



Newsletter 2025

January-June



Message from SECRETARY

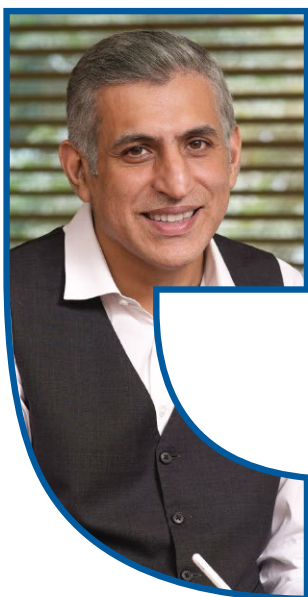
For the first time in Pakistan's history, a dedicated Department of Skills Development and Entrepreneurship has been established, reflecting the Government's top priority. This milestone ensures skills, entrepreneurship, and innovation receive sustained policy focus, enabling Punjab to nurture youth as a skilled, future-ready workforce.

— **Nadir Chattha**

Message from CHAIRMAN

The Government of Punjab, under the visionary leadership of the Chief Minister, has placed skills at the heart of its growth agenda. Through the CM Skilled Punjab Initiative, we are aligning policy with the needs of industry and youth, ensuring that skills development becomes the foundation of inclusive economic growth and global competitiveness.

— **Adnan Afzal Chattha**



Message from CEO

PSDF, as the Government's largest skills fund and execution agency, is at the forefront of implementing the Skilled Punjab vision. Our mandate is to translate policy into action by designing demand-driven programs, engaging training partners, and connecting graduates with jobs in Pakistan and abroad — ensuring skills lead directly to prosperity.

— **Ahmed Khan**



A New Chapter of Skills & Entrepreneurship

PSDF marked a key milestone this year with a strategic meeting between its management and Nadir Chattha, Secretary of the newly established Skill Development & Entrepreneurship Department (SD&ED), Government of Punjab.

SD&ED is set to drive the alignment of skill development programs with the province's socio-economic priorities, address labor market needs, and promote self-employment, ensuring inclusive economic empowerment.

General Highlights

MoU with GIZ



PSDF signed a MoU with German Agency for International Cooperation (GIZ) Pakistan for the project *“Training Services for Returnees & Disadvantaged Groups in Potential Trades”*. The partnership is supporting 1,000 return migrants and disadvantaged individuals through targeted skills training, entrepreneurship development, and job placement, paving the way for sustainable livelihoods and economic empowerment.



ThinkFest 2025



At ThinkFest 2025, CEO PSDF, Ahmed Khan, joined a panel on *“Building a Green Workforce: Skills for a Sustainable Pakistan.”* With global demand for green skills growing by 22.4%, he highlighted the opportunity to equip Pakistan’s 65% youth population to lead the green transition. The need to localize innovation, strengthen training infrastructure, and invest in sectors like renewable energy, agriculture, and waste management to create jobs and boost GDP was highlighted, along with PSDF's commitment to sustainability by adopting paperless operations and environmental modules across all its training programs—to reduce reliance on foreign consultants, positioning Pakistan as a future hub for green talent.



THF Graduation Ceremony:



CEO PSDF, Ahmed Khan, joined a panel at The Hunar Foundation's graduation ceremony for the **"Driving Women's Economic Empowerment"** project, in partnership with the British Asian Trust (BAT). He highlighted the role of the new SD&ED and emphasized the need to promote skilled workforce exports and entrepreneurship to boost Pakistan's economic resilience.



RUDA's MoU with PSDA



PSDF participated in the MoU signing between Punjab Skills Development Authority (PSDA) and Ravi Urban Development Authority (RUDA), reinforcing its commitment to advancing vocational education and workforce development in Punjab. As a key stakeholder, CEO PSDF, Ahmed Khan, emphasized the organization's role as a strategic skills partner in enhancing the capacity of training service providers and driving high-quality skills training.



■ Sensitivity Training by Khawaja Sira Society



PSDF employees took part in a transgender sensitivity training session conducted by the Khawaja Sira Society, as part of ongoing efforts to promote a more inclusive and accepting society. The training was designed to deepen understanding of gender diversity and the challenges faced by transgender individuals, equipping the PSDF team with the awareness and empathy to drive the success of the Chief Minister's Skill Development Program for Transgender Individuals – Pehchan.



■ Women's Day



This International Women's Day, PSDF honored the strength, resilience, and achievements of women who continue to inspire change. Ensuring its commitment to building a more inclusive future, PSDF recognizes that skills, opportunity, and leadership are key to empowering women and girls.



Provincial Conference on Education Transformation



PSDF participated in the “**Provincial Conference on Education Transformation**”, organized by Pakistan for Education-SAQE and Ghazali Education Foundation and, to contribute to the national dialogue on aligning technical education with employability. CPO PSDF, Asim Pasha, highlighted PSDF’s role in reshaping the learning-to-earning journey through market-driven training programs, digital skilling pathways, and global placement opportunities.



National Social Protection Conference



PSDF participated in the 2nd Social Protection Conference hosted by the European Union (EU) with Kreditanstalt für Wiederaufbau (KfW) Development Bank, World Bank, Asian Development Bank (ADB) and United Nations (UN) agencies. As part of the panel for “**Building Resilience through Sustainable Livelihoods**”, CPO PSDF, Asim Pasha, highlighted the importance of digital trainings for rural outreach, especially for women, in order to bridge gender gaps.



International Conference on Future-Ready Universities



At UMT's **"International Conference on Future-Ready Universities"**, CEO PSDF, Ahmed Khan, joined a panel on aligning education with future workforce needs. He highlighted the urgent need to complement formal education with practical skills, especially for out-of-school youth, and advocated for entrepreneurship support and skilling for global job markets.



Mother's Day

This Mother's Day, PSDF honored the enduring spirit of mothers — the first teachers, caregivers, and leaders in every family. Their strength and resilience are reflected in the progress of communities, and their love shapes the aspirations of future generations.



CPPG Conference in FCCU



At the CPPG Conference "*Challenges and Transformations in Contemporary Pakistan*", CPO PSDF, Asim Pasha, joined a panel on youth employability and skills growth. He shared how PSDF's inclusive programs are helping marginalized communities—like the Christians — break cycles of generational labor. He emphasized the need to embed empathy, ideation, and civic values in specialized training.



MoU with CERP



PSDF signed a MoU with the Centre for Economic Research in Pakistan (CERP), to co-develop policy briefs, research papers, and public engagement strategies focused on skills, inclusion, and employment. Through mutual collaboration, efforts to improve training results, gain a deeper understanding of labour market trends, integrate data-driven insights and ignite evidence-based discussions about digital inclusion and economic growth are underway.



Father's Day

PSDF celebrated the guiding hands and strength that have supported so many journeys by honoring the MVPs of Our Lives – not just the providers of their families, but also their communities and workplaces.



Employee Recognition Ceremony



PSDF held its annual GEM Employee Recognition Ceremony 2025 to celebrate all changemakers who make its mission possible. From delivering high-impact results to creating a workplace culture rooted in purpose and collaboration — this event was a tribute to all the individuals who lead with passion and perform with purpose. A special moment was dedicated to Ali Akbar Bosan, former COO, for 14 years of leadership and service at PSDF.





Program Highlights



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INTERNATIONAL PLACEMENT

International Placement Program

Structure


3 Years
Program
Duration


7,000
Projected
Target


141
Trained


48
Trained &
Placed


81
Construction
Industry


42
Food
Industry

Current Progress

Under the Chief Minister's Skilled Punjab Initiative, PSDF | Tabeer is a flagship initiative designed to equip Pakistani youth with globally in-demand skills and connect them to international employment opportunities.

Collaborations

Through partnerships with PVTC, Odyssey Overseas, Thinkwiser, Mansol, Shireen Waheed, and CTH, the program links skills training with overseas job markets for employment opportunities.



The program has marked an achievement with the first batch of 10 trainees successfully placed and departed for employment in Saudi Arabia to work in the construction industry. Meanwhile, over 30 have been placed in the top food chain.

From Lahore to Saudi Arabia

Haseeb Ali's journey reflects the power of skills to transform lives and achieve a sustainable livelihood. First cohort graduate of PSDF | Tabeer. Haseeb is now set to begin his international career with one of Saudi Arabia's leading fast-food chains.



Link: [youtube.com/watch?v=pfvPBRYt3js&t=1s](https://www.youtube.com/watch?v=pfvPBRYt3js&t=1s)






هيس Digital

EMPOWERING RURAL WOMEN

Educated Rural Women Through Way of IT Program

Structure


2 Years
Program
Duration


3,000
Projected
Target


41
Districts

Current Progress


300
Enrolled

Gujranwala
Sargodha
Lodhran
Bahawalpur
Faisalabad

5 Districts
Assessments conducted

Under the Chief Minister's Skilled Punjab Initiative, PSDF | Mein Digital is a first-of-its-kind flagship program designed to empower educated rural women with essential digital skills, enabling them to thrive in the digital economy and access global freelancing and online employment opportunities.

Collaborations

The program is being delivered through strategic alliance with leading partners including Urban Unit, Punjab Rural Support Program (PRSP), Lodhran Pilot Project (LPP), Punjab Information Technology Board (PITB) and Arfa Karim Education System (AKES).



The Urban Unit
Urban Sector Planning & Management Services Unit (Pvt.) Ltd



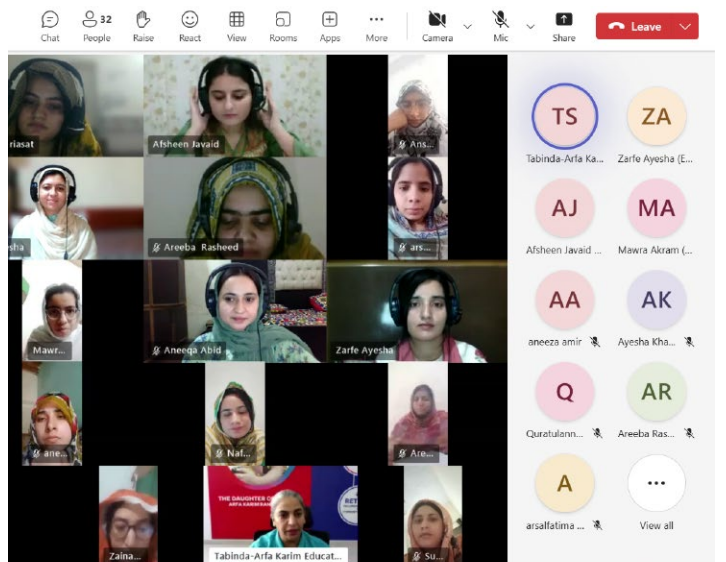
The program equips rural women with digital skills like social media marketing, graphic designing, content creation, and e-commerce, enabling them to earn through freelancing and online platforms while bridging the gender gap in the digital economy.

From Overlooked to Unstoppable

Maria Riasat's journey shows how digital skills can create new possibilities. From Ali Pur Chattha, she joined as a PSDF | Mein Digital trainee. Maria is gaining the confidence and digital know-how to pursue her dream of becoming an entrepreneur.



Link: youtube.com/watch?v=wIPsEIZXmM&t=28s





سپ چالان

SKILLING
TRANSGENDERS COMMUNITY

Skill Development Program for Transgenders

Structure


2 Years
Program
Duration


2,200
Projected
Target

Current Progress


183
Enrolled


1,054
Trained


11
Trades

Under the Chief Minister's Skilled Punjab Initiative, PSDF | Pehchan is a landmark program focused on the social and economic inclusion of the transgender community

Collaborations

In partnership with Khawaja Sira Society, the program held a recruitment workshop with Nabila's to boost confidence and connect transgender individuals to inclusive jobs in the beauty industry.

NABILA



Pehchan trains transgender individuals in beauty, culinary arts, IT, handicrafts, and freelancing, offering stipends, toolkits, and support for greater economic inclusion in Punjab.

From Forgotten to Remembered

Naina, a graduate of PSDF | Pehchan, once faced social exclusion and limited opportunities. Today, she is learning makeup artistry skills that are paving the way for a dignified livelihood.



Link: youtube.com/watch?v=zi0onlrHcuw

Program Activities

CEO PSDF Visits CHIP and STEP

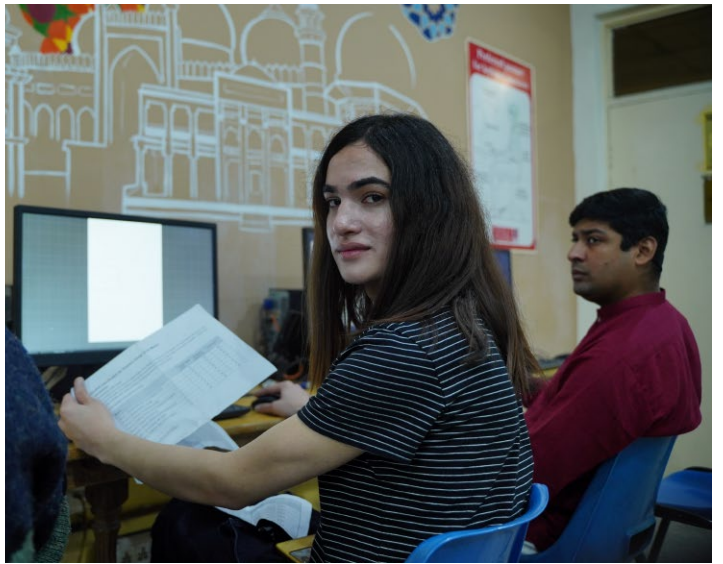
CEO PSDF, Ahmed Khan, held an insightful session with the transgender students from Culinary & Hotel Institute of Pakistan (CHIP) and STEP Institute of Art, Design & Management, seeking their feedback and perspectives. The conversation emphasized dignity, self-reliance, and building a better future through skills, reinforcing PSDF's commitment to continuous growth and inclusivity.



Mentorship Sessions Across 9+ Districts

PSDF collaborated with Khawaja Sira Society to conduct focused mentorship sessions in several Punjab districts, held by the transgender activist, Mahnoor Chaudhry. One session at a time, the program's focus on community-based mentoring ensures that the guidance is both relevant and empowering, opening the door to a more inclusive future.







Skills Training Voucher (STV) Program

Structure



1 Year

Program
Duration



1,000

Projected
Target



19

Districts



817

Trained



316

Placement



33

Trades

Current Progress

STV Program was launched in partnership with National Vocational and Technical Training Commission (NAVTTTC), as the first-ever national program of PSDF, for Benazir Income Support Programme (BISP) Beneficiaries.

Collaboration:

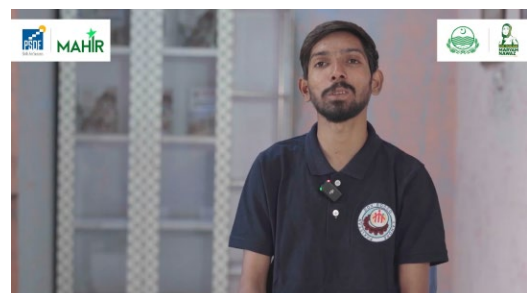
The program builds strategic linkages with institutes such as ATIN-NLC, COTHM, Don Bosco, and Mansol to ensure training remains aligned with market demand.



The STV program delivers training through structured curricula across technical trades like welding and plumbing, digital skills such as e-commerce and graphic design, and service sectors including hospitality and beauty.

From Training to Transformation

Samuel Masih's journey shows how hands-on skills can shape a promising future. A trained welder from Don Bosco, he is a graduate of PSDF | Mahir — as part of the STV Program. Samuel is now using his welding skills to build and secure a stable livelihood.



Link: youtube.com/watch?v=jql2gWUfUUA




A photograph of a woman wearing a red headscarf and a red patterned garment, working in a factory setting. The entire image is overlaid with a red tint. The word "giz" is written in white, lowercase letters, centered over the woman's face and upper body. The background shows industrial structures and another person in the distance.

giz

On-the-Job Training Centres (OJTC) Program

Structure


2 Years
Program
Duration


4,000
Projected
Target


5
Textile
Hubs

Current Progress


700
Trained


1,000
Enrolled

PSDF and GIZ collaborated on working for establishing and enhancing On-the-Job Training Centres (OJTCs), especially for women and persons with disabilities (PWD), in the textile and fashion industry to uplift for sustainable income generation opportunities.

Collaborations

The project is being done in partnership with 13 partners, including 12 textile industries and one PWD institution, including major players like Artistic Milliner, Interloop, Leathertex and several SMEs. These collaborations will create strong industry linkages, ensuring demand-driven training and enhanced employment opportunities.



Program Activities

Baseline assessments were carried out to identify industry skill gaps and accessibility needs. Based on these insights, qualification standards were set and inclusive curricula designed. OJTCs were established across five textile hubs, supported by capacity-building sessions, workplace adaptations, and awareness drives — all working together to promote inclusion and support long-term employment.







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PunjabSkillsDevelopmentFund (PSDF)



Punjab-skills-development-fund (PSDF)