



Newsletter
July-December

2025



Message from Secretary

The vision of the Department of Skills Development and Entrepreneurship (SD&ED) is to build a future where youth have the skills, opportunities, and support needed to succeed in a rapidly evolving economy. Through a strong focus on skills development, entrepreneurship, and innovation, we are laying the foundation for a more competitive, inclusive, and prosperous Punjab driven by human capital and talent.

— **Nadir Chattha**



Message from Chairman

Under the leadership of Chief Minister Maryam Nawaz Sharif, Punjab is reimagining skills development as a catalyst for economic transformation. By strengthening industry partnerships, expanding access to quality training, and creating pathways to employment at home and abroad, we are empowering youth to become active contributors to Punjab's growth and global competitiveness.

— **Adnan Afzal Chattha**



Message from CEO

As the landscape of work continues to evolve, PSDF remains focused on building a demand-driven skills ecosystem that prepares individuals for the opportunities of tomorrow. Through innovation, strategic partnerships, digital transformation, and workforce mobility initiatives, we are committed to equipping Punjab's youth with the skills needed to thrive in an increasingly dynamic and interconnected world.

— **Ahmed Khan**

Company Highlights

Provincial Dialogue on Bridging the Gender Divide



With women comprising just 24% of Pakistan's labour force, and less than 1% leading formal businesses, the dialogue convened by WCCI highlighted a significantly lost economic opportunity. PSDF emphasized the need for coordinated public-private action, alongside digital and financial inclusion, to enable women's participation through system-level interventions.



Internationally Focused Learning Workshop



At the Internationally Focused Learning Workshop at The Lahore Business School (LBS), PSDF's reinforced the importance of demand-driven skills training and academia-industry collaborations in scaling impactful and industry-led skills development initiatives.



Promoting Disability Inclusion – MoU with ConnectHear



To advance disability inclusion in vocational training, PSDF and ConnectHear signed an MoU to strengthen accessibility for Persons with Disabilities (PWDs), with 5% disability quota across training institutes, inclusion of accessibility experts in curriculum design, mapping of training programs to identify accessibility gaps and sensitization sessions for staff and trainers.



Enhancing Regular Pathways for Labour Migration



PSDF participated in a two-day IOM Pakistan training, supported by GIZ, the European Union, and PGFRC on "Enhancing Regular Pathways for Labour Migration and Protection of Migrant Workers." The engagement reinforced the importance of enabling youth to migrate as skilled and certified professionals through programs such as PSDF | Tabeer.



Advocacy & Capacity Building Session – UNDP & Jazz



At the LCCI–UNDP–Jazz Advocacy and Capacity Building Session on

accelerating SME growth through digital and financial inclusion, PSDF joined leaders from public and private sectors to discuss opportunities for SMEs. CEO PSDF Ahmed Khan emphasized integrating financial literacy, digital wallets, and technical skills training within program design.



CDPR Podcast on Pakistan's Youth Potential



Consortium for Development Policy Research

PSDF joined the CDPR Podcast with

Saba Shahid, development economist and Manager at the LUMS Center for Entrepreneurship (LCE), for a discussion on how Pakistan can transform its youth bulge into a driver of economic growth through skills and employment, turning it into a source of strength rather than vulnerability.



Future of the Young Workforce



Beaconhouse National University (BNU)'s academy team met with PSDF to discuss the future of the workforce.

The discussion focused on transforming academic degrees from pure research and theory-based to skills-based, with alignment of emerging tech skills such as AI and other advanced technologies.



Responsible Use and Governance of Technology



At the Cambridge University Press Pakistan × Afkar-e-Taza ThinkFest session on responsible use and governance of technology, PSDF joined thought leaders to discuss preparing youth for an AI-driven future. With 17% of jobs in Pakistan at risk of automation, PSDF is embedding AI awareness into training programs to amplify human potential.



G²LM | LIC/Path2Dev/BR EAD Conference on Development Economics



At the G²LM | LIC/Path2Dev/BREAD Conference on Development Economics at LUMS, PSDF engaged with policy leaders in the session "Women's Participation in Labour Markets: Evidence and Policy Pathways" to discuss gender parity gaps, emphasizing that skills should lead to careers, not just jobs, through initiatives such as PSDF | Mein Digital and Skills Camp that help women overcome barriers through flexible online learning.



Advancing Climate Action and Sustainability - MoU with CarbonWise



PSDF signed an MoU with CarbonWise to collaborate on recurring sustainability and climate-focused initiatives, including carbon footprint assessments, tree plantation drives, awareness campaigns, and integration of climate-smart practices within organizational operations. PSDF aims to strengthen its position as a climate-conscious organization within the TVET sector.



Policy Dialogue on Harnessing Punjab's Demographic Dividend



At the Data for Development (D4D) Policy Dialogue on "Harnessing Punjab's Demographic Dividend: Forging Action Plan for Punjab" at FCCU, PSDF joined policy leaders in discussions on employability over credentials, inclusion of women, rural youth, marginalized groups and positioning skills as strategic economic investments.



International Dialogue on TVET in Shifting Socio-economic Paradigm



During the International Dialogue on TVET in a shifting socio-economic paradigm, PSDF engaged in discussions on entrepreneurship and innovative funding opportunities for skilled workers in Pakistan. CEO PSDF Ahmed Khan emphasized that the skills agenda must extend beyond employability and enable entrepreneurship by recognizing skills as valuable economic collateral.



Outcomes-Based Financing for Youth Empowerment



At a panel hosted by UNICEF Pakistan on “Unlocking Resources for Human Development: Exploring New Frontiers of Social Investment in Punjab,” insights from the Pakistan Skills Impact Bond (PSIB), developed by PSDF in partnership with the British Asian Trust (BAT), highlighted the potential of outcomes-based financing to link funding with verified employment results, strengthening accountability and scaling impact.



School of Tomorrow Conference



At the School of Tomorrow Conference, PSDF participated in the session, “Brains, Bots & Broken Curricula: Who Prepares Us for Tomorrow?”, to discuss the governance landscape and AI-driven future of work. PSDF emphasized the importance of bringing global best tools and learning models to Pakistan and localizing them to prepare youth for both domestic and export employment opportunities through outcome-focused, industry-linked programs.



Tabadlab & World Bank Roundtable



PSDF participated in Tabadlab’s roundtable discussion, “Linking Education Investments to Job Creation and Inclusive Growth,” organized in collaboration with the World Bank. The discussion focused on aligning education and training pathways with market needs, emphasizing how foundational skills, modernized curricula, digital readiness, and cross-sector partnerships can strengthen education-to-employment linkages and improve labor market outcomes.



Youth Summit Punjab



PSDF participated in the session, “Youth Engagement with Government Departments and Mechanisms” hosted by Aawaaz II (Peace & Justice Network - PJN) in collaboration with the British Council Pakistan. The discussion focused on enabling financial independence for youth in Punjab through sustainable income generation pathways, and the role of government institutions.



Life at PSDF



Internship Drive 2025

PSDF onboarded 7 interns as part of its Internship Drive 2025, providing hands-on learning opportunities to young professionals eager to explore careers in development, research, and program management.



Independence Day Celebrations

PSDF celebrated Independence Day 2025 with enthusiasm and unity to acknowledge the collective responsibility to contribute toward a prosperous and empowered Pakistan.



World Mental Health Day

PSDF celebrated the World Mental Health Day with a mindful session led by Sabahat Bokhari of The Inclusion Lab, reminding us to rise, reset, and reflect.



PinkTober

Together with Chughtai Lab, PSDF employees learned how to protect, support, and empower through early detection and awareness.



Climate Advocacy Session

PSDF convened with CarbonWise for a dialogue on air pollution and sustainability. Arif Jalil Piracha and Mahin Azim, Co-Founders of CarbonWise, briefed PSDF on key climate issues and encouraged them to use the CarbonWise app to measure carbon footprints and promote accountable climate action.



Tree Plantation Drive

PSDF employees and PSDF | Pehchan trainees, partnered with CarbonWise to plant trees, reinforcing a shared responsibility toward a greener Punjab.



Program Highlights





تجربة

INTERNATIONAL PLACEMENT

Tabeer – International Placement Program



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

Structure



2.5 Years
Program Duration



2,250
Projected Target



1,273
Trained



300+
Placed

Collaborations

Through strategic partnerships with organizations including PVTCL, Odyssey Overseas Consultants, Thinkwiser High Manpower International, Mansol Manpower Solutions, Shireen Waheed, and the Confederation of Tourism & Hospitality (CTH), the program is creating robust linkages between skills training and overseas job markets for employment opportunities.



From Lahore to Saudi Arabia



Muhammad Mustafa's journey reflects the power of skills to transform lives. First cohort graduate of PSDF | Tabeer - a flagship program under Chief Minister's Skilled Punjab Initiative. Mustafa is now set to begin his international career with one of Saudi Arabia's leading fast-food chains

[Click here to watch the full video](#)

Program Activites

100+ Pipefitters Jobs Secured!

Over 100 trained pipefitters have graduated from Descon Technical Institute (DTI) and are now ready to contribute to industries in KSA and Qatar this August.

Through PSDF | Tabeer, they received hands-on technical and soft skills training, equipping them to thrive in global markets.

30+ Jobs Secured with leading international food chains in KSA

PSDF | Tabeer graduates have secured employment with leading international food chains in Riyadh, KSA, this August. The trainees received hands-on training, equipping them with essential skills to thrive in global markets.



70+ Placed in Qatar

Job offer letters were awarded to over 70 youth placed as Lead Workers in Qatar under PSDF | Tabeer. Through PSDF | Tabeer, they received market-driven training that equipped them with the skills and confidence to excel in international roles.

As training continues, Tabeer is positioning skilled Pakistanis for global job markets, contributing to economic growth through increased remittances.



Pehchan - Skill Development Program for Transgenders



Under the Chief Minister's Skilled Punjab Program, Pehchan is a landmark initiative focused on the social and economic inclusion of the transgender community through demand-driven skills training.

Launched in November 2024, Pehchan offers training in trades such as beauty and grooming, culinary arts, performing arts, IT, handicrafts, and digital freelancing. Participants receive monthly stipends, travel allowances, toolkits, and support with NADRA and PSER registration. The program is a significant step towards promoting economic inclusion and dignity for the transgender community in Punjab.

Structure



2 Years

Program Duration



2,200

Projected Target



94

Enrolled

Collaborations

The program is delivered in partnership with institutions including Depilex, National College of Arts, and Khawaja Sira Society.

To encourage the direct hiring of transgender individuals, Nabila's organized a recruitment and empowerment workshop in Lahore. The session aimed to build confidence among participants and connect them with inclusive employment opportunities in the beauty and salon industry.

NABILA



From Forgotten to Remembered



Shayan's journey reflects the power of skills to transform lives and build dignity. A graduate of PSDF | Pehchaan. Shayan received professional training in Fashion Designing, now set to grow in the fashion industry, creating unique designs and building a sustainable career.

[Click here to watch the full video](#)

Program Activities

Mentorship Sessions Across 9+ Districts

When 9 out of 10 transgender individuals in Pakistan face unemployment, skill-building becomes a lifeline, but mentorship is the compass.

At PSDF, we recognize that training alone isn't enough. This isn't just a gap in opportunity it's a call for change. That's why we champion mentorship as a vital force in reshaping marginalized lives. Mentors don't just guide—they listen, validate, and inspire, helping transgender individuals build the confidence to own their space in the workforce.

That's why our model goes beyond skills. We pair aspiring transgender entrepreneurs with mentors who guide, empower, and believe in them. Under the CM Skilled Punjab Initiative, mentorship sessions for PSDF | Pehchan - Skill Development Program for Transgenders were conducted across 9 districts of Punjab.

We don't just train - we co-create futures. Let's mentor, uplift, and build an inclusive economy together.



200+ Transgender Individuals Equipped for New Beginnings

For over 200 transgender individuals, this milestone is more than just receiving a toolkit — it's about reclaiming purpose and building a new identity.

Through the PSDF | Pehchan Program, trainees have been equipped with professional, trade-specific toolkits designed to help them transform their newly learned skills into sustainable livelihoods. From setting up beauty salons and art studios to launching digital freelancing careers, these toolkits are enabling trainees to take confident steps toward financial independence.

This initiative reflects the Chief Minister's vision of an inclusive Punjab — one where every individual, regardless of identity, has the opportunity to earn with dignity, creativity, and confidence.



Mar
Hun

حبر digital

EMPOWERING RURAL WOMEN



Empowering Rural Women Through Way of IT



Under the Chief Minister's Skilled Punjab Program, PSDF has launched Mein Digital, a two-year initiative aimed at bridging the digital divide and fostering economic empowerment for educated women in rural areas of Punjab.

Mein Digital is a 6 month of instructor-led training program in digital and IT skills, supported by mentorship and free desktop. Main components of the training are English & soft skills, integrated into digital literacy modules, and technical training & mentorship.

Structure



2 Years

Program Duration



3,000

Projected Target



937

Enrolled



39 Districts

Phase 2-4 Locations

Collaborations

The program is being delivered through strategic alliance with leading partners including Urban Unit, Punjab Rural Support Program (PRSP), Lodhran Pilot Project (LPP), Arfa Karim Education System, National Rural Support Program (NRSP), Punjab Information Technology Board (PITB), and Virtual University. Partners for phase 2 and 3 of the program onboarded were Upstandards, Mobigate and CMC desktops.



The Urban Unit

Urban Sector Planning & Management Services (Pvt) Ltd



LPP
LODHRAN PILOT
PROJECT



From Overlooked to Unstoppable



Anmol Asim's journey reflects the power of skills to transform lives and create new possibilities. A graduate of PSDF | Mein Digital, Anmol received specialized training in digital skills and marketplace literacy. She is now leveraging her digital know-how to pave the way toward her dream of becoming an online entrepreneur.

[Click here to watch the full video](#)

Program Activites

Desktop Distribution Ceremonies Phase 2 & 3

PSDF | Mein Digital – Empowering educated rural women program under Maryam Nawaz Sharif's Hunarmand Naujawan initiative, desktop distribution ceremonies were held across multiple cities of Punjab, including Lahore, Multan, Sahiwal, DG Khan, Jhang, Bahawalpur, Rahim Yar Khan, and Bahawalnagar. A total of 700 desktops were distributed to trainees from Phases 2 and 3 from 27 districts, equipping educated rural women with the digital tools needed to promote their employability and access to economic opportunities.



A photograph of three women standing outdoors, holding certificates of participation. The image is heavily tinted with a red color. The woman on the left is wearing a dark hijab and a dark dress. The woman in the center is wearing a light-colored patterned shawl over a dark dress. The woman on the right is wearing a patterned hijab and a dark dress. They are all holding white certificates with black text. The background shows trees and a building. The word 'giz' is written in white lowercase letters in the center of the image.

giz

On the Job Training Centres (OJTC) Program



PSDF and GIZ collaborated on working for establishing and enhancing OJTCs for women and persons with disabilities (PWD) in the textile and fashion industry.

The project aims to encourage workplace inclusion for people with disabilities (PWDs) and increase female labour force participation.

Structure



2 Years
Program Duration



3,000
Projected Target



1,810
Trained



5 (Sialkot, Multan, Karachi, Lahore, and Faisalabad)
Textile Hubs

Collaborations

The project is being implemented in collaboration with 13 partners - 12 leading textile industries and one PWD institution - including major players such as Artistic Milliner, Interloop, Leathertex, Inter Market, Alpha Knitting, along with several SMEs. These collaborations will create strong industry linkages, ensuring demand-driven training and enhanced employment opportunities for the trainees.



Program Activities

30+ Graduated

34 inspiring graduates – 27 women and 7 men – are more than just trainees; they are trailblazers, shaped by PSDF x GIZ's On-the-Job Training program. Unlike traditional classrooms, OJT puts learning into action – where confidence is built, and real-world readiness is achieved.

This is the kind of training that doesn't just prepare for jobs, it prepares for independence. PSDF strongly believes that true empowerment begins with hands-on experience. And today, these graduates are stepping into the world – not just ready to work, but ready to lead.





Skills Training Voucher (STV) Program



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

Structure



1 Years

Program Duration



1,000

Projected Target



31

Enrolled



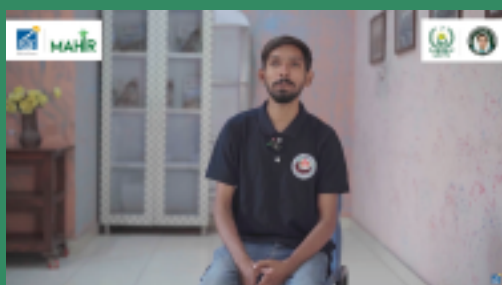
19

Districts

Launched in November 2025, STV program aims to provide BISP beneficiaries technical and vocational training to equip them with market-relevant skills, such as welding, culinary arts, and computer applications to ensure economic inclusion and long-term employment.

As part of the STV program, BISP portal integration allowed for a more focused outreach and precise verification - improving overall trainee mobilization.

From Training to Transformation



Samuel Masih's journey reflects the power of skills to transform lives and shape a future. A graduate of PSDF | Mahir - a program under the Skills Training for Vocational (STV) Program for BISP beneficiaries - Samuel received hands-on technical training as a Welder from the Don Bosco institute. He is now leveraging his expertise to build a stable livelihood and pave the way toward a brighter future.

[Click here to watch the full video](#)

KSA Visit

International Market Engagement

As part of PSDF | Tabeer and PSDF | Parwaaz Card, international placement programs, PSDF joined a high-level delegation to the Kingdom of Saudi Arabia (KSA). The visit focused on strengthening employer partnerships, expanding workforce mobility, and identifying new international employment opportunities.



Demand Generated **43,263**

Sectors



Construction



Health Care



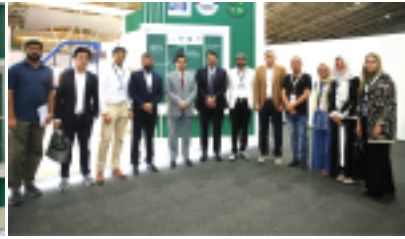
Engineering



Hospitality

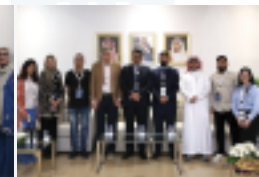
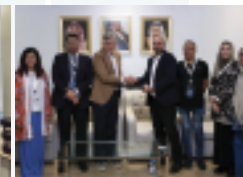


PSDF under the delegation of SD&ED alongside TVET, TVETA and PVTC participated in HRALS expo to engage with leading employers and recruitment partners in Riyadh, generating demand for over 43,000 jobs across multiple sectors.



MOUs

PSDF signed strategic 5 MoUs with leading Saudi employers and recruitment agencies to expand international placement opportunities for Punjab's skilled youth.



Networking Sessions

In collaboration with SD&ED and the Embassy of Pakistan in KSA, PSDF engaged over 290 Saudi employers and OEPs to strengthen employer linkages and promote Punjab's skilled workforce.



Riyadh



Dammam



Jeddah



International Strategic Engagements



PSDF engaged with UNDP Pakistan to explore strategic collaboration across climate-aligned skills development, SME enablement, export-oriented workforce models, and innovative public-private financing instruments. Discussions emphasized the need to strengthen policy coherence, institutional capacity, and implementation pathways to deliver measurable outcomes at scale.



PSDF met with UN Women Pakistan to advance collaboration on gender-responsive skills systems and institutional reform. The dialogue focused on strengthening mentorship models, reviewing institutional policies, and embedding gender-sensitization frameworks across program design and delivery.



PSDF engaged with Japanese International Cooperation Agency (JICA) Pakistan to explore collaboration focused on enhancing women's economic agency through market-aligned skills development. Discussions centered on strengthening institutional frameworks, improving policy alignment, and building pathways that translate training into sustained workforce participation.



PSDF met with the Asian Development Bank (ADB) to explore collaboration on green skills development, climate-focused initiatives, and AI-enabled skilling models for public-sector stakeholders. The discussion emphasized institutional modernization, capacity strengthening, and integration of climate and digital transformation agendas into workforce planning.



PSDF engaged with DAI to explore potential collaboration across green skills programming and outcome-based financing mechanisms. Drawing on DAI's global experience in climate programs, blended finance, and social impact bonds, discussions focused on linking training delivery directly to employment outcomes.



PSDF engaged with China International Intellectech Group Co., Ltd. (CIIC) under PSDF | Tabeer to explore workforce placement opportunities in China, align training with industry standards, enhance certification credibility, and develop pathways that ease skilled workers' transition.



PSDF met with Adam Smith International (ASI) to exchange perspectives on innovative financing models, climate-aligned development strategies, and export-focused skilling frameworks responsive to evolving labor market demand.



PUNJAB SKILLS DEVELOPMENT FUND



21-A, Dr Mateen Fatima Rd,
Block H Gulberg 2, Lahore

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