

# Punjab Skills Development Fund

# #1 ISSUE



ہنرمندی میں خوشہالی

## Newsletter

October - December 2011

### Inside this issue:

Overview  
of PSDF

1

PSDF  
Board of  
Directors

2

News &  
Updates

3

Events

7

Monitoring  
&  
Evaluation

9

The Way  
Forward

10



ision:

*“To improve income generation opportunities for the poor and vulnerable populations of selected districts of Punjab by enabling skills development through promotion of a competitive skills training market.”*

## PSDF reaches out to those in need

More than 40 million people live below the national poverty line in Pakistan and out of these approximately 5.2 million live in the southern districts of the Punjab Province where poverty levels in the rural areas are strikingly high. In-order to mitigate the sufferings/deprivation of the masses of this area and to raise income levels through a concrete strategy, the Government of the Punjab in collaboration with Department for International Development UK has set up Punjab Skills Development Fund (PSDF), a not-for-profit organization established under the Companies Ordinance 1984.

PSDF aims to provide skills and vocational training opportunities to the poor and vulnerable populations of four districts of Punjab - Bahawalpur, Bahawalnagar, Lodhran and Muzaffargarh. The rationale behind the selection of these four districts is that they are amongst the ten poorest districts of the Punjab Province with poverty headcounts of 51.30% (Bahawalnagar), 55.07% (Bahawalpur), 51.75% (Muzzafargarh), and 50.40% (Lodhran). The trainings mentioned above will be instrumental in helping the youth in these districts to find work, progress in their current employment, or develop an enterprise. Programs to be offered by PSDF will also enhance the up-skilling of those with low-skills or those working on low-return jobs and will eventually increase their earning potential.



## Economic and Social Indicators of Targeted Districts

Indicators	Muzaffargarh	Lodhran	Bahawalpur	Bahawalnagar
Poverty Headcount Ratio (%)	51.75	50.40	55.07	51.30
Literacy Rate (%)	40.6	44.5	45.1	45.7
Unemployment Rate (%)	4.5	4.7	6.8	6.8
Infant Mortality Rate	86 (per 1000 births)	108 (per 1000 births)	110 (per 1000births)	84 (per 1000 births)

(Source: MICS Survey Punjab: 2007 - 2008)

## PSDF products to alleviate poverty in marginalized districts

To achieve its vision, PSDF aims to introduce different products for skills development in targeted districts. Its cross-cutting strategy to unleash competitive forces will be attained by procuring services from private and public sector training providers. Such providers will offer demand-driven vocational training courses to eligible candidates. These training courses will be focused on supplying skills which respond to the needs of the individuals and the labour market. The funding and incentive structures shall ensure responsiveness from private, public and not-for-profit training providers. It is important, however, to realize that PSDF is a funding body and not a training provider or implementing agency. It aims to encourage efficient use of existing capital investments and assets to achieve the stated vision through partnerships and innovative delivery methods.

### Board of Directors:

PSDF is a corporate body established under Section 42 of the Companies Ordinance. Its Board is comprised of eminent professionals from the business world, civil society and academia. Four provincial secretaries are represented to ensure ownership and support by the public sector and create synergies with existing initiatives and policies.

Mr. Asad Umar	(President Engro Corporation) Chairman
Dr. Ijaz Nabi	(Professor of Economics LUMS)
Mr. Almas Haider	(CEO SPEL Group)
Mr. Humayun Nabi Jan	(President Trust Investment Bank)
Mr. Baligh-ur-Rehman	(MNA / Businessman)
Ms. Khawar Mumtaz	(CEO Shirkatgah)
Ms. Nadia Jamil	(Civil Society)
Mr. Tariq Bajwa	(Secretary Finance)
Dr. Shujat Ali	(Secretary Industries)
Mr. Hamid Yaqoob Sheikh	(Secretary Livestock)
Mr. Ali Tahir	(Secretary Planning & Development)
Mr. Ali Sarfraz	(Chief Executive Officer PSDF)



# News

## Vocational Courses Under Skills For Employability For 17,000 Trainings

S. #	Organization	Vocational Courses to be offered by training providers	Sector	No. of Trainees
1	Aik Hunar Aik Nagar (AHAN)	Hand Embroidery, Carpet Weaving	Textile, Carpets	2000
2	SAHARA for Life Trust	Football Stitching	Sports Goods	800
3	Department of Food Science and Technology, Baha-ud-Din Zakariya University	Food Processing (Industrial)	Food Processing	50
4	Kaarvan Crafts Foundation	Hand Embroidery	Textile	1000
5	CABI Central and West Asia	Plant Doctor	Agriculture	80
6	Hybrid Technics Pvt. Ltd.	Sales person, Village Milk Collector	Services, Veterinary & Livestock	678
7	Multiline Group	Computer Operator	Information Technology	400
8	Descon Training Institute	Welding, Electrician, Fabricator, Fitter, Millwright, Scaffolder, Safety Inspector, Safety Assistant	Mechanical, Electrical, Services, Construction	1035
9	National Institute of Cultural Studies (NICS)	Weaving	Textile	400
10	Roshni Development Organization (RDO)	Handicrafts, Office Management, Computer Operator, Tailoring Machine Embroidery, Hand Embroidery, Beautician	Textile, Handicrafts, Services, Information Technology	450
11	College of Tourism & Hotel Management (COTHM)	Waiter, Cook, Receptionist	Hospitality	180
12	Cholistan Institute of Technical Education (CITE)	Wiring Electrical Technician, Cook, Tailoring, Driver, Auto Mechanic, Auto Electrician, Plumber, Clinical Assistant, Computer Operator	Health, Construction, Hospitality, Services, Automobile	675
13	National Rural Support Programme	Tailoring, Machine Embroidery, Building Electrician	Textile, Construction	400
14	Institute of Professional Studies	Computer Networking, Computer Graphics	Information Technology	300
15	Public Welfare Organization	Plant Doctor, Tunnel Farming, Farm Manager, Beautician, Tailoring (Undergarments)	Agriculture, Services, Textile	567
16	Punjab Vocational Training Council (PVTTC)	Tailoring, Electrician, Computer Operator, Embroidery, Beautician, Auto Mechanic, Refrigeration and AC, Auto Mechanic, Welding, Computer Hardware, Weaving, Mobile Phone Repair, Turner	Textile, Electrical, IT, Services, Automobile	2650
17	Al-Kousar Welfare Organization	Hand Embroidery, Traditional Birth Attendants, Tailoring, Beautician	Textile, Health, Services	400
18	Pakistan Rural Workers Social Welfare Organization (PRWSWO)	Home Appliances Repair, Refrigeration and Air conditioning, Computer Hardware, Building Electrician, Tailoring, UPS Assembly, Motor Winding	Electrical, Mechanical, Information Technology, Construction, Textile	675
19	Sungi Development Foundation	Handicrafts	Handicrafts	200
20	HTSPE Limited	Machinist, Refrigeration and Air conditioning, Home Appliances Repair, Auto CAD (Architecture), Auto Mechanic, Electrician, Auto CAD (Mechanical)	Mechanical, Electrical, Automobile	360
21	Zealcon Training Pvt. Ltd.	Welding, Fabricator, Fitter, Safety Inspector, E&I Technician, Millwright, Scaffolder	Mechanical, Construction, Services	550
22	Zia Siddique Foundation (ZSF)	Mason, Mason (Tiles), Carpentry, Fabricator (Steel), Mason-False Ceiling, Fabricator (Aluminum), Plumber, Welding, Building Electrician	Construction, Mechanical	550
23	AIMS	Call Centre Agent, Home Appliances Repairing	Information Technology, Electrical	200
24	Islamia University Bahawalpur, Department of Computer Science and IT	Computer Hardware and Computer Networking	Information Technology	150
25	Samanzar	Hand Embroidery	Textile	200
26	Islamia University Bahawalpur, University College of Veterinary and Animal Sciences	Artificial Insemination & Reproductive Health in Dairy Animals, Livestock Worker	Veterinary & Livestock	100
27	Women Social Organization (WSO)	Tailoring, Beautician, Rice Processing Worker	Textile, Services, Agriculture	130
28	Khushali Development Organization	Tailoring, Candle & Soap Making	Textile, Chemicals	300
29	Human Capital Management Institute (HCMI)	Auto Mechanic	Automobile	200
30	TEVTA	Auto Mechanic, Civil Surveyor, CNG Operator, Tailoring, Fitter-Cotton Ginning, Drip Irrigation, Building Electrician, Fabric Printing, Electrician (Generator), Fitter, Mason, Welding, Plumber, Cook, Quantity Surveyor, Fabricator (Steel), Carpentry, Tractor Operator, Tunnel Farming	Automobile, Textile, Construction, Services, Mechanical, Agriculture, Electrical, Hospitality	965
31	Children's Global Network, Pakistan (Guarantee) Limited	Initiating non-formal schools in the target districts (Education Entrepreneurs)	Education	400

## PSDF inks contracts of Rs. 442 million for training of 17,000 individuals

PSDF has procured services from 31 training organisations for providing training to 17,000 individuals in the target districts. These trainings will be imparted under PSDF's first product - **Skills for Employability**, launched in June, 2011. PSDF awarded contracts of Rs. 442 million in contract signing ceremonies which were organized in Bahawalpur and Lahore. On behalf of PSDF, Mr. Ali Sarfraz, CEO PSDF, signed contracts with representatives from the training organisations.

These organisations will provide training to eligible candidates in 71 trades from 17 diverse sectors. It is pertinent to mention here that the product's initial target was to train 6,000 eligible candidates including one-third females from the target districts, however, the figure was increased three times by the PSDF's Board keeping in view the overwhelming response from the training providers and interest shown by the candidates. PSDF will provide funds on the basis of per trainee cost excluding capital expenditure. As a result of PSDF's engagement, new training capacity more than four times that of the public sector in the four districts has been generated. The Fund has also significantly expanded choice for potential trainees by expanding

the available menu of vocational trades in South Punjab. PSDF- financed trainings will be imparted in 71 trades which are two- and four-fold respectively of the number of trades offered by TEVTA and PVTC in the four districts.

Training services to be procured by PSDF cover vocational programmes with duration of three to eight months. Educational requirement for entry into such courses is to be matriculation or lower. Selected service providers have expertise in community mobilisation, vocational training delivery and placement services. Most conventional training providers have formed consortia to deliver services required by PSDF. Proposals received by PSDF were not restricted to service providers from the target districts; rather they are from across the country.

These proposals were selected from 117 bids for skill training. These proposals for skills training were evaluated on the basis of: demonstrated demand for proposed skills; content and quality of training, and community mobilization.

Competition on the basis of technical and financial proposals means that a cost efficient training organisation that values quality has a high probability of being selected.





## DFID delegation visits training centers, appreciates PSDF's work

A two-member delegation of observers from the Department for International Development (DFID) UK visited three PSDF training centers on 17th November, 2011. The delegation comprising Tom Owen-Edmunds, Programme Manager, and Vanessa Shade, Policy Officer, toured three training sites - College of Tourism & Hospitality Management Multan, Technical Upgradation and Skills Development Company's (TUSDEC) training facility in Rakh Jhal Wala and Punjab Vocational Training Council (PVTC), Muzaffargarh.

The visit provided an opportunity to the observers to witness the ongoing training programmes for the flood affectees of Muzaffargarh and interact with the trainees. The team of observers appreciated the endeavours by all stakeholders for undertaking the timely initiative and recognizing the needs for livelihood generation and rehabilitation. They also sought feedback from the trainees and were impressed by their motivation levels. While discussing trainees' job prospects, the DFID delegates were of the view that every effort should be made for their employabil-

ity after completion of the training courses.

During the visit, the delegation was accompanied by PSDF team members – Mr. Saqib Chauhan, Manager Monitoring, and Mr. Usman Khan, Communications Officer. Mr. Chauhan briefed the visitors about the progress of training courses and actions taken by PSDF to ensure quality and impact. He further shared the rationale behind the selection of particular trades for the flood victims. He also informed them about the professional monitoring & evaluation tools and approaches which were being used by PSDF for measuring performance of training providers against agreed key performance indicators. The delegation also met PSDF Chief Executive Officer Mr Ali Sarfraz Hussain at its Head Office in Bahawalpur the next day. Mr. Ali updated them about PSDF's next product – Skills for Employability, under which more than 17,000 individuals from the target districts will be trained. A comprehensive manual for reporting and monitoring has been prepared by PSDF to ensure a continuous system of feedback in real time.

## Training of more than 600 in six villages of Muzaffargarh



Vocational training has started in six Model Villages of District Muzaffargarh. The model villages are: Basti Meeran Mullah, Basti Khara Niazi Wala, Rakh Jalwala, Bhulla Mouza Aalo Rid Gujrat, Khara Nawa and RakhEhsanpur. Currently, 615 eligible candidates are being trained in diverse trades by three training organizations. PSDF is providing all funds for the initiative. PSDF has commissioned College of Tourism & Hospitality Management Multan (COTHM), Technical Upgradation and Skills Development Company (TUSDEC) and Punjab Vocational Training Council (PVTC) for the trainings.

Training opportunities are in the trades of professional cook, receptionist, masonry, plumbing, tailoring/embroidery, welding, electrician, auto-mechanic and mobile repairing. The courses will be employment-oriented and guidance to trainees on job search or opening own small businesses will be an integral part of training.

This initiative is a part of the Punjab Government's efforts to rehabilitate the flood victims. The training aims to provide employable skills to the poor and vulnerable populations of the Model Villages. It will directly promote income generation opportunities for those who were devastated by the floods in 2010. The candidates are expected to support their families by becoming permanent earning members in the long term.

## PSDF completes the bidding process

A bid opening ceremony was organized in Bahawalpur on 26th October, 2011, that marked the completion of the bidding process for Skills for Employability. The financial proposals from the technically qualified organizations were opened during the event in the presence of their representatives.

The ceremony started with a welcome note by Mr. Ali Sarfraz, CEO PSDF, who also briefed the participants

about the contours of the current product. Mr. Adeb Ali Mirza, CFO PSDF, announced financial bids submitted by each training provider. The technical scores had previously been intimated to all.

Members of PSDF Bid Evaluation Committee were also present on the occasion. PSDF's transparent process of technical and financial evaluation was appreciated by the participants.



# Events

## PSDF organizes workshop on “Financing Skills in South Punjab”

In June, 2011, PSDF organized a consultative workshop on “Financing Skills in South Punjab” in Bahawalpur. Representatives from Chambers of Commerce and Industry Bahawalpur, local industry, training institutions, academia and the NGO sector participated in the event. The objective of the workshop was to introduce PSDF to key stakeholders and provided a platform to them to express their views on its approach. The event further provided a networking opportunity to the stakeholders for preparing future joint proposals and to sensitize each other about their needs, aspirations, strengths and gaps. Mr. Ali Sarfraz, CEO PSDF, started the plenary session and welcomed the participants to the workshop. In his introductory speech, Mr. Ali Sarfraz highlighted PSDF’s mandate, structure and objectives. The plenary session was followed by two parallel sessions –Session A: Employment Motivation and Opportunities and Session B: Enabling Trainers for Skills Development.

### Recommendations from open house discussion:

- Active engagement of employers through formal arrangements
- Special outreach modalities need to be adopted to training the rural and remote populations
- The chamber platform may be used to facilitate information exchange on skills needs and supply of skilled people
- Innovative training solutions need to be conceived to address the capital/equipment constraints being faced by the private skills providers.
- Efforts should be made to structure/formalize training in the informal sector.





## PSDF conducts workshops for capacity building of private training providers of southern districts of Punjab

Punjab Skills Development Fund arranged three capacity building events to encourage the participation of local training providers in its newly launched product – Skills for Employability. The Board gave specific directions to the management to support local training providers to enable them to meet PSDF standards. The workshops helped identification and resolution of the problems faced by the training institutions and NGOs in connection with submission of Expression of Interest invited through an open advertisement.

The initiative was also important because different NGOs approached PSDF for seeking the details of the project and clarifications regarding preparation and submission of EOI.

PSDF conducted the workshops at Bahawalpur, Lodhran, Bahawalnagar and Muzaffargarh between 5th and 13th July, 2011. More than 60 private sector training institutions having affiliation with Punjab Board of Technical Education and registered NGOs working in the sector of skills devel-

opment / vocational training participated in these events and expressed keen interest to compete for PSDF funds.

### The main objectives of the capacity building workshops were:

- Providing first-hand information on the recently launched product of Skills for Employability in four districts of Bahawalpur, Bahawalnagar, Lodhran and Muzaffargarh.
- Exploring possibilities of engagement of these institutions with PSDF as training providers through motivation, capacity building and facilitation.
- Identification and resolution of the problems being faced by the training institutions and NGOs in connection with submission of EOI.

# Monitoring & Evaluation to ensure quality & impact

Monitoring & Evaluation (M&E) is an important component of development activities which are launched for improving human lives. M&E provides government officials, development managers, and civil society with better means for learning from past experience, improving service delivery, planning and allocating resources, and demonstrating results as part of accountability to key stakeholders especially donors. Both of the sponsors of PSDF have a strong focus on results – this helps explain the importance given to M&E. PSDF, therefore, does not only embrace the idea of post-evaluation but more significantly has invested resources in continuous monitoring and calibration.

For this purpose, PSDF has established an M&E

Department at its head office in Bahawalpur. The M&E team members have developed a clear methodology that guarantees efficient implementation of these programmes. Professional M&E tools and approaches will be used to measure performance against agreed key performance indicators. A third party monitoring firm will report on compliance by training providers on agreed outputs. PSDF training programmes will also be subject to a Randomized Controlled Evaluation after two years. This outcome-based evaluation will be undertaken by Centre for Economic Research Pakistan.

## Corporate Governance

**A Lean Organization:** PSDF is a lean organization with total number of officers and support staff at twenty. This enables the organization to minimize the operational cost and increase efficiency.

**Third-party Monitoring:** PSDF will not be a judge of its own performance. Monitoring of training services will be outsourced to a third party of high repute.

**Audit:** PSDF has been audited for the first year of its operation by a chartered accountancy firm A- listed by SECP and the State Bank of Pakistan.

**Board Meetings:** PSDF Board of Governors has adopted SECP's Code of Good Governance.

## The Way Forward:

PSDF is currently working on new products which will be launched in the near future. Some of the planned areas of intervention are:

**Voucher Scheme:** PSDF team plans to initiate a voucher scheme which will provide an opportunity to the poor to access vocational training. This initiative will be a part of organization's endeavors to achieve its vision. The main objective of the initiative is to provide economic choice to the trainee and empower him or her to enroll in a trade or institute of choice provided they meet the eligibility criteria. The project is expected to be instrumental in creating competition among the training providers because of the demand generated through vouchers.

**Skills Pledge:** PSDF has held extensive consultations with employers who will be the end-users of skilled workers trained through its products.

PSDF aims to engage directly with employers to identify skills shortages in productive sectors. The organization plans to actively identify sub-sectors where job growth is occurring and a requirement for specific skills is emerging. Under the Skills Pledge, employers from such a sector shall identify their need for skilled workers along with an assurance that after training completion, the trained individuals shall be employed by them. A minimum of 20 trainees may be identified in the Pledge Document. The product is in planning phase and will be launched in due course.

**Skills Plus:** PSDF intends to introduce a product which links the demand for skills directly with the individual employers. Under this product, employers will be able to apply for funding to train their existing (new or old) employees.

The training imparted can be induction training, retraining

on a new technology or up-skilling of old workers. The demand shall be demonstrated in the form of an application by individual employers. In case, an employer wishes to train its existing employees who have been employed for more than one year, it must provide a commitment that after completion of training, the employee will get higher wages. In case of new employees, employment contracts will need to be signed with them before commencement of training.



## PSDF Management:

Ali Sarfraz  
Chief Executive Officer

Aftab Ahmad  
Manager Technical

Ali Akbar Bosan  
Manager Human Resource

Saqib Chohan  
Manager Monitoring & Evaluation

Adeeb Ali Mirza  
Chief Financial Officer, Company Secretary

## Editor and Photography:

Usman Khan  
Communications Officer, PSDF

## Punjab Skills Development Fund

---

House. No: 1 - B/1 Ghaznavi Road,  
Model Town A , Bahawalpur  
Phone: 062-2889934, 062-2889935  
Fax: 062-2889937 info@psdf.org.pk  
Web: www.psdf.org.pk

Funded By:



Designed By:  
DIVINE WORKS