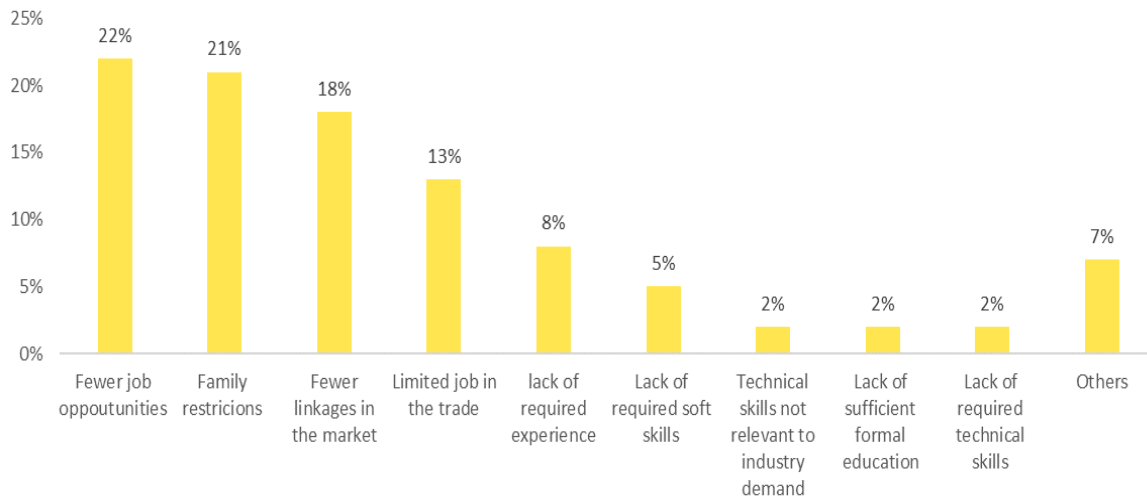
33% of the employed PSDF graduates who claimed to have better awareness of the job market had preliminary exposure to the job market prior to the program.

Figure 20: Intersection between employed PSDF graduates who cited awareness of the job market and those who had previous work experience
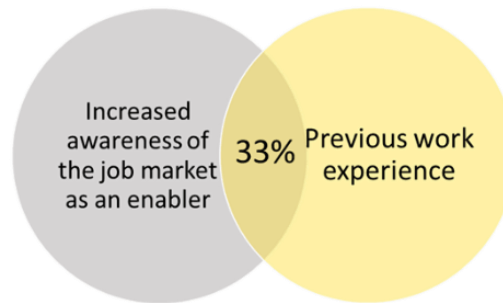
The weak connectivity nexus between the TSP, employer and graduate can be cited as a reason as to why 41% of the graduates chose either 'Fewer job opportunities in the market' or 'Fewer linkages in the market' both, before and after the training as a challenge in securing employment.

Figure 21: Challenges faced by employers in hiring PSDF female graduates
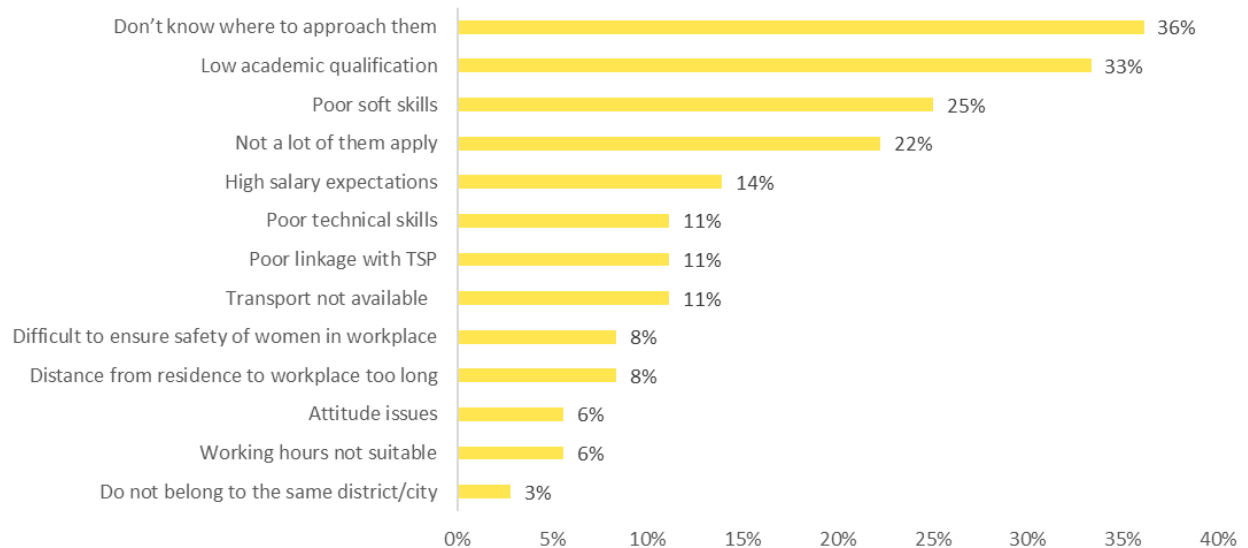
As shown in figure 21 above, 36% of the employers did not know where to approach PSDF female graduates for recruitment, supported by 11% of the employers citing poor linkage with TSPs.

Figure 22: Sources of job referrals and recruitments
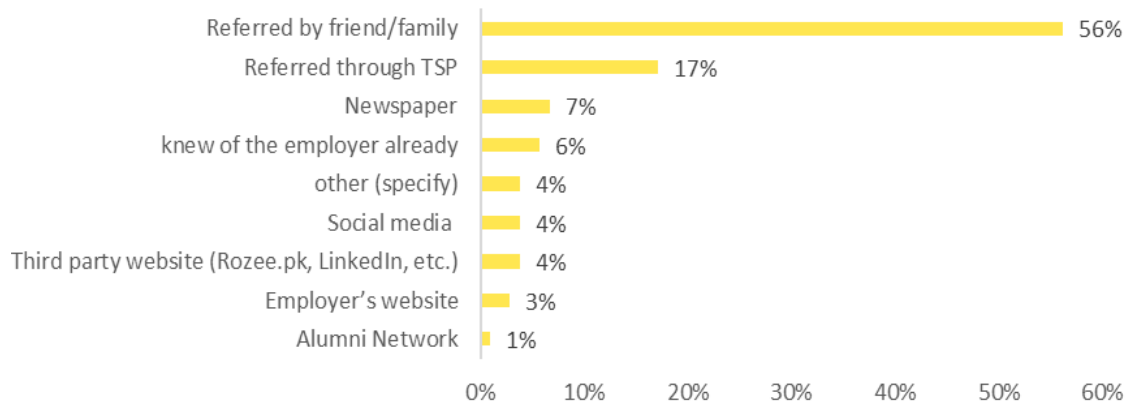
As shown in figure 22 above, 56% of the respondents stated that they were referred to a job by a friend and a family member and only 17% stated that they secured employment through TSP followed by 7% who found out through newspaper advertisement and 6% already knew the employer. This indicates that TSPs need to establish stronger ties with employers.

As explained in figure 22 above, TSPs have been identified as the second highest source of referrals and recruitment however by a very small percentage of respondents. This is further supported by figure 23 below, which summarizes TSPs' opinions on the support they require from PSDF. 40% of TSPs stated the need for capacity building sessions for placement officers, 27% focused on building relationships with the industry and 33% stated building relationships with the employment associations.

Figure 23: Support TSPs require from PSDF for trainee placement
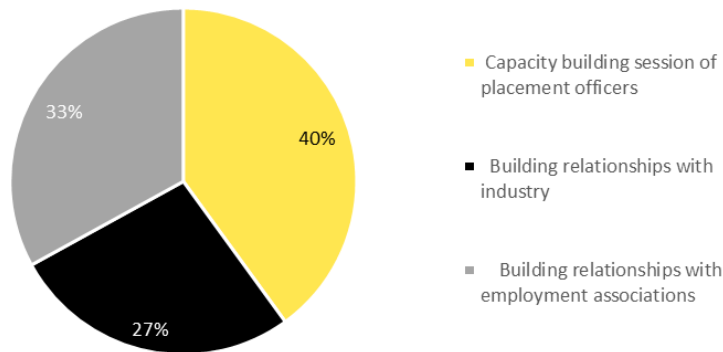
In addition to this, 53% of TSPs and 50% of employers as per figure 24 and figure 25 respectively, were also of the opinion that an official platform needs to be created where TSPs and female graduates can interact with greater ease to facilitate the job placement process.

Figure 24: According to TSPS, how can their linkage with each other be improved
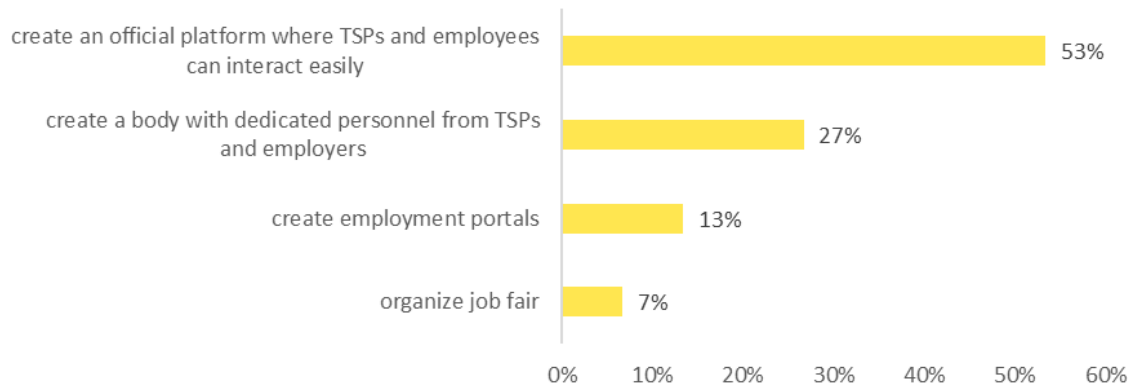
Figure 25: According to employers, how can their linkage with each other be improved
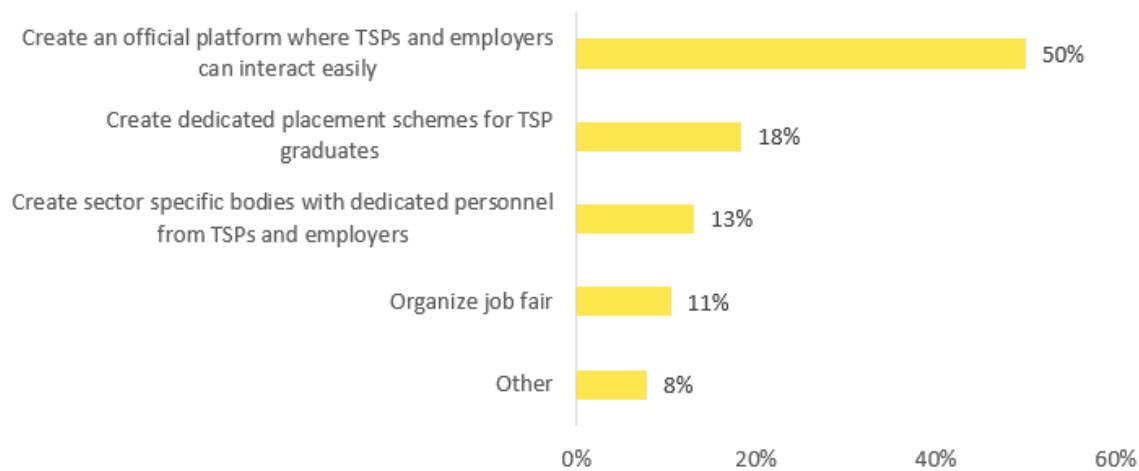
According to figure 25 above, out of the total employed PSDF graduates, 29% identified improved awareness of the job market as enabler and 74% reported that they were able to find jobs in the trade they received training in. Whereas 13% of the unemployed graduates on the look-out for jobs reported fewer opportunities within the trade of their employment.

Family-related factors and women's employment

Family dynamics and domestic circumstances play a pivotal role in women's employment journey. The predominant inhibiting factor behind unemployed PSDF graduates not looking for a job was domestic work or household responsibilities as 24% of them cited it as such. In addition to this, as shown in the figure below other domestic issues such as lack of family support & societal pressure, getting married after the training and family planning were also identified as reasons for not entering the job market.

Figure 26: Reasons for not looking for a job after PSDF training as identified by graduates who were unemployed and not looking for a job
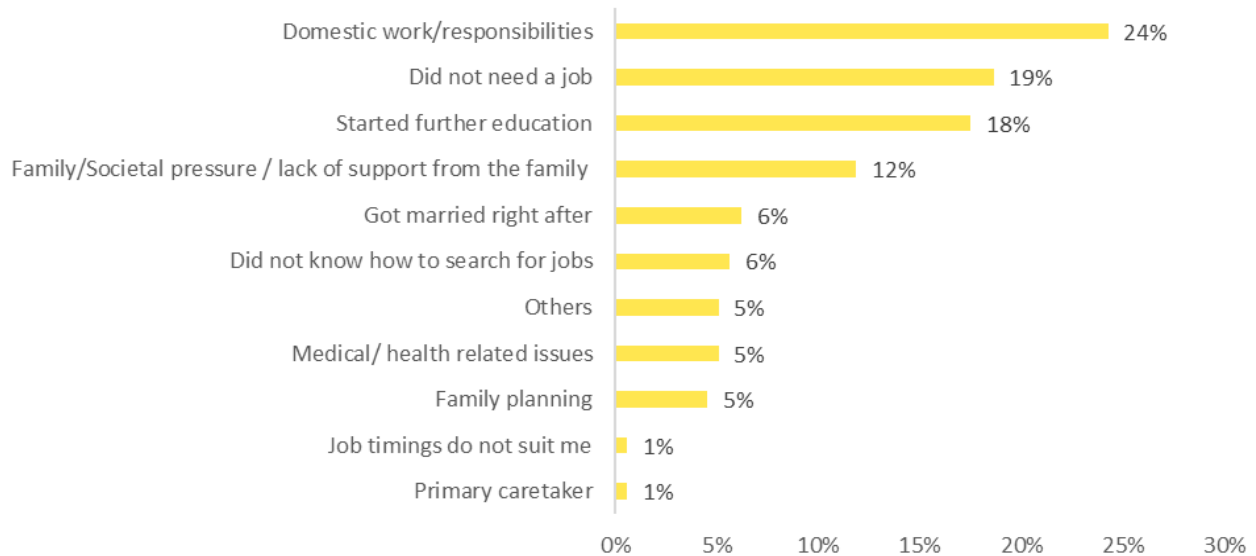
Similarly, family restrictions were the second most cited inhibiting factor for not taking up employment despite engaging in the job search with 21% of unemployed respondents corroborating it. (see figure 19).

Out of the total PSDF graduates trained, 74% of the employed PSDF graduates were single whereas 50% of the unemployed PSDF were married.

As already discussed in figure 13 above, domestic restrictions were not identified as a major reason for being unemployed before the training but proved to be a major inhibiting factor after the training.

Moreover, 12% of the employed female graduates (refer to figure 13) and 24% of the non PSDF graduates identified family support as a major enabling factor in securing employment.

As shown in figure 27 below, Family support could also be correlated to the desire to improve household income as is evidenced by 46% of the employed PSDF graduates and 48% of the non-PSDF graduates identifying the same as the reason for their employment. Followed by 20% employed PSDF graduates who cited professional advancement as the second most important reason for securing employment whereas 22% of non-PSDF stated the second most important reason for employment to pay for children's education.

Figure 27: Reasons for seeking employment- employed PSDF graduates and non-PSDF graduates
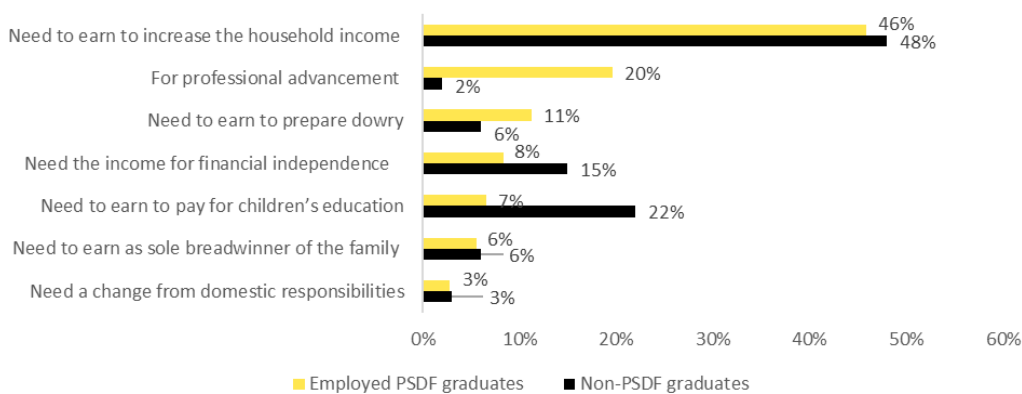
Figure 28: Reasons for not getting employed pre and post training

TOP REASONS FOR NOT GETTING JOB

PRE-TRAINING

01 Lack of Required Technical Skills
02 Lack of Sufficient Formal Education
03 Fewer Job Oppurtunities in the Market
04 Lack of Required Soft Skills
05 Lack of Required Experience
06 Technical Skill not relevant to Industry Demand
07 Fewer Linkages in the Market
08 Family Restrictions
09 Transport Issues
10 Disability
11 Gender Unfriendly Infrastructure

POST TRAINING

01 Fewer Job Oppurtunities in the Market
02 Family Restrictions
03 Fewer Linkages in the Market
04 Limited Jobs in this trade
05 Lack of Required Experience
06 Lack of Required Soft Skills
07 Technical Skill not relevant to Industry demand
08 Lack of Sufficient Formal Education
09 Lack of Required Technical Skills
10 Transport Issues
11 Disability

Job retention (Employers' perspective)

With regards to Job retention, the results of this study showed marriage to be another inhibiting factor impacting retention of PSDF graduates. 19% of the employers interviewed, reported that PSDF graduates could not be retained because they got married (refer to figure 18). Other reasons that were identified included domestic issues such as family restrictions, household chores, transport and mobility issues as reasons why PSDF graduates left the job.

Figure 29: Reasons due to which female PSDF graduates leave their jobs- Employers' perception

Salary Raise not given

Restricted mobility/
transport issue

Other

Better opportunity

Marriage

Household chores

Familial pressure
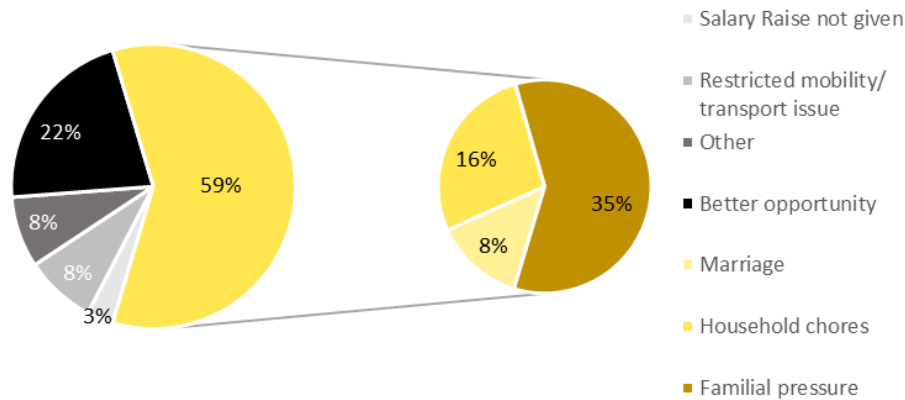
Reasons for trainee drop out (TSPs perspective)

During focus group discussions, TSPs pointed out that trainees between the age of 18-22 are more likely to drop out from trainings and employment as women in this age bracket are likely to get married. Even for PSDF trainings, dropout rate for trainees was reported to be around 12% by the TSPs with family pressure being the predominant reason as identified by 33% of the TSPs.

Figure 30: Reasons due to which female PSDF graduates leave their jobs- TSPs' perception
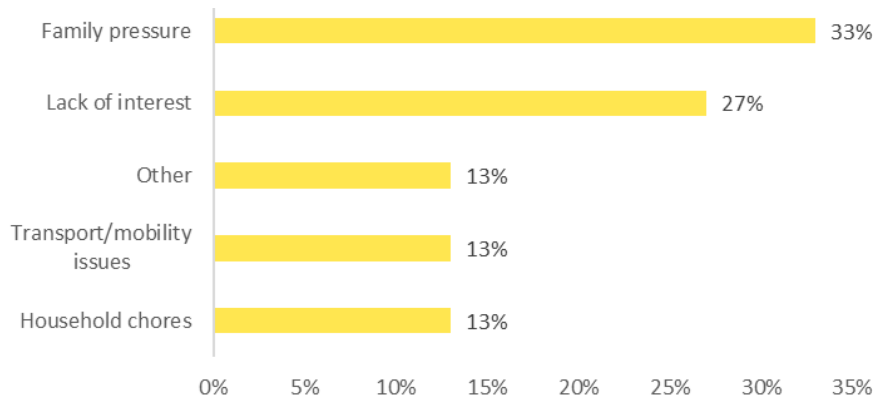
Soft skills and employment opportunities

Soft skills emerged as the third most-cited enabling factor for securing employment. 25% of the employed PSDF graduates identified better soft skills acquired through the PSDF training which helped them in securing employment (refer to figure 13).

Interestingly, only 4% of employed PSDF graduates (refer to figure 16) categorized lack of soft skills as the reason for their unemployment prior to PSDF training which shows the awareness gap between those who are unemployed, and the expectations of the market/ experience of the employed graduates.

Only 5% of unemployed PSDF graduates who were looking for job but have not found any, chose lack of soft skills as one of the reasons for not being able to find employment.

Non-PSDF graduates also emphasized on the importance of soft skills in securing employment as 43% of them identified soft skills as the key enabler that helped them secure employment.

Figure 31: Enabling factors for securing employment as identified by non-PSDF graduates

Better Soft Skills	43%
Better Technical skills	25%
Support from family	24%
Better awareness of Job market	4%
Less competition in the field	2%
Short distance from the workplace	2%
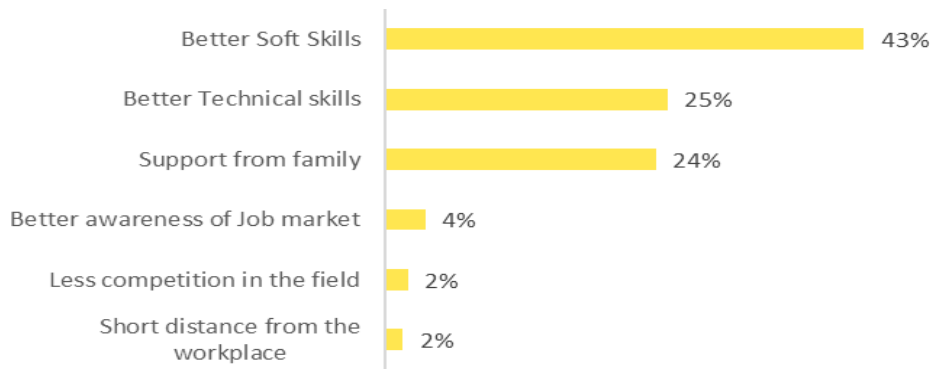
As per figure below, demand side analysis also highlighted the significance of soft skills in getting promoted as 30% of the employers cited soft skills as a key factor in the promotion of PSDF graduates.

Figure 32: Factors that helped PSDF graduates get promoted: Employers' perception

Pie chart values: 45%, 30%, 5%, 10%, 10%

Legend:
- Good technical skills
- Good soft skills
- Good managerial/ supervisory skills
- Work flexibility
- Only suitable employee for the position
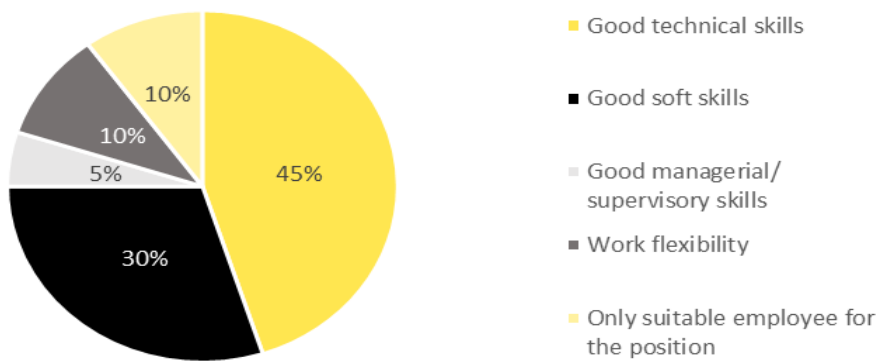
64% of the employers who believed that the graduates were lacking soft skills specifically identified communication skills as an area of improvement for PSDF graduates.

Figure 33: According to employers, do PSDF graduates have the required skills

To a large extent	69%
To some extent	19%
To small extent	11%
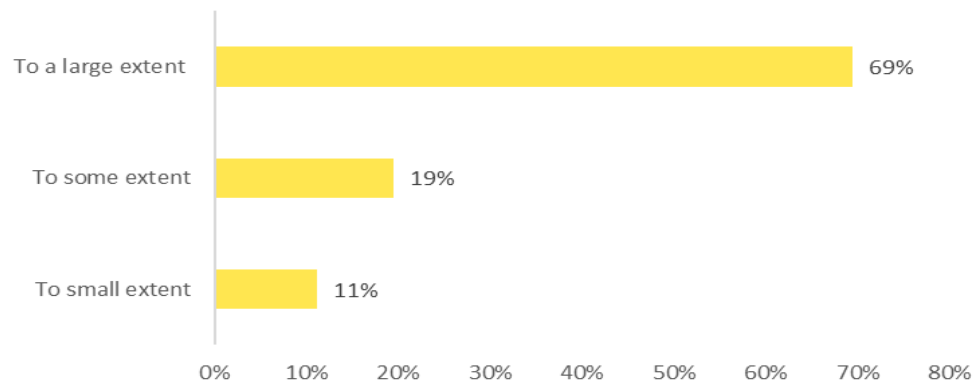
Most importantly, expectation gap exists between different stakeholders regarding soft skills.

Better workplace environment and practices

Presence of favorable workplace rules and regulations can play a big role in the retention of women in the job market in tandem with job enablers. Examples of some of these practices are gender sensitization workshops, sexual harassment workshops and maternity leave policy. 54% of the employed PSDF graduates highlighted that their office carried out gender sensitization workshops and 98% stated that women took part in these workshops.

Table 5: Gender sensitization workshops (PSDF graduates)

Are gender Sensitization Workshops Carried Out at your Office?	
Yes	54%
No	46%
How Frequently these Training are Conducted?	
Quarterly	70%
Bi-annually	18%
Annually	5%
Once Every Two years	7%

48% of the PSDF graduates responded that their office had workplace harassment mechanism in place. Polices for maternity leave could also increase women's employability as is evidenced by 62% of the PSDF graduates identifying that their office did have maternity leave policy in place and 89% stated that they were satisfied with their office's maternity leave policies.

Workplace amenities are a crucial enabling factor that facilitate employment uptake. Provisions like day care centers, separate female bathrooms, separate female prayer room and separate female break/dining room were identified as encouraging features as shown in the figure below:

Figure34: Workplace amenities that would facilitate in making a positive decision about employment*
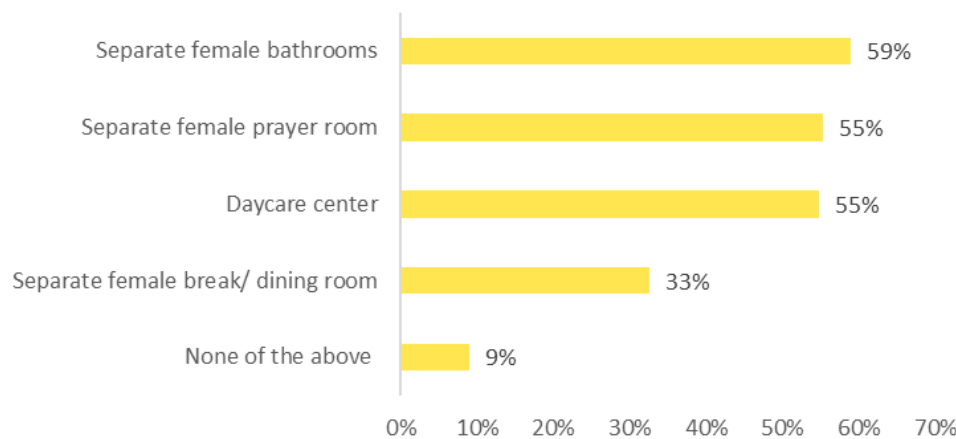
Employer's gender bias and the job market

Gender bias exists at the hiring stage as 42% of the employers expressed a preference for hiring male employees. The predominant reason for this preference, as identified by 25% of the employers, was that male employees can easily work overtime as compared to their female counterparts (see figure 35).

Figure 35: Why employers prefer hiring male employees
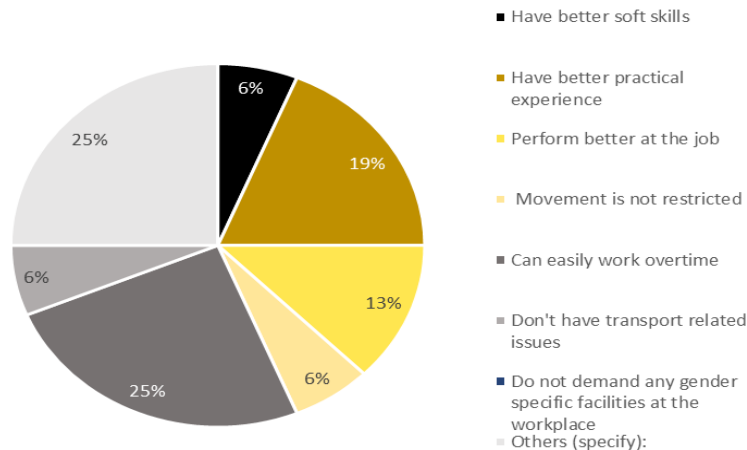
Moreover, 33% of the TSPs stated that there were gender specific barriers in job placements of female PSDF graduates, with 40% of them stating that the foremost barrier was that employers generally prefer male candidates.

Figure 36: Types of gender barriers faced by TSPs in placing female graduates
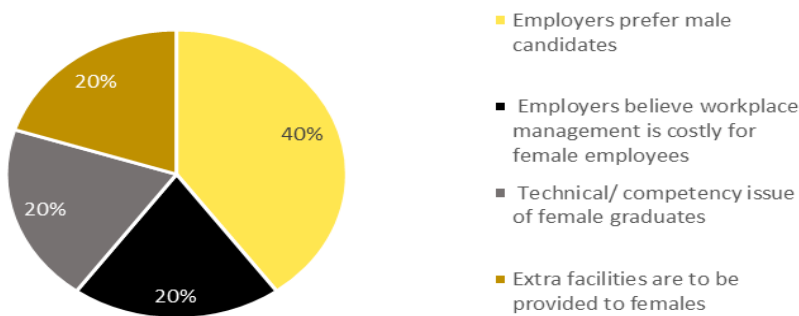
Mobility and employment accessibility

According to the literature (refer to section 2.2), mobility is a key factor for accessing employment. Survey results indicated that short distance to the workplace was an enabler as cited by 6% of the employed PSDF graduates while 87% of employed PSDF graduates did not report facing challenges in travelling to the workplace. The relatively high percentage could be explained by the sample having majority of those employed women who had overcome the mobility challenge during their training period or were working in nearby areas, or, in case of unemployed women, their family restrictions were a bigger inhibiting factor to employment as compared to mobility Additionally, the study was carried out in urban centers with relatively better transport networks and options for women.

On the other hand, 6% of employed PSDF graduates surveyed reported mobility as a challenge.19% of the employers identified mobility related issues (unavailability of transport and long distance from residence) as one of the barriers in their recruitment of female employees.

Figure 37: Challenges faced by PSDF graduates in travelling to TSP for PSDF training
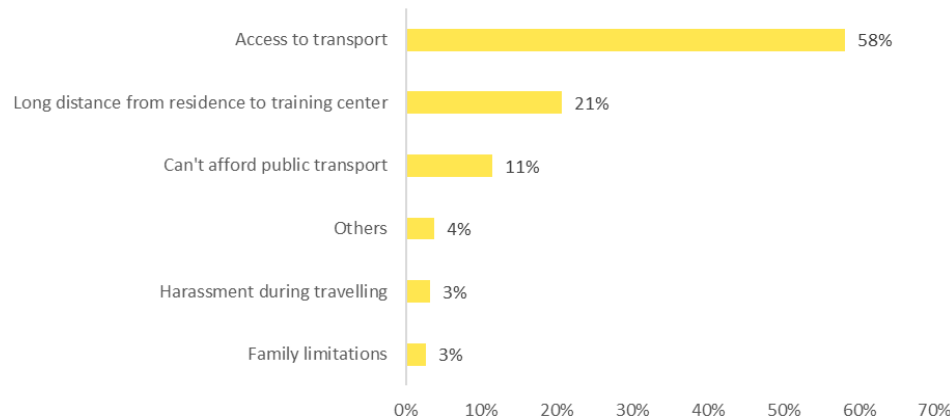
TSPs shared the same view where 58% of them identified access to transport and 21% identified long distance from residence to training center as a challenge because of which women dropped out from the trainings suggesting that transportation issues have a huge role to play as a potential inhibitor factor

PSDF graduates chose "TSP close to residence" and "only TSP offering the trade in the area" (57% and 35% respectively) as reasons for enrolling in the specific TSP.

65% of the PSDF graduates recommended that the stipend should be increased to include travel cost to make travelling to training centers more affordable.

Figure 38: Means of commute to the training centre
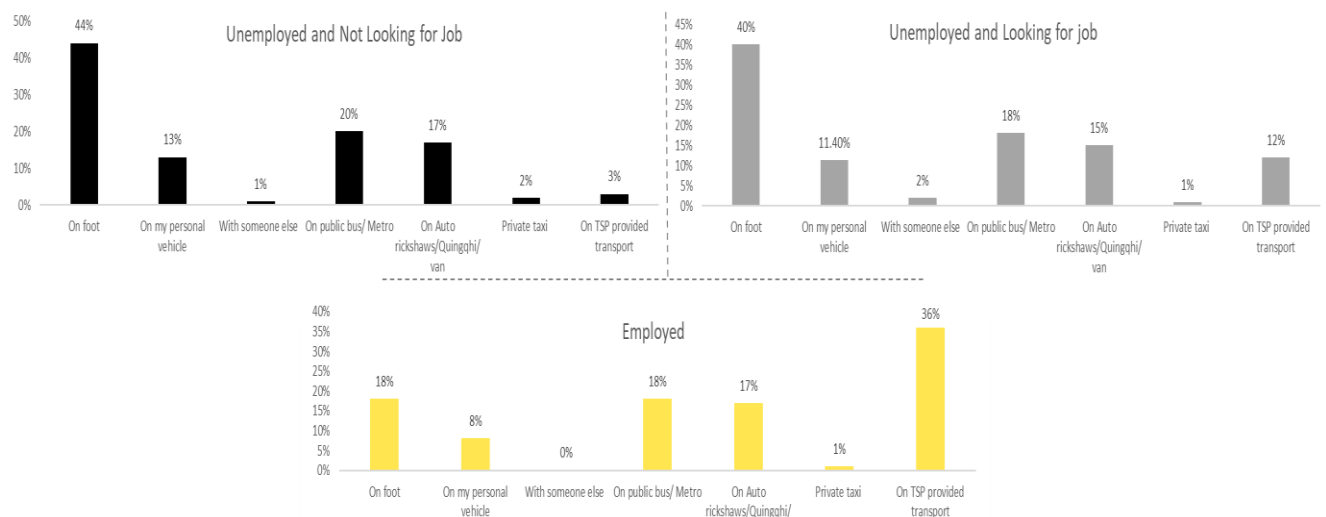
Mobility can be construed as a hindering factor in the way of securing employment as majority of the unemployed trainees (those seeking work and those not seeking work) cited travelling on foot as the dominant mode of transport which may prevent from travelling long distances to their place of training and/or employment.

Similarly, 36% of the employed PSDF graduates cited company transport as their mode of transport to work which shows that some employers also recognize mobility as a challenge for women to seek employment and hence provide company transport to avoid attrition.

4.2.3 Impact of PSDF Training

In order to assess the impact of the training scheme on the socio-economic status of the women who had graduated, our survey measured two broad indicators (i) change in income and (ii) impact on decision making role in the household after employment. The findings of the survey are summarized below:

PSDF training translated into improved income for employed graduates

The following figure compares the level of income before and after training.

Figure 39: Income Effects

Average income of employed PSDF graduates* went up by **56%**

*Previously earning

Before Training	11,500
After Training	17,952
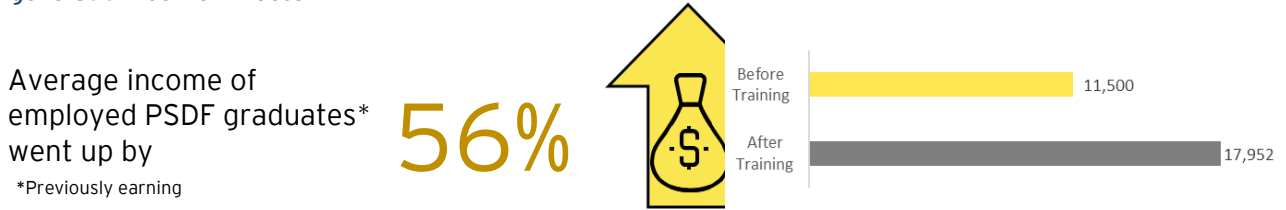
Table 6: Analysis of the type of employment of PSDF graduates

Table: 6a

Type of employment	No. of employed PSDF graduates	Average Income (PKR)
Regular paid employee with fixed monthly income	71	16,465
Contract Employee	7	27,142
Daily wage employment	2	16,000
Paid worker by piece rate or work performed	26	26,000

Table: 6b

Type of employment	No. of employed PSDF graduates	Average Income (PKR)
Federal government	3	34,000
Provincial government	2	12,500
Other public enterprise	1	10,000
Private enterprise	87	16,580
NGO	12	23,833

Through this study, it can be concluded that the average income of the employed PSDF graduate went up by 56% in comparison to their income prior to the training, thereby highlighting a positive correlation between PSDF training and income levels.

PSDF training led to graduates' empowerment

A greater contribution to household income can come with a greater influence in household decision making. 68% of the employed PSDF graduates reported that their role in household decision making increased after employment either to a "large extent" or to "some extent" (see figure 40).

Figure 40: Impact of employment on employed PSDF graduates' decision-making role in the household

To a large extent	36%
To some extent	32%
Not at All	18%
To a small extent	13%
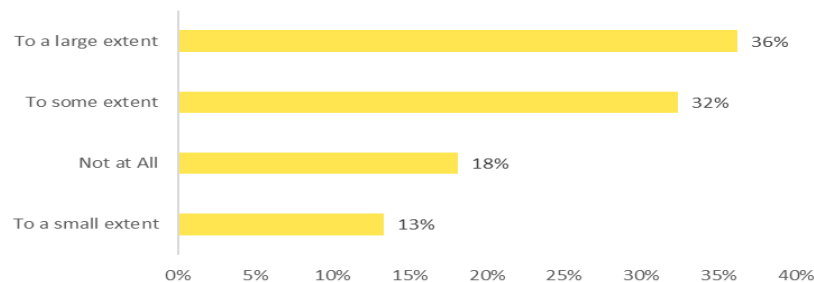
In this way, PSDF's training scheme helped women gain employment and, by extension, strengthen their position within the household.

PSDF graduates reported high level of satisfaction with the WFEDT scheme

Overall, PSDF graduates reported a high level of satisfaction with the WFEDT scheme. More than 90% of them reported that they were satisfied with the training, in which 36% "very satisfied."

Figure 41: PSDF graduates' overall level of satisfaction with the training program
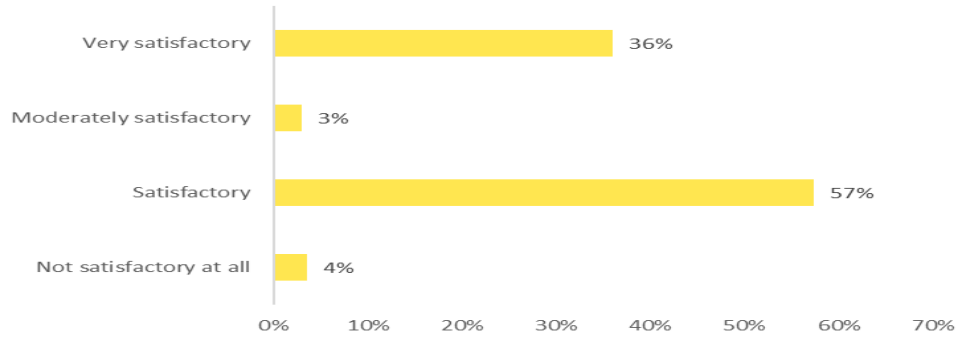
Only 4% of the PSDF graduates reported that they were not satisfied with the training. Upon further inquiry, it was revealed that this was due to issues with the curriculum, training, and TSP.

4.2.4 Future Trends and Impact of Covid-19

Adverse impact of Covid-19

The Covid-19 crisis and the subsequent shutdown response that came with it, has led to unprecedented levels of job insecurity. Our study found that the pandemic adversely affected the career trajectory of all respondent categories, particularly employed PSDF graduates and non-PSDF graduates.

Covid -19 impact on PSDF employed graduates

65% of employed PSDF graduates claimed that their job was either moderately or severely affected by the pandemic, with 56% of those affected grappling with salary reduction.

Covid -19 impact on Non PSDF employed graduates

Similarly, 59% of non-PSDF graduates claimed that that the pandemic had either moderately or severely affected their job, out of which 54% had no work and 26% had their salaries reduced. The pandemic also created obstacles for the training program itself. TSPs informed us that employment prospects in certain trades decreased owing to the increasing numbers of pandemic-hit industries.

Trades with increased chances of employment in the future

Given this context, all respondent categories were also asked to identify trades they believed would increase their chances of employability in the future. The most common trades identified by each respondent category are depicted below (Figure 42).

Figure 42: Trades that will have increased employability post Covid-19 grads per respondent category

PSDF Graduates

Non-PSDF Graduates

Employers

TSPs
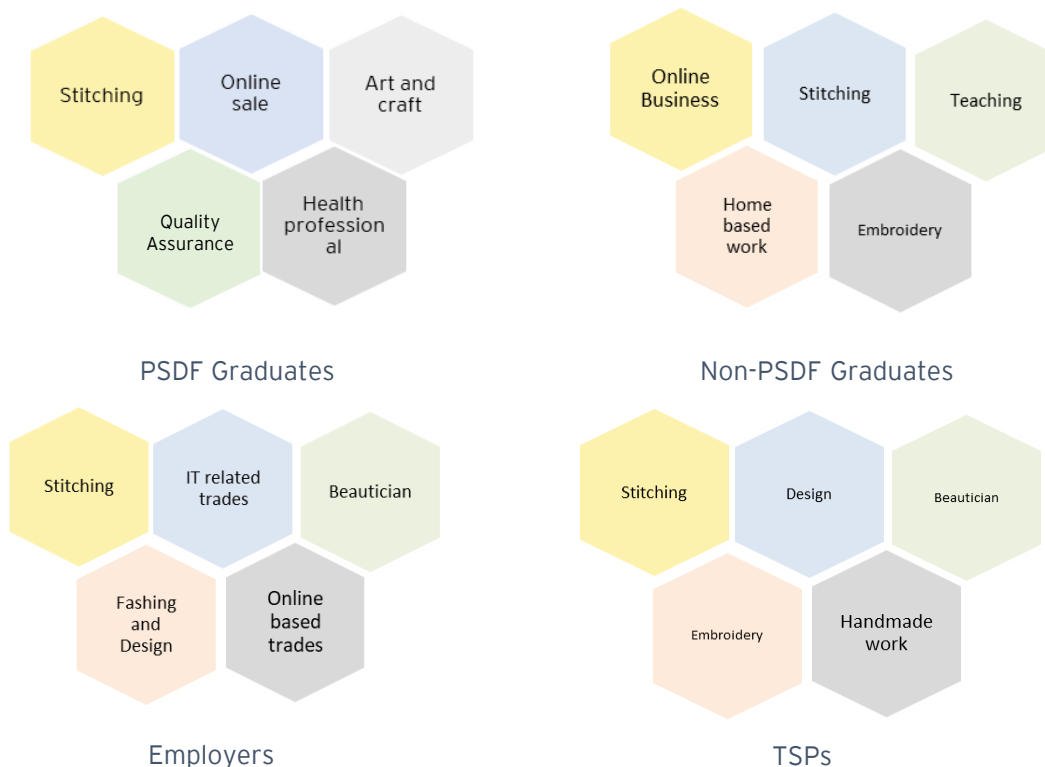
The pandemic has forced different sectors to adopt remote working and, as a result, increased demand for technological innovation and upgradation. While beyond the scope of this study, there is a need for an in-depth exploration of the evolving dynamics of work under Covid-19.

Women entrepreneurship

Considering the uncertainty post covid 19, focusing on training that empowers and encourages women to become entrepreneurs and explore self-employment could prove useful for PSDF.

While the sample of PSDF female graduates interviewed for this study contained a very small proportion of graduates who were doing their own business making it difficult for us to establish statistically strong relationships, some interesting trends were identified that could facilitate further investigation into the relationship between PSDF training and entrepreneurship/self-employment.

We found that relative to respondents in other categories, a greater proportion of self-employed women had access to the internet (Wi-Fi), were married, and had previous employment experience. Such socio-economic profiles indicate a relatively well-aware, mature, and empowered cohort of women.

Additionally, we were able to identify several issues that women encounter when trying to set up (and later sustain) a business. Most self-employed women (50%) identified mobility-related issues as a reason for starting their own business.

Study revealed that 30% of the women claimed they faced access to finance and social issues while running their businesses. Women faced restrictions such as securing microfinance loans and hence used their own savings as initial capital for their business to ease some of the financial burdens.

In this way, entrepreneurship presents itself as a viable and lucrative alternative to formal employment, offering greater flexibility in mobility, working hours and household responsibilities.

Chapter 5
Conclusion & Recommendations

5. Conclusion and Recommendations

In light of the context developed and in-depth analysis carried out in the earlier chapters, this chapter first concludes the discussion by summarizing main elements of the analysis and then offers programmatic and policy recommendations aligned with the outcome of the analysis.

5.1 Conclusion

The chapter above analyzed and discussed in depth the results produced by the study. Key inferences and messages from the comprehensive analysis are condensed below:

1. Training **improved income** of employed PSDF graduates and **increased their influence in household decision making**.

2. Socio-economic analysis of PSDF graduates revealed that **higher education level reduces chances of employability**, whereas, **previous work experience**, **being unmarried**, **having access to internet**, **living in a rented house** and in a **nuclear family increase chances of employability** of PSDF graduates.

3. **Specific trades showed higher employability rates** indicating re-evaluation of the selection of trades offered based on market demand.

4. There is **strong linkage between motivation for training and** getting employed highlighting the need for better targeting strategy.

5. **Technical training by PSDF is a key enabler** in securing employment, for all categories.

6. **Lack of linkages with employers and awareness of the job market were predominant inhibitors** faced by women trainees in securing employment.

7. **Domestic/ family responsibilities is a key inhibiting factor** in securing and retaining employment.

8. **Soft skills were recognized as a key enabler for employment.** The gap between soft skills required by employer and those offered by the TSPs needs to be bridged.

9. **Gender friendly workplace encourages women's employment**.

10. **Gender bias prevails** among employers who are more comfortable with hiring males.

11. Contrary to the literature, **mobility did not emerge as a major inhibiting factor** for women's employment. This could be because the sample included women who had crossed the mobility barrier as they completed the PSDF training.

12. **Covid 19 has negatively impacted women's employment** in terms of lay-off and salary deductions.

13 **On the contrary, overall post Covid environment has an increased demand for certain skills including digital skills, financial skills and soft skills.** Therefore, training programs need to be re-evaluated and aligned with market realities

14 **Entrepreneurship offers women the opportunity to circumvent some of the limitations** and increases their chances of being a part of the labor force

5.2 Recommendation

5.1.1 Programmatic recommendations

Redesign PSDF's targeting strategy being conscious of socio-economic profile of the target women

► PSDF needs to support TSPs in sourcing beneficiaries via better marketing and targeting strategies informed by socioeconomic and individual characteristics that are motivated to secure employment[9].

► As our study showed, graduates, especially those who remained unemployed, cited reasons such as accompanying a friend, continuing further studies post training, time pass amongst reasons other than seeking employment. As such, strict adherence to trainee enrolment protocols by TSPs needs to be ensured and increased priority needs to be assigned to trainee's motivation within the enrolment process.

Integration of Soft Skills and Entrepreneurial Skills in the curriculum across all trades

► A standardized curriculum for soft skills training needs to be developed and incorporated in training programs across all trades to overcome the problems brought on by women's limited exposure to the labour force and facilitate women in securing formal or self-employment. This could include skills such as interview skills, digital literacy, financial literacy, entrepreneurial skills, communication skills & interpersonal skills, problem solving skills, skills to handle pressure, skills to handle situations concerning sexual harassment, self-awareness and leading change within the organization and communities.

Devise a quality management system for trainings

► Data gathered through a survey of the employers highlighted an inconsistency in the quality of training offered by different TSPs across different districts, causing some to teach a higher level of technical and soft skills than others. A quality management system for the trainings could be developed to ensure that the content and quality of the trainings are consistent, meet the demands of the employers and are aligned with important market traits for female employees.

► Quality management system should involve quality assurance mechanisms that are strengthened to include selection, recruitment, and retention throughout the life cycle of the training program and ensure there is alignment between the learning theory and its practical application.

Analysis of employability trends across all schemes

► PSDF may conduct an economic activity mapping in each of the districts regularly specially to account for the post Covid economic and employment impact. This can be done through an analysis of employability trends in various trades under all training schemes. Another way to achieve this is

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[9] See https://www.ilo.org/wcmsp5/groups/public/---ed_emp/documents/publication/wcms_546273.pdf for a similar outreach through profiling activity that was carried out in Portugal to target young people Neither in Employment nor in Education or Training (NEET). NEETs were categorized in groups based on individual characteristics and priority was ascertained to those whose characteristics increased the probability of being unemployed.

by encouraging TSPs to establish market linkages with relevant industries to ensure employment opportunities for the PSDF trainees.

► Results from the study indicated some of the trades (e.g., hand stitching) are chosen for personal skill enhancement and thus result in low employability. Since these trades may add to the trainee's personal skill profile and as a result improve indicators of empowerment (such as increased share in household income, financial literacy, access to technology), they may be offered under a different scheme with objectives other than employment.

► An assessment could be done to identify the trades that the family members of female employees are more comfortable with. By tapping into the cultural preferences and trades of comfort to family members, PSDF could enable trainings to be given and ultimately increase the probability of employment for women.

Post Covid-19

► Covid-19 has increased the employability trends by creating greater demand for digital skills and spaces for free-lancing, therefore, training and the jobs should be reworked to include remote work/hybrid model as a viable and lucrative employment option for women.

► There should also be a regulation to prevent women's salaries from being reduced or cut off altogether owing to widespread layoffs.

Stakeholder engagement to connect employer and job placement offices

► In our study, a comparative analysis of both the demand and supply side showed that there is an information vacuum between the employer and the women workforce regarding awareness of the job market. To address this, PSDF may consider establishing a platform for connecting potential employers, TSPs and PSDF graduates especially women[10].

► PSDF can facilitate better linkage between women graduates and employers through a portal that maps potential employers and women graduates within an accessible radius. This would allow graduates to become more aware of job opportunities in their proximity thus overcoming the mobility issue.

Advocacy to raise awareness

► Given that the target population is economically vulnerable, an emphasis should be placed on raising awareness amongst trainees regarding the importance of women's employment, particularly as it relates to the reduction of household vulnerability.

► PSDF can develop an engaging messaging and communication strategy on skilled female labor force and its benefits which TSPs can deploy during the training duration.

► Similarly, orientation sessions can be arranged in collaboration with TSPs after the completion of every training program, providing women trainees with information regarding potential job opportunities, application and interview process.

Improvement of women's mobility

At a programmatic level, PSDF can also take certain steps to improve women's mobility, such as:

► Offer a travel stipend to women trainees or offer a safe and reliable transport service for accessing skills training.

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[10] See https://nsdcindia.org/sector-skill-councils for more information on The Sector Skill Councils in India that works alongside training service providers to facilitate placement of trainees. These councils have their own portals which connect candidates and trainings services partners with potential employers and recruitment firms.

► PSDF could explore conducting a variety of awareness campaigns and counselling sessions to address the families' concerns with working women such as sharing success stories of PSDF alumni. Sessions with the employers should also be arranged to sensitize the workplace towards gender further.

5.1.2 Policy recommendations

Integration and increased collaboration of vocational training eco-system

► There should be an increased collaboration with the industry to map typical job profiles and their occupational standards to reduce the expectation gap related to skills required for a specific job role. This profiling will be used to identify jobs–and related trades–that are more or equally suited for women[11]. A vocational training strategy that balances the skill demand-supply gap and focuses on gender inclusion should then be developed.

► There is also a need to integrate the efforts of formal and informal, public and private TVET and skills-based institutions in the country both at the provincial and federal level. This integration of labor market information could be done in partnership with relevant government authorities and ILO to create a repository of direct and indirect employment, skills linkages to employment, volume of trained professionals in comparison with employment. Gender could be a cross cutting theme across this effort to collate and disseminate useful labor market information to relevant stakeholders.

Strengthening of accreditation bodies

► Accreditation bodies[12] that conduct examination and consequently certify candidates, need to be strengthened at the national level. A more competitive and stringent certification routine would ensure high standard of training and smooth out inconsistencies in the training quality to a large degree.

Improvement of women's mobility

► Addressing the problem of women's mobility, or a lack thereof, requires a more holistic approach at a government level.

Promoting gender inclusivity

► PSDF could partner with UN Women to create a national level advocacy effort in collaboration with ILO (International Labour Organization) for implementing and enforcing policies for gender inclusive workspaces by addressing the issue of equal pay, including the role of unpaid care work for the formal and informal sectors, incentivizing employers to create gender friendly infrastructures, and ensuring the effective implementation of anti-sexual harassment laws.

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[11] See https://www.tpgateway.gov.sg/plan-courses/course-accreditation for information on UK and India's National Occupation standards (NOS) that are based on a similar concept and are curated by the council of employers working in association with the technical and vocational learning program. A single NOS defines one key function in a job role and as such multiple NOSs are clubbed to make a Qualification Pack (QP) catering holistically to the job role. Similarly, Singapore uses Workforce Skills Qualification for similar purpose.

12 Such as PBTE, Third party (such as City & Guilds), TSP themselves

Annexures

Annexure A: Research Matrix

Table A1: Mapping variables and themes against the survey tools and outcomes

Theme	Variable	Survey Tool	Outcomes
Socio-economic, geographic, and demographic factors	Age relation to HH head Profession of HH head Average Monthly HH Income Marital Status No. of Dependents Disability Disability at Home Level of Education Residential Status Family Type No. of Rooms at House Migration Access to Internet	1. Questionn aire for PSDF Graduate Women: Q01-Q17	Identify enabling/inhibiting factors through comparisons
	Age relation to HH head Profession of HH head Average Monthly HH Income Marital Status No. of Dependents Disability Disability at Home Level of Education Residential Status Family Type No. of Rooms at House Migration	2. Questionn aire for non-PSDF Employed Women: Q01-Q16	
	Name of the TSP Respondent name, designation, gender No. of years organization has been functional Sector and size of organization Registration with any other body	3. Employer' s Questionn aire: Q01-Q10	

	Name of the TSP Respondent name, designation, gender No. of years organization has been functional Nature of employment Registration with any other body	4. TSPs Questionn aire: Q01-Q09	
PSDF Training Program- Targeting Strategy	Awareness about PSDF Pre-training Status of Employment & Skill Reason for joining PSDF program Reasons for Interest in this Trade Reason for employment status Assessment by the TSP of candidate	1. Questionn aire for PSDF Graduate Women: Q18-Q25	Glimpse of selection strategy by TSP
	Outreach methods Enrollment criteria and selection	2. TSP Questionn aire: Q10-Q14	
PSDF Training- Program Design	Reason for choosing specific trade and TSP Overall ranking of the training program Duration and timing of class Gender of trainer Access to Training Centre Transportation Training Centre Amenities Stipend Suggestions for Improvement	1. Question naire for PSDF Graduate Women: Q26-Q37	Impact of training-program design
	No. of years of being associated with PSDF Trainer details Development and relevance of the curricula Duration of training Additional skills Use of internet Dropout rate	2. TSP Questionn aire: Q15-Q25	
Employment- Related Insights	Principle activities after training Employed/Unemployed Factors for Being Employed (formal/self) /Unemployed	1. Questio nnaire for PSDF Graduat e	1. Factors responsible for Employment of PSDF Graduates 2. Factors responsible for unemployment of PSDF Graduates

(seeking/not seeking work) Type of employer Sector of employment Employment in same trade as training Enablers of employment Degree to which PSDF program helped get employed Awareness of the job opening Average wage Impact on decision making role Break in employment history and its reasons Mobility and transport to workplace Gender bias at the workplace Workplace mechanisms to report harassment Gender sensitization trainings Leaves including maternity leave How can PSDF help Workplace amenities Flexible working hours	Women: Q38-Q76	3. Factors responsible for employment of Non-PSDF women employees
Previous job experience Vocational training Awareness of job opening Type of employer Reasons for employment Enablers of employment Mobility and transport to workplace Gender bias at the workplace Workplace mechanisms to report harassment Gender sensitization trainings Leaves including maternity leave Workplace amenities Awareness about PSDF training	2. Questionnaire for Non-PSDF employed Women: Q17-Q36	

Total Number of employees Total number PSDF trained employees disaggregated by gender Total number of departments and how many have PSDF trainees employees and female employees Area of residence of female employees Transport facility Infrastructure Workplace mechanisms to report harassment Gender sensitization trainings Maternity leave Recruitment process Type of contract given to employees Gender preference Marketing of jobs Direct hiring from TSPs Linkage with TSPs Prior certification and experience Entry level salary of PSDF employees in comparison with others Challenges faced during hiring Usual length of PSDF graduates' tenure Gross salary of PSDF graduates in comparison with others Challenges faced in retaining graduates Perception of challenges faced by PSDF graduate sat workplace Relevance of PSDF training Perception regarding PSDF graduates possessing requires technical and soft skills Ranking PSDF graduates performance in comparison with others	3. Employer's Questionnaire: Q11-Q48	

	Promotion of PSDF graduates Turnover of PSDF graduates and reason cited for quitting		
	Placement statistics Placement methods Gender specific barriers Challenges PSDF females Consortium partner PSDF support	4. TSP Questionnaire: Q26-Q33	
COVID-19: Impact and Future Trends	Impact of Covid-19 Suggestions for Future Programs Post -Covid-19 demand for new trades Opinion on online training Financial/Digital Literacy, Entrepreneurial skills, Life Skills Training	1. Questionnaire for PSDF Graduate women: Q77-Q83	Prospects of PSDF Training Program for Women's Employability
	Impact of Covid-19 Suggestions for Future Programs Post -Covid-19 d demand for new trades	2. Questionnaire for Non-PSDF employed women: Q37-Q38	
	Suggestions for Future Programs Post -Covid-19 demand for new trades Financial/Digital Literacy, Entrepreneurial skills, Life Skills Training	3. Employer's Questionnaire: Q49-Q51	
	Suggestions for Future Programs Post Covid-19 demand for new trades Financial/Digital Literacy, Entrepreneurial skills, Life Skills Training	4. TSP Questionnaire: Q34-Q36	

Annexure B: Sampling Details

Sampling and outreach technique for PSDF Graduates

Initially a randomly drawn sample was shared by PSDF for the purpose of this study. The sample shared contained data on 1,500 PSDF graduates who had successfully completed WFEDT out of which a minimum sample of 975 was to be achieved. This study collected data from 1090 PSDF graduates. In order to ensure the sample validity, statistical significance of the sample was calculated. For this purpose, this study used the following Cochran (1977)[13] formula for sample calculation:

$$n1 = Z_{\alpha/2} \frac{p(1-p)}{e^2}$$

$$n = \frac{n1}{1 + \frac{n1-1}{N}}$$

Where e is the desired level of precision (i.e. Margin of Error), p is the proportion of the population which has the attribute in question, n is the sample size and N is population (8,107).

Hence at a Confidence level = 95%, Zα/2=1.96, p= 0.5 and 1-p=0.5, n=1090 and N=8107, we found that margin of error is 2.76% which is desirable, since up to 5% margin of error is acceptable generally.

The sampling technique for face-to-face interviews was modified to include snowballing approach as result of the pilot. Due to fewer numbers of employed graduates, change in addresses and phone numbers as well as refusal or inaccessibility of candidates during the pilot (discussed in section 3.5), modification in the sampling technique was necessary to have a statistically representative sample.

Using snowballing approach, respondents from the sample were asked to connect enumerators to others within their area who received the training in the same scheme. Inclusion, after verification, of these newly identified respondents transformed the sample into a sample of convenience.

Total sample collected by snowball sampling was 219 out of 1090, which is 20% of the total sample collected. The margin of error for a statistically representative sample does not change significantly if we exclude the snowball sampled data. Margin of error is increase from 2.76% to 3.14%, which is a minimum change.

Considering the response rate after complete exhaustion of the original sample shared, an additional sample was drawn to avoid non-responsive bias and ensure the validity of the survey tool.

Outreach strategy for PSDF graduates (employed and unemployed) is detailed below:

► Face-to-Face: Respondents were either contacted on the numbers provided by PSDF or reached out directly at their residence. If the respondent agreed to be interviewed physically, the enumerator would conduct the interview in person. In addition to this, snowballing approach was also employed. Trainees identified as a result of snowballing were verified against PSDF's trainee record before they were interviewed.

► Telephonically: Respondents were contacted on the numbers provided by PSDF and interviewed if they consented. Respondents who refused to participate or were inaccessible even after 3 calls on different days could not be interviewed.

Sampling and outreach Technique for Non-PSDF Graduates

The identification of non-PSDF graduates was done through PSDF-graduates' employer. Employers were requested to allow their employees who were not trained by PSDF to take the survey. By and large, non-

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[13] Cochran, W. G. (1977). Sampling techniques (3rd ed.). New York: John Wiley & Sons

PSDF graduates were interviewed physically with only a very few being interviewed telephonically as majority of the employers were hesitant to share contact details of female employees.

Sampling and outreach Technique for PSDF Graduates' Employers

A sample of 63 unique employers who are either currently employed PSDF graduates or had done so previously was provided by PSDF out of which the minimum sample size of 40 employers was to be reached. Some of the employers within the sample had formed a consortium with a TSP for this scheme.

Data provided was exhausted through either physical visits or calls. Majority of the employers were interviewed physically by the enumerators.

Sampling and outreach Technique for TSPs

The universe and sample size for TSPs that offered training for the relevant scheme was 20. The TSPs sample consisted of service providers offering a diverse range of trainings that were targeted during the WFEDT scheme.

Due to ease of access and small sample size, TSPs were interviewed solely using the face-to-face method. FGDs, however, were conducted virtually after the questionnaires had been administered.

Annexure C: Pilot Study

Table C4: Table 4: Impediments in achieving desired sample for the pilot

Respondent category		Major reasons identified for unsuccessful contacts
PSDF Graduates	Face to face	• Not interested/ refused/ married • Preferred telephonic interviews • Could not be reached through calls • Moved cities
	Telephonic	• Not interested/ refused • Dropped call in the middle of the interview • Could not be reached through calls
Non-PSDF graduates		• Unavailability of female employees at the employer • Hesitance of the employer to allow non PSDF trained employees to be interviewed
Employers		• Not interested/ unavailable • Closure of business • Unreachable (not attend calls, left job, wrong number)

Annexure D: Socio-economic Indicators

Figure D1: Martial status
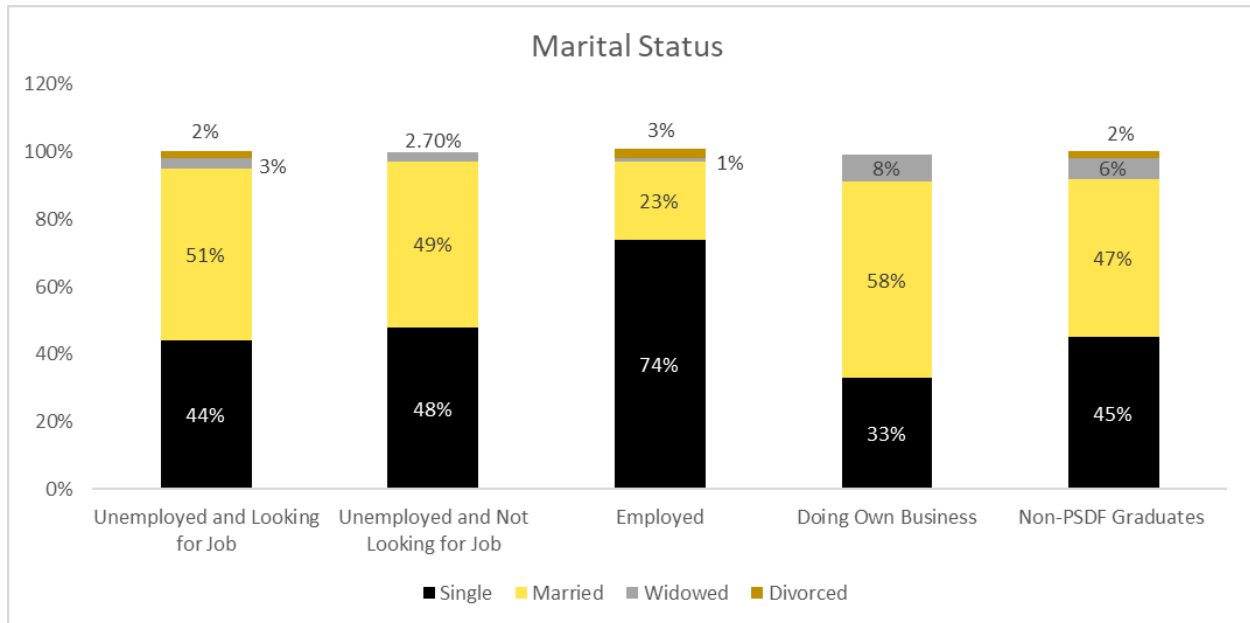
Figure D2: Previous experience
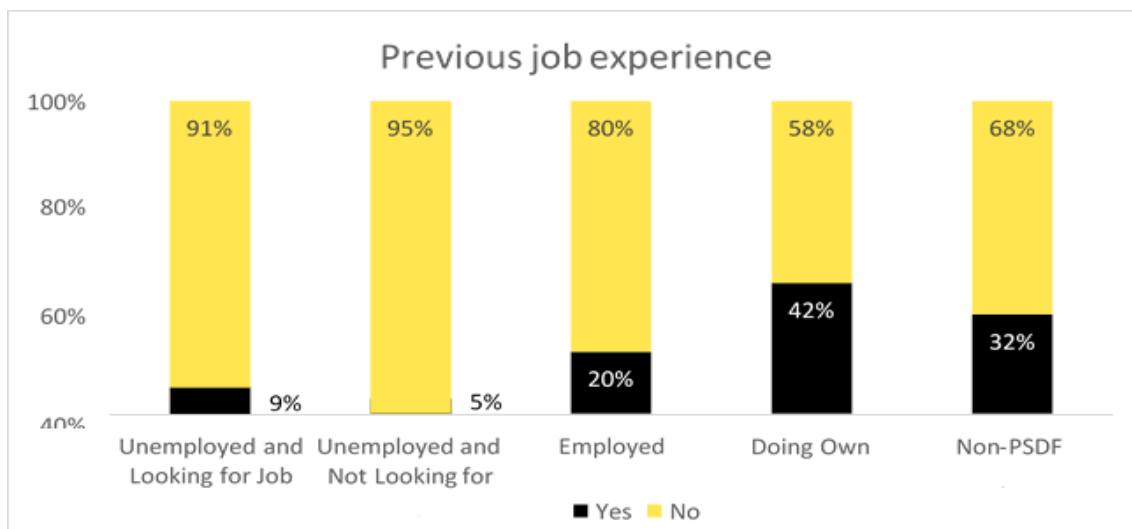
Figure D3: Residence status
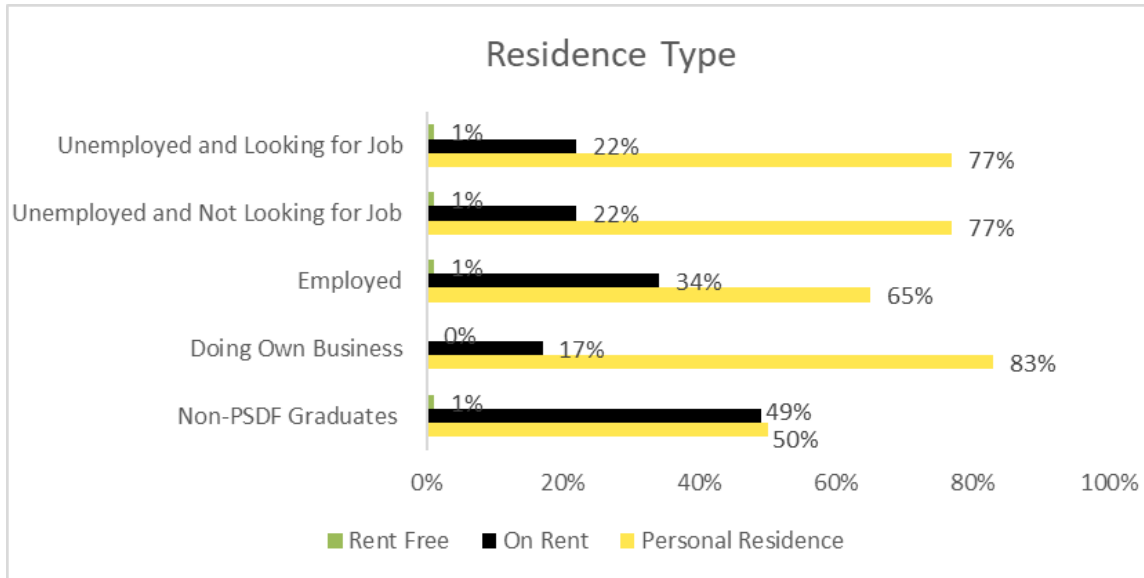
Annexure E: Trade Analysis

Table E1: Trade wise employment status

Contingency Tables

trade		q39				
		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	Total
Handicrafts and textile	Observed	54	31	0	2	87
	% within row	62.1 %	35.6 %	0.0 %	2.3 %	100.0 %
Hand Stitched Football	Observed	107	43	0	1	151
	% within row	70.9 %	28.5 %	0.0 %	0.7 %	100.0 %
Industrial stitching machines operator	Observed	94	21	42	0	157
	% within row	59.9 %	13.4 %	26.8 %	0.0 %	100.0 %
Interactive teaching techniques	Observed	8	3	0	0	11
	% within row	72.7 %	27.3 %	0.0 %	0.0 %	100.0 %
Home textile product maker	Observed	1	0	2	0	3
	% within row	33.3 %	0.0 %	66.7 %	0.0 %	100.0 %
E commerce	Observed	34	15	7	0	56

Contingency Tables

trade		q39				
		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	Total
	% within row	60.7 %	26.8 %	12.5 %	0.0 %	100.0 %
Call center agent	Observed	21	8	4	1	34
	% within row	61.8 %	23.5 %	11.8 %	2.9 %	100.0 %
Art and craft	Observed	12	7	6	0	25
	% within row	48.0 %	28.0 %	24.0 %	0.0 %	100.0 %
Receptionist	Observed	18	7	3	0	28
	% within row	64.3 %	25.0 %	10.7 %	0.0 %	100.0 %
Fashion wear	Observed	12	11	1	0	24
	% within row	50.0 %	45.8 %	4.2 %	0.0 %	100.0 %
Handicrafts	Observed	21	2	0	1	24
	% within row	87.5 %	8.3 %	0.0 %	4.2 %	100.0 %
Mobile Application Development	Observed	28	14	5	0	47
	% within row	59.6 %	29.8 %	10.6 %	0.0 %	100.0 %
Cooking	Observed	25	12	1	0	38
	% within row	65.8 %	31.6 %	2.6 %	0.0 %	100.0 %

Contingency Tables

trade		q39				
		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	Total
Web Design & Development	Observed	16	11	1	0	28
	% within row	57.1 %	39.3 %	3.6 %	0.0 %	100.0 %
Graphic Design	Observed	7	3	0	0	10
	% within row	70.0 %	30.0 %	0.0 %	0.0 %	100.0 %
CAD	Observed	7	5	1	0	13
	% within row	53.8 %	38.5 %	7.7 %	0.0 %	100.0 %
Childhood development	Observed	2	3	6	0	11
	% within row	18.2 %	27.3 %	54.5 %	0.0 %	100.0 %
Culinary arts	Observed	36	12	4	0	52
	% within row	69.2 %	23.1 %	7.7 %	0.0 %	100.0 %
Diploma in Montessori	Observed	8	2	9	0	19
	% within row	42.1 %	10.5 %	47.4 %	0.0 %	100.0 %
Shoe Design	Observed	1	0	0	0	1
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %

Contingency Tables

trade		q39				
		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	Total
Jewellery Design	Observed	5	2	0	2	9
	% within row	55.6 %	22.2 %	0.0 %	22.2 %	100.0 %
Salesmanship	Observed	6	1	2	0	9
	% within row	66.7 %	11.1 %	22.2 %	0.0 %	100.0 %
Early Childhood Care & Education	Observed	8	5	0	0	13
	% within row	61.5 %	38.5 %	0.0 %	0.0 %	100.0 %
Customer care service	Observed	8	2	1	0	11
	% within row	72.7 %	18.2 %	9.1 %	0.0 %	100.0 %
Level 2 diploma in food and beverage	Observed	16	5	1	1	23
	% within row	69.6 %	21.7 %	4.3 %	4.3 %	100.0 %
Leather Bag & Accessories Design	Observed	9	1	0	0	10
	% within row	90.0 %	10.0 %	0.0 %	0.0 %	100.0 %
Appareal supervisor	Observed	11	3	4	0	18

Contingency Tables

trade		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	Total
	% within row	61.1 %	16.7 %	22.2 %	0.0 %	100.0 %
Interior design	Observed	9	3	1	0	13
	% within row	69.2 %	23.1 %	7.7 %	0.0 %	100.0 %
Computer Application	Observed	3	3	3	0	9
	% within row	33.3 %	33.3 %	33.3 %	0.0 %	100.0 %
Quality control in Garments	Observed	4	0	0	0	4
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Packing and bar coding	Observed	18	1	1	0	20
	% within row	90.0 %	5.0 %	5.0 %	0.0 %	100.0 %
Merchandising Management Technique	Observed	2	0	0	0	2
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Dress making & Dress Designing	Observed	4	3	0	2	9
	% within row	44.4 %	33.3 %	0.0 %	22.2 %	100.0 %

Contingency Tables

trade		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	Total
Import export documentation	Observed	13	1	0	0	14
	% within row	92.9 %	7.1 %	0.0 %	0.0 %	100.0 %
Design & Craft	Observed	6	4	0	0	10
	% within row	60.0 %	40.0 %	0.0 %	0.0 %	100.0 %
Textile Sales & Marketing	Observed	14	4	0	1	19
	% within row	73.7 %	21.1 %	0.0 %	5.3 %	100.0 %
Stitching machine operator	Observed	1	0	0	0	1
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Sportswear stitcher	Observed	8	1	0	0	9
	% within row	88.9 %	11.1 %	0.0 %	0.0 %	100.0 %
Fashion Deign	Observed	1	4	0	1	6
	% within row	16.7 %	66.7 %	0.0 %	16.7 %	100.0 %
Stitching machine operator	Observed	0	0	1	0	1
	% within row	0.0 %	0.0 %	100.0 %	0.0 %	100.0 %

Contingency Tables

trade		q39				
		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	Total
Hair transplant technician	Observed	8	0	0	0	8
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Textile sales & Marketing	Observed	1	0	0	0	1
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Computerized pattern designing	Observed	4	0	0	0	4
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Confectionary Baking & sweets	Observed	5	0	0	0	5
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Stitching machines operator	Observed	0	1	0	0	1
	% within row	0.0 %	100.0 %	0.0 %	0.0 %	100.0 %
Quality Control in Garments	Observed	1	0	1	0	2
	% within row	50.0 %	0.0 %	50.0 %	0.0 %	100.0 %
Total	Observed	677	254	107	12	1050

Contingency Tables

trade		q39				
		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	Total
	% within row	64.5 %	24.2 %	10.2 %	1.1 %	100.0 %

χ² Tests

	Value	df	p
χ²	352	135	< .001
N	1050		

Table E2: District of Residence of PSDF Graduate

Contingency Tables

District		q39				
		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	Total
Attock	Observed	3	0	0	0	3
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Bahawalnagar	Observed	2	1	0	0	3
	% within row	66.7 %	33.3 %	0.0 %	0.0 %	100.0 %

Contingency Tables

District		q39				
		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	Total
Bahawalpur	Observed	27	7	0	1	35
	% within row	77.1 %	20.0 %	0.0 %	2.9 %	100.0 %
Bhakkar	Observed	1	0	0	0	1
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Chakwal	Observed	5	2	2	0	9
	% within row	55.6 %	22.2 %	22.2 %	0.0 %	100.0 %
Chiniot	Observed	3	1	3	0	7
	% within row	42.9 %	14.3 %	42.9 %	0.0 %	100.0 %
DG Khan	Observed	1	1	0	0	2
	% within row	50.0 %	50.0 %	0.0 %	0.0 %	100.0 %
Faisalabad	Observed	28	10	31	1	70
	% within row	40.0 %	14.3 %	44.3 %	1.4 %	100.0 %
Gujranwala	Observed	57	25	0	0	82
	% within row	69.5 %	30.5 %	0.0 %	0.0 %	100.0 %
Gujrat	Observed	54	23	1	1	79

Contingency Tables

District		q39				Total
		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	
	% within row	68.4 %	29.1 %	1.3 %	1.3 %	100.0 %
Hafizabad	Observed	1	1	2	0	4
	% within row	25.0 %	25.0 %	50.0 %	0.0 %	100.0 %
Jhang	Observed	6	1	1	0	8
	% within row	75.0 %	12.5 %	12.5 %	0.0 %	100.0 %
Jhelum	Observed	2	2	0	0	4
	% within row	50.0 %	50.0 %	0.0 %	0.0 %	100.0 %
Kasur	Observed	1	0	2	1	4
	% within row	25.0 %	0.0 %	50.0 %	25.0 %	100.0 %
Khanewal	Observed	11	0	2	0	13
	% within row	84.6 %	0.0 %	15.4 %	0.0 %	100.0 %
Khushab	Observed	4	0	0	0	4
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Lahore	Observed	205	54	9	4	272
	% within row	75.4 %	19.9 %	3.3 %	1.5 %	100.0 %

Contingency Tables

District		q39				
		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	Total
Layyah	Observed	3	0	0	0	3
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Lodhran	Observed	3	1	1	0	5
	% within row	60.0 %	20.0 %	20.0 %	0.0 %	100.0 %
Mandi B Din	Observed	2	0	0	0	2
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Mianwali	Observed	1	0	0	0	1
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Multan	Observed	45	34	2	2	83
	% within row	54.2 %	41.0 %	2.4 %	2.4 %	100.0 %
Muzaffargarh	Observed	8	2	0	0	10
	% within row	80.0 %	20.0 %	0.0 %	0.0 %	100.0 %
Nankana Sahib	Observed	2	1	2	0	5
	% within row	40.0 %	20.0 %	40.0 %	0.0 %	100.0 %
Narowal	Observed	3	0	1	0	4

Contingency Tables

District		q39				
		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	Total
	% within row	75.0 %	0.0 %	25.0 %	0.0 %	100.0 %
Okara	Observed	10	2	1	0	13
	% within row	76.9 %	15.4 %	7.7 %	0.0 %	100.0 %
Pakpattan	Observed	1	0	0	0	1
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Rahimyar Khan	Observed	27	12	0	0	39
	% within row	69.2 %	30.8 %	0.0 %	0.0 %	100.0 %
Rajanpur	Observed	1	0	0	0	1
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Rawalpindi	Observed	129	73	40	2	244
	% within row	52.9 %	29.9 %	16.4 %	0.8 %	100.0 %
Sahiwal	Observed	8	1	4	0	13
	% within row	61.5 %	7.7 %	30.8 %	0.0 %	100.0 %
Sargodha	Observed	13	0	2	0	15
	% within row	86.7 %	0.0 %	13.3 %	0.0 %	100.0 %

Contingency Tables

District		q39				
		Unemployed and Looking for job	Unemployed and Not Looking for Job	Employed	Doing Own Business	Total
Sheikhupura	Observed	10	2	3	0	15
	% within row	66.7 %	13.3 %	20.0 %	0.0 %	100.0 %
Sialkot	Observed	1	1	0	0	2
	% within row	50.0 %	50.0 %	0.0 %	0.0 %	100.0 %
T.T. Singh	Observed	11	2	1	0	14
	% within row	78.6 %	14.3 %	7.1 %	0.0 %	100.0 %
Vehari	Observed	1	1	0	0	2
	% within row	50.0 %	50.0 %	0.0 %	0.0 %	100.0 %
Total	Observed	690	260	110	12	1072
	% within row	64.4 %	24.3 %	10.3 %	1.1 %	100.0 %

Annexure F: Logistic Regression

Major Classification of PSDF Trades

1. IT & computer related trades
    - E-commerce
    - Graphic design
    - CAD
    - Web design
    - Mobile application development
    - Computer application
    - Computerized pattern designing
    - Call center agent
2. Culinary Arts
    - Culinary arts
    - Cooking
3. Industrial Worker
    - Packing and Bar coding
    - Industrial stitching machine operator
4. Handicraft and stitching
    - Handicraft and textile
    - Handicrafts
    - Hand stitched football
    - Sportswear stitching
5. Services
    - Receptionist
    - Salesmanship
    - Customer care service
    - Food and beverage services
6. Design and Craft
    - Interior design
    - Art and Craft
    - Design and craft
    - Jewelry design
    - Leather design
7. Textile + fashion design
    - Dress making and designing
    - Textiles sales and marketing
    - Fashion designing
    - Fashion wear
    - Shoe designing
    - Apparel supervisor
    - Quality control in garments
8. Education sector
    - Early childhood care and education
    - Childhood development
    - Interactive teaching
    - Diploma in Montessori

Table F2: Trade wise Logit Regression

```
. logit emp age hhsize residfaminc edudummy internet mstatus resloc prevexp famtype restype it culinary industry services
> design textile education

Iteration 0:   log likelihood = -302.49716
Iteration 1:   log likelihood = -229.63702
Iteration 2:   log likelihood = -204.15177
Iteration 3:   log likelihood = -203.17878
Iteration 4:   log likelihood = -203.17677
Iteration 5:   log likelihood = -203.17677

Logistic regression                             Number of obs   =        754
                                                LR chi2(17)     =     198.64
                                                Prob > chi2     =     0.0000
Log likelihood = -203.17677                     Pseudo R2       =     0.3283
```

emp	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
age	.0005374	.0235318	0.02	0.982	-.0455841	.0466589
hhsize	.0035651	.0461563	0.08	0.938	-.0868996	.0940297
residfaminc	-.0000522	8.43e-06	-6.20	0.000	-.0000687	-.0000357
edudummy	-1.136768	.3129968	-3.63	0.000	-1.750231	-.5233055
internet	1.539959	.3732752	4.13	0.000	.8083528	2.271565
mstatus	1.693509	.3503597	4.83	0.000	1.006816	2.380201
resloc	-.8327894	.3435059	-2.42	0.015	-1.506049	-.1595301
prevexp	1.003788	.3755844	2.67	0.008	.2676562	1.73992
famtype	1.050604	.3030663	3.47	0.001	.4566046	1.644602
restype	-.3696349	.2841094	-1.30	0.193	-.9264792	.1872094
it	1.694632	.6252876	2.71	0.007	.4690904	2.920173
culinary	1.104629	.7854026	1.41	0.160	-.4347321	2.643989
industry	2.784363	.561285	4.96	0.000	1.684265	3.884462
services	1.228288	.8215681	1.50	0.135	-.3819562	2.838532
design	1.883249	.7334649	2.57	0.010	.4456842	3.320814
textile	1.549503	.7498721	2.07	0.039	.0797804	3.019225
education	3.633069	.6958675	5.22	0.000	2.269193	4.996944
_cons	-4.395239	1.15554	-3.80	0.000	-6.660055	-2.130422