



# NEWSLETTER

## 2022-2023

# OUR VISION

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



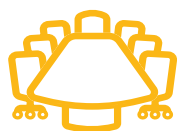
**600**

\*TRAINING SERVICE PROVIDERS



**250**

\*TRADES ACROSS 10 SECTORS



**190+**

\*EMPLOYERS TRAINING YOUTH IN MARKET RELEVANT TRADES



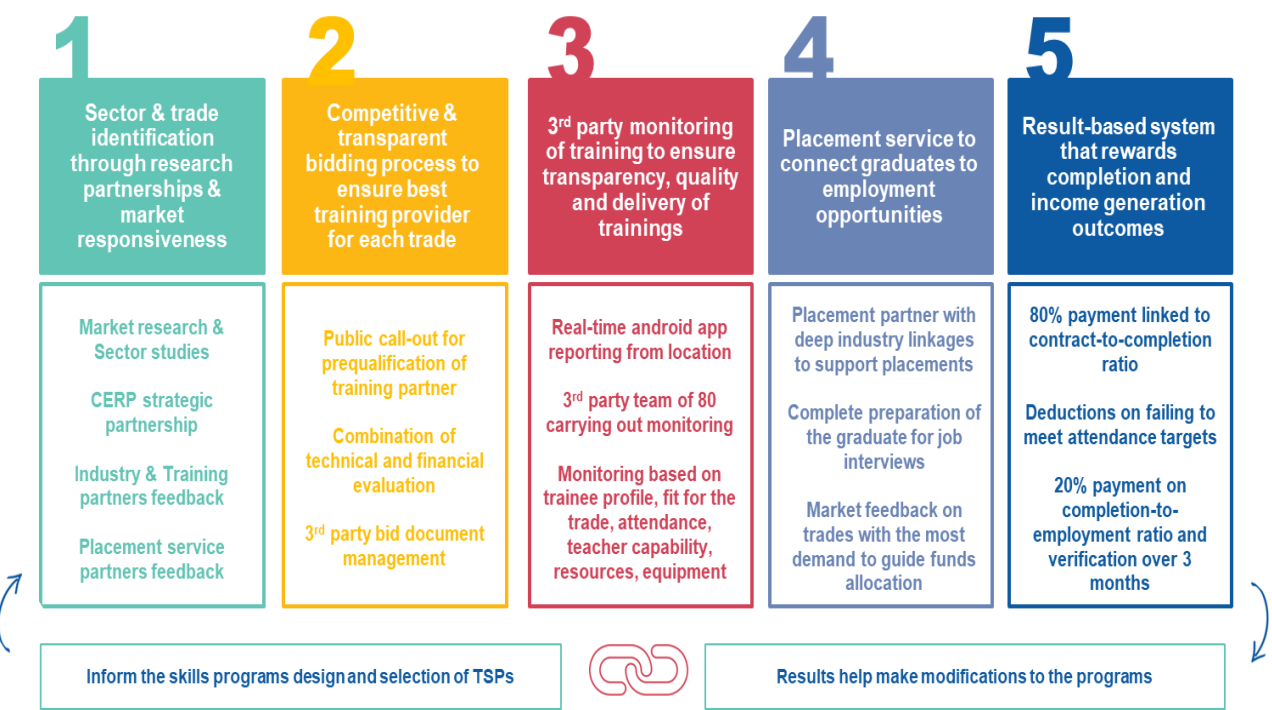
**2,500+**

\*LOCATIONS



# OPERATING MODEL

PSDF’s operating model is constructed on result-based funding to its Training Service Providers, who are selected through a competitive & transparent procurement process. Training allocations follow a three-pronged approach: **geographic, sector, programme** and training contracts are awarded through a competitive and transparent bidding process.



## TRAINING PARTNERS



**Formal**  
training institutes



**Industry**



**Community-based**



**Online**  
learning platforms



A smiling man with dark hair and a beard, wearing a black t-shirt with a blue and yellow logo, stands in a field of golden wheat. He is holding a large bundle of harvested wheat stalks over his shoulder. The background shows more wheat fields and a large green tree under a clear sky.

Year in review

**July 2022 - June 2022**

**Financial  
Performance and  
Results**

# FUNDING ARRANGEMENTS: SYIG

Skilling Youth for Income Generation (SYIG) is sponsored by the Government of the Punjab ("GoPb") for The Company. The duration of the project is 5 years from 2021-2026. The total cost of this program is PKR 9,900 million for the training of 180,000 individuals to receive skills training (40% women) under six brand pillars.



**Funding Received**  
**Till 30<sup>th</sup> June 2023**  
1,557 Million



**Trainings Completed**  
**Till 30 June 2023**  
35,571 Trainees

**iUmeed**



Inclusion of marginalized and underprivileged youth into mainstream economic activity.

**AGHAAZ**



Promote entrepreneurship and self-employment outcomes for income generation among the youth.

**URAAN**



Women's training, across all sectors of the economy with the objective to attract more women to the labour force and help them become productive members of the economy

**e-tayyar**



Includes all the new and innovative programs being run in the digital space, from hybrid courses to digital courses.

**HARYALI**



Focused on improving the productivity of farmers by adopting good farming practices and creating formal market linkages.

**MAHIR**



Provide skills training in demand-driven trades through formal training institutes and industries.

# FUNDING ARRANGEMENTS: KSIP



## 2

Koh-e-Suleman Improvement Project (KSIP) aims at provision of skills to youth of Koh-e-Suleman tribal Region. PSDF, in collaboration with KSIP, aims to train 2000 applicants till Dec 2023. With a fund of Rs. 150 million, demand driven trades will be offered to the residents of Koh-e-Suleman.

Vocational institutes will be established in the tribal belt to encourage and ease out the training dissemination. To ensure women participation in the program, 20% seats have been dedicated for them under community programs. Further, PSDF is offering virtual trades namely Amazon Virtual Assistant and Virtual Accounting and Bookkeeping to promote E-lancing activities thereby promoting our efforts of self-employment. The Company has received PKR. 70 million till reporting date.





## 3

The Evidence Generation and Design of the 'Non-Formal Education to Job Placement' program for Out of School Adolescents (OOSA) of Punjab was launched on 30 November 2020 through a Programme Cooperation.

Agreement between Punjab Skills Development Fund (PSDF) and United Nations International Children's Emergency Fund (UNICEF). PSDF in partnership with UNICEF and with the technical support of Oxford Policy Management (OPM) and Akhuwat developed and designed a cost-effective pilot programme for out of school adolescents in Punjab.

This innovative program integrates accelerated learning with skills training and labor market linkages to create sustainable income-generating and self-employment opportunities for OOSAs in the region.



# FUNDING ARRANGEMENTS: EDF

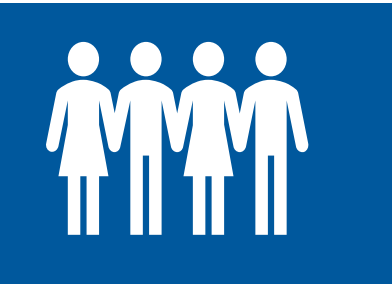


# 4

PSDF has received funding from Export Development Fund (EDF) - Ministry of Commerce, for the Skills Training Program in the Textile sector (Readymade Garments & Hosiery / Knitwear). This program has been designed in partnership with Pakistan Readymade Manufacturers Garments Association (PRGMEA) and Pakistan Hosiery Manufacturers & Exporters Association (PHMA). The project aims to promote the exports by increasing the supply of skilled workforce in the textile sector, narrowing the wide gap in production requirement and availability of skilled labor. Under this program, PSDF will train in demand-driven and export-related trades. The duration of the contract is one year extendable for another year on the same terms & conditions. Trainees under this program will receive hands on experience and employment opportunities in the export related industries. The Company has received PKR. 100 million till reporting date which have not been utilised till reporting date.



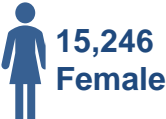
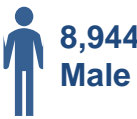
# PSDF 2022-23 TRAINEE COMPLETION



25,794 Total Trainees		
SYIG	KSIP	GIZ
24,190	1,539	65

SYIG

24,190 Trainees



8,529 Trainees  
(All Female)



1,276 Trainees  
(All Female)



1,677 Trainees



7,541 Trainees



3,542 Trainees



1,625 Trainees





# 107 Training Partners



**77**  
**FTI**



**19**  
**Industry**



**14**  
**Community**



Out of the 107 Training Service Providers in the PSDF training ecosystem, 96% are from private sector

## New Training Service Providers in 2022-2023



**03**  
**Industries**



**18**  
**FTI**

A man with dark hair and a beard, wearing a light blue button-down shirt, stands with his arms crossed. He is smiling slightly. In the background, there is a rack of electronic equipment with various colored lights (red, green, yellow) and a black display screen. A semi-transparent yellow rectangle is overlaid on the lower half of the image, containing the text.

# **Year in Review**

## **Projects, Trainings and Activities**



# Punjab Tourism Partnership



**Tentative Funding:**  
550 Million



**Target:**  
10,000 Trainees  
20% will be females



**Project Timeline:**  
2 Year

PSDF earned PKR 17.223 million (net of PST) as a management fee from Punjab Tourism for Economic Growth Project (PTEGP).



**1,055**  
Graduates



**1,707**  
On-roll

## EXPORT GROWTH PROGRAM IN THE READYMADE GARMENTS AND KNITWEAR INDUSTRY

The project is funded by Export Development Fund (EDF) to help boost country's exports. The trainees will receive the necessary hands – on practical training that industries require. Post-course completion, 50% of trained individuals will be offered employment in those industries engaged in exporting textiles.



**Tentative Funding:**  
**291 Million**



**Location:**  
Punjab & Sindh



**Execution Body:**  
Punjab Skills Development Fund



**Project Timeline:**  
March 2023- June 2024



**Target:**  
**6,500 Trainees**  
**20% will be females**



**1,110**  
On-roll



# SKILLS SCHOLARSHIP INITIATIVE MODEL UPDATE

PSDF has introduced a new training model called “Skills Scholarship Initiative” to enhance its access to its TSP ecosystem and extend the training access to all remote areas specially for females and underprivileged youth.

## How it works:

In this model trainees will receive scholarship to complete their training near to their home districts with any available training partner. This model will provide trainees freedom to select any training provider in any trade at any district.



**80+**

Associates participated with 33  
Secured the contract



**26**

Trades



**2,457**

Enrolled



**1,767**

Graduates



1623 Male



144 Female



# Evidence Generation & Design of 'Non-Formal Education to Job Placement Program' for Out of School Adolescents of Punjab

## Unique Integrated Approach



## Research Statistics

### Registration & Activation

**15,671**

adolescent boys  
& girls registered



7,815



7,856

### Household Survey

**9,595**

adolescent boys  
& girls surveyed



4,436



5,159

### Delivery Partner Mapping

**45** NFE partners

**62** Skill Development Partners

**119** Employers



Akhuwat handled the awareness campaigns, registration, and consent-taking phase, visiting a total of 7,735 households and registering 14,186 OOSAs for the household survey. The household survey interviewed 9,595 registered OOSAs from 4,746 households across six districts of Punjab, namely Lahore, Faisalabad, Rajanpur, Dera Ghazi Khan, Rahim Yar Khan, and Bahawalpur. During the evidence generation phase, the program also focused on developing and designing a labor market linkage plan to connect beneficiaries with employment and self-employment opportunities.

The project team conducted interviews with over 200 delivery partners and labor market stakeholders, including 45 Non-Formal Education partners, 62 skill development partners, and 119 potential employers. The total cost of the project was PKR 122.078 million, with UNICEF contributing PKR 103.350 million, and PSDF contributing PKR 18.728 million through time-based allocation of senior management involvement in the project. The project successfully completed on June 30, 2023. PSDF received PKR 84.424 million from UNICEF, and the remaining amount of PKR 18.013 million was received after the balance sheet date.



# DATA VALIDATION & VERIFICATION

PSDF is implementing biometric registration and attendance system which provides end-to-end digital verification of data from NADRA through portable biometric devices.

- Trainee registration and CNIC verification is carried out through biometric devices
- All trainees are verified at the time of registration through DVV from NADRA in real time.
- DVV not only eliminates the chances of getting fake and ghost trainees but also ensures that trainees with valid CNICs are registered.
- Biometric attendance of the trainees/trainers across all the mentioned schemes is carried out through DVV devices
- Receiving of contractual deliverables (i.e. Uniform & Bags etc.) through biometric handheld device.




# ADVANCEMENT OF PROCUREMENT MECHANISMS

PSDF has fully digitized its procurement operations with paperless environment. This substantial shift underscores our unwavering commitment to enhancing transparency, fostering efficiency, and driving effectiveness across all procurement undertakings. Our procurement portal, serves as the conduit for the entire bidding sequence from the initial dissemination of bidding documents to the eventual contract award. It is of paramount importance to note that this electronic platform has enhanced customer experience for our Training Partners while submitting bids. To ensure that our network of partners transitions smoothly, we spearheaded a series of capacity-building workshops. These sessions, instrumental in their institutional capacity, have effectively oriented over 350 Training Partners across Punjab, acquainting them with the intricacies and advantages of the e-procurement system.

Our Business Support System (BSS) seamlessly integrates with the Purchasing Module, facilitating the auto-population of pre-requisites, thereby streamlining the payment procedure. We have also institutionalized a holistic 'Procure to Pay' system to make the payment to trusted suppliers.

EXPERIENCE SUPERIOR CUSTOMER SERVICE  
VIA PSDF E-TENDER THROUGH  
SIMPLIFIED ONLINE  
COMPETITIVE BIDDING



**E-Tender Helpdesk**  
To Speak to our Supplier Facilitation Agent please dial:  
+92 346 3035274 for Support Helpdesk  
etender@psdf.org.pk  
Contact Form



Tenders Executed  
**996**

# DIGITAL LEARNING



Over 2022-23, PSDF offered 21 specializations in the fields of Digital Marketing, Finance & Information Technology via Coursera, the world's largest online learning platform. Since inception we have had learnings from 4 iterations of digital courses. During this time we have also pioneered Hybrid courses in Cooking, Mobile Repair and Hair & Beauty Services

PSDF held a special graduation and certification distribution ceremony for students of its online learning skills trainings under the Coursera by PSDF program. We had students from all over Punjab on and offline attend the ceremony.



Total specialization  
this year: **606**



# DIGITAL LEARNING: LSE



PSDF and LSE launched a pilot Digital Skilling Program to train female students at Government Colleges in Lahore at Salamat Pura, Choona Mandi, Cooper Road, Gulberg College, Islamia Collage, Kulyat Ul Bannat and Kahna Nahu. PSDF and LSE created an innovative pilot Digital Skilling Program that aims to understand how Pakistan's female citizens can be best encouraged to participate in the workforce. The purpose of this program was to implement crucial digital skills that increase women's confidence, access to skills that increase their employability.

The program also seeded two research papers in collaboration with LSE



**8** Govt Female  
Collages



**300** Enrolled  
**139** Graduates





# DIGITAL LEARNING: ZONG



PSDF and Zong Telecom collaborated on a pilot Digital Skilling Program to train 10,000 students at Formal Training Institutes across Punjab called How to E-lance. PSDF created the Digital Skilling Program in house that aims to help young people understand how to access online marketplaces like Fiverr and Upwork, create their digital profiles, pitch within the gig economy and market their skills, leading to increase in exports of digital skills, while increasing individual incomes in forex as well.





# PEOPLE & CULTURE



# 1

## **Going Extra Mile (GEM) Awards**

Talent Management team organized GEM employee recognition awards based on five core values of PSDF.

# 2

## **Employee Long Service Awards**

ELSA were organized to appreciate valuable contributions of employees at PSDF since last 5, 8 & 10 years of long service.

# 3

## **Annual Strategy Session**

The session was conducted to review previous year's performance and strategizing next year's goal.

# 4

## **PSDF Culture**

Movie Night, Tug of War, Cricket Mania, Badminton, Table Tennis, Ping Pong & Musical Chair competition were one of the team building exercises that strengthened the culture of PSDF. Women's Day ceremony, work anniversaries, birthday celebrations, wedding wishes, Iftar Party & Eid celebrations were highly appreciated by employees which contributed to achieving 84% Employee Engagement score.

# PEOPLE & CULTURE



# 5

Talent from the best corporate and educational institutes was attracted: Total 14 positions were filled out including the recruitment of Chief Internal Audit & Head of IT.

# 6

Training & Talent Development PSDF worked on individual development & capacity building of its employees without a specific budget through more than 13 national & international training programs including Director Training Prog. LUMS, International training programs in Thailand & US. Conducted Training on Leadership Excellence from Schuitema.



Through a third-party engagement, we achieved 84% satisfaction score from PSDF employees.

**RISOR**

Our third-party Value Based Leadership Assessment scores turned out to be 85% on an average.



# ROADSHOWS



## PARTNERSHIP WITH PROSPERITY

PSDF ROADSHOWS 2023

Skills For Success

PSDF embarked on its annual TSP Roadshow in May 2023, inviting TSPs from all districts of Punjab at 6 locations: Rawalpindi, Lahore, Sialkot, Faisalabad, Multan and Bahawalpur. The Roadshows ensure that PSDF's plans are shared with the training ecosystem and any concerns and queries they have are addressed. This year's Roadshow saw robust participation and eager involvement by new TSPs





# ENHANCING VISIBILITY



For the first time, we increased brand visibility of PSDF across our training service providers. In this project we intend to raise brand awareness PSDF as a fund for students while showcasing our skills training institute as a partner at the same time.



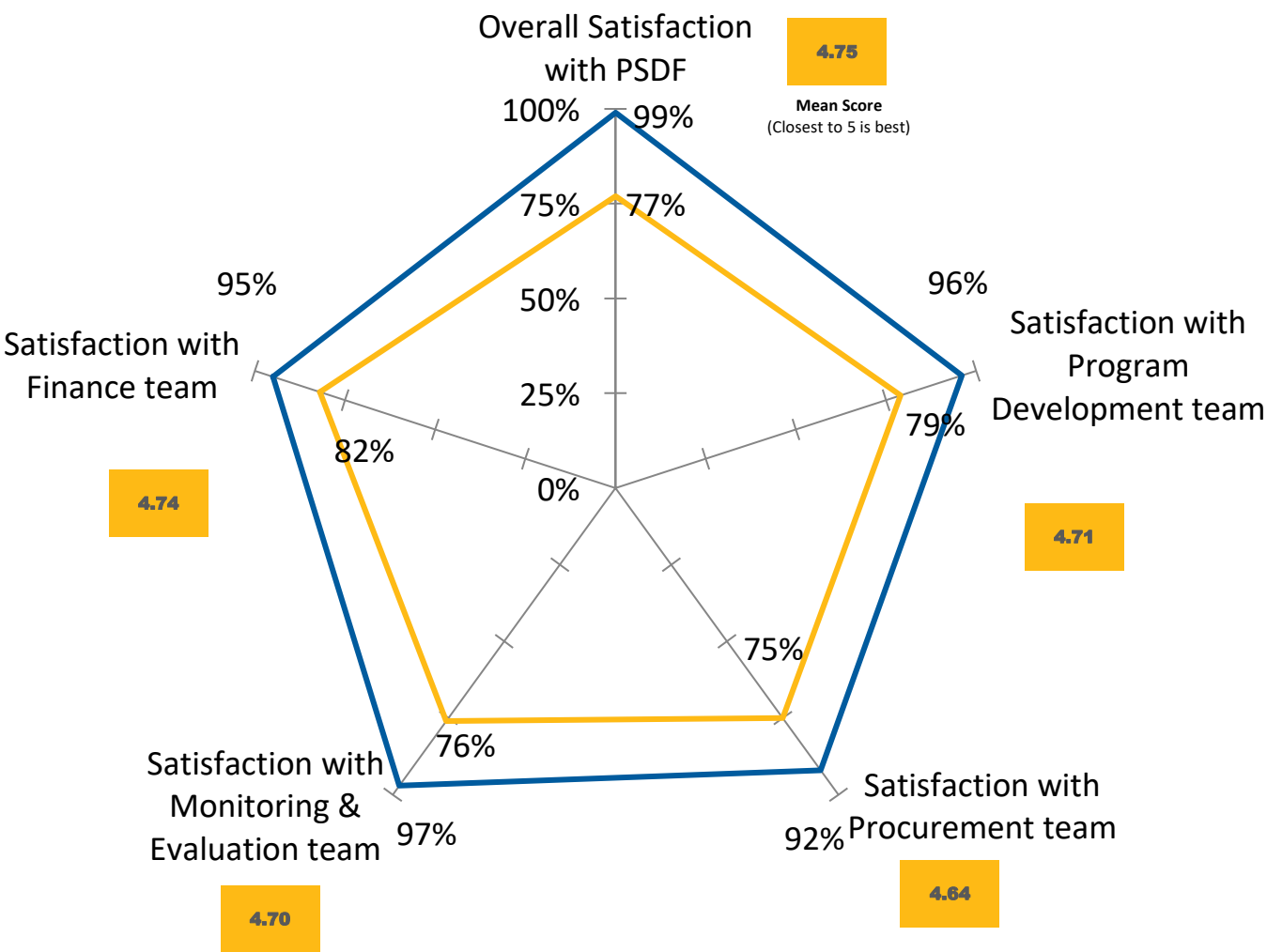
This year we also initialized sending out bags and badges to all our trainee population from January onwards. This not only created long lasting visibility and gave something useful to trainees, but also resulted in a cost saving of Rs 17 million.

# PULSE SURVEY

The Pulse Survey read is our way of understanding how different departments within PSDF are viewed and valued by our core business partners, the Training Service Providers. Over a three year period, we ran 2 third party, independent pulse surveys through IRIS communication. The process is as follows:

- Discussion with Stakeholders
- Development of questions
- Computer assisted web interviewing script (CAWI)

Second read results: Improvement from 4.69 to 4.75 in Overall Satisfaction with PSDF (2020 vs 2023)



A woman with dark hair, wearing a pink and yellow sari with a red border, is sitting at a desk and typing on a black keyboard. She is looking directly at the camera with a slight smile. The background is a blurred office setting with a large screen displaying a blue and white pattern.

# Governance, Risk and Compliance



# WHISTLEBLOW UPDATE

PSDF Whistleblow Policy provides a mechanism for internal and external Whistle-blowers on reporting of suspicious activities and provides an assurance about secrecy and protection of their legitimate personal interest. This Policy also delineates mechanism for handling complaints and responsibilities of Whistleblow team, management and those charged with governance.

PSDF Whistleblowing Policy requires that” Communication channels for lodging complaints shall be publicly available at website and shall be clearly displayed at all training centers through flexes or placards etc”. ARC has displayed Whistleblow posters in-house at PSDF and at TSP premises to educate employees and outside parties about communication channels for registering complaints.



**BLOW  
THE  
WHISTLE**



**REPORT  
UNETHICAL  
ACTIVITIES  
YOUR SAFETY  
IS OUR  
RESPONSIBILITY**



**EMPLOYEES, TSPS  
AND TRAINEES ARE  
ENCOURAGED TO  
SPEAK UP**



**REPORT FRAUD,  
BRIBERY, THEFT,  
COLLUSION AND  
CORRUPTION OR ANY  
TYPE OF VIOLATION  
OF LAW AND  
REGULATIONS**



**YOUR IDENTITY  
WILL REMAIN  
CONFIDENTIAL**

Module 192.0 - 14000488  
 Ethics & Compliance Training  
 Health, Safety & Environment  
 Personal Skills Development Fund  
 2014-2015, 2015-2016, 2016-2017  
 01/01/2014 - 01/01/2017

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**Skills For Success**



# آواز اٹھاؤ

آپ کی آواز اٹھائیں  
 ملازمین، TSPF اور ماحولیات  
 کی تحفظ کے لیے آواز اٹھائیں

## غیر اخلاقی سرگرمیوں کی فوری رپورٹ کریں

کیونکہ آپ کی حفاظت  
ہماری ذمہ داری ہے



ہم ایک ایسی شہریت بنیں جہاں ہر فرد کی آواز اٹھانی چاہیے اور  
 ہر فرد کی آواز اٹھانی چاہیے اور  
 ہر فرد کی آواز اٹھانی چاہیے

## کیونکہ آپ کی حفاظت ہماری ذمہ داری ہے



آپ کی حفاظت ہماری ذمہ داری ہے

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 ملازمین، TSPF اور ماحولیات  
 کی تحفظ کے لیے آواز اٹھائیں



**Total complaints closed:**

8

## Whistleblow Complaints

3

## Operational Complaints

5

A man with dark hair and a beard, wearing a light blue button-down shirt, is looking towards the camera. He is sitting at a desk with a computer monitor and keyboard. In the background, another person is blurred, working at a desk. The scene is set in a modern office environment with soft lighting.

# NEXT YEAR'S PLANS



## YOUTH SKILLS DEVELOPMENT PROGRAM (YSPD)

It is a donor funded CSR program with an aim to reduce poverty through skill development and providing income generation opportunities for the residents of areas surrounding OGDCL oil fields



### Location:

Jand (Attock), Chakwal (Chakwal) and Taunsa (D.G.Khan)



### Execution Body:

Punjab Skills Development Fund



### Project Timeline:

June 2024



### Target:

150 Trainees

50% will be females



### Trade:

- Graphic Designing (Print Media)
- Beautician
- Domestic Tailoring
- Electrician
- Hand Embroidery
- Welder



## Minorities Skills Development Program (MSPD)

A CSR program focused on providing sustainable income generation opportunities through skills development of the families of the support staff of the company that belongs to minorities.



### Location:

Jand (Attock), Chakwal (Chakwal) and Taunsa (D.G.Khan)



### Execution Body:

Punjab Skills Development Fund



### Project Timeline:

June 2024



### Target:

300 Trainees

25% will be females



### Trade:

- Machinist
- Beautician
- Electrician
- Welder



## PAK ARAB REFINERY LIMITED (PARCO)

It is a donor funded CSR program with an aim to reduce poverty through digital skill development. The collaboration will mainly focus on community uplift near the oil refinery.



### Location:

Muzzafargarh (D.G.Khan)



### Execution Body:

Punjab Skills Development Fund



### Project Timeline:

June 2024



### Target:

50 Trainees

50% will be females



### Trades:

- Amazon Virtual Assistant
- Motorcycle Mechanic
- Electrician
- Welder
- Digital Courses





# LEARNING MANAGEMENT SYSTEM

Learning Management Systems (LMS) offer a wide range of benefits for PSDF and institutions to deliver training and educational content efficiently through digital platforms. LMS is an essential tool for modern education and training

Following are the key benefits of LMS.

- Centralized Learning
- Scalability
- Personalization
- Tracking and Reporting
- Course Management
- User Management
- Collaboration
- Progress Tracking
- Mobile Compatibility
- Multilingual Support
- Scalability
- Security





# NEW SYSTEMS

- BSS2.0
- Program Payment Process

## BSS2.0:

- Collaborate closely with the stakeholders to gather detailed requirements for the upgraded BSS so it can handle future growth and evolving business needs, improving improved speed and responsiveness.

## Program Payment Process:

- Complete TAT of the payment process of all TSPs
- All required documents and necessary approvals maintained in SAP
- Systematic employment reporting and its verification