



PSDF



**A SUCCESS STORY OF
PUBLIC-PRIVATE PARTNERSHIP**

PAKISTAN YOUTH LANDSCAPE

210M

TOTAL POPULATION



65M

POPULATION
BETWEEN 16 & 29 YRS

36%



2M

ENTERING WORKFORCE
EVERY YEAR



YOUTH EDUCATION ATTAINMENT LEVELS

PRIMARY **60%**

SECONDARY **28%**

TERTIARY **12%**



60%
UNSTABLE OR
LOW PAID JOBS



35%
UNPAID JOBS

CHARACTERISTICS OF THE TRADITIONAL TVET SECTOR



Limited to the public domain



Institutes located in urban & semi-urban areas



Emphasis on 1-3 years programmes



Run by permanent Government employees



Curricula developed by public sector



All expenses paid by Government



THIS LEADS TO



Skills training disconnected from industry needs

Training partners unable to keep pace with technological changes

Few training opportunities in rural areas

Cost of training going up due to fixed overheads

Government has to fund institutions regardless of utilization levels

RATIONALE FOR SETTING UP A SKILLS DEVELOPMENT FUND

FCDO and Government of Punjab collaborated to set up the largest skills fund in Pakistan in 2010 as Section 42 company.

PSDF also exclusively manages World Bank's skills training funding.



Reduce the cost of training by employing the most efficient training providers

Make skills training equally accessible to the youth from rural and urban areas

Engage industry to ensure the trainings are market relevant and demand driven

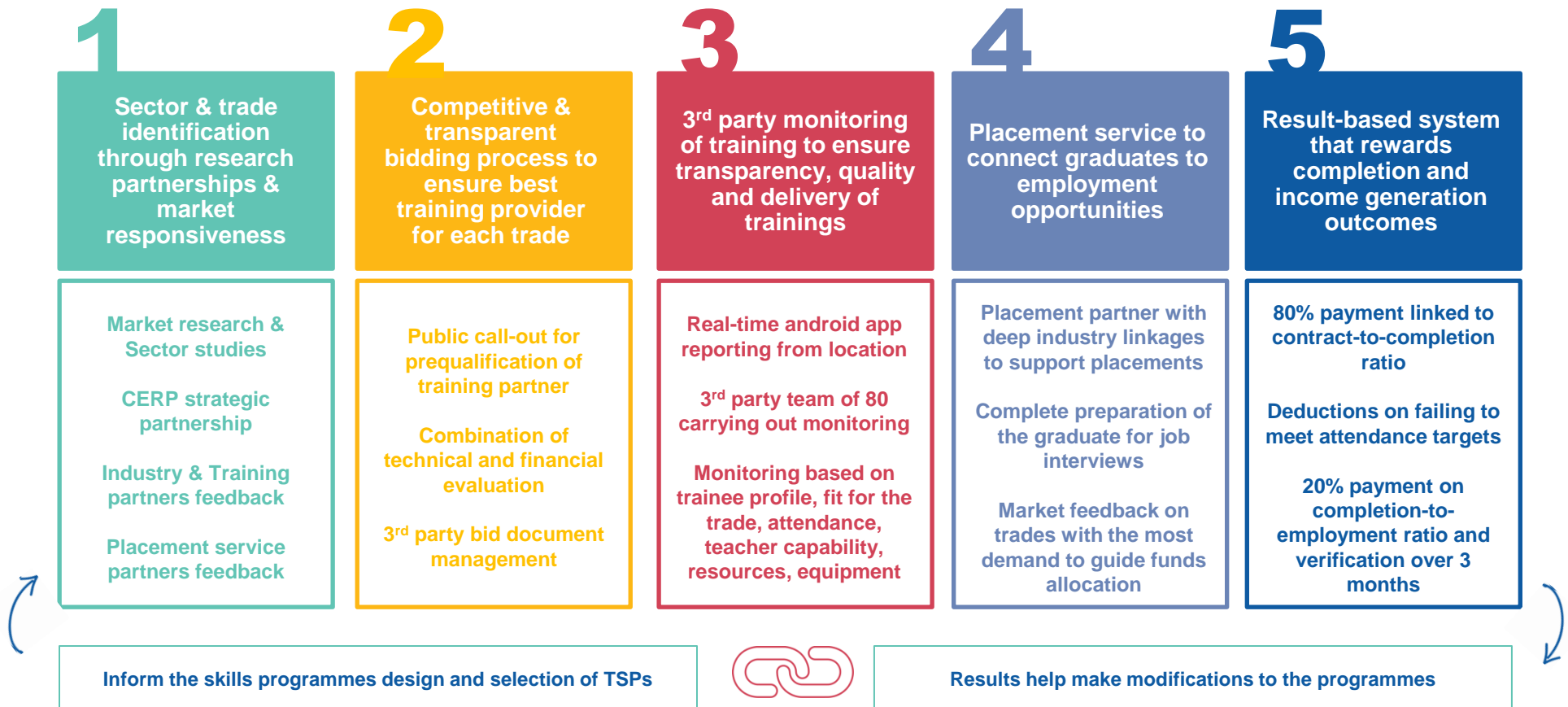
Deliver these objectives through an organization that can run efficiently

PSDF PURPOSE

We shape the future
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



PSDF OPERATING MODEL



UNIQUENESS OF PSDF OPERATING MODEL



Embedded Employment and Income Generation Outcomes

Every training partner contractually commits to employment results

Training Partner

- | | |
|---------------------------------|--|
| • Formal training institute | 30% |
| • Business | 50% |
| • Cost sharing partner | 70% |
| • Community based organizations | Contractually commit to income generation outcomes |

Minimum Employment Commitment



Results Based Payments to Training Providers

PSDF pays its training providers 80% of contractual price based on the successful delivery of the key performance indicators

Key Performance Indicators:

- Contract to enrollment ratio
- Enrolment to completion ratio
- Completion to certification ratio
- Completion to verified income generation ratio (20% of the contract price)



Investment On Return Calculated for Every Training Programme

PSDF calculates Return on Social Investment (ROSI) for every programme it undertakes, and programme continuity is based on high ROSI and investment payback

ROSI

- Annualized income of PSDF graduates, post-employment verification and after deducting opportunity cost is considered proxy for PSDF income
- Total cost includes all direct and indirect costs associated with the execution of the training for each graduate

INTRODUCTION

Parwaaz - National Accelerator on Closing The Skills Gap in Pakistan launched in collaboration with World Economic Forum (WEF) with PSDF serving as its national secretariat. Parwaaz is guided by most influential public and private sector leaders, it is developing reskilling, upskilling and new skilling plans for the current and future workforce of Pakistan in 6 priority sectors.

SECTORS



**Hospitality,
Retail
& Services**



**Information,
Communication &
Technology**



**Agriculture
& Livestock**



**Financial
Services**



**Textile
Manufacturing**



**Manufacturing
& Light
Engineering**

CO-CHAIRS



Mr. Irfan Wahab
CEO Telenor



Mr. Muhammad Aurangzeb
CEO & President Habib Bank Limited



Mr. Amir Paracha
CEO & Chairman Unilever Pakistan



Mr. Ghias Khan
CEO & President Engro Corporation



Mr. Shafqat Mahmood
Minister of Federal Education
& Professional Training



Mr. Zulfiqar Bukhari
Special Assistant to the Prime Minister on Overseas
Pakistanis & Human Resource Development

WORKING PANEL MEMBERS



Mr. Mohammad Mudassar Aqil
President & CEO,
Telenor Microfinance Bank



Mr. Ehsan Saya
Managing Director
Daraz.pk



Mr. Asif Peer
CEO
Systems



Ms. Naheed Memon
Director
Kings Apparel Industries



Mr. Tariq Mehmood
CEO
Pak Kuwait Textiles



Mr. Murtaza Hashwani
Deputy Chairman & CEO
Hashoo Group



Mr. Zouhair Khaliq
Co-founder & Partner
Teamup



Mr. Arif Habib
Chief Executive
Arif Habib Corporation



Mr. Atif Bajwa
CEO
Bank Alfalah



Mr. Waseem Akhtar
CEO
Cotton Web



Mr. Zahid Hussain
CEO
Rafum Group (Borjan)



Mrs. Naz Mansha
CEO
Nishat Linen



Mr. Abbas Khan
Managing Director
Abacus Consulting



Mr. Monis Rahman
CEO & Founder
Rozee.pk



Mr. Qasif Shahid
CEO & Co-founder
FINJA



Mr. Fareed Sheikh
CEO
Colony Textiles Mills



Mr. Shahzad Saleem
CEO
Style Textiles



Mr. Raza Pirbhai
CEO
KFC & Cupola Pakistan



Mr. Nadeem Elahi
Managing Director
The Resource Group



Mr. Javed Ahmed
Managing Director & CEO
Jubilee Life Insurance

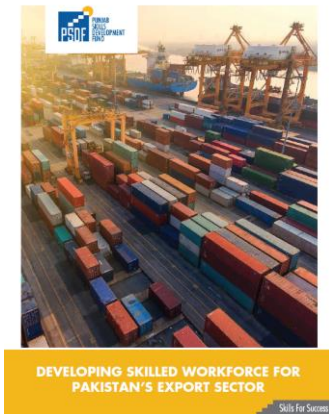


Mr. Azfar Hasan
CEO
Matrix Sourcing



Mr. Asif Malik
CEO
US Apparel

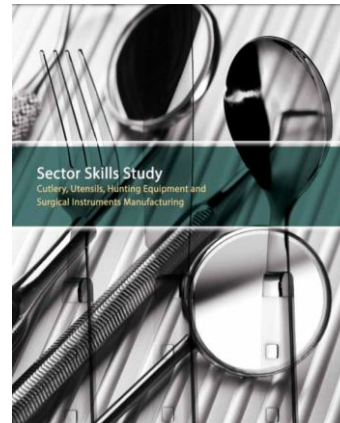
KNOWLEDGE CREATION



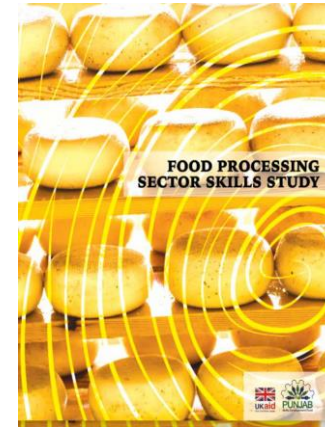
Developing Skilled Workforce For Pakistan's Export Sector



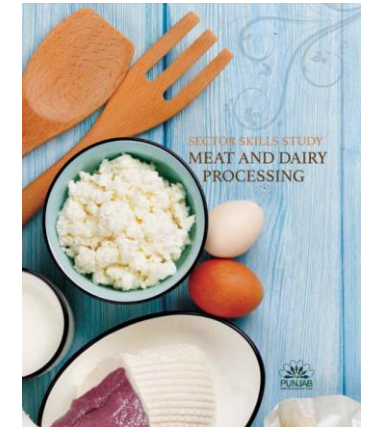
Employment Opportunities For Pakistanis in the Gulf



Sector Skills Study – Cutlery & Surgical Instruments Manufacturing



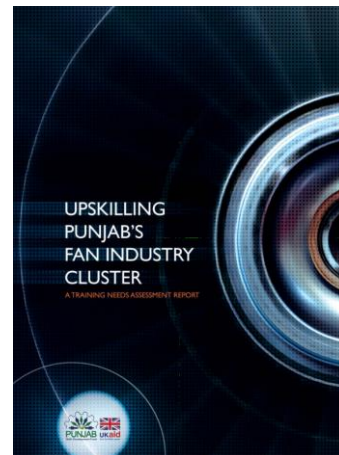
Sector Skills Study – Food Processing



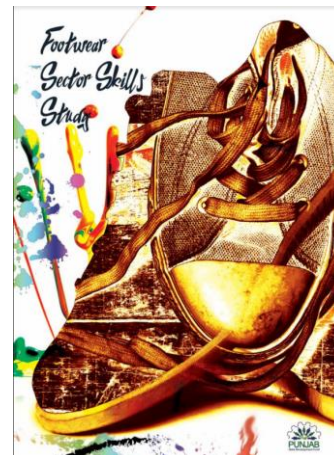
Sector Skills Study – Meat And Dairy Processing



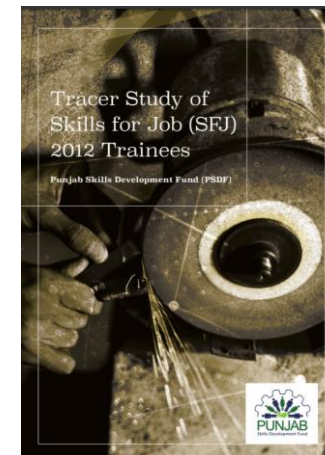
EOW Case Study



Upskilling Punjab's Fan Industry Cluster



Sector Skills Study – Footwear



Tracer Study - Skills for Job(SFJ) 2012 Trainees



Employer Surveys

PSDF GOVERNANCE POLICIES



PSDF PERFORMANCE & RESULTS



CLUSTER & SECTOR WISE TRAINING RESULTS



Total Trained
311,000+
graduates



Men
57%



Women
43%



Agri / Livestock
23%



Services
23%



Textile
22%



Light Engineering
17%



Construction
15%

TRAINEE FOOTPRINT

SOUTHERN BELT	26%
GREATER LHE & FSD	23%
NORTHERN BELT	16%
SOUTH WESTERN BELT	11%
GOLDEN INDUSTRIAL TRIANGLE	9%
AGRI HEARTLAND	8%
EASTERN BELT	7%

PSDF TRAINING ECOSYSTEM



90%

OF THE TRAINING SERVICE PROVIDERS IN THE ECOSYSTEM ARE FROM THE PRIVATE SECTOR



600+

TRAINING SERVICE PROVIDERS



TRAININGS IN

2,500+ Locations

ACROSS RURAL, SEMI URBAN AND URBAN PUNJAB



190+ Employers

TRAINING YOUTH IN MARKET RELEVANT TRADES



4,000+

NEW PRIVATE SECTOR JOBS CREATED IN TSP NETWORK



PSDF KEY RESULTS DELIVERED

450,000+
GRADUATES TRAINED
IN 250+ TRADES

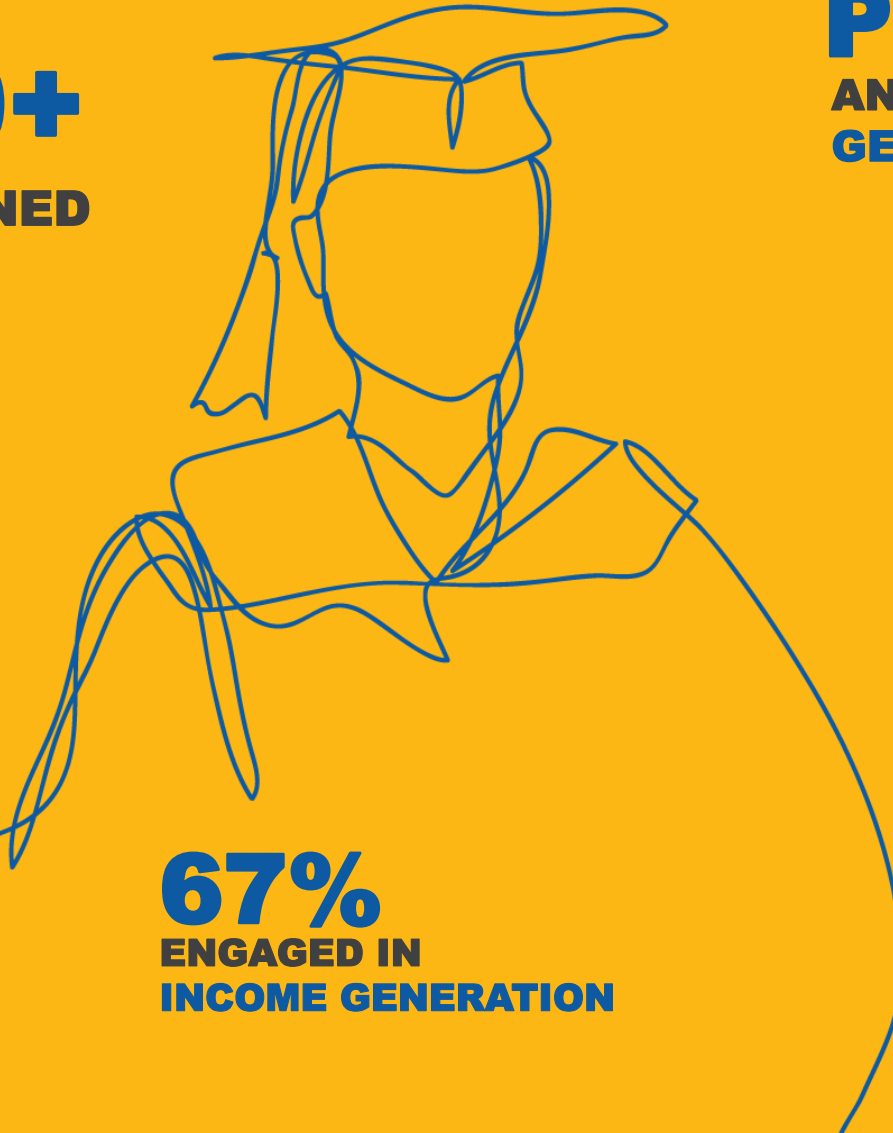
40%
OF TRAINEES
ARE WOMEN
195,000+

67%
ENGAGED IN
INCOME GENERATION

PKR 21Bn
ANNUAL INCOME
GENERATED

COST PER
TRAINEE IS
30%
LOWER THAN
PUBLIC SECTOR

100%
FUNDS UTILIZED



**PSDF
SDP – FCDO ASSISTED
PROGRAMME TRACER
RESULTS**



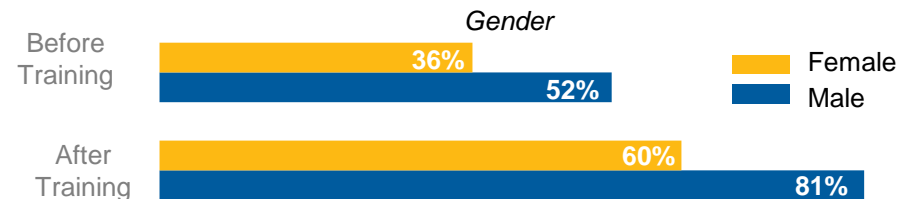
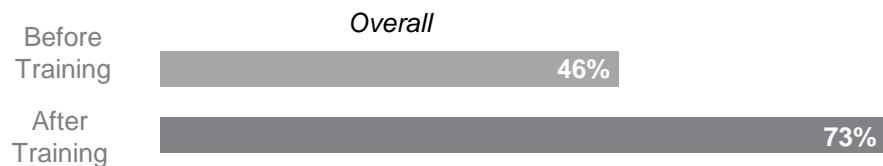
SDP – FCDO PROGRAMME TRACER RESULTS



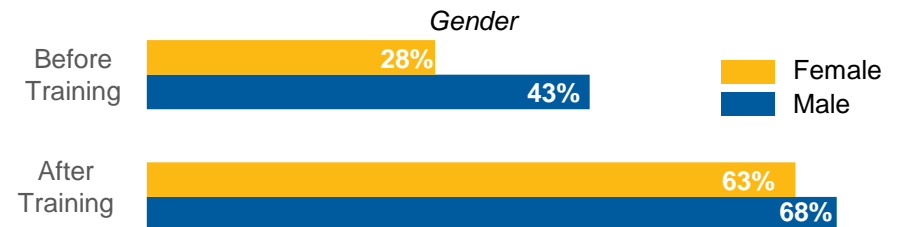
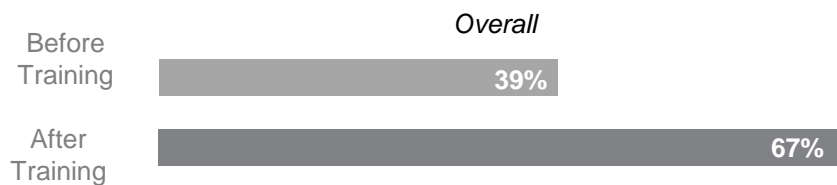
Programme Description

- PSDF responsible for completing 330,000 trainings until June 2021
- 40% trainings for women

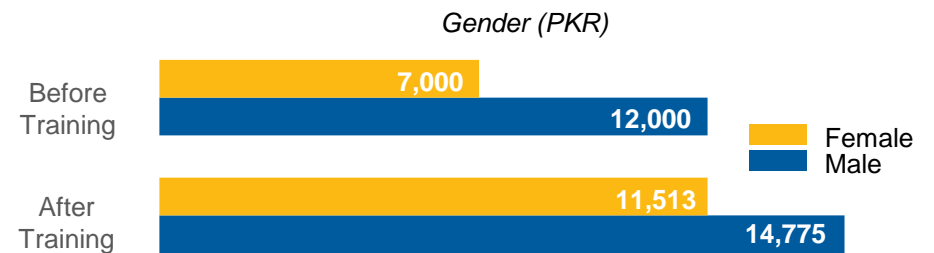
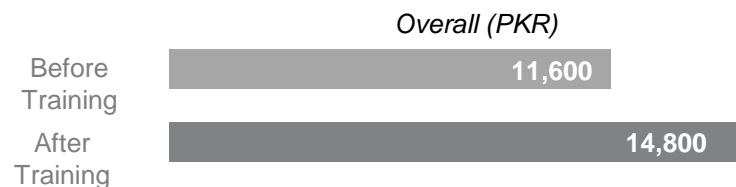
Labour Force Participation Rate (LFPR %)



Employment Rate (%)



Income Effects



**PSDF
PSDP – WORLD BANK
ASSISTED PROGRAMME
TRACER RESULTS**



PSDP – WORLD BANK PROGRAMME TRACER RESULTS



Programme Description

- PSDF responsible for DLI-5 of PSDP
- 40,000 trainings to be completed by 31st March 2020

Labour Force Participation Rate (LFPR %)

Overall



Employment Rate (%)

Overall

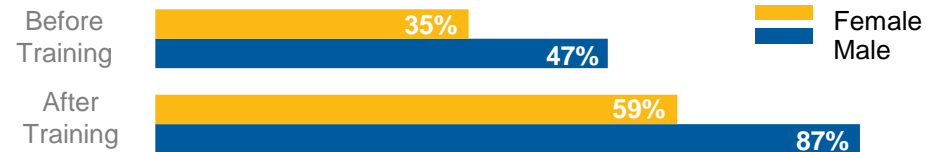


Income Effects

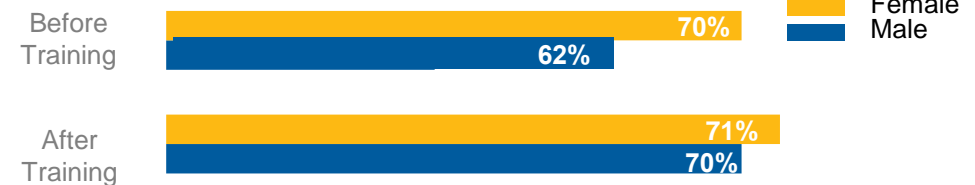
Overall (PKR)



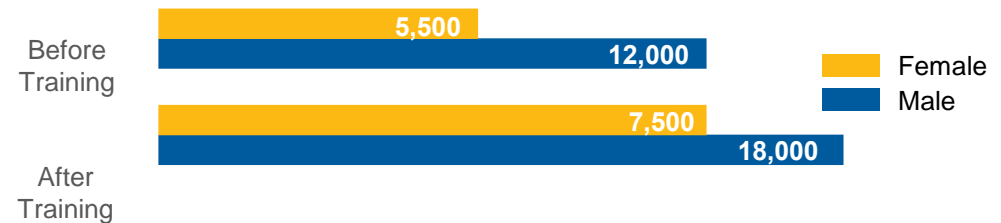
Gender



Gender



Gender (PKR)



INTERNATIONAL PLACEMENT PROGRAMMES CURRENTLY SERVING

Rotana

ATLANTIS
THE PALM, DUBAI

One&Only
RESORTS



97 Trainees Shortlisted by Rotana

Under the trades of Chefs, Waiters and Housekeepers

60%

Success rate achieved by Rotana on interview-to-selection : highest ever achieved

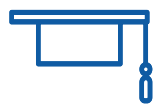
70%

Enrollment-to-graduation rate

98%

Retention rate post 6 months employment

PSDF COST-SHARING PARTNERSHIP RESULTS 2019-20



11,400+
Graduates



2,800+
Female graduates



8,600+
Male graduates



30
Cost-sharing partners

SAMPLE INDUSTRY COST-SHARING PARTNERS



Rs. 447 MILLION
Contribution by industry

PSDF-UNICEF COLLABORATION INCOME GENERATION PROGRAM FOR OUT-OF-SCHOOL YOUNG PEOPLE



Objectives of Collaboration

To enable and provide access to out-of-school young people in Pakistan to enroll in accelerated learning integrated with skills training and employment opportunities



1

Accelerated Learning

Provide young people outside the formal education system with the opportunity to enroll in Accelerated Learning



2

Skills Training

Equip Accelerated Learning graduates with age appropriate Skills Training including entrepreneurial skills to enhance access to non-hazardous income generational opportunities



3

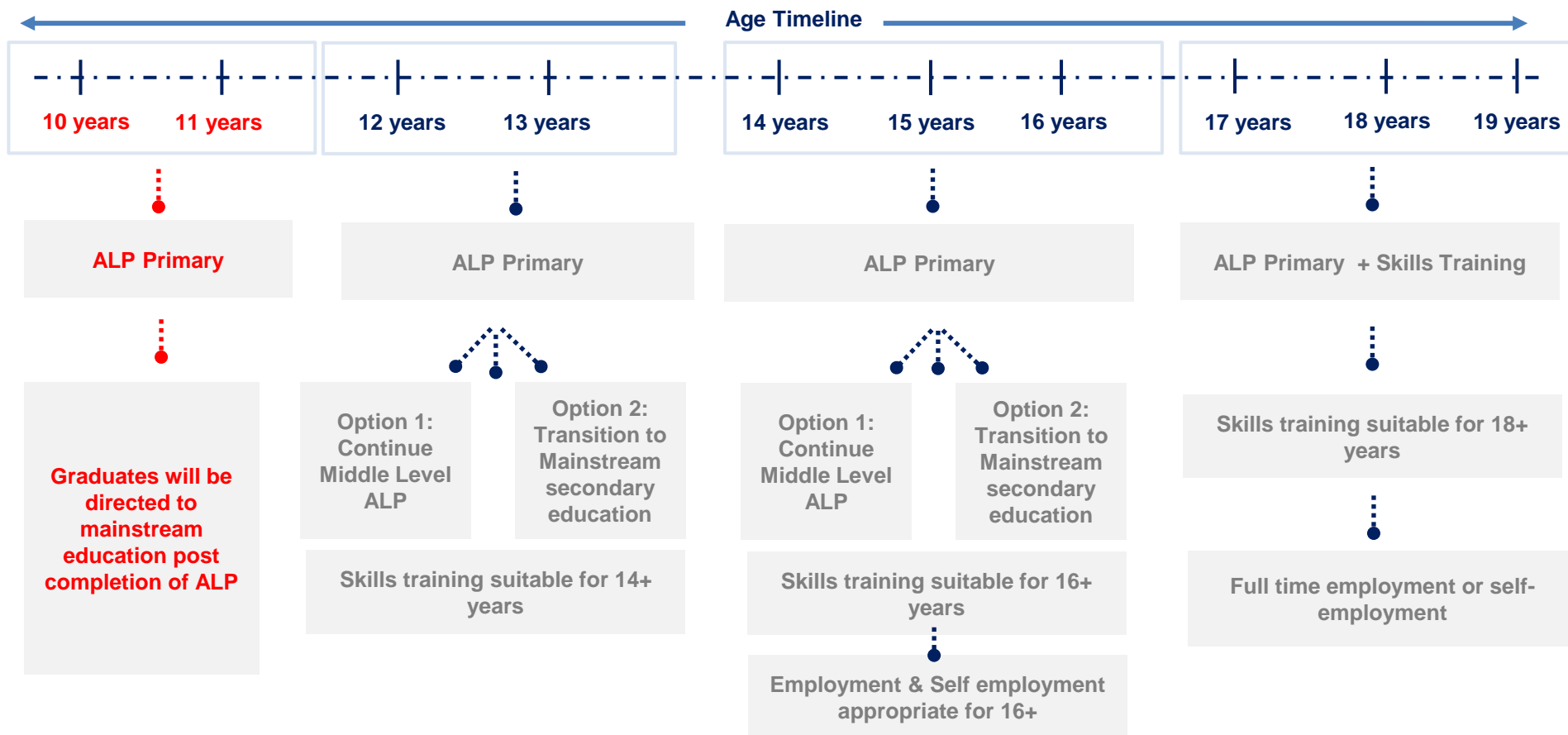
Employment Linkage

Link Accelerated Learning & Skills Training graduates to the Labour Market

PSDF-UNICEF COLLABORATION INCOME GENERATION PROGRAM FOR OUT-OF-SCHOOL YOUNG PEOPLE



Education-skills-income generation journey for different age brackets



PSDF TRAINING PROGRAMMES



Skills For Success

Umeed

Specialised training for underprivileged youth focusing on **Transgenders, Non-muslim** and **People with Special Needs**

AGHAAZ

Trainings for individuals keen on **Self employment** and **entrepreneurship**

URAAN

Customized trainings for women generating Self and Formal employment

e-tayyar

All **hybrid, digital, online** and **e-learning** trainings

HARYALI

All trainings targeting **agriculture and livestock**

MAHIR

Covers all other **vocational trainings**

WOMEN FOCUSED PROGRAMMES SKILLS FOR MARKET LINKAGES (SFML)

Objectives of SFML

- Provision of demand-driven trainings to rural women in the garment sector
- Training includes training on core technical skills, business skills and project work
- Establish market linkages with product buyers
- Provision of micro-finance for establishing new businesses
- Train in business skills to empower women to become entrepreneurs



Classroom Training (4 Months)

Classroom training on core skills



Hands-on Training (2 Months)

- Catalogue preparation
- Business development
- Marketing & entrepreneurial skills training



Market Linkages (6 Months)

Assignment completion based upon market demand

Achievements and Results



70%

Graduates entered the sustainability phase (6 months post training completion)



2,100+

Orders completed by trainees in the 6 months market linkage period



PKR 6,000/Month

Average income of graduates



ENTERPRENUERSHIP PROGRAMMES

ENTERPRENUERSHIP ON WHEELS (EOW)

Objectives of EOW

Ecosystem approach to address entrepreneurship with Uber and Apna Bank to provide market linkages and access to finance



Classroom Training (2 Weeks)

Classroom training on road ethics, anti-harassment, road signs



Practical Training (6 Weeks)

- Driving skills
- Basic mechanical skills



Market Linkages (6 Weeks)

- Provision of microfinance
- Join Uber platform

Achievements and Results



92% Students

Successfully completed training



100% Graduates

Received their drivers' license



78% Trainees

Successfully on boarded to Uber



SOCIALLY MARGINALIZED PROGRAMMES PILOT FOR TRANSGENDERS

Objectives of Transgender Training Programme

- To enact social change and equip the ignored segment of transgenders with necessary skills in market relevant trades
- To help them obtain hands-on working experience
- Give access to income generation opportunities



Classroom Training (4 Weeks)

Classroom training on road ethics, core skills of makeup and soft skills



Practical Training (8 Weeks)

- Makeup
- Hair styling
- Beauty aesthetics

Achievements and Results



100% Students

Successfully completed training



90% Transgenders

Found employment or started their business



Interest Free Loans

Aukhuwat and Seed out to offer interest free loans to graduates



DIGITAL COURSES AMAZON VA TRAINING PROGRAMME



Objectives of AMAZON VA Training Programme

A high demand and growth skills training for women to provide freelancing services to the growing global e-commerce industry



Classroom Training (8 Weeks)

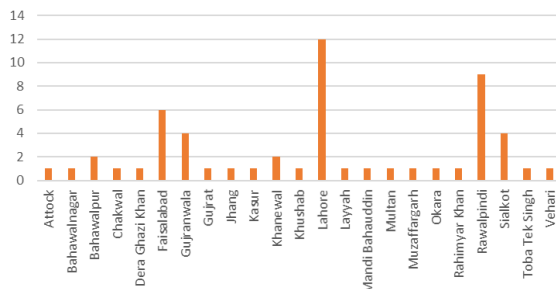
Online training on customer service, inventory management, order processing



Employment Bootcamp (4 Weeks)

Hands on experience of a real time work environment

Achievements and Results



23 Districts

Geographical spread of first 50 trainees



PKR 60,000/Month (USD 361)

Average income of graduates



SNAPSHOT OF PSDF ONLINE COURSES



A screenshot of the PSDF Coursera course catalog. The header shows the PSDF logo and 'coursera'. Below are logos for IBM, University of Virginia, Google, and The Hong Kong University of Science and Technology. A grid of course cards is displayed, including:

- Making Analytics
- Financial Accounting Fundamentals
- Google IT Support
- Python for Everybody
- Search Engine Optimization (SEO)
- Game Design and Development
- IBM Data Science Offered by
- Excel/VBA for Creative Problem Solving
- Android App Development
- Java Programming and Software Engineering Fundamentals

LIVE THE DREAM
AND BE YOUR OWN BOSS
BECOME AN AMAZON VIRTUAL ASSISTANT FROM YOUR HOME

START EARNING UPTO **RS. 60,000 PER MONTH** AFTER JUST 8 WEEKS OF TRAINING

0:07

PSDF **coursera**

KICK START YOUR CAREER IN FINANCE THROUGH GLOBALLY CERTIFIED COURSE ON THE FUNDAMENTALS OF FINANCE

- LEARN AT YOUR OWN PACE
- FREE COURSES AND CERTIFICATE
- STIPEND RS. 6,000

FINANCE

Skills For Success

PSDF **gnowbe**

کورونا وائرس سے بچاؤ کا طریقہ
 مفت انٹرنیشنل کورس
 لٹھی اور جانلی

INTERNATIONAL CERTIFIED ONLINE COURSE

کامیابی کا پتہ

Punjab Skills Development Fund (PSDF) Nonprofit Organization

Apply Now

PSDF **gnowbe**

PSDF & GNOWBE PARTNER

TO EDUCATE AND PROTECT THE NATION FROM CORONAVIRUS PANDEMIC

Skills for Success

AGRICULTURE AND LIVESTOCK PROGRAMMES

WOMEN TRAINING IN LIVESTOCK MANAGEMENT (WTLM)

Objectives of WTLM

Improve income generation of rural women through productivity improvements in milk and meat by training them in overall livestock value change management



Classroom Training (1 Weeks)

Homebased livestock management techniques



Practical Demonstrations (5 Weeks)

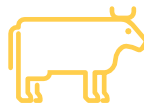
Milking, deworming and artificial insemination

Achievements and Results



Collective Bargaining

Increased the opportunity for fair uniform pricing across all groups rather than the variable/lower pricing practices observed earlier



AI BREEDING

Post training 62% trainees started breeding through AI practices



20% INCREASE

In income through industry linkages



DIGITAL SYSTEMS DEPLOYED BY PSDF



HUNAR Call Center

The dashboard displays call center performance metrics. It includes a navigation bar with options like Dashboard, Administrator, Activities, Lead Management, Reports, and Tools/Complaint. A date range selector is set from 07/06/2020 to 08/06/2020. Call statistics are shown for Outbound (0 Connected, 0 Not Connected, 0 Total Calls) and Inbound (312 Connected, 0 Not Connected, 312 Total Calls). A 'Complaints Overview' section features a bar chart for 'Program Development' with a value of 16 and a line chart for 'Complaints' with a value of 37. A sidebar on the right allows filtering by Program, TSP Type, Cluster, District, Scheme, and TSP.

E-Tendering Portal

The login page features the PSDF logo and a headline: 'VIA PSDF E-TENDERING EXPERIENCE SUPERIOR CUSTOMER SERVICE THROUGH SIMPLIFIED ONLINE COMPETITIVE BIDDING'. It includes a 'Login' form with fields for 'adminaccount' and a password, a 'Forgot your password?' link, and a 'LOGIN' button. Below the form is an 'eTendering Helpdesk' section with contact information for a Supplier Facilitation Agent. At the bottom, it lists 'Supplier technical support and guidance' and 'Supplier Help Guides'.

Invoice Processing System

The login page for the Invoice Processing System (IPS) features the PSDF logo and the IPS logo. It has a 'Sign in to start your session' form with fields for 'User Name' and 'Password', a 'Remember Me' checkbox, and a 'Log In' button. A 'Forgot password' link is also present. The background shows a blurred image of an invoice.

Placement Service Portal

The Placement Service Portal displays a table of trainee responses. The table has columns for Sr #, Trainee Response, Supervisor Response, Comments, Trainee ID, Trainee Name, CNIC, and Employment Commitment (%). The data is as follows:

Sr #	Trainee Response	Supervisor Response	Comments	Trainee ID	Trainee Name	CNIC	Employment Commitment (%)
1				WK-367-003-2	NISHA	35202-9680527-0	40
2				WK-367-003-18	MADHA SALJID	35201-8886134-6	40
3				WK-367-003-4	FAHAD IBRAH	35201-1619215-5	40
4				WK-367-003-17	MUHAMMAD SHAIB ANSAR	35202-8746529-9	40
5				WK-367-003-14	MUHAMMAD TANVEER	35201-8417376-5	40
6				WK-367-003-9	MUHAMMAD MUNTASH KHAN	35202-6602230	40

“
THANK
YOU
”

