



PSDF Newsletter

Vol 1 - 2014



PSDF Launches Skills for Garments 2014

10,000 Women to be Trained Under Skills for Market 2014-15

Skills Needs Assessment for Construction Sector

CONTENTS 03

Scheme: Skills for Garments 2014-15

More than 9000 men and women from the seven districts of Punjab will be trained in courses relevant to the garments industry

01

Chairman Message

Few words from the desk of Chairman PSDF, commenting on the recent interventions of the Fund

05

Scheme: Skills for Market 2014-15

PSDF has launched third round of SFM to train 10,000 women in various innovative trades relevant to Livestock, Textiles and Services



04

Scheme: Skills for Job 2014

7000 individuals from the districts of Bahawalpur, Bahawalnagar, Lodhran, Muzaffargarh, Vehari, Khanewal and Rahim Yar Khan will be trained in various market oriented trades

02

Board of Directors

A brief overview about the company, its mission and its strategic stratum

06

Scheme: Skills for Health

200 individuals will be trained from 7 districts of Punjab in trades relevant to health sector

10

Gauging Skills Gap for Construction Sector

One day workshop was organized in collaboration with Constructors Association of Pakistan to gauge the skills deficiencies of construction sector in Punjab



07

Skills Needs Assessment for Logistics Sector

One day workshop was organized in collaboration with Pakistan International Freight Forwarders Association (PIFFA) to gauge the skills deficiencies of Logistics sector in Punjab

08

News and Events

A flash on company's events and activities alongside a pictographic review of Hunar Mela 2014



12

PSDF Product Analysis

Detail analysis to elaborate the impact of various trainings interventions funded by Punjab Skills Development Fund

14

Success Stories

Notes of success and accomplishment from PSDF funded trainees, manifesting the efficacy of fund's various training interventions

16

PSDF Placement Cell

A brief overview about the efforts and activities of PSDF placement unit to help trainees avail various employment opportunities



Skilled manpower would be a great asset to labor abundant Pakistan. It would put the economy on a sustained high growth path and would result in higher living standards for the working people. Punjab Skills Development Fund (PSDF), a partnership of the Government of the Punjab and the Department for International Development, UK, is a core element of Government of Punjab's strategy for improving worker skills. The Fund is expected to play a vital role in achieving Punjab's target of training two million workers over the next four years.

PSDF's rigorous evidence based approach, utilizing industry and household surveys and analysis to fine tune the training programs, has helped improve the effectiveness of training as an instrument of economic change. Since its inception in 2009, PSDF has trained more than 42,000 workers in 117 trades. Emphasizing the importance of women in catalyzing economic growth, the Fund has supported training schemes

for vulnerable women belonging to the target districts of Punjab. The trainings are expected to improve income earning prospects of men and women workers and in responding to industry demand, raise productivity of hiring firms. PSDF's innovative training courses for agriculture and livestock sectors have received an overwhelming response. These sectoral interventions are in sync with government's growth strategy and help alleviate human resource constraints in sectors vital for sustained economic growth. The newsletter provides further details on the ongoing interventions.

I would like to take this opportunity to welcome new members to the PSDF Board - Mr. Makhdoom Khusró Bakh-tiar, Mr. Arif Saeed, Ms. Saira Iftikhar, Mr. Khawaja Imran Nazir and Ms. Ghazal Rehman. I look forward to working with them so that PSDF management benefits from their rich experience and enthusiasm for this key instrument of Punjab's growth strategy.

I would like to thank the Government of the Punjab and Department for International Development UK for their strong support, the management team and staff of PSDF for their hard work and diligence and the research team for its rich insights that, combined, are helping PSDF play a vital role in Punjab's economic uplift.

Dr. Ijaz Nabi

Word from the
Chairman

Board of Directors



Company Overview

PSDF is a not-for-profit company setup by Punjab Government with the support of UK's Department for International Development. It is a GBP £50 million training fund setup by equal contribution of GBP £25 million by each government. PSDF's vision is to improve income generation opportunities for the poor and vulnerable population of selected districts of Punjab through the promotion of a competitive skills training market. The Fund is currently operating in fourteen districts of Punjab: Bahawalpur, Bahawalnagar, Lodhran, Muzaffargarh, Chiniot, Faisalabad, Gujranwala, Khanewal, Lahore, Narowal, Rahim Yar Khan, Sargodha, Sheikhupura and Vehari.

PSDF is a corporate body established under Section 42 of the Companies Ordinance. The board is comprised of business champions, civil society leaders and acclaimed academicians. Four provincial secretaries are represented to ensure ownership and support by the public sector and create synergies with existing initiatives and policies.

Dr. Ijaz Nabi
Adviser to the CM Punjab
Mr. Shahid Kardar
Vice Chancellor Beaconhouse National University
Mr. Almas Hyder
Chairman SPEL Group
Mr. Faisal Fareed
Managing Director Maxim International
Ms. Khawar Mumtaz
Chairperson National Commission on the Status of Women Affairs
Ms. Nadia Jamil
Media Personality & Civil Society
Ms. Ghazal Rehman
CEO Indesign
Makhdoom Khusro Bakhtiar
Member National Assembly
Mr. Arif Saeed
Servis Industries
Khawaja Imran Nazir
Member Provincial Assembly
Ms. Saira Iftikhar
Member Provincial Assembly
Secretary Industries Department
Government of the Punjab
Secretary Planning and Development Department
Government of the Punjab
Secretary Livestock & Dairy Development Department
Government of the Punjab
Secretary Finance Department
Government of the Punjab
Mr. Ali Sarfraz
Chief Executive Officer
Punjab Skills Development Fund

SCHEMES

Skills for Garments 2014 - 15

Garments and textile sector is marked as one of the primary foreign exchange earner (contributing upto 60% to the total exports) for the national economy. Apparel sector in particular hails high profit margins through value addition and is more absorbent for the labor force as compared to the textile sector. Government of the Punjab has also recognized garments industry as a potential growth sector which requires a well-coordinated strategy to harvest from emerging export opportunities. Apart from other areas of capitalization, development of human capital has been underscored as a significant component for a cohesive plan of action to elevate the sector's performance.

Harnessing its extensive experience of skills sector, Punjab Skills Development Fund in assistance with Pakistan Ready Made Garments Association (PRGMEA) organized a workshop on Skills Need Assessment for the Garment Sector on 12th September, 2013 in Lahore. The rationale behind holding this workshop was to identify the human capital deficiencies that exist in the apparel industry primarily at the worker and middle management level. It was agreed upon that the support and participation of employers from garments industry is crucial to the success of PSDF skills training initiative for the industry. Major employers and industry experts were brought on panel in order to identify skills set requirements, estimation for the target number of trainees, feedback for the development of

suitable curricula, linkages development with the training institutes for on-the-job trainings, and to chalk out the employment prospects for the trained workforce.

During the workshop, skills deficiencies were chalked out in the specific areas of woven garments, knitted garments, sportswear, technical wear and logistics, warehousing and international freight forwarding. Workforce required in these areas in short and longer terms was also estimated. During the workshop recommendations were also made to bring in the technological up-gradations in the garments industry to enhance the product quality according to global standards.

Effectively employing the findings of skills need assessment for the garments industry, PSDF launched Skills for Garments scheme in April 2014. Under the scheme, more than 9,000 men and women from the seven districts of Punjab (Lahore, Gujranwala, Shiekhupura, Faisalabad, Chiniot, Sargodha, Narowal) are being trained in a multitude of courses relevant to the garments industry. PSDF designed the scheme to train individuals in more than 25 trades pertinent to the garments industry. PSDF has awarded contracts to 13 Training Service Providers to conduct the trainings; the array is comprised of notable industrial units and training institutions.

Specific Goals

- To enable structured opportunities of industrial need-based trainings in order to improve livelihood prospects for the poor and vulnerable communities
- To upscale the skills set within the garments sector in order to escalate overall productivity of the apparel industry
- To encourage industry's participation for the delivery of quality vocational trainings

PSDF financing for the scheme covers two main categories of training related costs; the trainee fee chargeable on a per trainee basis is meant to finance trainer remuneration, consumables, manuals, management and reporting costs, rental/maintenance of machinery and equipment, utilities and miscellaneous items. Trainee Support covers a fixed stipend (Rs. 1500/- per trainee).

9000 individuals to be trained

Skills for Job 2014

Skills for Job is one of the largest schemes of PSDF (Punjab Skills Development Fund) which was initially launched in 2012 and then its subsequent round was launched in 2013. Under the two consecutive phases of Skills for Job, PSDF has funded trainings of 30,000 men and women in various trades demanded in the job market. After the successful implementation of SFJ 2012-13 and SFJ 2013-14, PSDF has launched Skills for Job 2014 to train 7000 individuals from the districts - Bahawalpur, Bahawalnagar, Lodhran, Muzaffargarh, Khanewal, Vehari and Rahim Yar Khan. PSDF has engaged six Training Service Providers to impart technical and vocational trainings in trades like Welder, General Fitter and CNC Machine Operator.

The scheme is aimed at promoting structured and standardized vocational trainings to equip the trainees with the skills demanded by the job market. All the trainings under Skills for Job 2014 are intended to be completed by December 2015. PSDF is funding the trainings fee inclusive of trainers remuneration, training consumables, training manuals and stationary, management and reporting costs, rental/maintenance of machinery and equipment, utilities and miscellaneous items, post training support to trainees (on-the-job trainings and job placement) costs. The Fund also provides a monthly stipend of Rs. 1,500/- to the trainees whereas a monthly stipend of Rs. 3,000/- would be paid to each trainee in case the training takes place outside the seven target districts of the scheme.

7000
individuals to
be trained

Skills for Market 2014-15

Enabling Livelihood Opportunities for Vulnerable Women of Punjab

In the perseverance to further effectuate its efforts of need-based skills development, PSDF launched third round of its Skills for Market scheme in June 2014. The Fund has awarded contracts of PKR 397 million, engaging 16 Training Service Providers in order to impart vocational education to 10,000 women belonging to the marginalized communities of Lahore, Faisalabad, Gujranwala, Khanewal, Narowal, Rahim Yar Khan, Sargodha, Shiekhupura and Vehari.

The scheme has been launched after comprehending the substantial social impact of its previous two rounds. 'Skills for Market' was initially launched in 2012 to enable vocational training opportunities for the rural communities in the trades demanded by the local market. In the first round of Skills for Market scheme, 3,352 individuals belonging to the rural backgrounds of districts Bahawalpur, Bahawalnagar, Lodhran and Muzaffargarh were imparted with vocational trainings, whereas its subsequent round was launched in 2013 in which PSDF funded the trainings of 4,000 women from target districts of the Punjab.

To implement Skills for Market 2014-15, PSDF is funding trainers' remuneration, consumables, manuals, management and reporting cost, rental/maintenance of machinery and equipment, utilities and miscellaneous items. PSDF will also provide trainee support that will be inclusive of fixed stipend of Rs. 1,500/- per month and Rs. 3,000/- per month in case the training is provided outside the target seven districts of the Punjab. The scheme has been designed after extensive deliberations to provide socially pertinent training opportunities, specifically for the rural women of the Punjab in order to capacitate them to earn reasonably for their families. Women constitute 50% of our population and they are major economic contributors in the urban as well as rural terrains. Untrained or informally trained women remain unable to command better wages in the job market which hinders the prospective economic progress while forging ineffective markets. Formal vocational trainings in relevant trades can lift up their effective involvement in country's economic activity. Besides, training women in need-based vocations will aid in boosting their socioeconomic status; hence enabling them to combat many social threats and crisis.

Skills for Market 2014 - 15 is providing vocational skills to women in various innovative trades such as; Home Based Livestock Farming, Kitchen Gardening, Food Processing, Commercial Bee-Keeping, Solar Drying of Fruits and Tunnel Farming. From the trade group of textiles, trainings will be provided in courses like Textiles Embellishments, Industrial Stitching, Textile Product Delivery and Marketing. While enabling better livelihood prospects for the women belonging to lower income backgrounds, the scheme would also help in increasing the women participation in national labor force. For the intake of illiterate or less literate females, the training component under Skills for Market will be inclusive of Urdu literacy, numeracy and basic financial literacy.

YES SHE CAN DO!

The health care system in Pakistan is plagued with various problems which include structural disintegration, scarcity of resources, operational inefficiencies and inaccessibility to quality health services. Shortage of formally trained, certified paramedic workforce is another issue impeding the efficiency of the entire health system. In order to supply formally trained manpower to the health sector of Punjab, PSDF has launched its new scheme, Skills for Health. Under the scheme, 200 individuals from the districts of Bahawalpur, Bahawalnagar, Lodhran, Muzaffargarh, Khanewal, Vehari and Rahim Yar Khan would be provided with quality technical and vocational skills relevant to paramedic.

The courses are inclusive of Dispenser, Dental Technology, Medical Technology, Mid Wifery and Physiotherapy. The scheme has been designed after probing the health sector of Punjab for its core skills deficiencies. Due to the augmented skilled manpower demand in these areas, the trainings will enable better job opportunities for the trainees while contributing to enhance the service quality in the health sector. In order to enhance the recognition of the trainings, courses will be certified from Punjab Medical Faculty and Pakistan Nursing Council. Training courses will range from one year to two years duration.

PSDF funding for the scheme covers two main categories of training related costs; the trainee fee chargeable on a per trainee basis is meant to finance trainer remuneration, consumables, manuals, management and reporting costs, rental/maintenance of machinery and equipment, utilities and miscellaneous items. PSDF Trainee Support is comprised of a fixed monthly stipend.

SKILLS FOR HEALTH

Probing the Skills Needs for Logistics Sector

Punjab Skills Development Fund (PSDF) in its latest efforts to increase the supply of skilled labor in the country conducted a workshop on the "Skills Need Assessment for the Logistics Sector" in association with Pakistan International Freight Forwarders Association (PIFFA). The workshop brought together experts and stakeholders from all fields within the logistics sector with the aim to identify the dearth of trained manpower and skills gap prevalent in the sector.

With its annual tonnage of 250 million, logistics is marked as one of the progressing industrial sector in Punjab. The industry is comprised of 4000 firms, which are employing more than 40,000 individuals. Potentials for further growth are evident due to emerging opportunities from globalization and development of transport infrastructures, increased consumer pressure and the evolution of electronic markets. To reap benefits from the budding opportunities, there is a dire need to develop trained workforce to cater the specific skills set needs of the logistics sector. Availability of skilled manpower will facilitate in the reduction of procedural inefficiencies and to optimize the throughput from the sector.

Dr. Ijaz Nabi, Chairman PSDF, Mr. Abdul Majeed Paracha, Chairman, PIFFA and Mr. Ali Sarfraz, CEO PSDF chaired the workshop. The workshop was spread over three focus group discussions in which participants confabulated over the skills needed in the areas of air, rail-road and sea logistics, warehousing and custom clearance and for the provision of integrated logistics services. The participants also estimated the number of skilled workers the industry can absorb in the longer-run. Augmentation of current training platforms and requirements for curricula development through industry contribution was also extensively conferred over. It has been underscored that robust linkages should be developed between the employers and training service providers to promote on-the-job trainings and to employ trained individuals. The valuable information that has been divulged in the workshop will be further operated on to develop a comprehensive training scheme in order to rear the logistics sector of Punjab.

NEWS & EVENTS

Delegation from DFID visited PSDF trainees

On January 2, 2014, a delegation from UK's Department for International Development, comprising of three senior members from their team visited PSDF-funded training facilities. The delegates visited Precision Training Institute and Step Institute of Fashion Design in Lahore. The emissaries interacted with the trainees and expressed great satisfaction over the quality of trainings and facilities provided to the trainees.



TIKA Representatives Visit PSDF

On December 10, 2013, a four-member delegation from TIKa (Turkish Cooperation and Coordination Agency) visited PSDF head office in Lahore to discuss the prospects of skills development to enhance the productivity and exports of the garments sector of Pakistan. The discussion was particularly focused around the potentials of collaboration between TIKa and PSDF in the implementation of vocational training schemes relevant to garments sector.



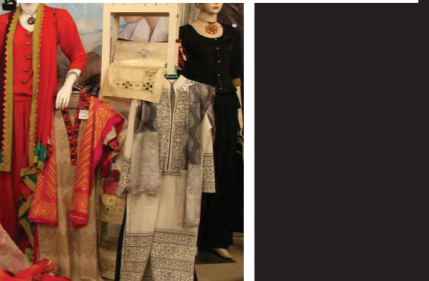
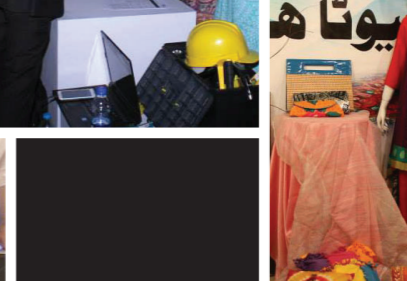
Pursuance for Trainee Placement

PSDF Placement Cell participated in three career fairs to stage the profiles of its trained graduates. On the job fairs organized by LUMS, Forman Christian College and Punjab Sports Board, PSDF trainees' profile directory was disseminated among the employers present there. 'Trainees' directory carries composite credentials and other information of 5,058 individuals who have been imparted certified trainings which were financed by PSDF. The directories were shared to assess the interest of potential employers.



Yazman: Rural Management Institute organized a certificate distribution ceremony at the conclusion of PSDF funded course of Domestic Tailoring

Islamabad: Mr. Ali Akbar Bosan, Chief Operating Officer, PSDF awards certificate to a trainee at a ceremony organized by Ha-shoo Foundation for the course of Hotel Management



Punjab Skills Development Fund (PSDF) organized a two-day Hunar Mela (Vocational Expo) in collaboration with TEVTA and GIZ Pakistan on May 9th and 10th, 2014 at a local hotel in Lahore. The event was aimed at highlighting the efforts for the promotion of quality vocational skills development in Punjab. The event was thronged with students and guests patronizing the vocational skills development to build a competitive workforce in Punjab. Alongside the stalls of many other technical and vocational training institutes, 25 stalls were setup by PSDF-funded Training Service Providers to enroll potential trainees for the Fund's various training schemes.



HUNAR MELA MAY 2014

Gauging Skills Gap for Construction Industry

Punjab Skills Development Fund (PSDF) has launched multiple schemes of vocational skills development catering the skills needs of local labor market. After successfully floating through its pilot phase in the four districts of Bahawalpur, Bahawalnagar and Lodhran, PSDF has expanded its operations to further 10 districts of Punjab; Lahore, Gujranwala, Sargodha, Faisalabad, Shiekhupura, Chiniot, Rahim Yar Khan, Vehari, Khanewal and Sialkot. Aiming at an efficacious extension of the Fund, PSDF management deliberated to espouse a sector-based approach to serve the skill needs of potential economic sectors. After launching a sector oriented skills development scheme for the Garments Sector of Punjab, PSDF has geared to probe the construction industry, considering it as a substantial contributor to the national GDP. Construction sector signifies the infrastructural development of the country which underscores the resultant economic growth. The sector generates significant employment while instigating growth in allied sectors like; sanitary, electronic, cement, steel paints, furniture and marble. In its efforts to develop an action plan to address the skills needs of the construction sector, PSDF organized a skill needs assessment workshop in collaboration with Constructors Association of Pakistan (CAP). The workshop was focused at deriving the skills gap prevalent at the middle management and workers level in the local construction sector.

The guest congregation at the workshop was comprised of representatives from a good mix of small and medium sized companies operating in the construction industry. PSDF ascribes significance to the involvement of multiple stakeholders in the entire mechanism of skills development. Primarily the employers are engaged to identify the skills needs, provide estimate of the target number of trainees, feedback for the curricula development, linkages with training institutes, on-the-job trainings and for the placement of trained man-

power. The ratification of the action plan from the employers' side is critical to the successful implementation of skills development initiative.

The workshop was comprised of a plenary session, a survey and two breakout sessions to discuss the dearth of skilled manpower in the areas of structural finish, architectural finish and construction services. A structured questionnaire was utilized to solicit information from 31 participating companies about the skills essentials for the construction industry. The questionnaire was burrowing about the company profiles, recruitment and selection criteria, current employee training practices in the companies, skills deficiencies, preferences for training providers, linkages with TVET institutes, provision of in-house trainings to new employees, possibility for the provision of on-the-job trainings to the unemployed people along with the demanded number of trained people in each skill deficient area. The questionnaire surveyed the construction companies' demand for training in different trades along with their duration for trainings. The companies were queried for their suggestions to develop new courses and to rank the training and testing agencies.

The findings from the survey questionnaire divulged certain key areas requiring PSDF attention to develop a comprehensive skills development plan for the construction sector. The survey revealed that a large percentage of construction companies are not aware of the entry level TVET courses, which indicates a huge communication breach between the construction industry and the training institutes. It was also found that construction companies are not satisfied with the quality of TVET qualification.

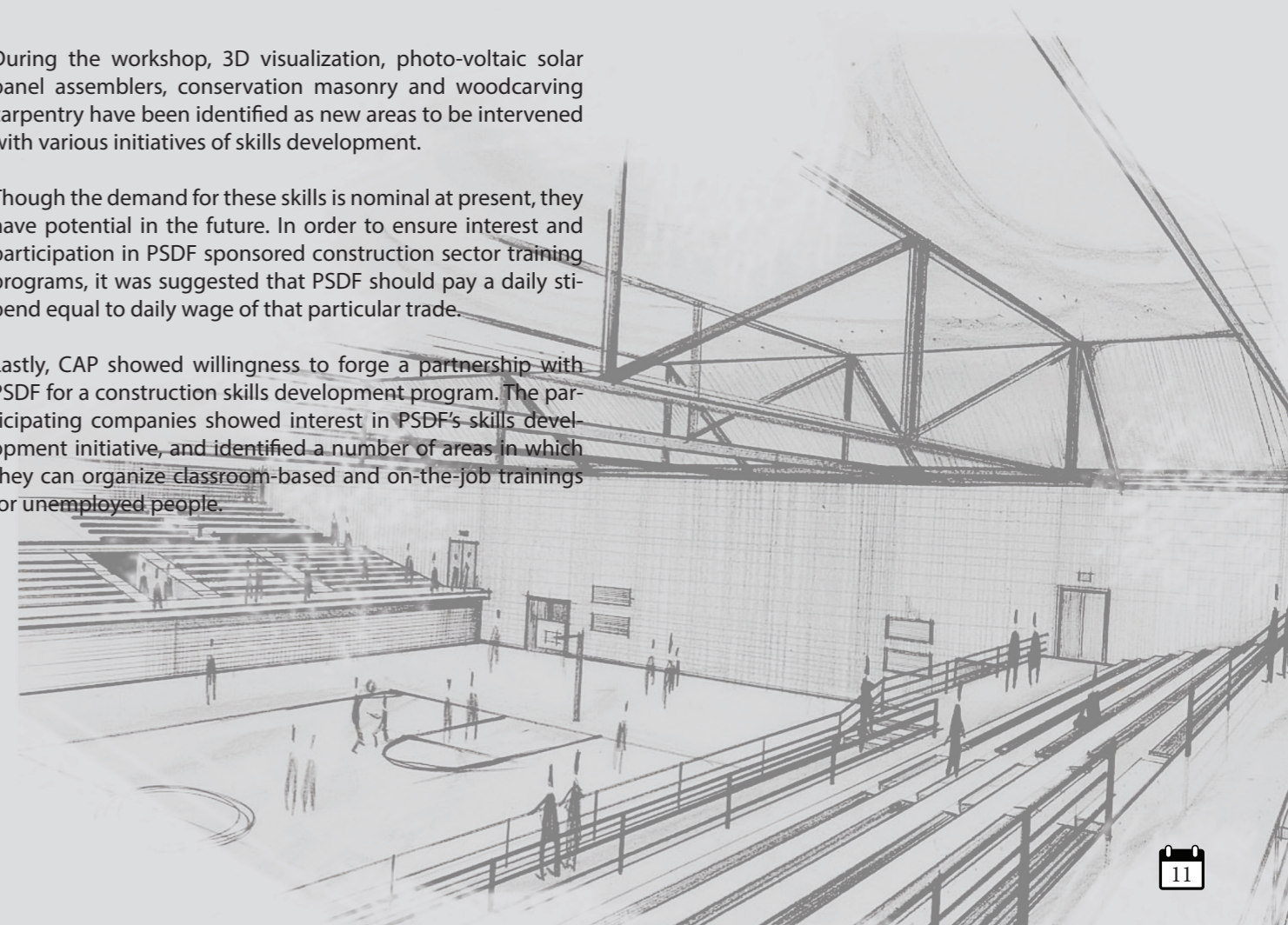
The TVET qualification holders lack modernized technical knowledge, practical experience, and requisite skills. This specifies that TVET institutes are required to improve the quality of their trainings through upgrading their curricula, training methodologies and infrastructural facilities. According to the survey findings, skills development in the areas of quality control is crucial to prevent unsafe and sub-standard construction. Besides, it can help in cost reduction through precluding costs incurred on material wastages.

The participants identified occupational health and safety, teamwork, communication skills and work ethics as few important supplementary skills required at the middle management and worker level of the construction sector workforce. Specifically, at the middle management level, supervisory, surveying and drafting were identified as most challenging trades to be staffed. Hence, it was recommended that TVET institutes should impart quality trainings, in the above cited areas. Majority of the participants stressed the need to organize occupational health and safety trainings in order to minimize work related injuries, fatalities and medical costs.

During the workshop, 3D visualization, photo-voltaic solar panel assemblers, conservation masonry and woodcarving carpentry have been identified as new areas to be intervened with various initiatives of skills development.

Though the demand for these skills is nominal at present, they have potential in the future. In order to ensure interest and participation in PSDF sponsored construction sector training programs, it was suggested that PSDF should pay a daily stipend equal to daily wage of that particular trade.

Lastly, CAP showed willingness to forge a partnership with PSDF for a construction skills development program. The participating companies showed interest in PSDF's skills development initiative, and identified a number of areas in which they can organize classroom-based and on-the-job trainings for unemployed people.

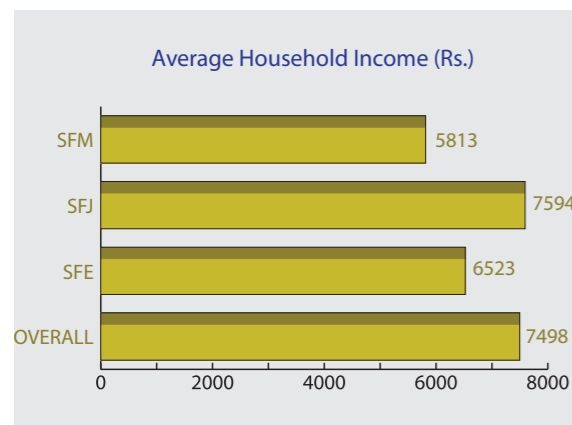


PSDF Product Analysis

PRODUCT DIFFERENTIATION FOR REACHING OUT TO TARGET BENEFICIARIES

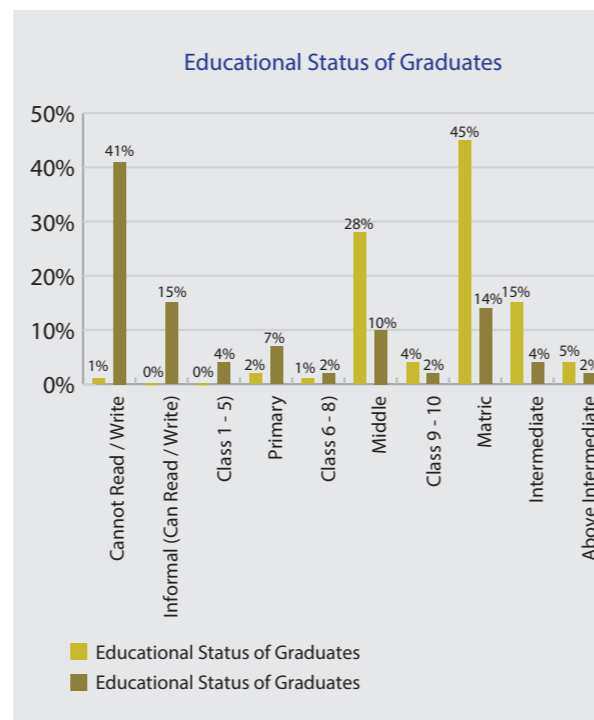
PSDF's largest skills training schemes are Skills for Job and Skills for Market. Both the schemes were successfully launched in 2012-13 and are currently being implemented in their second phase in the year 2013-14. The scheme, Skills for Job targets people who are relatively more literate. They are able to access training courses which have a defined entry requirement. The second scheme, Skills for Market, on the other hand deals with people who live in rural areas. The trainees of this scheme are relatively less literate with lower incomes than the beneficiaries of Skills for Job.

The average household income of an SFJ trainee is Rs. 7594; the average household income of an SFM trainee is 23% lower at Rs. 5813 per month.



Skills for Market is an integrated product where the women trainees not only receive vocational skills but receive literacy and numeracy skills as well. It is interesting to note that more than 40% of the trainees of SFM cannot read or write. On the other hand, the highest percentage of trainees of SFJ have received at least matric education.

A comparison of the educational status of SFJ and SFM trainees depicts that the former scheme has been successful in attracting target groups that are denied access by the formal vocational system.



SERVING THE FARMS – DEVELOPING

Agriculture and livestock sectors contribute more than a quarter to Punjab's Gross Provincial Product and provide more than two-fifth of the jobs. Based on CERP's input highlighting a dearth of skilled labor in these sectors, PSDF organized a workshop last year to explore and understand skills needs for these sectors, the state of existing skills supply and options to stimulate a market-relevant supply of training that conforms to an acceptable and recognized quality assurance system.

Skills for Farms encourages new trainers to provide accredited trainings in livestock and agriculture sector. The average age of the trainees of Skills for Farms is 22.8. Seven training providers are providing specialized trainings in 22 trades to a total of 2250 trainees. A total of 90 classes are to be held, 65 of which will be held in the four southern districts of Punjab namely, Bahawalpur, Bahawalnagar, Lodhran and Muzzafargarh while 25 will be held outside these districts.

Among the training providers for Skills for Farms, there is no pure public sector TVET provider. Out of a total of 7 training providers, 47% are universities while the remaining 53% are private sector training providers.

List of SFF Trades:

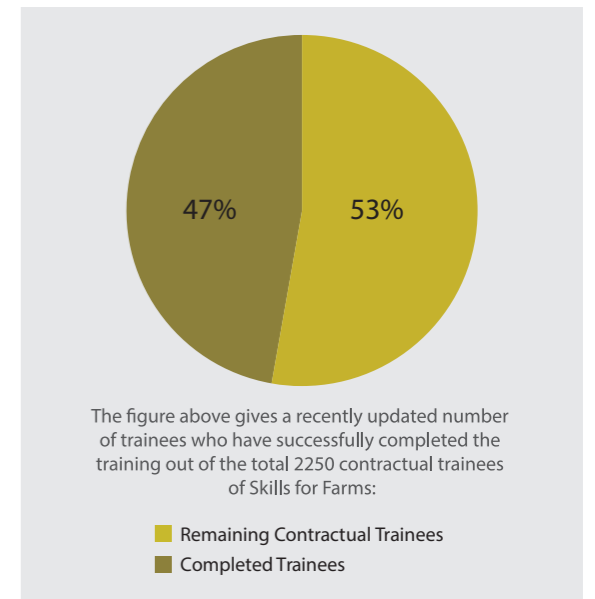
The specialized courses designed for SFF include the following trades:

| | |
|----|---|
| 1 | Village Veterinary Worker |
| 2 | Tunnel Farming |
| 3 | Elementary Food Preservation |
| 4 | Pest Management |
| 5 | Farm Manager |
| 6 | Grain Storage Management |
| 7 | Nursery Development |
| 8 | Biosaline Agriculture |
| 9 | Vegetable Pest & Disease Management |
| 10 | Global GAP Implementation |
| 11 | Silage Making |
| 12 | Skilled Poultry Worker |
| 13 | Food Processing and Preservation Techniques with International Food safety Standard |
| 14 | Post- Harvest Handling and Export Management of Mango |
| 15 | Agriculture Farm Management |
| 16 | Mango Orchard Management |
| 17 | Animal Nutrition Management |
| 18 | Dairy Herd Management |
| 19 | Poultry Farm Management |
| 20 | Artificial Insemination(Technician) |
| 21 | Calf Fattening |
| 22 | Kitchen Gardening |

SFF TSP's:

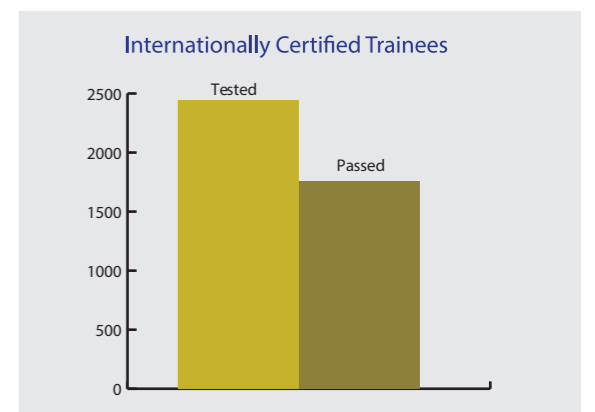
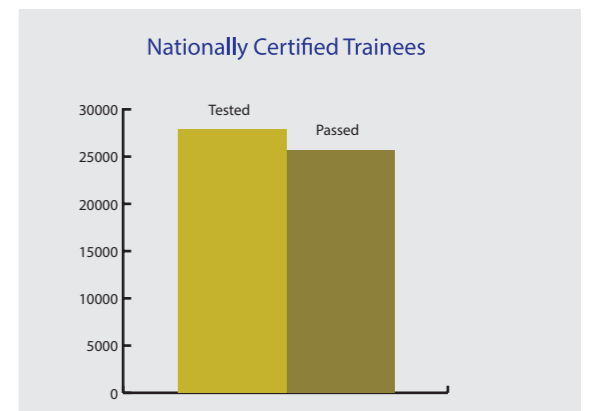
1. CABI Central and West Asia
2. Department Of Continuing Education, University Of Agriculture, Faisalabad
3. IUB, Department Of Forestry, Range and Wildlife Management
4. IUB, University College of Agriculture & Environmental Sciences
5. Roshni Development Organization (RDO)
6. Star Farm Pakistan Limited
7. University Of Veterinary and Animal Sciences, Lahore

Skills for Farms



The successful trainees of various schemes of Punjab Skills Development Fund are being certified by 22 testing bodies. The highest volume of testing is being done by Punjab Board of Technical Education (PBTE) which has a special arrangement with PSDF.

Out of 22, 5 are international certifying bodies. These include City & Guilds, Edexcel, LCCI-EDI, Plant Wise International and International Computer Driving License. By June, 2014, out of a total of 27922 trainees that have been tested so far there are 25681 nationally certified trainees with a cumulative pass percentage of 95% while 1753 internationally certified trainees with a cumulative pass percentage of 78.2%.





Information Technology; computers used to intrigue him so he applied in the course of Computer Applications and got enrolled.

"I had an aptitude for computer sciences and I was thrilled to get enrolled in the course of Computer Applications. I knew that this training would render better job prospects for me. My father was a little reluctant to send me away to attend the training as it was going to trench our income stream but I managed to convince him".

Hashim's performance was outstanding throughout the course which made him secure a job at Al Rahim Traders as an Assistant Accountant. "Hashim was very diligent throughout the course, we saw him assiduously absorbing the skills and by the end of the course he was quite proficient in many applications" his instructor told PSDF.

"My father is very happy and I'm grateful to PSDF for enabling me to eliminate the discontentment of my family to a larger extent. Life seems more manageable now".

Hashim has proved that resilience, fortitude and aptitude, if granted with the right opportunities can open the doors to a blissful life.

For Hashim, Life has now become a more blissful endeavor. He attended PSDF-funded six months course of Computer Applications and now he is appointed as an Assistant Accountant in a private firm.

Mohammad Hashim, a resident of Muzaffargarh, was never acquainted with the brighter side of life. At the age of 25, he was struggling to give his intermediate exam while trying to make money from odd jobs in order to contribute to his household expenses. He had seen his father, a wood worker, toiling day-and-night to feed a family of 12. His elder brother could not pursue his education and started working right after matriculation to bring some relief to his father.

"We three were working in our family, but we were not making enough money to keep our expense roll running smoothly". Hashim told PSDF in the interview. "Unfortunately in our country, laborers are never sufficiently compensated. The dearth of finances never allowed me to attain any formal training to have better livelihood opportunities" he said.

One day on his way back home, Hashim spotted a banner announcing the fully funded trainings by Punjab Skills Development Fund. Hashim always wanted to pursue his career in

Tehseena is a middle aged woman, a resident of Bahawalnagar, was awarded with an opportunity to attend PSDF-funded course of Advanced Dress Designing and Making which enabled her to pave better ways for livelihood generation.

Education for girls was never a priority for my father. It was my mother's stance that enabled us to complete our bachelor's degree privately.

"My father was the sole bread winner for the family and he had a very low income. We were drowned in crisis as he passed away and to combat that my sister started teaching at a school. Unfortunately I could not find any job in the nearby schools of our community as there was no vacancy. I had no other skill at hand which could earn me a reasonable job". Tehseena told PSDF.



She had a knack colors. She wanted to have a career in fashion design but never find any way to pursue her dreams.

As Tehseena heard about the free course of dress designing and making funded by PSDF, from her friend living next door, she was elated with hope and motivation.

"I applied for one year BTEC Level 3 Diploma in Art & Design (Fashion & Clothing) and luckily got enrolled in it. It was a lifetime experience for me. Exposure to a different environment and the remarkable training nurtured my confidence. We were also explained on the several aspects of running our own businesses".

"As I completed my course, I did not have resources to open up any boutique so I decided to take off with the meager provisions. I initiated working as a freelance dress designer from my home. I started getting orders from the women of my community and it helped me in easing out the financial clench that my family was confronted with. Despite all the odds, I still dream of opening up my own boutique and become a successful entrepreneur. I am immensely grateful that PSDF has given me a platform to fulfill my dreams".

with fabrics and ed to have a signing but could platform to pursue As Tehseena free course of dress designing and making funded by PSDF, from her friend living next door, she was elated with hope and motivation.

Masooma is hemming a bright future!



Residing in Alipur, Muzaffargarh, Masooma Gohar had always aspired for a source to support her family. Her father was a commercial wall painter and was the only source of income for a large family comprising of Masooma's seven brothers and sisters.

"Since I was young I could never wake up to a day free of the problems posed by our financial encumbrance. My father was making a low income making it difficult to provide adequate facilities for a sizable family. After his death the situation became worse, my elder brother had to quit his education to start working as a painter," Masooma said.

She always wished to support her family. She had only done her Bachelors of Arts which did not equip her with any skills to find a better job.

"I was dejected but retained the spark to grow out of these hitches. I came to know about PSDF-funded vocational trainings through a banner displayed in our community. I probed further and came to know about the variety of courses which were being organized specially for women. My spirits elevated even higher as I came to know that the courses were free of cost and the trainees will also be provided with monthly stipend, course material, boarding and lodging facilities. I discussed it with my mother and she encouraged me to go ahead for the training".

Masooma applied for the course of Dress Designing and got admission. After completion of her training, she started to provide designing and tailoring services and later became popular with the appeal and intricacy of her designs. Her creativity earned her sizable orders from various local boutiques.

We were imparted with innovative techniques of dress designing, we were made to practice striking patterns and arresting design ideas which enabled me to sustain the market competition. Our instructors also told us about the entire idea of client handling and also told us about its significance for a successful business.

"Now I am generating ample money to support my family and looking forward to save it as I aim to open up my own boutique. I am skilled to earn independently and it has taken away many social fears and insecurities. I am also encouraging my younger sisters to attend PSDF-funded vocational courses to emerge as a self-reliant women," she said.

UCCCESS STORIES

PSDF Placement Cell

Striving to Make an Impact

Since inception of its operations, PSDF has trained 42,000 men and women in 117 modern and conventional trades which has rendered a reasonable income stream for many families. To further effectuate the output of its efforts, PSDF is also rigorously pursuing for the placement of its trained graduates.

A Placement Cell was established to concurrently assist the industry at large with the provision of workforce particularly skilled to meet the labor market demand while enabling employment prospects for PSDF-funded trained individuals. Industrial growth can be largely catalyzed with the supply of appropriately trained workforce which further leads to the development of a prosperous nation.

PSDF is funding high quality vocational and technical trainings in various areas coming under the trade groups of Agriculture & Livestock, Air Conditioning & Refrigeration, Art & Design, Automobile, Biogas, Computer & IT, Commerce, Construction, Electrical & Electronics, Garments & Textile, Hospitality & Services, Metal Work & Welding, Machine Tools Operator, Plumbing & Sanitary Installation and Telecommunications.

PSDF Placement Cell is providing the following services to the employers to help escalate their growth grids through the induction of our trained graduates;

- Information retrieval services from a graduates' data-base where the information on trainee identification is verified through NADRA Verisys System.
- A login to acquire the graduates' complete profile
- Dedicated phone number to answer queries for any further information
- Facilitating direct contact between the prospective employee and employer

Our Accredited Certification Agencies

| Local Agencies | International Agencies |
|--|--|
| National Training Bureau | City & Guilds |
| Punjab Board of Technical Education (PBTE) | EASA |
| Punjab Medical Faculty | EDEXCEL |
| Punjab Vocational Training Center (PVTC) | International Computer Driving License (ICDL) |
| Trade Testing Board Punjab (TTBP) | London Chamber of Commerce and Industry- Education |
| Universities | Development International (LCCI-EDI) |
| Others | |



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