


# DIRECTOR'S REPORT 2024

The Directors of the company are pleased to present the Director's Report 2023-2024, with audited financial statements.

Prepared By:

**Punjab Skills Development Fund  
(PSDF)**

# ACKNOWLEDGEMENT



We would like to extend our sincere gratitude to all the Training Service Providers (TSPs) for their invaluable contributions to the success of our initiatives. We also wish to express our appreciation to CM Punjab, Planning & Development Board (P&DB) and esteemed Board of Directors for their unwavering support and guidance throughout this process.

**We thank you for your continued support  
in our efforts to contribute to skill  
development of Punjab.**





# MESSAGE FROM CEO

## CRAFTING SOLUTIONS, DELIVERING SUCCESS

I am thrilled to take the helm at PSDF, where our commitment to empowering Pakistan's youth with high-quality skills training goes hand in hand with our dedication to sustainability.

As we advance, our focus will include integrating self-sustainability goals into our programs, minimizing our environmental impact, and actively working to reduce our carbon footprint. Simultaneously, we will focus on sectors with high export potential, positioning Pakistan as a key exporter of quality skilled human capital.

We are dedicated to align our strategies with the Sustainable Development Goals (SDGs) to ensure our initiatives contribute positively to our communities and the planet.

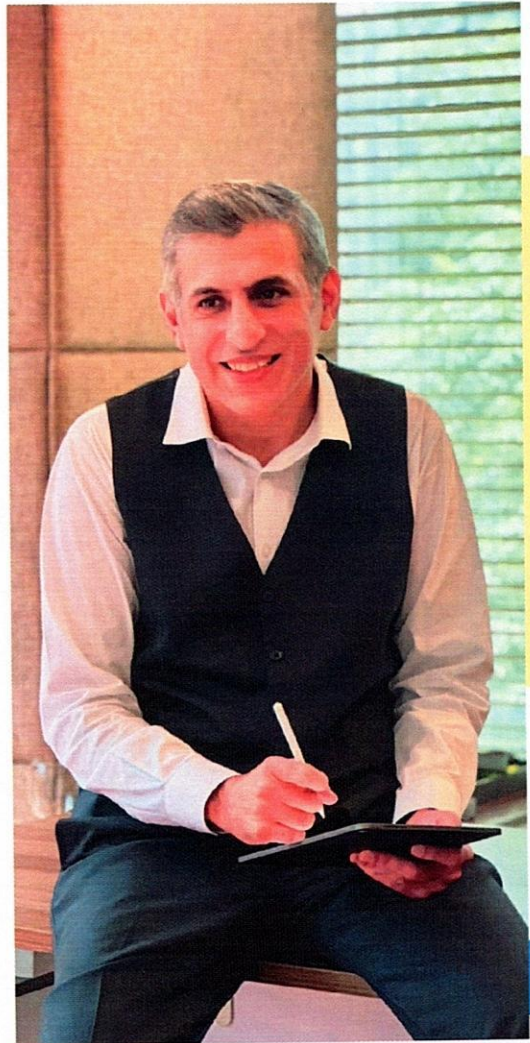
Moreover, we will work closely with both Federal and Provisional Governments to create a cohesive approach to workforce development and environmental stewardship.

I'm excited to announce three transformative initiatives: CM's Skills Development Program for Transgenders, designed to foster economic independence; CM's Skilled Punjab Program, which opens global career pathways; and Empowering Rural Women By Way Of IT Training Across Punjab, aimed at harnessing the potential of rural women.

Together, these initiatives will not only drive economic growth but also promote inclusive future for all.



**Ahmed Khan**  
CEO





# MESSAGE FROM MANAGEMENT



As we reflect on the past year at PSDF, we want to take a moment to extend our gratitude to our employees and stakeholders for their dedication, hard work, and commitment. Together, we navigated challenges, embraced opportunities, and delivered an outstanding performance that has positioned us for even greater success.

Our achievements would not have been possible without the unwavering support of our employees, partners, and stakeholders. We have all contributed to making this year a triumph, and we are proud of the milestones we have reached together.

Looking ahead, we are excited about the future. We have ambitious goals, a clear vision, and a dynamic strategy in place to ensure that we continue to grow and deliver even more impactful results in the coming year. Together, we are poised to take PSDF to new heights, creating more opportunities and making a lasting difference in the communities we serve.



# OUR PURPOSE

Shaping 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 through skills training in Pakistan and beyond.

# OUR OPERATING MODEL

An industry-driven, outcome-based approach that leverages technology to enhance training selection, delivery, monitoring, and management while effectively mobilizing trainees and TSPs through strategic outreach and partnerships.

Encouraging collaboration with both local and international stakeholders, ensuring that training programs are closely aligned with current industry demands. With a strong emphasis on measurable outcomes in employment & income generation, PSDF delivers impactful and sustainable benefits that address workforce demands while driving economic growth.

## TRAINING PARTNERS



Formal training institutes



Industry



Community-based



Online learning





# FOCUS AREAS

PSDF strategically focuses on six key areas to drive inclusive economic development and address critical workforce gaps. These areas are carefully chosen for their potential to catalyze social mobility, increase workforce participation, and stimulate innovation in high-demand industries.

By investing in these focus areas, PSDF strengthens Pakistan's human capital, enhances competitiveness, and ensures sustainable livelihoods, creating a robust talent pipeline that aligns with national growth priorities and global market needs.

**Umeed**



Inclusion of marginalized and underprivileged youth into mainstream economic activity.

**e-tayyar**



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

**AGHAAZ**



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

**URAAN**



Women's training, across all sectors of the economy with the objective to attract more women to the labor force.

**MAHIR**



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

**HARYALI**



Focused on improving the productivity by adopting best practices and creating formal market linkages.



# INSPIRING PROGRESS

Since Inception



**597,758**  
Trainees Graduated



**265,150**  
Female Graduates  
(44%)



**332,580**  
Male Graduates  
(56%)



**721**  
TSPs



**273**  
Trades



**5,968**  
Training Locations





# COMPANY HIGHLIGHTS



## LSE Recognition Ceremony

PSDF held a ceremony for the research faculty of Centre for Research in Economics and Business (CREB), University of Chicago and students of Lahore School of Economics.

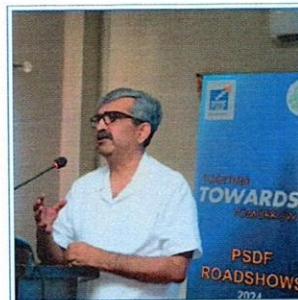
The team worked in two of our initiatives:

- Engaging Parents to Improve Young Women's Take-up of Skills Training
- Coursera Impact Study 2023



## PSDF TSP Mobilization Sessions

PSDF held its Training Service Providers (TSPs) mobilization sessions for the year 2024, throughout the month of March. The sessions were held in Lahore, Faisalabad and Multan.



## PSDF Roadshows

PSDF Roadshows for the year 2024 were held across Lahore, Gujranwala, Rawalpindi and Multan. The purpose of these annual meetings is to seek valuable feedback from the TSPs and inform them of all the updates, refining the way forward.



## Tab Distribution Ceremony

Tab distribution ceremony for the completion of Coursera courses offered by PSDF. Coursera by PSDF aims to provide opportunities to Punjab's youth and equip emerging talent to enter the digital economy.



# COMPANY HIGHLIGHTS



## Best Place to Work Pakistan Awards Gala 2023

PSDF has been recognized at the 'Best Place to Work Pakistan Awards Gala 2023'

PSDF proudly took home two prestigious awards:

- Best Small Company to Work
- Best Place to Work for Contractual Workforce



## Emerging Talent Program (ETP) 2024

A one-year trainee program to provide fresh graduates with valuable hands-on experience in the public sector. After a thorough recruitment process, we have successfully onboarded five talented individuals across various departments.



## Annual Recognition Ceremony 2023

The PSDF Annual Recognition Ceremony 2023 celebrated the dedication and achievements of our employees. The event reinforced our commitment to upholding the culture of RISOR.

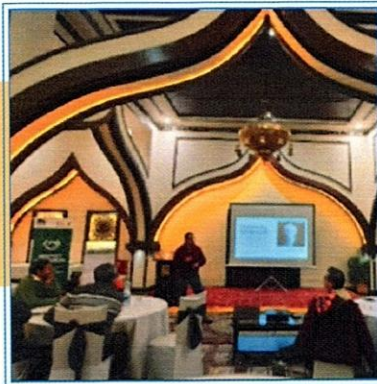


# COMPANY HIGHLIGHTS



## Annual Strategy Session

Annual operational plans were comprehensively discussed to ensure alignment with the organization's goals. Each department presented its agenda, detailing specific objectives and strategies to achieve the set targets.



## Individual Development Plans

An annual development plan was put in place for employees; underscoring PSDF's commitment to employee development by providing a comprehensive blend of online and on-site training opportunities with 68 employees completing 151 trainings.



## Annual Sports Event 2024

PSDF held its annual sports event, Khel.40, in February 2024. The day was packed with excitement and featured a variety of fun and challenging tournaments, including badminton, table tennis, archery, rock wall climbing, snooker, and cricket, all aimed at fostering team building.



# COMPANY HIGHLIGHTS



## Partnership with Export Development Fund (EDF)

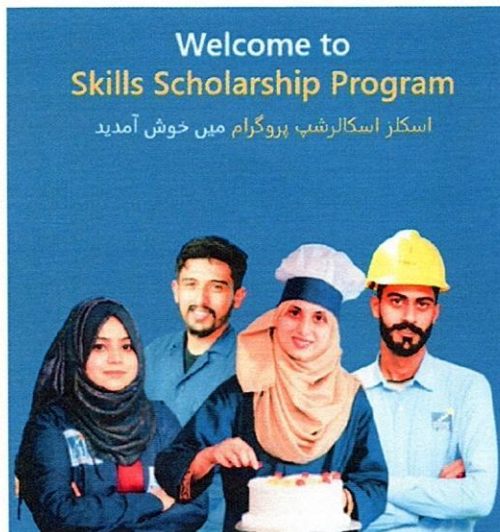
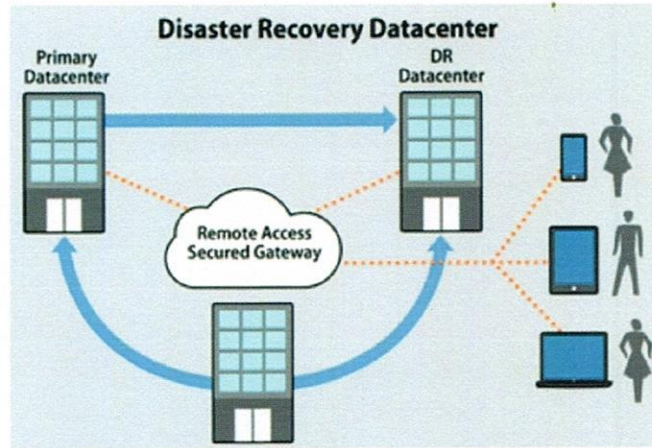
EDF entered into a partnership agreement for a skills training program to help boost exports in the textile sector, particularly in readymade garments and knitwear.



# IT INITIATIVES

## Disaster Recovery Site

Ensures smooth execution of business continuity plan while increasing data security, customer satisfaction and reduced downtime.



## Skills Scholarship Program

Expands training opportunities to underserved areas and contributes to the development of a skilled and environmentally aware workforce.

# FUNDING ARRANGEMENTS

## 1. Skilling Youth for Income Generation (SYIG)

SYIG is sponsored by the Government of the Punjab ("GoPb") FY21-26. Trainings under the project were started in January 2022.



**180,000**

Target Trainees



**5 years**

Duration



**PKR 9,900 Mn**

Approved Allocation



**PKR 3,156 Mn**

Funds Received



**70,449**

Trainees Completed  
till June 2024

## 2. Koh-e-Suleman Improvement Project (KSIP)

KSIP aims at provision of skills to youth of Koh-e-Suleman tribal Region. Vocational institutes will be established in the tribal belt to offer demand driven trades and ease out the training dissemination to the residents of Koh-e-Suleman.



**2,000**

Target Trainees



**2 years**

Duration



**PKR 150 Mn**

Approved Allocation



**PKR 70 Mn**

Funds Received



**1,539**

Trainees Completed  
till June 2024



# FUNDING ARRANGEMENTS

## 3. Export Growth Program



PSDF has received funding from Export Development Fund (EDF) - Ministry of Commerce, for a pan Pakistan Skills Training Program in the Textile sector (Readymade Garments & Hosiery/Knitwear).

This program has been designed in partnership with:

1. Pakistan Readymade Manufacturers Garments Association (PRGMEA)
2. Pakistan Hosiery Manufacturers & Exporters Association (PHMA)



**6,500**

Target Trainees



**1 year**

Duration



**PKR 291 Mn**

Approved Allocation



**PKR 200 Mn**

Funds Received



**3,861**

Trainees Completed  
till June 2024

The project is on going and expected to be completed by November 2024.

# FUNDING ARRANGEMENTS

## 4. Skills Training Voucher (STV)

During FY 23-24, PSDF signed an agreement with National Vocational and Technical Training Commission (NAVTTTC) of amounting PKR 124 Mn under STV. Training is due to start from September 2024.



**1,000**

Target Trainees (BISP beneficiaries)



**1 year**

Duration



**PKR 124 Mn**

Approved Allocation



**PKR 100 Mn**

Funds Received



**50%**

Local employment



**20%**

International  
employment



# FUNDING ARRANGEMENTS

## 5. Punjab Tourism for Economic Growth Project (PTEGP)



PTEGP is an initiative under the Government of Punjab (Planning & Development Board) in collaboration with the World Bank. PSDF is responsible for providing technical assistance and supervision for imparting skills training in tourism & hospitality sectors.



**10,000**

Target



**2 years**

Duration



**PKR 523 Mn**

Total Allocation



**PKR 33 Mn**

Income booked



**7,979**

Trainees Completed  
till June 2024

The project is on going and expected to be completed by October 2024.



# OTHER INITIATIVES

## 1. Developing PSDF's PaaS Learning Management System (LMS)

PSDF developed a PaaS-based LMS using Moodle to host its digital and hybrid training programs.

It successfully ran three hybrid courses namely professional chef, mobile phone repairing and hair & beauty services.

## 2. Hybrid Training Program 2023-24

PSDF, leading the digital transformation of Pakistan's skills training, developed and executed Hybrid Training Program 2023-24 via LMS.



**2,250**

Target



**2,629**

Trainees Completed

## 3. Offering International Certifications

**coursera**

Building on the success of previous cohorts, PSDF scaled up its offering of internationally recognized Coursera digital specializations. This strategic initiative equips Pakistan's workforce with globally accredited certifications, ensuring they are prepared to meet the demands of an increasingly technology-driven economy and excel in global markets.



**1,000**

Target





# KEY FINANCIAL DATA

Particulars	2019	2020	2021	2022	2023	2024
	----- PKR in Millions -----					
Fixed Assets	59.93	52.69	39.01	24.16	14.71	28.37
Intangible Assets	12.80	21.70	88.46	100.34	95.39	95.05
Short term Investment	-	75.00	85.00	100.00	-	242.00
Advances, Deposits and Prepayments	69.12	56.55	53.75	59.05	156.94	178.06
Tax Refunds due from Tax Authorities	20.20	20.51	21.14	24.31	29.68	32.89
Cash and Bank Balances	677.22	868.26	1,682.48	1,111.55	565.10	482.96
<b>Total Assets</b>	<b>839.27</b>	<b>1,094.71</b>	<b>1,969.84</b>	<b>1,419.41</b>	<b>861.82</b>	<b>1,059.33</b>
Capital Fund	1.80	1.80	1.80	1.80	1.80	1.80
Accumulated Fund	82.10	124.62	206.25	241.96	341.00	422.72
Deferred Contribution / Grant	(310.20)	(90.76)	-	(61.65)	77.65	39.21
Deferred Contribution - Capital Assets	72.73	74.39	371.19	67.20	52.61	65.87
Deferred Liability	2.12	6.20	-	9.75	2.11	23.37
Creditors, Accrued and Other Liabilities	990.72	978.47	1,390.60	1,160.35	386.66	506.36
<b>Total Funds and Liabilities</b>	<b>839.27</b>	<b>1,094.72</b>	<b>1,969.84</b>	<b>1,419.41</b>	<b>861.83</b>	<b>1,059.33</b>
Training Related Cost	3,034.45	2,879.03	2,212.70	415.26	813.66	1,424.61
Monitoring Cost	113.85	100.70	102.26	58.88	89.17	90.89
Advertisement Cost	39.28	35.97	23.31	13.70	12.13	19.04
<b>Total Program related Cost</b>	<b>3,187.58</b>	<b>3,015.69</b>	<b>2,338.27</b>	<b>487.84</b>	<b>914.96</b>	<b>1,534.54</b>
Non-Program Cost	262.49	301.18	335.77	292.10	279.85	325.81
<b>Surplus of Income over Expenses</b>	<b>23.36</b>	<b>42.60</b>	<b>80.68</b>	<b>41.19</b>	<b>102.25</b>	<b>89.21</b>

# KEY FINANCIAL DATA

During the FY 23-24, the company received PKR 1,803.84 Mn for the projects mentioned in the table. PKR 1,520.82 Mn directly related to the program activities have been classified and accounted for as program-related costs. Cost pertaining to non-program activities PKR 325.81 Mn include management and operating cost.

SYIG	UNICEF	KSIP	NAV TTC	OGDCL	EDF	Total
----- PKR in Millions -----						
1,595.57	16.71	2.60	99.69	3.00	86.27	1,803.84

SUMMARY - BUDGET VS ACTUAL COMPARISON FY 2023-24

Description	Budget	Actual	Variance	% Variance
Completed Trainees (Count)	38,912	38,570	(342)	-1%
Average Headcount (Count)	75	70	5	7%
-----PKR in Millions-----				
Revenue:				
Revenue from PSDF Initiatives	25.000	36.644	11.644	47%
Revenue from Bank Profits	-	70.750	70.750	-
Description	Budget	Actual	Variance	% Variance
Cost:				
Program Activities	1,476.59	1,520.82	(44.23)	-3%
Management Cost	231.676	217.57	14.11	6%
Operating Expenditure	112.699	108.24	4.46	4%
Total Training Related Cost	1,820.965	1,846.630	(25.66)	-1%
Research and Sector Studies (SYIG)	17.000	13.722	3.278	19%
Total Cost	1,837.965	1,860.352	(22.382)	-1%
Surplus For the Year	-	89.213	-	-
Capital Expenditure	49.455	28.055	21.400	43%

ACTUAL 2022-23 COMPARISON

Actual 2022-23	Variance	% Variance
25,794	12,776	33%
60	10	14%
-----PKR in Millions-----		
24.690	11.954	33%
79.530	(8.780)	-12%
Actual 2022-23	Variance	% Variance
-----PKR in Millions-----		
914.950	(605.870)	-40%
184.640	(32.930)	-15%
95.130	(13.110)	-12%
1,194.720	(651.910)	-35%
-	(13.722)	-100%
1,194.720	(665.632)	-36%
102.250	(13.037)	-15%
1.825	(26.230)	-93%

Revenue						
PTEGP	NAV TTC	OGDCL	BAT	Coursera	TSP Registration & Evaluation	Total
----- PKR in Millions -----						
15.6	2.7	0.4	3.7	2.7	11.6	36.6



# OPERATING RESULTS

## Program Activities

As per the procurement plan, training under SYIG is being executed and 34,709 trainees have completed their training till June 2024 against the budget of 32,000 trainees. Furthermore, during the year, training under EDF is being executed and 3,861 trainees have completed their training till June 2024.

## Management Cost

Management cost incurred during the year 2023-24 was PKR 217.572 Mn against budget of PKR 231.676 Mn.

## Operating Expenditures

Operating cost incurred during the year 2023-24 was PKR 108.24 Mn against the approved budget of PKR 112.669 Mn. This mainly includes cost for premises rentals, communication, utilities, printing & stationery, travelling and legal and professional charges.

## Capital Expenditures

During the year capital expenditure incurred amounting to PKR 28.053 Mn against the approved budget of PKR 49.455 Mn and are related to information technology.

	Description	Budget	Actual	Variance	Variance %
		-----PKR in Millions-----			
1	Computer Equipment	44.584	22.991	21.593	48%
2	Intangible Asset	3.344	4.989	-1.645	-49%
3	Leasehold Improvements	0.500	0.000	0.500	100%
4	Furniture & Fixtures	1.027	0.073	0.954	93%
	<b>Sub-Total</b>	<b>49.455</b>	<b>28.053</b>	<b>21.402</b>	

## Research Expenditures

Research expenses incurred during the year are PKR 13.722 Mn against the budgeted amount of PKR 17 Mn. Three key studies were conducted:

1. HR Study by Abacus Consulting
2. Revenue Generation
3. Effectiveness of Women's Training in Livestock

# CORPORATE & FINANCIAL REPORTING

As required by Public Sector Companies (Corporate Governance Rule 2013) we are pleased to report the following:

- The Board has complied with the relevant principles of corporate governance and has identified the rules that have not been complied with the period in which such non-compliance continued, and reasons for such non-compliance.
- The Financial Statements, prepared by the management of the company present fairly the result of its operations, cashflow and changes in fund.
- Proper books of account of the Company have been maintained.
- Appropriate accounting policies have been consistently applied in preparation of financial statements and accounting estimates are based on reasonable prudent judgement.
- Board recognizes their responsibility to establish and maintain sound system of internal control, which is regularly reviewed and monitored.
- Appointment of Chairperson and other members of the board and the terms of their appointment are in the best interest of the company as well as in line with the best practices.
- Detail of remuneration of Directors, Chief Executive and Executives are disclosed in the note 26 of the financial statements of the Company.
- The value of investments of Punjab Skills Development Fund Staff Gratuity Fund Trust and staff Provident Fund Trust as at June 30 2024 are PKR 71.48 Mn and PKR 28.31 Mn, respectively.
- No material changes or commitments affecting the financial position of the company have taken place between the end of the financial year and the date of the Report.
- As required by Association with Charitable and Not for Profit Object Regulations, 2018, we further report:
  - Compliance with the relevant provisions of the Companies Act 2017
  - Compliance with all provisions and conditions of these regulations
  - Compliance with all conditions provided in the license



# CORPORATE & FINANCIAL REPORTING

The Board of Directors as of June 30, 2024, Consists of following fifteen (15) Directors:

Category	Count	Name
<b>Independent Directors</b>	1	Mr. Shehryar Ahmed Buksh
	2	Ms. Rabia Zia
	3	Dr. Turab Hussain
	4	Ms. Rattan Kaur Chawla
	5	Mr. Salim Ullah Ghauri
	6	Mr Haroon Rashid
	7	Ms. Ume-Laila Azhar

Government Nominated/Non-Executive Directors

Category	Count	Name
<b>Government Nominated / Non- Executive Directors</b>	1	Dr. Ijaz Nabi
	2	Ms. Khawar Mumtaz
	3	Ms. Aqueela Mumtaz
	4	Dr. Naved Hamid
	5	Secretary Planning & Development Board, GoPb
	6	Additional Finance Secretary (Economic Services), GoPb
	7	Secretary Livestock & Dairy Development Department, GoPb
	8	Secretary Industries, Commerce, Investment & Skills Development Department, GoPb

# CORPORATE & FINANCIAL REPORTING

Seven meetings of Board of Directors were held during the financial year 2023-2024. Details of the meetings are as follows:

Sr. No	Meeting	Date of Meeting
1	54 <sup>th</sup> BOD Meeting	July 21, 2023
2	55 <sup>th</sup> BOD Meeting	October 06, 2023
3	56 <sup>th</sup> BOD Meeting	October 27, 2023
4	57 <sup>th</sup> BOD Meeting	December 13, 2023
5	58 <sup>th</sup> BOD Meeting	January 11, 2024
6	59 <sup>th</sup> BOD Meeting	January 26, 2024
7	60 <sup>th</sup> BOD Meeting (Session 1&2)	April 06, 2024 & May 13, 2024

Attendance of directors are as follows:

Sr. No	Board Members	Position	No of Meetings Attended
1	Aqueela Mumtaz	Chairperson	5
2	Rabia Zia	Director	7
3	Dr. Ijaz Nabi	Director	5
4	Dr. Naved Hamid	Director	4
5	Khawar Mumtaz	Director	5
6	Dr. Turab Hassan	Director	5
7	Rattan Kaur Chawla	Director	6
8	Shehryar Ahmed Buksh	Director	5
9	Ume-Laila Azhar	Director	5
10	Haroon Rashid	Director	7
11	Secretary P&D Board	Director	7
12	Secretary Livestock & Dairy Development Department	Director	7
13	Secretary ICI &SDD	Director	7
14	Additional Secretary Finance (ES)	Director	7

## Auditors

The present auditors, GT Anjum Rehman & Co. Chartered Accountants, has completed their 5 years of engagement with PSDF. The new audit firm will be appointed amongst Category A panel of State Bank of Pakistan.



# AUDIT, RISK & COMPLIANCE



Total complaints closed:

**8**

Whistleblow Complaints:

**3**

Operational Complaints:

**5**

## WHISTLE BLOW POLICY AND HOTLINE

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.

### 01. Internal Audit

Conducted a comprehensive review of the company's operations and financial systems and reported an overview of their findings and recommendations.

### 03. Risk Management – Risk Coordinators Committee

The Risk Coordinators Committee comprises of risk managers from each department. This deviation from a traditional responsive risk management method to a proactive method will promote active participation of each department.

### 02. Thematic Audit

Conducted thematic audits which focus on specific issues or themes across multiple departments and examine how that theme is managed across different contexts, identify patterns and systemic issues.

### 04. Anti-Money Laundering and Counter the Financing of Terrorism (AML/CFT) Policy

Prevent and detect money laundering, terrorist financing and other illegal activities.





# FUTURE PROGRAMS



## CM's Skills Development Program For Transgenders

This program will empower transgender individuals through skills development and provide access to income-generating opportunities to drive social change and inclusion.

### Objective:

- Enact social change, mainstreaming the skills development of transgender individuals by equipping them with necessary skills in market-relevant trades.
- Help transgenders obtain hands-on work experience through on-the-job training and job placement assistance.
- Support financial inclusion, community engagement, and provide necessary resources such as toolkits, travel expense support and loans, along with registration of transgender individuals with NADRA.

## iUmeed



**2,200**

Target Trainees



**2 Years**

Duration



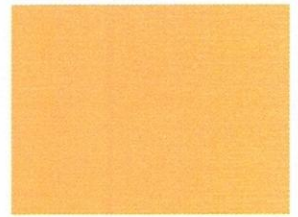
**PKR 0.9 Bn**

Allocation





# FUTURE PROGRAMS



## CM's Skilled Punjab Program

This program will provide demand-based training and confirmed placements for 7,000 Punjab youth in GCC markets.

### Objective:

- Create employability and income prospects for youth through skills trainings for jobs in international markets.
- Create an ecosystem of international accreditation and certification.
- Enabling a financially sustainable future for individuals generating foreign exchange.

## MAHIR



**7,000**  
Target Trainees



**3 Years**  
Duration

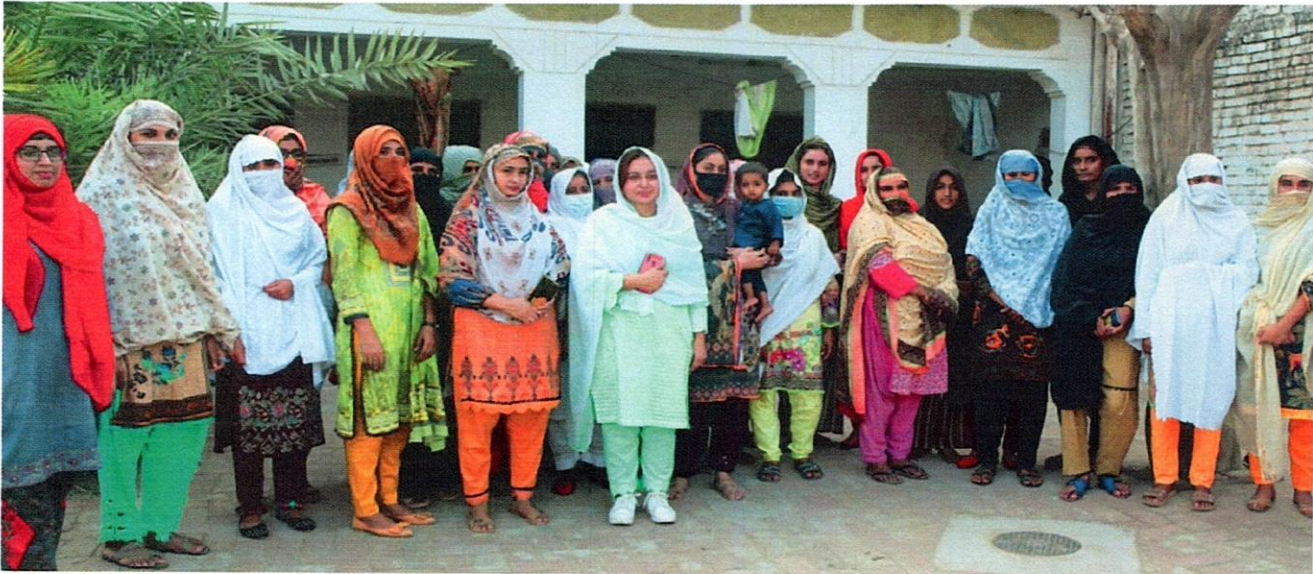


**PKR 1.2 Bn**  
Allocation





# FUTURE PROGRAMS



## Empowering Rural Women By Way Of IT Training Across Punjab

This program will be a catalyst of change for rural women enabling them to earn through local products monetization and digital economy services.

### Objective:

- Enable and support rural women of Punjab through IT training at home leading to self-sustainable economic opportunities via instructor led online classes.
- Provide continuous mentorship and help in on-boarding rural females on digital sales platforms.
- Equip trainees with desktops, internet dongles, and soft skills to enhance their digital literacy.

URAAN



**3,000**

Target Trainees



**2 Years**

Duration



**PKR 1 Bn**

Allocation





# FUTURE PROJECTS

## E-governance – System Integration and Automation

Integrating systems with national bodies PSDA and NAVTTC to streamline governance and improve efficiency.

This will reinforce PSDF's leadership in digital transformation and will set the stage for sector-wide automation and enhanced collaboration.

## White papers, Case Studies & Research Papers

PSDF will develop a series of white papers, case studies, and research papers, created with industry experts and academia, focusing on trends, skills gaps, and best practices.

It will help PSDF to influence policy, align programs with industry needs, and strengthen partnerships, boosting its credibility and visibility.

## Data Integration

Creating a unified database to integrate trainee data will optimize selection processes and resource allocation.

This data-driven approach will highlight PSDF's efficiency and will set a standard for informed decision-making across the TVET sector.

## Environmental Social Governance (ESG)

Conducting an ESG audit to assess PSDF's environmental, social, and governance impact, guiding sustainable practices.

This will position PSDF as a responsible leader, influencing sector-wide adoption of ESG principles.



# FUTURE PROJECTS

## Curricula Digitization

Digitizing training content to enhance access and flexibility for future trainees.

This initiative will solidify PSDF's role as a tech-driven leader in skills delivery, encouraging sector-wide digital learning adoption.

## Curricula Development

PSDF is creating industry-aligned curricula with subject matter experts from academia and leading sectors, ensuring relevance to current market needs.

This positions PSDF as a key innovator in workforce development, bridging skill gaps and delivering high-impact, future-ready training.

## BAT – Stakeholder Mapping and Sector Identification

Exploring outcome-based funding through Skills and Development Impact Bonds to support innovative financial strategies for the sector.

PSDF will lead the way in sustainable, performance-driven funding models for skills development.

## SYIG Program Tracer

Impact research on the SYIG program to provide valuable insights into trainee outcomes and program effectiveness.

This will reinforce PSDF's data-driven strategies and set a precedent for evidence-based decision-making across the sector.



# FUTURE PROJECTS

## Placement Partnership Cell

Forming a specialized placement cell to enhance trainee employment opportunities to align with PSDF's goal of increasing employability.

This initiative will boost PSDF's reputation as a key player in forging sustainable career pathways within the TVET sector.

## Learning Management system (LMS) Development

LMS to provide structured, scalable digital learning, aligning with PSDF's innovative approach to training delivery.

This move will set a new benchmark for the TVET sector and will drive improved learning outcomes.

# DIRECTOR'S REPORT

This report is presented to provide an overview of the company's performance, key achievements and strategic initiatives undertaken during the past fiscal year.

In addition to reviewing past progress, we are excited to highlight several key future projects that will drive innovation and strengthen our position in the market. It reflects our commitment to sustainable growth, operational excellence, and value creation for all stakeholders.



**Ahmed Khan**  
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Director



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