

**SCIENCE & TECHNOLOGY AND INFORMATION TECHNOLOGY DEPARTMENT  
GOVERNMENT OF KHYBER PAKHTUNKHWA**



**PC-1**

**EMPLOYABLE DIGITAL SKILLS FOR THE YOUTH OF  
MERGED AREAS**

<b>ADP No.</b>	924- 190252
<b>Forum</b>	DDWP
<b>Total Duration</b>	20 Months
<b>Total Cost</b>	PKR 19.29 Million

**Prepared by:**

**KHYBER PAKHTUNKHWA INFORMATION TECHNOLOGY BOARD  
GOVERNMENT OF KHYBER PAKHTUNKHWA**



**September 2019**

#	Description	Detail
1	Name of the Project	Employable Digital Skills for the Youth of Merged Areas
2	Location	Across Newly Merged Districts of Khyber Pakhtunkhwa. Location of training sessions and other project activities will be identified by the consultant training firms.
3	Authorities responsible for:  (i) Sponsoring  (ii) Execution  (iii) Operation & Maintenance  (iv) Concerned Federal Ministry	(i) Science & Technology and Information Technology Department and KPITB  (ii) Khyber Pakhtunkhwa Information Technology Board  (iii) Khyber Pakhtunkhwa Information Technology Board  (iv) N/A
4	(a) Plan provision  (i) If the project is included in the medium term/five-year plan, specify actual allocation.  (ii) If not included in the current plan, what warrants its inclusion and how is it now proposed to be accommodated.  (iii) If the project is proposed to be financed out of block provision, indicate: Total Block Provision: Amount already committed: Amount proposed for this project: Balance available:  (b) Provision in Current Year ADP 2019-20	(i) N/A  (ii) N/A  (iii) N/A  PKR 4 Million.
5	Project Objectives	The project is aimed to build a skilled base of IT and knowledge-based workers in the province for supporting youth employment in the digital industries. Following are the objectives of the project:  i. To empower 840 youth of newly merged districts of KP with employable digital skills to gainfully employ them.

		<p>ii. Bridge the digital divide amongst various socio-economic classes of the society by offering necessary digital skills development programs.</p>
6	Description, justification and technical parameters	<p><b><u>Description &amp; Background:</u></b></p> <p>Unemployment and low growth are challenging in the province of Khyber Pakhtunkhwa (KP) especially in the newly merged districts due to years of regional instability underpinned by decades of poor governance which has affected the youth by confronting the challenges of limited economic opportunities and employment possibilities. With a population of approx. 5.01 million people, the unemployment in youth (between the age of 18-30 years) is 11.8% as compared to 5.6% in rest of the country. The challenges of inclusion and empowerment of these youth will only continue to grow when governments are unable to foster work opportunities and platforms for expression and engagement.</p> <p>The bill related to merger of FATA in to Khyber Pakhtunkhwa has already been approved by the National Assembly as well as Provincial Assembly of Khyber Pakhtunkhwa, but in real sense the merger will only mean the extension of activities of various departments of Khyber Pakhtunkhwa to the newly merged districts of Khyber Pakhtunkhwa. For this purpose, upon the directions of Prime Minister, Federal Government in collaboration of Provincial Government of Khyber Pakhtunkhwa has undertaken the initiative of quick impact projects which will be extended to the merged districts of Khyber Pakhtunkhwa.</p> <p>KPITB launched the Youth Employment Program (YEP) in 2016, which was one of the first publicly funded training programs on digital skills, the first phase produces promising results, by January 2017, 2100 youth across 7 districts of KP. The testimonials shared by the trained youth shows 40,000 USD earning by the trainees. With the completion of the first phase of Youth Employment Program, KPITB launched the second phase of the program on an even bigger scale and a much broader scope with an objective to empower 40,000 youth of the province in various market oriented digital skills. A total of 8700 youth of the province were trained in various digital skills. An employment assessment survey was conducted in July 2018, showing noteworthy results with 38% of the assessment respondents started generating income from the imparted skills, out of which 17.51% respondents earning more than 20,000 PKR a month.</p> <p><b><u>Justification:</u></b></p> <p>The future of jobs is in the digital economy and knowledge workers. A growing number of jobs are available through global online work and tech-based startups. To successfully promote jobs for youth in the digital economy, an integrated approach of skills development, supporting structures, and financing is required. This needs to lay out a strategy for investment in the short term that can help build these opportunities. With the right strategy and approach, the youth of the province can be engaged, enfranchised, equipped, and empowered with the right skills and opportunities to make substantial inroads, contribute towards socio-</p>

economic development, and avail the right employment options. KPITB aims to create and develop a sustainable Talent Pool of digitally skilled workers and entrepreneurs.

Current trends indicate that digital skills development and the employment opportunities available through on-line work can have a significant impact on the employment and economy of newly merged areas of KP (and Pakistan as a whole). While the tech industry in Pakistan, is still nascent, it may be well positioned to take part in this high growth sector, considering the ease to train youth in the high in demand and highly paid digital skills.

Keeping in view the above factors, KPITB has proposed the project to be extended to the merged districts of Khyber Pakhtunkhwa in order to empower the youth of merged districts of Khyber Pakhtunkhwa with employable digital skills and enable them to overcome the challenge of un-employment.

**Methodology and Technical Parameters:**

Employable Digital Skills for Youth of Merged Districts of Khyber Pakhtunkhwa would be implemented by performing the following activities/steps.

**Step 1 – Recruitment of KPITB’s Project Staff:**

The project staff requirement to execute the activities of the project is annexed at **Annex - III**. The staff for the project would be hired by the Project Staff Recruitment Committees of KPITB.

**Step 2 – Hiring of Third-Party Training Firms:**

The trainings will be outsourced to third-party training firm with expertise in the provision of digital skills. These firms will conduct market analysis for highly in demand digital skills and propose a detailed curriculum and training plan accordingly. These firms will also mentor the trained youth for monetizing their skills.

**Step 3 – Advertisement, Eligibility Criteria and Selection Process of Trainees:**

The program would be advertised for selection of trainees in leading newspapers on bi-annual basis and regularly on KPITB’s website and social media. Registration of applicants would be open throughout the year.

Youth with the following minimum eligibility criteria will be able to apply for the digital skills of their interest offered under the program.

15	<p>Certified that the project proposal has been prepared on the basis of Instructions provided by the Planning Commission for the preparation of PC-I for Social Sector projects.</p>	<p><b>General Criteria</b>  <b>Prepared by:</b>  1. Domicile holders of the merged districts of Khyber Pakhtunkhwa.  2. Valid CNIC holders.  3. Youth aged above 20 and below 35.  <u>Muhammad Shoaib</u>  Project Manager (KPYEP)  KPITB</p> <p><b>Course Specific Criteria</b>  <b>Reviewed by:</b>  The course specific criteria will be divided into two groups outlined in Table 1.</p> <table border="1" data-bbox="584 610 1534 1208"> <thead> <tr> <th colspan="2">Course List A</th> <th colspan="2">Course List B</th> </tr> </thead> <tbody> <tr> <td>I.</td> <td>Search Engine Marketing (SEM)</td> <td>Assistant Director (Projects Planning &amp; Solicitation)</td> <td>Mobile App Development</td> </tr> <tr> <td>II.</td> <td>Search Engine Optimization (SEO)</td> <td></td> <td>WordPress Design and Development</td> </tr> <tr> <td>III.</td> <td>Social Media Marketing</td> <td>Asim Ishaq Khan</td> <td></td> </tr> <tr> <td>IV.</td> <td>Graphics Design</td> <td>Deputy Director (Projects)</td> <td></td> </tr> <tr> <td>V.</td> <td>Motion Graphics</td> <td>KPITB</td> <td></td> </tr> <tr> <td>VI.</td> <td>YouTube &amp; Interactive Media</td> <td></td> <td></td> </tr> <tr> <td>VII.</td> <td>Blogging and Content Writing</td> <td></td> <td></td> </tr> <tr> <td>VIII.</td> <td>Freelancing</td> <td>Muhammad Asim Jamshed</td> <td></td> </tr> </tbody> </table> <p><b>Submitted by:</b>  <u>Asim Ishaq Khan</u>  Deputy Director (Projects)  KPITB</p> <p><b>Recommended by:</b>  The minimum criteria for each course list is outlined below, however the final criteria will be shared by the Consultant Training Firm to be hired for imparting trainings.</p> <ol style="list-style-type: none"> <li><b>Course List A:</b> Youth who are enrolled in the university or college for higher education, i.e have completed their FA/FSc or are graduates.  <u>Dr. Shahbaz Khan</u>  Managing Director  KPITB</li> <li><b>Course List B:</b> Youth who are enrolled in ICT relevant fields at a university or college for higher education or an ICT graduate.</li> </ol> <p><b>Checked by:</b>  Applications would be collected through online form or on-site registration during the project team visits to colleges/universities. The applicants would have to submit their CNIC and Domicile certificate along with application form.  <u>Abdul Basit</u>  Chief Planning Officer  ST&amp;IT Department</p> <p>All the applicants would start to appear for the training but they would be prioritized after evaluation based on the scoring criteria i.e. applicants who have higher preference points would be enrolled in first batch and rest of the applicants would be enrolled in order of merit in next scheduled batches.</p> <p><b>Approved by:</b>  <u>Zafar Iqbal</u>  Secretary  ST&amp;IT Department</p>	Course List A		Course List B		I.	Search Engine Marketing (SEM)	Assistant Director (Projects Planning & Solicitation)	Mobile App Development	II.	Search Engine Optimization (SEO)		WordPress Design and Development	III.	Social Media Marketing	Asim Ishaq Khan		IV.	Graphics Design	Deputy Director (Projects)		V.	Motion Graphics	KPITB		VI.	YouTube & Interactive Media			VII.	Blogging and Content Writing			VIII.	Freelancing	Muhammad Asim Jamshed	
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**Step 4 – Training of Trainees:**

The trainings will be conducted in-person and more focused on practical work rather than theoretical. The duration of training for each digital skill would be a minimum of 48 contact hours, where contact hour will be the time spent in a brick and mortar environment in-person with the selected trainees. The consultant training firm shall hold meeting with industry experts and propose a detailed curated curriculum with justifications for the 5 top most employable digital skills from the list given in Table 1.

Table 2. shows the number of trainees to be trained.

Expected Trainees		
2019-2020	2020-2021	Total
120	720	840

*Table 2: Total number of expected trainees.*

The actual number of trainees in each of the finalized digital skills would be determined by number of applications received against each course, but however the consultant training firm will ensure that a minimum of 100 youth is trained in each of the digital skills and at least 100 from each district of the merged areas.

**Step 5 - Conducting Examinations and Awarding Certifications:**

The trainers from the third-party training firm shall conduct assessments and evaluation of trainees as well as conduct final examination at the end of course. The mechanism for assessment, evaluation and examination for the award of certification would be devised by the training firm in consultation with KPITB. The certification would be awarded to successful passed out trainees by KPITB.

**Step 6 – Career Guidance:**

Career guidance would be provided to the trainees by the training firm, during the training as well as after the training, for a period of one year. The training firm and KPITB would devise a mechanism thereof and the trainers would perform career guidance accordingly.

**Step 7 – Monitoring & Evaluation:**

The internal monitoring of the project would be performed by the District Monitors under the supervision of Project Coordinator. The project team and AD Monitoring - KPITB would devise mechanism to monitor, control and evaluate the project.

A formal progress evaluation be completed after six months of training and reports be provided to the all stakeholders. For monitoring and evaluation purposes the performance indicators for the project shall include the following:

		<ol style="list-style-type: none"> <li>1. The number of trainees capable of understanding digital skills, to be determined through assessments.</li> <li>2. The number of trainees that successfully pass-out (non-drop-outs).</li> <li>3. The transfer of knowledge from the Trainers to the trainees quantified through a survey.</li> <li>4. The number of trainees successfully employed within one year of the training.</li> <li>5. Confidence of the trainees in getting employment in the digital industries, after completion of the project, quantified through a survey.</li> <li>6. Capability and commitment of the trainees to continue practicing and implementing the skills after completion of the project, quantified through a survey.</li> <li>7. The number of applications received from youth of Merged Areas of Khyber Pakhtunkhwa for enrollment in the program.</li> <li>8. Evaluation of project performance through trainees' feedback collection.</li> </ol> <p>Performance measures can be modified as the project evolves and matures over time.</p> <p><b>Step 8 – Maintaining Post-Training Database of the Trainees:</b></p> <p>The hired third party training firm will maintain post-training database of trainees to track, record and report regarding their employment status and earnings, etc during the execution till one year after the completion of the project.</p>
7	Capital cost estimates	Annexure-I
8	Annual operating and maintenance cost after completion of the Project	Not Applicable
9	Demand and supply analysis	<p>KPITB believes in revolutionizing the digital economy of KP by equipping the youth with the digital skills of the future. For this we plan to start advanced digital skills training that can guarantee maximum results in terms of employment generation.</p> <p>Every year thousands of youth graduate from universities throughout the province, however, the industry is able to cater to only a few of them. As per the record of Directorate of Education for the Merged Areas, more than 17,000 youth is enrolled and different colleges through out the merged areas out of which more than 1300 are ICT students. Similarly, in KPYEP, more than 4000 applicants had a domicile from the merged areas and has shown interest in digital skills. According to the Global Competitiveness Report, Pakistan lacks behind most countries in-terms of technological awareness and job preparedness.</p> <p>The employment opportunities presented in Digital Skills are also next to none, the growing number of opportunities available for the individuals with digital skills. These individuals will also have opportunities to find</p>

		gigs/jobs online on different freelancing portals like Fiverr, Upwork, People per hour etc in addition to conventional jobs.																		
10	Financial Plan and mode of financing	The scheme will be executed through funding under ADP 924- 190252 for 2 years during FY 2019-20 to FY 2020-21 with a total cost of PKR 19.9 million.																		
		<b>2019-20</b>	<b>2020-21</b>	<b>Total</b>																
		5.0 million	14.29 million	19.29 million																
11	Project benefits	<ul style="list-style-type: none"> <li>i. Skills development of ICT students and graduates</li> <li>ii. Creation of skilled IT workforce</li> <li>iii. Decrease in gap between IT industry and academia</li> <li>iv. Awareness about contemporary education and skills</li> <li>v. Capacity building</li> </ul>																		
12	<p>(a) Implementation schedule</p> <p>(i) Indicate starting and completion date of the project</p> <p>(ii) Item-wise/year-wise implementation schedule in line chart correlated with the phasing of physical activities.</p> <p>(b) Result Based Monitoring Indicators. (RBM)</p>	<p>Date of Start: 1<sup>st</sup> November, 2019 Date of Completion: 30<sup>th</sup> June, 2021</p> <p>Annexure-V</p> <p>The suggested goal and objectives provide a touchstone for desired outcomes – development of digital skills and supporting employment among the youth of Khyber Pakhtunkhwa. The following outcomes are expected of this project:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 5%;">S.#</th> <th style="width: 25%;">Input</th> <th style="width: 20%;">Output</th> <th style="width: 20%;">Outcome</th> <th style="width: 30%;">Targeted Impact</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>Imparting Digital Skills training to youth.</td> <td>840 youth trained in digital skills.</td> <td>The trainees successfully learn digital skills, pass the final exam and get completion certificate.</td> <td>Empowering 840 youth of newly merged districts of KP with employable digital skills to gainfully employ them.</td> </tr> <tr> <td style="text-align: center;">2</td> <td>Mentoring and Career Guidance</td> <td>Trained youth start generating revenue through the digital skills imparted.</td> <td>The trainees successfully start generating revenue through gigs/freelancing/online jobs or get full</td> <td>Digital economy of the province alleviated.  Bridging the digital divide amongst various socio-</td> </tr> </tbody> </table>				S.#	Input	Output	Outcome	Targeted Impact	1	Imparting Digital Skills training to youth.	840 youth trained in digital skills.	The trainees successfully learn digital skills, pass the final exam and get completion certificate.	Empowering 840 youth of newly merged districts of KP with employable digital skills to gainfully employ them.	2	Mentoring and Career Guidance	Trained youth start generating revenue through the digital skills imparted.	The trainees successfully start generating revenue through gigs/freelancing/online jobs or get full	Digital economy of the province alleviated.  Bridging the digital divide amongst various socio-
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					time employed.	economic classes of the society.
13	<p>Management structure and manpower</p> <p>(i) Administrative arrangements for implementation of the project</p> <p>(ii) Manpower requirements during execution and operation of the project</p> <p>(iii) Job description, qualification, experience, age and salary of each job be provided</p>	Annexure-I				
14	<p>Additional projects/decisions required to maximize socio-economic benefits from the proposed project to optimize the investment being undertaken on the projects.</p>	Not Applicable				